



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

OL. 36, NO. 45

NEW YORK, TUESDAY, SEPTEMBER 3, 1946

TEN CENTS

Set Interference Study

AM, CP's, FM Grants Announced By FCC

Washington Bureau, RADIO DAILY
 Washington—The FCC on Friday granted WJAC, Inc., a CP for a new commercial television station in Kinshannon, Pa., and acted favorably on nearly two score applications for AM and standard facilities in all parts of the nation. CP's for new AM stations were awarded the following applicants:

David W. Ratliff, Stamford, Tex., to operate on 1400 kc., 250 watts, unlicensed; Bay Broadcasting Co., Goose Creek, Tex., to operate on 650 kc., (Continued on Page 10)

"Sherlock" Show To ABC; First Shift In 10 Years

The "Sherlock Holmes" drama, under new sponsorship of Kremlin tonic and shampoo, will be heard this season over ABC each Saturday 8:30 p.m., effective Oct. 12. Announcement was placed by Erwin, Wasey & Co.

"Sherlock Holmes," which left the air for the summer, has been heard over Mutual since 1936 and had been sponsored since 1943 by Petri Wine. (Continued on Page 8)

Texas Setting Contest For Bob Hope Singer

Dallas, Tex.—A giant state-wide contest will be held in the search for a girl singer for the Bob Hope Show. Hope is expected to be here to select the winner in the contest to be held under the auspices of the Interstate Theaters Circuit on Sept. 15. Each Texas city where Interstate (Continued on Page 2)

Farm Tour

Hartford—The Connecticut Farm Forum, over WTIC Saturday at 2:30 p.m., will feature a radio tour of some of the farm work camps where 1,000 boys and girls serve as emergency farmhands. Farm Program Director Frank Atwood and a WTIC recording crew are visiting the camps this week and the ET's made on the scene will be built into a half-hour show.

Expose

"FBI In Peace and War" on Thursday, Sept. 5, will have Don Dunphy, sportscaster in a special role wherein he will report a "fixed" prize fight. This is probably Dunphy's first appearance over the CBS network. Series has just returned after a short layoff and is again authored by Max Marcin.

CBS Salary Increase For 900 Employees

CBS authorized a salary increase of at least 10 per cent to more than 900 employees effective September 1, it was announced over the week-end by Frank Stanton, president. Increase, it was said, is based on rates of last June 30, and applies to all New York employees receiving \$100 or less per week and who are not currently covered by union or other agreements.

"The salary increases are the result of a job classification survey which the company has been conducting for (Continued on Page 2)

NAB Accepts Invitation To Serve State Department

Washington Bureau, RADIO DAILY
 Washington—NAB has accepted the State Department's invitation to name a representative to serve on the National Commission for educational, scientific and cultural co-operation.

Assistant Secretary of State William (Continued on Page 10)

Facsimile Preview Planned by Advertising Club of N. Y.

Members of the Advertising Club of New York will be given a preview of tomorrow's facsimile transmission at the first Celebrity Luncheon of the year which will be held at the club's temporary clubhouse on Wednesday noon, September 18. Eugene S. Thomas, president of the club has announced.

An address by John V. L. Hogan, pioneer facsimile inventor, on the subject of "Facsimile Broadcasting

Automobile Industry Unites with RMA To Eliminate Ignition Static Affecting Tele and Radio

Five-Power Conclave To Discuss UN Radio

Washington Bureau, RADIO DAILY
 Washington—Establishment of relations with the United Nations organization will be discussed at the forthcoming preliminary five-power Telecommunications conference in Moscow, the State Department announced over the week-end.

Agenda for the important meeting, scheduled to begin on Sept. 28, also includes the following:

1. Time, place of the calling of the (Continued on Page 10)

Rudy Vallee Program Debuts On NBC Sept. 10

The new Rudy Vallee program, sponsored by Philip Morris, is set to open on NBC September 10, from 8 to 8:30 p.m., EDT, with a repeat broadcast from 11:30 to 12:00 mid- (Continued on Page 10)

Regional Webs Sign For BMB Membership

Three more regional networks have subscribed to Broadcast Measurement Bureau's audience analysis, bringing the total of regional nets to eight. (Continued on Page 2)

Active interest among automotive engineers in the coming era of electronics when television and high frequency wavebands will carry the bulk of programs into American homes was disclosed the past week-end by the Automobile Manufacturers Association in Detroit.

During the past few months the motor car industry has been conducting a research project designed to insure that vehicle ignition systems will not create static or other annoy- (Continued on Page 8)

New Basic Rate Card Issued By KBS Web

A new basic rate card has been issued by Keystone Broadcasting System, transcription network, which became effective September 1, Michael Sillerman, president of KBS, announced the past week-end.

The new basic rates are as follows: Class A Time—one hour, \$5,750; half-hour, \$3,450; quarter-hour, \$2,300. Class B Time—one hour, \$5,000; half- (Continued on Page 2)

Television In Conflict; Sports Heads vs. Outlets

First signs of conflict involving telecasters and sports magnates were bared over the week-end when it was learned that WCBW, CBS television station, has moved into Yan- (Continued on Page 10)

Call Letter Change

Washington—FCC has authorized WABC, key station in New York for CBS to change its call letters to WCBS effective Nov. 1, 1946. Television outlet WCBW will be called WCBS-TV and the FM station of the network will be changed to WCBS-FM. WABC carried its first full schedule as the CBS key station Jan. 20, 1929. Old call letters will now go to CBS relay stations.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

Stock Exchange closed yesterday (Labor Day.)

New Basic Rate Card Issued by KBS Web

(Continued from Page 1) hour, \$3,000; quarter-hour, \$2,000. Rate for five-minute periods is \$1,150; for one-minute, \$600.

Current KBS advertisers are protected under the former Rate Card No. 54 for one year. New advertisers are likewise protected under the former card for one year provided firm orders are received by the network on or before October 15, 1946 for broadcasting to start by December 1, 1946.

Regional Webs Sign For BMB Membership

(Continued from Page 1) Latest members added to BMB are Columbia Pacific, Intermountain and Texas Quality Networks.

Coming and Going

FRANK PAPP, NBC producer-director, returns to his desk today after a month in Chicago where he lectured at the Radio Workshop of the University of Chicago.

TODD RUSSELL, emcee of "Double or Nothing," leaves today with JOHN WELLINGTON and BOB WILSON of the Mutual staff for a special show in Atlantic City this week.

CY HOWARD is vacationing in Cuba. On his return he'll head for the West Coast to produce network comedy and variety shows.

CARR P. COLLINS, president of KWBU, Dallas, arrives today to confer with network executives in New York.

JACK BANNER, of Banner and Grief, returns to his desk today from Western Pennsylvania where he completed arrangements for a personal appearance of Professor Quiz.

DAVE DRISCOLL, WOR's director of news and special events, back at his desk after a week-end vacation trip.

L. J. DUNCAN, president of WRLD, West Point, Ga., will visit New York radio officials tomorrow.

ALBERT ASHCROFT, advertising manager of RADIO DAILY, off on a week's vacation trip.

JAMES CONNOLLY, ABC Chicago stations exec., arrives in New York today for a week of business meetings.

BRUCE GEAR, manager of Jerry Colonna, in New York from Hollywood to handle the comic's personal appearances in radio and television. Jack Burnett doing publicity.

JOHNNY OLSEN, emcee of ABC's "Rumpus Room" and "Ladies Be Seated," left over the week-end for a five-day holiday in Minnesota. He'll visit his dad out there.

CHARLES SHAW, CBS London correspondent for the past several years, returned to the States last week-end for re-acquaintance with web officials and friends.

JOHN H. NORTON, JR., vice-president in charge of ABC stations department, returned home from a business trip to Chicago yesterday.

E. K. HARTENBOWER, general manager of KOMO, Kansas City, expected to arrive in New York today from Chicago.

EDWARD R. MURROW, CBS vice-president, returns to his desk today after a long week-end in the country.

C. B. LOCKE, general manager of KFDM, Beaumont, Texas, comes to Gotham today for talks with ABC web executives.

ALLEN M. WOODALL, prexy of WDAK, Columbus, Ga., in town to see network execs. today.

FRANK ZUZULO, Mutual's assistant publicity director, back at his desk today after a week of golf in Connecticut.

RUSS HODGES, WINS' sportscaster, left by plane for San Francisco to cover the first All-America conference pro game.

MIKE JABLONS leaves for Montgomery, Ala., tonight for the opening of the Army's new University of the Air.

CBS Increases Salaries Of 900 N. Y. Employees

(Continued from Page 1) a number of months," Stanton said. "In cases where minimum rates under the new job classifications call for increases in excess of 10 per cent, the employees will receive the increased amount. "We believe that these salary adjustments will correct such inequities as our survey has disclosed," Stanton added, "and will also offset to some extent the economic 'pinch' which has become more acute in recent months. The present adjustments will in no way preclude recognition of merit or promotions for employees in customary year-end salary review or at other times when warranted."

Texas Setting Contest For Bob Hope Singer

(Continued from Page 1) Theaters are located will be the scene of a preliminary contest the first week in September. Winners in the preliminarily contests will go to district contests to be held here, San Antonio, Houston, Fort Worth, Harlingen and Amarillo, on Sept. 9. Semi-finals will be held here on Sept. 12, and Hope will be here on Sept. 15, to select the winner on Interstate's Texas Quality Network radio program, "It's Showtime." Contest is open to all singers both amateurs and professionals between the ages of 14 and 25. All expenses will be paid to district and final auditions. Winner will receive an all-expense paid trip to Hollywood and one broadcast engagement on Hope's new fall air show.



"His sermons over WFDF Flint always sound different."



Stiff upper lip

That water buffalo in Indo-China really totes a load. Working in the rice fields he pushes steadily on and on, getting the day's work done. It's tough going, too, with mud up to his thighs.

He's not glamorous but he's real worker.

Back here in Baltimore, W-I-T-H the successful independent station has a similar story. It goes like this:

We have no glamour affiliation either. But we're a working station W-I-T-H delivers more listener per-dollar-spent than any other station in this big five-station town.

Just hard, down-to-earth facts prove our merit!

(Our FM audience is yours free for nothing.)

WANTED—FARM DIRECTOR 5000 watt station, large eastern city, has an opening for a farm program director. Must be capable of building his own program, writing interviews, selecting music, etc. Largely dairying and tobacco area. In reply, state qualifications, salary, experience. Send picture and transcription. Box No. 210, RADIO DAILY, 1501 BROADWAY, NEW YORK CITY

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

5000 WATTS 1330 KC. WEVD ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market. Send for WHO'S WHO on WEVD WEVD—117 West 46th Street, New York, N. Y.

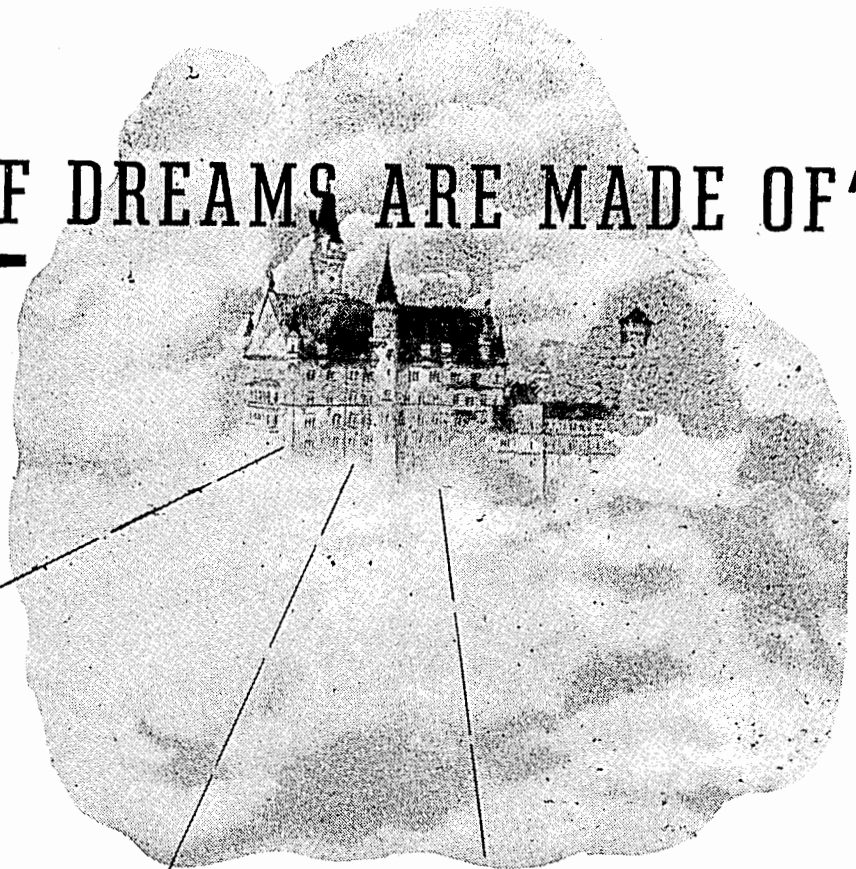
W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REID



"THIS IS THE STUFF DREAMS ARE MADE OF"



Mr. Sales Manager! Do you dream of a market where the Effective Buying Income per family (\$7,247.00)* doubles the national average? That's Hartford!



Dream on! You can build your "castles in the air"—over Hartford.



Mr. Time Buyer! Do you dream of a radio station that gives you coverage (5,000 watts), programs (Basic CBS) and rate (the same for national, regional and local advertisers)?



Mr. Account Executive! Do you dream of a successful test campaign for a new product, or increased sales for an old one? Use WDRRC in the Greater Hartford Market!



WDRRC
HARTFORD 4 CONNECTICUT
WDRRC - FM

BASIC CBS — 5,000 WATTS
Represented by Paul H. Raymer Co.

**Write for WDRRC's new 1946
Market Study of Connecticut*

THE WEEK IN RADIO

Resume UN Radio Coverage

By JIM OWENS

THE four networks and several New York indies renewed coverage of the United Nations' meeting at its new Lake Success, L. I. quarters. Broadcasters were setting considerable time aside for special programs which promised to offer "hot" debates from the Council floor. Football will probably be one of television's biggest sponsor-attractions when the season opens next month. Tele-broadcasters have scheduled broadcasts of all New York professional and several college games. . . . Washington reported that a strong argument was on within FCC regarding "favoring" AM over FM. Proponents of AM contend that situation is as it should be, since little FM equipment is available to the public.

Philco Corp. set Bing Crosby on 211 ABC stations and planned to add 400 more stations to the transcription deal. Mutual is also reported ready to clear some 150 stations for the Groaner's ET show. . . . Labor Day observances this year were tied in with several special shows commemorating official end of the war with Japan. All networks and stations aired programs from key cities throughout the day. . . . The Television Broadcasters Association has lined up several industry leaders to speak at the 2nd annual conference in the Waldorf Oct. 10-11. . . . The video exhibition at the Iowa State Fair was credited for the record-breaking attendance. 85,000 persons paid admissions to Fair, with over 80 per cent attending the tele exhibit.

Forthcoming national and regional elections will get the heaviest radio coverage in history. National and state networks plan to air convention activities throughout the next year, in addition to campaign speeches, etc. . . . Pres. Truman is expected to approve momentarily the U. S. delegation to the five-power telecommunications conference in Moscow next month. Group will include several FCC officials and industry executives. . . . Edward M. Kirby, formerly War Department radio chief, was named president of Featured Radio Programs, Inc. . . . Gillette has acquired sponsorship of both the radio and television broadcasts of the Louis-Mauriello fight in Yankee Stadium.

The first Inter-American Radio Congress at Mexico City will be attended by U. S. broadcasters and manufacturers. Canada will also be represented.

IN TOUCH WITH TOMORROW . . . IN TUNE WITH TODAY

KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.



Broadway Bulletin Board. . . !

● ● ● Indie stations throughout the country plenty concerned about Bing's proposed action against their using his records, now that he's going to be in direct competition with himself. Most of the stations have entire programs with Crosby platters, and you could never tell the difference from the newspaper listings. . . . Dave Rose's Nash Kelvinator show fades Sept. 25th. . . . Wm. Wilgus slated to produce the Dinah Shore show. . . . Jack Benny told us over Toots' bar the other noontime that there's no hidden significance in his 'huddles' with Bill Paley. Merely good friends, he says, and adds that he thinks Geo. Washington Hill is tops as a boss. . . . The boys were discussing "The Hucksters" again the other nite and idly wondering what sort of treatment the movies would give it. "They'll prob'ly make a musical out of it," snapped one hard-to-convince lad. . . . John Reed King's "Give and Take" shifting to once-a-week Sat. ayem spot on CBS Oct. 5th when Kenny Delmar moves his own show in the 4:30 slot. . . . Bobby Breen attempting a comeback at Chicago's Chez Paree in Oct. . . . Thrush Evelyn Knight may broadcast from H'wood next—doubling with a movie contract. . . . Hit Parader Andy Russell wanted for the screen version of the show. . . . Jackie Kelk's definition of a press agent: Clip-tomaniac.

★ ★ ★

● ● ● When Jack Lait itemed that bandleader Herbie Fields' new tune, "Margaret," was being considered as theme song for Margaret Truman's air debut, Time magazine called Herbie's press agent, Art Franklin, for a copy of the lyrics. They wanted to run the song exclusively, but it seemed that the only copy of the song was over in Jersey. So rather than lose the Time break, Franklin (who used to write a daily syndicate verse for the Journal-American) batted out a fresh set of lyrics which the mag printed. Now the publishers have decided that Franklin's version is better and he'll share in the royalties. . . . Prof. Quiz's emcee Todd Russell will bring the ABC mike to Atlantic City this week to determine the I. Q. of the "Miss America" contestants.

★ ★ ★

● ● ● **SMALLTALK:** Geo. Frazier signed to script the Jean Sablon show. . . . Jack Egan running his own promotion and ad agency on the Coast. . . . Alun Williams, pre-war WMCA chief announcer, doing the new U. S. Rubber video series over WABD. . . . Rhea Diamond, press chief of WLIB, calls to say those resigning rumors are not only premature but downright false. . . . Lew Lauria, who's wed to radio emote Maybelle Prindaville, comes out in Nov. with his book on Radio Row tagged, "Let The Chips Fall." . . . Nelson Case pinch-hits for Ben Grauer on the Vaughn Monroe airer for 3 weeks starting Sept. 5th. . . . Luther Adler set for Frank Telford's Mollie Mystery stanza next week. . . . Yvette, just back from Riley's in Saratoga, being primed for her own air series and it's about time. . . . Frank Gallop back from a Cape Cod vacash. . . . Mike Spector, who guided Carol Bruce's career to the top, making a host of friends for Universal in his new spot as eastern talent head. . . . "Louis Sobol Bolero," by Seth Babits and Nora Morales, being published by Robbins. . . . The same Pasquel Bros., who have been raiding the major leagues for ball players, are now casting their orbs on the field of opera. They've already contacted John Brownlee, James Melton and Rob't Merrill, among others, offering them a season south of the border.

★ ★ ★

● ● ● **OUR HAT'S OFF DEPT:** Al Jolson's new Decca album featuring songs from the score of the forthcoming Columbia film, "The Jolson Story," one of the greatest musicals we've ever seen. . . . Carl Ravazza's warm intimate singing style at the Versailles. . . . Rob't Q. Lewis' bright chatter between platters via WHN. . . . Vic Damone's steady climb on the same station.

SAN FRANCISCO

JERRIE MADSEN, KFRC soloist on the Bill Gwynn show, is in Hollywood as one of the finalists trying out with Tommy Dorsey's band. During her five-day absence Polly (Polly) Lawrence, gifted 14-year-old daughter of KFRC's librarian, Ann Lawrence, is substituting as vocalist on the half-hour daily show, making good. Fan mail starting coming in after her first performance. A nice break for a nice kid.

Talk about being busy—Jack Grason, emcee of Hubbub Club five days a week on KPO, flies to Hollywood Saturday mornings to pinch-hit Don Wilson while he's on a vacation and has just taken on another assignment giving two shows a night at the Sir Francis Drake's Persimmon Room.

The wide open spaces are continuing to pull vacationists away from studios. George Graves, assistant general manager of KPO-NBC, is covering the trails in Canada, and KFRC manager Bill Pabst is at Lake Tahoe in the Sierra's. KPO's Herb Caen is also at Tahoe and Paul Speegle is handling his program for a month.

AD GLIBS

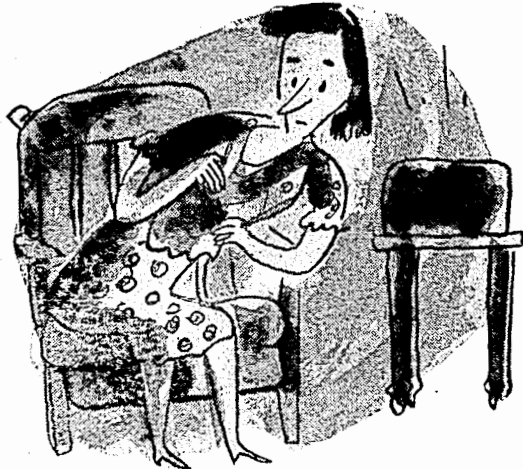
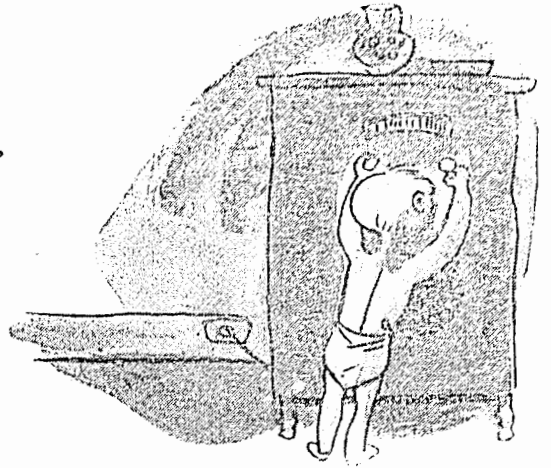
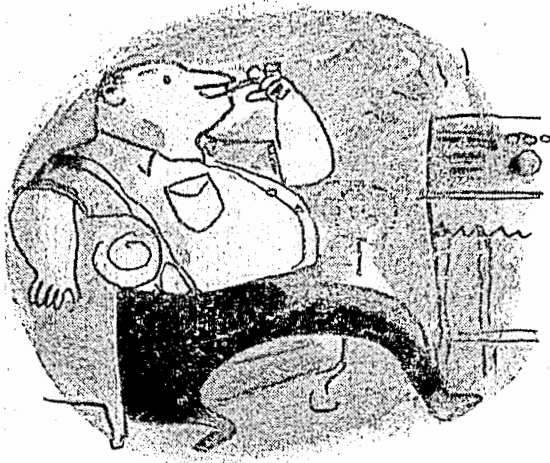
by DAVID O. ALBER

'Way back in '31, it was my privilege to write a column for the radio section of the N. Y. Star titled "Reminiscences of an Old Timer." I was only 22 then, but an a.k. as far as listening was concerned. I used to go to bed with an earphone on my pillow every night, back in the crystal set days. When the one-lung set hit the market, I stayed up to two wee hours, logging DX stations.

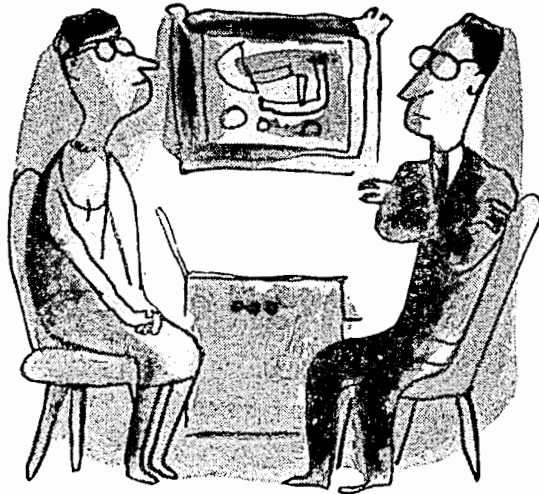
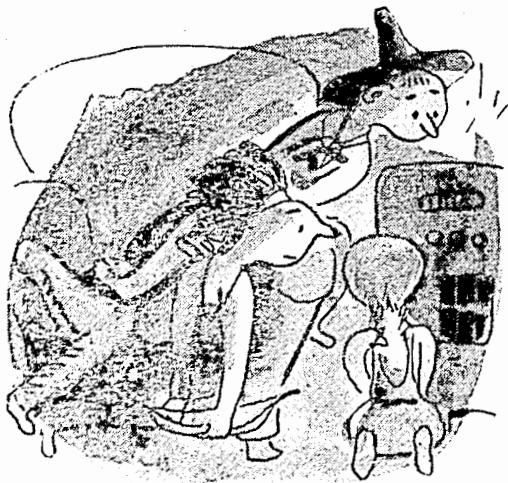
The nostalgic mood persists and it gives me a warm glow close my eyes and see a mental movie of the 14 years since I became a radio publicist. My first clients were Tony Wons, the 7 Malone of his day; Annette H. Shaw, the Jo Stafford of her day; the Landt Trio and Mark Warnow. Tony and Annette have vanished into the limbo, wherever that. The Landt Trio are still riding kilocycles. Warnow was a client for 13 years, which must be record of some kind.

A lot of water has passed under the Brooklyn Bridge since then. The first 14 years were the hardest. Radio, having progressed from diapers to diamonds, is definitely here to stay and my fondest ambition is to stay with it.

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHinelander 4-1681
Hollywood: 1637 N. Vine St.
Gladstone 9469



Who's Listening?



Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians what they listen to. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from *all* walks of life. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

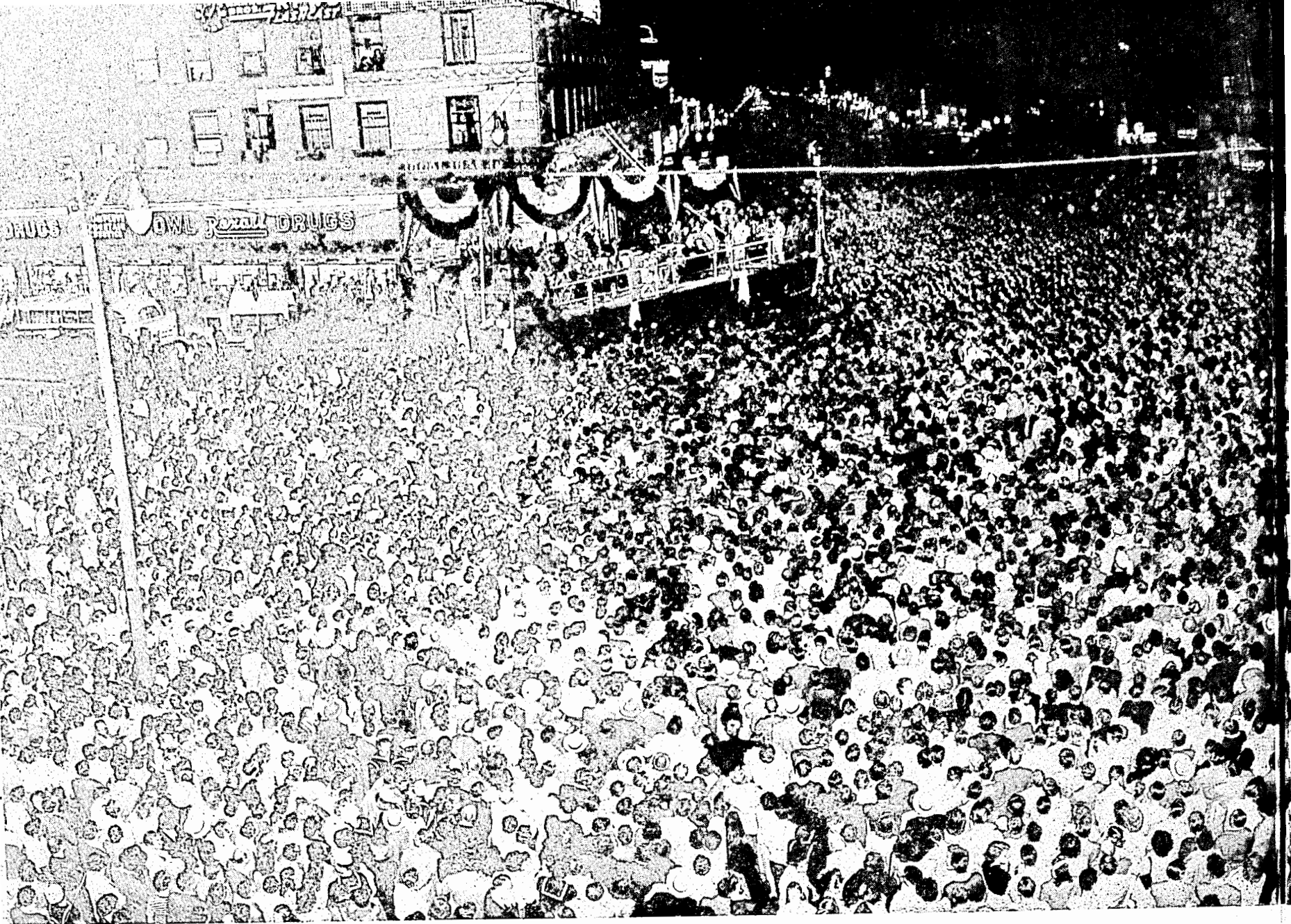
So—it is not surprising that 88% of Philadelphia listeners

know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

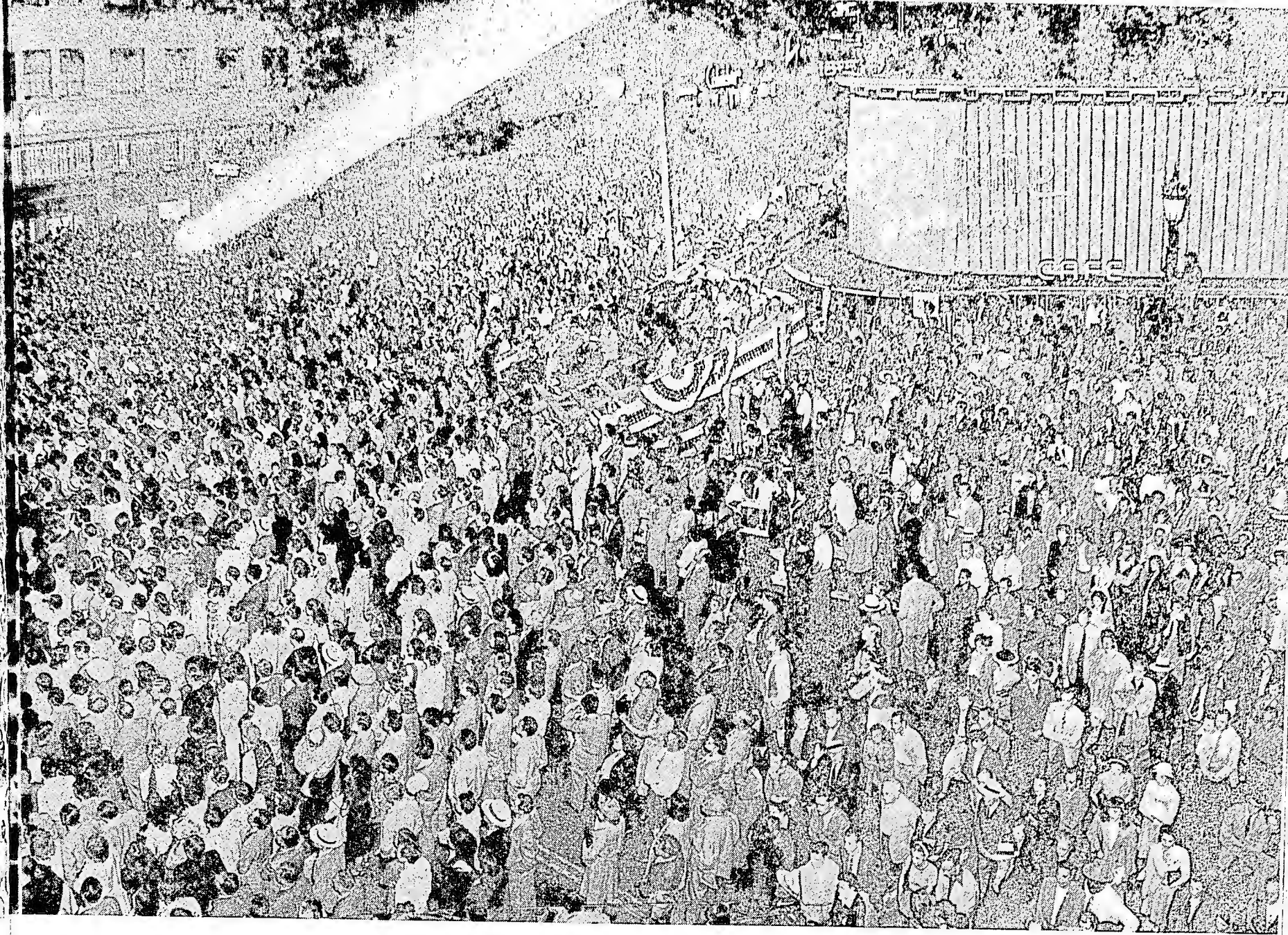
At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950
WPEN | NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

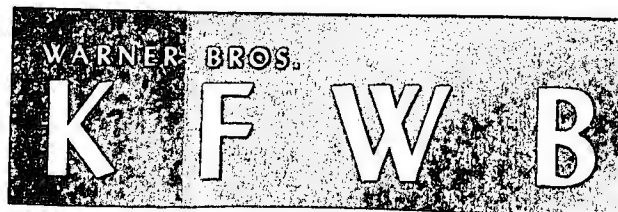


40,000 PEOPLE AT THE MOST FAMOUS C



ER IN THE WORLD-HOLLYWOOD AND VINE

lay night, August 6th . . . the greatest event in all Hollywood Show-business
y . . . at world-famous Hollywood and Vine ★ The premiere of a *sign*! The
n-Lux Flashcast news ribbon . . . brought to Los Angeles by Warner Bros.
B. Governor Earl Warren, Mayor Fletcher Bowron, and dozens of film and
personalities were there! ★ And Rambeau flew out so that he could tell
first hand how KFWB drew those 40,000 persons — and how KFWB can,
will, draw for your clients ★ For popularity . . . personalities . . . public
ite . . . and . . . sales power . . . choose



HOLLYWOOD · 5000 WATTS · 980 KC
Represented by RAMBEAU
NEW YORK CHICAGO LOS ANGELES

AMA Research Dept. To Better Auto Radio

(Continued from Page 1)
ing interferences to good reception, AMA reported.

As a sequel to the experiments conducted by a joint committee representing the Society of Automotive Engineers and the Radio Manufacturers Association, tentative standards have been established to place within

Canadian Study

Montreal — Replying in the Canadian House of Commons to Max Campbell, C. C. F., Battleford, Rt. Hon. C. D. Howe, Minister of Reconstruction, said discussions now were going on with the provinces to see if the standards of electric appliances, particularly electric razors, could be raised so as to prevent their interference with radio reception.

tolerable limits automotive ignition interference with radio reception. The results of the work have already been submitted to the nation's passenger car, truck and bus makers by the AMA.

To Eliminate Static

It is suggested in the findings that steps be taken to eliminate visible static on television screens. This interference has been a problem of television set owners in the New York, Chicago, and Los Angeles areas for sometime with static produced from ignition systems of running cars blurring the television screen images. Interference is also received from automobile ignition systems on loud speakers tuned to shortwave bands, in some instances.

The recommendations of AMA and RMA call for vehicle manufacturers to meet the standards by January 1, 1948. In some cases, the move will entail the redesigning of ignition systems, the AMA points out.

"Sherlock" Show To ABC; First Shift In 10 Years

(Continued from Page 1)

An MBS official reported the web was unable to clear air time for the program this season. At present same format and artists are planned for the show over its new outlet.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA

100 MILLION DOLLAR
YEARLY MARKET

MUTUAL
DON LEE **KXO** EL CENTRO
CALIFORNIA

SEE RAY MEER

CALIFORNIA COMMENTARY

● ● ● CBS News Reporter Bob Garred, well-informed on the Pacific Islands and Japan as a result of his three-year tour of duty as a Naval Intelligence officer during the war, has declined an offer made by a large exporting firm to be its Pacific representative. Garred prefers to continue his radio career. . . . Authoress Lucile Fletcher's sensationally successful "Suspense" thriller, "Sorry, Wrong Number," already aired four times, may soon get a fifth repeat due to the number of listeners requesting another broadcast. The show, starring Agnes Moorehead, will soon be plattered commercially to be sold as a record album. . . . The NBC "Workshop" recently presented its fifth program of the season, titled "Lucifer's Inn." The fantasy was "broadcast" in every detail except actual transmission. As is the case on all "Workshop" programs, the "broadcast" was a product of NBC employees. Acting, writing, producing and technical duties all are handled by non-professionals who aspire to actual show jobs. Jean Hennebury of NBC's sales promotion was starred and John Robinson was the writer.

☆ ☆ ☆

● ● ● C. P. MacGregor has signed Joan Loring, Ann Richards, Anne Jeffreys, Constance Dowling and Dusty Anderson to appear on Hollywood Radio Theater, and a special radio play has been written for each of them. . . . Helen Murray Hall, assistant NBC promotion manager, is spending her two-week vacation in a concentrated effort to relieve the housing shortage—the personal housing shortage, that is. Both Helen and her husband have donned carpenter overalls and will spend the 14 days helping to build a house on their lot in Topanga Canyon. . . . Randy Smith, promotion and publicity manager of KOA, Denver, has returned to Denver after spending a week in conferences with members of the NBC promotion staff in Hollywood. . . . Harry Stewart, Swedish comedian, knows who to punish if he does not like his lines on "Phone Again, Finnegan." "I'll see that this writer leads a dog's life if he doesn't do right by me," says Harry. "I'll make him go without dinner, keep him up all hours of the night and generally make his life miserable." Note: Harry writes his own lines.

☆ ☆ ☆

● ● ● Rollie Vaile dropped outa leftfield (Palm Springs Boys Club team) over protest of coach (Police Chief Gus Keltman) to seize mike and describe games. KCMJ broadcasts the games every Tuesday night from the baseball field, and Rollie is also resuming national sports daily at 4:25. . . . By the way, Clint Jones, KCMJ's general manager, is back from Montana, a little tanner. Saddles grow harder up thar, it appears. . . . Carleton Young, who has been playing the swashbuckling adventurer, the Count of Monte Cristo, over Don Lee Mutual, is enacting the role of an efficient, but courteous radio station manager in Walter Wanger's "Smash-Up" at Universal-International. . . . Carleton E. Morse is vacationing in Montana and San Francisco. . . . Seven years old and a veteran of seven radio shows is the record of Marlene Ames, heard on "Phone Again Finnegan," over CBS.

☆ ☆ ☆

● ● ● Forrest Lewis, versatile actor who plays the comedy role of "Wash" on Mutual's "Tom Mix" and doubles in many voices on the show, ran into one of those problems which always seems to crop up to annoy radio actors. On a recent show he played the part of "Wash" and the part of "Obediah." That doesn't sound too difficult, but in this case, "Wash" and "Obediah" talked to one another through three solid pages of script! Lewis is still wondering how he ever did it. . . . NBC and ABC war veterans paid tribute to Alice Tyler, secretary to Sidney N. Strotz, and Betty Frazer, of NBC's sales and program traffic department, for their "home front" reporting during the war, at a luncheon. The two were given flowers and gifts by the former veterans in appreciation of their work in editing the "NBC Reporter," a publication sent to employees in service all over the world.

Facsimile Preview Set By Adv. Club

(Continued from Page 1)

tributed among the luncheon guests. Commenting on the facsimile luncheon, President Thomas said:

"To implement the New York Advertising Club's aim of giving business leaders facts about new techniques in advertising and marketing we shall be delighted to devote our first Celebrity Luncheon of the 1947-48 season to a demonstration of Radio Facsimile Broadcasting.

"This new medium of communication, destined to broadcast the daily newspaper right into the home, will play a great part in informing the American consumer about availability of desired goods and services. Thus, Radio Facsimile will contribute full marketing of goods produced to full employment.

"The Advertising Club of New York will work enthusiastically with progressive RADIO DAILY, Radio Inventions, Inc., and radio station WOL to make this preview show alert advertisers the opportunities which Radio Facsimile opens up to them.

Gets PW Sales Post

John W. Strickland, former sales manager of Globe Wireless, Ltd. radiotype division, has been appointed sales promotion manager of Pre-Wireless Manufacturing Corp., the Times Square offices of the latter firm have just announced. Strickland served as a major in the Army Airways Communications Systems during the war, having charge of telecommunications and radar installations.

"NBC Telescope" Debut

New kind of documentary newsreel called "NBC Telescope," picturing outstanding news event of the week premiered over WNBT Sept. 1 at 7 p.m. First program, titled "Pall Over Palestine," dealt with question of the Arab-Jewish conflict in that country. "Telescope" will be produced and edited by Edwin S. Mills and narrated by Larry Semon.

*The BEST Farm
Station Buy?*

SINCE 1924, IT HAS
ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"
SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

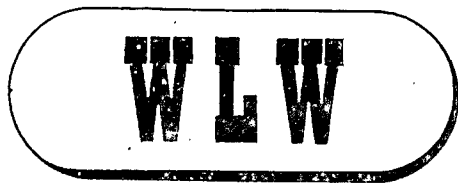
**"...so goes
the
nation"**

This is the time for testing. New products are entering an untried market; old products are venturing forth in new packages; war-born improvements are ready to be introduced; changes in price structure, in distribution policies, in sales appeals, await acceptance or rejection of an unpredictable public.

Because the safe and sound approach to problems like these is the intelligent use of test markets, WLW offers its advertisers and prospective advertisers a Test Market Plan, complete in scope, and so thoroughly integrated as to make possible any test or combination of tests... at remarkably reasonable cost.

We invite your study of this plan, and of WLW's facilities for implementing it.

Contact your nearest WLW Sales Office—our representatives will be glad to go over this new Test Market Plan, created by...



The Nation's Most Merchandise-Able Station
Crosley Broadcasting Corporation
Cincinnati 2, Ohio

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Circle 6-1750

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State 0366

6381 Hollywood Blvd.
Hollywood 28, Calif.
Hollywood 5403

1105 Mortgage Guar. Bldg.
Atlanta 3, Georgia
Main 5750

San Francisco 4, Calif. Exbrook 8033

A
TEST MARKET PLAN
FOR...

New
PRODUCTS

New
PACKAGES

New
PRICING

New
ADVERTISING
APPEALS

New
SALES POLICIES

New
SELLING
TECHNIQUES

New
OUTLETS

New
RADIO PROGRAMS

AM, CP's, FM Grants Announced By FCC

(Continued from Page 1)

250 watts, daytime; William L. Warner, doing business as the Sevier Valley Broadcasting Co., Richfield, Utah, to operate on 690 kc., one kw., daytime; Palmetto Radio Corp., Columbia, S. C., to operate on 1230 kc., 250 watts, unlimited; Frederick A. Knorr, Harvey R. Hansen and William H. McCoy, doing business as Suburban Broadcasters, Dearborn, Mich., to operate on 1540 kc., one kw., daytime.

Conditional grants for new FM stations were awarded the following:

Alabama—Birmingham, Voice of Alabama, Inc., WAPI, Class B.

California—San Jose, Santa Clara Broadcasting Co., Class A.

Delaware—Wilmington, WDEL, Inc., WDEL, Class B; Wilmington Delaware Broadcasting Co., WILM, Class B.

Georgia—Augusta—Voice of Augusta, Inc., WPDQ, Class B.

Iowa—Davenport, Tri-City Broadcasting Co., WOC, Class B.

Kansas—Topeka, The Topeka State Journal Co., KGFF, Class B.

Massachusetts—New Bedford, Southeastern Massachusetts Broadcasting Corp., Class A.

Michigan—Grand Rapids, Leonard A. Versluis, WLAV, Class B.

New Jersey—Asbury Park Radio Industries Broadcast Co., WCAP, Class A.

Ohio—Fostoria, Lucian E. Kinn, Class B.

Puerto Rico—San Juan Radio Americas Corp., Class A.

Virginia—Richmond, Larus and Bro. Co., Inc., WRVA, Class B; Roanoke, Blue Ridge Broadcasting Corp., Class B.

West Virginia—Charleston Daily Gazette Co., Class B.

The following permittees were granted regular FM CP's: Saginaw Broadcasting Co., Saginaw, Mich.; Inland Broadcasting Co., Omaha, Neb.; Kingsley H. Murphy, Des Moines, Iowa; Capitol Broadcasting Co., Inc. Raleigh, N. C.; Palm Beach Broadcasting Corp., Palm Beach, Fla.; Nevada Broadcasting Co., Las Vegas, Nev.; Centra Costa Broadcasting Co., Richmond, Calif.; Tri-Suburban Broadcasting Corp., Silver Spring, Md.

In addition the Commission granted license renewals to more than a

This Week's New Programs

(Premieres—Returnees)

THE MEL BLANC SHOW—Tonight, 8:30-9:00 p.m., EDT—premieres over CBS.

HENRY MORGAN VARIETY SHOW—Tonight, 8:30-9:00 p.m., EDT—premieres on ABC.

HOLLYWOOD PLAYERS—Tonight, 9:30-10:00 p.m., EDT—debuts on CBS.

ALDRICH FAMILY—Thursday—returns to NBC, 8 p.m., EDT.

BURNS & ALLEN—Thursday—returns to NBC, 8:30-9:00 p.m., EDT.

BABY SNOOKS SHOW—Friday—returns to CBS, 7:30-8:00 p.m., EDT.

LIFE OF RILEY—Saturday—returns to NBC, 8:00-8:30 p.m., EDT.

TRUTH OR CONSEQUENCES—Saturday—NBC, 8:30-9:00 p.m., EDT.

MAYOR OF THE TOWN—Saturday—returns to CBS, 8:30-9:00 p.m., EDT.

Rudy Vallee Program Debuts On NBC Sept. 10

(Continued from Page 1)

night, EDT, it was made known over the week-end. Program will mark Vallee's 19th year on the air as a top notch personality.

Format of the show, as yet untitled, will provide name guest stars each week. Harold Peary, radio and screen comedian better known as "The Great Gildersleeve," and Lina Romay, actress-singer will be the guests on the opening program.

NAB Accepts Invitation To Serve State Department

(Continued from Page 1)

Benton was advised by letter that Judge Justin Miller, president of NAB, would serve as the representative of the radio industry.

The National Commission is being created to advise the State Department on matters relating to the United Nations educational, scientific and cultural organization. The National Association of Broadcasters is one of 50 organizations which have been invited to serve on the Commission to provide a link between UNESCO and national and local groups.

dozen stations for periods ranging up to three years.

Granted renewal of following station licenses for the period ending November 1, 1948: WADC, Tallmadge, Ohio; WNEF, Binghamton, N. Y.; WNEL, San Juan, P. R.; KHSL, Chico, Calif.; WATR, Waterbury, Conn. Granted renewal for following station licenses for the period ending May 1, 1949: KTSA, San Antonio, Tex.; WIS, Columbia, S. C.; WSGN, Birmingham, Ala.; WDGY, Minneapolis, Minn., was granted renewal for period ending May 1, 1948; KOTN, Pine Bluff, Ark., for period ending August 1, 1948; WDEV, Waterbury, Vt., for period ending May 1, 1949; WKAQ, San Juan, P. R., also for period ending May 1, 1949; KIUL, Garden City, Kans., for period ending August 1, 1949. In another action the FCC granted an increase in power from 10 to 50 kilowatts to WCFL.

Television In Conflict: Sports Heads vs. Outlets

(Continued from Page 1)

kee Stadium for operation and that WNBT, NBC video outlet, apparently has moved out. CBS television went on the air from the Stadium initially on Labor Day with the Yankee-Red Sox doubleheader.

Curiosity about the Yankee Stadium telecasting situation was aroused August 24 when NBC failed to carry its scheduled video show from the stadium. Neither did the web air next day's Sunday game as had been scheduled and up to now has not made any further appearance in the Bronx park.

It was reported last week that Yankee owners asked NBC television to air the pro football Yankees but that the web, committed to handle the Giants whom it carried last season, had to refuse. It would be possible for NBC to televise two or three Yankee games not conflicting with Giant home game dates but it could not carry all contests for both. Evidently the Yankees asked for all or nothing.

An NBC executive stated last Friday that the web expects to televise the New York Giant football games this fall.

Say WNEW Power Boost Would Cut Interference

Washington Bureau, RADIO DAILY

Washington—FCC approval for the requested boost in power from 10 to 50 kilowatts for WNEW, New York, would eliminate the present problem of interference with KWKH, Shreveport, La., engineer John Barron told the Commission yesterday. In addition, he added, the boost would not result in any new interference tangle with any other station now on the air.

Barron's testimony came during a brief engineering hearing before the Commission yesterday. Also heard was William C. Itts, New York attorney, representing WNEW. Itts declared that KWKH, which shares the 1130 band with WNEW, does not object to the projected boost in WNEW power.

Five-Power Conclave To Discuss UN Radio

(Continued from Page 1)

World Telecommunications Conference.

2. Questions of the provisional registration of frequencies, until the entry into effect of a new convention and regulations. The question of a provisional bureau for the distribution of radio frequencies for civilian purposes.

3. Consideration of the fundamental problems of the revision of the Telecommunications Convention and regulations (chiefly the general radio communication regulations).

A. The strengthening of the organization of the International Telecommunication Union—the creation of an Administrative Council of the Administrative body for the registration of frequencies and of other administrative bodies and committees.

B. The distribution of frequencies.

C. The strengthening of the control regulations touching upon the distribution of frequencies by means of an improvement in the tolerances on frequencies stability, etc.

D. The possibility of speedy entry into operation of an administration for the registration of frequencies, and such other regulations which may be desired.

4. Preparation for special meetings in addition to the world Telecommunications Conference.

A. A special committee for the preparation of a new official international list of frequencies.

B. A special conference on short-wave radio broadcasting.

New WHOM Series

WHOM's new Sunday program, "The Inside Story," will bow in Sept. 1 at 5:15 p.m. with Capt. Harry N. Sperber, U. S. Military Intelligence Specialist and chief German interpreter at the Nuernberg trials, talking on the latest developments of our occupation policies in Germany. Sperber will analyze present mental reactions of the German people and discuss problems facing the American military government in Germany.

COMING & GOING BUT WOULD LIKE TO STAY

Member Editorial Staff, Radio Daily, urgently requires 1 1/2 to 2 room apartment, preferably East 50's to 80's, unfurnished. Acquisition guarantees one free mention—Coming & Going, Mainstreet, Words & Music . . . and nicest tenant you ever had.

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BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reeder, General Manager

FREE & PETERS, Inc., Exclusive National Representatives

★ ★ ★ COAST - T O - COAST ★ ★ ★

—TEXAS—

SAN ANTONIO — John W. Scott, KABC news analyst and war correspondent has been asked to speak before the leading civic clubs here on the topic, "The Changed Political Aspects of Argentina." . . . Before joining the outlet he spent several years in Latin America as representative for both news agencies and publications. . . . AUSTIN — Joe Phillips, KTBC program director was in hand to describe ceremonies of the new C-47 plane service of the Texas own Pioneer Air Lines at the Municipal Airport. . . . Improving its early morning schedule for the benefit of rural listeners, KTBC is featuring "on the farm" interviews with central Texas farmers. . . . Marshall Bromby, station newsman and former from Dickens, equipped with wire recorder, contact farmers and ranchers in their fields and barns, to talk crops and ranch conditions.

—NEW YORK STATE—

ROCHESTER — Tom Murray, WHAM program service director, each Saturday airs a quarter-hour program of local news of its area and vicinity. . . . SYRACUSE — John C. Duvall, WFBL news analyst, is the proud papa of a baby girl. . . . A new addition to the WFBL secretarial staff is Geraldine Greene, formerly with the Selective Service Board. . . . JAMES-TOWN — Si Goldman, WJTN general manager, was selected to undertake the job of publicity manager for the Snipe International Regatta this year at the Catauqua Lake Yacht Club. . . . Representatives of radio, newspapers, news-magazines and magazines will gather to assure complete coverage of the first Snipe Regatta to be held here.

—INDIANA—

KOKOMO — John Carl Jaffrey, WMO general manager has announced that the outlet will sponsor the First Annual City Golf Tournament here Sept. 14 and 21. . . . Joe Madan, station sports editor will be in charge and the outlet will award a large trophy to the winner. . . . INDIANAPOLIS — Bill Berns and Bill Edt, traveling vets of "Opportunity S. A." aired their Saturday-Mutual

show from WIBC. . . . Gordon Graham, with the outlet for only 30 days, has been named director of public events, as news supervisor. . . . Immediate plans are to extensively expand the local news coverage with the newly purchased wire recorder, first to be put into active service in Indianapolis.

—WEST VIRGINIA—

WHEELING — During the 34th Annual Farm and Home Week recently held by the College of Agriculture, WVVA carried seven remotes from the campus of the University of West Virginia. . . . In addition to the special airings, Jane Lynn, director of farm programs for Oglebay Institute, aired her regular Farm and Home programs from Reynolds Hall. . . . Outstanding visitors and prominent guests were featured on the broadcast. . . . FAIRMONT — Frank Lee, WMMN program director received a visit from the Stork carrying a baby girl.

—WASHINGTON—

SEATTLE — Archie Taft, Jr., recently released from the Marines, has returned to his duties as commercial manager of KOL. . . . Bob Druxman, who resigned his position as associate editor in charge of radio for Tide magazine in New York, has been appointed program director of KOL. . . . TACOMA — KMO's wire recorder covered one of the most unusual reunions ever to be held in the Northwest last week when a "V-Mail Mom" met her sons. It was the occasion when 250 vets, jammed the hamlet of Cougar, to have a birthday reunion with Mrs. P. A. Mulkey who, during the war, wrote as many as 35 letters per day to servicemen all over the world.

—PENNSYLVANIA—

PHILADELPHIA — WIBG will again air the Temple University and Philly Eagles Pro Football games for the current season under the sponsorship of the Atlantic Refining Co. . . . The Kold-Kit Corporation has sponsored "Hayloft Hoedown," barn dance show to be aired over WFIL Saturday nights for a period of 26 weeks. . . . At the same time Kold Kit is also sponsoring the transcribed Philo Vance mystery series each Tuesday for the same period. . . . "The Story of a Song," new quarter-hour program on how the favorite songs of the nation came to be written, and brief biographies of the composers through the unpublicized history of tragedy, romance and humor associated with the music, is the new Sunday series over WIP.

—WISCONSIN—

MILWAUKEE — During Wisconsin's 1946 State Fair, WISN carried 16 airings direct from the West Allis Fairgrounds. Highlights included interviews with celebrities on Governor's, Veterans', Dairy and other special days; on the spot descriptions of the giant mid-way; eyewitness accounts of the thousands of agricultural, industrial, educational and artistic exhibits. . . . WISN aired the ceremonies of the decommissioning of the PC 808 recently when it was turned over to the Milwaukee Naval Reserve by the U. S. Navy. . . . WISN general manager G. W. Grignon, entered St. Mary's Hospital for surgery. . . . He will be absent from his desk for about a week.

—DISTRICT OF COLUMBIA—

WASHINGTON — Disc-jockeys will have to be looking to their laurels now that WWDC has put "hubba hubba" Natalie Towle on the "Hollywood Saturday Night Dance Party." Program hits the air at 11 p.m., and has an hour and a half of solid music and light chatter. . . . Bill Cox, co-hosts with Natalie during the music fest. . . . On Labor Day, WOL's "The Voice of Washington," newcast aired daily, started its second year under the sponsorship of General Electric. . . . The National Council of Catholic Men

have announced that William C. Smith, assistant secretary of NCCM, has been appointed to the newly created post of radio director.

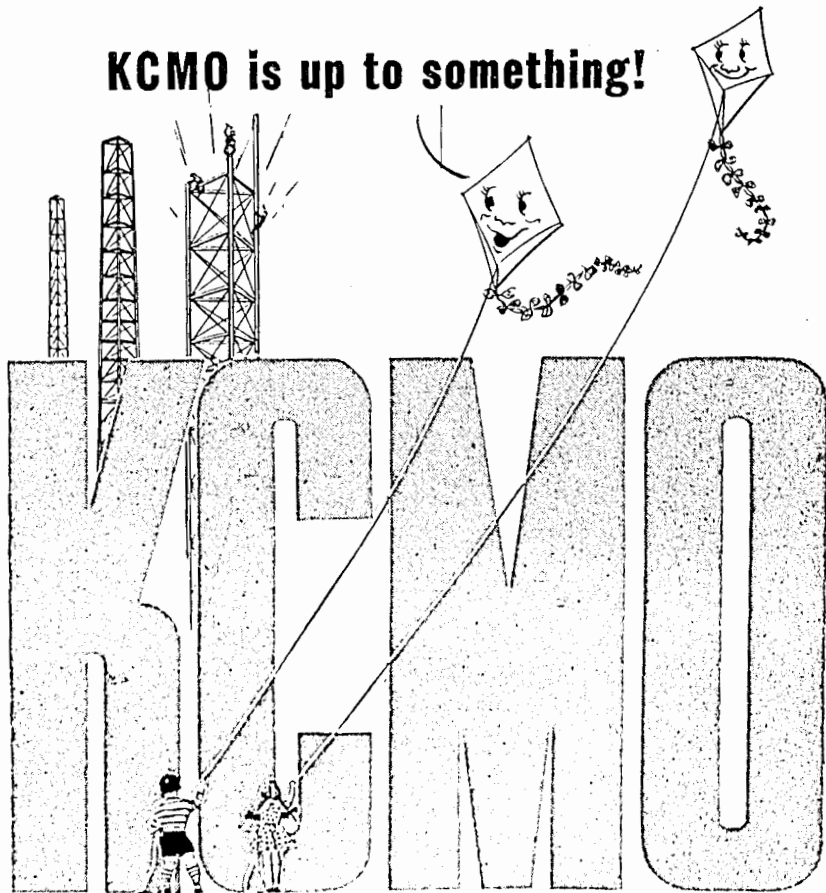
—MASSACHUSETTS—

BOSTON — Lt. Commander Bill Wood, radio officer of the USS Panamint at Operation Crossroads, who was heard on the pooled broadcast of the second atom bomb test, has returned to WCOP. . . . Constance Phillips, of the WCOP merchandising staff, has left the outlet to be hitched. . . . BEDFORD — Arthur A. Deters, formerly assistant chief engineer of WKNE, has been named chief engineer of WNBH replacing Everett Parker who has returned to California. . . . NORTH ADAMS — James A. Hardman, publisher of the North Adams Transcript, has received an FCC nod for an FM station.

—FLORIDA—

MIAMI — WGBS has announced the appointment of The Katz Agency, Inc., as national representatives effective Sept. 1. At the same time Katz also takes over representation of WPDQ, Jacksonville. . . . Exclusive airings of University of Miami football games, including both home and away, have been set by WGBS with Bob Lyle slated to handle the play-by-play.

KCMO is up to something!



KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE... JOHN E. PEARSON CO.

There's NO QUESTION about SELLING KANSAS when you hire: Ben Ludy, GEN'L. MGR. WIBW The Voice of Kansas TOPEKA

Send Birthday Greetings To - September 3 Betty Arnold, Annie Canova, Estelle O. Stoddard, Nicolas Agenta, Dale Cross



Voltaire

SAID: "I do not agree with a word that you say, but I will defend to the death your right to say it." This famous utterance was made in recognition of the need for freedom of speech for a free people.

AS TRUE TODAY AS IT WAS THEN



WJL

THE GOODWILL STATION, INC., FISHER BUILDING, DETROIT

Michigan's Greatest Advertising Medium

GBS BASIC AFFILIATE • REPRESENTED BY PETRY & COMPANY

FM Allocation Shakeup

Scophony Defendants May Accept Decree

Defendants in the Scophony anti-trust suit were reliably reported yesterday ready to accept the Department of Justice's demand for a consent decree and abandon their plea for a dismissal of the case.

Defendants, it was reported, have agreed, in substance, to the Government's original bill of complaint, but have held out for a dismissal of the case after promising to break up the alleged monopolistic practices in the use and manufacture of television.

(Continued on Page 6)

Eight AM Applications Listed by Commission

Washington Bureau, RADIO DAILY
Washington—Eight new applications for standard stations were listed by the FCC yesterday. They included Ashbacker Radio Corp., Holland, Mich., to be operated on 1450 kc., 100 watts, unlimited; Roy C. Kelley, Ray M. Veenstra and George Norcross, a partnership, doing business as KVNN Co., Holland, Mich., to be operated on 1450 kc., 250 watts.

(Continued on Page 8)

Prudential Life Strip Moving To NBC Sept. 30

Jack Berch show, musical variety show, heard at 4 p.m., EDT, across-board over ABC and sponsored by Prudential Life Insurance Co. will move to NBC and a 10 a.m. slot Sept. 30. Show finishes up on ABC Sept. 27. Program will be aired over NBC affiliate stations whereas it will be heard 181 on ABC. Agency is Benton & Bowles.

Inaugural

Harry Deines, elected vice-president of Fuller & Smith & Ross, N. Y., while he was on vacation, returned to his office yesterday and got a cold shoulder from entire gang. Deines sat in his office fretting, precisely at 10 a.m. a band walked in tooting away and the new v.p. was crowned with a laurel wreath. Festival ended when a musician yelled, "Hey, when's pay day?"

Posterity!

Television and motion picture audiences 50 years from now may see a film of the recent Detroit Automotive Golden Jubilee of 1946 provided the plans of the AMA are carried out in 1996. U. S. Rubber Co. which sponsored the television version of the Jubilee, will soon seal the film in the AMA with other auto lore with the intent of having it shown "later."

"Info. Please" To CBS For Parker Pen Firm

"Information Please," has been purchased by the Parker Pen Co., and will inaugurate its 1946-47 season via the full CBS network effective Wed., Oct. 2, at 10:30-11 p.m., EST. Program will take the time now used by Nash-Kelvinator's "Holiday for Music." "Information Please," which started on the old Blue web and moved to NBC a few years ago, will be making its debut on CBS. Same trio of standbys will hold forth. J. Walter Thompson Co., is the agency.

Husing Signs WHN Pact As Disc Jockey De Luxe

Disc jockey field took on added importance yesterday when Ted Husing, associated with radio for 25 years, was revealed to have signed a five-year contract with WHN to preside over a series of record shows six days

(Continued on Page 2)

Networks Not Hurt By Strike Of AFM's Remote Orchestras

Musicians strike called by Local 302 of the AFM has caused little inconvenience so far to the late hour band programs carried by the networks. Prior to the strike deadline the nets checked on their numerous remotes and skedded bands and night spots which would not be affected by the walkout.

Last night ABC scheduled its studio orchestra from Chicago to replace Sammy Kaye from the Astor Roof,

FCC Injects 78 Additional Channels Covering 55 Cities; Withdraws 22 From 20 Other Markets

CBC Voted \$2,000,000 For Private Outlets

Montreal—Just before closing of Parliamentary Session the Canadian House of Commons approved an estimate of \$2,000,000 to enable CBC to take over wavelengths now operated by three private stations. The estimate was presented by Dr. J. J. McCann, National Revenue Minister and acting Minister National War Serv-

(Continued on Page 6)

Tele In Mexican Debut; Under Federal Auspices

Mexico City—Mexico had its first video broadcast the past week, with General Ramirez, head of the department of communications officiating at the event, with the schedule now calling for a weekly telecast each

(Continued on Page 2)

Ford Music Hour Leaving; Future Plans Indefinite

"Ford Festival of American Music," sponsored by Ford Motor Co., over ABC from 8-9 p.m., each Sunday during the summer, ends its 13-week

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—In a new shakeup of its FM allocation plan, the FCC yesterday added 78 additional channels to a total of 55 cities throughout the country and withdrew 22 channels previously allocated to 20 other cities.

The revised tentative allocation plan, the FCC said, has been developed to provide an "equitable distribution" of channel for Class B stations (for Metropolitan and Rural service) with "consideration given to

(Continued on Page 7)

Radio Stocks Absorb General Market Break

While radio itself will undoubtedly have one of the best final quarter-year earnings in its history this year, it shared moderately in the general heavy selling and resulting drop in prices on the N. Y. Stock Exchange yesterday. Point variations were mild as major radio stocks absorbed the market's heaviest drop so far this year in good condition.

AT&T's high yesterday was 182 3/4

(Continued on Page 2)

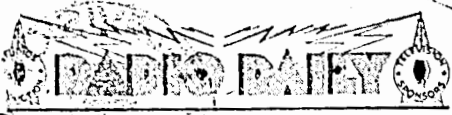
Start New Radio Column In San Francisco Paper

San Francisco—The San Francisco Chronicle, aware that news about the radio world has a significant reader appeal, will publish a radio column

(Continued on Page 8)

Preocious

On the "Glamor Manor" show over ABC yesterday morning, emcee Eddie Dunn asked a nine-year-old gal what show she liked best: "Lux Theater" came the reply. What emcee she liked best, was Cliff Arquette. Which switched Eddie to a new line of attack. Arquette answer wasn't so bad but giving Lever Bros. a plug on a P&G show is a lotta soap!



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

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FINANCIAL

(Tues., Sept. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg
A. n. Tel. & Tel.	182 1/4	179 1/8	179 1/8	- 4 3/8
CBS A.	36	35 1/4	35 1/4	- 1/2
CBS B.	34 1/8	34	34	- 1/4
Farnsworth T. & R.	10 7/8	9 1/4	9 1/4	- 1 1/2
Gen. Electric	42 3/4	39 3/8	40 1/8	- 2 7/8
Philco	27 1/8	25 1/2	25 1/2	- 2 1/2
RCA Common	12 1/4	10 3/4	11	- 1 3/8
RCA First Pfd.	83 1/2	88 1/2	88 1/2	- 1/2
Stewart-Warner	19 1/4	16 3/4	17 3/8	- 2 1/8
Westinghouse	29 3/4	27 1/4	27 3/4	- 2
Zenith Radio	28 1/8	25	25	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 1/4	19 1/8	19 1/8	- 5/8
Nat. Union Radio	8 3/4	8 3/8	8 3/8	- 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7 1/4	8 1/4
Finch Telecomm.	8	9 1/2
Stromberg-Carlson	17 1/4	18 1/4
WCAO (Baltimore)	40	40
WJR (Detroit)	35	35

Ford Music Hour Leaving; Future Plans Indefinite

(Continued from Page 1)

run this month and leaves the air Sept. 22. ABC program department has made no announcement about the available spot and comments that plans are not set. The "Ford Sunday Evening Hour," motor company's usual fall and winter program, probably won't return to the air before early 1947. Air time for this program was cancelled with ABC by Kenyon & Eckhardt and agency reports that plans for Ford's winter show are still to be decided upon.

WANTED—FARM DIRECTOR

5000 watt station, large eastern city, has an opening for a farm program director. Must be capable of building his own program, writing interviews, selecting music, etc. Largely dairying and tobacco area. In reply, state qualifications, salary, experience. Send picture and transcription.

Box No. 210, RADIO DAILY, 1501 BROADWAY, NEW YORK CITY

Coming and Going

CHARLES SHAW of the CBS London office is back in New York headquarters after three years overseas. He'll take a vacation before reporting for his next assignment.

GORDON GRAY, general manager of KOIL, Omaha, Neb., visiting network chiefs in New York.

LEWIS N. HOWARD, president of WHIT, New Bern, N. C., and WJNC, Jacksonville, N. C., is in Gotham for a few days on station business.

SHELDON B. HICKOX, JR., NBC stations relations department manager, returned to his desk yesterday after a two-week vacation trip to Toronto.

LYMAN BRYSON, CBS' counselor of public affairs, departed for Chicago U.'s conference on science, religion and philosophy.

H. R. KRELSTEIN, general manager of WMPG, Memphis, Tenn., ABC affiliate, is in town conferring with web executives.

FRANK ROTH and his orchestra will be in New York this week to resume radio and nite club chores.

FRANK ZUZULO, assistant publicity director of Mutual, explained yesterday for San Juan, Puerto Rico, with Secretary of Interior Julius Krug and his party.

MORRIS ALTSCHULER, circulation and production manager of RADIO DAILY, back at his desk following a week's vacation.

MILTON E. MITLER, president of I. M. C. Radio Productions is back at his desk after spending a much-needed vacation at Cold Springs, N. Y.

Husing Signs WHN Pact As Disc Jockey De Luxe

(Continued from Page 1)

a week from 10-12 noon and 5-6:30 p.m., starting Monday, Oct. 28. Show, titled "Ted Husing's Bandstand," may eventually be worth \$200,000 annually to the sportscaster and it is reported that if Husing builds an audience comparable to certain others he will earn the top money.

Contract calls for Husing to be present in WHN studio for each broadcast and only live announcements will be used. According to the plan, Husing must play four records in each 15-minute period and this leaves little time for interviews of visiting firemen. Program definitely has no sports angle and if any visitors appear, they will probably be from the music world. There also will be five minutes of news on the hour although a station announcer may handle delivery.

Husing now will be given an opportunity to display his musical knowledge and to prove that he is an all-around guy at the mike, not merely a sportscaster.

Big tie-in with the Husing series will be an All-American band poll conducted at least once annually through Loew's theaters. Movie audiences will make selections at least once annually and more frequently if new bands and faces appear in the field.

Prior to his bigtime success Husing was a staff announcer and sportscaster for WHN back in the middle twenties. His new contract signs him as a disc jockey only.

Radio Stocks Absorb General Market Break

(Continued from Page 1)

and closed at a low of 179 1/8 with a net change of minus 4 and 3/8 points. General Electric was minus 2 7/8 after a high of 42 3/4 and a low of 39 3/8. GE rallied to close at 40 1/8. Philco had a high of 27 1/8 and closed at the low of 25 1/2 with a net change of minus 2 1/2. Westinghouse had net of minus 2 points. CBS "A" and "B" stock recorded little change with a minus 3/4 and 1/2 points, respectively.

Tele In Mexican Debut; Under Federal Auspices

(Continued from Page 1)

Saturday at the same time. Program originated in the studios especially constructed by Guillermo Camarena and in the future will be broadcast under the auspices of the Mexican government.

At the present time there are but seven television receiving sets in the Federal District, but orders for many more have been placed in the U. S., according to Camarena, for immediate delivery here.

It is estimated that these television sets will cost on an average of one thousand (\$200 American) pesos to fifteen hundred (\$300 American) pesos each.

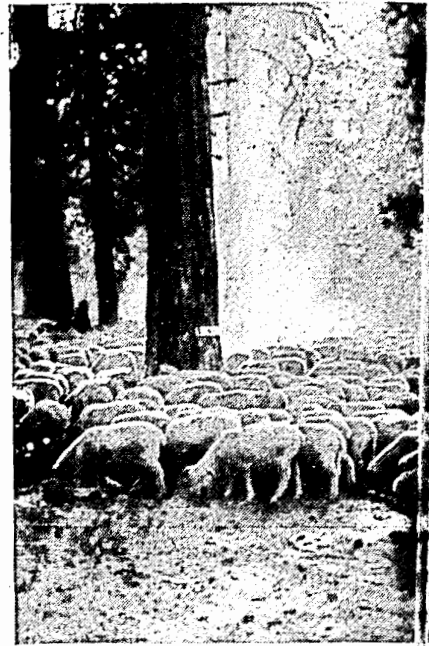
The first program included official inauguration ceremonies by General Ramirez, songs by Sofia Alvarez and various dance numbers.

Hastings Company Buys Half-Hour On Mutual Web

Mutual has sold a half-hour to the Hastings Manufacturing Co., Hastings, Mich., over the network for 52 weeks, it was announced this week by De Witt Mower, midwest sales manager.

Program will probably be a mystery it was explained, and is set to start on Oct. 15, 1946. Time will be 8 to 8:30 p.m. on Tuesdays.

Agency is Keeling and Co., Indianapolis, Ind.



End of summer

That's a part of a herd of 1600 sheep, moving slowly back down the mountains to their home range. They're leaving the high, cool cascades . . . for the safety of winter grazing.

Safety. That's a word that's right down our alley.

In Baltimore radio, W-I-T-H, the safe bet for bigger sales . . . lower sales cost.

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

Drive your sales picture into safe pasture . . . protect it against withering blasts . . . put W-I-T-H on that radio list!



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R

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

THE VOICE OF THE PALM BEACHES

WOR Sells 8th Package To New Silk Co. Client

Eighth packaged show of its own to be sold by WOR during the past few months was bought yesterday by Scalamandre Silks, a leading manufacturer, making its first foray into radio advertising. Half-hour program will start Wednesday, Oct. 9, at 10:30 p.m., and will originate from the station's Longacre Theater. On the show will be the WOR Symphony Orchestra, directed by Emerson Buckley. Featured solosists will be Mary Henderson, soprano and Hugh Thompson, baritone, both of the Metropolitan Opera Assn. Agency is New Century Advertising, Inc.

Other package shows sold recently by WOR Program Service include: Nick Carter (Cudahy); It's Up To Youth (Seventeen Magazine); Twenty Questions (Ronson); Tello - Test (Vicks); Max Lerner (White Rose); Let's Go to the Opera (Book of the Month); and Dr. Frank Kingdon (Crawford Clothes). Norman Livingston, heads the WOR commercial program operations.

So you think we've been just talking, huh?

Month after month, we've been telling you how the brain boys we dream up, hammer together, produce shows that make people come listen and then b-u-y. It's maybe just talk—maybe? Look at what Radio Daily's written. And listen, too, to such sweet jobs as "The Better Half", "Voice in the Night"—and a string of about 20 other rating-rousers.

You see, we've got a unit here called WOR Commercial Program Sales. Its job is program building; programs, we mean, that not only make people listen, but send them to dealers' counters to put money on wood to stir things off of shelves.

We're listing 26 shows that have been *tested* and *proven* good. We're offering them at some of the lowest green extant. We'd like to have you call WOR Commercial Program Sales and say, "Listen, I'm an agencyman (or an advertiser), I need a show for a client who needs sales. How about it?" You'll be busy congratulating yourself for weeks afterward.

HERE'S WHAT WE MEAN...

- BEATRICE KAY SHOW
- BETTER HALF
- BROWNSTONE THEATRE
- DETECT-A-TUNE
- EASY ACES
- IN A WORD
- JUVENILE JURY
- LEAVE IT TO MIKE
- LOMAX CELEBRITY ALBUM
- LOVE LETTERS
- LUNCHEON WITH LOPEZ
- LOPEZ LITTLE SHOW
- MINSTREL TRAIN
- MYRT AND MARGE
- MYSTERIOUS TRAVELER
- PASSPORT TO ROMANCE
- PEOPLE IN LOVE
- PLOT THICKENS
- POSTCARD SERENADE
- PRIVATE SHOWING
- RAFFLES
- RAINBOW HOUSE
- SHOW SHOP
- THREE R'S
- VOICE IN THE NIGHT
- WE'VE GOT YOUR NUMBER

WOR

commercial program sales,

a division of WOR Program Service, Inc.

at 1440 Broadway, in New York

WMAQ



Joe Kaufman

provides a Milky Way

WMAQ's 50,000-watt signal provides a milky way for the sales messages of The Bowman Dairy Company, which places its products on the doorsteps of over 100,000 customers in the Chicago area.

Each Monday through Friday morning at 11:30, Bowman's program, *The Musical Milk Wagon*, brings melodic variety to thousands of WMAQ's intensely loyal listeners. In a recent review, *Variety* reported — "*Musical Milk Wagon* is a smooth, easy-to-take-before-lunch-or-any-other-time musical show with an unusual serenade feature that lifts it out of the run-of-the-mill . . . It's network caliber stuff."

A short time ago, Bowman's renewed *The Musical Milk Wagon* for another fifty-two weeks—evidence of confidence in the power of WMAQ to reach people who do the buying in America's Number 2 market. To learn how a rich segment of this market can be yours, call the nearest NBC Spot Sales office now.

FIRST IN CHICAGO



50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

CBC Voted \$2,000,000 For Private Outlets

(Continued from Page 1)

ices, and met with spirited opposition. The "purpose of this money vote is to place a complete and absolute monopoly in the hands of the government," warned Denton Massay (P. C., Toronto-Greenwood), who also declared that "the spending of this \$2,000,000 is the death knell of private broadcasting in Canada."

"Not only are the potential powers now inherent in CBC going to drive private radio out of business," declared E. G. Hansell, Social Credit Member for MacLeod Alta., "but as the method of facsimile they are going to drive the press of this country out of business."

Opposition of Progressive Conservative and Social Credit Members to the vote was crystallized by an amendment moved by Douglas Ross (P. C., Toronto St. Pauls) and seconded by Mr. Hansell, which called for reduction of this amount to one dollar.

Amendment Upset

Earlier in the evening without a recorded vote, the Ross amendment was upset although it had the support not only of Progressive Conservative and Social Credit members but also of a few liberals. Then the main money vote of \$2,000,000 was carried on division.

Four reasons were given by Solon Low, Social Credit leader, for opposing the \$2,000,000 money vote.

First it would destroy competition by the private stations in Canada. Second CBC acquisition of the wavelengths of the three private stations would cause an obvious injustice to those stations which had developed a large audience; third, it would cause an injustice to a large group of people who don't want the private wavelengths to be taken over by CBC, and fourth, there is no rush for this move, because by the Havana Pact, Canada was protected in the channels of CFRB and CFCN at least until the late spring of 1949.

"Social Creditors hold," said Low, "that a government monopoly can be just as vicious as a private monopoly, in fact, I am convinced it can be more vicious. I feel that the only safeguard against a vicious government monopoly would be to have strong competitions from the private stations. In the interests of the Canadian people we should maintain strength on both hands. We must disarm it now before we allow it to shoot the private stations—its competitors, dead, and we are attempting to prevent that by opposing this \$2,000,000 appropriation."

For Exclusive PERSONALIZED Publicity

Jane Barton
publicity • promotion

7 W. 44th ST., NEW YORK CITY • VA 6-1696



Broadway Table Talk...!

● ● ● Good to have Walter Winchell back on the air again after a six-week vacation. His return to the air Sunday nite was huff from the opening bell to closing. In spite of the bang-up job Ben Grauer, Quent Reynolds and Florence Pritchett did subbing for him, the program's rating dropped to one-third of its usual level—proving there's only one WW. . . . "It Pays To Be Ignorant" option won't be picked up, we hear. . . . Rob't St. John talking about settling in Greece, for the next few years, at any rate. . . . Lester Lewis flying to the Coast today on a picture deal. . . . One of the picture mags pleading with Ralph Edwards for permission to use photos of himself and a now famous movie queen who was snapped in some unflattering poses when she appeared on his show as an "unknown" contestant a few years back. . . . Nat Moss, the 400 Club boss, telling off a henpecked radioite, said: "The only thing he's got on the ball is a chain." . . . Beatrice Kay takes her songs and talent into the Roxy Sept. 25th. . . . The Danny O'Neil heir expected any edition. . . . Dick Haymes asking 20th Century to cast him in a western. . . . Groucho Marx's lad, Arthur, has written a play kidding the amateur tennis 'racquet'. . . . Maurice Chevalier to star in "Golden Silence," first film to be made in Paris by RKO in association with Pathe Cinema. . . . Jackie Kelk sums up the Russian attitude: Whither Yugo, we go.

★ ★ ★

● ● ● Producer Edward Small trying to get Perry Como for the film bio of Rudolph Valentino—a non-singing role. . . . Drop a line to Jane Lauren bedded at N. Y. Hosp., with undulant fever. . . . Irving Fields readying his own air show, "Melody Cruise." . . . Sid Ascher off to Chicago next week to handle Evelyn Knight's opening at the Palmer House. . . . Sammy Kaye and Abe Lyman planning to buy property in California's San Fernando Valley for a huge dance hall a la H'wood Palladium. . . . Gary Cooper and Claudette Colbert will do the film version of "State of the Union" for Paramount. . . . Hunt Stromberg, Jr., says the Dodgers would be a cinch to win the pennant if Durocher weren't a gambling man and had to play the Cards. . . . Allen Prescott pinch-hitting for Johnny Olsen on "Ladies Be Seated" this week. . . . Suggested prayer for radio performers: Give us this day our radio daily.

★ ★ ★

● ● ● THOUGHTS WHILE DIALING: We've been turning more and more to radio's public service programs these past few weeks. Two weeks ago, America's Town Hall Meeting went to town on whether or not free enterprise could control inflation. Last week they discussed which party could bring America greater progress—Democrat or Republican. When you pit folks like NAM's Ira Mosher and the N. Y. Post's Sylvia Porter against each other on the former topic, and staunch party men on the latter, you have all the conflict, drama and excitement that you find in any radio program today. Sunday's Chicago Round Table held this reporter's interest with a discussion of capitalism—its definition, contribution to the individual and value in relation to other state systems. "Invitation to Learning" is just that, as are most of these forum and discussion stanzas. Radio invites you to learn, more subtly, too, by presenting such dramatic shows as "The Eternal Light," a guide to understanding and tolerance, and "The Wiggles-worths," which breaks down nat'l problems to the active level of the individual family. But if we had a station we would ask permission to broadcast an ET of the WOR Labor Day huff, "Is This Peace?" Sensationally good. . . . In the realm of music, we could ask no finer programs than the CBS, NBC and ABC Symphonies. These programs have a constructive purpose. They have loyal listeners. They prove again our oft-repeated point that the radio stations and nets themselves are best equipped to provide the public with service and entertainment. We believe, too, that a public with an open mind makes a more stable buying public.

Scophony Defendants May Accept Decree

(Continued from Page 1)

equipment outlined by the Department of Justice.

In Washington, D. of J sources declined to enlarge on a previous statement indicating that an agreement was "in the wind."

Adamant On Consent Decree

While agreeing on revision of minor points in the anti-trust case, the D of J has remained adamant on the entering of a consent decree by the defendants, it was understood.

Just what effect the reported agreement will have on the future of television and the rapidity with which large screen television will be available, observers declined to predict.

Paramount, it was learned, scoffed at the value of the Scophony patents mentioned in the suit, although it was recalled that the picture company at the time of the suit had ballyhooed large screen television for New York's Paramount Theater in August of this year.

Proposals for the consent decree were submitted to the Department of Justice on behalf of the defendants although it is not clear whether the intra-mural squabble among the defendants has been cleared up. Defendants, however, have continued to seek a dismissal of the case until the reported break in the deadlock.

Defendants In The Suit

Defendants include Paramount General Precision Equipment Corp., Television Productions, Inc., Scophony Corp. of America, Scophony Ltd., Arthur Levey, president of Scophony, Earle G. Hines, of GPE, and Paul Raibourn, president of Television Productions.

Original complaint was based on the supersonic and skiatron system for projecting television on movie theater screens, basic patents of which were taken out between 1915 and 1939 by Scophony, Ltd.

Agreement Seen

After considerable battling back and forth, the defendants apparently agreed to most of the Government allegations and up to the report "agreement" were only at loggerheads over dismissal of the case. The Government has been ready to go for a trial date in the case unless agreement on this point were reached.

1906 *Henri* 1946

CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Cakes

15 East 52nd St.

AIR CONDITIONED

PROMOTION

WCOP's Sked

WCOP, Boston, bi-weekly program schedule for national and local time buyers appeared in a new cover dress this week, its dominant feature a cut of the outlet's new home in New England Mutual Bldg. The eight and one-quarter inch black-and-white cut runs up the right hand side of the cover, while the overall sheet is sky blue with white lettering. With the advent of the new cover, the outlet has set up a new system of keys designed to give the greatest information in the smallest space; musician programs are broken down into, serious (SM); concert and familiar (FM); popular (PM), and hillbilly (HM). Similar key breakdowns are applied to drama, variety, news, talks, devotional, juvenile and service programs, so that the time buyer may have an adequate idea of program content.

Start New Radio Column In San Francisco Paper

(Continued from Page 1)

seven days effective at once. It will be the first post-war daily radio column in Northern California. The column, "Radio Check," will be written by Paul Speegle, a Chronicle staff writer, with a radio background. Coincident with the appearance of "Radio Check," The Chronicle will publish daily and Sunday a new and improved radio log, designed for easier reading.

To Review Shows

"Radio Check" will review radio shows, report the appearance of new ones, and take note of changes in times and stations of the more important programs. It will deal with new technical developments in radio such as television, frequency modulation and facsimile, and all other experiments in sight-sound communications.

Speegle joined The Chronicle staff eight years ago as a drama critic. He took a leave of absence from The Chronicle in 1942 to enlist in the Army Air Forces. Early this year, he rejoined The Chronicle staff as a feature writer, at the same time taking part in many local radio productions.

BACK

To Take Your Publicity Photos

B. A. BAKALAR

545 Fifth Ave. MU. 2-4217

COAST-TO-COAST

— OHIO —

DAYTON—WHIO has inaugurated a new weather service for Miami Valley listeners. . . . Monday through Friday ayem, aircraft reports are sent out both locally and nationally including the country's largest airfields. . . . **AKRON**—Phillip R. Herbert, recently released from service has joined the WHKK aggregation as sales manager. . . . **TOLEDO**—Fort Industry Co., here, operator of seven radio stations, has acquired WJBK, Detroit, for 550 G's, subject to FCC approval. . . . William H. Spencer, "the most decorated vet in radio," recently became commercial manager of WTOD, newest radio station here. A major in the Air Corps, he served in both theaters of war with the Eighth and Twentieth Air Forces.

— CONNECTICUT —

HARTFORD—John S. Lloyd, former WHTT program director, here, is now general manager of WACE, Chicopee, Mass. . . . The new station owned by the Regional Broadcasting Company will operate daytime as an indie on 730 kilocycles with a power output of 1,000 watts. . . . Paul W. Morency, veepee of the Travelers Broadcasting Service Corporation, and WTIC general manager, announced the promotions of Marjorie Stavola to supervisor of program dept. traffic, and Mary Howarth to continuity assistant. . . . **NEW HAVEN**—Joe Burns, WNHC "rise and shine" emcee, has left the outlet to become companion to 90-year-old Edward Malley, department store tycoon. . . . Also on the resignation list is ex-vet Syd Burns, who has been accepted for the NBC announcers school late this month.

— TEXAS —

WACO—KWTX, operating for the past several months on a limited daily schedule, has received the FCC nod for full-time with 250 watts on 1230 kilocycles. . . . Station is partly owned by Beauford Jester, Texas Democratic nominee for governor. . . . **LAREDO**—Plans for an inter-American radio conference to be held at Mexico City from Sept. 30 to Oct. 7 has been announced. . . . Discussion of continental problems and expansion plans on long, shortwave and FM broadcasting as well as television will highlight the meeting. . . . Emilio Azarraga, owner and operator of XEW and XEQ, and a leader in the radio industry in Mexico, will be in charge of the meeting.

— NEBRASKA —

OMAHA—The technical staff of the Omaha World Herald's pioneer FM station, KOAD, has recently been joined by Charles Catania, former warrant officer in the Army Airways Communication System. . . . Prior to this post in the AACCS, he was non-commissioned officer in charge of mobile maintenance as an enlisted man, overseeing the job of keeping all technical equipment at the various air bases in good condition. . . . **NORFOLK**—WJAG's daily "The Voice of the People" stanza has moved to the 12:45 slot to increase noon audience. . . . Program presents listeners views and opinions and frequent heated discussions of world domestic events by station staff.

— NEW YORK —

NEW YORK—Sally Warren, publicity-promotion manager for Today's Woman magazine, will guest on Paula Stoné's Mutual show Wednesday, Sept. 4. . . . Highlight of the chitchatting will be a discussion on the article "Dynamite Doll," which is about Veronica Lake. . . . Mary Hederston and Hugh Thompson, leading Metropolitan Opera Association soprano and baritone, will be the vocal stars of a new weekly program of operatic music over WOR to be inaugurated October 9. . . . Under the direction of Emerson Buckley, the Scalandre Orchestra will be heard in the musical accompaniment.

EQUIPMENT

Miniature Set

A tiny radio receiving set, worn by the user with the aerial embedded in a shoulder strap, which permits mixed language audience to hear translations of a speech in seven different languages, has been manufactured by International Business Machines Corp. Wearer is permitted freedom of movement while listening to translation in his own language simultaneously with speaker's delivery.

Eight AM Applications Listed By Commission

(Continued from Page 1)

unlimited; Ashbacker Radio Co., Mainstee, Mich., to be operated 1490 kc., 250 watts, unlimited; KVI Co., also for Benton Harbor, Mich., to be operated on 1240 kc., 250 watts, unlimited; William E. Brooks, Breton, Ala., to be operated on 1240 kc., 250 watts, unlimited; Lake County Broadcasters, Eustis, Fla., to be operated on 790 kc., one kw., unlimited; Oscar C. Hirsch, Flat River, Mo., to be operated on 1450 kc., 250 watts, unlimited; Meroco Broadcasting Co., Greeley, Colo., to be operated on 1450 kc., 250 watts, unlimited.

"Here Comes Harmon"

Among the first to sign for this special football feature, starring famed All-American **tom harmon** was enterprising radio station

WCOA Pensacola, Florida "The Only Station for Complete West Florida Coverage" 1000 w. day—500 w. night—NBC affiliate

to be sponsored by the

ELEBASH JEWELRY COMPANY

15 minute, once-a-week, transcribed football prediction and story program—87.5% correct in 1945.

Available for spot programming. Avoid disappointment—act promptly. Wire or phone collect.

packaged by **VICK KNIGHT** produced and distributed by



TOM HARMON

The man who made number "98" famous—returns to football and broadcasting again this year.

Criterion RADIO FEATURES, INC.

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

Send Birthday Greetings To—

September 4

Owen Jordan

Les Little

Alan Ward



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 36, NO. 47

NEW YORK, THURSDAY, SEPTEMBER 5, 1946

TEN CENTS

UN Names Radio Panel

RCA, Philco To Buy German Cabinets

Washington Bureau, RADIO DAILY
Washington—RCA and Philco are negotiating to import a total of 100,000 critically-needed radio cabinets a month from the U. S. zone in Germany, it was revealed yesterday, as a ranking military government official called for strengthening of German industry.
Brig. Gen. William H. Draper, Jr., director of the economics division of the U. S. Military Government in (Continued on Page 7)

First FM Station Set For Southwest Section

San Antonio—A final construction permit for the first FM broadcasting station in the southwest has been granted the Express Publishing Co., and the new station will be on the air within 60 days according to an announcement made here by C. D. "Bud" Lutz, radio division manager for the Express Publishing Co. Lutz has just returned from a trip to the East where he visited FM stations (Continued on Page 2)

Radio Cash Dividends Unchanged, Reports DoC

Washington Bureau, RADIO DAILY
Washington—Publicly reported cash dividend payments by corporations in the United States were 13.3 per cent higher in July of this year than they were in the same month a year ago, the Department of Commerce said yesterday.
July payments amounted to \$393,- (Continued on Page 7)

Panamanian News
Panama—The Cadena Panamena de Radiodifusion (Panama Broadcasting System) has instituted English language programs for audiences in the Republic of Panama. David Constable, Panamanian journalist, and Ted Wilbert, American radio commentator, are heard in news commentaries in English daily at 5 p.m., over HOC, KP5A, HOK and KP5K.

Special ABC Series On Hiroshima Bombing

Story of the atomic bombing of Hiroshima by John Hersey, which was used by the "New Yorker" as the entire editorial content of its August 31 issue, will be produced over a nation-wide network of ABC as half-hour chapters on four consecutive nights. First show will be Monday, Sept. 9, and the program will run through Thursday at the same time, 9:30-10 p.m., EDT.
All regularly scheduled programs (Continued on Page 7)

New AM Station Grants Announced By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced its final decision granting the application of Richard George Hughes for a new station at Berger, Tex., to operate on 1490 kc., 250 watts, unlimited time, subject to CAA ap- (Continued on Page 7)

Demonstrate Micro-Wave Relay To FCC Members And Press

The absence of static, fading and echoes in the microwave spectrum, factors which often mar other mediums of radio communication, has been demonstrated to FCC members by the Raytheon Manufacturing Co., in co-operation with Radio Inventions, Inc., over Raytheon's microwave radio relay system between New York and Boston. Operating in the 4,000 megacycle region of the radio spectrum, many channels of

Appoints Group Of Three Specialists To Aid Radio Division In Plans For World-Wide Broadcasting

Two CBS Executives Promoted To V-P's

Earl H. Gammons, director of the CBS Washington office, and Howard S. Meighan, the web's director of station administration, have been elected vice-presidents of Columbia Broadcasting System, Frank Stanton, president, announced yesterday.
Gammons, born at Vinton, Iowa, and educated at Cornell College entered radio from newspaper work on the Minneapolis Tribune in 1924 when (Continued on Page 2)

Appointment of three internationally known radio and telecommunications specialists to serve the radio division of the United Nation Department of Public Information as a panel of consultants was announced yesterday at the Lake Success temporary headquarters of UN. The panel will be asked to advise the Department of Public Information on the best means of implementing its broadcasting plans and on the eventual establishment (Continued on Page 6)

Clothing Industry Eyes Television Potentialities

Both television industry and clothing makers are eyeing developments in the first entry by a garment manufacturer, Berkray Corp., into video sponsorship. Berkray's one shot at- (Continued on Page 2)

Watch Company Sponsors Johnny Thompson On ABC

Johnny Thompson, featured on the Paul Whiteman "Forever Tops" show and on the Don McNeill "Breakfast Club" over ABC, will be heard in a (Continued on Page 7)

Novel Method Used To Procure FM Sets

For the first time in radio an FM broadcaster—Harry C. Wilder, president of WSYR-FM, Syracuse, N. Y.—has started an extensive campaign to "manufacture a listening audience" and help break the FM production bottleneck by offering to buy for cash 5,000 receiving sets and distribute them to established dealers in station's listening area. Wilder, who also wants sets for the Albany-Troy-Schnectady (Continued on Page 2)

"Attorney" Still Leads As New Season Nears

Possibly the final summer Hooper before the fall-winter returnees and new shows make their appearance finds the current ratings again headed by "Mr. District Attorney," with (Continued on Page 7)

Service
As a service to baseball fans in the Greater New York area, WLIB has installed a special information desk with information on all the baseball scores of major league games from day to day. Listeners are invited to call in at any time during the broadcast day for the latest baseball scores as received over WLIB wires from points in both big leagues.

A Record
Boston—Ralph Klein of the Yankee Network has set a record on the "Carrington Playhouse" on Mutual, by selling his third script to the program. When his "Make Mine Murder" is aired this week on the MBS' showcase for new writers, actors, etc., it will mark the first time any author has had three original scripts produced on the show.



Vol. 36, No. 47 Thurs., Sept. 5, 1946 Price 10 Cts.

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

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FINANCIAL

(Wed., Sept. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	179 7/8	173 1/8	173 3/4	- 5 7/8
CBS A	35	34 1/2	35	..
CBS B	33 3/4	33 1/4	33 1/2	- 1/2
Farnsworth T. & R.	10 7/8	9 5/8	9 3/4	+ 3/8
Gen. Electric	40	39	40	- 1/8
Philco	25 1/2	25	25 1/4	- 1/4
RCA Common	11	10 7/8	10 7/8	- 1/8
RCA First Pfd.	88 1/2	87 1/2	87 1/2	- 1
Stewart-Warner	17 1/4	16	17 1/4	- 1/8
Westinghouse	28	26 3/8	27 1/2	- 1/2
Zenith Radio	24 3/4	24	24 1/2	- 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17 3/4	17 3/4	17 3/4	- 3/4
Nat. Union Radio	7 1/4	6 1/2	7 1/8	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6 3/4	7 3/4
Finch Telecomm.	8 1/2	9 1/2
WCAO (Baltimore)	38	..
WJR (Detroit)	34	..

First FM Station Set For Southwest Section

(Continued from Page 1)

and manufacturers of FM radio receivers.

Call letters have as yet not been assigned to the station which will also be the first in San Antonio to take to the air. Temporary studios and transmitter will be located in the Express Publishing Co. Bldg., in the heart of San Antonio. Construction is under way for a "Radio City" which will house the Express FM station and the standard broadcast station if and when license is approved by the FCC. Application is now pending for the standard station.

WANTED—FARM DIRECTOR

5000 watt station, large eastern city, has an opening for a farm program director. Must be capable of building his own program, writing interviews, selecting music, etc. Largely dairying and tobacco area. In reply, state qualifications, salary, experience. Send picture and transcription.

Box No. 210, RADIO DAILY, 1501 BROADWAY, NEW YORK CITY

Coming and Going

WILLIAM C. GITTERING, vice-president in charge of sales for CBS, returned to his desk yesterday after a vacation in Southhold, L. I.

FRED MIZER, manager of WQAM, Miami, Fla., is in town visiting network executives.

GENE HAMILTON left yesterday for Atlantic City, N. J., to announce the "Prof. Quiz" program. He returns to Gotham Friday.

BILL STERN left for Chicago last night, from which point he'll do his Colgate show tomorrow.

BEATRICE KAY is in Hartford, Conn., for a three-day engagement at the State Theater.

SIDNEY DRISCOLL, WTOG, Savannah, is in Gotham visiting web executives.

GEORGE CARTLAND, president and general manager of WARD, Johnstown, Pa., is in town conferring with network officials.

HAROLD STEIN returned to his desk yesterday following a 10-day hiatus at Lake Tareyton, Miami.

WALTER SHIRLEY, MONA FISHER, WALTER KANER and SIDNEY ASCHER take a plane trip to Mastic, L. I., today for a press-radio preview of "America's Model Acro Home."

EARL MULLIN, ABC's publicity director, has departed for the shores of Montauk, L. I., on a two-week vacation.

R. E. LEE GLASGOW, manager of WACO, Waco, Tex., arrived in town yesterday for talks with ABC officials.

BOB RAY, CBS band boss and assistant director, returned to his duties yesterday following a three-week vacation in Bear Mountain.

M. U. SHELDON, president of the newly formed Media Enterprises, Inc., has returned after spending a week's vacation amid the flora of his home in Westchester.

JOHN FOX, CBS promotion executive, and his wife, Rose (WW's Girl Friday) are back at their respective posts after a month at the Wayne Country Club in Pennsylvania.



Ready!

We've been trying to keep away from war pictures . . . but that's such an on-the-nose idea, we hate to toss it aside.

Those boys are ready for a crash landing. They're wearing the latest fire fighting asbestos suits. And here's the point. They don't wait until after the crash to get ready . . . they anticipate trouble.

Our W-I-T-H point is pretty obvious.

If you want to get ready for the battle of brands that lies ahead . . . the "ready" station in Baltimore is W-I-T-H.

It's the successful independent in this big 5-station town . . . and it's W-I-T-H, the independent, that delivers more listeners-per-dollar-spent than any other station in town.

Facts to get you ready are available. Glad to show them to you.



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Novel Method Used To Procure FM Sets

(Continued from Page 1)

area where he plans to operate WTRY-FM, has appealed directly to manufacturers with page ads and says he has met with such success he now hopes to corral 10,000 sets before the end of the year.

Good Response

At present Wilder is dickering with one manufacturer who promises 2,500 sets a month following approval of models to be delivered in a few weeks. This company made radios during the war but has not engaged in post-war production. Many established radio manufacturers, says Wilder, have offered lots from 50 to 300 sets and all will be accepted. Price range of sets being hunted is scaled from \$65 to \$200. Wilder feels that if the prices are too high his plan would lose its mass appeal.

In commenting on his project Wilder said, "We want to create the largest possible audience before the end of the year without waiting for the normal growth. We decided this was the best way to get sets." WSYR-FM went into operation last July.

Clothing Industry Eyes Television Potentialities

(Continued from Page 1)

fair, filmed by ABC at Saratoga's final racing day of the season, is to be shown over the web's five outlets and may be scheduled for Philadelphia next Tuesday where Berkray is opening a new store.

Enthusiasm over video as an advertising medium for Berkray's line of sport jackets and shirts has been declared by Mort Berk, president of the firm, who says that "one picture can describe our clothes better than 1,000 words. Television is going to be important in garment industry advertising." Henry Bach Associates placed the Berkray account with ABC television.

Two CBS Executives Promoted To V-P's

(Continued from Page 1)

he became associated with Washburn-Crosby Flour Mills which operated WLAG. The station was acquired by CBS in 1931 and call letters changed to WCCO. In 1933, Gammons became general manager of WCCO, Minneapolis, and served in that capacity until June, 1942, when he became director of the CBS Washington office. He has served as director of NAB and is widely known in radio and press circles in the nation's capital.

Howard Meighan entered radio in 1928 when he joined the J. Walter Thompson Agency in New York. In 1930 he became associated in an executive capacity with Scott, Howe & Bowen. Meighan came to CBS in 1934 and in 1939 was named an eastern sales manager of radio sales. Meighan was promoted to his present position as director of station administration in 1945.

Cover Tennis Matches

WHOM has scheduled the semi-final and final matches of the National Tennis Championships at Forest Hills on Sept. 7-8 from 3-5 p.m. Play-by-play will be handled by Harry Wismer and Lev Richards.

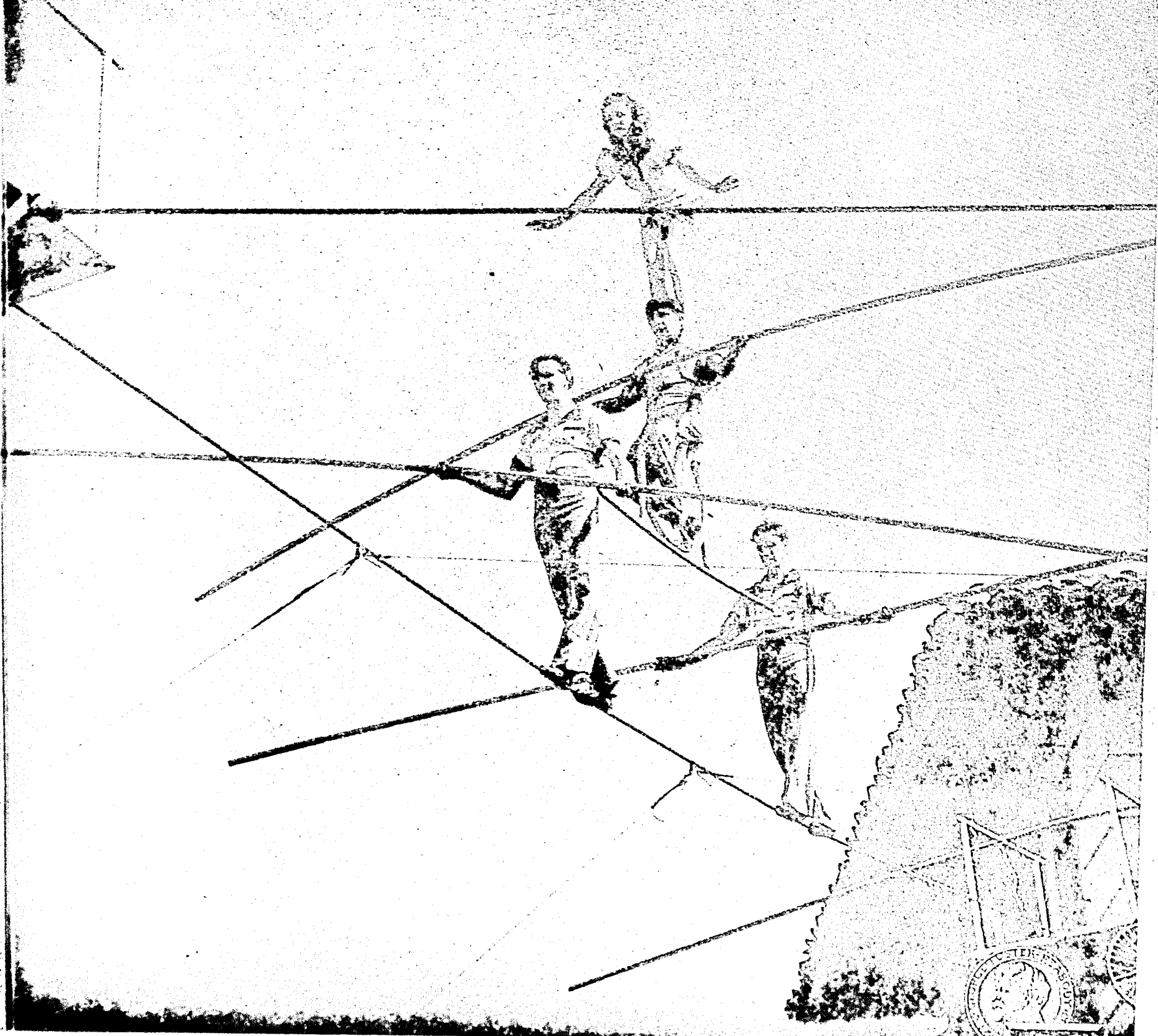


ENGLISH • JEWISH • ITALIAN

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.



BALANCED BROADCASTING

serves LISTENER and SPONSOR ALIKE

IN serving the public interest to the best of its ability, WOV best serves its listener- and sponsors alike. Blending programs into a balanced broadcasting pattern designed to entertain, educate and inform has resulted in building and holding one of the most important audiences listening to any New York independent station. According to March-April Hooper ratings, WOV delivers one of the largest average metropolitan audiences between the hours of 7:30 and 10:00 p.m., at a cost of only 94¢ per thousand listeners per quarter hour . . . virtually half the cost of the next ranking station.

EDITH M. WEIL, General Manager
JOHN E. FEARSON CO., New York



WOV

NEW YORK

National Representatives From Seven

SAN FRANCISCO
L. Ray Rhodes

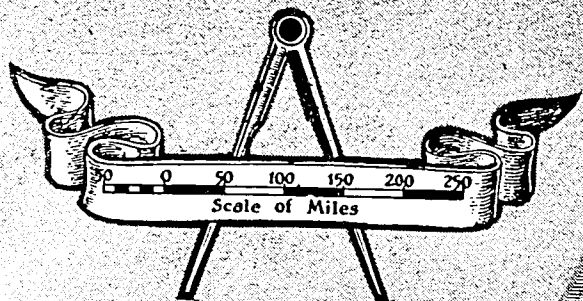
LOS ANGELES
J. Leslie Fox

PAUL H. RAYMER
COMPANY, INC.

Radio Advertising

New York
Boston • Atlanta • Chicago • Detroit
San Francisco • Los Angeles





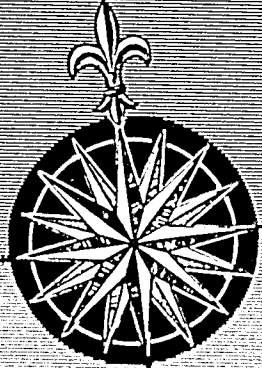
CHICAGO
Richard F. Kopf

DETROIT
Robert B. Rains

NEW YORK
Fred C. Brokaw

BOSTON
Robert C. Foster

ATLANTA
Royal E. Penny



ICES



Notes From An Aisle Seat . . . !

● ● ● According to the way we hear it, WMCA's new policy will call for no disc jockeys with the exception of Steve Ellis. . . . Ed Levin, former PM radio ed and more recently promotion manager, resigning to take on a more lucrative promotional post in his old stamping grounds in Chicago. . . . Art Donegan reported taking over ABC's press desk Jan. 1st, with Earl Mullin going upstairs. . . . Funny situation about "It Pays To Be Ignorant." Biow doesn't like it, the sponsor doesn't like it, only the customers like it. . . . Producer Edgar Levy bought one of those pens that write under water. They're okay, he says, only his hands are always chapped. . . . The Paula Stone heir is due in November. . . . "Good Intentions," penned by UP's Jack Gaver and Pat Coldrick, up for fall production, with Roland Young or Melville Cooper mentioned as the lead. . . . Look-alikes: Lew Parker and Herb Polesie. . . . Recommended reading: Fred Feldkamp's just released "Mixture For Men." . . . Fred Allen back from his Maine vacation. . . . Hunt Stromberg, Jr., has offered Jane Russell a mint to star in his forthcoming "Girl From Minsky's." . . . Indication of how thoroughly NBC intends to cover the UN Assembly meeting in Flushing later this month is seen in the fact that the web 'excused' ace announcer Ben Grauer from his regular chores for 3 weeks so that he could go to Paris to gather background data for his UN broadcasts. . . . Wm. Morris' Sol Radin looking for a young mimic for new air series. . . . Bill Gernannt a busy lad these days what with "County Fair" going so well and wife, Lois January, snagging six commercials a week on H'wood radio stations. . . . Tommy Lyman calls Allen, Benny and Crosby the ABC of radio.



● ● ● ONCE OVER LIGHTLY: Mel Blanc says that today when a gent auditions for a job with a name band he's got to show up with his instrument, music stand and picket signs. . . . Buddy Lester was chatting with a renting agent about a possible place to live. "Get me any vacancy you can," he told his agent, "preferably on Allen's Alley." . . . Alan Sands was listening to the radio the other nite and heard the emcee on a quizzer say that women used cosmetics in the Middle Ages. They still do, he contends. . . . Alan adds that after the Joe Louis fight, Tami Mauriello will be one guy who will wake up and find himself rich.



● ● ● TWISTING THE DIALS: They're calling Henry Morgan a new Fred Allen on the strength of the literate satire he offered in his ABC opener Tues. nite. Morgan could be a big winner for ABC, but the way he heckles sponsors makes one wonder if they would sponsor a heckler. . . . Frank Telford's Mollie Mystery Theater has risen to eleventh in the Hooper Sweepstakes, proving that a show can go a long way with a short budget if it doesn't fall into hackneyed, stodgy routines. . . . Too many movie guest stars murder, not only the mystery, but their lines when they guest spot on radio. They lose a lot of prestige and sponsors fork over a lot of money. One wonders why sponsors don't stick to crack radio actors for the important roles. . . . From where we're sitting, it looks as tho' MCA's Marty Goodman has another Sinatra on his hands in Jean Sablon. The guy talks like Boyer, and when he sings, he has in his larynx what it takes to make the gals moan. . . . Soap operas may come and go, but nobody has held the high standard for devising a fool-proof formula for daytime radio like the Hummerts, Anne and Frank, who have retained so many of their clients for so long. If you doubt us, take a peek at the records—"David Harum," "Our Gal Sunday," "Stella Dallas," "Just Plain Bill" and "Young Widder Brown," to mention a few. Soap operas that cleanse the mind instead of confuse it. . . . Prediction: Tenor Wm. Horne will be one of radio's brighter names within the next six months.



UN Appoints Panel of Three Radio Experts

(Continued from Page 1)

ment of world-wide broadcasting service to keep the UN in touch with peoples of all member states.

Chairman of the panel will be Gen. Frank E. Stoner, Assistant Chief of Special Officer, U. S. Army, who has been specially released with the consent of General Eisenhower to serve the UN in this capacity. General Stoner served from February, 1945 to December, 1945 as Chief of the Communication Service. He was responsible for planning and operating a communications system used at "big three" conferences, such as the Yalta, Quebec, Cairo, Teheran, Potsdam, and Potsdam.

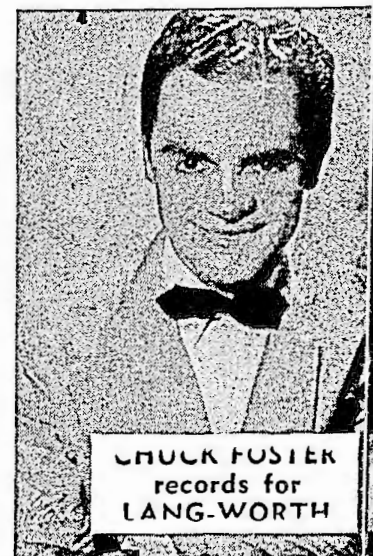
Serving with General Stoner will be G. S. Van Dissel, and S. K. Mr. Van Dissel planned and installed the League of Nations radio station at Geneva, and thus became responsible for the first internationally controlled broadcasting service. In 1941 he has been in the United States with the Netherlands Purchasing Commission for whom he acquired a powerful broadcasting station in the Netherlands East Indies.

Radio's Role

Mr. Kagan was formerly director of the Free French radio station at Brazzaville. In 1943 he was sent to the French Committee of National Liberation to the United States as Chief of the French Commission of Telecommunication.

At discussions held during the General Assembly in London last January and February, approval was given for the UN to have its own broadcasting facilities. The opinion was widely expressed that radio has an outstanding role to play in disseminating the message of the UN and in winning for it the vital support of world opinion.

This panel of experts will report to the Department of Public Information on the best method of implementing its proposals to establish a world broadcasting station.



CHUCK FOSTER records for LANG-WORTH

Within the past few weeks radiomen all over the nation have been hearing about, and reading about the new NBC Syndicated show, REFLECTIONS. It's unique for several reasons.



For one, it is a new type of program available to local and regional advertisers on a syndicated basis. It's a show designed for meditative, relaxed listening . . . a program that weaves the brilliant color of music with the golden thread of words.



Reflections looks deep into the pool of memory. Half-remembered hopes, old loves, beauty, happiness . . . become reminiscences as narrator Frank Willis creates ever-changing moods over silken strings of melody . . . as baritone Russ Titus softly croons songs of memory against the liquid tones of cello and violins.



Another "uniquity" about REFLECTIONS is the fact that it features Canadian talent . . . top-notch performers seldom heard in the States but well-seasoned radio artists who thrill audiences all over Canada every week. The program is produced in association with All-Canada Radio Facilities, Toronto.



Narrator Frank Willis brings to REFLECTIONS the benefits of long experience before CBC network microphones. The baritone voice of Russ Titus balances the natural dignity of the program with a fresh, popular stylization of favorite songs. While the inspired conducting of Hersenhoren adds the full color of music.



Available at low NBC Syndicated rates, REFLECTIONS provides custom-built entertainment that will be applauded by listeners and advertisers throughout the nation.

NBC Radio-Recording Division logo and text: AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS New York • Chicago • Washington • Hollywood • San Francisco A SERVICE OF RADIO CORPORATION OF AMERICA

A, Philco To Buy German Cabinets

(Continued from Page 1)
 many, declared here that the two have been negotiating for 50,000 sets each to be imported from Germany.
 General Draper, however, did not mention that Philco and RCA were attempting to import this number of sets, a fact confirmed by the Department of Commerce.
 General Draper arrived in Washington to confer with State Department and Department of Commerce officials, as well as military authorities in an attempt to speed importation of German products into this country.
 Meanwhile, it was expected that the Department of Commerce will announce this week the first list of German businessmen, including names from the radio industry, who will go to Germany and negotiate for import of German-produced products. Up to now only American businessmen permitted entrance into German and British zones were connected with firms which had factories in Germany prior to the war.

May Exhaust Supply
 Negotiation by General Draper that Philco and RCA were negotiating for German cabinets was expected to cause a shortage in radio circles. Many U. S. radio companies are in need of cabinets in short supply here, and the Department of Commerce said that the number mentioned would almost exhaust Germany's supply, leaving none for other U. S. firms. It was revealed here that both Philco and RCA have had representatives in Germany.

It was pointed out, however, that direct dealing can be had directly with German manufacturers. Under the current import setup, the military government will take title to any product to be purchased by Americans. This title in turn will be turned over to the U. S. Commercial Corporation which will "sell" the product to the American purchaser. Some industry officials here regarded it highly unlikely that Germany could export as many as 100,000 radio cabinets a year.

American importers interested in buying German commodities and consumer goods will be directed to U. S. Commercial Co., temporary building at Washington 25, D. C. The USCC, in accordance with arrangements entered into with the Office of Military Government, U. S. zone, handles distribution of all goods exported from the American zone to the United States.

New AM Station Grants Announced By FCC

(Continued from Page 1)
 approval of antenna system and site. At the same time the application of Berger Broadcasting Co., seeking the same facilities, was denied.

A final decision granting the application of Southwestern Broadcasting Corp., for a new station in Odessa, Tex., to operate on 1450 kc., 250 watts, unlimited time, was also announced. The grant is subject to the condition that within 30 days here from an application for modification of permit filed specifying the exact transmitter site and antenna system meeting the requirements of the Commission's standards. The mutually exclusive application of Permian Basin Broadcasting Co., for the same facilities, was denied.

An order was adopted making final the grant of the application of Roy F. S. Thompson, Thompson Broadcasting Co., for a new station at Altoona, Pa., to operate on the frequency 1240 kc., with 250 watts power, unlimited.

With respect to conflicting application of Altoona Broadcasting Co., for the same facilities, the Commission on August 23 granted petition of Altoona Broadcasting Co., for leave to amend its application so as to request the frequency 650 kc., with 250 watts, power, unlimited time, and as amended, removed the application from the hearing docket.

Radio Cash Dividends Unchanged, Reports DoF

(Continued from Page 1)
 100,000 this year, compared with \$347,100,000 in 1945.

For the three months ended July 31, 1946, dividends totaled \$1,024,300,000, a rise of 5.4 per cent from the \$972,100,000 total in the corresponding months of 1945.

Dividends paid by corporations engaged in communications, including radio, for the three-month period remained unchanged at \$63,500,000.

Watch Company Sponsors Johnny Thompson On ABC

(Continued from Page 1)
 new series under the sponsorship of Harvel Watch Co., over ABC starting Sunday, September 15, 1 to 1:15 p.m., EST. New program will replace the "Cliff Edwards Show." Walter Scanlon will direct and produce the series.

Case Substituting
 Announcer Nelson Case replaces Ben Grauer on the Vaughn Monroe program for three weeks beginning September 5, when Grauer leaves for Guatemala.

NEED GIRL FRIDAY ON COAST?
 Radio and publicity writer, 15 years experience, going to Los Angeles, seeks free lance connections. Whale of a good correspondent or contact woman. Available for New York interviews to September 15. Write: Radio Daily, Box 212, 1501 Broadway, New York City.

"Attorney" Still Leads As New Season Nears

(Continued from Page 1)
 11.3, followed by other dramatic programs such as "Crime Doctor," with 11.0; Screen Guild Players, in third place with 10.3, and "Man Called X," with 10.1. "Suspense" concludes the first five, all dramatic with 9.5. After that the shows vary toward general entertainment, with "Take It Or Leave It" revealing 9.4 for the last two weeks in August.

Others in succession are: Aldrich Family (newly returned); "Can You Top This?" Kay Kyser (sub); Big Town, Mystery Theater, Dr. I. Q., Adventures of the Thin Man, Your Hit Parade and Ellery Queen.

Average sets in use are at 19.0 up from the last report, but down somewhat from a year ago. Average evening rating is 5.7 also up from the last report but off somewhat from a year ago.

Special ABC Series On Hiroshima Bombing

(Continued from Page 1)
 will either be cancelled on those nights or moved to make way for the special series. Legit theater stars will handle the script, which will be in the nature of the original Hersey text and will be unedited excepting for occasional abridgements.

Robert Saudek, director of public service for ABC who arranged the series revealed an interchange of correspondence with the "New Yorker" in which the latter states the editor is grateful for the program and that the text is such that the style and powerful argument requires no alteration for radio. "New Yorker" editor also stated that while it was a departure for the magazine to use the story it is also considered a "daring experience in radio production for the network."

Send Birthday Greetings To

September 5

Robert A. Bories	Norman Sichel
I. C. Morenus	John Henry
Harold Sanford	Jerry Law

BACK

To Take Your Publicity Photos

B. A. BAKALAR

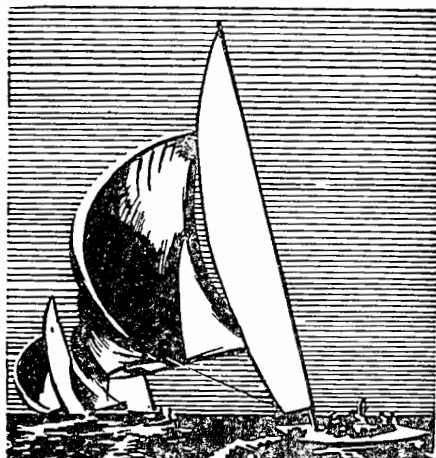
545 Fifth Ave. MU. 2-4217

Micro-Wave Relay Shown FCC, Press

(Continued from Page 1)
 15-kilocycle band which Raytheon's microwave system makes available, facsimile transmission with automatic synchronization at 2,000 words a minute becomes a realistic possibility."

Fidelity Increased
 The magnitude of fidelity of complex transmission requiring broad bandwidths such as needed in the television art has been greatly increased by the use of microwave, say Raytheon officials. Unaffected by sunspots and other vagaries peculiar to standard radio frequencies, microwave will provide reliable service day and night. With a relay system, the medium offers service to outlying areas and communities not adequately provided with any form of communication facilities.

Raytheon's automatic relay stations between New York and Boston are located at Lewisboro, N. Y.; Oxford, Bristol and Tolland, Conn., and Webster and Waban Hill, Mass. Company was granted an experimental license for its microwave relay system by the FCC in June, 1945.



a fair wind

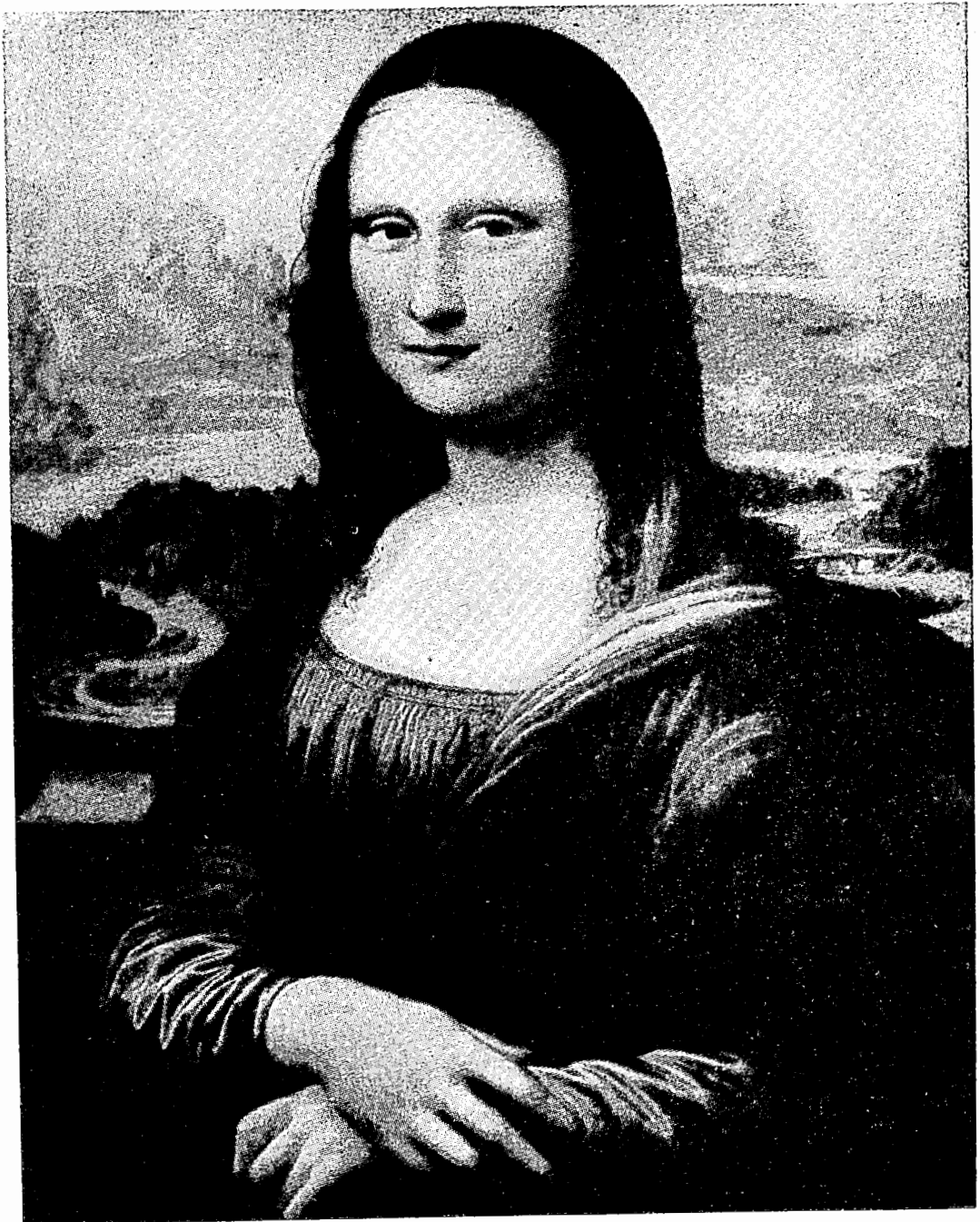
adds to the speed of the boat and the pleasures of sailing. But in fair winds or foul, good times and bad, Weed and Company's large staff of experienced representatives consistently achieves maximum results.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

New York • Boston • Chicago • Atlanta
 Detroit • San Francisco • Hollywood

OPPORTUNITY
 but once—here's your chance to top-notch radio-wise man to your Two years with major network as asst. news and promotion writer, reporter, specialist in public service and personal programming and promotion. Television news know-how, New York newspaper experience and contacts. Radio Daily, Box 211, 1501 Broadway, New York City.



Any Way You Look At It...

...the Mona Lisa meets you eye-to-eye, great art from every angle.

...Any way you look at it, WCAU is a great radio buy.

If you want to see results, you'll see eye-to-eye with WCAU.

WCAU 50,000 Watts
CBS Affiliate

PHILADELPHIA'S LEADING RADIO INSTITUTION

Vets' 'Operation Radio'

13 New Applications For AM-FM Outlets

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday awarded conditional grants to 10 applicants for new FM stations in five states. They include: California—Marysville, Marysville-Wuba City Broadcasters, Inc., KMYC, Class B; San Bruno, Radio Diablo, Inc., Class B; Kansas—Kansas City, Sunflower Broadcasting System, Class B. Texas—Lufkin Darrell E. Mates, KRBA, Class B; Wichita Falls, Wichita Broadcasters, a partnership composed

(Continued on Page 6)

West Coast Man-And-Wife Show Will Make Debut On KPO

San Francisco—Dorothy and Ted Mend, well known to the New York radio, theater and newspaper scenes, will unveil the West Coast's first "Mr. and Mrs." program over KPO, NBC affiliate here, Sept. 15 at 2.45 p.m. PST. The show will be aired three times weekly, including Tuesdays and Thursdays at 3.45 p.m., PST, under

(Continued on Page 2)

FM Station Granted For Wilmington, Del.

Wilmington, Del.—Announcement made by the Federal Communications Commission that it has granted station WILM an authorization for a new frequency modulation station. The authorization is contingent on the separation of station WILM from the Steinman interests which at present control the station. This

(Continued on Page 7)

Fashion Note

Chicago—Distaff side of the NBC Central Division daytime guest relations staff blossomed out this week in snappy new black gabardine uniforms, closely resembling those worn by the men of the night staff. The two-piece suits are worn with white blouses, and the jacket is emblazoned with the NBC mike and web call letters.

British Tele Web Planned By BBC

Approximately 20,000 prewar television receivers are now in use in Great Britain and BBC has plans to link the entire British Isles with a television network using booster or relay stations, according to a survey on England's video published by the Wall Street Journal.

BBC at present are transmitting television programs daily from Alexandra Palace with a special video cable tapping such places of interest as West End theaters, main railroad terminals and the House of Parliament.

(Continued on Page 2)

All-Amer. Conference Preems Show On Mutual

Eddie Dooley, former Dartmouth University All-America quarterback, and veteran sportswriter and commentator, opened a weekly series of sports commentaries over Mutual.

(Continued on Page 5)

All Schools Loaded For Fall Semesters In All Industry Courses; Video Also Strong Attraction

Spalding Buys Tennis On Special Network

Spalding Sporting Goods has signed to sponsor a special hook-up of 31 independent stations from coast-to-coast who will broadcast the national tennis semi-final and final play-offs from Forest Hills Sept. 7 and 8. Deal involves total of more than 124 hours' air time with broadcast scheduled for 3-5 p.m. Saturday and Sunday. Account was placed by New

(Continued on Page 7)

Miles Lab. Sets Format For Roy Rogers Program

Format has been set for the new Western show headed by Roy Rogers which will replace the National Barn Dance on NBC Saturday nights, sponsored by Miles Laboratories For Alka-

(Continued on Page 2)

Army Prepares Scripts For Amer. Broadcasters

Washington Bureau, RADIO DAILY
 Washington—Radio branch of the War Department's Bureau of Public Relations, launching a new program for maximum peacetime use of local

(Continued on Page 7)

Desire for a career in radio's various phases, with new emphasis on television, is at the highest level in history according to prospective enrollments of commercial radio schools and New York's colleges. In addition to the overflow enrollment among commercial schools and colleges everywhere, the radio-

(Continued on Page 6)

Auto Outlook Clearer GM Prexy Indicates

Outlook for the automotive industry as to commercial broadcasting took a more optimistic turn yesterday in the opinion of radio men, particularly upon the statements issued yesterday in Detroit by General Motors president, C. E. Wilson. Wilson said, in part, that production of 6,000,000 cars annually by this time next year can be reached, provided a wave of further strikes can be averted. In

(Continued on Page 7)

New Ameche Program To Feature Film Folk

When the new Don Ameche program premieres over NBC next Sunday, it will be a veritable "melting pot" of Hollywood, since every studio

(Continued on Page 4)

ABC Adopts Network Policy Selling "Controversial" Time

Informing all department heads yesterday that it will sell time for "controversial issue" programs, the American Broadcasting Co. coincidentally set up a broad basis of policy covering such sales and programs. Network also stated, however, that it would continue to make its facilities available on a sustaining basis to responsible individuals and organizations as a matter of public interest, but consistent with a fair

balance of opinion and sound program structure.

ABC's policy regarding the sale of time for controversial issue programs other than political, news commentary and forum programs is as follows:

"ABC has no editorial viewpoint to advance or promote and no person speaking on its facilities is authorized to reflect any editorial standing

(Continued on Page 3)

Exclusive

Boston—WCOP scored a scoop Wednesday when it broadcast an exclusive interview with Vice-Admiral H. P. Blandy, on results of the atomic bomb tests at Bikini. Interview was aired at 9.15 p.m. as a prelude to the Admiral's speech to the VFW National Convention which opened yesterday morning. Newsmen Bill Wood handled the interview.

Dashing Duo

Bud Abbott and Lou Costello in their personal appearance tour have been sticking to regulation transportation until the other night when they hit Chicago for a special broadcast over WMAQ. With a police and Army escort they made the 16 miles from the airport to Merchandise Mart in 16 minutes, and arrived just four minutes prior to the time for going on the air.

RADIO DAILY



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

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FINANCIAL

(Thurs., Sept. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180	175	180	+ 6 1/4
CBS A	35	35	35
CBS B	33 3/4	33 3/4	33 3/4	+ 1/4
Farnsworth T. & R.	10 7/8	10 1/8	10 7/8	+ 1 1/8
Gen. Electric	41 1/2	40 3/4	41 1/4	+ 1 1/4
Philco	26 3/4	25 1/2	26 1/2	+ 1 1/4
RCA Common	12	11	11 3/4	+ 7/8
RCA First Pfd.	87 1/2	86 1/2	86 1/2	- 1
Stewart-Warner	18 7/8	17 1/4	18 1/2	+ 1 1/4
Westinghouse	29	27 1/2	28 3/4	+ 1 1/4
Zenith Radio	25 1/4	24 1/2	25 1/4	+ 1 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont	6	7
Finch Telecomm.	10	11
WCAO (Baltimore)	40
WJR (Detroit)	35

British Tele Network Is Scheduled By BBC

(Continued from Page 1)

ment. In addition, they are using mobile television units for the pickup of special events such as cricket or football matches.

First postwar tele receivers are beginning to appear on the London market, the Wall Street Journal discloses. The cost of these sets, including a 33 per cent purchase tax, will be approximately 20 per cent above pre-war levels. Fourteen manufacturers are licensed to build receivers. Pye Limited, according to reports, will produce 78,000 sets this year and will make a table receiver which will retail for \$140 plus purchase tax, and a chairside console for \$180 plus purchase tax.

WANTED—FARM DIRECTOR

5000 watt station, large eastern city, has an opening for a farm program director. Must be capable of building his own program, writing interviews, selecting music, etc. Largely dairying and tobacco area. In reply, state qualifications, salary, experience. Send picture and transcription.

Box No. 210, RADIO DAILY, 1501 BROADWAY, NEW YORK CITY

Coming and Going

ROBERT H. SALK, president of Audience Surveys, Inc., leaves this weekend for a business trip to the Coast.

ELMER J. BOOS, vice-president and treasurer of the Crosley Broadcasting Corp. returned to his desk yesterday after a two-week respite at his summer home in Michigan.

H. PIERSON MAPES, v.-p. of Hutchins Advertising Co., off to the Coast to open agency's Hollywood office. Office will handle details on the new Crosby show as well as other Philco programs.

JOE RINES, producer of the Mel Blanc and Judy Canova shows, is due in Gotham next week from the Coast on the occasion of his daughter expecting an heir.

LARRY DOUGLAS will be in New York Sunday from Chicago where he's been the featured vocalist with the Wayne King (CBS) show.

JOHN M. RIVERS, owner of WCSC, Charleston, S. C., is in Gotham visiting CBS officials.

BEN GRAUER, who went to Paris and the Peace Conference for background on his forthcoming NBC coverage of the UN this month, flew to Stuttgart in the Byrnes party yesterday for the U. S. Sec'y of State's broadcast.

TOM SLATER, newly appointed account exec. for Ruthrauff and Ryan, Inc., off to West Virginia to speak at the dedication of a new airport between Parkersburg and Marietta.

RICHARD HUBBELL, production manager of WLW, and **ELSA WATERMAN**, director of guest relations, are back at work after annual vacation trips.

OSCAR KATZ, CBS associate director of research, is back at his desk following a two-week vacation.

CARL BRISSON entrains for Canada this weekend on business. He'll be back in time for his WOR show next Friday.

EVELYN KNIGHT leaves town Monday for the Windy City where she'll open a stint at the Palmer House.

SIDNEY ASCHER departs over the weekend for Chicago on business.

TAD REEVES, publicity and promotion manager of WBNS, Columbus, O., is visiting network officials here.

J. SOULARD JOHNSON, public relations director of KMOX, St. Louis, is spending a few days in New York on business.

Coast Man-And-Wife Show Will Make Debut On KPO

(Continued from Page 1)

sponsorship of Hotel Mark Hopkins. To be called "The Friends," the program will have a tea table setting, will be ad lib, and will deal with any and all topics. Various celebrities will be heard as guests, and the show will originate alternately from the Mark Hopkins, the Friends' home and NBC studios.

Urquhart Leaves NBC

Charles Urquhart, former producer for NBC in Pittsburgh, Chicago and New York, has resigned from the net to work independently. Working under his own banner, Urquhart is handling two shows heard over NBC—"Road of Life" and "Right to Happiness." P&G sponsors latter program with Compton handling account.

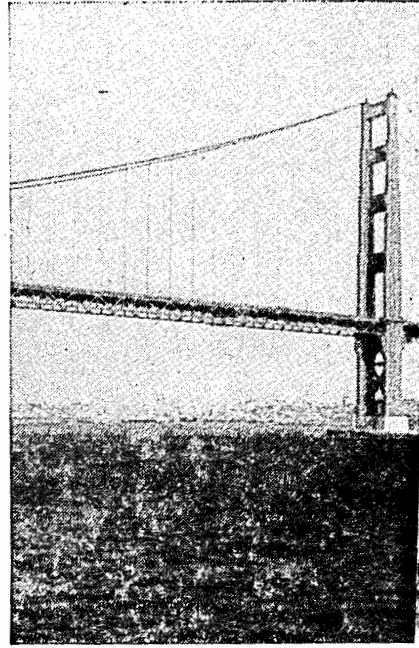
Miles Lab. Sets Format For Roy Rogers Program

(Continued from Page 1)

Seltzer. Show, which will debut Oct. 5, 9 p.m., EST, will have a cast that includes Dale Evans, Pat Buttram, Gabby Hayes and the Sons of the Pioneers quartet. First show will originate in St. Louis and subsequent programs in Hollywood. Special broadcasts are also scheduled from various cities.

Rensie Watch Show

Rensie Watches through Weiss & Geller will sponsor "Flight With Music," transcribed songs of Marion Hutton with Herb Sheldon as emcee, over WEAJ on Saturdays from 6:15-6:30 p.m., EDT, effective Sept. 7. Commercials will be live. Show is to be produced by Larry Finley and directed by Sylvan Taplinger.



What holds a bridge up?

That's a snapshot of San Francisco's Golden Gate Bridge. And many a boy sailing for the Pacific must have asked that same question.

Frankly we don't know. But it must run a close parallel to what makes a radio sales campaign stand up.

First you get a good base . . . that would be the product. Then you'd find the strongest support you could obtain to hold up the spans . . . that would be listeners. Down here in Baltimore we can give you the sales support of more listeners - per - dollar - spent than any other station in town. It's W-I-T-H, the successful independent in this 5-station town that stands up under the heaviest load you can put on it. For sales that stand up . . . in Baltimore, it's W-I-T-H.

CKLW

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

in the DETROIT AREA

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

W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R.

ABC Adopts Network Policy Selling "Controversial" Time

(Continued from Page 1)

for the Company.

"The Company, however, recognizes its responsibilities in the public interest to safeguard and promote equal opportunity for the free discussion of controversial issues of general interest to the American people. It has made and will continue to make its facilities available on a sustaining basis to responsible individuals and organizations for controversial issue programs to the fullest extent consistent with a fair balance of opinion and maintenance of a sound program structure.

"ABC will sell time for controversial issue programs on the following basis:

"ABC reserves the right to determine what subjects are of such immediate local, state, or national interest as to warrant sale of time for their presentation.

"ABC reserves the right to decide whether individuals or organizations seeking to purchase time are qualified to discuss, and have a recognized interest in, the subject.

"In order to give equal opportunity for pro and con discussion of controversial issues, the sale of time, insofar as possible, will be between 10-11 p.m., subject to availability.

"The sale of time for controversial issue programs will in no way alter ABC's policy of devoting time on a sustaining basis for the presentation of controversial issue programs. ABC reserves the right to make time available on a sustaining basis for discussion of a particular controversial issue if, in the public interest, ABC concludes there has been an inadequate discussion of the issue due to presentation of sponsored programs.

"ABC sells time for local commercial controversial issue announcements only for the purpose of calling attention to a commercial controversial issue program on ABC facilities. Such time for announcements shall be made available only to the client sponsoring the program in question. All such announcements must open and close with this statement:

"The following announcement is (or was) sponsored by, etc."

Operating Policy

"Opening and closing announcements must observe the following:

Commercial

"The sponsor must be clearly identified at the opening and closing of program. ABC's standard disclaimer* will immediately precede the network sign-off cue and must be read by a staff announcer.

Sustaining

"Opening and closing announcements must clearly state that ABC (has made) (is making) (will make) available (the period to the person or organization presenting the program. ABC's standard disclaimer** will immediately precede the network sign-off cue and must be read by a staff announcer.

"Staff announcers may be used on controversial issue programs but ABC reserves the right to require their identification as speaking for the organization presenting the program.

"The continuity for all controversial issue programs must be submitted in advance of broadcast. ABC also requires that a copy of all material quoted, together with its source, be furnished.

"Statements quoted from individuals not

in agreement with the views expressed on the program must be read fairly.

"*The views expressed on this program are those of _____ and the program was sponsored by _____."

"**The views expressed on this program are those of _____ and the program was presented by _____."

Re Dramatizations

"Specific persons may be portrayed by actors provided releases are furnished to ABC prior to the broadcast, signed by the individual to be impersonated.

"Impersonations must be clearly announced as such at the closing of the program.

"Specific individuals, companies, organizations or groups may not be portrayed in fictional dramatizations.

"Controversial issue programs may be broadcast only in time periods specifically scheduled for that purpose. Discussion of controversial issues may not be included by sponsors in their regularly scheduled programs advertising goods and services.

"The sale of goods and services or the solicitation of memberships will not be permitted on controversial issue programs.

"Controversial issue programs may not be identified as news broadcasts. The words 'flash,' 'bulletin,' 'news,' or similar terms commonly used in regular news broadcasts will not be permitted.

"Cross reference announcements are not permitted between sustaining and commercial controversial issue programs or between regularly scheduled programs advertising goods and services and controversial issue programs.

"ABC will permit cross reference announcements to be made by a client only between commercial controversial issue programs over ABC facilities, sponsored by the same client."

Soliciting Members

"ABC will sell time, whenever it appears to be in the public interest, to recognized, responsible membership groups for programs on which solicitation of memberships will be permitted.

"ABC will not accept as a sponsor any membership group whose basic principles attack, deride or misrepresent the varying elements of race, creed or color.

"The sale of time for solicitation of membership programs, insofar as possible, will be between 10-11 p.m. subject to availability.

"ABC sells time to membership groups for local announcements only for the purpose of calling attention to a program on ABC facilities. Such time for announcements shall be made available only to the client sponsoring the program in question. All such announcements must open and close with this statement: 'The following announcement is (or was) sponsored by _____.'"

"Regular ABC standards for commercial programs, including time limits on commercial copy, will be applicable to all programs on which memberships are solicited. A solicitation of memberships (either direct or indirect) is considered to be a commercial message and must be clearly set apart from the program proper.

"No solicitation of contributions may be made.

"The offering for sale of any material as part of a solicitation of memberships is not permitted.

"The sponsor must be clearly identified at the opening and closing of the program.

"Staff announcers may be used on solicitation of membership programs but ABC reserves the right to require their identification as speaking for the membership group presenting the program."

The question of selling time for controversial issues has been subject to controversy itself and the FCC at one time attacked the part of the then NAB Code which prohibited sale of such time. Since then, various NAB members and non-NAB members have interpreted the spirit of fair play as they saw fit.

The general contention of the non-NAB members against the Code was that if time was sold on such issues indiscriminately, the client with the most money would probably enjoy an unfair advantage and win out.



Phil Evans is a graduate of the University of Illinois, majoring in Economics and Animal Husbandry

He Practices What He Preaches...

No arm-chair farmer is Phil Evans. Having farmed the middlewest for close to a score of years, he knows at first hand the soil, climate, weather and seasons; crop and livestock hazards; every difficulty the farmer must face.

Before coming to KMBC in 1939 as director of farm service, he was N.B.C.'s agricultural commentator for the Goodyear Tire & Rubber Company. Chicago farm listeners remember him well for his commentaries on WLS and other stations. Because he has met with and talked to farm groups in virtually every state, Phil has perhaps more personal friends among farmers than any other broadcaster in the country.

His word is gospel in the *Heart of America*. Three-times-a-day farmcasts direct from *KMBC Service Farms* have entrenched him in the minds of that 49% of the population that is rural—as a *Voice of Authority in Agriculture*.

KMBC

OF KANSAS CITY



Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI & KANSAS

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

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

CBS—MBS

LOS ANGELES

By RALPH WILK

CHARLIE ARLINGTON, formerly CBS and NBC announcer, who has just returned from the Armed Forces where he was in charge of newscasting to the Pacific troops, has been inked by KHJ-Mutual Don Lee for the commentary spot to replace Rex Miller while he vacations.

Bob Jones, formerly of WBBM, Chicago, has been appointed assistant chief engineer for station KCMJ, Palm Springs, where he will assist co-owner Donald McBain, chief engineer.

Skippy Pyle has resigned as secretary to Ralph Edwards to open her own studio for custom-made blouses and lingerie. Replacing her on the "Truth or Consequences" staff is Jane Garrison, formerly with Selznick Pictures.

Harlow Wilcox will be the new announcer on NBC's "Truth or Consequences" when the show premieres on September 14. Well known on NBC, Wilcox also announces the "Fibber McGee and Molly" program.

Pinky Lee, who resumes as featured comedian on the new Drene show, starring Don Ameche, over NBC beginning Sept. 8, is in New York on a 10-day business and vacation trip. He just completed a role in Republic's "That's My Gal," and also played the stellar humorous part in a stage production of the musical hit, "New Moon."

Due to conflicting time schedules, the program "Write a Song," which made its debut over KLAC, has switched to KXLA, and will be aired every Monday night over this new station. Program will continue to be broadcast from the Les Comiques Room of the Plaza Hotel, using Freddie Rhea and his Plaza Hotel Orchestra to provide the musical background.

New Ameche Program To Feature Film Folk

(Continued from Page 1)

in movietown will be represented, it was indicated today. Ameche himself will shortly make "Sunny River" for Universal Pictures; Ida Lupino, his first guest star, is a Warner actress; Joanell James, 18-year-old vocalist, is signed with 20th Century-Fox; Joe Lilley, musical director on the show, handles the same chore for Paramount; Carleton Alsop, producer, has the same title at MGM, and comedian Pinky Lee will soon be seen in a new Republic picture.

Ave Maria Hour

WMCA — Sunday — 8:30

JOHN McGOVERN as
JOHN CARDINAL GLENNON
Script by BROOKE BYRNE

In its twelfth year as a Donald Peterson production



Walking The Main Stem. . . !

● ● ● "Detect and Collect," being dropped by Goodrich on the 26th, is up for Quaker Oats. . . Camels continuing on with Vaughn Monroe and looking for a comedy spot with it. . . Rudy Vallee reportedly has a million smackers ready to invest in production of films for television. . . Marshall Field's much publicized "Project X" due out in the spring. . . Big thing looming between CBS and NBC over Perry Como. He's CBS property on loan to NBC and now Columbia wants him back. . . Paramount Pictures mulling advisability of going into competition with Metro's new record company, which has already inked Kate Smith and Vallee to exclusive recording deals. . . Stock market drop has scared away plenty of "angel" cash in the legit field. . . CBS planning a show with comics Romo Vincent and Arch Robbins. . . Hildegard's return to the air has been delayed until Oct. 6th so that she can finish her Roxy engagement where she'll draw \$17,500 plus a percentage of the b.o. . . Leo McCarey readying a script to star Crosby, Sinatra and Benny all in the same film. . . Alan Young being sought for the French version of "Whispering City," Canada's first million dollar budgeted film.

★ ★ ★

● ● ● Our coast "private eye" sends along the following observation: "To give you an idea of how H'wood operates, you might get a kick out of the fact that a group of the more illustrious names here banded together a week ago to give George White a big sendoff party following his sentence for drunken hit and run driving. The Beverly Wilshire hotel took on the atmosphere of a debutante's coming-out party rather than the mock exhibition of a producer's going-away party."

★ ★ ★

● ● ● Irving Mansfield's CBS show, Arthur Godfrey's Talent Scouts, which we predicted would land up among the first 15 on the Hooperade, made us look good by showing up tied for 7th spot (with the Aldrich Family) in the latest chart with a smart 9.2. Not bad for an eight-week-old sustainer and in the summer, too. . . Al Jolson being tendered a testimonial dinner Oct. 1st at the Astor Hotel by bigwigs of show biz and the American Vets Committee. Honorary Industry Sponsors of the dinner include Niles Trammell, Frank Stanton, Edgar Kobak and Mark Woods. Get your table reservations (if you can beat the SRO sign) from the Motion Picture Chapter of AVC in Room 408 of the Paramount Bldg. . . Danny O'Neil tells of the cute young thing who excitedly rushed into an optician's office and squealed: "I've broken my glasses. Do I have to be examined all over?" "No," sighed the doc, "just your eyes." . . 400 Club re-opening tonite with a WLIB wire plus 3 bands—Randy Brooks, Louis Jordan and Monchito. . . John Tillman's mother and dad visiting him from Alabama. Pop is a country doctor down there. . . Gene Hamilton narrating for Army Signal Corps films. . . Geo. Carson Putnam won a 2nd commendation last week for his AFRS activities during the war. . . Joan Edwards will be a guest contestant on Ralph Edwards' show tomorrow nite.

★ ★ ★

● ● ● Winchell's pet story is about the time he was told by the censors not to use a certain item on the air. Getting close to the mike, Walter said to the censor, "You mean, if I mention so-and-so, you'll cut me off the air?" By then the item had reached the ears of Mr. and Mrs. America.

★ ★ ★

● ● ● Danny Kaye's 70-year-old dad took a plane flight for the first time recently. Danny was anxious to know how he enjoyed the flight, so called him on the 'phone. The old boy was highly enthusiastic about it and said the entire trip was as smooth as glass all the way. Then Danny wanted to know if he were taking a train home again. "A train," shrugged the old gent. "What's that?"

CHICAGO

By BILL IRVIN

THE W. A. SHEAFFER PEN CO. through Russell M. Seeds Co. Inc., ordered an additional six stations on the 142-NBC station lineup for the Sheaffer Parade starring Carmen Cavallaro, effective Oct. 6. The F. W. Fitch Co., through L. W. Ramsey, ordered three additional stations on the 146-station lineup for the new Fitch Bandwagon program, which has its premiere Sunday, Sept. 22 (6:30 p.m., CST). The additional station lineup is effective Sept. 29.

Fred Killian has assumed the duties of acting production chief of the ABC central division, succeeding Morris Wetzel.

Report current here is that Des Arnaz, Latin troubadour and orchestra leader, currently appearing at the Chicago Theater, has been signed as orchestra leader on the Bob Hope program. Arnaz is the husband of movie actress Lucille Ball.

Richman Brothers Co., Cleveland Ohio, through McCann-Erickson, Inc. renewed the Klevé Kirby news program (WMAQ, Mondays, Wednesdays and Fridays, 10:15 to 10:30 p.m. CDST), for 52 weeks starting Sept. 9; it was announced by Oliver Morton, manager of the NBC central division national spot sales department. Spot business placed on WMAQ included an order for 260 station breaks by the R. J. Reynolds Tobacco Co. through William Esty & Co. Station breaks will be broadcast five per week for 52 weeks starting Sept. 2.

The American Broadcasting Co. has resumed weekly telecasts of boxing and wrestling matches from Chicago's Rainbow Arena over station WBKB. Boxing bouts are telecast starting at 8:30 p.m., CDT, to conclusion, while wrestling matches are televised beginning at 10 p.m., and lasting through the conclusion of the main event.

Gets Publicity Post

Fred Barr, program director of WWRL, has been named to the publicity committee of the American Social Hygiene Association campaign for New York City. Mayor O'Dwyer is honorary chairman of the fund-raising drive which starts October 1 in New York City.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

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PROMOTION

NBC "Parade"

Placing stress on local sponsors prior to opening the NBC Parade Stars campaign, the WIS promotion dept., Columbia, S. C., is currently displaying a display window by Sam Jones Nash Service, auto dealer; a permanent display at the Township Auditorium, scene of local wrestling matches, and poster displays on all trucks of General Insulating Company. All exploitation heralds WIS sports chief Frank Harden and all participants of the programs.

WJR's "Brilliance"

WJR, Detroit, has come up with a new gimmick in sales promotion stunts, a pair of adjustable, non-breakable glasses imprinted on the temple pieces with the station call letters. The mail message created by Bob Anthony, WJR's publicity and promotion director, is in red on the envelope which instructs time-buyers and agency executives to wear the goggles when they peek at the outlet's brilliant Hoopers. Glasses are designed to eliminate glare when agency men look up for fall schedules.

All-Amer. Conference Preems Show On Mutual

(Continued from Page 1)

WJR last night (10-10.15 p.m., EDT) under sponsorship of the All American Football Conference. The new program, which will run for a 15-week period, marks the first time that a major athletic organization has ever sponsored a network program. The program, titled "Eddie Dooley's All America Football Forecast," will provide commentary and previews of professional games throughout the country in addition to similar coverage for leading college tilts. "Sleepy" J. Crowley, famed member of the Fir Horsemen of Notre Dame and who recently head football coach at Edham University, is president of the newly-organized Conference. Contract was handled through Frederick-Clinton Co., New York Agency.

Kobak Dines Field Reps; Lauds MBS' Growth

Edgar Kobak, president of Mutual, served host to visiting station relations representatives of the network and 53 other executives and department heads at a dinner this week at Hotel Astor following a quarterly meeting of the station relations department under Vice-President Carl Berlin.

Kobak reported on the progress of the network during the past year, and particularly the last quarter, expressing strong confidence in the network's role this coming winter. He made known addition of new affiliates to the growing web.

Our field reps present were: James

★ AGENCY NEWSCAST ★

THE 23rd annual Advertising and Selling Course, opening on October 7 under the auspices and direction of the New York Advertising Club, will comprise 32 separate lectures, it was announced this week. Lectures will be followed by clinics on the following subjects: copy, sales, promotion, radio and television production, advertising production, export advertising and sales training.

TOM REVERE has joined Donahue & Coe, Inc., as vice-president and chairman of the plans board, it was announced by E. J. Churchill, president of the agency. Revere was formerly vice-president of Ted Bates, Inc., and prior to that was with Benton & Bowles for 11 years as vice-president in charge of radio.

OLIVER M. PRESBREY has resigned from BBD&O to join the American Newspaper Advertising Network, Inc., as manager of the midwestern region. Presbrey was account executive on the U. S. Steel and Cresta Blanca accounts, and prior to that was assistant radio director of BBD&O.

S. ROBERT FREED, has joined Lennen & Mitchell, Inc., as an account executive, it was announced yesterday by Ray Vir Den, executive vice-president. Freed will handle the account of the Ruppert Brewery, under the direction of Reginald T. Townsend, account supervisor. Freed was formerly with Young & Rubicam, Inc.

REID LIGHTON has been appointed radio director of the Seidel Advertising Agency, it was announced yesterday. Lighton, a free-lance writer and producer, was also formerly associated with NBC's market research department.

ROY DALLY has been appointed chief engineer in charge of phonograph needle and pick-up design for the Electrovox Company, Inc. It was made known this week by Lowell Walcutt, president. Dally formerly acted as consultant to Electrovox on design research.

CHARLES MICHELSON, INC., radio transcriptions, announces the appointment of R. K. Scott as sales representative in the southern Atlantic states. Scott has been active in radio having been with WIBG, Philadelphia and WAYS, Charlotte, N. C.

ARCH DOUGLASS has been appointed business manager of the radio department of Erwin, Wasey & Company, it was announced this week by C. H. Cottingham, vice-president in charge of radio.

Mahoney, Chicago; Don Ioset, Hamilton, Ohio; Harry Le Brun, Atlanta, and Robert W. Carpenter, Norman, Okla.

WILLIAM M. SPIRE, formerly vice-president and member of the plans board of Ruthrauff & Ryan, has joined Sullivan, Stauffer, Colwell & Bayles, Inc., in a similar capacity.

BERWYN CHEMICAL CO., INC., Berwyn, Pa., has appointed J. M. Korn & Co., to handle its product, Benzil-T.

H. L. EDSALL, RCA advertising manager, leaves RCA to complete additional projects regarding his forthcoming book, "Borrow and Prosper," effective Sept. 7. Edsall is credited with co-ordinating and developing successful post-war advertising, sales and merchandising plans for the three sales departments of RCA's electron tube division.

JACK MELVIN, publicity director of Foote, Cone & Belding, is in New York where he will set up a campaign for return to the air of Hallmark "Readers Digest-Radio Edition" and General Foods "Kate Smith" program. Melvin will also make final arrangements for special junket of 125 top fashion editors of magazines and newspapers from all over the country who are making a trip to the coast next month for "Cole of California" fashion show in Pasadena.

BAILY COWAN has been appointed advertising manager of Schieffelin & Company, import division. He will supervise the advertising of several of the company's wine and liquor products. A former lieutenant commander in the Naval Reserve, Cowan served five years on active duty during the war.

Announcement was made this week of the engagement of Louise Benay, radio director of Goldman and Walter Agency, Albany, N. Y. to Glenn A. Wise. Wise is an airline executive.

O'BRIEN & DORRANCE, promotion service organization, announces the addition of Wallace M. Kunkel and Joseph Fazio to its staff. Kunkel, formerly with McCann-Erickson, will serve as an account executive and assistant copy chief. Fazio, previously with Hillman periodicals, will be art assistant to Harry F. O'Brien.

PHIL ROUDA, who has been an account executive for the Jacobs Company, Chicago, Ill., for the past two years, has been appointed radio director of the agency.

DR. WALTER H. EDDY, president of the American Institute of Food Products, announced this week that Edward W. Wood, Jr., had been made a partner in the corporation. Wood, recently a member of the firm of M. H. Hackett Co., and formerly general sales manager of the Mutual Broadcasting System, will assume duties of vice-president in charge of sales.

EQUIPMENT

New Video Film

A new 16-millimeter motion picture film has been developed for recording television programs direct from a television monitor or viewing tube, the DuPont Company Photo Products Laboratory announced yesterday. Film will be used in the television industry in the same manner that transcriptions are now used in radio to make permanent records of programs. This film combines speed with fineness of grain making it especially adaptable to the recording of television. It is particularly sensitive to the type of light which is given off by a monitor tube in a television studio. It is expected that the new film will be used for record purposes after the live action has been televised. In addition, because of the cost and technical difficulties of establishing complete tele networks for simultaneous broadcasting, the new film may be adapted to the re-broadcast of programs in cities not connected to any master network.

New Tele Kit Package Now In Production

New television kit being produced by a newly organized Tranvision, Inc., at New Rochelle, N. Y., is priced to sell for \$139.50. H. Suesholtz, spokesman for a group of television engineers who formed the new company, announced yesterday. The kit includes a seven inch direct image tube and 17 other tubes besides the picture tube. In addition to the parts for the set the package includes antenna and cable.

Tom Slater Honored

Mutual officials and staff members staged a farewell luncheon at Sardi's this week for Tom Slater, special events manager who leaves the web to become account executive at Ruthrauff & Ryan. A. A. Schechter, director of news and special events, served as host.

Speakers included MBS president Edgar Kobak and Bill Slater. Luncheon broke up when Tom Slater was presented with a copy of "The Hucksters," autographed by all luncheon guests.

Radio Man Wanted

Mid-western advertising agency, 4A member, staff of 75, large billings, national reputation, needs to round out its service in radio. No "Hucksters" wanted but rather a trained advertising agency man who has specialized in radio and has successes to show in it.

Exceptional opportunity. A good place to work and grow.

Give age (we hope it's under 40), experience, salary, references and why you're our man. Replies strictly in confidence. Our employees know of this advertisement.

Box No. 213, RADIO DAILY
1501 Broadway New York 18, N. Y.

Radio Lures Veterans Flocking To Schools

(Continued from Page 1)

television school operated by the American Theater Wing already has over 800 vets who seek to register for the next session beginning Sept. 23. This is twice the first number who graduated from the ATW's first eight weeks session last month.

Current enrollment at RCA Institute, Inc., has expanded to the maximum of 1200, more than two-thirds of which are vets. Hundreds are on the waiting list and for day classes there is a minimum waiting period of one year. RCA's former maximum enrollment policy was 900 but to accommodate vets under the GI Bill the number was increased simultaneously with additions to the instructors' staff which now totals 57. Institute also operates a school in Chicago and has plans for one in San Francisco.

Most popular study at RCA is the two year general course which includes television. A majority of students have professed special interest in video.

Fall registration is now under way at New York University where the radio division had 325 students last year taking the school's full four-year radio course. Radio instruction is of general nature including writing, production, programming and a few technical phases. Last year the adult night classes in radio, non-credit courses, totaled about 300 in addition to the accredited classes.

For the first time Fordham University is establishing a course in radio drama with a special radio director heading the session. This will be a major course for junior and senior year students.

City College expects to double its enrollment over last year in the non-credit, evening and extension courses offered in radio. Registration days will be Sept. 13 and 16-20 and school anticipates SRO prior to the 20th. Upward swing in television training is borne out by three new courses at CCNY this fall which are television advertising, television commercials and radio announcing. College has had inquiries from other schools around the country who plan to establish television courses.

Among CCNY's 12 radio courses, its radio workshop is conducted at WNYC while its audience research study is held at CBS. School has its own television studio at the Yorkville public library. CCNY instructors are not professors but are borrowed direct from the radio industry.

About 500 applications have been made for the radio courses sponsored jointly by Columbia University and NBC and many will have to be turned away. With a total of 30 different courses, heaviest demand is centered around four—television, announcing, acting and basic.

It remains to be seen what kind of talent will be turned out by the overflowing radio schools and colleges, but it's obvious a lot of people believe in the future of radio and television.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● TIN PAN ALLEY-OOPS:—September is here and things seem a bit brighter for the wares of this portion of the main stem. However, songsters find it tougher than ever to get their songs accepted and plugged by the larger firms, hence are either opening their own firms or at least take a flier at publishing a song or two, hoping eventually to turn a number over to a major publisher for a plug. A glance at the list of new publishers shows many songwriters taking a whack at the publication field. In the past few years writers who have put their own money behind their songs, include L. Wolfe Gilbert, Al Bryan, Charlie O'Flynn, Max Rich, John Redmond, Al Hoffman, Jerry Livingston, Milton Drake, Pete Wendling, Charles Tobias, Charles Wynn, Sammy Stept, Gil Mills, Duke Ellington, Mickey Stoner, Joe Schuster, Johnny Tucker, Frank Capano, Redd Evans among others. This is a healthy trend for in this manner a good song can be given the chance it otherwise could not have received. One has but to look at "There I've Said It Again," which was placed with a firm and gathered dust for about three years until Redd Evans, one of the writers, asked for the number, published same and wound up with a sensational hit.

★ ★ ★

● ● ● Maurice Bergman and Hank Linet got so much favorable comment on their radio spot announcement jingles for the flicker "A Night In Paradise," they will have songwriter Gerald (Dixie) Marks, who wrote the jingles, write more. . . ● Morrey Davidson of the Stan Zuker office is handling the personal affairs of baritone Warde Donovan, who continues under NBC contract. . .

● Western Union seems interested in a deal on Don Reid's new ditty, "In Twenty-Five Words Or Less," which he placed with Harry Link at Feist. . . ● Ken Casey's entire band is composed of EX-GI's. Three of whom were decorated. We listened to the newly-organized band at Nola's rehearsal studios and predict the Composer-Maestro's combo will make the grade. . . ● The whole country will soon be singing and playing the new tune "The World Is Singing My Song," written by Mann Curtis and Vic Mizzy, whose last effort was "My Dreams Are Getting Better All The Time." Robbins is publishing the former. . . ● We like the free and easy style of delivery that MBSongster Lorenzo Fuller utilizes on his daily song and patter series of programs. . . ● Chantootsie Helen Forrest says, "Nowadays it's easy to be content with your lot—especially if you have a house on it." . . ● Comic Benny Meroff returns to the airwaves September 17 when he NBClowns as Maggi McNellis' guest. . . ● Toscanini will NBCconduct 16 Sunday programs beginning Oct. 20. . . ● Cab Calloway is heading a syndicate to buy a surplus aircraft carrier to be remodeled into a floating dance hall. . . ● Several agencies are interested in the new Basch Production package, "Dream Street," featuring Tom Hoier, Frank Gallop and Ross Gorman's Orchestra.

★ ★ ★

● ● ● ON AND OFF THE RECORD:—Woody Herman will wax Igor Stravinsky's "Ebony Concerto" for Columbia in the fall. . . ● Cousin Ray Sinatra will baton Frank Sinatra's new platters succeeding Axel Stordahl. . . ● Jimmy Lunceford has re-signed with Majestic. . . ● Sam Donahue's next platter for Capitol will be an original, "Scufflin," backed up by a rhythmic ballad, "Put That Kiss Back Where You Found It." . . ● Louis Jordan's Decca platter of "Choo Choo Ch' Boogie" jived into the 'most played list' first month of its release, definitely a must for disc jockeys whose fans are rug-cutters. . . ● The Four King Sisters' Victor disc of "Stone Cold Dead In The Market," backed up by "The Coffee Song," can't miss. Billy May's orchestra just enough in the background to provide musical cushion for the droll lyrics. . . ● Billy Butterfield's latest waxing for Capitol "Rumors Are Flying," backed with "The Sharp Scari," should do well. Pat O'Connor gives with a fine vocal on the new Benjamin-Weiss ballad.

★ ★ ★

23 New Applications For AM-FM Outlets

(Continued from Page 1)

of Joe B. Carrigan, et al, KWFT, CI B.

Virginia—Danville, Piedmont Broadcasting Corp., WBTM, Class Harrisonburg, Shenandoah Valley Broadcasting Corp., WSWA, Class Richmond, Thomas Garland Tinsl Jr., WLEE, Class B; Suffolk, Suffolk Broadcasting Corp., WLPM, Class Wisconsin—Beloit, Daily News P Co., Class B.

In addition, the Commission lists 13 applications for new standard stations. They include: Capital Radio Inc., Columbus, Ohio, to be operated on 660 kc., 1 kw., daytime; McKinney Air Enterprises, Inc., McKinney, Tex. to be operated on 780 kc., 250 watts, daytime; George W. Lyles, Sr., Russell F. Van Landingham, and George Lyles, Jr., trading as Thomasville Broadcasting Co., Thomasville, N. C., to be operated on 770 kc., 250 watts, daytime; Thomaston Broadcasting Co., Thomaston, Ga., to be operated on 1220 kc., 250 watts, daytime; Leesburg Broadcasting Co., Leesburg, Fla., construction permit for a new standard broadcasting station to be operated on 1240 kc., 250 watts.

Rutland, Vt., to be operated on 1 kw., daytime; Portland Broadcasting System, Inc., Bangor, Me., to be operated on 1450 kc., 250 watts, limited; Lackawanna Valley Radio partnership composed of Dahl Mack, Jack J. Doherty, Sr., Eugene L. Burke, Scranton, Pa., to be operated on 1000 kc., 1 kw., daytime; Delbert Joseph Parsons, John Edwin Harwood and Bill Erin doing business as Champion City Broadcasting Co., Springfield, Ohio, to be operated on 940 kc., 250 watts, daytime; Newell Cahoon doing business as Craig Broadcasting Co., Craig, Colo., to be operated on 1230 kc., 250 watts, limited time.

Stewart-Warner Earnings Placed At 32c A Share

Chicago—Second quarter earnings of Stewart-Warner Corp., of \$550,000, which offset a first quarter loss of \$142,110, leaves a favorable balance of \$408,000 for the six-month period ending June 30, 1946. Unaudited statement and balance sheet, subject to year-end adjustments, indicate earnings of 32 cents per share.

Retirement income plan, for Stewart-Warner employees, has been approved by 95 per cent of the stockholders, it was revealed in the report of James J. Knowlson, president and chairman of the board.

WABC Stars In Tele

WABC stars Phil Cook, Margie Arlen and Bill Leonard will appear on "See What You Know," television program to be aired over WLW-TV on Monday night at 8:15. Films of the Atlantic City Beauty Pageant and preliminary parade will also be aired following the live portion of the show.

Spalding Buys Tennis On Special Network

(Continued from Page 1)

York firm of Hanly-Hicks & Montgomery, Inc., for Stanley G. Boynton agency in Detroit.

WNEW will make the Forest Hills pickup with Harry Wismer and Lev Richards calling the play-by-play. In addition to out-of-town stations, event so will be fed to the two other New York stations—WQXR and WHOM.

Special hook-up includes the following stations: WHDH, Boston; WCFB, Chicago; WPEN, Philadelphia; WOL, Washington; WBNY, Buffalo; WJW, Cleveland; KQV, Pittsburgh; WXLW, Detroit; WMIN, Minneapolis; KXOK, St. Louis; KMYR, Denver; WHB, Kansas City; KUTA, Salt Lake City; KFVD, Los Angeles; KYA, San Francisco; KLX, Oakland; KXA, Seattle; WMPF, Memphis; WWL, New Orleans; KTRH, Houston; WRR, Dallas; WGST, Atlanta; WPDQ, Jacksonville; WKRC, Cincinnati; KWKW, Pasadena; KGER, Long Beach; KTBC, Austin; WFTR, Springfield.

Westinghouse Debentures Oversubscribed In Hour

Westinghouse Electric Corp. debentures totaling \$30,000,000, issued yesterday, was oversubscribed within one hour. Securities will mature Sept. 1, 1971, and yield approximately 2.60 per cent interest. Offering is the first issue in a vast financing program that will include subsequent shares of common stock.

Sked Tele Show

Chicago—ABC's regularly scheduled Sunday show, "Stump the Authors," heard from 4-4:30 p.m., EDT, will be televised each Friday, effective Sept. 6, over the facilities of WKBK from 9-9:30 p.m., CDT. With the debut of the new show, Chicago will carry the largest schedule of any ABC's five telecasting outlets. Video shows presented by ABC in the Windy City include films of special events and pickups of boxing and wrestling matches.

Send Birthday Greetings To

September 6

James E. Sauter Pauline Tremaine
Billy Mills Fred Wood
Marie Green Phil McHugh
John Charles Thomas Bob Anthony

September 7

Alan Devitt Dan Russell
John A. Stewart

September 8

Joe Bolton John Harold Ryan
George Mannina Nora Sidney
Jack R. Overall Milton Watson
A. Bernard Chappel

SOUTHWEST SIDELIGHTS

JOE GOLDEN has joined the commercial department of KTRH, Houston, as an account executive. Ted Knapp has been transferred from the control staff to commercial traffic chief of KTRH.

Bill Weaver, formerly a staff announcer with KRRV, Sherman, has resigned his post to join the announcing and sports staff of WDAY, Fargo, N. D.

Williard Deason has been named assistant manager of KTBC, Austin. He was formerly commercial manager. Ray E. Hill has been named the new commercial manager.

Lou Kemper has joined the announcing staff of WFAA, Dallas, coming here from KMBC, Kansas City.

The Alice Broadcasting Co., at Alice, has been given FCC approval for a standard broadcast station to operate on 1070 kilocycles, with a power of 1,000 watts, daytime only.

Army Prepares Scripts For Amer. Broadcasters

(Continued from Page 1)

broadcast facilities, is now sending out scripts for a new disc-jockey show entitled, "This Day." Public relations officers in Army installations and recruiting offices throughout the nation are offering the series for local broadcast.

The idea originated with Lt. Edgar M. Jones, and calls for 15-minute shows, with space for local public service spots. It is an almanac style show with a single program containing brief accounts of historic events in American history which occurred anywhere from 1776 to the present on the calendar day of the broadcast, three or four such events are to be included in each script, with appropriate music from the station's recording libraries indicated in the script.

Scripts for the month of October have been completed by Stanley Field and William C. Hamilton, with research through November already completed. There is no charge for the program.

Urges Use Of Radio Media For Mass Communications

Camp Laquemac, Que.—Use of the radio as a medium for mass communication and for creating understanding among peoples was discussed by Stuart Griffiths, head of the European section of the CBC shortwave service at a seminar of the annual camp-school conducted here by the school for community programs under sponsorship of the Quebec Association for Adult Education. Introduced by Mrs. Eleanor Sim, Mr. Griffiths discussed the barriers of communication between peoples of different countries and the importance of quality as well as quantity in news services between countries.

Patt McDonald, formerly of KMAC, San Antonio, has been named general manager of WHHM, Memphis, Tenn.

Hillis Bell, formerly of the commercial staff of KROD, El Paso, has been named manager of KSIL, Silver City, N. M. Both stations are owned by Dorrance D. Roderick.

Call letters for the new Lee Seigel station to be built at Dallas will possibly be KXIL. Station will operate on 1040 kilocycles with 1,000 watts, daytime only. License was approved for the station last week and construction starts this fall.

Renie Riano, stage and screen actress who is starring as Maggie in the forthcoming screen version of George McManus comic strip, "Bringing Up Father," was interviewed on KGKO, Fort Worth, by Ted Healy's "At Home with the Heals" on her visit to Dallas.

FM Station Granted For Wilmington, Del.

(Continued from Page 1)

contingency, however, has already been met by the station with the acquisition of the property by the Delaware Broadcasting Co., of which Alfred G. Hill is president. Mr. Hill explained that the FM authorization was of the metropolitan classification. Preliminary plans are already being considered for the means whereby WILM will be able to proceed with the presentation of FM programs, following the acquisition of equipment and other engineering details.

"With this authorization from the FCC," Mr. Hill said, "WILM takes another step in its present development into a real community radio station, with continuing plans for meeting modern demands of the public." Recently the station completed the building of a modern broadcasting studio in the Odd Fellows' Bldg., with full broadcasting facilities as well as modernized offices.

Nunn Group Meeting

Knoxville—The management committee of the Nunn Stations recently held its semi-annual meeting at Fontana Village located in the Smoky Mountains about 60 miles from Knoxville. Business sessions were held August 23 through August 26 under the direction of Gilmore N. Nunn, president of the Nunn group. Those in attendance were: Gilmore N. Nunn, president; J. L. Nunn, chairman of the board; J. E. Willis, assistant general manager; G. D. Bowie, secretary; Sanford Helt, chief engineer; John Ballard, promotion and national sales; Miller Welch, manager, WLAP, Lexington, Ky.; Joseph B. Matthews, manager, WCMI, Ashland, Ky.-Huntington, W. Va.; John P. Hart, manager, WBIR, Knoxville, Tenn.; Howard Roberson, manager, KFDA, Amarillo, Tex., and Archie Grinalds, manager, WMOB, Mobile, Ala.

Auto Outlook Clearer GM Prexy Indicates

(Continued from Page 1)

his news conference Wilson said that the lag in car production has been due largely to strikes, shortages of parts and equipment and a decline in labor efficiency.

Quoting production figures, Wilson reported that actual passenger car output was 25,460, an increase of 1,783 over the previous week's 23,677. Comparing this to the output in 1941 of 45,000 cars for a total of 1,386,155 for the entire year, present GM production was low. Only 342,075 cars have been turned out so far this year.

Jump in production for August was 35 per cent over the July figure with 101,278 cars produced compared with 75,051 in July. Truck production also showed an increase. A total of 10,729 units came off assembly lines as against 9,968 the previous week. Monthly output was 40,166 against 36,338 in July.

Largest factor in production increase was a drop in the number of supplier strikes from 62 the previous week to 43 in the U. S. and 16 in Canada. Of these, 28 have been in effect longer than 2 months; 24 have been running from 16 days to two months and 7 were less than two weeks old.

Wilson went on to say that he thought GM should have a further price increase of roughly \$100 a car and that such request would be made. He also criticized the government's wage-price policy saying: "I think the government should have a wage-price policy and stick to it. The only reason for control of prices is to avoid inflation. When one or the other of wage and price controls goes out, both should go."

New Canadian Plant Set For Montreal

Montreal—The establishment of a new industry in Montreal, which, within a year will employ 1,000 people, and provide jobs for 200 almost immediately, was announced today by Roy DeLay, manager of the Federal Electric Manufacturing Company, Ltd., a subsidiary of the International Telephone and Telegraph Corp.

The newly created company will manufacture automatic telephone equipment, as well as aircraft radio and navigation equipment. The plant will be in what was known during the war as The Montreal Works of the Defence Industries, Ltd.

Change 'Under Arrest' Spot

"Under Arrest," half-hour crime drama, produced by Wynne Wright who resigned as NBC production manager three months ago to work independently, has undergone a time change on Mutual and now is heard at 8 p.m., every Tuesday. Show was moved from its 5 p.m. Sunday slot to make way for the return of "The Shadow." "Under Arrest" stars Craig McDonald, Betty Garde, Patsy Campbell and John Larkin.



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

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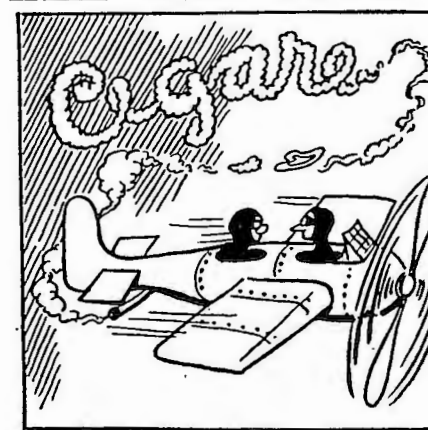
FINANCIAL (Sept. 6) NEW YORK STOCK EXCHANGE

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

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

Don Lee Joins BMB

With the first of three Broadcast Measurement Bureau clinics opening today, Monday, in Chicago, BMB announces that the Don Lee network has subscribed to its audience measurement reports. Don Lee, comprising 40 stations, brings the total of regional networks signed with BMB to nine.



"Holy smoke, I just remembered—the boss said to put it 'on the air'—but over WFDF Flint!"

Coming and Going

MURRAY B. GRABHORN, manager of the ABC stations sales department, is back at his desk today after a week's vacation.

LOU TEICHER, of the CBS program department, leaves today for a three-week vacation trip—his first in five years—to Cuba and Florida.

SUSAN DOUGLAS is back to her ether chores from Hollywood where she finished work in "Bel Ami" for United Artists.

PHIL LALONDE, of CKAC, Montreal, is in town conferring with execs. of the four major networks.

WILLIAM CHERRY, JR., WPRO, Providence, R. I., returned home over the weekend after a week spent in Gotham with CBS web officials.

PROFESSOR (and MRS.) QUIZ arrived in Philly from Atlantic City and the beauty pageant. He'll spend a week entertaining at veterans' hospitals.

JACK MILLS, chairman of ASCAP's executive committee, off to California over the weekend to attend the annual West Coast meeting. He'll also look over his firm's activities in Hollywood.

FRANK ZUZULO, assistant publicity director of Mutual, returned to the U. S. over the weekend from a business trip to Puerto Rico.

EDWARD EVERETT HORTON, radio and screen comedian, mixed business with pleasure last Friday with a p.a. on WTAC, Worcester, Mass.

JACK BROOKE, eastern sales manager for ABC spot sales, returned to his desk this morning following a week's business trip to Detroit.

REX WEBSTER, commercial manager of KFYO, Lubbock, Texas, is in New York visiting network executives and national account execs.

FRANK ROTH and his orchestra are back in town following several engagements in New England. Roth's outfit will open in the Rialto Ballroom this week and will be heard on several weekly web shows.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, has returned from a three-week fishing trip in Maine.

JACK BANNER, of BANNER & GRIEF, off to Pittsburgh and Cleveland to handle advance details for arrival of Professor Quiz.

Chicago Tele Leaders Discuss Exposition

(Continued from Page 1) was elected chairman of the new group at a meeting at the Union League Club late last week. W. E. Guy, Graybar Electric district manager, presided.

Other members of the executive committee include Frank Schreiber and Carl Meyers of Station WGN, I. E. Showerman of NBC, and James L. Sirtan of ABC.

A. B. Rodner, Jr., of Commonwealth Edison, reported to the new group that manufacturers in the tele field have promised full co-operation.

A. F. Hurlburt Named New NBC Art Director

Allen F. Hurlburt, who before his Army service was art director of the Bureau of Advertising, American Newspaper Publishers Association and the Robbins Publishing Company, has been named art director of the National Broadcasting Company, it was announced Friday by Charles P. Hammond, director of NBC advertising and promotion. Hurlburt succeeds Parmelee W. Cusack, who has resigned as NBC art director to open his own advertising and promotion studio.

Renew Lum & Abner Show On KBS Web For 53 Weeks

(Continued from Page 1) Advertising, Chicago, through Sidney Wolf, secretary treasurer of the wax web. The renewal becomes effective September 23 and is for 53 weeks.

Department Store Sponsors Juve Delinquency Series

(Continued from Page 1) chaplains will be among those interviewed. Series is for 13 weeks and the first broadcast was made last Friday.

New RCA Dividend

Following the meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Lieut. General James G. Harbord, Chairman of the Board, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1946 to September 30, 1946. The dividend is payable October 1, 1946, to holders of record at the close of business September 16, 1946.



Wisdom

A GI sent that picture in to us from the Orient. Korea to be exact. We liked it because it seems to have caught the serenity that comes from knowledge and experience.

We don't picture smart time buyers looking like this old Korean grandfather puffing away on his pipe.

But we do know that once they have the facts . . . they buy time with a serenity and sureness worthy of an elder statesman.

We said "once they have the facts." That's why ever, W-I-T-H ad states as bluntly as possible: W-I-T-H, the successful independent in Baltimore, delivers more listeners-per-dollar spent than any other station in town.

Putting W-I-T-H at the top of the list is wisdom!

RECORDING • MOTION PICTURES • RECORDING



RECORDING • MOTION PICTURES • RECORDING

RECORDING • MOTION PICTURES • RECORDING

CINEMART offers you--

- Hours suited to your convenience
• One of the largest studios in New York
• Highly experienced technical staff
• Faster service and deliveries

Phone us today: Plaza 3-9172

CINEMART

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

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

Here is AN OPEN-END TRANSCRIBED "Outdoors" Program !
that has EVERYTHING

Outdoor Life Time!

Produced in Association with America's Leading Magazine for Sportsmen
*Outdoor Life

● **A READY MADE AUDIENCE NUMBERING 20,000,000**

Regular appearance of America's best known outdoor life authorities make **Outdoor Life Time** a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year . . . and who spend *FOUR BILLION DOLLARS ANNUALLY* for equipment and supplies. In addition . . . these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts — in fact, EVERYONE who enjoys life in the open!

● **POPULAR ENTERTAINMENT — WIDE "HUMAN INTEREST" APPEAL**

Amazing oddities and fascinating facts about life in the open — told in friendly, non-technical, "down-to-earth" language — make **Outdoor Life Time** popular entertainment for *every member of the family!*

● **PROMOTIONAL PRESSBOOK**

A complete Promotional Kit — including, Feature Stories, biographies, station announcements as well as photos and mats, is included with the **Outdoor Life Time** series.

● **"MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION**

Sure-fire "mail-pulling" contests — as well as potent point-of-sale promotion pieces — unique in transcribed radio — are available as option services with **Outdoor Life Time**.

*Outdoor Life Magazine is read by 1,500,000 sportsmen every month!
And Known To Millions More

*
Outdoor Life Time was released for broadcast June 1; and within two weeks was sponsored in numerous local areas including—Hartford, Connecticut; Knoxville, Tennessee; Tucson, Arizona; Halifax, Nova Scotia, and Oklahoma City, Oklahoma.

Outdoor Life Time is an expertly produced program — written and directed by Charles Cromer, well-known for his versatility and creative ability; original writer of first network outdoors program. **Outdoor Life Time** is transcribed on Western Electric High-Fidelity Equipment.

**WRITE, WIRE OR PHONE
FOR AUDITION RECORDING
AND DETAILS**

RICHMAN PRODUCTIONS
10 EAST 43rd STREET
NEW YORK 17, NEW YORK
MUrray Hill 2-5854

SOUTHWEST

ROBERT FERRIES, newscaster for KABC, San Antonio, off for a well-earned vacation trip to Mexico City.

The FCC has approved two standard broadcasting stations for Odessa. One will be operated by the Ecter County Broadcasting Co., of which Ben Bedew is head. Station will operate with 1,000 watts on 920 kilocycles, daytime only. The Odessa Broadcasting Co., comprised of R. T. Waddell, P. C. Harbour and J. F. Pestelle have been given permission to operate with 5,000 watts power on 1360 kilocycles, daytime only.

George Johnson, manager of KTSA, San Antonio, and Fred Tease, auditor, attended a meeting of Taylor-Howe-Snoden station men at Amarillo last Thursday and Friday.

Dean Turner, former staff announcer for WOAI and KTSA, San Antonio, has left the latter station to join the staff of a new station in Memphis, as program director. His post will be taken by Bob Shipley at KTSA.

Steve Wilhelm, commentator on the Grand Prize Beer "Musical Parade," heard nightly from the studios of KPRC, Houston, and to member station of the Texas Quality Network, off on a two-week vacation.

The FCC has approved a license for a standard broadcast station at Henderson to the Goggan Radio Sales. Station will operate on 1,000 kilocycles with a power of 250 watts, daytime only. Benjamin F. Goggan, Jr., and Howard E. Dennis are principals of the company.

Dallas advertising agency executives were guests of Edward Petry & Co., national radio representatives, and WFAA, Dallas, at a luncheon held in the Texas Room of the Baker Hotel recently. George Kercher, manager of the Petry St. Louis office, reported on a survey made by his company on the impact of spot anns. The survey was the first of its kind ever made for the radio industry and its advertisers.

Mrs. Polly Phillips, was the winner on the recent "Cinderella Inc." CBS air show and was selected by KTSA, San Antonio, to represent San Antonio in the contest. Mrs. Phillips will appear before local civic groups telling of her experiences while in New York.

"RFD 570" is being heard daily Monday through Saturday over KGKO, Fort Worth for 45 minutes starting at 5:30 a. m. 570 is the station's dial setting. Program is aimed at the early risers and the farm and ranch listeners to KGKO in stations' area.

Did You Hear

John Tillman



Master of Ceremonies

"Matinee at Meadowbrook" Saturday, CBS, 5:00 P.M., EDST

"Only hour-long variety show on the air"



California Commentary. . . !

● ● ● One of the busiest members at the recent national AFRA convention held in Hollywood was Frank Sinatra. He attended one AFRA confab that lasted until 3 a.m. and six hours later was back for another meeting. He was nominated for the presidency, but declined to run. However, he did accept a vice-presidency. Edwin Buckalew, Columbia Pacific station relations director, has returned from San Diego, where he held discussions with officials of the new outlet, which will become a CBS affiliate in October.

Los Angeles John Wiley has joined the production staff of the Columbia Pacific audience participation show, "Free For All," replacing Bob Richards, who moved into the publicity department of Foote, Cone and Belding in the Hollywood office. Wiley was formerly publicity director of Lockheed Business Enterprises, a Lockheed Aircraft subsidiary. Bob Burns, who returns to the air Sept. 29, recently received delivery of his new ocean-going cruiser and immediately headed for a short fishing cruise.



● ● ● Comedienne Billie Burke has rented a villa on the beach near Laguna for the month of September for her first vacation this summer. She will entertain friends who are coming from the East to be with her. She will journey to Columbia Square, Hollywood, each Saturday for her broadcast. Seven and a half years ago Arthur Fulton, Mutual Don Lee sound effects engineer and comedian on "What's The Name Of That Song," was greeted in the hospital by double sound effects—two babies crying instead of one. Today he still has the double sound effects problem. Each night when he comes home his twin boys, Gene and Jerry, holding aloft some new piece of tinware, hammer or other tools, greet him with, "What would this be good for, Daddy?" Even his baby, one-year-old George, is beginning to catch on and is trying to learn the business. He toddles around, constantly trying to get audio qualities out of everything he picks up. Art Linkletter, fast talking emcee of "People Are Funny," is making a rapid recovery from the major operation he recently underwent.



● ● ● William Conrad, radio actor and formerly program director of Armed Forces Radio Service, plays one of the title roles in "The Killers," which Mark Hellinger produced for Universal. Skinnay Ennis and his orchestra have been signed to make a two-reel featurette for Universal. The personnel of KVOR, CBS outlet in Colorado Springs, Col., has named Bob Garred, who broadcasts two newscasts daily over CBS, as their favorite newscaster. Remodeling and redecoration of Music City window, where Ira Cook broadcasts "Dance Time" over KFAC, will cost more than \$1,000. Bill will be footed by the sponsor, Lucky Lager. J. E. Coberly, Los Angeles Ford and Lincoln dealer, who sponsors much time on the air, flew to Charlotte, N. C., for the national championship play-offs of the Junior American Legion baseball teams. Coberly is patron of the Vernon Post team, which has beat all other Legion teams of the West and South. Suzanne Ellers, stately blond songstress whose carolling is well known to Los Angeles night-clubbers, has been signed as featured soloist on the Durante-Moore show. Jimmy and Garry "discovered" Suzanne when they heard her dubbing some songs at a movie studio.



● ● ● A hearty welcome by the star, Jean Hersholt, the production staff of the program and later by members of her fan club, the De Campaigners, was given Rosemary DeCamp when she returned Aug. 28 to her role as the nurse Judy in "Dr. Christian" after a nine-week absence. Jane Powell, M-G-M's 15-year-old singing star, has completed a new record album. The discs contain various numbers she sang in "Holiday In Mexico."

CHICAGO

By **BILL IRVIN**

WBBM will be the origination point for several CBS network shows during September. The schedule is as follows: "People's Platform," "Invitation to Learning" and Gene Autry on Sept. 22 and John Reed King's "Give and Take" on Sept. 27.

Station WCFL has received word from its Washington attorney that the FCC has granted its application for a power increase from 5,000 to 50,000 watts.

The Barbasol Co. (Barbasol Shave Cream), has purchased six hours a week after-midnight time on WBBM. The program will be a one-hour nightly show, Monday through Saturday, 12 midnight to 1 a.m. As yet unnamed, the program will be made up of recorded music, and a special master of ceremonies will be assigned to announce the show. The 52-week contract, effective Sept. 30, was placed through Erwin Wasey, New York.

Appointment of David Owen as general supervisor of daytime programs on the staff of Show Productions, Inc., the radio show producing subsidiary of Dancer, Fitzgerald, Sample, Inc., was announced Friday. Owen leaves the post of professor of speech, drama and radio at the University of Michigan, to take on his new assignment.

An Innovation!

ROY SHIELD'S
Musical Transitions for Radio

- ★ Montages
- ★ Pay-Offs
- ★ Neutrals
- ★ Dramatics



FOLIOS ONE and TWO \$2.00 ea.

These unique publications, by NBC's famed Music Director, are of tremendous value to musical directors, pianists, organists, for work in radio; to schools and universities offering courses in radio; as well as for amateur and professional theatrical groups.

Written by Roy Shield for use on his various network shows, these collections of transitional "mood" music are playable on piano and organ. They cover countless dramatic situations and are broadly classified as montages, pay-offs, neutrals, and dramatics. The composer has suggested specific uses for the transitions, but they can be adapted by the user to fit his own needs.

Everyone who is faced with the problem of providing musical backgrounds will find ROY SHIELD'S MUSICAL TRANSITIONS FOR RADIO indispensable.

Ask your dealer to show you
BVC Publications

BREGMAN, VOCCO and CONN, INC.
1619 BROADWAY, NEW YORK 19, N. Y.

Multiple Transmission Shown By I. T. & T.

(Continued from Page 1)
Manhattan where they
eight programs in eight
booths being fed into
single transmitter. Programs were
York Times telephoto and fac-
Dow Jones news ticker, tele-
live news commentary, FM pro-
from CBS, rebroadcast of AM
Muzak recording and a re-
of popular music.

visitors then were taken to com-
laboratories at Nutley, N. J.,
viewing reception of programs
were repeated in Manhattan
the group identically as they
seen them transmitted earlier.
nantly tuned receiver offered
one of the eight programs de-
by push button arrangement.
of the demonstration was
mission to Nutley by Times
photo of pictures of the group
before it left Manhattan.

number of broadcasts that can be
mitted simultaneously by PTM
by no means sharply limited,
IT&T demonstration involved
separate and distinct broad-
operations. Varied devices such
teletype, telephoto and facsimile
transmitters may be utilized on the same
broadcast frequency.

applied to commercial radio,
broadcasting system offers a
practically unlimited increase in air-
time thus permitting any station to
broadcast a wide variety of programs
at the same time on a single fre-
quency. This may be the answer to
the clamor by special audiences that
broadcasting caters only to a mass
audience.

IT&T officials believe that one
of the first applications of its new
system will be for special business
purposes. For instance, companies
releasing recorded music will be
able to dispense with wires and of-
fer each customer a choice of eight
or more different programs. Hotels
offer same selection to each guest
with satellite receivers. More special-
ized adaptations will be found to
meet requirements of stock exchanges,
brokerage concerns and adver-
tising agencies.

★ AGENCY NEWSCAST ★

HARTLEY L. SAMUELS, former di-
rector of program promotion for
NBC and promotion manager of WHN
has been appointed director of radio
publicity for LaRoche & Ellis Adver-
tising agency. Announcement was
made by William R. Stuhler, vice-
president in charge of radio.

H. RAYMER CO., have moved to
their new quarters at 1264 Penob-
scot Building, Detroit, Michigan

HERBERT W. FRANK, announces
the opening of his new advertising
agency, located in the Park Square
Building, Boston. Frank was former-
ly with the Boston Office of Hirshon-
Garfield, Inc.

Camel Buys CBS Time For Vaughn Monroe Show

(Continued from Page 1)
p.m. Product will be Camel cigarettes
and show of a variety nature will be
built around Vaughn Monroe and his
orchestra. Monroe is currently a
Camel replacement on NBC for the
summer in the Abbott & Costello
Thursday night slot. This team will
return Oct. 3.

Byrnes' Berlin Speech Heard On Networks

NBC was the only web to carry live
broadcast of Secretary of State James
Byrnes speech in Stuttgart last Fri-
day at 7 a.m., EDT. WOR carried
speech direct from Germany at same
time, transcribing for Mutual which
did a rebroadcast at 9 a.m. WEAJ
also scheduled a rebroadcast at same
hour for New York listeners.
Secretary Byrnes, preceded on the
air by Gen. Joseph McNarney, U. S.
occupational head in Germany, spoke
from 7:12 to 7:37 a.m. NBC reported
quality of reception fair to good while
Mutual said it was poor. ABC and
CBS did not carry the speech at all
except in regular news programs.

Veteran Housing Project Covered By Radio-Television

Television and radio were on hand
Friday for on-the-spot coverage of
the official opening of America's Mod-
el Acre Home at Mastic Acres, Long
Island. In addition to showing what
the families of veterans at Mastic
Acres are doing to solve the housing
shortage, CBS cameramen filmed
scenes of the ceremonies — tele-
vised over WCBW Sunday, from 8.15
to 8.30 p.m. Wire recorders were used
for spot radio coverage by Pat Becker
and Mona Fisher. WWRL commen-
tators, who interviewed veteran fam-
ilies, members of the press and radio
party, and Walter T. Shirley, presi-
dent of Mastic Acres. Johnny Grant
of WINS wire recorded on-the-scene
happenings for his Saturday ayem
"Johnny On The Spot" program.

RAYMOND SPECTOR, INC., New
York City, has been retained to han-
dle advertising for the new product,
OKaze, a companion product of Staze
Denture Adhesive. Product will be
extensively advertised through mag-
azines, newspapers and direct mail.

ROBERT J. CALVIN has joined
Benton & Bowles, Inc., as an account
executive, it was announced last
week by Clarence B. Goshorn, presi-
dent. Calvin was formerly with
BBD&O.

RUTHRAUFF & RYAN, INC., an-
nounced the election last week of
Kenneth D. Stewart to its board of
directors. Stewart has been an ac-
count executive of the agency in Chi-
cago since 1932, handling some of the
major Western accounts, and has been
a vice president since 1938.

**HAROLD YOUNG PRODUC-
TIONS, INC.**, has been retained by the
Broadcast Measurement Bureau to
produce a special non-theatrical film
explaining the workings of the BMB
research system to show how it can
provide uniform measurement of ad-
vertising values of radio stations and
networks. The motion picture, pro-
duced in Kodachrome, will have its
premiere at the convention of the As-
sociation of National Advertisers in
Atlantic City on October 2nd to be
shown to advertising agents and their
clients.

Stock Issue Of ABC Is Approved By SEC

(Continued from Page 1)
placed on the new ABC issue which
is expected to come out at around \$15
and sold to certain subscribers at \$14,
first sales on the market are expected
to open at approximately \$22 per
share. Local brokerage houses state
that they have advance buying or-
ders for the stock at whatever the
opening price obtains, but they are
not sure in what amount, if any, they
will be able to obtain the shares.

As per usual procedure, officers and
certain affiliated organizations and in-
dividuals will have preference on cer-
tain amount of shares below the ac-
tual coming-out price on the general
market. This privilege has not been
widely extended by ABC and does
not include the rank and file of net-
work employees.

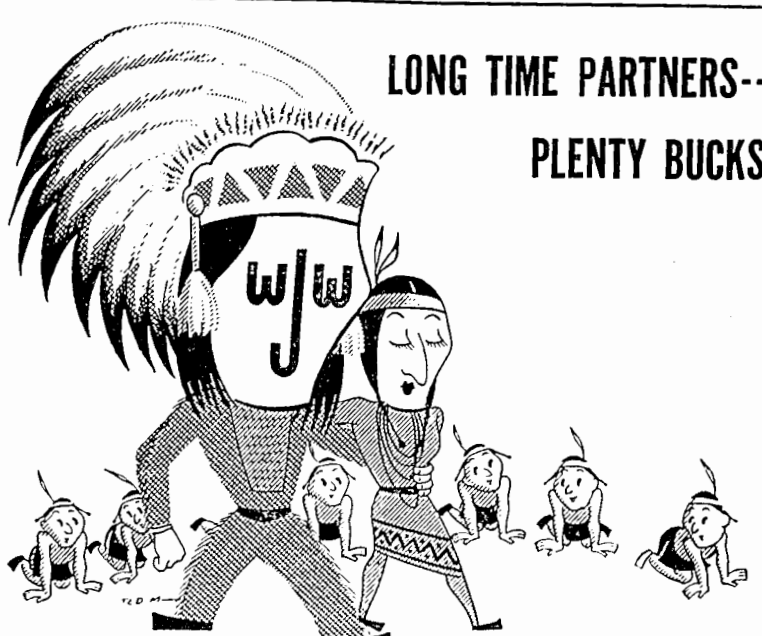
As already announced, the capital
derived from the \$15,000,000 issue will
go toward the purchasing price of the
Michigan Network and other broad-
casting facilities as well as new stu-
dios, television and FM development.

Husing To Cover Race

Ted Husing, who resigned from CBS
in early August after 17 years with
the web, returns to Columbia in a
special assignment Sept. 14 when he
will broadcast the Jersey Handicap,
opening day feature at Garden State
race track in Camden, N. J.

BALTIMORE'S Listening Habit
WCBW
ANNUAL BROADCASTING SYSTEM
President George H. Sander, General Manager
1000 E. Baltimore St. Baltimore, Md.

**LONG TIME PARTNERS--
PLENTY BUCKS**



Scores of long-term WJW advertisers have found Cleveland's
Chief Station and Cleveland's responsive daytime audience
a winning combination! This two-in-one market oppor-
tunity means profitable sales for new advertisers, too, means
plenty of bucks in quick new business.

**BASIC
ABC Network
CLEVELAND, O.**

WJW

**850 KC
5000 Watts
DAY AND NIGHT**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

New Business Boom Features Football

(Continued from Page 1)

Associated will sponsor 22 games each Saturday from 2 p.m., to approximately 4:45 p.m., PST, on the Pacific Coast ABC network.

In Chicago, WIND announced plans to broadcast all Northwestern University collegiate football games this fall plus the full schedule of the Chicago Bears and the night games of the Chicago Rockets professional

25th Anniversary

Pittsburgh — The twenty-fifth anniversary of football broadcasting will be observed by KDKA, September 21 when the University of Illinois and the University of Pittsburgh will meet in the season's curtain-raiser at the Pitt Stadium.

Bill Stern, NBC director of sports, Harold W. Arlin, world's first full-time radio announcer and KDKA's senior announcer Bill Sutherland will take part in a special program at the half time period.

Arlin, now manager of industrial relations of the Westinghouse Appliance Division, Mansfield, O., made the first play-by-play report of a football game in 1921 when Pitt defeated West Virginia, 21-13, October 8, 1921.

football teams. The Northwestern games will be sponsored by LaSalle Hat Co. (Champ Hats); the Bears are sponsored by Atlas Brewing Co. (Atlas Prager beer), and the Rockets' sponsor is Portis Hats.

Shell Oil On WBBM

Shell Oil Co., will sponsor an 11-game schedule of football broadcasts on WBBM, Chicago starting with the Marquette at Wisconsin game Sept. 21. John Harrington will handle the play-by-play. Last game on the WBBM schedule will be the Southern California-Notre Dame game on Nov. 30. The WBBM schedule is a flexible one with Harrington selecting what he considers the week's outstanding game. Business was placed through the New York office of J. Walter Thompson. Birk Brothers Brewing Co., Chicago, for Trophy Beer, through Engel Advertising, Inc., will sponsor a 15-minute preview by John Harrington preceding each game. Peter Fox Brewing Co., for Fox De Luxe Beer, through Schwimmer and Scott, will sponsor a 15-minute follow-up after the game with Fahey Flynn at the mike.

For the fifth season the Chicago Motor Club will sponsor an 11-game football schedule on WGN, with Jack Brickhouse doing the play-by-play. Business was placed through Agency Service Corporation, Chicago. Opening games will be Illinois at Pittsburgh on Sept. 21. Schedule includes four Notre Dame games and five Northwestern games.

Falcon Camera Co., Chicago, will sponsor a schedule of eight college games on WJJD, starting Oct. 5 with Pittsburgh at Notre Dame. Portis Hats will sponsor a schedule of 14

NETWORK SONG FAVORITES

Top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

Period Covered August 30-September 5

TITLE	PUBLISHER
All The Time.....	Robbins
Along With Me.....	Witmark
And Then It's Heaven.....	Remick
Blue Skies.....	Berlin
Come Rain and Come Shine.....	Crawford
Cynthia's In Love.....	ABC
Doin' What Comes Natur'ly.....	Berlin
Five Minutes More.....	Melrose
Gypsy (The).....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Got The Sun In The Morning.....	Berlin
I'd Be Lost Without You.....	Advanced
If You Were The Only Girl.....	Mutual
I've Never Forgotten.....	E. H. Morris
Linger In My Arms A Little Longer, Baby.....	Bourne
Love On A Greyhound Bus.....	Robbins
Night and Day.....	Harms
Passe.....	Feist
Somewhere In The Night.....	Triangle
South America Take It Away.....	Witmark
Surrender.....	Sanlly-Joy
That Little Dream.....	Famous
There's No One But You.....	Shapiro-Bernstein
They Say It's Wonderful.....	Berlin
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Vem-Vem.....	Pemora
Whatta Ya Gonna Do?.....	Broadcast Music
Wherever There's Me There's You.....	Republic
Without You (Tres Palabras).....	Southern
You May Not Love Me.....	Burke and Van Heusen

pro football games on the same station starting with Cleveland at Chicago (All-American Conference) on Sept. 13. Bob Elson will handle the play-by-play on both the college and professional games. The contract for Portis Hats was placed through Robert Kahn Agency, Chicago. Due to WJJD's limited daytime operating schedule, the night pro games will be carried by WIND

Bill Brundige Signed

Bill Brundige, WOL, Washington, sports head, has been signed by the N. W. Ayer Agency to work with Russ Hodges on the Mutual web's "Game of the Week" series which will be sponsored by the Army Recruitment Service. Schedule calls for 13 games on Mutual with the first game on September 28.

A weekly transcribed series featuring Tom Harmon, "Old 98," will be heard in Philadelphia, over KYW, under the sponsorship of Credit Specialty Co., manufacturers of Spiffy collar stay-downs. Contract, which is for 13 weeks, starts on Thursday, September 26, from 7:30 to 7:45 p.m. Kuttner & Kuttner Agency of Chicago placed the business and are reported buying time for the same show on other stations.

KFWB Skeds Pearson Through Courtesy Of ABC

(Continued from Page 1)

spot on KECA Sunday afternoons at 3. Deal was made through courtesy of ABC with same sponsor, Lee Hats. Pearson, who has just returned from Europe where he covered Paris Peace Conference, will be heard again locally on KFWB at 7:30 p.m.

Philco Corp. Denies Plan To Buy German Cabinets

Philadelphia—Reports that the Philco Corporation has bought or plans to buy a supply of German radio cabinets are without foundation, John Ballantyne, president stated over the weekend.

"Philco has adequate sources of lumber and cabinet making facilities in the United States, and we are undoubtedly in better shape on cabinets than any other American radio manufacturer," Ballantyne said. "Early this year we purchased 22,000 acres of standing timber in North and South Carolina and we believe there are plenty of American manufacturing facilities available to meet our needs," he added.

National Tele Week Sponsored By TB

(Continued from Page 1)

will be held at the Waldorf Astor hotel, Oct. 10 and 11.

The purpose of National Television Week as outlined by Poppele a Austrian is to bring to the attention of the American public the fact that commercial television is a reality that new receivers are in manufacture and are being distributed the nation's principal market area. Special color posters bearing the message "Television—It's Here" will be distributed through manufacturers and dealers throughout the nation for window display during National Television Week. In addition speakers in several cities will appear before luncheon clubs and will discuss the topic of "Television".

Conference Plans Set

Plans for the two-day conference of TBA at the Waldorf-Astoria are going forward with indications that the attendance may reach the 1,000 mark. All exhibition space has been reserved, according to Chairman Astorian, and all of the major manufacturers will be represented.

WWRL To Broadcast UN Sessions Daily

WWRL, New York, will broadcast all sessions of the United Nations General Assembly when it convenes at the former World's Fair site in Flushing, N. Y., in late September. F. Barr and Ray Carroll, who, as G broadcast the Yamashita trials from Manila over the Armed Forces Radio Network, will handle the commentary. Commentator Meade Davidson will color description as well as air summaries and analysis on high night 10:05 P.M. programs.

Female commentators Pat Beck and Mona Fisher will interview with delegates and feminine UN employees on their "Pat and Mona" program at 10:15-10:30 A.M. daily. WWRL planning heavy coverage of the UN the foreign language field with summations of the UN sessions aired in nine foreign languages the station carries. UN delegates will also be invited to appear on WWRL's foreign language programs discussing the UN and its activities in their mother tongue.

"Hollywood Jackpot"

New Kenny Delmar assignment which goes into effect Sept. 30, Monday, Wednesday and Friday over Channel 4 for American Home Products will be taken over the "Give and Take" show, will also call for a new national program. Sponsors have decided on "Hollywood Jackpot", with Kenny Delmar.

Program is an audience participation show with contestants answering questions about lines from motion picture productions.

NAB Takes Stand Re FCC AM Licensing

(Continued from Page 1)

vice-president A. D. Willard, Jr., and E. Whitmore, manager of WGFL, Lowell, New Mexico. Whitmore's letter says in part:

"I no longer feel that I can remain silent while the FCC is indiscriminately granting new AM permits with complete disregard to the economics of the situation. It seems to me that this indiscriminate licensing may well result in the breaking down of public confidence in an industry which has been regarded as presenting the highest type of public service to the people.

"When the Commission grants one kw., two 1 kw., and two 250 watt stations in a town with a population of approximately 18,000 I think the Commission is forgetting its obligation to the public.

"I feel that it is time that broadcasters individually and through NAB should use every means at their disposal to have the Congress and the people express their opinions on this indiscriminate granting of facilities which will start cut-throat competition and innumerable failures of broadcasting stations in event of even a minor depression."

Willard's answer said in part:

"First, let me say to you that we at NAB are just as disturbed as you concerning the FCC policy of indiscriminate AM licensing. We feel almost certain, as you do, that the industry will feel some measure of economic repercussions because of it.

"I think you will agree with me that it is fairly obvious that a regulatory government body will not protect a franchise against competition unless it regulates its business, its income and its services.

"There is still another facet. The whole structure of the regulation of American broadcasting by the Federal Communications Commission is based upon the theory of 'scarcity' because there are not enough wave lengths to go around. Because not everybody who wants to go into broadcasting can do it, the Congress placed certain restrictions and re-

★ THE WEEK IN RADIO ★

UN Appoints Radio Panel

By JIM OWENS

THE United Nations appointed three specialists to assist the radio division in setting up plans for world-wide broadcasts. Chairman of the new panel is Brig. Gen. Frank E. Stoner, assistant chief specialty officer, who served as chief of the US Communication Service . . . The story of the atomic bombing of Hiroshima, published in the New Yorker last week, will be dramatized over ABC. Web execs feel it is ideally suited for air presentation . . . Earl H. Gammons, director of the CBS Washington office, and Howard S. Meighan, web's director of station administration, have been upped to vice presidents.

A report in the Department of Commerce in the nation's Capital indicated that German radio cabinets,—100,000 per month,—were being negotiated for by two major US manufacturers. Plan is to import the cabinets from the American zone. . . First FM station in the Southwest area was okayed by FCC last week. Grant was made to Express Publishing Co., San Antonio . . . Publicly reported cash dividend payments by radio corporations were 13.3 per cent higher than a year ago.

War veterans are flocking to radio in great numbers. Schools throughout the country are completely filled for next year's classes, and report only a heavy waiting list. Television is also highly attractive to the ex-GI's . . . As the summer season

bowed out, "Mr. District Attorney" again headed the Hooper with 11.3. "Crime Doctor" followed next . . . Harry C. Wilder, prexy of WSYR-FM, Syracuse, N. Y., started a unique campaign to build FM audiences. He's offering to buy sets and distribute them in local area.

FCC started an allocation shake-up. Commission added 78 channels to a total of 55 cities; withdrew 22 others previously allocated . . . First step of a clothing manufacturer into video was sponsorship of ABC's Saratoga films by Berkray Corp. . . . Raytheon Mfg. Co., demonstrated its micro-wave relay system to FCC officials and press last week. Transmission was conducted between here and Boston . . . "Information Please" goes to CBS for the Parker Pen Co. Show started on the old "Blue Network" and went to NBC . . . Defendants in the Scophony anti-trust suit were reported ready to accept Government's demand for a consent decree. It's also believed they'll drop plea for dismissal of the suit.

Ted Husing has been signed by WHN as a disc jockey. The veteran announcer-commentator will do six live shows a week, and may reap a \$200,000 figure per year . . . Network programming was not affected by the walkout of AFM's remote bands from hotels. Webs injected studio orchestras for usual late-hour music segments . . . Radio stocks held up well despite the drop in the market last week. Though most were included in the price fluctuation, they closed strongly and climbed the next day. Another newspaper to start a radio column on a daily basis is the San Francisco Chronicle.

Canadian Broadcasting Corp. was voted \$2,000,000 by the House of Commons. This fund will enable CBC to take over wavelengths now operated by private stations. . . Television was debuted in Mexico under federal auspices. . . CBS authorized a salary increase for 900 employees. Raise is approximately 10 per cent and is based on June 30 rates this year. . . "Sherlock Holmes," on Mutual since 1936, moves to ABC, effective Oct. 12. . . NAB has accepted State Department's invitation to serve on the National Commission for educational, scientific and cultural co-operation. . . ABC issued a statement which definitely made known its stand on sale of controversial programs. . . Members of the Advertising Club of New York will get a preview of facsimile transmission at the first Celebrity Luncheon September 18. . . Keystone Broadcasting System, transcription web, issued a new basic rate card. . . BMB added three more regional networks to its audience survey service.

The automobile industry has united with the RMA to eliminate ignition static affecting television and radio. Engineers from both fields will cooperate in study. . . Five major powers will take part in the forthcoming telecommunications confab in Moscow.

More Football Sked

NBC's football air schedule has set two more games to be handled by Bill Stern, director of sports. Stern will give an account of the Army-Notre Dame clash at Yankee Stadium on Nov. 9 from 1:15-4:30 p.m., EST, and move on to South Bend, Ind. Nov. 30 for the Notre Dame-Southern California contest.

First two games on NBC's gridiron schedule, previously announced, will be the Illinois-Pitt contest Sept. 21 and the Notre-Dame Illinois game Sept. 28.

responsibilities upon the licensees who are privileged to operate stations. Theoretically — and quite possibly practically—if the day ever comes when there are more wave lengths than there are people who want to engage in broadcasting, Federal control of the industry could and should be reduced to the simple policing of the wave lengths. Then, and then only, could we have a truly free American radio in the same sense that we have a free press—absolutely unfettered by any Government regulation concerning public interest, convenience and necessity."

New WLIB Program Director

Lee Randon has arrived from Chicago to take up his new duties as program director at WLIB. Randon comes to the Brooklyn station from WBBM where he had been a program executive since 1937.

More Stations Plan Coverage Of UN

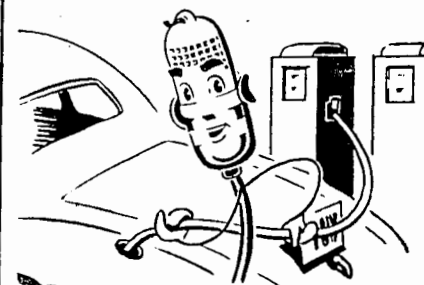
(Continued from Page 1)

but it will call for doubling up on the part of some broadcasters.

It is possible that WHN also may move into UN headquarters for the Sept. 23rd opening since station heads are known to be considering the matter. WHN and WNEW have heretofore fed from WNYC.

WMCA and WLIB again will feed three California stations with UN sessions. WMCA plans to service KFWB, Los Angeles, with live requests and transcriptions of proceedings. WLIB will continue to transcribe and airmail most newsworthy portions of UN events to Thackrey owned KYA, San Francisco, and KLAC, Los Angeles. Another deal now cooking would have WQXR servicing WPEN, Philadelphia, at latter's request.

WWRL, which will have UN right in its own backyard, plans heaviest coverage in the foreign language field with parts of sessions being aired in 11 foreign languages the station carries. In addition other broadcasts will be handled direct from the floor by Fred Barr and Ray Carroll while female commentators Pat Becker and Mona Fisher will interview wives of delegates and feminine UN employes on their 10:15 a. m. daily program.



Oil firm's star salesman

That's "Good Neighbor Mike!" Retail sales of petroleum products in Ohio are up 16½% over the first 6 months of 1945 . . . BUT —The Stark Oil Co., WHBC advertiser, reports an increase of 62½%!

This firm has secured 9 important new accounts as a result of their weekly quarter-hour SING, AMERICA, SING series.

One more example of WHBC's sales pulling power—one more reason why you should use this station.



IN CHICAGO
IT'S
UNIVERSAL
FOR
ALL RECORDINGS
IN
CHICAGO'S LARGEST
Independent STUDIO
Still Recording and
Re-Broadcasting for
ABC
NETWORK



RECORDING CORP.
42nd Flr. 20 N. Wacker
STA 5635

State Dept. Reveals U. S. Ouster In Algeria

Washington Bureau, RADIO DAILY

Washington—The State Department admitted over the weekend that France is attempting to remove this country's short-wave transmitters out of Algeria—a move expected to threaten U. S. broadcasts beamed at the Balkans and eventually Russia. State Department's statement followed a newspaper story revealing the French plan, which allegedly had the backing of Russia.

The transmitters in Algiers have been used to relay broadcasts aimed at various parts of Europe, particularly the Balkans, and it was thought the State Department expected to use the Algiers station for its forthcoming broadcasts to Russia. The newspaper story blamed the move on pressure from Russia, but the State Department made no mention of this.

Reviews Issue

The State Department's statement follows: "In the months following the Allied landings in North Africa in November, 1942, the United States on the basis of existing military agreements, built a group of three radio transmitters near Algiers.

"These transmitters played an important part during the war in reaching the enemy and friendly listeners in European countries. Since the end of the war the Government has continued to relay broadcasts over Algiers to the continent of Europe. The transmitters are operated by American radio engineers employed by the United States Government.

"When the Office of International Information and Cultural Affairs of the State Department was created, it became necessary to reexamine the Government's position as regards these radio transmitters whose presence on French soil was no longer justified of military exigencies. It was decided to approach the French Government with a view of ascertaining whether it would be willing to enter into formal agreement with the United States Government providing for further utilization of this American Radio relay station on French soil. The French Government has at all times shown sympathetic understanding of our aims in this matter. However, the French Government pointed out that it was unable to prolong indefinitely a broadcasting arrangement growing out of war-time agreements, the continuance of which is considered abnormal in time of peace.

"The United States Government

— KANSAS —

GREAT BEND—KVGB was the only outlet in Kansas carrying broadcasts of the State Softball Tourney held in Wichita five days last week.

... Leo Legleiter, KVGB chief engineer, has recently returned from Chicago in response to an invitation from a manufacturing firm to assist in the assembling of equipment for the outlet's new 5000 watt transmitter. . . .

LAWRENCE — WREN's program of hymns and poetry "Harbor of Rest" conducted by Arden Booth, had Mrs. A. L. Sawyer of Baldwin, as a special guest, on the eve of her one hundredth birthday. . . . In addition to receiving dedications and presentations, Mrs. Sawyer received an orchid, sent by "Breakfast in Hollywood's" Tom Breneman.

— PENNSYLVANIA —

PITTSBURGH—KQV's general manager, G. S. Wasser, has announced that the outlet's contemplated 5000 watt operation for this month has been delayed due to the jurisdictional dispute between the International Brotherhood of Electrical Workers and the Structural Iron Workers. . . . Both are members of the AF of L. . . .

LEBANON—WLBR, new station currently under construction here will take to the air the fifteenth of next month, operating on 1270 kilocycles with 1000 watts power daytime. . . . The outlet has recently appointed the Radio Advertising Company as its national sales representatives. . . . The station is owned by the Lebanon Broadcasting Company, with H. Raymond Stadiem as president.

— MARYLAND —

BALTIMORE—James M. Kennedy, eleven years with WBAL, has resigned his position as local sales manager to become account executive at WITH, effective Oct. 1. . . . Jim Crist, WITH announcer, earned himself the title of "slugger" and \$50 the other night at the Coliseum when he punched himself out of six layers of a heavy paper bag. . . . Thousands of people viewed the exhibit of the new 1946 Bendix radios on display at the Illinois State Fair in Springfield. . . . The first Illinois State Fair since the inception of the war marked the occasion of one of the few public showings of this kind by a wholesale distributor of the new Bendix radio models. . . . Special interest was shown of the unusual

is accordingly continuing conversations with the French Government and is examining the possibility of reaching an agreement providing for certain relay times over the Algiers transmitters if they are made available by sale or otherwise to the French Government under special arrangements."

"Betty" Makes Album

Mae Questel, famed in movie cartoons as the voice of "Betty Boop" and Popeye's girl friend, Olive Oil, has just made an album called "Polly, the Personality Parrott," which will be put out by Rainbow Records next week. Jules Werner wrote both the music and script.

COAST-TO-COAST

treatment given by Bendix to its plastic models, the widely heralded Consolette, and the Invisible Radio with the Phantom Dial.

— NEW YORK —

NEW YORK—Dick Brown, nationally known tenor, has joined the WNEW artist's staff and will be featured in a quarter hour of songs Monday through Friday as of Sept. 9. . . . Adam J. Young, Jr., Inc., has been recently appointed national representative for radio stations WKNB, covering Hartford and New Britain area, and KJSB, Jamestown, North Dakota. . . . Red Barber and Connie Desmond, voices of WHN's Brooklyn Dodger games, this week appeared in a Paramount Pictures short entitled "Brooklyn, I Love You" which will be shown nationally starting next month. . . . **LONG ISLAND**—Two Marine Corps vets, Howard Wander, vocalist and Dick Thompson, pianist, have launched their own weekly show over WWRL entitled "Songs by Howard Wander."

— NORTH CAROLINA —

CHARLOTTE — Starting Sept. 12, the Lambert Pharmacal Company will sponsor the "Quiz of Two Cities" over WBT and WRVA, Richmond. Format of the audience participation show is built around identical questions asked rival contestants from the competing cities and the awarding of prizes to the winners.

Predict Great Increase In Canadian Amateur

Halifax—A great increase in number of Canadian amateur radio enthusiasts was forecast here by A. Reid, Canadian general manager of the American Radio Relay League speaking at closing sessions of three-day Maritime District "Hi-fest."

Delegates from all over the Maritime attended the gathering sponsored by the Halifax Amateur Radio Club. Delegates were welcomed to the city by Mayor J. E. Ahearn who was introduced by A. M. Crow, chairman of the closing banquet.

Coming from the United States to attend the meeting was Edward Tilton from headquarters of the League in Hartford. Tilton also was one of the speakers at the meeting.

Announcement was made that S. Grant, had won the Brown Hooper Trophy for amateur working of the greatest number of countries. He has been in contact with 28 countries in 65 repeat talks.

Lux Theater Renewed

Lever Bros. Co., for Lux toilet soap has renewed the Lux Radio Theater over the full CBS network for another 52 weeks, effective October 7. Agency is J. Walter Thompson Co.

"Here comes Harmon"

Among the first to sign for this special football feature, starring famed All-American **tom harmon** was enterprising radio station

WCOA Pensacola, Florida "The Only Station for Complete West Florida Coverage" 1000 w. day—500 w. night—NBC affiliate

to be sponsored by the

ELEBASH JEWELRY COMPANY

15 minute, once-a-week transcribed football prediction and story program—87.5% correct in 1945.

Available for spot programming. Avoid disappointment—act promptly. Wire or phone collect.



TOM HARMON

The man who made number "98" famous—returns to football and broadcasting again this year.

packaged by VICK KNIGHT produced and distributed by

Criterion RADIO FEATURES, INC.

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

Send Birthday Greetings To~

September 9

S. James Andrews Betty Howard
J. F. Burke Ed Prentiss
Henry Shally Arthur Henley

Delay Plans For UN Week

Pittsburgh Stations Alerted For Strike

(Bulletin)
Pittsburgh—One hour before the 12:01 A. M. deadline last night union officials pronounced over KQV and a five-station pickup that the power strike would definitely take place as scheduled.

Pittsburgh—Prospects of a power strike in the Pittsburgh area which would affect all business including broadcasting caused the staffs of all stations to be alerted the past week-end with individual stations and a station hookup keeping Pittsburgh advised of developments. In event the strike materializes all five
(Continued on Page 8)

California FM Outlet Lets Underway At Fresno

California's second commercial FM station, KRFM, Fresno, has just begun operations with a 19-hour day schedule including special emphasis on transcribed musical programs and public service features. New station, which took the air August 24, is owned and operated by J. E. Rodman who also operates KFRE, Fresno, and
(Continued on Page 2)

American Legion Disks Offered To All Stations

American Legion is offering more than 800 stations what it terms "pre-empted news coverage" — transcribed program dramatizing lives of pioneers for national commander to be selected at convention in San Francisco Sept. 29 to Oct. 4. Platter also advanced speeches by each nominee
(Continued on Page 6)

Claims FM First

Reported to be the first New York frequency modulation station on the air with full power on the new FM band, WGYN yesterday announced the installation of a new antenna atop the Cities Service Tower. Station is carrying programs on the new band, 96.1 mc, channel 241, with transmission from the tower, 950 feet above the ground.

Atlantic Refin'g Skeds Grid On 89 Stations

A total of 229 football games will be broadcast over 89 stations this fall under sponsorship of Atlantic Refining Co., it was announced yesterday by N. W. Ayer & Son. Atlantic, entering its 11th year as a sports broadcasting sponsor, will underwrite air time for an additional 49 games over last year to be broadcast over an additional 11 stations compared to 1945. Agenda
(Continued on Page 7)

Oil Company Buys Time For Football In Texas

San Antonio, Tex.—With the football season just around the corner, the Humble Oil and Refining Co., have announced that they again will sponsor broadcasts of the games of the Southwest Conference starting Sept. 21 and running through Jan. 1 with the Cotton Bowl at Dallas. For the 14th year stations of the Texas Quality Network, Texas State Net-
(Continued on Page 3)

Alaskan Radio Network Reported Being Formed

The first Alaskan network, known as the Alaska Broadcasting System and comprising three stations in Anchorage, Juneau and Ketchikan, has been announced by its founder and president, William J. Wagner. Wagner is owner of KFQD, 5000 watter located in Anchorage. Other charter members of ABS are KTKN, 1000 watter in Ketchikan, and KINY, 5000 watter in Juneau—both owned by Edwin A. Kraft. First

NBC Postpones Observance To Coincide With New Date To Be Set Later For UN Meet At Flushing

Augment Web Time For Sustaining Bands

Chicago—Continuation of the New York musicians strike in hotel and night club spots has augmented schedules of sustaining network pickup of bands here and given several orchestras in night spots their first opportunity to be heard on a web. WBBM, CBS outlet, which has been broadcasting an average of nine half hour dance band remote programs for
(Continued on Page 8)

G. E. Plans Demonstration Of FM In Mexico City

International General Electric Co., will offer demonstrations of two-way FM communications, two-way aircraft radio and ultra high frequency waves at two separate conventions to be held in Mexico City late in September
(Continued on Page 3)

May Carry Liquor Copy On Ontario Stations

Montreal—Ernest L. Bushel, director of programs for the Canadian Broadcasting Corporation yesterday confirmed a report that radio advertisement
(Continued on Page 7)

Observance of United Nations week by NBC, for which the web and its affiliated stations have scheduled many special programs, will be delayed to coincide with any new date set for the UN General Assembly meeting at Flushing Meadow. If the UN convenes Oct. 23, as requested by the Foreign Ministers Council, then NBC will reschedule its United Nations project for the week Oct. 20-26. At a special meeting yesterday of NBC officials, it was decided that the
(Continued on Page 3)

UAW-CIO Withdraws LA FM Application

Washington Bureau, RADIO DAILY
Washington—The UAW-CIO yesterday asked the FCC to dismiss its application for an FM station in Los Angeles, with no explanation offered for the withdrawal of the request. A UAW application for FM facilities in Newark, N. J., was earlier withdrawn, with the Union still on the application lists for Chicago, Cleveland and Flint. Local Union headquarters had no
(Continued on Page 7)

WHBF Moving From MBS To ABC Next January

Rock Island, Ill.—Radio station WHBF, tri-city station, will join the ABC as a basic outlet Jan. 1, 1947. Announcement is made by Les Johnson,
(Continued on Page 2)

Fisherman's Luck

Jack Murray, auditor of WEEL, Boston, yesterday found himself basking in the spotlight of Izaak Walton prowess, all because he dropped his line into China Lake, Waterville, Maine, and pulled in the record catch for small mouth bass, weighing five pounds. Murray, fishing for the first time, now learns that several citations await him in Boston.

Anniversary

Caracas — William H. Phelps, owner of Radio Caracas, celebrated his 50th anniversary in Caracas, Venezuela, by becoming a naturalized citizen of this country. Phelps, a former newspaperman, came to Venezuela from the United States and liked it so well, he never returned to live in the states. He is one of the largest property owners in Caracas.



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

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FINANCIAL

(Mon., Sept. 9)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, 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 WCAO (Baltimore), WJR (Detroit).

California FM Outlet Gets Underway At Fresno

(Continued from Page 1)

KERO, Bakersfield. Manager of all Rodman radio stations is Paul R. Bartlett.

Extensive football coverage this fall will be originated and broadcast on the FM station. KRFM now is operating on an interim basis with 250 watts power pending completion of its 70,000 watt plant to be located 29 miles east of Fresno in the Sierra Nevada mountains. Completion is expected sometime within the next year. Station will be represented by John Blair & Co., when it begins active sale of time after first of year.



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

Coming and Going

G. W. (JOHNNY) JOHNSTONE, NAM's radio director, left by plane for Detroit today to join DWIGHT COOKE, CBS's roving reporter, for next Saturday's "Cross Section—NAM" broadcast.

BERT PARKS, presently on vacation, returns this week to emcee ABC's "Try 'n' Find Me."

BRENT O. GUNTS, chief of the U. S. Savings Bond Division's radio section, off to the Capital to map final plans for the forthcoming November campaign.

ROBERT WHITE, of the NBC sales department, leaves today for Detroit on business.

JACK PACEY, trade news editor of ABC, is away on a two-week vacation.

GERALD F. MAULSBY, CBS's assistant to the director of public affairs, returned yesterday from a Nantucket vacation. He also bought himself a farm up there.

ROBERT WHITE, director of public service for ABC's central division, arrived in town yesterday for confabs with web officials.

HUGH TERRY, manager of KLZ, Denver, arrived in New York yesterday for a week's business.

R. SANFORD GUYER, manager of WBTM, ABC affiliate in Danville, Va., is in Manhattan conferring with web execs.

JOHN GELDER, of WKNA, Charleston, W. Va., in town today visiting network and agency executives.

FRED WEBER, executive vice-president of WDSU, New Orleans ABC outlet, is spending a few days in New York.

WHBF Moving From MBS To ABC Next January

(Continued from Page 1)

vice president and general manager of WHBF. The station is a full time operation on 1270 with 5,000 watts. It is affiliated with the Rock Island Argus, oldest daily newspaper in Western Illinois and Eastern Iowa. Since January 1939 WHBF has been a basic outlet of MBS.

Radio Club To Meet

The September 12th meeting of The Radio Club of America, held in Room 309 Havemeyer Hall, Columbia University, 8. P. M., will be devoted to a paper "Practical Realization of Powdered Iron Core Coils and Tuning Systems", by Robert S. Doak, Engineer, Airtadio, Inc.



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.

FORD BILLINGS, manager of WHOT, South Bend, Ind., arrived yesterday for appointments with network officials.

S. C. VINSONHALER, president of KGHI, ABC affiliate in Little Rock, Ark., is in town for a few days.

ALLAN KALMUS, television editor of NBC, off on a week's vacation.

EDGAR KOBAK, president of Mutual, leaves today for Washington where he will attend the National Distributors Conference being held there tomorrow; from there he journeys to Indianapolis to address the Indianapolis Advertising Club.

JOHN T. MURPHY, NBC station relations exec., leaves tomorrow to visit Mason-Dixon stations with CLAIR McCULLOUGH, general manager of the group.

LOUIS MURKA, vice-president of Alpha Records, has returned from a trip to the Middle West where he arranged for distribution.

SANDRA GAIR, staff member of the Chicago Theater of the Air, is in Lee, Mass., visiting relatives.

TOM FITZSIMMONS, night editor of RADIO DAILY, back at his desk today following a two-week vacation trip to Canada.

WILLIAM QUARTON, manager of WMT, Cedar Rapids, Iowa, is in New York this week for talks with web officials.

MILTON KRAMER, radio script writer, returned to New York yesterday following a vacation in Hampton Bays, L. I.

DAVID McKAY, station manager of KOLO, Reno, Nevada, due in Gotham today for talks with CBS executives.

VA Okays Radio Institute For Veterans In Texas

Dallas, Tex.—Jesse L. Milburn, announcer of KRLD here for eight years before the war and for 15 years a radio actor, script writer and announcer heads the Institute of Radio Broadcasting scheduled to open here on Sept. 15.

School has been approved by the Veterans Administration and will offer a 34 week course in radio announcing, acting, drama, script writing, and radio production. Special studios and control room have been built at the Institute for the use of the students. Classes will be held in the morning, afternoon and night.

WTAG Leads in 83 Out Of 96. Of the 96 periods per week rated by Hooper (Dec. '46) in the Worcester area; WTAG leads in 83 and is a close second in the remaining 4 1/2 hours per week. WTAG WORCESTER



Doing it the hard way

Those two women are washing clothes. (Incidentally, it's another GI contribution to these ads. First they find a stream. Then they pound the clothes against the rocks to get the dirt out. No modern conveniences.

But back here in the land of laundries and washing machines we know of a group of people who still do things the old-fashioned, hard way.

Take radio time buying in Baltimore. We can make it easy for you. Forget the old time call letters, forget the word out coverage maps. Look at this one fact:

W-I-T-H, the successful independent, delivers more listener per-dollar-spent than any other station in this big 5-station town.

It's as simple and direct as that. So W-I-T-H belongs on the modern list by modern time buying standards.

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

NBC Postpones Plan For UN Observance

(Continued from Page 1)

NBC's series of public service broadcasts, wherever possible, would be shifted to a new date, thus marking the second time NBC has had to re-schedule observance of UN week. Originally the project was set for the first week in September.

To Air Portions

Although local production in observance of UN week by NBC affiliate stations in Washington, Cleveland, Chicago, Portland and elsewhere is expected to be delayed, some portions of the overall project must go through the schedule. These portions include certain musical events and folk dances which were scheduled for the sunken plaza in Rockefeller Center. Some of these events were to be carried by WJAF by not by the network. It is believed that any advertisers involved in the project will cooperate in the postponement.

KRC Announces Plans For New Cincy FM Outlet

Cincinnati's first FM station expects to be on the air by January 1, Hult Taft, Jr., managing director of KRC, announced yesterday. Station has been assigned the call letters of WJTS with power of 15,000 watts and frequency of 96.9 megacycles.

G. E. Plans Demonstration Of FM In Mexico City

(Continued from Page 1)

ber. First event is the 53rd annual conference of international chiefs of police from Sept. 23-27 to be followed by the first inter-American congress of radio broadcasters which opens Sept. 30.

Transmitter Highlight

A 250 watt FM transmitter with revolutionary GE phase-modulated circuit, scheduled to be placed in regular commercial service by a leading Mexican broadcaster, will be a highlight of GE's exhibit at the broadcasters' conference. GE representatives attending both conventions will include R. P. Davidson, acting manager of electronics division; C. G. Roberts, manager of electronics and merchandise sales; W. H. Taylor, general manager of General Electric S. A., Mexico; R. R. Decker, advertising and publicity; and M. F. Rodriguez, electronics sales engineer.

WOV Skeds Junket For "1280 Club" Member

The 25,000th member of the "1280 Club," conducted by Fred Robbins over WOVI for the last 10 months, will make a visit to the studio Friday, Sept. 13, to meet the president and greet fellow members over the air. Number 25,000 is a 27-year-old Manhattan working girl who likes boogie woogie. Some of her favorite musical artists may be lined up for a personal appearance on the show.

Oil Company Buys Time For Football In Texas

(Continued from Page 1)

work and the Lone Star Chain will be utilized for the airings. Special regional games will also be aired by Humble over a special state network utilizing stations which are interested in the game.

Among the sportscasters lined up to air the games are Bill Michaels, of KABC; Kern Tips, of KPRC; Ves Box, of KRLD; Fred Kincaid of WRR, Tee Casper of WFAA and others. In addition to the play-by-play announcers, various announcers will be utilized to bring color descriptions to the fans at home.

"Football Forecasts" with Bill Shommet will be aired here over WOAI for a quarter hour preceding each conference game. The Dick Dunkel football forecasts will be given. Series is to be sponsored by the Matthews Bottling Co., bottlers of B-1.

Following each conference game on WOAI, the Hutchins Brothers, local clothiers, will air the "Southwest Sports Review" for a quarter hour. Program will bring latest scores and information on the day's games, from local, high school and colleges, and other schools throughout the southwest.

Engage Latin-Amer. Talent

Caracas, Venezuela—Philip Morris cigarettes is bringing in Tin-Tan, Mexico comic, for its radio show, and Camel has signed Enzo Mascheroni, Italian singer, for radio appearances.

New Alaskan Network Is Reported Planned

(Continued from Page 1)

is being made for another reduction. New web will absorb all line costs within the network at the Alaska end.

Full development and programming will be built up by the new web and there are plans to tie-in smaller communities so that programs originating in various locales may be aired simultaneously throughout Alaska. ABS is represented in the U. S. by Pan American Broadcasting Co. of New York.

Wedding Bells

Walter Craig, vice president in charge of radio for Benton & Bowles, Inc., will marry Mrs. Margaret Guthrie Gray on Friday, Sept. 13, at the Central Presbyterian Church at 12 noon. A wedding breakfast at the Waldorf-Astoria will follow, after which the couple will leave on a wedding trip to Hollywood.

Correction

A news item in RADIO DAILY yesterday reported that CBS did not carry the speech by Secretary of State James Byrnes delivered in Stuttgart last Friday morning, Sept. 6. This report was in error, since CBS reveals that it scheduled Byrnes' speech at 7 a.m.

AIR FEATURES, INC.

in association with

FRANK and ANNE HUMMERT

are pleased to announce the formation of

FEATURED RADIO PROGRAMS, INC.

and the appointment of

EDWARD M. KIRBY

President and General Manager

LIVE PROGRAMS . . . TRANSCRIPTIONS . . . CONSULTATION . . .

. . . providing a new, hand-tailored program and production service to meet the individual needs of radio stations, networks and advertising agencies.

247 PARK AVENUE
NEW YORK CITY

WICKERSHAM 2-2700

Time, talent and 50,000 watts

Devoted to Programs...

of the People and the causes that concern them

by the People allowing them to talk to fellow-citizens

for the People and their progress

Power for the Public Good



For Better Farming

WWL spearheads the movement to modernize and diversify farming in the Deep South. Heading this department at WWL is Gordon Loudon, well known for his work in Federal and State agricultural departments and in extension work.

On the air at least 17 times a week, Gordon Loudon manages, however, to be on location whenever there's an important event in the farm field. Above—he is presenting a purebred Angus bull to a 4-H Club winner in the WWL Annual Louisiana Herd Improvement Contest.

Below—another award in the WWL Louisiana Herd Improvement Contest—this one a purebred Jersey bull. Upon hearing that a 4-H boy from their own community had won this prize bull, public-spirited businessmen of Crowley, Louisiana, agreed to finance

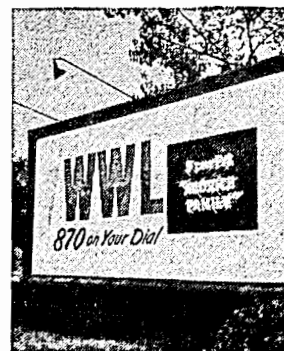
the purchase of registered Jersey heifers to be given 4-H Club members. That's how farm folks look to WWL for cooperation and how enthusiastically they receive WWL Farm Service.

Beef and dairy cattle are by no means the only subjects of interest in WWL's Farm Service activities. At right, Mr. Loudon presents a Duroc boar at the recent Louisiana State Junior Livestock Show. In addition to the Louisiana Herd Improvement Contest, WWL fosters crop improvement and the betterment of farming generally.

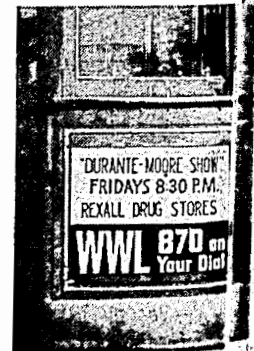


How WWL advertises itself

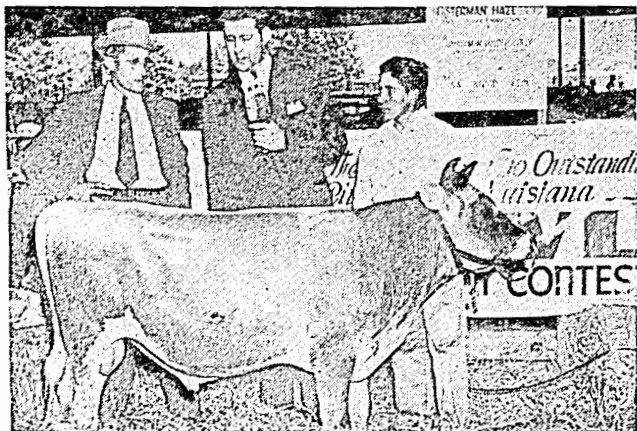
WWL is the ONLY New Orleans Station Using All These Means to Merchandise Its Programs and Build Listenership Continuously...



24-sheet Posters



Street Car Dash Signs



To Save Lives

WWL climaxed its safety drive by a unique Fourth of July broadcast of reports direct from Charity Hospital. All day, accidents were reported—a dramatic warning to drivers on the road. (Fourth of July accidents dropped drastically.)

In Every Worth-while Drive

WWL offers its full facilities to carry appeals to the public through speakers and station-produced dramatic shows. At night New York's ex-Mayor La Guardia, New Orleans' Mayor Morrison, and Bob Hope broadcast for Famine Relief. No other station in New Orleans offers facilities comparable with WWL.

For Educational Entertainment

In "University Time," WWL listeners hear about literature and the arts, natural phenomena, and other subjects—presented by Loyola University of the South, under the direction of Mr. Alfred J. Bonomo.



Interpreting Industry

Through its radio series, "New Orleans Reports," WWL gives an inside view of industrial activities. Shown here is Henry Dupre, program director, interviewing Lewis I. Bourgeois, Director of Commerce of the New Orleans Dock Board—giving listeners an on-the-scene picture of the busy Port of New Orleans.

Introducing Notables

WWL is on the scene of every important activity of public interest to bring listeners news, or a personal message, from world leaders. Naturally, it has become a habit for folks in this territory to turn FIRST to WWL for the best in broadcasts.

Tomorrow's Leaders

WWL presents varied Youth Programs, all directed towards better citizenship. Boy Scouts in WWL studios tell why listeners should contribute to their drive. WWL facilities are pledged to the cause of juvenile welfare.



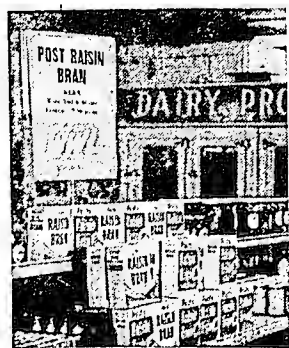
Special Needs

In response to requests from small fishing and shrimp fleets, WWL broadcasts weather news direct from the Chief Forecaster's Office of the U. S. Weather Bureau at New Orleans. These reports on the winds and tides are welcomed by fishermen and other folks from Florida to Texas.

Advertisers



Newspaper Advertising



Point-of-Sale Displays

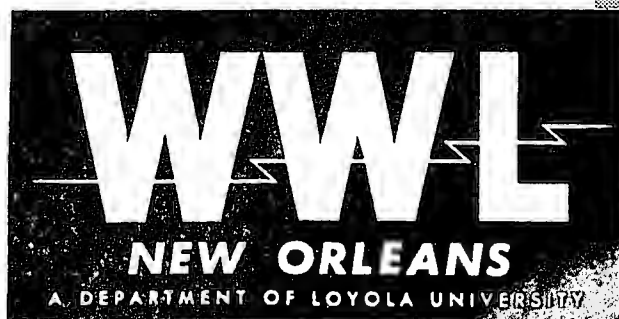
The WWL PRIMARY DAY-TIME listening area includes 94 counties with 454,500 radio homes and retail sales in 1944 of \$927,478,000.

The WWL PRIMARY NIGHT-TIME listening area includes 116 counties with 576,110 radio homes and retail sales in 1944 of \$1,189,260,000.

The Greatest SELLING Power in the South's Greatest City

50,000 Watts

Folks turn first to...



Clear Channel

CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

LOS ANGELES

By RALPH WILK

JEANNIE McKEON, heard on KNX's mid-afternoon musicale "Green Light Revue," has been spending her Sundays singing to the boys out at the Sawtelle Veterans Hospital. Right now, she's recruiting her friends in the entertainment world to help with the weekend programs.

A new half-hour series of uninterrupted Hawaiian music began over Warner Bros. KFVB Sunday, featuring the nation's outstanding orchestras. Program, sponsored by King's Tropical Inn, was placed by the Charles Davis Agency. Contract is for one year.

The new firm formed by Bernard Dudley, former New York announcer, Norman Runions, formerly program director of KIRO, Seattle, is packaging "Your Radio Reporter," a digest of facts of behind-the-scenes in radio, including interviews with celebrities, producers, directors, agents, soundmen, et al., and featuring Dudley as commentator.

Ira Cook, emcee of "Dance Time" on KFAC nightly, will direct and supervise four recordings to be made by singer Jimmy Cook and Guitarist Frank Cook's orchestra for Modern Music.

Alan Young, whose new NBC show premieres on September 20th, is a bona fide member of the Scottish Wallace clan. Recently, at the Caledonia games in Vancouver, he was presented with a full set of kilts of the Wallace tartan.

Irene Ryan has been signed for a featured role on Columbia's "Jack Carson Show" which returns to the airwaves on October 2.

American Legion Disks Offered To All Stations

(Continued from Page 1)

inee outlining goals and policy of Legion activities for coming year. Plan means that interested stations can go on the air with the event moment it occurs, no matter which nominee is elected.

Programs are under the direction of Ed Bailey and were produced in Chicago and Washington recording studios of NBC.



Broadway Bulletin Board...!

● ● ● Chalk up two for our side. Within 36 hours of each other last week, two of N. Y.'s toughest radio critics came out with statements that we've been murmuring for a long time. On Sept. 4th, Harriet Van Horne World-Tel'y'd on the subject of "Networks showing more taste in programs than ad firms," crediting the nets with developing "artistic discrimination." On the 6th, the Herald-Trib's John Crosby, reviewing Jimmy Stewart on the Bergen opener, said that "Stewart proved again that movie stars shouldn't get mixed up with the experts in front of a microphone." Despite these expressions and genuine popularity of such radioriginals as "Joe and Mabel," "Columbia Workshop," "Ghost of Benjamin Street"—and remember NBC's fine "Radio Guild"?—when sponsors plan new radio dramatic fare they come up with such stuff as the "H'wood Players." They pay more for one H'wood performance than they would pay an entire cast of real radio artists. Broadway, along with the nets, recognizes the artistry of such performers as Betty Garde, Arnold Moss, Joan Tetzel, Frank Lovejoy, Bertlett Robinson, Adelaide Klein and many others by giving them leading roles and due billing. But when it comes to commercial radio, you can't seem to convince sponsors that the gold of H'wood glamor doesn't glitter—it litters the airplanes.



● ● ● ONE MAN'S POINT OF (RE)VIEW: Too bad Tony Martin is crooning these days instead of singing. His fine singing voice is what makes him different and we like Tony toney. . . . You may call it madness, but Ralph Edwards calls it "Truth or Consequences" and the show returned last week with its zany flavor still sharp as a quip. . . . You can add our name to the list who are sorry to bid Wayne King and Franklyn McCormick a seasonal farewell. . . . Helen Hayes gave the Theatre Guild of the Air a memorable "first night" with her performance in "Angel Street," a story that retains its suspense no matter how often we hear it. We also like the Guild's custom of handing out name credits to all members of the cast. . . . "The Shadow" is back and something new has been added—a new Margo, now played by lovely Grace Matthews. Maybe now the Shadow will become marriage-minded and start a trend among radio's sleuths. . . . Starting at 8:30 ayem and giving six 15 minute newscasts between then and 8:45 p.m. without losing a vibrance of voice and color in delivery is no mean chore, but Geo. Carson Putnam does it every Sunday via Mutual. Incidentally, we hear that ABC is more than a little interested in luring George.



● ● ● SMALL TALK: "We, The People" auditioning a new emcee. They auditioned Ted Husing last week and will hear Red Barber this week. . . . Gene Hamilton signed for the Harvel Watch-Johnny Thompson airer, but will have to change his tag as he'll be plugging the Hamilton watch. . . . John Tillman will emcee a special CBS tele show Friday that will demonstrate that first live pickup in color. . . . Frances Cheney going to the coast for good. She'll wed her brother-in-law, Ring Lardner, Jr. . . . Carl Frank, also on the coast now, intending to remain there. . . . It's a boy at the Gordon (ABC) Frasers. . . . Kay Kruske has joined Television-Radio Enterprises as ass't to Jack Hurdle. Selma Wickers, Sec'y of the Corp., has shifted over to Sales. . . . Don Dunphy nixed a role on "FBI in Peace and War" last week as the announcer of a fixed fight. Don figures the boxing game has been too good to him to take on such a role. . . . Radio Registry's Doris Sharp defines a metronome as an MGM midget. . . . Irene Beasley entertaining her mom, pop and sister in town from Texas. . . . Alan Sands-script: I see where AFRA is asking for a raise in rates. Don't they know that a small role is better than a long loaf? A radio censor, according to Alan, is a guy whose slogan is Stop, Look and Less Sin.

CHICAGO

By BILL IRVIN

THE Skelly Oil Co., through Henri Hurst and McDonald, Inc., has renewed the "Skelly News" program (NBC-split, six-a-week 8 to 8:15 a.m. CDST), for 52 weeks effective Sept. 9, it has been announced by Paul McCluer, manager of the NBC central Division Network sales department. Program is heard on 24 NBC affiliated stations throughout the Midwest. Alex Dreier is heard with his news commentary Mondays through Fridays, and on Saturdays the program features farm commentator Lloyd Burlingham. Show is aired from Chicago.

Paul McCluer, manager of the NBC Central Division network sales department, is scheduled to speak on "When, Where and How to Use Radio" on Jan. 20, 1947 session of the 22-week Educational Clinic of the Chicago Federated Advertising Club. The clinic, which opens on Sept. 16, will present a series of weekly lectures by outstanding members of the advertising profession.

AD GLIBS

by DAVID O. ALBER

I see where the San Francisco Chronicle has revived its radio column. That's a seven-league stride in the right direction, but too many other journals which claim to render great public service are still depriving their readers of radio news. A recent survey disclosed that the radio section was one of the best read features of the paper. Yet none of the dailies in Boston, Philadelphia or Los Angeles, three of our leading cities, carry a radio column. New York, which has 9 dailies, has only 4 daily radio columns. Hundreds of newspapers in this country don't print a line of radio news.

Why? Don't ask me. I'm a stranger here myself. By all indications, newspapers are doing fine. Their prosperity is limited only by the amount of newsprint they can get. Radio hasn't hurt them any more than it has hurt the movies or sports events. If anything, radio has made the public more news-minded, and has lured them to the newsstands. According to the latest official figures, 90% of American homes have radios. That represents a lot of people. They are as fully entitled to news and features about radio as about the movies or sports. So what are we gonna do about it? Don't write—telegraph!

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHineland 4-1681
Hollywood: 1637 N. Vine St.
Gladstone 9469

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

UAW-CIO Withdraws LA FM Application

(Continued from Page 1)

Explanation to offer, but it was reported here that the UAW treasury has been badly hit by recent strikes and that might be the reason for cutting proposed broadcast activities to a minimum.

Other FCC Activities

Construction permits have been granted, the FCC also announced yesterday, for a new developmental station in Providence, R. I. Gates Radio Company is the recipient of the first, and the Cherry and Webb Broadcasting Company, of the second.

Harvey Radio Laboratories, Cambridge, Mass., was permitted to boost the power of its developmental station from 250 watts to one kilowatt.

The FCC yesterday announced its intention to grant the application of the Tuscaloosa Broadcasting Company for a new station on the 1450 band, with 250 watts power unlimited, in Tuscaloosa, Ala. This means denial of the application for the same facilities and location by the West Alabama Broadcasting Company.

Stress Local Ties

The decision was based upon the commission's conclusion that the individuals in the former company appear to have more familiarity with and understanding of the city of Tuscaloosa, and have been more active in civic affairs, and have outlined a broader program of service to meet local needs than the unsuccessful applicant.

Both companies propose to affiliate with NBC, for Tuscaloosa has presented a program schedule providing for both network and local shows, while the unsuccessful applicant showed only a proposed schedule for local shows with no indication of what would happen to this schedule in the event the affiliation contract is signed.

Impressive Claim

Both companies are composed of local residents, each including a local lawyer, but the Commission was obviously impressed by the claim of the Tuscaloosa Company that its program plans were based upon an extensive personal survey which the partners have made of the various business, civic, religious and governmental activities in Tuscaloosa. During the course of this survey, representatives of many of the principal local groups were contacted, program plans were discussed with them and broadcast time was offered to the various groups and agencies which they represented. In connection with the survey, Graydon Ausmus, director of Radio Broadcast Service, University of Alabama, was engaged on a consulting basis and assisted in the formulation and preparation of program plans, particularly with respect to programs to be originated by and broadcast from the University of Alabama. Extensive plans have been made for the broadcasting of various sports events and other activities of interest from the University of Alabama.

Also of obvious importance was Tuscaloosa Broadcasting's statement

May Carry Liquor Copy On Ontario Stations

(Continued from Page 1)

tising of spirituous liquor, wines or beers will be permitted in Ontario should the sanction of the Ontario Provincial Government be obtained. In a statement issued by the CBC to all radio stations in the province it was pointed out that a revised regulation provides that any radio program of a continuity of 15 minutes or more is entitled to a commercial of the sponsor. Should the program be longer than 15 minutes a commercial break can be made at each interval of 15 minutes. Such radio advertising is already in effect in Quebec and possibly in British Columbia.

Up To Provinces

A CBC official said the statement would apply to all provinces in which such advertising is now illegal. C. R. Magone, solicitor in the attorney general's department, said the overriding authority in radio advertising of liquor rested with the provinces. "I haven't heard a whisper about the new CBC regulations," he said, "but I imagine that wartime restrictions of the federal government are lifted and that the CBC simply decided that they would carry liquor advertising if the provincial governments would permit it."

Lomax Succeeds Slater As President Of SBA

Stan Lomax, director of sports for WOR and veteran sports announcer and commentator, was appointed president of the Sports Broadcasters Association at the organization's first luncheon meeting of the 1946-47 season yesterday at the Hotel Great Northern. Lomax, who had been a vice president of SBA, succeeds Tom Slater who resigned because of his recent connection with the advertising agency field and its anticipated increasing demands on his time.

Guests of honor at the opening meeting yesterday were Tami Mauriello, heavyweight contender for the world championship who will meet Joe Louis Sept. 18 at Yankee Stadium and Freddy Fitzsimmons, veteran major league pitcher and currently an executive with the Brooklyn Dodger Football Club.

that "Dr. A. L. Jackson, president of Stillman Institute, a Negro educational institution located at Tuscaloosa, has accepted an offer to direct a series of regularly scheduled programs designed to provide an outlet for the expression and entertainment of the Negroes in Tuscaloosa and contiguous areas who comprise approximately 35 per cent of the local population. These programs would be broadcast not less than twice weekly and would be on a sustaining basis. They would feature activities of Stillman Institute and events originating from a local Negro recreational center at which a remote studio would be established by Tuscaloosa Broadcasting Company."

CBS Program Managers To Gather In New York

Daily demonstrations of ultra high frequency color television as developed by Columbia Broadcasting System is included on the agenda of the CBS Program Managers' clinics which inaugurates a three weeks' schedule of three-days-a-week meetings in New York today, Sept. 10. Clinics are scheduled Sept. 10 to 13th; Sept. 17 to 19 and Sept. 24 to 26.

The clinics to be conducted by William Fineshriber, assistant director of broadcasts, and Roy Langham, assistant director of programs, will cover all phases of radio programming. Included will be discussions on procedures and techniques of network programming and plans for effective mutual interchange of program ideas and problems.

Highlights of the agenda include a talk on the first morning of each week by Davidson Taylor, Vice-President and Director of Programs. He will speak on program trends and CBS plans. At a luncheon on the same day, J. L. Van Volkenburg, General Sales Manager, CBS Radio Sales, will introduce agency executives who will discuss local program sales. In the afternoon, T. D. Connolly, Director of Program Promotion will discuss network promotion operations and how they can be coordinated with small station plans. George Crandall, Director of Press Information and Charles F. Pekor, Jr., Assistant to the Director, will discuss publicity techniques.

Plan Demonstrations

A demonstration of studio set-ups and microphone placement, will be conducted in the evening of the first day by Horace Guillotte, Manager of Network Operations, Wendall Adams and John Dietz, directors.

The morning session of the second day's meetings will include a discussion of commercial program development by Herschel V. Williams, Jr., new CBS Director of Commercial Program Development, and a talk on cooperative sponsorship of CBS programs by Robert Kennett, Manager of Program Relations. Kennett will introduce Walter "Red" Barber, new CBS Director of Sports, whose Monday through Friday broadcast is CBS' newest cooperative program.

During luncheon the second day, G. R. Swift, Program Director of WABC, will introduce Bob Foreman, head of Commercial and Spot Radio Copy Division of Batten, Barton, Durstine and Osborn, Inc., who will talk on preparation of copy for local programs.

During the evening, program managers and directors will serve as jury for the CBS Program Analyzer in testing important current broadcasts. Oscar Katz, Associate Director of Research and Tore Hallonquist, Chief of Program Analysis Division, will take charge of the sessions.

Highlight of the third day's meetings will be an afternoon talk by Edward R. Murrow, Vice-President and Director of Public Affairs. He will outline in detail the network's plans and policies in the field of Public Affairs.

One clinic will be conducted for education directors, on Friday, Sep-

Atlantic Refin'g Skeds Grid On 89 Stations

(Continued from Page 1)

consists of 118 college, 85 high school and 26 pro games. WOR will be Atlantic's New York outlet, broadcasting 10 games involving teams of the Ivy League.

Schedule sponsored by the oil firm will feature games of leading eastern and southern colleges and will reach from Vermont to Florida and into Ohio. The 89 stations carrying the broadcasts include the Yankee network, stations in New York State, eastern and western Pennsylvania and a large group in the southeast.

List Of Stations

List of stations in the Atlantic Refining hook-up follows: WSAN, WFBG, WBAB, WRDW, WBAL, WBTA, WINR, WHDH, WNAC, WICC, WGR, WISR, WCHA, WBT, WCHV, WBLK, WTAM, WBNS, WTBO, WBTM, WCED, WDNB, WEST, WNEY, WERC, WMMN, WSAR, WEIM, WHAI, WFBC, WJEJ, WHGB, WONS, WAZL, WHYN, WDAD, WHCU, WMBR, WJTN, WARD, WLNH, WGAL, WLAN, WMRF, WLLH, WLVA, WMAZ, WFEA, WEDO, WKST, WNHC, WNLC, WOR, WKRZ, WHDL, WDBO, WCAU, WIBG, KDKA, WWSW, WBRK, WHEB, WPPA, WEAN, WPTF, WHUM, WRNL, WDBJ, WHEC, WSYB, WBOC, WSAV, WGY, WARM, WSPA, WMAJ, WFOY, WKOK, WSYR, WTTM, WMBS, WJPA, WATR, WWNV, WBAX, WRAK, WILM, WAAB, WORK.

REC Membership Vote On Raise In Club Dues

Members of the Radio Executives Club of New York are asked to ballot on the proposed plan to increase membership dues in a letter sent to the club membership the past week-end by Robert D. Swezey, president of the club. The Board of Directors instructed President Swezey to request the membership for approval of an increase in dues from \$5 to \$10 a year for active members and from \$3 to \$5 a year for associate members. Members are asked to ballot and return cards by September 11.

Edward McCluskey

Pittsburgh—Edward McCluskey, father of Bill McCluskey, director of WLW Promotions, Inc., died suddenly here Sunday. At the time of his death, Mr. McCluskey was employed by the City of Pittsburgh. Surviving are his wife, five sons and four daughters. Funeral services were held Monday at St. Stephens church, Hazelwood, Pa.

September 13, in a discussion of educational programming, utilization and operating policies of the network and stations. Robert B. Hudson, CBS Director of Education, will preside at these sessions.

Pittsburgh Stations Alerted For Strike

(Continued from Page 1) stations will operate on "rationed power" as public service communications to the community.

First broadcast that touched off the controversial power strike involving the Duquense Light company and the unions was carried by KQV on Saturday. Bill Burns, station news editor,

KDKA Makes Plans

Pittsburgh—So that normal operation can be assured in event the power strike is called, KDKA has installed special Diesel powered generators at the transmitter and in the studios at the transmitter a 100 kilowatt generator has been set up while at the studio a 10 kilowatt generator has been installed. Persons in the strike-bound area will not be able to tune in KDKA unless they have battery-operated receiving sets, but others outside the affected area will be given the usual broadcasting service.

interviewed George L. Mueller on his weekly "On The Spot" program and had him face a barrage of questions by Pittsburgh newspapermen.

Later the five Pittsburgh stations—KQV, KDKA, WCAE, WJAS, WWSW, banded together as a city network to give both union leaders and Duquense Light company executives opportunity to air their views. They also aired a talk by Mayor David L. Lawrence which was directed to both unions and the power company.

24-Hour Coverage

KQV claimed to be the only radio station having news men giving "Round the Clock" coverage to the Mayor's office and other tension points. Other stations, however, including KDKA and WCAE and WJAS were devoting a lot of extra time to the strike coverage.

New Series Of Tele Courses To Be Given By Workshop

Fifteen courses in television will be conducted by the Training Division of the Television Workshop of New York beginning September 16, Irwin A. Shane, executive director, announced yesterday. The courses, fourth in a series which began in February, are approved by the N. Y. State Department of Education and by the Veterans Administration.

Send Birthday Greetings To

September 10

Emery Deutsch Lyle Van
Ira Herbert J. D. Van Amburgh
Jess Pugh Irwin Rosten
Raymond Scott

COAST-TO-COAST

— OHIO —

CINCINNATI—A research program on mid-western contributions to American Speech Standards is being conducted by the University of Wisconsin, WCKY. Voices of Dick Woods and Gary Lee have been recorded . . . station has been asked to make two recordings of standard script to determine mannerisms and style in speech and diction of American radio announcers. . . . Barbara Lee and Gary Lee, conductor and announcer of WCKY's "Mystery Chef," moved equipment and all to broadcast direct from sponsor, John Shillito Company's new department to interview demonstrators of household appliances and various shoppers visiting the department.

— MASSACHUSETTS —

BOSTON—Jim Britt, sportscaster and sports authority in New England, has begun a daily series of sports reviews over WEEL. . . . The Lehigh Coal and Navigation Co., Philly, has signed a year's contract with the Yankee web to sponsor "The Yankee Weatherman," Monday through Friday. . . . **SPRINGFIELD**—Hubert Kregeloh, WSPR news commentator, has recently been appointed to teach a current course at Bay Path Secretarial School beginning with the fall semester. . . . In addition to broadcasting he also teaches modern history and international relations at Springfield College. . . . **LAWRENCE**—Harold B. Morrill, who served with the 26th Division as an Intelligence Officer during the war, has been named WLAW general manager.

— NORTH CAROLINA —

CHARLOTTE—Ron Jenkins, Program Director, and Clyde Clem, Sales Promotion Manager, WSOC, have been appointed to the publicity committee of the Annual Shrine Bowl Game, yearly football classic between the high school all-star teams of North and South Carolina for the benefit of Shriner's Crippled Children's Hospital. . . . Hal Edwards, latest addition to the WSOC announcing staff. . . . Carolyn, second daughter born to proud father, Chief Engineer L. L. Couale, of WSOC. . . . Knowing that the weather interests everyone, WSOC broadcasts reports directly from the U. S. Weather Bureau five times daily on week-days and twice on Sundays.

— MISSOURI —

ST. LOUIS—Frank Falknor, assistant general manager of WBBM, Chicago and chief engineer of the CBS Central Division; and A. B. Chamberlain, chief engineer of CBS, New York, are here making a progress check of KMOX's new transmitter, now under construction at Stalling, Ill. Howard Meighan, CBS director of station administration is also here on business. . . . **KANSAS CITY**—The RCKN wire recorder last week covered the birthday party for Ingrid Bergman, staged at the Orpheum Theater. . . . Highlight of the party was the signing of a giant post card which was turned over to paralyzed World War II vet, Ray Mitchell,

president of the Post Card Collector's Club of America, who sent it by air mail to Hollywood, at the postage fee of twenty-two dollars.

— NEW HAMPSHIRE —

CONCORD—Summer Fellman, now handling publicity for WKXL. . . . WKXL staffers tendered a going away party for Cleve Erstwhile, outlet program director, who is heading west for new duties. . . . Norm Bailey, chief announcer, has been named as Erstwhile's successor. . . . Incidentally, Norm is the proud papa of an eight pound son named Gregory Scott. . . . Heading the list of new programs over WKXL is "Country Breakfast," in which Fred and Roberta Green Wood over their ayem coffee, discuss such things as the morning headlines and ways and means of discouraging termites.

— ALABAMA —

MONTGOMERY—John B. DeMette, WMGY advertising and commercial manager, is recovering from an emergency operation at St. Margaret's Hospital. . . . WCOV sponsored the second annual Southeastern Miniature Air Carnival at Gunter Field. . . . Frank Gaither, formerly associate manager of WGST has been appointed commercial manager of WSB, Atlanta. . . . WSFA president, Howard E. Pill, has announced plans to begin work for the installation of a new FM system this fall with the purchase of a site 30 miles from Montgomery. . . .

Augment Web Time For Sustaining Bands

(Continued from Page 1) the network each week, has augmented its schedule with seven additional half hours, The Stevens hotel, operated by the Hilton chain which also has New York hotels, is the only WBBM web pickup affected by the strike. Time usually given to the Stevens on the web has been added to the time of the Sherman hotel, the Sky club and Melody Mill ballroom. The Melody Mill Sky club and Band Bo are getting web airtime for the music for the first time.

Decca Sets Dividend; Stock Split Approved

Decca Records regular quarterly dividend of 60 cents per share of capital stock will be payable Sep 30 and to stockholders of record Sep 16, according to announcement by Doremus & Co., advertising representatives of the Decca Co. Plan for the two for one split of Decca's capital shares and for increasing the authorized shares to 1,500,000 from 500,000 was approved at the monthly meeting of the company's board of directors. Plan is scheduled to be submitted to a special meeting of stockholders on November 6.

Net profit earnings of Decca records for six months ending June 30 was \$967,534.

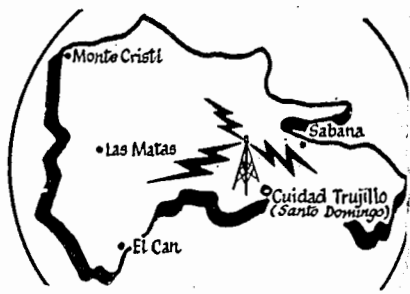
Got A Latin American Budget? Don't overlook the . . .

Dominican Republic

Two million people on this island nation don't need convincing to eat . . . be clothed . . . try to make life easier, more pleasant . . .

They need to be convinced that *your* products are the best . . . for their money.

Half of Dominican Republic's pre-war imports were from the U. S. Why not get in on the *growing* post-war market!



To dominate the Dominican Republic market

HIN-HIN CIUDAD TRUJILLO 1000 WATTS

Most powerful station in Dominican Republic . . . covers market area and is popular due to broadcasts of lottery results. Inexpensive, too

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 36, NO. 51

NEW YORK, WEDNESDAY, SEPTEMBER 11, 1946

TEN CENTS

Strike Steps Up Spot Biz

M-G-M Names Zenith As Record Distributor

The line of popular phonograph recordings to be manufactured by Metro-Goldwyn-Mayer, and which will be known as M-G-M Records, will be distributed principally through handlers of Zenith Phonograph and Radio Products, it was announced yesterday by Nicholas M. Shenck, president of M-G-M.

Operations will begin shortly in the large plant at Bloomfield, N. J., formerly used by General Electric. This plant was purchased from the

(Continued on Page 3)

NBC Gives Demonstration On Program Analysis

A new system of scientific analysis of audience reaction to radio programs was demonstrated to the press at Radio City last night by Hugh M. Eville, Jr., NBC research director, in collaboration with Horace Schwerin of the Schwerin Research corporation.

Transcribed versions of programs were presented for hearing with the audience being given scoring sheets. The test director flashed numbers on

(Continued on Page 3)

Collegiate Web Elects Nine Board Members

Nine members have been elected to the board of directors of the Inter-collegiate Broadcasting System it was announced yesterday. The board will include Judith C. Waller, head of the Public Service Department of NBC's Central Division and co-director of the NBC-Northwestern

(Continued on Page 2)

Jam Session

On-the-spot report of conditions prevailing at the Boston World Series ticket office on Sept. 10th was relayed to anxious ball fans over WCOP, Boston. Bill Wood and Jim Elliott, using a wire recorder, interviewed personnel at Fenway Park embroiled in handling the rush let loose with the zero hour for ticket applications. Recording was aired later on the station.

Yankee Games To Ford Via Du Mont's WABD

Ford Motor Co. yesterday signed a contract with WABD, DuMont television outlet in New York to telecast all home games of the Yankee professional football club of New York at the Yankee Stadium. Complete 1946-47 schedules of games will be televised as well as any playoffs that result for the championship. Deal was consummated between Leonard F.

(Continued on Page 6)

Columbia Records Buying Time On 200 Stations

Plans for using 200 stations for a transcribed program to exploit artists and new recordings was announced yesterday by Edward Wallerstein, president of Columbia Recording Corporation, in announcing the company advertising budget. The transcribed series featuring Martin Block as host

(Continued on Page 2)

ABC Shows 5% Increase In Net Billings, Jan.—Aug.

Net billings of ABC for the eight-month period ending August 31, have been placed at five per cent increase over the same period a year ago, with the new business set during August including four new half-hour evening programs. In addition a new half-hour show has been sold to Eversharp, Inc., for Friday nights, details on which will be known later on.

Actually the business chart reveals 10 new accounts and 10 renewals as of Sept. 1 some of which have already

Trucking Walkout In New York Brings Adless Newspapers; Broadcasters Besieged For Open Spot Time

KRNT Theater Opens; Attendance Mark Set

Des Moines—A downpour of rain failed to dampen spirit of occasion Monday night when KRNT radio theater, Des Moines, staged formal opening with complete sell-out for musical "Oklahoma" establishing new road record for any legitimate production.

Despite deluge, Governor Robert S. Kerr, Oklahoma, guest of honor, played his role. Unwaveringly he climbed into fringe-topped surrey

(Continued on Page 7)

CBC Drops War Ban On News-Sponsorship

Montreal—The CBC has announced revision of its regulations governing broadcasting in Canada to permit commercial sponsorship to news-casts of any duration. Previously it

(Continued on Page 3)

Pittsburgh Stations Resume Normal Program Schedules

Pittsburgh—Normal schedules were resumed by Pittsburgh's five stations yesterday after 48 hours of suspense and emergency broadcasting in con-

(Continued on Page 2)

Radio spot business took a sudden upturn in New York yesterday as a result of the trucking strike which has interrupted newsprint deliveries and brought about adless metropolitan daily newspapers. The avalanche of new business got underway Monday when movie companies, legitimate theaters and some department stores began seeking radio time. It gained momentum yesterday with many stations reporting turnaway business.

At present the majority of new

(Continued on Page 3)

Deny Scripps-Howard Cleveland AM Station

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday proposed to deny the application of Scripps-Howard Radio, Inc., for a new station in Cleveland, on the grounds that a competing applicant offers greater local participation and that the decision provides for greater diversity in broadcast ownership. Among the stockholders in the suc-

(Continued on Page 7)

Lewis MBS' Co-Op Show Exceeds 200 Sta. Mark

For the first time in radio history a co-operative program has exceeded the 200 station mark with the sale yesterday of Mutual's Fulton Lewis, Jr., to local advertisers on the Don

(Continued on Page 2)

Flying Tower

An unusual innovation in transportation is scheduled for today when an American Airlines four-engine cargo ship will fly a radio tower from Allentown, Pa., to Portland, Me., where Yankee Network engineers are rushing to complete the erection of the new Yankee outlet, WMTW, Portland. In all, 19,005 pounds of structural steel will make up the unusual cargo.

Gets Results

Producers of the "RCA Victor Show," broadcast over NBC, were pleased recently to learn that an enthusiast for the program had installed ten RCA Victor receivers in his new eight-room home. (The extra sets are for the bathrooms, of which there are two.) Asking the identity of the "fan," they learned it was Robert Merrill, "Mel" baritone and vocal star of the show.

(Continued on Page 2)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Tues., Sept. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	176 1/4	174	174 1/2	- 2
CBS A	32 1/4	31	32	- 1/4
CBS B	31 1/2	31 1/2	31 1/2	- 1/2
Farnsworth T. & R.	9 7/8	9 1/4	9 3/8	- 1/4
Gen. Electric	40	38 3/8	38 3/8	- 1 1/4
Philco	26 3/8	25	25	- 1/2
RCA Common	10 3/8	10 1/4	10 1/4	- 3/8
RCA First Pfd.	86	86	86	- 3/4
Stewart-Warner	16 1/2	16	16	- 1/2
Westinghouse	27 5/8	26 1/8	26 1/2	- 1/4
Zenith Radio	24 1/8	22 3/4	23	- 1 3/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 3/4	16 1/2	16 1/2	- 1
Nat. Union Radio	7	6 1/2	6 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6 3/8	7 1/8
Finch Telecomm.	8 1/2	9 1/2
Stromberg-Carlson	16 1/2	17 1/2
WCAO (Baltimore)	38
WJR (Detroit)	34

ABC's 8-Month Billings Show 5% Jump Over '45

(Continued from Page 1)

on the same show; "Danger, Dr. Danfield," sponsored by Knox Gelatin, started Sunday over the network.

Other new and renewed business includes the already well publicized Bing Crosby deluge by Philco; Christian Science Monitor; Gillette sports; "Fact & Fiction," for Brown & Williamson Tob. Co., which starts Oct. 6, as well as U. S. Army Football. Pot 'O Gold starts Oct. 3, for Lewis-Howe Co., and the majority of the other business are renewed clients.

Coming and Going

JESSE BARNES, vice-president of the Mutual network in charge of sales, has left town for St. Louis, where he'll spend a week on business.

E. H. SHOMO, commercial manager of WBBM, the Columbia network's owned-and-operated station in Chicago, is in Gotham for conferences with officials of the web.

JAMEJ B. CARRIGAN, general sales director and commercial manager of KWFT, Wichita Falls, has arrived from Texas and station business. He plans to remain in the rest of the week.

GENE HAMILTON, off to Philadelphia for the "Professor Quiz" broadcast. He'll return to New York in time for the Johnny Thompson show on ABC next Sunday.

GUY LOMBARDO off with his champion motor boat for Washington, D. C., where, on Sept. 20, 21 and 22 he will compete in the President's Regatta on the Potomac River. He'll return to New York momentarily next Sunday for the "We, the People" program.

BRUCE GEAR left yesterday for the West Coast.

ADAM LUNOE, news editor in the Danish section of the NBC International Division, is in Denmark to act as information officer at the world conference of the UN Food and Agricultural Organization.

RICHARD COGGIN leaves town tomorrow for Chicago, where he'll direct ABC television's live participation show, "Stump the Authors."

WENDELL B. CAMPBELL, general manager and sales director of KMOX, St. Louis, looked in yesterday at the offices of CBS.

JAMES WALLEN, treasurer of the Mutual network, has departed on a business trip to the midwest and California.

THAD HOLT, president and general manager of WAPI, Birmingham, Ala., is here on station and network business. The station is affiliated with CBS.

BILL BRYAN, program chief of KOMA, Oklahoma City, is in New York in the course of an extended trip that will take him also to Washington, D. C., for talks with Justin Miller, NAB president.

Collegiate Web Elects Nine Board Members

(Continued from Page 1)

Summer Radio Institute; Dr. R. R. Lowdermilk, acting Director of the Educational Radio Service of the U. S. Office of Education; Morris S. Novik, Public Service Consultant and former Director of WNYC; Robert B. Hudson, CBS Director of Education; Roger Clipp, Manager of WFIL, Philadelphia; and Guy della Cioppa, Assistant to the President of CBS. Three executives of IBS also serve on the board. They are George Abraham, Executive Chairman; David W. Borst, Technical Manager; and David Linton, Program Manager. Three board positions are still to be filled.

The newly-elected board will advise the executives and supervise all operations of the student network, which now includes 40 college groups in the U. S. and Canada. First items on this year's agenda are extension of the "Middle Atlantic" regional network of campus stations, addition of more stations throughout the country, and greater volume of exchange programs between members.

Pittsburgh Stations Resume Normal Program Schedules

(Continued from Page 1)

nection with the power strike. Issuance of a temporary injunction restraining both the Duquesne Light Company and the company union from discontinuing power service for a five day period issued yesterday put the broadcasters temporarily at ease.

W. E. Declares Dividend

At a meeting of the directors of the Western Electric Company held yesterday a dividend of 50 cents per share on its common stock was declared. The dividend is payable on September 30, 1946 to stock of record at the close of business on September 23, 1946.

Columbia Records Buying Time On 200 Stations

(Continued from Page 1)

with guest appearance of Columbia record stars will be heard Saturday mornings in leading cities throughout the country.

It was revealed by Columbia that a survey conducted by McCann-Erickson agency showed that more teenagers are at their radios on Saturday mornings than in the afternoons, when the program was previously scheduled.

Second program sponsored by CRC is Symphony Hall which returned to the air on WQXR, New York, last week.

Lewis MBS' Co-Op Show Exceeds 200 Sta. Mark

(Continued from Page 1)

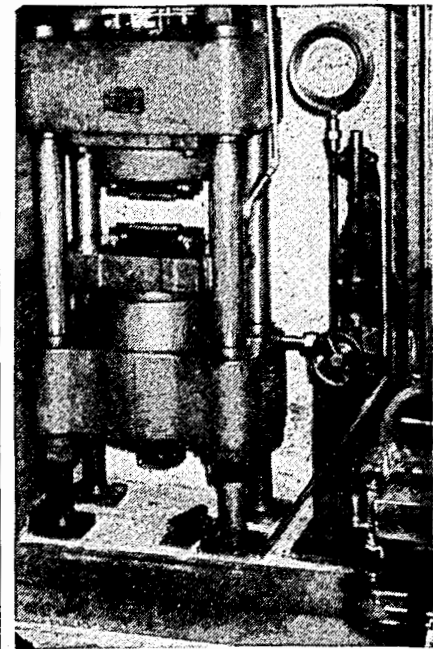
Lee Network and WIP, Philadelphia. The MBS commentator was sold to Ben Hur Products on Don Lee and to Lousol's in Philadelphia, bringing the complete Lewis cooperative program to 207 stations coast-to-coast. Bert Hauser, director of co-op programs for Mutual expects that Lewis will have been sold to 240 stations on the network before the first of the year.

ABC Co-Ops Add Sponsors

Sixteen new sponsors on sixteen different stations were announced yesterday by ABC in connection with their network co-op shows. Harry Wismer has added seven; "Baukhage Talking," three; Martin Agronsky and Walter Kiernan, two each and Raymond Swing-Elmer Davis and John B. Kennedy, one each.

HELP WANTED

BOOKKEEPER-STENOGRAPHER: Radio experience—5 day week—Salary \$45. Phone Miss Lee, MURRAY Hill 2-3376, Chas. Michelson, Inc. Radio Transcriptions.



How to make money

That's a complete setup for making half dollars. The equipment includes a 200-ton pressure press, 5 sets of molds, sheet copper, 250 pounds of coin silver, a small blast furnace, scales and weights.

But take it easy. That's counterfeit money you're making.

And we're using that setup to prove that whether it's making that kind of money or selling radio time... if it's counterfeit you can't get away with it for long.

That's why we're so pleased when year after year smart time buyers have proof that W-I-T-H, the successful independent, delivers the genuine audience of the largest number-of-listeners-per-dollar-spent. It's the McCoy that in Baltimore radio its W-I-T-H on top of the list. You get the FM audience free.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

Jules Harburg
INSURANCE
80 JOHN STREET
NEW YORK - CITY

BOWLING GREEN 9-0284
WHITEHALL 3-6767

PHONES:

M-G-M Names Zenith As Record Distributor

(Continued from Page 1)

War Assets Administration and has been re-equipped with the latest appliances for record manufacturing. It is estimated that the 100 presses are capable of producing forty million records annually.

Many of the stars now appearing in M-G-M pictures will make recordings for this new manufacturing concern. Many other prominent artists of the stage, screen and radio will be placed under contract.

Frank B. Walker, formerly executive of leading phonograph concerns and a pioneer in the field, will be the general manager of M-G-M Records under the supervision of a Loew's committee, consisting of Charles C. Moskowitz, Marvin Schenk and Leopold Friedman, all vice-presidents of Loew's, Inc. Arnold L. Pipper will be in charge of manufacturing. Sales will be handled by Wallace Early and Charles C. Hasin.

CBC Drops War Ban On News-Sponsorship

(Continued from Page 1)

was not permissible to sponsor a newscast of less than 10 minutes. This restriction was made effective during the war and was designed to prevent exploitation of war news.

Although it now is permissible to sponsor newscasts of less than 10 minutes, there is no change in the regulation limiting the number of announcements of sponsorship to one at the beginning and one at the end of each newscast.

'Bronx' Show On CBC

Canadians are getting an introduction to the unique spirit and flavor of the Bronx, with CBC slated to produce another dramatic script set in the Bronx locale, by Lou Dropkin and Felix Leon.

New 'Teentimers' Feature

The Teentimers Club, broadcast Saturdays at 11 a.m. on NBC, has inaugurated an audience participation feature entitled "The Wishing Star" beamed directly for the teen set, in which a teen-age girl is showered with gifts by singer John Conte.

Spot Business Stepped Up As Result Of Truck Strike

(Continued from Page 1)

spot business is gushing from the movie companies, since film industry is one of hardest hit. One of the companies known to have foreseen the impact of the trucking strike is Universal, which last week contracted for spot time on all New York stations. When the dailies dropped display ads, Universal countered with its radio campaign and is estimated to be spending \$1,000 a day for air time to plug "The Killers" at the Winter Garden. Paramount Pictures is also understood to be clearing spot time for announcements on films and theaters in New York area.

WJZ yesterday notified all big business firms that the station would sell sponsorship of any sustaining show on a day-to-day basis, only so long as the trucking strike lasted. WJZ already has sold five different newscasts to two movie companies for the remainder of this week. Twentieth Century-Fox has bought John B. Kennedy at 2 p.m.; Baukhage at 1 p.m., and WJZ's midnight news report. United Artists is sponsoring Walter Kiernan at 6:05 p.m. and Gordon Fraser at 7:50 a.m.

Heavy Biz On 11 Outlets

A total of 11 New York stations, including the four local outlets of the networks, are known to be riding the crest of the new spot business wave. Situation itself is unprecedented, since stations had more air time to offer when the newspaper strike occurred last year. It's a matter now for spot business to get whatever air time it can.

For instance, WMCA last Monday had five spots to offer several times that many advertisers. Station is doing best it can to ration new business from movie companies and legit while taking care of its contracts. Plugs for legitimate theaters are bunched and as many as possible are aired in a one-minute announcement.

WHN reports "walloping" new spot business, almost exclusively by movie companies, while WNEW announces that it is turning advertisers away. WNEW officials said requests for air time run the gamut of advertising and that the station does not have as much time to offer as during the newspaper strike in 1945.

'Few Left' On WQXR

"Very few spots are left" on WQXR, according to station announcement reporting increased business from movie companies and legitimate theaters. Station also has had inquiries from department stores about air time. WOR is another station revealing interest of big stores which can be expected to turn to radio in a big way if truck strike continues.

WINS is nearing a sellout of its spot and station-break time, with all new business coming from the film industry. Spot announcements have been on the increase at WOV every day this week. Movie advertisers under contract with WLIB have increased their plugs, while station also

gains new business from other movie concerns. Today WLIB is launching its twice-daily shopping programs through which department, food and other stores can advertise products and items in stock at the moment. Special shopping service series is scheduled for 10:30-11 a.m. and 2:30-3 p.m.

Two other local network outlets—WABC and WEAJ—report an increase of movie spots for plugging

Mayor To Talk

Mayor O'Dwyer of New York will discuss strike conditions today in a radio talk which will begin at one p.m. over WNYC and WJZ. The Mayor will speak from the City Hall.

current screenings.

Sidelight on the adless dailies is that four New York papers which banned all display advertising still printed radio logs. Herald-Tribune yesterday carried complete radio logs of eight stations and its usual highlights. Times printed highlights and news broadcast schedules. Mirror, with a drastic cut to 16 pages yesterday, still printed a radio log while Journal-American did likewise. And of New York's nine English-language dailies, all continue to print their usual radio schedules.

Page-totals of New York dailies are expected to be reduced further today. The "Mirror" bulldogs out early last night contained only eight pages.

NBC Gives Demonstration On Program Analysis

(Continued from Page 1)

the screen at appropriate intervals as a signal to the audience to check on score sheets their reaction to the portion of the program just heard. Three choices appear on the score sheet—good, fair and poor.

The score sheets, it was explained, provide the material in which a profile of audience reaction is later based. It is a profile which shows the ups and downs of liking throughout the program, providing NBC with a yardstick for each show, Beville explained.

It was disclosed that in July, NBC entered into an agreement with Schwerin for the testing of NBC programs on an experimental basis for the remainder of 1946. According to Schwerin, the ideal use of the system is to test succeeding editions of a program over a cycle of 13 weeks or more so that recurrent attitudes toward cast and material can clearly be brought out.

A device called the Reactocaster has been perfected by Schwerin's father, Paul Schwerin, which has been fitted into the system. This machine makes it possible to have audience reactions immediately available for machine tabulation and sorting as soon as they have been record-



Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—is your assurance of sales results.

5000 WATTS DAY AND NIGHT
 Represented by
RADIO ADVERTISING COMPANY

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

Even old



ERDOES



would be surprised

When Horace Greeley passed out his advice to young men he never dreamed that in 1946 it would be taken so literally.

All along the coast from Canada to Mexico, by rail, by road and by air, people are streaming to the West. This is particularly true of California where 383,252 arrived by automobile alone in the first two months of the year. And with this huge westward migration comes new industry and its wealth, adding to the buying power of millions already recognized as being among America's most affluent customers.

SOMETHING OLD, SOMETHING NEW

To the bulging markets of San Francisco, the Greater Bay Area and all Northern California, KPO brings radio service of the highest caliber. For those whose grandfathers came west in covered wagons, as well as for those who arrive today by auto, rail or air, KPO presents important

programs of wide appeal. An outstanding example of one of these is

BARBARA LEE

. . . famous woman's commentator, presented each Monday through Friday from 8:15 to 8:30 A. M. by the H. C. Capwell & Company department store. *Barbara Lee's* broadcasts of informal interviews, household hints and fashion reviews are followed closely by thousands of loyal listeners in Northern California. The fact that the Capwell Store has advertised consistently on the program for more than two years is striking evidence of *Barbara Lee's* selling power.

KPO KEEPS PACE

Since its establishment in 1922, KPO, the only 50,000-watt station in the Bay Area, has kept pace with the growth of the area it serves. Continuing improvement in facilities and programs has guaranteed undisputed leadership in Northern California. Results have made it first choice of national and local advertisers.

FIRST IN NORTHERN CALIFORNIA

KPO

50,000 WATTS 680 KC

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

LOS ANGELES

By RALPH WILK

MMARTIN WORK has been transferred from Young & Rubicam's New York office to Hollywood, where he assumes the duties of production supervisor.

Ernie Martin, director of network programs, plans to leave here this week for a week or ten days in New York for conferences with Davidson Taylor and Ed Murrow on the new fall lineup of shows for CBS.

When Eddie Cantor returns to the air September 26, he will have a new format and stars, with Margaret Whiting as the featured singer. Cookie Fairchild and his orchestra will be back after a two-year absence from the program. A new choir will be made up of the Sportsmen, male quartet, augmented by three women's voices. Harry Von Zell will be the only holdover from last year's Cantor show.

Wendell Niles, announcer on NBC's "The Man Called X," is planning on running his thoroughbred filly at Santa Anita when the track opens after the holidays. The filly has been named "Ann Dear" in honor of Mrs. Niles.

Kaltenborn Going Abroad

H. V. Kaltenborn, dean of commentators heard on NBC, will leave New York today for a three week tour of Norway, Sweden and Denmark. He will return in time for his broadcast Monday, October 7. While Kaltenborn will be heard occasionally from abroad, other NBC commentators will carry on his regular program, Monday through Friday, 7:45 p. m., EDT.

Torney Severely Burned

Kirk Torney, San Francisco sales manager for ABC, is confined in Mills hospital in San Mateo, Calif., suffering from third degree burns sustained last week when an oil can exploded while he was burning trash at his San Carlos home. Torney will be confined in the hospital two weeks.

'Rumpus Room' In Night Spot

Johnny Olsen's "Rumpus Room," once a platter show on WJZ and more recently a Saturday afternoon live program, goes off the air this Saturday and will be back Oct. 7 as a nighttime feature in the Paul Whiteman spot, 9:30-10 p. m. each Monday. Olsen is m. c. and producer of the variety show, which also includes Hank D'Amico's orchestra and guests on each stanza.

For Exclusive PERSONALIZED Publicity

Jane Barton
publicity • promotion

7 W. 44th ST., NEW YORK CITY • VA 6-1696



Walking The Main Stem. . . !

• • • Wm. Morris packaging an hour show with Frances Langford and Groucho Marx—but what makes the item especially interesting is the fact that this is the first hour variety show planned in years, since the days of the old Vallee, Showboat and Kate Smith stanzas. . . . Ginny Simms show frantically looking for a novel personality to add to the setup—preferably along musical rather than comedy lines. . . . Loved Maxie Rosenbloom's crack, relayed from Chicago where he was arrested for speeding. "Everything went along okay," said Maxie, "until they found out who I was. Then they took advantage of my stupidity." . . . Edgar Bergen due in town in November for a few weeks. . . . Page 2 of the August Standby has made that edition a collector's item. . . . Jerry Colonna, who's packing them in at the Roxy, signed by Capitol for a series of kiddie platters. . . . Dave Gregory in from H'wood for the Kraft writing assignment. . . . Dorothy Gabriel, J. Walter Thompson's pretty casting gal, rates a bow for her work on "The Hour Glass," one of the slickest of the tele shows. . . . Todd Russell pinch-hitting this week for Bert Parks on "Try 'n Find Me." . . . It was a happy wedding for radio when Henry Morgan got together with scripter Aaron Rubin to fashion one of the air's liveliest shows. . . . Ed and Pegeen Fitzgerald subleased a cabana at the Surf Club from Rose Perfect this summer. The number of the cabana was 36—so they call it the Perfect 36, natch. . . . Woody Klose and Sy Fischer, of the Frank Cooper office, readying a package based on "In His Steps," which merely ran to 20 million sales.

★ ★ ★

• • • Alan Courtney's host of bandleader pals are sending him recorded congratulatory messages when he preems his new show on Denver's KMYR on the 16th. One of the best-known and best-liked of the disc jockeys here for years, Courtney was recently ordered to the Denver clime by his medico. KMYR realizes the prize they've got in their new acquisition and are getting behind him with a terrific promotional campaign.

★ ★ ★

• • • Impressions of a New Yorker just back from 4 weeks in Paris—Johannes Steel, ace WHN newscaster. Paris, according to Steel, is Lindy's with a French accent. Full of New Yorkers and black marketeers from Chicago. Pre-war gaiety coming out from its hiding place makes the town lovelier and livelier than ever. Joe finds the food there cheaper than in N. Y. and the populace less hysterical. Says they're convinced there won't be another war and if there is that France will sit this one out.

★ ★ ★

• • • Victor Borge, who was busy learning the English language not too many years ago, now hits the big time with his own show—a non-cancellable contract for 43 weeks. Borge went on the Kraft show with Bing for one guest shot and stayed on for 56 weeks, an all-time record for any guestar. His last summer Fibber McGee replacement finished with a 13 Hooper. The entire show will hit N. Y. for 6 weeks late in Oct., where Borge will do concerts in the eastern area.

★ ★ ★

• • • OUR HAT'S OFF DEPT: Buddy Clark's Columbia disc of "South America, Take It Away." . . . Hal McIntyre's steady climb in the band sweepstakes. . . . Paul Miner's Security Council airings over WINS—an intelligent, comprehensive and easy-to-follow job. . . . Lew Parker's rich, lusty portrayal of the fabulous Hildy Johnson in "The Front Page" revival. . . . The new show at the Cafe Society Uptown with Jack Gillford, Patricia Bright and David Brooks. . . . Walter Kaner's B'way chatter via WINS.

★ ★ ★

AGENCIES

THE ASSOCIATION OF NATIONAL ADVERTISERS announced yesterday the election of 15 companies to membership. The new members and the individuals who will represent them in the Association are: American Gas Association, New York; Charles W. Peterson, director of advertising; Benne Ireland, Inc., Norwich, N. Y.; C. Barradale, advertising manager; Canadianese Corporation of America, N. Y.; Edward S. Morse, advertising manager; Crucible Steel Co., of America, N. Y.; Gordon S. Tuthill, advertising manager; John W. Henson & Son, Greenville, Texas, John F. Henson, sales manager.

Horlick's Malted Milk Corp., Racine, Wis., Wm. H. Mathee, vice president; Lehn & Fink Products, Cor N. Y.; Hugo L. Bell, vice president; P. Lorillard Company, N. Y., Frank Hopewell, vice president; Noblis Sparks Industries, Inc., Columbus, Ind.; Guy C. Cyr, advertising manager; Noxzema Chemical Co., Baltimore, Md.; G. Lloyd Bunting, general manager; Remington Rand, Inc., N. Y.; S. H. Ensinger, advertising manager.

Royal Lace Paper Works, Inc., Brooklyn, N. Y., H. Bechtel Smith, advertising manager; Standard Oil Co. of Calif., San Francisco, M. A. Matti, advertising manager; Textron, Inc., N. Y., John Alden Spooner, vice president; York Corporation, York, Pa., J. Donald Smith, advertising manager.

BROADCAST MEASUREMENT BUREAU has retained Harold Young Productions, Inc., to produce a film to explain the workings of its research system.

Yankee Games To Ford Via Du Mont's WAB

(Continued from Page 1)

Cramer, executive vice-president Allen B. Du Mont Laboratories, Inc., Thomas G. Gallery, of the N. Yankee Club and Robert M. Gillham, of the J. Walter Thompson advertising agency.

First game will be played Saturday, Sept. 14, at night, between the Yankee and Buffalo Bisons. The schedule thereafter is as follows: Oct. 12, Saturday night, Yankees vs Cleveland Browns; Sat. night, Oct. 13, Brooklyn Dodgers; Sunday afternoon, Nov. 3, Miami Seahawks; Sunday, Nov. 10, also afternoon, Los Angeles Dons; Sunday, Nov. 17, Frisco Fort Niners; Sunday, Nov. 24, Chicago Rockets and Thursday, Nov. 28, afternoon, Brooklyn Dodgers.

According to Cramer, DuMont will use three new image orthicon cameras at the first Yankee game and thereafter will be equipped with five such fast pickup outfits. According to the unofficial dope of the professional pigskin dopsters, the Yankees stand an excellent chance of copying the pro football pennant.

W. W. Scripps-Howard Cleveland AM Station

(Continued from Page 1)

Successful applicant, the Cleveland Broadcasting Company, Inc., are railway labor chieftains Alexander F. Whitney and Alvanley Johnston, former United States Senator Robert Buckley of Ohio and Ray T. Miller, former Mayor of Cleveland. Miller is principal stockholder, with 46.7 per cent, while Buckley holds 3.4 per cent and Johnston and Whitney only 1 per cent each.

In the summation, the Commission pointed out that Scripps-Howard Radio already owns WCPO, Cincinnati, and WNOX, Knoxville, as well as all voting stock of the Memphis Publishing Company, licensee of WMC, Memphis, and permittee for an FM station in that city. Scripps-Howard likewise has a conditional FM grant in Cincinnati and applications for FM facilities in Cleveland, Pittsburgh and Indianapolis. C. M. Watters, general manager of WCPO, would manage the new station but would continue in his Cincinnati job as well.

The Commission points out in its proposal that nearly all eleven stockholders of the Cleveland Broadcasting Company have been residents of Cleveland for many years—including men with diverse backgrounds of law, industry, banking and labor. "The fusion of these backgrounds," the FCC opined, "will result in the operation of a radio station which will be responsive to the needs and desires of the people of Cleveland." Cleveland, the sixth largest city in the United States, receives primary service now from three five-kilowatt stations and one 50 kilowatt. These four stations each have major network affiliations. The new station, to be assigned five kilowatts unlimited on the 1300 band, will have no major network affiliation.

The Commission found that "The record does not disclose that the officers or directors of Scripps-Howard Radio, Inc., have a close kinship with the people or local organizations of Cleveland. Mr. Watters, vice-president, is the only person connected with Scripps-Howard Radio, Inc., who has spent any appreciable time in Cleveland. However, his specific information on the needs of Cleveland—and its organizations—is limited to a few weeks' visit, in con-

Send Birthday Greetings To

September 11

- Bill Comstock
- Herb Hollister
- Athena Lorde
- Al Reiser
- Charles Stark

COAST-TO-COAST

—NEW YORK—

NEW YORK—Morey Amsterdam, comedian-m.c. of WHN "Gloom Dodgers" segment, has returned from his three-month honeymoon-vacation. . . . Morey and his bride, the former Kay Patrick, motored to the West Coast. . . . "All the King's Men," by Robert Penn Warren, powerful document of human emotions, politics, corruption and power, was presented in court on WHN's "Books On Trial" program last Monday. . . . "Judge" Sterling North, literary editor of the New York Post, presided, with novelist-playwright Dawn Powell as "prosecuting attorney." Orville Prescott, co-editor of the New York Times "Books of the Times" and literary critic, acted as the "attorney for the defense."

—UTAH—

SALT LAKE CITY—KDYL is preparing an exhibit for the Utah State Fair, exploiting the NBC Parade of Stars. . . . also will feature a number of public interest broadcasts from various departments at the Fair. . . . "Something For The Ladies" will originate from fairgrounds theater at 1 a.m., Saturday, September 21. . . . Sponsor of "Newscast," presented on KDYL, has obtained services of authorities to prepare information for the latest fishing and hunting tips.

—OHIO—

DAYTON—John Pattison Williams, vice-president of WING here and WIZE Springfield, and president of the Ohio Association of Broadcasters, has been named by Governor Frank J. Lausche as a member of the 11-man Ohio Army Advisory Committee. . . . He will assist the Army in all important activities in the state of Ohio. . . . CLEVELAND—Willard Butler, vet and former NBC associate, has joined the sales staff of WTAM. . . . CINCINNATI—Alma Paul, formerly on the teaching staff of Seton High School, has joined WCKY as head of the L. B. Wilson station's continuity department. . . . She succeeds Jean Koop, who is associated with the John Shillito Company as a copywriter in their advertising department.

—MASSACHUSETTS—

SPRINGFIELD—Jim Britt, Yankee Network sports announcer, will give play-by-play reports of the World Series. . . .

nection with the preparation of this application. The president of the applicant, Jack Howard, lives and works in New York, and devotes more than half of his time to the newspaper business. All of the stock of the applicant is owned by the E. W. Scripps Company whose principal business is newspaper publishing. None of the officers or directors or stockholders of the publishing company is in any way connected with the life and activities of Cleveland except to the extent that the E. W. Scripps Company publishes a Cleveland daily newspaper," the Commission pointed out.

Beginning October 14, Britt will broadcast a nightly sports review covering all fields. . . . Benjamin Gross, at a dinner for 70 local agents from Stromborg-Carlson radios, predicted that FM will replace AM within the next few years. Following dinner, dealers heard a special broadcast from WBZA-FM, only local FM station. PITTSFIELD—Rev. Richard Mordimer-Maddox of Great Barrington, dramatizes biblical stories over WBRK in a Friday morning spot.

—MONTANA—

MISSOULA—Five minutes of drama from the ironic pages of fate, "Here's The Payoff," new program sponsored by Red And White Stores over KGVO. . . . Format of "Touch of Turquoise" changed to "Birthday Party," a request show, dedicated to listeners' birthdays. . . . Warren F. Mead has joined the announcing staff of KGVO. He served five and one half years in the U. S. Infantry, rising from private to major. . . . KGVO saluted the Mining Association of Montana when they held their eighth summer convention in Missoula August 30 and 31. . . . Highlights of convention coverage were a quarter-hour on-the-spot broadcast from the association exhibit room in the Hotel Florence, and an illustrated talk by A. J. Mosby, president of KGVO, to delegates on his trip to Bikini Atoll.

—CONNECTICUT—

NEW LONDON—WNLC has signed a lease with Mohican Hotel Company and The Thames Broadcasting Corporation for a portion of the Mohican Hotel's second floor where the outlet will have new and modern studios. . . . New studios and offices will house both the standard WNLC station and the new WNLC-FM station which is expected to be in operation shortly. . . . NEW HAVEN—WELI aired interviews with milkmen here in a tie-up with the movie premiere of Danny Kaye's "Kid from Brooklyn" picture which is based on the adventures of a milkman. . . . Charlie Wright emceed the stanza. . . . Syd Byrnes, recently discharged, returned to his announcing chores at WNHC. . . . Bill Hanrahan, has resumed his announcing duties at the outlet after honeymooning in Canada.

—IDAHO—

BOISE—Teentimers flocked to hear premiere of "The Teentimers Club" over KIDO. Party was emceed by Hugh Shelley, special events announcer. Four hour party was sponsored by Falk's Department Store. . . . Refreshments were served and music for dancing was provided by local band. . . . Sports department of KIDO announces that station will air a complete football schedule of the University of Idaho, to be sponsored by Associated Oil. . . . KIDO opened its 1946-47 "Parade of Stars" promotion with a studio display at the Idaho State Fair. . . . Farm editor, Hugh Shelley, emcee Bill Hillman, and "The Three Kings," instrumental trio, broadcast before record crowds daily during the five day fair.

KRNT Theater Opens; Attendance Mark Set

(Continued from Page 1)

and rode to the theater entrance where hundreds awaited official party's arrival.

Governor and Mrs. Kerr, who had flown to Des Moines in their plane, Governor and Mrs. Robert D. Blue, Iowa, and other dignitaries were interviewed at entrance in KRNT premier broadcast.

Setting New Record

With seating capacity of 4,200 at the jammed KRNT radio theater, "Oklahoma" broke own national box-office record and opened week's engagement that tops all one-week attendance records in history of legitimate theater. The previous world's record of \$64,364.75 was grossed by "Oklahoma" last October in Hartford, Conn. Advance ticket sales in Des Moines passed that total three days ago and reservations still pouring in.

At Municipal airport, where Sooner Chief's C-47 plane landed, reception committee included Iowa Governor Blue, Mayor John MacVicar, Des Moines, Brig. Gen. Charles H. Grahl, Iowa adjutant general, Luther Hill, vice president of Register and Tribune Company of Des Moines, and Phil Hoffman, manager of radio station KRNT.

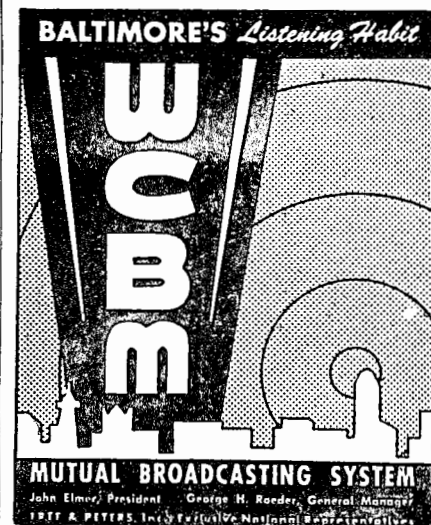
"Oklahoma" is being presented in Des Moines by the Theater National Guild Company, with Peggy Engel as leading lady and James Alexander as leading man.

Lubowe In Guild Theater

Ann Lubowe, who appeared in the original production of "You Can't Take It With You," will appear on the Guild Theater's Sunday night program over ABC which will produce a radio version of the show. Miss Lubowe played the part of Duchess Olga, in the Broadway run.

Manning Clagett III

Manning Clagett, associated with Andrew Older as Washington correspondents of RADIO DAILY, is confined in Georgetown Hospital, Washington, with pneumonia.



Another smash in



SEPT. 14, 1946

... to build a bigger audience for ABC advertisers

For tops in mysteries...



Listen to ABC

AMERICAN BROADCASTING COMPANY



This Is Your FBI

An official broadcast based on newsworthy stories taken from the files of the Federal Bureau of Investigation. A dramatic presentation of authentic cases. (Equitable Life)



Counterspy

Go sleuthing with David Harding, chief of counterspies, as he leads the fight against foreign agents who traffic in the vital secrets of our national defense. (Schutter Candy)



The Sheriff

Laughter brightens the pattern of crime when cousin Cassie heckles Mark Chase, favorite peace officer of millions, with her wry humor. (Pacific Coast Borax)



Gangbusters

Dramatic accounts of famous police cases—tense moments from the nation's album of crime—with comments and inside information by Lewis J. Valentine. (Waterman Pens)



The Lone Ranger

Riding the lawless frontier of the old West on his speedy mount, Silver, the Lone Ranger wastes no time in bringing bad men to swift pioneer justice. (General Mills)



Policewoman

Detective Mary Sullivan, in a program based on her experiences as director of New York's policewomen, shows how feminine intuition often helps solve a crime. (Carter Products)



Dark Venture

Interest-gripping psychological mysteries with unusual twists of plot that are almost guaranteed to keep you guessing to the very last exciting moment of the program.



The Fat Man

Dashiell Hammett's new character—a growing favorite—muscles into tight spots that thin men couldn't squeeze through and solves many a baffling mystery.



William Gargan

As Ross Dolan in "I Deal In Crime," William Gargan is everybody's idea of what a real detective should be—hard-hitting, quick with fast answers, quicker on the draw.



Famous Jury Trials

Exciting moments of authentic trials packed into a taut half-hour of courtroom drama that moves swiftly, keeps you wondering what verdict the jury

IF YOU are one of America's millions of armchair detectives who enjoy nothing more than a good, well-plotted mystery story, you won't want to miss any of the programs shown on this page. You can hear them all—and more besides—on your local American Broadcasting Company station.

Top-flight mystery shows are only one of the reasons millions of folks from coast to coast listen regularly to ABC. There's great radio entertainment of every type on the network week after week. For popular music, you can hear such big-name bands as Paul Whiteman's and Sammy Kaye's. For comedy, listen

to Lum and Abner and Breakfast in Hollywood. In the quiz field try Break the Bank and Try 'n' Feally Me. And two examples of the finest music you can hear on radio are Metropolitan Opera and Festival of American Music.

It's because ABC offers so much to so many—great entertainment of all kinds, as well as all sides of all the news—that you'll find the radio dials in so many of the nation's homes being set on ABC stations.

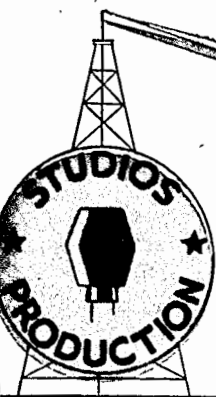
Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience during good time periods are buying time on ABC today. ABC's 207 stations reach all the people who live in 22,000,000 radio homes, located in practically every major market in the U. S.—and economical rates make it possible to reach these listeners at a surprisingly low cost per thousand. If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.

American Broadcasting

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

Note to Time Buyers!



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 52

NEW YORK, THURSDAY, SEPTEMBER 12, 1946

TEN CENTS

FM Production Increases

RDG On AFL Roster; Now Eyes Indie Outlets

AFL President William Green yesterday issued an international union charter to the Radio Directors Guild, jurisdiction of which covers directors of radio and television broadcasts. The RDG, 107th independent AFL union, starts out with a nucleus membership of 1,000, organized into locals in New York, Chicago, Hollywood and Washington, network origination points.

George Zachary, of New York, (Continued on Page 3)

CBS Managers' Clinic Ups Attendance 100%

With the subjects covered in talks, demonstrations and discussions held to be considerably greater in importance this year than last, CBS' Second Program Managers' Clinic which got under way in New York on Tuesday for a 10-day series of sessions reveals an increase in attendance of 100 per cent. Seventy-five station managers, program managers, production directors and other

(Continued on Page 7)

First REC Meet Set For Oct. 3 At Roosevelt

First luncheon meeting of the Radio Executives Club for the 1946-47 season will take place on Thursday, Oct. 3, at the Hotel Roosevelt, it was announced yesterday by Robert D. Swezey, president. Program for the opening meeting has not been definitely set, but will be made known to the membership well in advance of the Oct. 3 gathering.

Swezey, who is vice president and (Continued on Page 2)

Strike Scene

Taking cognizance of the three strikes directly affecting N. Y. City—Maritime, trucking and the hotel and night club musicians—WOR's news and special features division under Dave Driscoll will stage a special program tonight 10:15-10:30 p.m., titled, "Strike Scene in N. Y." Show will be a documented on-the-spot series of recorded interviews and reports.

Next Move

Chicago — The Government's brief against James C. Petrillo, president of the AFM, will be filed here in Federal Judge Walter L. Lubuy's court on Sept. 19.

Mail Order Company Sponsors Tele Quiz

Sears Roebuck and Company, mail order house, yesterday became a television sponsor for the first time when contracts were signed with WPTZ, Philco station in Philadelphia, for presentation of a half hour quiz show for 13 weeks starting tonight.

The show, titled "Sears Visiquiz," will allow both the home audience and the studio spectators to participate for prizes. A recent survey of the station's audience revealed that more than 60 per cent of the television set owners were interested in this type of a show. E. B. Loveman, vice president of the Philco Television Broadcasting Corporation, has revealed.

WINS Power Increase Slated For November

According to present plans, WINS will go 50,000 watts sometime in November. Station purchased from Hearst Radio by the Crosley Corp., which since was bought out by the Aviation Corp. of America, is under the banner of a separate company. The Crosley Broadcasting Corp. of (Continued on Page 7)

CBS Sets Talent Lineup For Institutional Shows

Tentative talent lineup for the special CBS institutional programs for September 22 and 29 which will herald the opening of the new season of radio, was announced yesterday in New York.

Titled "Stars in the Afternoon," the one hour and a half program of Sunday afternoon, Sept. 22, will be emceed by Dinah Shore and Frank Sinatra. The show on the following Sunday will be headed by Ozzie Nelson and Harriet Hilliard. Robert Lew-

Manufacturers Delivering Transmitter Of Post-War Style To Broadcasters On Fixed Production Schedules

Dept. Stores Augment Strike-Made Spot Rush

Department stores yesterday definitely joined the growing avalanche of advertisers seeking radio spot time. Broadcasters offered all assistance possible during the trucking strike emergency. Gimbel has bought spots on WABC, WLIB and WQXR and plans additional air time on WNEW. Official of latter station says it has

(Continued on Page 3)

Minnesota School Teachers Hold Air Conference

Minneapolis — Minnesota school teachers held their first statewide "Teachers Meeting by Air" Tuesday, with a broadcast by Minneapolis School Superintendent Willard Goslin over WCCO.

Minneapolis schools, and a great (Continued on Page 2)

WSB Signs Contract For Fax Equipment

Increasing interest in facsimile by publishers was noted yesterday in the announcement that WSB, owned and operated by the Atlanta Journal, has become a participant in Broadcas- (Continued on Page 2)

Delivery of postwar transmitters by major manufacturers has stepped up considerably the past few weeks with both Federal Telephone and Radio Corporation and General Electric Company reporting sizeable production schedules.

The G.E. plant at Syracuse reported that FM transmitters (Continued on Page 3)

Urges Joint Booking Of Advertising Time

Washington Bureau, RADIO DAILY Washington — Formation of more state-wide combinations of broadcasters for the joint booking of advertising time was urged upon the members of the NAB Small Market Stations Committee, meeting here this week, by Allen Brown, Small Market Stations specialist of the NAB's Broadcast Advertising Division. Brown spoke of the success of (Continued on Page 3)

Cosman Back At WPAT As President Of Station

Paterson, N. J.—James V. Cosman, recently released from the navy after four years service, has resumed his duties as president of WPAT. Station's chief is supervising plans for (Continued on Page 2)

Career Girls

Seventy-five per cent of the girl contestants for the "Miss America" title at Atlantic City last week signified a preference for professional careers in radio or television, according to a survey. The remaining girls sought careers as professional models or stage actresses. Winner was Marilyn Buford, who has returned to her home in Hollywood, Calif.



Vol. 36, No. 52 Thurs., Sept. 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. 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 Dorechester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. Washington—Andrew H. Older, 6417 Dahlonga Road, Wash. 16, D. C., Phone Wisconsin 3271. Manning Clagett, 2122 Decatur St. N.W., Phone, Hobart 7627.

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

Coming and Going

JOHN HERTZ, JR., chairman of the board of Buchanan & Co., New York advertising agency, has left via TWA Constellation for Hollywood, where he will supervise arrangements for Texaco's new Eddie Bracken show. He'll also look over Buchanan's West Coast offices.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, who spent the early part of this week in New York with the station's national representatives, has returned to the home offices.

PAUL MOWREY, national director of television at ABC, will visit both Philadelphia and Washington, D. C., in the course of a short business trip.

CARL M. DOZER, commercial manager of WCAE, Pittsburgh outlet of ABC, paid a call yesterday at the New York office of the station's national reps.

WYN ELLIOT, master of ceremonies on the "County Fair" program, is expected back today from Presque Isle, Me., where he was visiting with his parents.

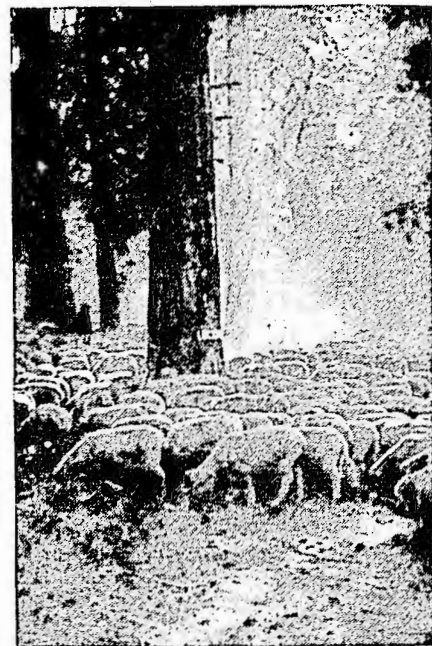
ROGER W. CLIPP, president of WFIL, American network affiliate in Philadelphia, is in New York for conferences at the headquarters of the web.

REMY FARKAS, conductor of the "Record Rarities" program on WQXR, has left for Europe, where he'll visit Paris, Rome, Copenhagen and other musical centers in search of new recordings by foreign artists.

BERT LOWN, station relations chief for Associated Program Service, has returned to New York after making his first official calls on station men along the West Coast.

BUCK CANEL, director of Latin-American programs for NBC's International Division, returned yesterday from Puerto Rico, where he went on a tour of stations, etc., at the invitation of the PR sports commission.

EDITH DICK, station manager at WWRL, has left for a protracted week-end at her summer place in Mastic, N. Y.



End of summer

That's a part of a herd of 1600 sheep, moving slowly back down the mountains to their home range. They're leaving the high, cool cascades . . . for the safety of winter grazing.

Safety. That's a word that's right down our alley.

In Baltimore radio, W-I-T-H, is the safe bet for bigger sales . . . at lower sales cost.

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

Drive your sales picture into a safe pasture . . . protect it against withering blasts . . . put W-I-T-H on that radio list!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

First REC Meet Set For Oct. 3 At Roosevelt

(Continued from Page 1) general manager of the Mutual Broadcasting System, explained that the advisory council and the program committee of the REC would hold a special meeting on Sept. 19 to map final plans for the year's meetings. A tentative schedule has been arranged which will provide for guest speakers, special and various other features.

The new REC president said that membership ballots thus far have shown a strong affinity on the matter of an increase in club dues as placed before them in a recent letter. Complete breakdown of the voting will be made known at the first meeting at the Roosevelt.

WSB Signs Contract For Fax Equipment

(Continued from Page 1) ter's Faximile Analysis and is placing an order for Hogan Faximile equipment. Fifteen newspaper affiliated radio stations are among the total 24 BFA participants. Negotiations for WSB's entry into facsimile were handled by J. Leonard Reinsch, managing director of all stations owned by James M. Cox, Jr.

Cosman Back At WPAT As President Of Station

(Continued from Page 1) expansion under full time operation, a proposed FM station and an experimental television outlet. Cosman, who founded WPAT in 1941, has been associated with the radio manufacturing industry since 1928.

Riggs, ABC Announcer, Leaving To Free-Lance

Glenn Riggs, staff announcer at American Broadcasting Co., since its separation from NBC, who has been announcing "My True Story," "Hall of Fame" and "Stairway to the Stars," has resigned as of September 15 to free-lance. He continues on the "True Story" series and will announce Mutual programs, "Hop Harrigan" and "Boston Blackie." Riggs is under the management of Robert Coe Associates.

To Publish "Whodunits"

Ed Grief of Banner & Grief, public relations firm, announced closing of a contract for the publication of an anthology of radio mysteries to be published early next year by Commonwealth Books. Compilation, tentatively titled "Murder on the Half-hour," will contain several of the most popular "whodunits."

WANTED

Secretary — excellent opportunity for right girl. Call WI 7-6336.



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.

FINANCIAL

(Wed., Sept. 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Minnesota School Teachers Hold Air Conference

(Continued from Page 1) number throughout the state, were delayed in opening because of a polio epidemic. To prevent further delay by summoning teachers for a centralized meeting, Goslin went on WCCO with suggestions for a revised curriculum. Teachers had been notified in advance of the radio session, and many listened in their classrooms.

Dr. Frank Hill, Minneapolis city health commissioner, also discussed medical aspects of the epidemic as they were related to school opening. The program was arranged by W. W. Ziebarth, education director for WCCO.



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

Production Increasing On FM Transmitters

(Continued from Page 1)

were coming off the lines at the rate of about one a day with 50 deliveries to broadcasters and newspapers already made. Orders for 150 transmitters from all parts of the United States have been received, James D. McClean, division manager of sales, said.

A production schedule of three (3-kilowatt) transmitters a week is being maintained by Federal Telephone and Radio Corp., Norman E. Wunderlich, executive sales director, reported, with 16 deliveries to broadcasters to date. Mr. Wunderlich added that about 50 orders for transmitters remain to be filled.

Stations Listed

Listed among the radio stations who have received delivery of Federal equipment are: KOAD, Omaha; KWK, St. Louis; WWL, New Orleans; WSAP, Portsmouth, Ohio; WJLS, Beckley, W. Va.; WBEN, Buffalo, W. Va.; WMBS, Uniontown, Pa.; WHBP, Reading, Pa.; WHIS, Bluefield, W. Va.; WPAD, Paducah, Ky.; WMBH, Joplin, Mo.; WMRC, Greenville, N. C., and WTCN, Minneapolis.

Both Radio Corp. of America and Westinghouse are also producing FM transmitters. Figures on delivery of transmitters and their production schedules were not available last night. RCA, however, reported first deliveries scheduled for next month and full production before the end of the year.

Capital Sees FM Production

Washington Bureau, RADIO DAILY

Washington—Although detailed information is lacking here, it is confidently predicted both at RMA and elsewhere in Washington that September is seeing the first large-scale production of FM receivers. "Large-scale," it appears, means that a great portion of the console sets being turned out this month by leading manufacturers will contain FM as well as AM bands.

Straight FM sets are still far in the future, apparently, with hardly a trickle of production on AM-FM combinations in table models.

Result is that, for the present, at least, opportunity to buy FM reception will be limited to those in the middle and upper-income brackets.

IT WAS A NICE SUMMER

But now, after a well earned rest one of radio's top producer-directors with a long list of top ranking shows to his credit is ready for a new assignment. If interested write Box 214, Radio Daily, 1501 Broadway, New York 18, N. Y.

Dept. Stores Demand Spots; Strike-Made Rush Continues

(Continued from Page 1)

nothing to offer except sponsorship of sustaining shows and that Hearn's and Bloomingdale's also have signed for sponsorship of regular sustainers.

Other stores buying spots on WQXR are Hearn, Mary Lewis, Bloomingdale and Tailored Woman. Macy is participating in three shows over WOR—"Breakfast With Dorothy and Dick" at 8:15 a.m.; Bessie Beatty at 10:15 a.m. and Martha Deane at 3 p.m. Store bought time for Wednesday and Thursday and probably will continue if strike lasts.

Movie Firms Favored

WJZ and WEAF report negotiations with department store advertisers. Both stations are granting as much time as possible to movie companies, with WEAF broadcasting announcements for 20th Century-Fox, Paramount, United Artists and Warners.

Twentieth Century-Fox is reported to have bought all available air time it could get on New York stations to plug "Home Sweet Homicide" which opened at the Roxy yesterday. Fox bought WEAF's Washington commentary Tuesday at 11:15 p.m., and probably will repeat tonight.

RKO neighborhood theaters will sponsor "Five Star Final" over WMCA at 7:15 p.m., tonight, which

film houses also bought Tuesday. A WMCA official reveals that film companies and theaters are now showing concern about next week and seek additional time several days in advance.

WLIB has been approached for spot time by night clubs as well as retail stores. Station already has signed the 400 Club for a series of spots.

WHN announces that the temporary business continues on the upswing, while WINS reports that the trend has become more intensive every day this week. WOV official says that both station-break and participating-show announcements have increased, with the result that advertisers have been turned away.

WNYC has momentarily overlooked its strictly non-commercial policy, and as a public service announces movie screenings, legitimate shows and performances at City Center, Town Hall and Carnegie Hall. Entertainment line-up is broadcast on "Around New York Today" program at 8:45 a.m. daily. Answering a plea by the city health commissioner, WNYC also is urging housewives to return empty milk bottles to stores and dairies since supply of containers has dwindled rapidly.

Urges Joint Booking Of Advertising Time

(Continued from Page 1)

these state "nets" in Wisconsin, Oklahoma, North Carolina, Arizona, Iowa and Mississippi, and mentioned that state-wide distributors of consumer goods and public utilities are especially good customers for such combines. In addition he said these groups have been used widely by bakeries, flour millers, soft drink companies and meat packers. He said in most cases spots are sold centrally, although timed locally.

Brown also urged that small market operators call upon the NAB Small Market Stations Division for all possible aid.

Doherty Introduced

Richard Doherty, new head of the NAB's Employer-Employee Relations Division, introduced to the committee for the first time, promised that his division will "service all stations with employment information regardless of whether or not they have union problems." He added that the office will probably be sending out suggestions for the bettering of labor relations from time to time.

Doherty added that his office is now studying the standard IBEW contract, and urged that all members contact him before signing any new employee contracts. Over 150 members have availed themselves of service from the NAB office this year, he said.

Brown reported also that the long-awaited report on the Joske Clinic now is on the press in New York, although delayed by print shop labor

RDG On AFL Roster; Now Eyes Indie Outlets

(Continued from Page 1)

temporary president of the union, said it will proceed at once to organize radio directors in local stations throughout the United States and Canada. The total potential membership of the union approximates 5,000, he said.

"The issuance of this charter," Green said, "completes the framework of AFL organization of all those engaged in the radio broadcasting industry. It means 100 per cent unionization around the microphone."

Green pointed out that RDG has received pledges of support from all other AFL unions in AFRA and AFM.

Charter members of the Guild, besides Zachary, include Edward Byron, New York, vice-president; Burr Lee, Chicago, vice-president; Paul Franklin, Hollywood, vice-president; Earl McGill, New York, secretary; Lyle Barnhart, Chicago, treasurer; Thomas Freebairn-Smith, Hollywood; Lawrence Beckerman, Washington; Theodore Corday, New York, and Newman H. Burnett, New York.

trouble. Copies will go to all NAB members, as well as to all members of the National Retail Drygoods Association.

The Small Market Stations meeting at the October convention in Chicago is scheduled for 12:15 p.m., Wednesday, October 23. Small Market Station headquarters at the convention will be on the eighth floor of the Palmer House.

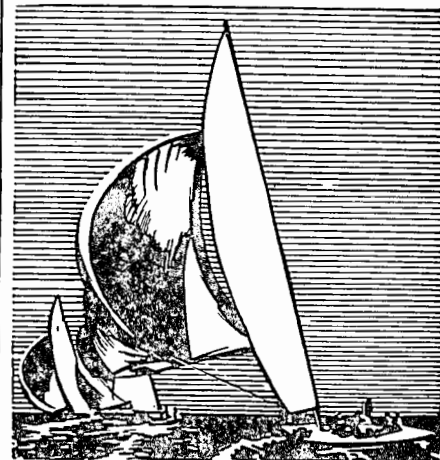
Columbia Sets Talent For Seasonal Salute

(Continued from Page 1)

tra, Joan Davis, Dick Haymes and Helen Forrest, members of the "American Melody Hour" cast. In addition, there will be special sketches from such programs as "Inner Sanctum," "Crime Doctor," "Crime Photographer," "Adventures Of The Thin Man," "Adventures Of Sam Spade," "Dr. Christian," "Radio Reader's Digest," "Blondie," "Lux Radio Theater," "Screen Guild Players."

Schedule For Sept. 29

September 29—Ginny Simms, Jack Carson and Arthur Treacher, Fanny Brice (Baby Snooks), Gene Autry, Mel Blanc, Eddie Bracken, Hildergarde, Phil Baker, Artur Rodzinski of the N. Y. Philharmonic-Symphony. In addition, there will be special editions of: "Big Town," "It Pays To Be Ignorant," "Your Hit Parade," "Hollywood Star Time," "Academy Award," "Vox Pop," "Mayor Of The Town" and "Information Please." Three CBS newsmen will also be heard. They are Robert Trout, William L. Shirer and Ned Calmer, all leading analysts.



a fair wind

adds to the speed of the boat and the pleasures of sailing. But in fair winds or foul, good times and bad, Weed and Company's large staff of experienced representatives consistently achieves maximum results.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood



Give the SMALL SPONSOR

Big shows can pull the local sponsor with the limited budget out of the "little man" class. And with Capitol's new Transcription Service, *YOU* can build BIG shows!

Hit tunes, big names, sparkling programming aids . . . all the "class" and sales punch of live-talent network shows. That's your *new approach* to the local sponsor. With Capitol Transcriptions, you offer him Hollywood's greatest entertainment! You give him *more* for his money!

And that's not all. Every Capitol Transcription show glitters with its own specially-arranged opening and closing musical themes. Many shows bring spoken remarks by the featured artists themselves . . . and are enriched by brilliant musical interludes to background your commercials.

MORE THAN 2000 SELECTIONS

To the basic library of 2000 selections, Capitol guarantees to add a minimum of 50 additional numbers each month. (Bonus! . . . production plans indicate not 50 but 70 monthly releases!)



A COMPLETE FORMAT SERVICE

As a time-saver to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for more than 400 different shows come to you each month.



Every Capitol Star Is

BIG Show!

BIG-NAME BANDS

BILLY BUTTERFIELD	STAN KENTON
DUKE ELLINGTON	GENE KRUPA
JAN GARBER	EDDIE LeMAR
SKITCH HENDERSON	ENRIC MADRIGUERA
PEEWEE HUNT	ALVINO REY



BIG-NAME SINGERS

JUNE CHRISTY	KING SISTERS
HAL DERWIN	PEGGY LEE
DINNING SISTERS	JOHNNY MERCER
CAROLYN GREY	



BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND	DEL PORTER AND HIS SWEET POTATO TOOTERS
FRANK DEVOL'S POP-CONCERT ORCHESTRA	JUAN ROLANDO
KING COLE TRIO	DICK SHANNON'S ALEUTIAN FIVE
DANNY KUAANA'S HAWAIIANS	PAUL WESTON



BIG-NAME WESTERN

SHUG FISHER	TEX RITTER
WALLY FOWLER	MERLE TRAVIS
JACK GUTHRIE	WESLEY TUTTLE
KARL & HARTY	UNCLE HENRY'S ORIGINAL
OAK RIDGE QUARTETTE	KENTUCKY MOUNTAINEERS



*Send for a
Recorded Demonstration!*

Hear all the features that make the Capitol service excitingly different! Capitol will be glad to send you a demonstration transcription on request.

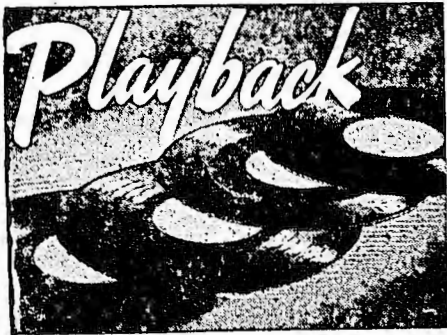


PROGRAM SERVICE

FROM HOLLYWOOD

SUNSET AND VINE

Audience Builder ★ ★ ★



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 banner 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 Plattsburgh, 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.

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



California Commentary. . . !

● ● ● Jo Gilbert, who has appeared on 3,000 network shows in the past nine years, was chosen for a leading role in "Today's Children," a Carl Wester program, after 58 candidates had tried out for the part. Miss

Los Angeles Gilbert started her radio career in Chicago nine years ago and came to Hollywood five years ago.

. . . Harley Humes has joined the general staff of the Smith, Bull and McCreery Agency. Recently a captain in the photographic division of the Army Air Corps, Humes was captain of the UCLA basketball team before entering the service. He will be assigned to work on sports accounts, including the Los Angeles Rams professional football team. . . . As a result of substituting for Hob Hope as emcee at the Hollywood Bowl musicians' benefit, Danny Thomas, debuting in MGM's "The Unfinished Dance," has had three attractive radio offers. Thomas was a Chicago and New York nitery favorite for 10 years before coming to Hollywood. Last year he was "Dingle" on the Fanny Brice show.

☆ ☆ ☆

● ● ● Red Skelton has a cigarette package-size camera, which needs no extra light, makes no noise and can be concealed in the palm of the hand. He recently used it at the golf open at the California Club. . . . Roger Price, who toured the South Pacific and Germany with Bob Hope, says, "So many radio people are fixing up packages, they are thinking of organizing it into a national campaign—sort of a 'Bundles for BBD&O'." . . . There's a new "Little Beaver" traveling the tumbleweed country with "America's famous fighting cowboy." Succeeding Henry Blair as "Red Ryder's" small Indian pal in the Don Lee Network series is 10-year-old Johnny McGovern, who started his theatrical career with USO shows at Fort Lewis, Wash. The family moved to Hollywood when Johnny was 7.

☆ ☆ ☆

● ● ● Maurice Hart, mentor of KFVB's early morning "Start The Day Right" program, claims some sort of a record. In 58 minutes he answered 83 telephone calls and acknowledged the names of the callers and their requests on the air. He played 12 records all the way through, gave 15 time checks, played four transcribed announcements, ad-libbed five live announcements, had his secretary read and criticize four letters from listeners over the air and still had time to eat one peach, one doughnut and drink two cups of coffee during the program. . . . David Martin Dehn, seven-week-old son of Ginny Simms and Hyatt Dehn, behaved like a camera veteran when he faced some 16 photographers recently. His premiere sitting for news and magazine staff members lasted more than an hour, but the infant remained calm and content. His only reaction to the limelight was the customary wink as the bulbs flashed.

☆ ☆ ☆

● ● ● KWKW carried a two-hour broadcast of the national tennis championship matches at Forest Hills, L. I., Sept. 7 and 8. . . . Mel Blanc, star of his own comedy show on CBS, is responsible for some 90 per cent of the cartoon voices screened by Warner Bros. His is probably the most versatile comedy voice in town. . . . Don't mention vital statistics to Charles Vanda, producer of Columbia's "Intrigue" series—he had trouble with them recently. . . . First crisis was the replacement of Virginia Bruce, originally scheduled for the lead, because of her much-heralded marriage to Ali Ipar. Just out of that emergency, Vanda had to rearrange rehearsals again because Frances Robinson, supporting actress, had to be in court to receive her final divorce decree.

SOUTHWEST

BOB TOBEY, promotion manager of **KNOW**, Austin, Texas Station outlet, leaves for a much earned rest, returning to the station some time this month.

Gene Cagle, president of **KFJ** Fort Worth and of the Texas State Network back at his desk following a business trip to New York City.

W. Poundstone Jackson, promotion manager for the Texas State Network flew up to San Angelo for a visit with Lewis O. Seibert, general and station manager of **KGKL**.

John W. Scott, **KABC**, San Antonio news chief spoke at a recent Galveston Rotary Club meeting on "Guard, America". Scott was invited to speak before the club after club members wrote in to **KABC** following his broadcast on atomic power.

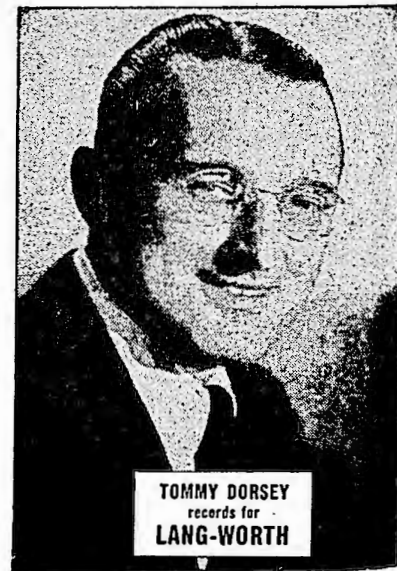
James R. Curtis, president of **KFRO**, in Longview, left last week for Washington where he will attend a committee meeting of the National Small Market Stations Executive Committee, of which he is a member.

Application has been submitted to the FCC by **KPAC**, Port Arthur for a daytime power boost from present 1000 watts full time to 5000 watts daytime and 1000 watts nighttime. Station operates on 1250 kilocycles.

Clingsmith Jewelers of Fort Worth are airing a new series of programs over **KGKO**, Fort Worth titled "Vocal Varieties". Program features transcription "Hi-Lo-Jack and the Dame", "The Three Smarties", "College Club" and the Allan Roth Choir.

New Brunswick Station

Saint John, N. B.—Towers for a new broadcasting station are being completed near Maclaren's Beach, about five miles west of Saint John, New Brunswick. The studio will be in the city of Saint John. Ownership of the new station has not been made officially known, but it is reported to be divided between K. C. Irving, N. and L. W. Lingley. The new station will compete with **CHSJ**.



TOMMY DORSEY
records for
LANG-WORTH

COAST-TO-COAST

MARYLAND — FREDERICK — Murray L. Goldsborough, WFMD salesman, and Colonel D. John Markey, Republican nominee for the U. S. Senate in Maryland, have originated an idea of one-minute broadcasts as pattern for Navy's GOP. Candidates prepare six night speeches at a time, compress into script which can be read in a minute, cut them on transcript with own voice and distribute to stations participating. WFMD has been adopted for all party's candidates.

MISSOURI — KANSAS CITY—KCMO's "Home Town" program guested Mrs. W. C. Ziegler, only major winner in Kansas area in recent Libby McNeil "My Story" contest, and R. C. Turner, assistant sales manager of local Libby McNeil office. . . . KCKN production manager, George Stump back at his desk after two weeks vacation. Sales Manager also returned from vacation. Two new additions to KCKN music program, namely Naomi Mahan and Jeanne . . . Arrival of Abbott & Costello Municipal Airport, Kansas City, set in on a mammoth parade, squiring Bud around town in bright red jeeps. comedians appeared on KCKN's "Noon Clock" as guests of emcee Wayne . . . Jean Hoare leaves KCKN this for wedding bells and Phyllis Flora departs continuity department for at agency writing in Chicago.

WABD, WNEW To B'cast ATW Veterans' Shows

The Professional Veterans Program of the American Theater Wing is presenting its various workshop classes in radio and television with the announcement yesterday that WNEW and WABD would broadcast programs as part of the fall semester which gets under way the end of this month.

WNEW Sets 15-Min. Show WNEW is offering time and technical aid to the ATW for a 15-minute weekly program to be aired on Wednesday nights from 9 to 9:15, beginning Sept. 25. Approximately 16 students will take part in this phase of the radio workshop, and under the supervision of Earl McGill, will provide talent, production and direction for the series. George Waller will assist McGill in this capacity. Fred Hoffman will head the "advanced radio writing" class, from which the program may draw scripts being written over WNEW. Students will be invited to submit manuscripts for consideration and broadcast. Nathan . . . a veteran radio and movie

AVAILABLE

Copywriter—four years' station experience—radio and television. College degree. Desires job with station or agency. Complete brochure of samples and background on request. Box 215, Radio Daily, 101 Broadway, New York 18, N. Y.

Columbia Managers' Clinic Increases Attendance 100%

(Continued from Page 1)

executives are attending this week's sessions, and total registration for the three clinics is 170, as against 85 last year.

The clinics are under the supervision of William Fineshriber, assistant director of programs; Roy Langham, assistant to the director of programs, and Robert Kennett, manager of program relations.

Talks, determined by an advance poll of station executives, have been delivered by Davidson Taylor, vice-president and director of programs; Elmo C. Wilson, director of research; J. L. Van Volkenburg, general sales manager, Radio Sales; H. A. Chinn, chief audio engineer; Dr. Phil Eisenburg, research department; T. D. Connolly, director of program promotion; George Crandall, director of press information; Horace Guillote, manager of network operations; Wendell Adams and John Dietz, directors; Herschel V. Williams, Jr., director of commercial program development; Gilson Gray, director of editing department; Robert Kennett, manager of program relations; Walter "Red" Barber, director of sports; G. R. Swift, program director of WABC; Robert Lewis Shayon, producer-director; Elwood Hoffmann, script editor, program writing division; Dr. Cabell Greet, CBS speech consultant; Oscar Katz, associate director of research, and Tore Hallonquist, chief of program analysis division.

Those attending this week's clinic are:

- William J. Adams, WHEC, Rochester, N.Y.; Lionel Baxter, WAPI, Birmingham, Ala.; David Baylor, WGAR, Cleveland, Ohio; Ferdinand F. Biondi, CKAC, Montreal; Fred Bock, WADC, Akron, Ohio; Robert W. Booth, WTAG, Worcester, Mass.; Richard A. Borel, WBNS, Columbus, Ohio; Harry Brawley,

expert, will supervise the sound, etc.

WABD, the Du Mont television station in Wanamaker's Dept. Store, will air half-hour programs, written, produced and directed by students in the video classes of AWT. Services and facilities are being furnished by Du Mont officials in the same manner as WNEW. Bob Loewi of the WABD staff will supervise this phase of the workshop.

It was also announced yesterday that in addition to Worthington Miner, CBS video executive, Paul Mowrey director of ABC television, and Harvey Marlowe, executive producer will lecture students in the AWT video class.

Send Birthday Greetings To September 12 Helene Daniels Ella Mae Morse John G. Gude Miriam Traeger Eddy Howard John Taylor Richard Maxwell Jack Treacy

- WCBS, Charleston, W. Va.; A. J. Brissette, WTAG, Worcester, Mass.; Edward H. Bronson, WJEF, Grand Rapids, Mich.; Stan Lee Broza, WCAU, Philadelphia, Pa.

- Also Bill Bryan, KOMA, Oklahoma City; Sam Carey, WIRVA, Richmond, Va.; Roderick B. Cupp, KMBC, Kansas City, Mo.; Henry Dupre, WWL, New Orleans, La.; Richard E. Fischer, WHAS, Louisville, Ky.; Raymond Gantler, WFBL, Syracuse, N. Y.; F. H. Garigus, WEEL, Boston, Mass.; Carl George, WGAR, Cleveland, Ohio; Roy George, KRFD, Dallas, Tex.; Raymond G. Girardin, WEEL, Boston, Mass.; Gordon Graham, WABC, New York; Douglas B. Grant, WMT, Cedar Rapids, Iowa; Walter B. Haase, WDRC, Hartford, Conn.; H. L. Hageman, WADC, Akron, Ohio; A. H. Hayes, WABC, New York; Ed Hoerner, WWL, New Orleans, La.; K. B. Hoffman, WGR, Buffalo, N. Y.; Thad Holt, WAPI, Birmingham, Ala.; Karl Janssen, KTUL, Tulsa, Okla.; Irwin Johnson, WBNS, Columbus, Ohio; Don Kelley, WBBM, Chicago, Ill.; Lew Kent, WKRC, Cincinnati, Ohio; Stanton P. Kettler, WMMN, Fairmont, W. Va.; Worth Kramer, WJR, Detroit, Mich.; Phil Lalonde, CKAC, Montreal, Que.; Edmund J. Linehan, KSC, Des Moines, Iowa.

- Also Lowell H. MacMillan, WHEC, Rochester, N. Y.; Burt McKee, Jr., WAPI, Birmingham, Ala.; Wes McKnight, CFRB, Toronto, Ont.; William Malo, WDRC, Hartford, Conn.; Hazel Markel, WTOP, Washington, D. C.; Ken Marsden, CFRB, Toronto, Ont.; Cecil D. Mastin, WNBC, Binghamton, N. Y.; L. A. "Jiggs" Miller, KFAB, Omaha, Neb.; Franklin Mitchell, WJR, Detroit, Mich.; Paul Ollphant, WLAC, Nashville, Tenn.; Harvey Olson, WDRC, Hartford, Conn.; Geer Parkinson, WBNS, Columbus, Ohio; H. R. Pierson, WFMM, Indianapolis, Ind.; Walter Preston, WBBM, Chicago, Ill.; Robert Provan, WDRC, Hartford, Conn.; Bob Pryor, WCAU, Philadelphia, Pa.; William B. Quarton, WMT, Cedar Rapids, Iowa; Dick Redmond, WIIP, Harrisburg, Pa.; Charles Roberts, KLZ, Denver, Colo.; Jack Sexton, KMOX, St. Louis, Mo.; Lester Spencer, WHIO, Dayton, Ohio; Robert Strigl, WGR, Buffalo, N. Y.; Dick Swift, WABC, New York, N. Y.; Hugh B. Terry, KLZ, Denver, Colo.; Chester Long, WBNS, Columbus, Ohio.

- Also Gene Trace, WKBN, Youngstown, Ohio; Owen F. Uridge, WJR, Detroit, Mich.; Norman White, WJR, Detroit, Mich.; Martin Deane Wickett, WTOP, Washington, D. C.; Bob Wilson, WADC, Akron, Ohio; Roy Wooten, WREC, Memphis, Tenn.; E. W. Ziebarth, WCCO, Minneapolis, Minn., and Gene Wilker, WCCO, Minneapolis.

WINS Power Increase Slated For November

(Continued from Page 1)

which James D. Shouse is president. Currently the station is operating on 10,000 watts.

FCC approval for the 50 kw was given WINS just before the war and at least two transmitters enroute to the station were requisitioned by the government during wartime. New transmitter however, was built by the Crosley engineers and is expected to be set up for operation shortly. Only hitch now is the FCC determination of the directional status of the antenna. Daytime direction has been okayed, but the night-time arrangement still has to be approved. It is presumed that this will entail no great difficulty.

WINS as a 50,000 watter will give New York City its sixth 50 kw outlet. Four are key stations of ABC, CBS, NBC and MBS, being WJZ, WABC, WAAF and WOR respectively. WHN is an independent 50,000 watter and WINS will make it the second such indie in the city. WNEW has an application pending to go 50,000 watts.

AGENCIES

DAVID O. ALBER ASSOCIATES, Inc., have been retained by the Sweets Company of America to handle publicity and promotion for Tootsie Rolls, in connection with the 50th anniversary of the candy.

KEN KEAR has joined the radio department of Federal Advertising Agency as a writer, it was announced this week. He has written commercials and continuity for several stations throughout the country, including WEVD, New York, and WHLD, Niagara Falls.

W. R. DENNING, JR., recently discharged from the Army, has returned to the New York office of Sherman & Marquette, Inc.

ABERLE, Inc., effective Oct. 1. Philadelphia manufacturers of women's hosiery, have appointed the M. H. Hackett Company to handle their advertising.

THE ADVERTISING AND SELLING COURSE, sponsored by the Advertising Club of New York, will have a clinic on sales training with R. S. Evans, vice-president of General Screen Advertising, Inc., as director. Among those who will serve as leaders at the various meetings are: F. K. Doscher, vice-president in charge of sales, Lily-Tulip Cup Corp.; Herbert Frank, personnel manager of field organization, General Food Sales Company; Ladson Butler, sales training consultant; L. T. White, sales promotion manager, Cities Service Oil Companies, and T. Spencer Knight, Royal Crest Sterling Company, Newark, N. J.

SPENCER HARE, publicist, is now operating from his new address at 141 West 54th Street, New York.

ELLSWORTH C. BENNETT, after 37 years with McCann-Erickson, is retiring from active association as a vice president and director. Robert J. Calvin has been appointed an account executive at Benton & Bowles. He formerly was with BBD&O.

TIMKEN ROLLER BEARING CO., Canton, Ohio, has engaged Batten, Barton, Durstine & Osborn, Inc., to place its advertising. Contract goes into effect Jan. 1, 1947.

AVAILABLE Advertising and Promotion Director seeks new connection. Prize winner in national competition; 15 years' experience radio, business and television. If your station needs a promotion hypo contact this man. Write Radio Daily, Box 216, 1501 Broadway, New York 18, N. Y.

THANKS FOR THE REMINDER
BUT I'M ALREADY SOLD ON
FRED B. COLE.
HAVEN'T MISSED A SHOW
SINCE HE FIRST STARTED

JUST WANTED TO REMIND YOU
IT'S TIME TO LISTEN
TO THE
"CARNIVAL OF MUSIC"
ON WHDH



YES, THERE'S A CARNIVAL OF SALES IN

THE CARNIVAL OF MUSIC

with **FRED B. COLE**

Monday through Saturday 10:00 A.M. to 12:00 Noon

When women start talking about a radio program... that's the show for your sales message! And New England women are talking about and listening to "The Carnival of Music" presented every day from 10:00 A.M. to 12:00 Noon on WHDH.

Tops with New England listeners for years Fred B. Cole continues to supply a program that delivers — entertainment for listeners — sales for you.

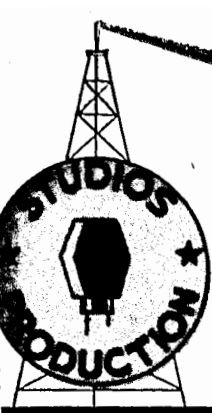
Get them talking about your product. Tell them when they're in the mood to listen. Join the Carnival of Sales on the "Carnival of Music."

For further details, write or see a John Blair man.

WHDH

6 ST. JAMES AVE., BOSTON, MASS. • 5000 WATTS • 850 ON THE DIAL

Represented by John Blair & Company



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 53

NEW YORK, FRIDAY, SEPTEMBER 13, 1946

TEN CENTS

Biz Optimism Nation-wide

Indie Broadcasters Banding Together

Independent broadcasters, who comprise a minority group among the members of NAB, are reported banding together in a new organization to present their problems at the forthcoming NAB convention in Chicago.

The broadcasters seek clarification of BMB standards as it affects them in the New York, Chicago and Los Angeles markets and will make issue of it on the convention floor, a spokesman declared. They are also perturbed over the increasing number of AM and FM licenses granted by the FCC and will voice their opinions at the convention.

All-Purpose Instrument In Production In New York

Production of a new cabinet model radio, phonograph, television instrument which will feature a 21-inch projected screen picture is getting under way this month at the United States Television Manufacturing Corp. in New York, it was announced yesterday. The new instrument, produced to retail at \$1,950, will include AM, FM and shortwave radio as well as a record reproducer.

Gov't Given Until Sept. 30 To File Brief Re Petrillo

Chicago—Judge Walter Labuy has extended until Sept. 30 the deadline for the filing of the Government's brief charging James C. Petrillo, president of the AFM, with violation of the Lea Act.

Barber's Boner

Red Barber thought Wednesday would be a dull day at Ebbets Field, Brooklyn, so he allowed his co-worker, Connie Desmond to go home during the sixth inning of the Dodger-Cincy game. Red's decision was wrong for when he finished his WHN broadcast it was well after 7 p.m., and the game had gone to a 19-inning scoreless tie.

Commission Reports 7 New AM Requests

Washington Bureau, RADIO DAILY
Washington—Receipt of seven new AM applications was reported yesterday by the FCC, including two from one applicant. The New Mexico Broadcasting Co., of Albuquerque, has applied for two 250-watt stations, unlimited time, in Roswell, on the 1340 band and in Clovis, on the 1450 band.

From the West also came applications from Frank Helm to operate in Modesto, Calif., with one kilowatt, unlimited, on the 1300 band, and the

(Continued on Page 3)

New U. S. Radio Station Being Set Up In Berlin

The War Department reported yesterday that testing is under way on the new U. S. Radio Station in Berlin, expected to improve coverage of the city and surroundings for American programs. Radio Bremen, it was

(Continued on Page 2)

Summer Slump In Key Centers Ended; West & South Stability Shown In D. Of C. Statistics

Heavy Reservations For Ad Club Affair

Early reservations indicate that the season's first Celebrity Luncheon of the Advertising Club of New York scheduled for next Wednesday will have a turnaway attendance, Eugene Thomas, president of the club, reported yesterday. The luncheon will feature an address by John V. L. Hogan, president of Radio Inventions, Inc., and a demonstration of facsimile

(Continued on Page 3)

Improved Wire Recorder Developed For WRC Use

Washington Bureau, RADIO DAILY
Washington—Spot coverage by WRC will be stepped up as the result of delivery this week of the latest model wire recorder. Manufactured to NBC specifications by the Armour Research Institute in Chi-

(Continued on Page 2)

Mutual Sets Schedule For "Game Of Week"

Mutual's "Game of the Week" football broadcasts, sponsored by the Army Recruiting Service, will open on Sept. 28 with the grid clash between Notre Dame and the Univer-

(Continued on Page 2)

With radio's summer slump a thing of the past, prospects for fall and winter business appear bright among broadcasters, not only in the north-eastern section of the nation but also generally throughout the key centers of the country, according to a survey conducted by RADIO DAILY.

Among factors are the return of most of the big network sponsored shows; new interest in the transcription field as indicated by the Bing Crosby-Philco deal on ABC and the

(Continued on Page 5)

Practical Jokers Jam Texas Quiz Programs

San Antonio—Police and telephone company investigators have been asked by radio stations to break up a gang of juvenile practical jokers who have played havoc with four telephone quiz shows heard on local stations.

Technique of the juveniles is to se-

(Continued on Page 6)

State Dept. Negotiating For Algiers Station Deal

Washington Bureau, RADIO DAILY
Washington—The State Department's office of international information and cultural affairs is prepared to discontinue broadcasts over Radio Algiers December 31, unless some agreement is reached with the

(Continued on Page 6)

Dance Bands In Several Cities Walk Out At Petrillo's Order

On orders of James C. Petrillo, president of the AFM, orchestras playing in the Hilton, Kirkeby and Statler Hotel chains throughout the country, went on strike yesterday in sympathy with the current strike of Local 802 musicians in New York.

Hotels affected were the Hilton Hotels in Dayton, Ohio; Los Angeles, Albuquerque, N. M., and Long Beach, Calif.; the Statlers in Washington,

Boston, Buffalo, St. Louis, Cleveland, Detroit and Pittsburgh, and the Kirkeby in Philadelphia. Chicago hotels of the three chains have been without music since Labor Day.

The orders cancelling music in hotels of the various cities, affected local radio programming in most instances. Hotel bands, carried as sustaining musical features, had to be replaced by other programs.

Fan(tastic) Mail

Here are some of the names by which well-meaning but careless radio fans confuse the N. Y. post office when they address Lydia Perera, writer of NBC's "Story to Order," heard Sundays at 9:15 a.m. Among other things, she is called Leilabeer, Bolivia, Letitia, Lildia, Littery, Lideau and Elebia. Often this single name is followed only by "New York."

P. A. Passout

Paper shortage in New York as a result of the trucking strike cut the flak from the Mutual web's press department yesterday to three pages of mimeographed copy. WOR, network's New York outlet, went them one better. The station turned out four pages of copy on current programming. Press boys say other departments took most of the mimeo stock.



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

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

FINANCIAL

(Thurs., Sept. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	175 3/8	174	174 3/4	- 1/4
CBS A	33 1/4	32 1/2	33	+ 3/8
CBS B	33 1/8	32	33 1/8	+ 1 3/8
Farnsworth T. & R.	10	9 3/4	9 7/8	+ 1/8
Gen. Electric	39 5/8	38 3/4	39 3/8	+ 3/8
Philco	24	23 1/2	23 3/4	- 1/4
RCA Common	11	10 5/8	10 3/4	+ 1/4
Stewart-Warner	16 7/8	16 3/8	16 1/2	- 1/8
Westinghouse	27 1/2	26 3/4	26 7/8	- 1/8
Zenith Radio	23 1/2	22 1/2	23 3/8	...

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	7 3/8	7 1/4
OVER THE COUNTER		
DuMont Lab.	6 3/8	7 1/8
Finch Telecomm.	8	9
Stromberg-Carlson	14 1/2	16
WCAO (Baltimore)	37	...
WJR (Detroit)	34	...

Kid Quizzers

Nine-year-old Joan Lazer and 11-year-old Richard Leone comprise a chatter team debuting on WNEW Sunday show Sept. 15 at 3 p.m., titled, "Cookies and Milk with Jack and Jill." Thirty-minute sustainer will present the pair discussing subjects which seem to baffle more mature heads. However, two youngsters reportedly were chosen for program on basis of their normality rather than any leaning toward genius.

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Coming and Going

EDGAR KOBAK, president of the Mutual network, is spending today and tomorrow in Chicago. He'll follow up this with a two-day visit—next Tuesday and Wednesday in Washington, D. C.

JOE COOK, sales promotion manager of KDAL, Duluth, Minn., outlet of CBS, is in New York arranging a keynote "stunt" for the station's new fall network programs.

RALPH SNELGROVE, manager of CFOS, Owen Sound, Ontario, and G. A. LAVOIE, vice-president and manager of CJBR, Rimouski, Quebec, were callers this week at the Toronto offices of Horace N. Stovin & Co.

JOE B. CARRIGAN, president and owner of KWFT, Wichita Falls, Tex., in Gotham this week on station and network business.

ROBERT G. VENN, general manager of WGBS, Miami, Fla., is vacationing for 10 days in Chicago.

O. L. "TED" TAYLOR, executive general manager of Taylor-Howe-Snowden Radio Sales, and ALEX KEESE, general manager of the organization, have arrived from Texas on business. Taylor conferred yesterday with executives at CBS.

LOU COLE, announcer on WWRL, has left for Stark, Miss., where he'll spend a two-week vacation.

JOHN DALY, Columbia network newsman who today completes two years of reporting via the web's 11 p.m. newscast, leaves tomorrow on a European tour through England, France and Germany. It will be a combined vacation and material-gathering expedition.

J. I. MEYERSON, promotion manager of WKY, Oklahoma City, an affiliate of CBS, was welcomed this week at the New York headquarters of the station's national representatives.

JACK DRAUCHON, president of WSIX, Nashville, Tenn., in conference yesterday with officials of ABC, with which the station is affiliated.

A. E. JOSCELYN, general manager of WCCO, Minneapolis, visited in New York yesterday with Columbia network executives.

DICK WESTERGAARD is in town. He's the general manager of WNOX, Columbia outlet in Knoxville, Tenn.

PATTI CLAYTON, Columbia network singing star, will leave town over the week-end for Detroit, where she will spend two weeks with her family.

WILLIAM CHERRY, owner of WPRO, Providence, has arrived from Rhode Island on a short business trip.

Improved Wire Recorder Developed For WRC Use

(Continued from Page 1)

Chicago, the instrument records one continuous hour of voice transmission on thin piano wire wound on metal spools. Each spool contains 2 miles of .004 wire, capable of recording voice instantly through electrical impulses, and held superior to earlier models for music.

The entire unit weighs less than 40 pounds and is mounted in a metal case the size of an overnight bag. Microphone and recorder can be ready for action in two minutes, with 150 feet of microphone cable. Power is supplied from any 115 volt AC outlet.

In announcing procurement of the recorder, WRC news chief William McAndrew said it will be used to cover news events that have been overlooked as on-the-spot possibilities in the past because of time lost in installing special lines.

Boston Station Signs Dept. Store For Sports Series

Boston—WHDH has signed one of Hub's leading department stores, Jordan-Marsh, as sponsor for the Boston Yankees professional gridiron tilts and the Bruins' hockey clashes to be aired this fall. WHDH, operating from new studios under management of Herald-Traveler newspapers, will broadcast 24 college and pro football games this season.

With sportscasters Jim Britt and Leo Egan at the mike, station schedule includes all home and away games of the Yankees, all Harvard home contests played at Harvard Stadium and featured home games of the Boston College Eagles from Braves Field. Harvard and Boston College intercollegiate games will be sponsored by Atlantic Refining Co.

Mutual Sets Schedule For "Game Of Week"

(Continued from Page 1)

city of Illinois at Champagne, Ill., with Russ Hodges and Bill Brundidge handling play-by-play and color.

Other games and dates are: Oct. 5, Oklahoma A&M vs. Univ. of Texas at Austin; Oct. 12, Duke vs. Navy at Baltimore; Nov. 16, Penn vs. Army at Philadelphia; Nov. 30, Notre Dame vs. Southern California at South Bend, Ind.; Dec. 28, North vs. South All-Star game at location to be announced later.

New U. S. Radio Station Being Set Up In Berlin

(Continued from Page 1)

also reported, has received authorization for more air time—now being on for 50 hours and 43 minutes per week.

Radio is being used widely in the German school system, with the South German Network airing a special series for classroom reception entitled "a century of struggle for democracy."



Ready!

We've been trying to keep away from war pictures . . . but that's such an on-the-nose idea, we hate to toss it aside.

Those boys are ready for a crash landing. They're wearing the latest fire fighting asbestos suits. And here's the point. They don't wait until after the crash to get ready . . . they anticipate trouble.

Our W-I-T-H point is pretty obvious.

If you want to get ready for the battle of brands that lies ahead . . . the "ready" station in Baltimore is W-I-T-H.

It's the successful independent in this big 5-station town . . . and it's W-I-T-H, the independent, that delivers more listeners-per-dollar-spent than any other station in town.

Facts to get you ready are available. Glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REID

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

Commission Reports 7 New AM Requests

(Continued from Page 1)

Meroco Broadcasting Co., to operate in Greeley, Colo., on the 1450 band with 250 watts, unlimited.

Other applications were from the Publix Broadcasting of Charlotte, N. C., to operate on the 870 band with one kilowatt, daytime. Francis M. Fitzgerald, president of the applicant corporation, is presently general manager of WORD, Spartanburg, S. C.—a position he has held since his discharge from the Navy.

KXL Asks Power Boost

The seventh application was from Community Radio Corp., Grand Forks, Neb., seeking the 1400 band with 250 watts, unlimited.

KXL, Portland, Ore., again has tendered its application for a power boost from 10 to 50 kilowatts. This application was here a few weeks ago, but was returned for completion. The Portland station operates on the 750 band.

Returned for completion this week was the application of John H. Stenger, WBAX, Wilkes Barre, Pa., to shift his frequency assignment from 1240 to 590 kc., and up his power from 250 watts to one kilowatt.

WGN, Chicago, has amended its application for an FM station to specify channel 9 instead of channel 4.

Polly Hart Resigns From ABC Station Dept.

Polly Hart, assistant to John H. Norton, vice president in charge of stations for ABC, has resigned, effective immediately, and will go to Cleveland to join her husband in the automotive industry. After 11 years in radio in New York, Mrs. Hart will devote her time to domestic duties.

Tillman Signed

John Tillman, CBS announcer and emcee, who recently returned from Army service to take over the heaviest schedule of sustaining programs of any CBS staff member, has been signed as announcer of the Prince Matchabelli Stradavari program which returns to CBS-WABC Sunday, October 6 at 2:30 p.m., EST. Although Tillman is emcee of "Matinee at Meadowbrook," announcer of "Winner Take All" and "Time to Remember," the Stradavari program is his first post-war commercial. Morse International is the agency for Vick Chemical Co.

New Children's Album

New album of children's records with racial tolerance pitch, produced by Mercury for release this week, debuted over WQXR Saturday. Album, titled "Herman Ermine in Rabbit Town," has narrator John Garfield telling story of white and brown rabbits with moral being rabbits are rabbits. Story series was written by WQXR announcer Malcolm Child.

★ AGENCY NEWSCAST ★

ADVERTISING FEDERATION OF AMERICA will hold its forty-third annual convention at the Hotel Statler, Boston, May 25-29 inclusive, next year, according to an announcement made by Elon G. Borton, AFA president, following a meeting of the board of directors in New York this week. The Advertising Club of Boston, whose invitation was accepted by unanimous vote of the board, will be the hosts. This will be the fourth convention the Federation has held in the Hub City.

GORDON E. PAGE, formerly of Benton & Bowles, and previously with Lennen & Mitchell and N. W.

Ayer, has joined the copy staff of Marschalk & Pratt Co. He takes over the duties of G. W. Freeman, who has been with the agency since 1930. For the last 11 years, the latter has been responsible for creative work on the Standard Oil Company of New Jersey account, chiefly radio. Mr. Freeman is taking a leave of absence to teach courses in advertising and related subjects in Webber College for Women, Babson Park, Fla.

JANTZEN S. A., Argentine manufacturer of Jantzen swim suits, has appointed McCann-Erickson's Buenos Aires office to handle the advertising of their products in that country:

Heavy Reservations For Ad Club Affair

(Continued from Page 1)

transmission by WOR. During the demonstration reproductions of the front page of RADIO DAILY will be received and distributed at the luncheon which will be held at the temporary club room, 30 East 37th Street.

New WLIB Series

Jim Young, newcomer to radio, begins a daily Hollywood strip over WLIB from 11:15-11:30 a.m., starting Sept. 16. Station's program director reports change of format in usual Hollywood gossip show since Young will review educational films, documentaries and foreign pictures.



Drew Pearson

THE DISTINGUISHED COLUMNIST
AND COMMENTATOR

presented
by

Lee Hats

Every Sunday afternoon at 3, over KECA and
the American Broadcasting Company

**WILL ALSO BROADCAST
EVERY SUNDAY EVENING AT 7:30**

over

WARNER BROS.

KFWB

980 ON YOUR DIAL

ANOTHER GREAT PROGRAM FOR SOUTHERN CALIFORNIA'S GREAT INDEPENDENT, KFWB

LOS ANGELES

By RALPH WILK

THE Casebook of Gregory Hood," originally scheduled as summer replacement for "The Adventures of Sherlock Holmes," has received such a tremendous reception from mystery fans throughout the country, that Petri Wine Company has announced a renewal for an indefinite period.

The series, which stars Gale Gordon as San Francisco importer-adventurer "Gregory Hood," will continue in the Monday, 8:30 to 9:00 p. m. PT MBS time spot, states Sydney Gaynor, general sales manager for the Don Lee network.

Net Tollinger produces the "Case Book," which is written in collaboration by Denis Greene and Anthony Boucher.

Fulton Lewis, Jr., veteran Washington commentator for Mutual, was in Los Angeles during last week to attend the hearings of the Senate War Investigating Committee, in connection with contracting and financing of the Latin-American highway project.

Charges of irregularity in the financing and construction of the projected highway to link the Americas were first brought to the attention of the public by Lewis, who conducted his investigation of the project early in 1945, reporting his findings during May in a series of well-documented reports broadcast daily over a three-week period. These same reports have been presented to the Senate Investigating Committee in connection with the present inquiry.

"Sincerely, Kenny Baker," a weekly fifteen-minute message in melody read and sung by the personable tenor of screen, light opera and radio, began for Balian Ice Cream Company over KHJ Saturdays, 12:15 to 12:30 p.m., PT, on September 7.

Red Skelton, with all his troupe of inimitable characterizations, including Willie Lump Lump, Clem Kadiddlehopper, J. Newton Numb-skull and Junior, "the mean widdle kid," returned to the air for his fall NBC show September 10. GeGe Pearson, Verna Felton and Pat McGeehan, all regular members from last year's program, will be back with the comic. Anita Ellis will again handle the vocals and David Forester will direct the 32-piece orchestra. Rod O'Connor will announce.

Ed W. Conklin, formerly of the United Press, has been appointed successor to Pat O'Reilly as day manager of the KNX-CBS News Bureau. O'Reilly is leaving for the Pacific Northwest to do free-lance writing after more than four years at his CBS post.

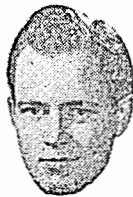
Tomorrow! Hear John Tillman

MASTER OF CEREMONIES

"MATINEE AT MEADOWBROOK"

Saturday, CBS, 5:00 P.M., EDST

"Only hour-long variety show on the air"



Notes From An Aisle Seat. . . !

● ● ● Heard Around Town: Louie B. Mayer trying to sell his racing stable to a New York syndicate. . . Jack Albertson says that Durocher hopes to give it to the Cards in spades this season. . . Guy Lombardo's L. I. Airlines to fly Miami to Puerto Rico this winter. . . The Schubert's are taking to the air to plug their shows. . . Egbert White, senior acct executive at BBD&O and former member of the Board of Directors, retiring soon after 30 years with the agency. . . After hearing the first performance of the Vallee aircr, C. L. Menser accepted it for NBC only after receiving assurance from the agency that the show would be improved. . . Frank Barton new radio director at Federal Advtg. Agency. . . Next comic strip to be made into a movie will be "Terry and the Pirates," whose film rights went to Doug Fairbanks, Jr., for a reported 100 G's. . . Swiss newspapers advertising 1946 Dodges, fluid drive cars, for immediate delivery. . . Bernie Schubert office auditioning Craig Rice's "Time Out For Crime." Rice is one of the hottest of the whodunit scribblers around right now, especially with her picture, "Home Sweet Homicide" just released. . . Evelyn Knight's opening at the Palmer House in Chicago postponed until the musicians' strike is over. . . Mel Blanc says if the newsprint shortage continues, the boys around Toots Shor's will be confined to merely reading one another's thoughts, Gahd forbid.



● ● ● Memo from John L. Sinn, of Frederic W. Ziv: "Glad you're 'sorry to bid Wayne King and Franklin McCormick a seasonal farewell,' but you really don't have to. You can hear them both, along with Larry Douglas and Nancy Evans who were Wayne's vocalists this summer, on our new transcribed Wayne King series which we're releasing this fall."



● ● ● A new firm will be on the market soon with a line of greeting cards in the form of small records with the greeting sung by name performers. . . Sammy Kaye looking for a new male singer to replace Billy Williams, who's going solo. Also looking for a femme quartet. . . Mrs. Viola Burns pinch-hitting on direction of "2nd Mrs. Burton" for 4 weeks, while Wesley McKee vacations. . . Elaine Rost, a permanent member of television cast of NBC's "Face to Face". . . The Ted Friends, who have the first West Coast Husband and Wife show, will also be first H & W to make a series of film shorts on how to be happy tho' married. . . Rob't Q. Lewis has penned a detective opus about murder and mayhem in a recording studio. Is that what disc jockeys think about in their off moments? . . . Doris McWhirt has 28-week contract on the Jack Smith aircr. . . Doris Sharp's super-service at Radio Registry: The other ayem when the phone girl couldn't wake up one of their clients for a show, she hopped into a cab to shake him up personally. . . With H'wood grabbing off so many radio shows, it's a real pleasure to report that there's plenty of movie activity expected here in the east before long. . . E. P. Dutton looking for a book on radio. . . Carl Brisson's description of a ham couple: A guy who thinks he's terrific with a wife who believes he's being modest.



● ● ● Some broadcasters disturbed over a report that U. N. has not been invited to participate in the program of NAB's forthcoming Chicago convention. . . Marlo Lewis, of Blaine-Thompson, handling the entire Democratic gubernatorial advtg. campaign. . . Bill (County Fair) Gernannt in from H'wood for a few weeks. . . Tom Hudson has withdrawn from Teen-Timers stanza. . . Texas Jim Robertson, out of the Marines after 3 years of service, recording for Victor. . . Gen'l Artists have option on Bret Morrison, who does the Shadow, for fall musical or play. . . Kate Smith will record a minimum of 24 songs a year for MGM records.

SOUTHWEST

AUBREY JACKSON has been named to succeed Raymond Hollingsworth as manager of KGNC, Amarillo. Hollingsworth has resigned his post. Jackson was former sales manager for the station.

George H. Roesner has been named Farm and Ranch director for KTRH, Houston. Roesner is well known throughout the southwest for his farm and ranch views. Station will air daily broadcasts on crops, market reports, and daily information to farmers and ranch men.

Nick Gerhardt, staff announcer for WOAI, San Antonio, has resigned his post at the station to accept a similar post at KTBS, Shreveport.

Tex Ritter, cowboy star, and Durrelle Alexander, former singing star, appeared on the Interstate Theater's "It's Showtime" airing last Sunday over the Texas Quality Network.

KGKO, Fort Worth, is signing on each morning now at 5:45 a. m. with Eddie Evans as master of ceremonies of "RFD-570". Program is aimed at the early risers and rural listeners and is the dial setting of the station.

Application has been submitted by the Metropolitan Houston Broadcasting Co., for a license to operate a new standard broadcast station in Houston to operate on 1060 kilocycles with 1000 watts power at night and 500 watts day.

Bill Michaels has been named program director for KABC, San Antonio, replacing George T. Case. Michaels is also assistant station manager and sports chief.

Texas' first FM station is KTHT-FM at Houston which took to the air last week operating on 250 watts. Station is owned and operated by Roy Hofheinz and will shift to 1000 watts this week. Station will operate six hours each day on a full commercial basis.

Jerry Gates takes over as conductor on the Interstate Theaters "Luncheon Serenade" broadcast daily over KGKO, Fort Worth, and stations of Lone Star Chain. Gates replaces Karl Lambertz who resigned his post as musical director of the station last week.

BALTIMORE'S *Listening Habit*

WABC

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rorer, General Manager

FRET & PETERS Inc. Exclusive National Representatives

CHICAGO

By BILL IRVIN

WBBM, in co-operation with the Chicago Defender, will hold city-wide auditions for Negro men and women interested in radio acting Saturday, Sept. 21. The auditions are being conducted to discover radio talent for the WBBM Saturday afternoon dramatic series, "Democracy, U. S. A.," which features biographic dramatizations of outstanding Negroes who have contributed to America's progress. The series moves to a new time, 10:30 to 10:45 a.m., on Sept. 22. A 15-minute program of football stories and game predictions, "Touchdown Tips" with Sam Hayes, which is broadcast from Hollywood each week and recorded in Chicago and New York for immediate distribution, has been sold to 35 central division stations, according to Frank Chizzini, manager of the NBC Chicago radio recording division.

Bricker Seeks Station For Ohio Territory

Columbus, O.—John W. Bricker, Republican candidate for U. S. Senate from Ohio and GOP vice-presidential candidate in 1944, is going into the local radio field as part owner of a new 1000-watt daytime radio station.

Application for the new station, to operate on 660 kc in daylight hours, was filed last week with the FCC. The new station is sponsored by Capital Radio, Inc., of which Bricker is vice-president. John W. Galbreath, local realtor and sportsman and close friend of the candidate, is president of the new radio corporation. Galbreath made news recently when he participated in the purchase of the Pittsburgh Pirates with Bing Crosby as another stockholder.

Expenses Listed

No decision has been made as to the location of the new broadcaster, which will cost \$40,099 to build. Expenses will be \$8,680 per month with revenue estimated at \$10,800, the application stated. The station may apply for a FM license later.

Bricker and Galbreath each have a quarter interest in the voting stock, with the other two held respectively by G. Bennett Larsen, Philadelphia and S. L. Keller, New York City. The application pointed out that the programs of other local radio stations are filled heavily with network features and said that the new corporation is "cognizant of the need for a station designed to serve the special program needs of Columbus and those of surrounding areas."

Ave Maria Hour

WMCB — Sunday — 8:30

SARAH FUSSELL and LYNN THIRAS as the children
Script by JEAN PAUSE EICKS
In its twelfth year as a Donald Peterson production

Business Continues Good In All Branches Of Radio

(Continued from Page 1)

increasing production of radio, television and FM receivers.

In New York, Chicago and Los Angeles, reports indicated that selling of radio time was becoming more competitive but that the volume of sales was comparable to last year's business at this time. Increased use of radio time by movie producers, retail stores and appliance dealers has been noted. New York stations received a windfall of spot business the past week as a result of adless newspapers because of the paper shortage.

Of particular importance in the picture of optimism reflected in the survey is the economic stability characterizing the South and Far West. Figures prepared by the U. S. Department of Commerce analyzing income payments in the South and Far West show continuance of a long-time trend toward redistribution of individual wealth toward those sections.

National income payment total jumped from \$76 billion in 1940 to \$153 billion last year but the increase was only about 75 per cent in New England and the middle eastern regions while it went as high as 140 per cent in the South and far West.

Rising population and increasing industrialization in these areas are stated by the department as the reasons for the proportionate rise in income.

Chicago—The Hastings Manufacturing Co., Hastings, Mich., manufacturers of Hastings Pistons and Casite, have purchased a half-hour, Tuesdays, 8:00 to 8:30 p.m., EST, over the full Mutual network of more than 300 stations, it was announced this week by DeWitt Mower, midwest sales manager for Mutual. Program details have not been announced. Contract, for 52 weeks, effective Oct. 17, was placed through Keeling and Co., Indianapolis.

The Western Auto Supply Co., through Bruce B. Brewer and Co., has renewed the Circle Arrow show (NBC, Sundays, 9:30 to 10:00 a.m., CDST) for 52 weeks effective Oct. 6, it was announced by Paul McCluer, manager of the NBC central division network sales department. The program, heard over an NBC network of 28 stations, originates in the studios of stations, WLS, NBC affiliate in Cincinnati. It features the Harmonaires, Negro singing group; George Carrol, tenor; Dolly Good, songstress; The Buccaneers, an instrumental-vocal group, and George Skinner, commentator. McCluer also announced the addition of three more stations to the 122-station lineup for the Quiz Kids program, starting on NBC Sept. 29 (Sundays, 3:00 p.m.,

McGill To Do Musical

Earl McGill, has been signed to direct "Toplitzky of Notre Dame," a musical comedy which goes into rehearsal this month. McGill directed numerous radio productions.

CST), under the sponsorship of Miles Laboratories, Inc., through Wade Advertising Agency.

Vic And Sado Remaining

Vic and Sade, longtime popular daytime series, will continue on the Mutual network as a sustainer when F. W. Fitch Co., drops sponsorship of it after the broadcast of Sept. 19. The program, scripted by Paul Rhymen, and with the original cast, including Bernardine Flynn, Art Van Harvey and Billy Idelson, will remain in the 7:30 to 8 p.m. spot Thursday, originating from WGN studios in Chicago. Roy Winsor handles production.

Renewal of two news programs and time orders for 221 station breaks and eight one-minute announcements on station WMAQ were announced by Oliver Morton, manager of the NBC central division national spot sales department. The Shell Oil Co., through J. Walter Thompson, renewed the John Holtman news programs, to be heard from 5:45 to 6:00 p.m., CDST, on Tuesdays, Thursdays and Saturdays for 13 weeks effective Sept. 10. The Quaker Oats Co., through Ruthrauff & Ryan, Inc., renewed the five-minute news programs featuring Clifton Utley at 7:55 a.m., CDST, Mondays through Fridays for 52 weeks starting August 29.

SAN FRANCISCO

FRANK LaTOURETTE, ABC's western division news and special events manager, is still doing his good-will work for the radio industry. His latest stint was a speech on Radio News before the Park Presidio Civic Club.

The San Francisco office has sold the Standard Oil a half-hour weekly program for Chevron Supreme independent gas stations. It will be a comedy-drama program titled "Let George Do It" going over the Don Lee and Intermountain Networks of Mutual at 8:30 Friday nights starting September 20th.

George Snell, KPO producer-writer, has written a history of American fiction, "The Shapers of American Fiction," which will be published by E. P. Dutton early next spring.

New Series On WQXR

Artistic Foundations, Inc., has announced the signing of a 52-week contract with WQXR, for three 15-minute night-time musical programs, to advertise its product Flexees. New series, titled "Designs In Harmony," is a WQXR-built show which will be heard Mondays, Wednesdays and Fridays from 9:45 to 10:00 p. m. This step marks Flexees' first radio advertising campaign. Contract was effective Sept. 9, and was handled through Hirshon-Garfield, Inc.

CLEVELAND'S *Chief* STATION



BEST BET FROM ANY ANGLE

From north, east, south and west — From the viewpoint of WJW's long-term advertisers — From the expressed opinion of a large listening audience — Cleveland's CHIEF Station is a best seller in Northern Ohio's billion dollar market.

BASIC ABC Network CLEVELAND, O. WJW 5000 WATTS DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-BEED COMPANY

State Dept. Seeking Algiers Station Deal

(Continued from Page 1)

French government by that date for continued use of the transmitters by the United States.

A State Department spokesman said yesterday this decision has already been made, adding that the Department hopes France will buy the transmitters and lease one to the United States. If such an arrangement cannot be worked out, the United States may well dismantle the transmitter and attempt to work out some other means, via booster stations on the European or African shores, to beam broadcasts into Europe.

One of the most important projects at stake is the projected series of Russian language programs. It is unlikely, it was said here, that the Department will easily give up this program.

AAF Band Debuts Series, "Holiday On Wings"

Washington Bureau, RADIO DAILY

Washington—First airing of "Holiday on Wings," new weekly program by the 100-piece official Army Air Forces band, was heard over MBS at 11:30 A. M. EST., Monday.

The new half-hour show succeeds "This Is Your Country," presented by the AAF band over the Mutual network for the past 26 weeks. In "This Is Your Country," which closed September 2, the band played for a different state each week.

"Holiday On Wings" will honor outstanding holiday events in various parts of the nation and will pay mythical visits to leading resorts, fairs, and special organizations. Monday's opening program originated at the annual Reading, Pennsylvania, Fair.

Next week the AAF band will make a mythical trip to Coney Island, New York. Succeeding programs will include mythical journeys to the United Nations organization, September 23; Missouri Day, September 30; the baseball world series, October 7; the harvest of harmony at Grand Island, Nebraska, Oct. 14; the rodeo at Madison Square Garden, New York City, October 21, and the anniversary of the unveiling of the Statute of Liberty in New York City, October 28.

Giveaway On WABD

ABC television program to be presented over WABD Sept. 19 at 8 p.m. probably will offer the first premium for listener-viewers ever granted over a video show. Premium offer is a one-shot deal sponsored by B. T. Babbitt, Inc., who will offer an Egyptian Scarab costume pin to anyone sending in 25 cents and label from "Bab-O" can. Regularly scheduled program is "Ladies Be Seated," emceed by Johnny Olsen. Duane Jones Co. placed the account for Babbitt who also has sponsored David Harum on NBC for 10 years and Lora Lawton show for three.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Betty Perry replaces Lynn Stevens as vocalist with Woody Herman's band. . . . ● Alvin Rey and Band open next month at Strand Theatre in Gotham. . . . ● Sir Stork visited the Stan (Korn Kobblers) Fritts household last week and deposited a third daughter, Nancy Grace. . . . ● Baritone Dick Brown started a new cross-the-board morning series of WNEWarbling. . . . ● The Al Sherman-Marty Symes ballad, "Pretending," published by Capitol Music, has all the earmarks of a hit. . . . ● Judy Lynn, Louis Prima's vocal lovely, will be screen-tested shortly by Warners. . . . ● Two years ago we heard and pegged the lad as a comer . . . makes us glad to learn that Jimmy Costello's daily WGNonsense for Goldblatt's Dept. Store is rated second to "Breakfast Club" in the Windy City's daytime shows. . . . ● Must be some sort of a record . . . we mean the fact that the tune "And Then It's Heaven" was performed 117 times last week. . . . ● Maestro Larry Funk aired the new ditty "Lucky" last week for the 13th time—and learned that his hotel (Dixie) was the only one unaffected by the Local 802 strike. . . . ● The Virginians, new quintette, featured at Joe Louis' Club, plenty smooth. . . . ● The Southernaires will make an NCACconcert tour next month. . . . ● Gordon Jenkins claims that a man wrapped up in himself is a SMALL package. . . . ● Tex Fletcher has been MBSubstituting for Vincent Lopez and doing a swell job. . . . ● Johnnee Russell has joined George Simon, Inc., to promote the ditty "Once Upon A Moon." . . . ● Maestro Bob Stanley back in town after three months in Hollywood. . . . ● Kanes has a swell song in the Larry Markes-Justin Stone tune, "Lazy Lullaby."

★ ★ ★

● ● ● That's quite a spurt Maestro Hal McIntyre made in the recent Martin Block Poll . . . Hal's band jumped from 23rd place to 11th. . . . ● Jon Gart, organotable of the nets, marks his twenty-fifth year on the air with at least one stanza on each major network . . . he's just "gart" to be good. . . . ● There's a spot on the Hit Parade (sometime in December) reserved for the new Leeds ditty, "I Love You For Sentimental Reasons." . . . George Levy outbid several other pubs for the D. Watson and W. Best ballad. . . . ● The trend towards the programming of songs designed for the moral, educational and spiritual uplift of listeners should please the FCC . . . artists like Kate Smith, Morton Downey, Bing Crosby, Jack Owens and Frank Sinatra who had always programmed hymns and sacred compositions, are being emulated by Danny O'Neil, Perry Como, Vera Massey, Lorenzo Fuller, Johnny Thompson, Johnny Desmond and Frank Saunders. . . . ● Helen Phillips has resigned from NCAC to become Dan Tuthill's associate at the latter's new agency. . . . ● John Klenner, composer of "Heartaches," "Street of Regret" and "Just Friends," has completed a serious work, "Variations For String Orchestra," which will be premiered Sept. 14 by the Saratoga Spring Festival Orchestra under the direction of F. Charles Adler. . . . ● Harry Hoch is doing a great promotion job on the new Reidy Reid ballad, "Don't Ever Change Your Mind," published by Kay & Kay Music. . . . ● Frank Heffer, NBCcomposer-librarian, has had a new composition titled "A Song Of Gratitude," published by Edward Schuberth & Co.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Buchanan Brothers' latest waxing for Victor. "Shut That Gate," backed by "Long White Robe," two semi-spirituals sung in a lusty vein which sounds like sure-fire juke box material. . . . ● CBSongstress Jane Froman will wax an album for Majestic while her "Tonight On Broadway" Co-CBSstar, Bobby Doyle, warbles four ditties for Signature Label. . . . ● Buddy Clark jumps the field with an early recording of Irving Berlin's "All By Myself" (from the picture, "Blue Skies") for Columbia. . . . ● Dardanelle's initial platter for Victor, "After You Get What You Want, You Don't Want It," should start this combo off with a click. . . . ● If you like your jive served a L'Opera, get Slim Gaillard's new Disc album, "Opera In Vout."

Practical Jokers Jam Texas Quiz Program

(Continued from Page 1)

lect several names from the telephone book. They then call the numbers and announce themselves as representing a local radio station. Questions are asked and if answered correctly, the telephone subscriber is invited to visit the station to collect a cash or merchandise prize. They then learn they have been the victims of a hoax.

KTSA is trying out a new form to their Tello-Test Quiz by having a group of names read prior to broadcast and then having these people phone into the station. This procedure is used to authenticate the program and the contestants.

Ten More Join Mutual, Two Already Operating

Carl Haverlin, MBS' vice-president in charge of station relations, announced that 10 more stations have joined the network, two of which have already begun operation as filiates.

WGNI, Wilmington, N. C., 250 watts, 1340 kc., and WMOA, Marietta, O., operating with 250 watts on 1490 kc., have joined Mutual as of Sept. 1 and 8, respectively.

WENK, Union City, Tenn., 1240 kc., and WOHS, Shelburne, N. C., 250 watts, 730 kc., daytime only, both currently under construction will join Mutual on Sept. 15.

WBRW, Welch, W. Va., operating 250 watts, on a frequency of 1340 kc., will join Mutual as a full-time filiate on Oct. 1. Other stations, currently under construction which will join MBS on or about October 1 include: WJOR, Bangor, Me., 250 watts, 1340 kc.; KGRH, Fayetteville, A., 250 watts, 1450 kc., as an MBS Southern Central Group bonus station; WWGL, Glens Falls, N. Y., 250 watts, 1340 kc., and KVET, Austin, Tex., 1240 kc., operating on a frequency of 1300 kc., will replace KNOW as Mutual's outlet in Austin on October 1. KODI, Cody, Wyo., currently under construction as a 250-watter, operating on 1400 kc., will join the web on November 1.

Lewyt Corp. to Sponsor Giant Grid Game On WHN

The professional gridiron tilt between the New York Giants and Green Bay Packers for the benefit of the New York Herald Tribune Football Air Fund will be broadcast on WHN Friday evening, Sept. 20, from the Polo Grounds under sponsorship of the Lewyt Corporation, manufacturer of radio electronic equipment. Step marks the Lewyt Corporation's initial excursion into radio advertising.

Starting time of the Giants-Packers game is 8:15 p.m., with Ted Hussey and Connie Desmond scheduled to handle the play-by-play and color descriptions.

PROMOTION

State Fair Tieup

Claiming a good share of the record-breaking attendance at Ohio's 10th State Fair in Columbus, station WBNS held "open house" in its tent during the entire time the fair was in progress. The carnival decorated tent, 40x100, was located by the main gate, in the formal garden of the Fairgrounds. From 10 a.m. to 11 p.m. daily, the station's own talent presented various types of entertainment including music, comedy and news. In this first peacetime State Fair in four years, WBNS resumed past fair activities, begun in 1937. At the least of the attractions at the WBNS tent was the giveaway of a potato peeler, 23,000 of which were given out from booths placed at the tent entrances. Also available to Fair visitors at the WBNS tent were free cards, picturing various members of the talent staff. Still another draw was a card at the tent was a display of friendship quilts, made from patches cut in by listeners, and given away at the end of the Fair.

WQXR Schedules Sermon By Arch. Of Canterbury

WQXR will broadcast the sermon to be preached by the Most Rev. and Right Honorable Geoffrey Francis Sayer, Lord Archbishop of Canterbury at the British Harvest Festival at Trinity Church next Sunday, Sept. 16, from 4:05 to 5:00 p. m. EDT. Appearance of the Archbishop at the festival is in connection with His Grace's visit to the United States to attend the National Council of the Protestant Episcopal Church at Philadelphia. The hour-long broadcast will include a description of the colorful ceremony at Trinity Church, and singing by the congregation and choir under the direction of Dr. George W. Ford, Jr., organist.

Educational Radio Plans

Detailed plans for coordinated educational broadcasts have already been completed in 18 states, it was reported Tuesday in Domestic Commerce, official publication of the Department of Commerce. An article by George Jackson predicts that manufacturers of radio equipment will receive in for a large slice of the estimated four million dollars to be spent on educational institutions within the next 12 months. In addition to 18 states with detailed plans, the author writes that plans are being worked out in 11 more states.

DO YOU NEED PRIZES FOR YOUR RADIO SHOW?

Have unlimited resources of nationally branded merchandise. Eight years experience in radio. If interested, write to Box 217, RADIO DAILY, 501 Broadway, New York 18, N. Y.

New Series Of Programs On San Francisco Stations

San Francisco—A number of new programs are hitting the airlines from San Francisco stations.

One of the better ones with a new twist is being produced by KSFO. It deals with the problems of juvenile delinquency in a series of Friday night shows under the title "Give 'Em A Break". Given in cooperation with the San Francisco Community Chest the show presents a half hour dramatic treatment of an actual case from the current files of the local juvenile court, and closes with a direct appeal to listeners for help with the specific case. Added feature is a studio audience of 50 youngsters brought to the station each week by an agency of the Community Chest. The show is written by Bill Mayer and produced by Dick Burdick.

Another new KSFO program features writer and lecturer Bernard Cooney in a daily series of discussion of every day life problems under the title "Just Between Us".

The Fairmont Hotel is sponsoring a new Sunday night society chat program on KGO for Bob Patterson, who writes the "Cholly Francisco" column for the San Francisco Examiner. This account is handled by Brisacher, Van Norden & Staff. KGO also has a new Sunday night news program featuring commentator Sidney Rogers, sponsored by No. Calif. CIO Council.

A special series of public service programs, titled "The Country Editor", are being started over NBC's Pacific Coast network in cooperation with the Newspaper Publishers Associations of the three Pacific Coast states. The programs will originate from KPO-San Francisco, KFI-Los Angeles, KGW-Portland, and KOMO-Seattle, and will feature editors of community papers in each area (Thursdays 9:30 p. m.)

Mutual Sets New Show Starring Johnny Desmond

Mutual has scheduled a new show to start on the full network Oct. 12 titled "Judy & Jill & Johnny" starring singer Johnny Desmond. Show will be sponsored by Horwitz and Duberman, manufacturers of Judy & Jill junior miss fashion products. Format is variety and will include name orchestras, first of which will be Glen Gray and the Casa Loma band.

Contract was handled through Sterling Advertising Agency.

RCA Appoints Knowles Mgr. Of Educational Sales

Camden, N. J.—W. H. Knowles has been appointed manager of the educational sales activities of the RCA-Victor Division, and will be responsible for promotion and sale in the field of education and industrial training of various RCA-Victor audio-visual equipment, which will include television, AM and FM radio receivers as well as transcription and playback equipment, disk and wire recorders, etc.

Ruth Ferris Resigns Post In Okla. "U" Radio Dept.

Mrs. Ruth S. Ferris, assistant professor of journalism, and head of the radio journalism department at the University of Oklahoma, resigned last week to join her husband, Judge Weldon Ferris, whose third judicial district headquarters will be at Altus, Okla.

Mrs. Ferris will be commercial manager of KWHW, when the newly authorized station goes on the air at Altus. Completion of the station is expected in the near future.

Before joining the university faculty in 1944, Mrs. Ferris had a wide background of radio and newspaper journalism experience. She is a former promotion and feature director for Oklahoma Newspapers, Inc.; advertising sales' staff member of the Altus Times-Democrat, Altus, and The Daily Oklahoman, Oklahoma City, and of KOMA, Oklahoma City CBS station. She was director of continuity for KOMA before becoming a member of the sales' staff.

"Blackie" To France

Dick Kollmar, WJZ's "Boston Blackie," is directing an all-French cast through "Boston Blackie" transcriptions to be presented on Radio France in the near future. This will be in the first time that an American mystery show will be heard in France.

EQUIPMENT

New Transformers

A set of new IF transformers, designed to meet the highest standards of performance in high frequency FM and AM has been placed on the market by the National Co., Inc., of Malden, Mass. All operate at 10.7 mc. and can be employed unchanged on the new FM band.

Iron core tuning is used in the transformer and the tuning does not affect the bandwidth of 100 kc. for the IFN or 150 kc. for the IFM. The discriminator output is linear over the full 150 kc. output and remains symmetrical regardless of the position of the tuning cores.

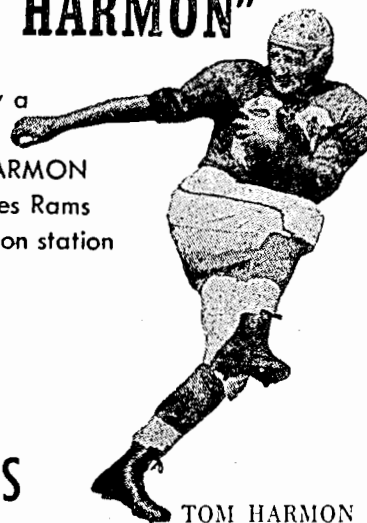
Insulation is polystyrene for low losses. Mechanical construction of this new item is simple and compact. The transformer is one and three-eighths inches square and stands three and one-eighth inches above the chassis. Several variations of the above transformer have previously been manufactured by the National Company.

Set Rodeo Spots

Madison Square Garden Corp., on behalf of the Gene Autry Rodeo, has contracted for a series of spot announcements over WLIB running for a period of four weeks.

"HERE COMES HARMON"

Features football predictions by a famous ALL-American, known to every football fan—TOM HARMON now playing with the Los Angeles Rams will be broadcast Friday nights on station



TOM HARMON

In college competition he scored 237 points—averaged 5.4 yards per attempt as he ran 2,134 yards.

KNOE

Monroe, Louisiana

to be sponsored by

McCain-Richards

Ford Distributors

There is still time to feature this 15 minute transcribed sports feature (13 week series) in markets still available. Sponsor-wise, it's a natural. Please phone us collect, before September 21st.

a VICK KNIGHT package produced and distributed by

Criterion RADIO FEATURES, INC

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA—WFIL-FM will broadcast complete professional football game between the Philly Eagles and the Chicago Bears from the Philadelphia Municipal Stadium today, September 13. Tom Moorehead, WFIL and WFIL-FM sportscaster, will handle the play-by-play account while color for game will be handled by Don Kellett. Broadcast starts at 8:30 p.m. . . . **PITTSBURGH**—Richard Karp, KDKA program producer and musical advisor, is back at the studio after nine weeks as director of the Adirondack Symphony in Saranac Lake.

— TEXAS —

FORT WORTH—WBAP-KGKO announced the return of Owen Elliott, former ATC pilot in the S. W. Pacific. Elliott is back at the mike on studio and record shows. . . . Lyman Brown, WBAP-KGKO continuity chief away on two weeks vacation at Galveston. . . . Bob Everson, formerly known as "Sleepy Bob" to early ayem listeners in southern Texas is new disc-jockey at WBAP-KGKO, handling special events and sports in addition to daily stint as disc spinner. . . . Jim Bierd has joined the promotion-merchandising department of WBAP-KGKO.

— OHIO —

CINCINNATI—Richard Hubbell's book, "4,000 Years of Television," published in a new edition in London this summer has just been published by George G. Harap, Ltd., Stockholm, Sweden, Bombay, India and Sydney, Australia. Hubbell is production manager of WLW and tele consultant of Crosley Broadcasting Corp. . . . Eloise Coffman, in charge of international program division of Special Broadcast Service Dept. of WLW back at her desk after a two-week vacation.

— OKLAHOMA —

OKLAHOMA CITY—KTOK will broadcast the Oklahoma City University Football schedule sponsored by the Bell Clothing Co. of Oklahoma City. Broadcasts will be handled by France Law and Bob Ingham. . . . The Ken Wright trio had a featured spot on WKY for the NBC Saturday Showcase series.

Send Birthday Greetings To—

September 13

Margaret Banks Leith Stevens
John McNamara Arthur J. Daly
Bob Miller Michael M. Sillerman
Gretta Palmer Russ Johnston

September 14

Ann Barbinel Edna Whittington
Mar'lo Lewis Richard Herbert
Mose Gumble Gene Thomas
Harry Salter Lee Meyers
William Meikle Christy

September 15

Phil Brito Jack Robbins
John Conte T. F. Seawell
William Hark James Wallington

— VIRGINIA —

ALEXANDRIA—New program and promotion manager at WPIK is Will Dougherty, former special events director at WKBN, Youngstown, Ohio. . . . **PETERSBURG**—Louis H. Peterson, president of the Southside Virginia Broadcasting Corp., recently announced the appointment of H. B. Kenny to position of executive vice-president. Mr. Kenny entered upon his new duties on Sept. 2 at WSSV. . . . **RICHMOND**—The most important happenings of the Virginia State Democratic Convention were broadcast exclusively over WMBG on Sept. 5. Coverage was from the Mosque Theater in Richmond.

— WASHINGTON —

SEATTLE—W. I. Dumm, president of KXA, Inc., announced the resignation of Florence Wallace, general manager of KXA for the past 10 years. Miss Wallace leaves to get married. Rod McArdle, head of KXA's commercial department will be the new general manager. . . . **YAKIMA**—Starting Sept. 9, "Art Baker's Notebook" was transcribed over KIT, Monday thru Friday. . . . Lincoln Kirk of the sales department of KIT vacationing on the Coast. . . . Bob Dyal, KIT announcer on vacation. . . . Sept. 25 thru 29 KIT will install a special broadcasting booth at the Central Washington Fair.

— NEW YORK —

NEW YORK—WQXR broadcast a speech by UNRRA Director LaGuardia delivered to the first meeting of the United Nations economic and social council at Lake Success, L. I., Sept. 11 from 2:40 to 3:25 p.m. LaGuardia's talk had no advance notice, according to reports, and WQXR staff members, Elliott Sanger, Jr., and Bradley Phillips, stationed at Lake Success, learned of it just shortly before the former mayor was to make his address.

— TENNESSEE —

MEMPHIS—WVHM will carry the exclusive play-by-play broadcast of all local high school football games . . . will be the only Memphis station to carry the college games played in Crump Stadium. . . . A daily feature carried by WVHM's Sportscast is wired recorded interviews with the coaches and players. . . . **JOHNSON CITY**—Dave McClintock, formerly of WCNC, is now Program Director of WVHL. . . . J. C. Davis, latest addition to WVHL announcing staff. . . . **NASHVILLE**—"Pigskin Preview," a recorded quarter-hour to run for twelve shows in advance of season, will originate on the practice fields of the SEC schools. Show is being put together by Jack Harris, Assistant General Manager of WSM.

MBS Names Asst. To Otis

New assistant to Ed Otis, Mutual's supervisor of commercial programs, is Theodore K. Broido who has reported to the web's New York offices. Broido previously was connected with WIP, Philadelphia, where he served in the program and production departments and was in charge of operations at WIP-FM.

Presenting



The Magazine for Millions

YOU'VE HEARD about the bell-ringing brainstorm along the grapevine, a monthly magazine designed for the tens of millions who listen to the radio. Now you can know the name . . . RADIO BEST.

★

Until now there has been no single publication of national prominence which the great radio industry and the radio listeners might embrace as their own. RADIO BEST was a natural.

★

The first glimpse of RADIO BEST scored a resounding hit. Early and final previews clicked big with radio's biggies. It brought wide, enthusiastic grins from radio's publicity hucksters and random sampling registered solid with the biggest factor of all — the radio fan.

★

RADIO BEST debuts at the turn of the year. It will be a big exciting magazine with pictures galore . . . stories and articles that count . . . factual reviews and radio fan yardsticks. A stimulating magazine the listener always wanted, an important vehicle the industry should have had long ago.

FOUNDER SUBSCRIPTION

No doubt you'll want RADIO BEST mailed to your desk every month. Price is \$3 for a year, \$5 for two, and \$7 for three years. Send along your check or order today. A nice way to say "welcome" to RADIO BEST.

RADIO BEST ★ 452 Fifth Avenue ★ New York City 18, N. Y.



CP's Widely Distributed

AFRA Code Meetings Slated To Start Oct. 1

Representatives of the signatories of the AFRA Code, taking in networks, stations, advertising agencies, plus the transcription companies will gather in the Trial Room of the Bar Association in New York on Tuesday, Oct. 1, to set up a schedule of meetings for the re-negotiation of the Code and the recording pact as well, which runs out on Oct. 31, of this year. In all 12 contracts will be up for extension as well as the ET pact. Representing AFRA will be execu-

(Continued on Page 6)

Three CBS Web Programs Renewed By Sponsors

Contract renewals for three CBS network shows were announced by William C. Gittinger, vice-president in charge of sales, the past week-end. Eversharp, Inc., has renewed "Take It Or Leave It," Sundays, 10 to 10:30 p.m., through Biow Co., Inc., as of Sept. 15; Pet Milk Co. renewed "Saturday Night Serenade," through Gardner Advertising Agency, effective Oct. 5 and Lever Brothers Co., has renewed "Lux Radio Theater," effective Oct. 7, through J.W.T.

Briefs On ET-Rule Change Can Be Filed Until Nov. 18

Washington Bureau, RADIO DAILY
Washington—The FCC announced Friday that it has extended the date for filing briefs on its proposed liberalizing of the rules governing identification of transcriptions to November 18. The date of oral argument is set forward to November 25.

NAB Meet Here

The NAB "sales managers standardization of rate cards and formats sub-committee" will meet in New York Sept. 23 and 24 to formulate recommendations to put before the convention in Chicago next month, it was announced Friday by Arthur Hull Hayes, WABC, New York. Interested parties are invited to communicate with Hayes or Frank Pe'legrin, NAB director of Broadcast Advertising.

Legendary G. W. Hill Dies Suddenly At 61

Funeral arrangements were being completed over the week-end for George Washington Hill, legendary figure in radio advertising and a pioneer in the consistent use of this medium for advertising cigarettes. Hill, as president of the American Tobacco Co. since 1926 when he succeeded his father in that office, built up a tremendous reputation as a supersalesman and as an exponent of hard-hitting advertising copy. He

(Continued on Page 7)

NBC Revamps UN Plans; Week Observance, Oct. 20

NBC has set aside the week of Oct. 20-26 as "United Nations Week," Dr. James Rowland Angell, public service counselor for the network, announced Friday. It was originally planned to

(Continued on Page 2)

All Sections Granted Permits By FCC; Licenses Include AM, FM, Tele; Many Power Boosts OK'd

Record Crowd Seen For TBA Conference

Attendance at the forthcoming Television Broadcasters Association conference and exhibition will pass the 1,000 mark and possibly will reach 1,500, Ralph B. Austrian, general chairman, announced the past week. The first TBA conference held two years ago attracted 700.

Plans for the TBA conference to be held at the Waldorf-Astoria Hotel, New York, Oct. 10 and 11 were com-

(Continued on Page 6)

WOR Sets New Policy; Sends Newsmen Abroad

Inaugurating a policy of sending news writers abroad for short periods to broaden their perspectives, Dave Driscoll, WOR news and special features chief, announced Friday that

(Continued on Page 2)

BMB Meetings Extended For Additional 3 Weeks

Plans to continue the Wednesday afternoon clinics of BMB which deal with the forthcoming station and network audience reports for three addi-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—In a meeting marked by liberal application of the "approved" stamp, the FCC last week granted 27 unconditional FM permits, six conditional permits for FM, one commercial television permit, 16 new AM permits, five power jumps for AM stations and ordered five more consolidated hearings.

Among the power boosts, most important was that okayed for KEX, Westinghouse station in Portland, Ore., which was given a construction

(Continued on Page 7)

Seek FM Systems For Illinois Police

Chicago—The board of Cook County Commissioners has received from Sheriff Michael Mulcahy a request for \$30,000 to convert the county's highway police two-way radio system from AM to FM. Under frequency modulation, Mulcahy told the County Commissioners that signals between stations and squad cars would be clearer and more intelligible with the

(Continued on Page 6)

ATS Meeting Wednesday, First Of The New Season

American Television Society will hold its first meeting of the current season Wednesday, starting at 8 o'clock in the Barbizon-Plaza. It will

(Continued on Page 2)

CBS' Live-Action Color Tele Shown In Fully Lighted Room

CBS' color television, exhibited last January with film pickups, was demonstrated with live-action for the first time last Friday, using new "live camera" equipment with images broadcast from the network's transmitter atop the Chrysler Building. Demonstration was held in a fully-lighted room, and offered four separate-type pickups designed to establish the versatility and stability of its ultra-high frequency color system.

The live color pickup "more than measured up to our most optimistic hopes," said Frank Stanton, CBS president. "Once again, we have convincing empirical answers to the theoretical questions raised in certain quarters concerning the practicality of color television as a broadcast service."

The new camera, which uses an orthicon tube and is designed for

(Continued on Page 7)

Timely

WNBT's television broadcast of the crucial three-game series between the Brooklyn Dodgers and St. Louis Cardinals in New York brought heavy demands for tele receivers. The NBC station picked up the first game from Ebbet's Field Thursday and from reports had a television audience comparable to that on the night of the Louis-Conn fight.

Altruistic

With newsprint shortage continuing due to the trucking strike, WNEW wired all New York radio editors and Broadway columnists over the week-end offering to broadcast columns which might be killed in the emergency. Wire read: "In event your column is knocked off on account of newsprint shortage, WNEW will make time available for it to be read on air."



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

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FINANCIAL

(Sept. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	179 1/8	175	179 1/8	+ 4 3/8
CBS A	33 1/4	33	33 1/4	+ 1/4
CBS B	32 3/4	32	32 3/4	+ 1/8
Farnsworth T. & R.	10	9 3/4	9 3/4	- 1/8
Gen. Electric	40 1/4	39 1/8	40 1/4	+ 7/8
Philco	23 7/8	23 3/8	23 3/4	+ 1/2
RCA Common	11 1/4	10 3/4	11 1/4	+ 1/2
RCA First Pfd.	86	86	86	+ 1/2
Stewart-Warner	17	16 5/8	17	+ 1/8
Westinghouse	27 1/4	26 3/4	27	+ 1/8
Zenith Radio	24 1/4	22 3/4	24 1/4	+ 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	7 1/2	7 3/8
OVER THE COUNTER		
DuMont Lab.	6 3/8	7 1/8
Stromberg-Carlson	15	16

Wedding Bells

Walter Craig, vice-president in charge of radio for Benton & Bowles, Inc., and Mrs. Margarite Gunthrie were married on Friday, September 13 at the Central Presbyterian Church at 12 noon. A wedding breakfast at the Waldorf-Astoria followed after which the couple left for a wedding trip to Hollywood.



"My wife was tuned to WFDF Flint—I merely suggested a different program."

Coming and Going

ROBERT B. SWEZEY, vice-president and general manager of the Mutual network, and **A. A. SCHECTER**, vice-president of the web in charge of news, publicity and special events, return today from a business trip to Washington, D. C.

AL KALMUS, publicist for NBC television, is back at his desk after having sojourned for two weeks in the wilds of Connecticut.

DOROTHY LEWIS, co-ordinator of listener activity for the NAB, has returned to New York from Washington, D. C., where she conferred with the WTOP Workshop.

PHIL FRANK, executive secretary of the Broadcast Measurement Bureau, is in Chicago for the second "clinic" of the BMB.

JOE SUMMERS, producer, to New York to line up a cast for his forthcoming show, "Knickerbocker's Children," and for an interview with Dorothy Dey via WINS.

NILES TRAMMELL, president of NBC, heads the executive contingent returning today from Shawnee-on-the-Delaware, scene of the meeting held by the network's management committee.

WALLACE DUNLAP, program director of WMOB, American network affiliate in Mobile, Ala., is in Gotham for conferences with officials of the network.

WALTER LURIE, program executive at NBC, left by plane late last week for Chicago, and is expected back in town today, also via the sky route.

MILLER BABCOCK, manager of WGBS, Miami, Fla., is back at the station following two weeks spent by him and his family in North Carolina.

CECIL CARMICHAEL, of NBC's advertising and promotion department, is back at the network, impressively adorned with a vacational tan.



Stiff upper lip

That water buffalo in Indo-China really totes a load. Working in the rice fields he pushes steadily on and on, getting the day's work done. It's tough going, too, with mud up to his thighs.

He's not glamorous but he's a real worker.

Back here in Baltimore, W-I-T-H, the successful independent station, has a similar story. It goes like this:

We have no glamour affiliations either. But we're a working station. W-I-T-H delivers more listeners per-dollar-spent than any other station in this big five-station town.

Just hard, down-to-earth facts prove our merit!

(Our FM audience is yours free for nothing.)

WOR Sets New Policy; Sends Newsmen Abroad

(Continued from Page 1)
 Edgar F. Higgins, Jr., would leave this week for the Scandinavian countries. Leaving by plane on Wednesday (Sept. 18), Higgins will visit Oslo, Stockholm and Copenhagen. When Higgins returns, other WOR men will be sent overseas.

Driscoll stated that he felt desk-bound writers in a busy newsroom need to visit the sources of world news to keep abreast of events.

NBC Revamps UN Plans; Week Observance, Oct. 20

(Continued from Page 1)
 hold the observance during the week of Sept. 23. When the opening date for the United Nations assembly was set ahead to October 23, NBC changed its plans. The American Association for the United Nations and the National Educational Association are collaborating with NBC in the special week's programming.

ATS Meeting Wednesday, First Of The New Season

(Continued from Page 1)
 be a closed session, for members only. Industry developments and society activities will be discussed and reports will be received from all committees.

Musicraft Adds 2 Distributors

Musicraft Records, Inc., has appointed two new distributors in Texas, making a total of 34 Musicraft outlets in the United States. The new distributors are Royal Distributing Co., in Houston and Record Releasing Co., in Dallas. The former will cover the southern half of Texas while the latter will cover the northern half.

Four Vets Back At NBC

Four more veterans have returned from military service to NBC. Francis Connolly returned to engineering, Stephen Kanych to general service, John Williams to international and Lester MacGregory to sound effects.

BMB Meetings Extended For Additional 3 Weeks

(Continued from Page 1)
 tional weeks were announced at BMB headquarters, 270 Park Avenue, New York, on Friday. The weekly Wednesday meetings will be held on Sept. 18, 25 and Oct. 2 with Philip Frank, executive secretary, discussing nine uses of BMB's uniform measurement of radio station and network audiences. Meetings are open to advertisers, advertising agencies, radio stations, networks and station representatives.

Takes WNEW Research Post

Henry Robert Poster has been appointed director of research for radio station WNEW, it was announced by Bernice Judis, station manager.



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- Highly experienced technical staff

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 101 PARK AVENUE • NEW YORK 17, N. Y.

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

FIRST... as usual!

Back on September 15, 1922—when radio, to most people, meant headphones and batteries that spilled acid on the parlor rug—WSYR was one of the very first broadcasting stations in upstate New York.*

Today, at the start of its 25th year, WSYR has become the first station of Central New York. WSYR is *first* in popularity with farm and city listeners...WSYR is *first* in local programming...WSYR is *first* choice of most local and national advertisers. Every way you measure—WSYR is **FIRST**.

And now, along comes WSYR-FM, the first FM station in all of Central New York State, bringing listeners their first taste of full-fidelity, noise-free FM reception.

WTRY, ALBANY-TROY-SCHENECTADY, & WELL,
NEW HAVEN, ARE ALSO H. C. WILDER STATIONS

It's no more than you might expect. When you're out in front, you have to stay there. And a market as big, as prosperous, as promising and as growing as ours needs WSYR's brand of imaginative service.

We've always given it. We always will.

**WSYR has been first in a lot of things. We had the first news wire service of any Syracuse station...were the first independent station in the country with two fully accredited correspondents of our own on the fighting fronts...first to send listeners overseas on goodwill air trips...to name just a few. Being first is a WSYR tradition.*



570 kc.—5000 watts
NBC in Central New York

"The electronics capital of the world"



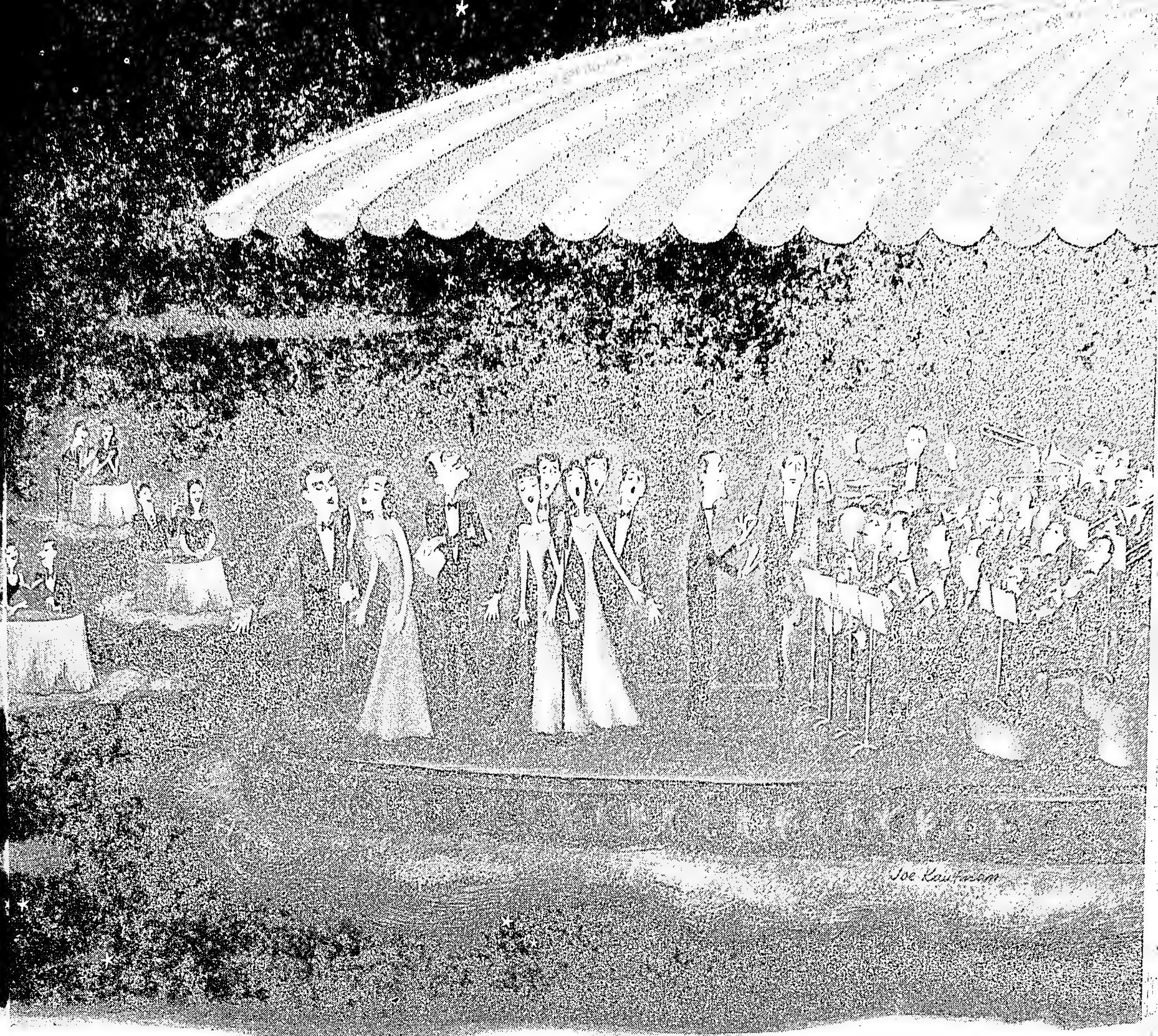
It happened on NBC

STORY OF A CLUB ★ Every evening millions of Americans occupy reserved tables at the Chesterfield Supper Club. There are no charges of any kind, no tipping, and the only things sold are Chesterfield Cigarettes. The regular celebrities include singing stars Perry Como and Jo Stafford, the Satisfiers with Helen Carroll, Lloyd Shaffer's Orchestra and Martin Block of the smoke-dreamy voice and Lord Chesterfield mike-manners.

In addition, each night brings guest stars—famed personalities from the Radio City Air-Rialto, comedians and entertainers

from Broadway bistros and theaters, and babes who found their way in the Hollywoods. After all this had been on NBC for only two months—in February, 1945—the Chesterfield Supper Club was voted favorite fifteen-minute program by the nation's radio editors and columnists in the 1945 Billboard Poll. This distinction was repeated in the 1946 Billboard Poll.

The winner of many honors and awards himself, and the seventh son of a seventh son, there has been nothing mystical about handsome Perry Como's sensational rise to fame. He was a barber in small town Canonsburg, Pennsylvania, when



... was discovered by Ted Weems, and given a singing spot with the Weems orchestra. Night clubs, the movies, a singing engagement on the Fibber McGee and Molly show, best-selling records for RCA-Victor—all these came quickly, culminating in the rôle of singing master of ceremonies of the Chesterfield Supper Club. Como fan clubs flourish from Cape Cod to Cucamonga.

... Ninine star of the Chesterfield Supper Club is lovely Jo Stafford, who made her radio debut at the age of 11 on an amateur show in California. Later Jo was a member of the Pied

Pipers, vocal group. She made her solo bow on the Chesterfield Supper Club, and proceeded to win award after award and blossom into a leading night club and recording star.

How to operate a night club? Decorate with sparklers like Perry Como and Jo Stafford, invite the greatest audience in the world—the NBC audience—route it on the superlative NBC facilities, and bill it in the company of other great shows heard on NBC. The result: five nights each week millions of American homes take on the distinctive audible décor of the Chesterfield Supper Club.



... the National Broadcasting Company

AFRA Code Meetings Slated To Start Oct. 1

(Continued from Page 1)
 tive secretary George Heller, along with Henry Jaffe, attorney, and Ray Jones. The radio industry has not yet set up its representatives but it is presumed that Mutual will have Robert Swezey, vice-president and general manager; ABC will have Joe McDonald and probably president Mark Woods; CBS treasurer Frank White and Joe Ream; NBC has a choice of several whom it may designate to represent the web. Transcription firms may or may not win separate negotiations as done some years ago and as a result managed to get its pact extended in 1944 without the cost-of-living increase to which the other Code signatories kicked in.

AFRA to date has not revealed exactly what its demands upon the industry will be, although considerable speculation has taken place on the subject. On Oct. 1, it is definitely expected that AFRA will present all of its demands, to which heretofore there has been no specific indication. Among the 12 contracts for re-negotiation are agreements covering sustaining shows, commercials, staff announcers, sound effects men, the regional and local status as it exists on the Coast, as well as clearing up Chicago differences.

American Association of Advertising Agencies will be represented, although the actual contracts for instance may be signed by the networks. The AAAA will be on hand as an observer, watching out for its agency members since it is the client who eventually foots the bill.

AFRA Gave Notice Sept. 1

As per agreement, AFRA gave its 60 days notice of re-negotiation on Sept. 1, after the annual convention held in Los Angeles late in August. Provision in the current agreement calls for retroactive contracts to Nov. 1, 1946, in the event the new contracts are not completely agreed upon by the date of expiration which is October 31.

It is felt in the industry, that unless extraordinary demands are made by the talent union, that a new pact will be amicably negotiated. Complications may arise, however, in the event that jurisdictional disputes arise over television, something which may place the industry "in the middle."

Best Leaves WNEW

Herman Best has resigned as vice-president and sales manager of WNEW, New York. Ira Herbert has been named sales manager to succeed Best.

Did You Hear John Tillman

MASTER OF CEREMONIES

"MATINEE AT MEADOWBROOK"

Saturday, CBS, 5:00 P.M., EDST

"Only hour-long variety show on the air"



Broadway Bulletin Board. . . !

● ● ● Radio loses one of its most colorful and forceful characters in the sudden passing of Geo. Washington Hill, and speculation is rife among Radio Rowgues as to what's going to happen, not only to the advertising appropriation, but with the business itself. Hill was so highly individual and had such intensely personalized ideas in advertising that it's almost a foregone conclusion that some changes will take place. However, it's very unlikely that they will be of a revolutionary nature considering that his formula has been so potent and successful. . . . Ray Green talking about his new transcription network, tagged Transcription Broadcasting System, which he claims already embraces some 168 stations and will be ready to operate by Nov. 1st. Ready to start are some 30 shows a week, running from daily soap strips to variety, musical, news and name personality stuff. . . . Paul Barron probable choice for the bandstand on the new Hildegard stanza. . . . Joe Hazel now doing sports on ABC. . . . Geo. Wolf, crack NBC publicist, and one of the best-liked flacks in the radio field, taking over as N. Y. publicity director of Foote, Cone & Belding. A wise choice, as Wolf is a cinch to swing plenty of good-will over to the agency. . . . Mose Gumble birthday party'd at Toots Shor by his music cronies and admitting up to 40. . . . Beatrice Kay's manager, Mike Vallen, off for H'wood to set a movie deal. . . . Frank Telford's Mollie Mystery Theater will have Ann Rutherford next week.



● ● ● If Chicago does become a radio ghost town, as some insiders are inclined to believe, it won't be the fault of Johnny Neblett, Chicago's one-man radio organization and one of the most beloved of the Windy City's 'adopted sons,' who, ever since he hit the town some four years ago has done more than his share in trying to put the town on the radio map. The story of how he landed in Chicago, broke and hungry, only to emerge as one of the most dynamic and powerful figures in the midwest radio scene is more fascinating than many of the yarns he spins in his fabulously-successful transcribed series, "So The Story Goes," which is now being carried on over 90 stations. Next week, Neblett is cutting an audition record on Joe Cherniavsky's show, "My Lucky Break," which Joe introduced some six years ago on WLW, and which Neblett feels can become one of the really important shows on the air.



● ● ● TWISTING THE DIAL: The trade is still talking about the remarkable production which the American Broadcasting Company, with nods to public service director Robert Saudek and director Charlie Harrell, gave to John Hersey's New York piece on Hiroshima. The production was remarkable for its simplicity and under-playing. Radio performers Joan Alexander, Everett Sloane, Raymond Edward Johnson, Joseph Julian, Karl Swenson and announcer Geo. Hicks made the readings, spread over four nights, memorable. This should be a reminder to radio that the drama, the plausibility inherent in a script, impresses the listening public. Radio's major problem is to escape from hackneyed formulas and triteness. There are many wonderful stories to be told over the air—fresh and unforgettable—and the Hiroshima presentation proves it. . . . Lou Little's spot with Ed Sullivan was a refreshing bit on last week's Standard Brands' tele show. Television is still at its best when it has an authority like Little speaking or when it portrays actual news or sports. Weaving together a live tele show each week is still a headache to producers and it is rather amazing that the productions come out as well as they do. Howard Relly, who rates a bow for his fine work in television, will produce "Info, Please," as well as the Fred Allen show.



Record Crowd Seen For TBA Conference

(Continued from Page 1)

pleted at a board meeting held week. It was indicated that all of member manufacturers of the association would participate in the exhibition which will be held in conjunction with the conference.

Charles R. Denny, acting chair of the FCC, will be the principal speaker at the closing banquet of the conference in the Grand Ballroom of the Waldorf-Astoria. Honored guests on the dais that evening will include Brig. Gen. D. Sarnoff of RCA; Judge Justin M. of NAB; Fred Gamble of the AA; W. R. Reid, North American director of BBC; Maj. Gen. H. C. Ingles, signal officer, USA; Carl Whitman, president of the New York Telephone Co.; Judge Wolcott Pitkin, vice-chairman of IT&T, and John Ballantyne, president, Philco Corp.

An invitation to United Nations to participate in the TBA conference has been extended by General Chair Austrian. It is probable that luncheon of the opening day will be dedicated to UN and that a speaker from that organization will be heard.

Seeking FM Systems For Police Of Illinois

(Continued from Page 1)

use of FM. Present radio equipment being seven-years-old, is in need of replacement, Mulcahy said. County now using an AM system on megacycles. Under new FCC assignments all police radio transmitters will be between 152 and 162 megacycles.

Many surrounding communities switching or already have switched to FM. Evanston and Gary already use FM for police transmitters. Aurora, Elgin and Lake Forest already applied to the FCC for service. The Chicago police department operates on both FM and AM, transmitters in the squad cars using frequency modulation, while certain police transmitters operate on AM.

Live-Action Color Tele Demonstrated By CBS

(Continued from Page 1)

work, has had more than two months experimental operation in the laboratories, it was added, and a design "suitable for commercial manufacture." While CBS has the single camera now in operation it was pointed out that Bendix several in production, in addition to those being used in field tests. To help achieve picture brightness, CBS employed a new aluminum-coated tube, made by the Rauland Corporation of Chicago, "which concentrates the light on the viewing screen and prevents its being dispersed into the interior of the receiving set."

Advances Studied

Stanton also revealed that parallel work has been under way at CBS to develop an image orthicon tube for live pickup, requiring much less current than at present, and providing a greater color fidelity." As a result of these tests, it was added, the network now has under construction a mobile pickup system which will be used in outdoor and indoor pickup of sporting events, etc. Remote equipment is being developed for operation by the end of this year. "These developments are now to round out the color television equipment facilities," Stanton said, "and with them we shall be able to broadcast in full color every conceivable type of television program." The types of program pickups offered during the demonstration, which lasted slightly under 15-minutes in duration, provided ample opportunity for the system to display its stability and faithfulness in reproduction of natural color. One scene, which brought to the viewer two prizefighters in action, clearly showed that a better-than-eye movement offered a discernible problem in the matter of maintaining body-outline and color fidelity. The first scene, which depicted a model applying makeup and wearing vari-colored scarves, closely approached the sharply vivid color in present-day technicolor motion pictures.

Miner, Murphy Comment

When questioned about the possibility of using color programs on a regular basis, Worthington Miner, director of CBS, and Adrian Murphy, president, explained that this depends upon the setting of standards by the NAB, now under consideration by the industry committee of senior managers. Following the outcome, Murphy explained, CBS would present its case to the FCC "possibly before the end of this year."

Large Group Of CP's Okayed, In One Of FCC's Busiest Days

(Continued from Page 1)

permit to boost its power on the 1190 band from five to 50 kilowatts, unlimited. KXL, Portland, has also applied to go to 50 kw.

250-Wattors Approved

Construction permits were issued for 11 new 250-wattors, of which three are to be on the air, daytime only; Broadcast Management, Inc., Bethesda, Md. (a suburb of Washington, D. C.), 1120 kc.; Alfred Achilles Corcanges, Mineral Wells, Tex., 1140 kc., and Pulaski Broadcasting Co., Pulaski, Tenn., 730 kc.

Okayed for unlimited time with 250 watts were Iron Mountain-Kingsford Broadcasting Co., Iron Mountain, Mich., 1450 kc.; Caldwell Broadcasting, Inc., Caldwell, Idaho, 1490 kc.; Alva B. Adams, Jr., Pueblo, Colo., 1490.; Oneida Broadcasting Co., Rhinelander, Wis., 1240 kc.; Carolina-Northwest Broadcasting Co., North Wilkesboro, N. C., 1450 kc.; Fayetteville Broadcasters, Inc., Fayetteville, N. C., 1490 kc.; W. S. Weatherly, Anniston, Ala., 1490 kc., and Mike Benton, Atlanta, Ga., 1340 kc.

Okayed for construction to operate with one kilowatt, daytime, were Lee Segall Broadcasting Co., Houston, Tex., 1430 kc.; St. Louis County Broadcasting Co., Clayton, Mo., 1320 kc.; Clearwater Broadcasting Co., Clearwater, Fla., 680 kc.; Magic City Broadcasting Co., Birmingham, Ala., 730 kc.; Tri-Suburban Broadcasting Co., Silver Spring, Md. (another suburb of Washington, D. C.), 1050 kc., and the Times-Picayune Publishing Co., New Orleans, La., 940 kc.

Power Boost To Texas

G. L. Burns, Brady, Tex., was granted a power boost from 100 watts, night, 250 day, to 250 watts, unlimited, for KNEL, which operates on the 1490 band.

WLDS, Jacksonville, Ill., was authorized to boost its power from 250 watts to one kilowatt, and KSEI, Pocatello, Idaho, was given conditional approval for a power boost from 250 watts to one kw., night, five kw.-ls.

KFQD, Anchorage, Alaska, was given an okay to up its power from one to five kilowatts.

KWBU, Corpus Christi, Tex., was granted its petition to change frequency from 1010 to 1030 kc., while hearings were ordered in the cases of the Des Moines Broadcasting Co., seeking a new station on the 1240 band with 100 watts, unlimited, and Elias Godofsky, seeking to operate on the 1090 band with 250 watts, daytime, in Hempstead, L. I. WBAL, Baltimore, was made a party to this hearing.

Consolidated Hearings Ordered

Consolidated hearings were ordered on the mutually exclusive applications of Robert Schuler, Fresno, Calif., and Frank M. Helm, Modesto, Calif., for operation on the 1300 band with one kilowatt, daytime, and on the applications of Harold H. Thoms and T. B. Fuqua, both seeking operation on the

1240 band in Greenville, S. C.—Thoms with 100 watts, unlimited, and Fuqua with 250 watts, unlimited.

The FCC also announced final decisions granting three new AM stations: in Kalamazoo, Mich., Corpus Christi, Tex., and McKeesport, Pa.

Kalamazoo Decision Handed Down

Harold Gross was the successful applicant in Kalamazoo, getting a permit to build for operation on the 1365 band with one kilowatt, unlimited. The same assignment was approved for the Mon-Yough Broadcasting Co., McKeesport. Mutually exclusive, the permit for the same facilities were denied the McKeesport Radio Company and Booth Radio Stations, Inc., Lansing, Mich.

The Corpus Christi Broadcasting Co., will operate on the 1230 band with 250 watts, unlimited. The Walmac Co., and the R. F. W. Broadcasting Co., both applying for the same assignment, were unsuccessful.

Conditional FM grants were announced by the FCC for the Arkansas-Oklahoma Broadcasting Co., Fort Smith, Ark., Class B; Western Connecticut Broadcasting Co., Stamford, Conn. (licensee of AM station WSTC), Class A; Penn Thomas Watson, Wilson, N. C. (licensee of AM station WGTM), Class B; Ohio Broadcasting Co., Canton, Ohio (licensee of WHBC), Class B, and Siskiyou Broadcasting Co., Ashland, Ohio, Class A.

Television Permit To Dallas

A commercial television construction permit for Channel No. 4 was granted KRLD, Dallas, Tex.

Final FM construction permits were announced for the following 27 applicants: Racine Broadcasting Corp., Racine, Wis., Class B, Channel 267, 2.9 kw.; Fall River Broadcasting Co., Fall River, Mass., Channel 243, 20 kw.; Scranton - Wilkes Barre - Pittston Broadcasting Co., Wilkes Barre, Pa., Class B, Channel 277, 2.5 kw.; H. C. Winslow, Meadville, Class B, Channel 257, 3.2 kw.; Globe-Democrat Pub. Co., St. Louis, Class B, Channel 225, 53 kw.; Tulsa Broadcasting Co., Tulsa, Okla., Class B, Channel 233, 170 kw.

Also Baltimore Radio Show, Inc., Baltimore, Md., Class B, Channel 259, 20 kw.; Old Dominion Broadcasting Corp., Lynchburg, Va., Class B, Channel 270, 20 kw.; Savannah Broadcasting Co., Savannah, Ga., Class B, Channel 253, 45 kw.; KRLD Radio Corp., Dallas, Tex., Class B, Channel 226, 26 kw.; Mrs. W. J. Virgin, Medford, Ore., Class B, Channel 276, 950 watts; The Walmac Co., San Antonio, Tex., Class B, Channel 261, 160 kw.; Monroe Broadcasting Co., Inc., Rochester, N. Y., Class B, Channel 249, 27 kw.

Passaic Paper Favored

And Midwest Broadcasting Co., Milwaukee, Wis., Class B, Channel 232, 31 kw.; The W. H. Greenhow Co., Cornell, Class B, Channel 260, 10 kw.; Wm. C. Forrest, Greenfield, Wis., Class B, Channel 276, 92 kw.; Orville W. Lyerla, Herrin, Ill., Class B, Channel 259, 20 kw.; Hampton Roads

Legendary G. W. Hill Dies Suddenly At 61

(Continued from Page 1)

invented some of the best known slogans synonymous with Lucky Strike cigarettes and backed dance music on the air as a show and program early in his presidential career with American Tobacco. This was at a time when radio was crowded with dance-band remotes and many radio and advertising men already considered the dance music as no draw since it was plentiful and free on the air.

His ideas on radio programming, commercials, etc., made him a powerful force in radio advertising for nearly 20 years and his well defined principles also made him the stormy petrel on many occasions.

Hill was 61 years old when he died of a heart attack at his fishing camp in Cold Spring, Matapedia, in the Province of Quebec, at 1 a.m., last Friday. Previously he had spent some time at a hospital at Campbellton, N. B., for a checkup.

Mystery Show On WJZ

"Murder at Midnight," transcribed mystery series produced by Louis G. Cowan, Inc., will be heard in the New York area effective today over WJZ. Monday night series from 10:30 to 11 p.m., will be sponsored by the Ehret Brewing Co., through the Moore & Hamm Advertising Agency.

Broadcasting Corp., Class B, Channel 222, 34 kw.; Memphis Pub. Co., Class B, Channel 228, 136 kw.

Also Winona Radio Service, Class B, Channel 229, 55 kw.; The Passaic Daily News, Paterson, N. J., Class A, Channel 287, 190 watts; Onondaga Radio Broadcasting Corp., Syracuse, N. Y., Class B, Channel 226, 8.5 kw.; Queen City Broadcasting Co., Inc., Seattle, Wash., Class B, Channel 230, 7.7 kw.; Cur-Nan Co., Brockton, Mass., Class A, Channel 286, 800 watts; North Shore Broadcasting Co., Salem, Mass., Class A, Channel 288, 500 watts; East Texas Broadcasting Co., Tyler, Tex., Class B, Channel 280, 4.30 kw.; Spartanburg Advertising Co., Spartanburg, S. C., Class B, Channel 22, 262 kw.

Send Birthday
Greetings To—

September 16

Mary Hunter Andy Russell
James W. Ingoldsby Ruth Girard

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★ THE WEEK IN RADIO ★

Truck Strike Steps Up Spot Business

By JIM OWENS

WHILE the truck strike crippled much of the City's business last week, it stepped up spot business on New York stations considerably. Newspapers were forced to cut down on newsprint, many of them going without display ads—thus forcing department stores, etc., to revert to air advertising. . . . The recent signing of choice time segments on the major networks reflected a nation-wide optimism. The summer slump is now gone and forgotten as key cities report a strong upsurge of all types of billing.

ABC's net billings for the first eight months of this year show an increase of 5 per cent over last year. The web's Monday-Friday 9 a.m. to 12:30 p.m. time now sold out. . . . Pittsburgh stations returned to normal operations at the latter part of the week following threatened power-strike emergencies. Strike was halted before any curtailment of service was realized. . . . Columbia Records plans using 200 stations to exploit artists and new recordings. . . . Ford Motor Co. will sponsor the N. Y. professional Yankee football games on WABD. Deal includes airing play-offs, championship contests, etc.

Commercial billings this year will be considerably swelled by football with professional and college games scheduled on the major webs and indies across the country. . . . CBS has completed its talent lineup for special institutional programs on Sept. 22 and 29. Shows will originate in New York and Hollywood. . . . IT&T demonstrated a new system of multiple transmission by which eight separate programs may be aired at once. . . . NAB fearful of government supervision, declined to oppose FCC's current method of "wholesale licensing" of new stations. . . . Plans for observance of National Television Week were outlined by Jack Poppele and Ralph Austrian. . . . ABC's stock issue was approved by the SEC. . . . UN general assembly coverage will be augmented by addition of two more independent outlets.

NBC postponed its plans for celebration of United Nations Week as official date for opening of the fall session was delayed. Web will now schedule special shows in accordance

with the new date, tentatively Oct. 23. . . . United Auto Workers (CIO) asked FCC to withdraw its application for a Los Angeles FM license. UAW previously withdrew from Newark, N. J., but retains applications for Chicago, Cleveland, and Flint, Mich. . . . Atlantic Refining returns to air with usual heavy grid program, but increased number of games by 49 over last year. Company will sponsor 229 contests on 89 stations.

Dance bands in several cities walked off their hotel podiums via orders from James C. Petrillo. Move was in sympathy with current strike in N. Y. of Local 802. . . . Meanwhile, networks, ordinarily heavy users of late-hour dance band music, turned to night clubs, studio orchestras, etc. . . . Alaska will have its first network, according to reports that William J. Wagner, owner of KFQD, Anchorage, is planning to pipe-in network shows from the U. S. He plans to use stations in Anchorage, Juneau and Ketchikan.

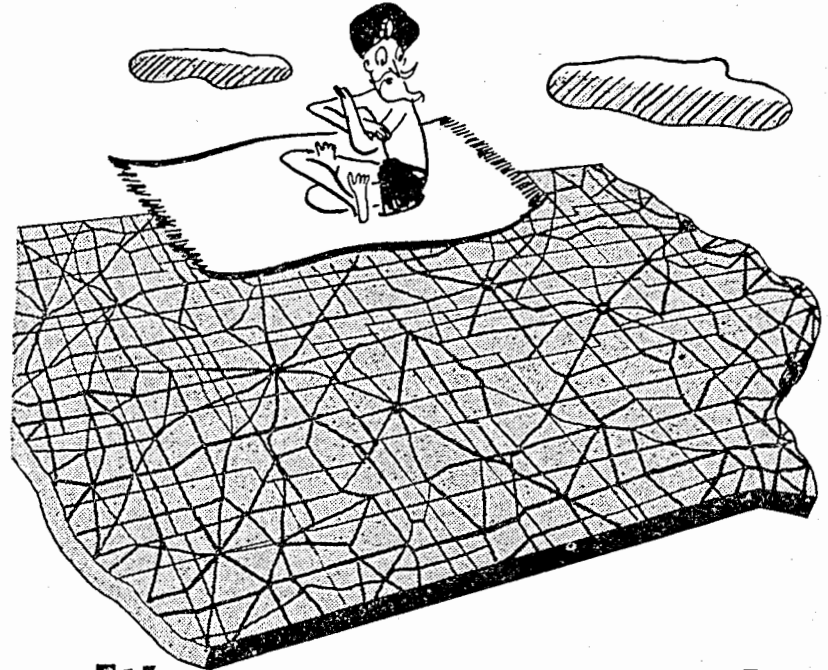
Scripps-Howard newspapers were denied an application for AM station in Cleveland. Chain owns the Cleveland Press, but FCC opined that officials have not proper "kinship" with the city's public. . . . Metro-Goldwyn-Mayer's line of popular recordings will be distributed through Zenith Phonograph and Radio Productions. Operations will begin shortly in Bloomfield, N. J. . . . KRNT, Des Moines, opened its "radio theater" with an elaborate celebration topped by appearance of Gov. Robert S. Kerr.

Indie broadcasters are getting together in a new organization to present their problems to the forthcoming NAB confab in Chicago next month. Listed high among their questions will be clarification of BMB standards as they affect New York, Chicago, and Los Angeles markets. . . . FCC had a busy week in both AM and FM, with the former reaching seven requests in one day. . . . New York Advertising Club's opening Celebrity Luncheon will be SRO, according to early reservation list. Program will include a facsimile demonstration, using RADIO DAILY's front page. . . . Juvenile practical jokers have been jamming four telephone quiz programs on San Antonio stations.

FM production is on the increase, with several major manufacturers turning out transmitters on schedule. GE is producing one a day, and 50 have already been delivered. . . . Radio Executives Club's first luncheon will be held at the Hotel Roosevelt Oct. 3. . . . Sears, Roebuck & Co., took its first step into television with sponsorship of a quiz program on WPTZ, Philadelphia. Contract is for 13 weeks. . . . Radio Directors Guild is now an AFL member. Guild has set its sights on directors in local stations throughout the United States and the Dominion of Canada.

It's easy to get around in IOWA

Iowa has 5514 miles of paved highways . . . Iowa's 9000 miles of Railroads are exceeded only by N. Y. and Texas.



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FM's Audience Problems

Don Lee Tele System Starts 3-Yr. Project

West Coast Bureau, RADIO DAILY
 Hollywood—The Don Lee Television System, granted a license last week by the FCC to do research in color video, has inaugurated a special three-year research project, it was announced here by Harry R. Lubcke, Don Lee television chief. Briefly, Lubcke has explored various means of color transmission and has come up with his own unique method which has been dubbed the "beer bottle theory of television."
 His explanation follows:
 "If you look at the sun through a
 (Continued on Page 7)

Fifteen Co-Op Sponsors Sold On 13 ABC Outlets

ABC the past week signed 15 additional sponsors covering eight cooperative programs on 13 stations of the network, with five of the new local clients buying Harry Wismer, two buying Ethel & Albert; two, Deadline Edition; three, Powers Harm School of the Air, and one each for John B. Kennedy, Baukhage Talking, Walter Kiernan and Swing Davis.
 Stations and sponsors for Wismer
 (Continued on Page 2)

Jack Paige Named Dir. Of MBS' Special Events

Jack Paige has been appointed director of special events for the Mutual network, succeeding Tom Slater, who resigned recently to join the staff of Ruthrauff & Ryan, it was announced yesterday by A. A. Schechter, vice-president in charge of news,
 (Continued on Page 2)

Paramount Video Revises Web Plans

Washington—Television Productions, Inc., Paramount video subsidiary, yesterday withdrew its applications for 16 high frequency relay stations which had been planned to carry network tele from New York to San Francisco via the northern route and then back from Los Angeles via a southern route. Withdrawal, it was said, was caused by engineering advances which indicated that the frequencies requested may not be the best for the purpose, also the fact that many of the frequencies have now been assigned to other services. It was further stated that Paramount still is interested in nation-wide network tele operation, and that it is likely steps will be taken to file again for new frequencies, or to use other means of coast-to-coast tele operation.

Churchill Speech Considered By Webs

Networks and key stations are considering a pickup of former Prime Minister Winston Churchill's talk from Zurich, Switzerland, Thursday morning, with NBC now planning to carry the speech at 6:15-6:45 a.m., EDT, and WOR-Mutual possibly changing their original plans which was to record the talk and rebroadcast it at 9:05 a.m., Thursday. CBS yesterday did not believe it would
 (Continued on Page 6)

Pearson Asks WBAL Band; Seen 'Blue Book' Test Case

Washington Bureau, RADIO DAILY
 Washington—A major test of the FCC's determination to live up to the policies outlined in its famous "Blue Book" will be posed here today when Drew Pearson, news commentator, and Col. Robert S. Allen file an application to take over the 1090 kilocycle assignment in Baltimore, Md., now assigned to the Hearst station, WBAL. Attorneys Marcus Cohn and Leonard Marks seek the 50,000-watt

Only 15,000 of 100,000 N. Y. Receivers Are In Use Today; Blame Is Laid To Lack of New Frequency Sets

IATSE-IBEW Dispute Arises Again At UN

Plans for television film coverage of the United Nations Security Council meetings at Lake Success, L. I., went temporarily awry, last week, and indications at the moment are that they will not be successfully covered during the present conferences, at least.
 When the Security Council met at the new site late last month, a jurisdictional dispute, similar to the one
 (Continued on Page 7)

Only 15,000 of the approximately 100,000 FM receivers in the Greater New York area are equipped to receive on the new 88-108 mc band and indications are that it will be some time before receivers covering the new frequencies are available in quantities in the New York market, RADIO DAILY learned
 (Continued on Page 8)

Johnny Neblett Killed In Airplane Accident

John Neblett, 37 years old, radio producer and narrator, was killed late Sunday afternoon in Chicago when the single-winged plane which he was piloting crashed on the fifteenth fairway of Tam O' Shanter Golf
 (Continued on Page 2)

Lasky Rejoins Associated As General Manager

San Francisco—Wesley I. Dumm, president of the Associated Broadcasters, Inc., San Francisco, yesterday announced the appointment of Philip
 (Continued on Page 8)

AFRS ET Schedule Shows Big Increase

Increasing its transcribed broadcasting time to over 76 broadcast hours per week, Lt. Col. Robert E. Kearney, Armed Forces Radio Service commandant, yesterday said that the servicemen's network is now handling more radio entertainment than at the peak of the war. The increase represents a rise of over 50 per cent since the height of the war when the figure stood at 50 hours.
 The added ET program is in re-
 (Continued on Page 7)

WBKB Sets Tele B'casts Of Northwestern Games

Chicago—Northwestern University's home games will be telecast from Dyche Stadium in Evanston, by the Balaban & Katz station WBKB, it was
 (Continued on Page 2)

Change of Pace

Murray Burnett, writer for "True Detective Mysteries," heard over Mutual each Sunday, will undergo a change of pace Sept. 29. Burnett begins writing for new Mutual show, "I Was a Convict," to be sponsored by Williamson Candy each Thursday at 10:30 p.m. Detective-author is forced to do an about face, now rehabilitating ex-cons whom he led into crime.

Dog Days

Jinx Falkenburg, co-star with her husband, Tex McCrary on the "Hi, Jinx" program over WEFB, has been named chairman of the New York Committee for National Dog Week which will be observed, week of Sept. 23. Event will start off with a "Canine Cavalcade" presented in the lower plaza of Rockefeller Center on Friday, Sept. 20th.



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FINANCIAL

(Mon., Sept. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	179½	178¾	179	- 1/8
CBS A	33¾	32¾	33¾	+ 1/8
Farnsworth T. & R.	10½	10	10	+ 1/4
Gen. Electric	40½	40	40½	...
Philo	26½	24¾	26½	+ 2¾
RCA Common	11¾	11¼	11¾	+ 1/8
Stewart-Warner	17½	16¾	17½	+ 1/8
Westinghouse	27½	26½	27	...
Zenith Radio	25	24½	25	+ 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6½	7¼
Finch Telecomm.	8	10
Stromberg-Carlson	15	16
WCAO (Baltimore)	38	...
WJR (Detroit)	34	...

Jack Paige Named Dir. Of MBS' Special Events

(Continued from Page 1)
 publicity and special events. Paige was formerly director of special events for WOL, the MBS station in Washington.

Paul Jonas, formerly assistant director of sports for the web, has been named director of sports. He will handle all arrangements for Mutual's exclusive broadcast of the World Series next month and other events throughout the year. Dale Morgan, formerly of the Mutual-WOL news staff, becomes special events chief in the Capital, and Lou Brott moves up as director of publicity for the outlet.



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

Coming and Going

EDGAR KOBAK, president of the Mutual network, is spending today and tomorrow in Washington, D. C., on business.

BENNY GOODMAN is back in New York from a series of one-nighters, and is conferring with Nat Moss, owner of the 400 Club, who is planning a glittering opening for his bistro in mid-October.

A. GREENWOOD, chief engineer at WMOB, American network affiliate in Mobile, Ala., arrived in Gotham late last week and now is visiting at the offices of the web.

CARL OSWALD, Mutual network press department luminary, to Johnstown, Pa., for a holiday of two weeks.

MIKE VALLEN, Beatrice Kay's manager, has left for Hollywood, where he'll spend a few weeks conferring with motion picture executives.

FRED A. PALMER, radio consultant on management and operation, is in Mt. Vernon, Ill., where his organization has assisted in launching WMIX, first FM station in southern Illinois, which made its debut on the air Sunday.

FRANK MARX, the American network's director of general engineering, returned by plane yesterday from Bermuda, where he visited for a week at ZBM, Hamilton, the web's outlet in Bermuda. While there, he conferred with Jack Tucker, vice-president of ZBM, and Eleanor Larsen, manager of the station.

C. P. HASBROOK, owner and president of WCAX, Burlington, Vt., who arrived last week for conferences at the headquarters of CBS, plans to leave for the home offices later this week.

WALTER LURIE, Mutual network program executive, is back in New York following a flying trip to Chicago on business.

DENVER DARLING, cowboy balladeer heard on WNEW, has returned to the station after a month's vacation, during which he traveled through most of the midwestern states.

JOHN C. ALICOATE, of RADIO DAILY's editorial staff, who during the past two weeks had sought and enjoyed the inspiring solitude of Maine's forest primeval, is back in town, having forsaken the murmuring pine and the hemlock for the clattering Royal and the Roget.

Fifteen Co-Op Sponsors Sold On 13 ABC Outlets

(Continued from Page 1)
 are: WRNL, Pusey Parker, Inc.; WLAP, Angelucci & Ringo; KGFF, Marquis Furniture Co.; WXYZ, Goebel Brewery, and WELI, Benedict & Co. Ethel & Albert: KTMS, Fergus Furniture, and KFLW, Everybody's Druggery Store. Headline Edition: WHMA, Fernell Jewelry Co., and WJOY, Lipper & Co. Powers Charm School: WMAL, Kopy Hat Stores; WJOY, Abernathy Clarkson & Wright. John B. Kennedy: KMPC, Matty's Radio Shop. Baukhage: WFPG, Friedenbergs Jewelry Co. Kiernan: WLPM, Farmers Bank of Nanesmond, and Swing-Davis: WJOY, Northern Oil Co.

Johnny Neblett Killed In Airplane Accident

(Continued from Page 1)
 Course at Niles, Ill. Brice Brookingham, 47, Neblett's golfing companion also met his death in the crash. Neblett was head of Neblett Radio Productions, Chicago, which dealt in package shows. He was best known for his network productions of "So The Story Goes," "Tin Pan Alley," and "Open House." He recently married Angeline Orr, Chicago radio actress.

WBKB Sets Tele B'casts Of Northwestern Games

(Continued from Page 1)
 announced yesterday by Capt. Bill Eddy, director. Negotiations for the football coverage were completed after conferences last week with Ted Payseur, Northwestern's athletic director, and Walter Paulison, athletic publicity director. Schedule opens with the telecast of the Iowa State game on Sept. 28.

Your SALES DOLLARS TRAVEL FAR • •
Ben Ludy, GEN'L. MGR. .. when you use them on
WIBW
 The Voice of Kansas
 TOPEKA

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



Wisdom

A GI sent that picture in to us from the Orient. Korea to be exact. We liked it because it seems to have caught the serenity that comes from knowledge and experience.

We don't picture smart time buyers looking like this old Korean grandfather puffing away on his pipe.

But we do know that once they have the facts . . . they buy time with a serenity and sureness worthy of an elder statesman.

We said "once they have the facts." That's why every W-I-T-H ad states as bluntly as possible: W-I-T-H, the successful independent in Baltimore, delivers more listeners-per-dollar-spent than any other station in town.

Putting W-I-T-H at the top of the list is wisdom!



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

SPONSOR

... monthly trade magazine for sponsors, radio-minded account executives, radio directors, timebuyers. Between two covers everything that buyers of time, programs, and talent need to do business intelligently in the \$500,000,000 yearly business of broadcast advertising. Capsuled news and interpretations, trends, research material, statistics, sponsor experience stories, problem articles, forums, in a lively, pictorial format designed for busy readers. Its credo ... double-check accuracy, honesty, utility, frankness, fairness, and an earnest desire to promote and extend the advertising institutions of AM, FM, TV, and FAX.

FIRST ISSUE • November, 1946*

ADVERTISING FORMS CLOSE OCTOBER 2

Four broadcast trade paper specialists direct, select, and prepare SPONSOR'S editorial content:
Publisher Norman R. Glenn, previously business manager of BROADCASTING, executive director of FM BUSINESS; editor Joseph M. Koehler, previously radio and television director of THE BILLBOARD; associate editors Frank Bannister, previously editorial associate of BROADCASTING, and Murry Sage, previously trade paper editor of WOR.



*First-run copies distributed at NAB Convention October 21, in addition to regular mailing.

Sponsor Publications Inc., 40 West 52nd Street, New York 19, Plaza 3-6216-7-8

ARE YOU SQUEEZING OUT THE BIG OUTSIDE* AUDIENCE

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 completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.**

Letting the *big outside audience* in on your radio show is plenty worthwhile on the Pacific Coast—these folks spend nearly 50% of the total 9 billions in Pacific Coast retail sales each year. But remember: You can reach them by radio only with Don Lee!

There are four radio networks on the Pacific Coast . . . all of them cover the *inside*, or seven major metropolitan county areas. Don Lee, however, is the only network with enough stations to deliver the *outside* audience also—an audience just as big and wealthy as the *inside*.

The reason for Don Lee's many stations is geographic. Look at a map and you'll see that most markets on the Pacific Coast are surrounded by mountains—5,000 to 15,000 feet high. The long-range broadcasting of other

networks can't reach these markets. Don Lee, luckily for listeners, has a station located *within* every important mountain-surrounded market. There are now 40 Don Lee stations, *more than all other Pacific Coast networks* combined.

It pays to reach the big, prosperous *outside* audience on the Pacific Coast. Do it by putting your radio show on Don Lee, where everyone can hear it. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 5 : SALEM, OREGON

An exclusive Don Lee outside market

TOTAL RETAIL SALES \$33,530,000

Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WBISS, *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

LOS ANGELES

By RALPH WILK

MEL VICKLAND, producer of Mutual's "Singing Sweetheart", is confined in the isolation ward of the Los Angeles County General Hospital under observation for polio.

Jack Benny has returned from his vacation trip East and will soon begin preparations for his return to the air September 29, making his 15th year in radio and 35th in show business.

Announcement is made by Carl Wester and Company, producers of the Irna Phillips daytime serials, that the casts for "Today's Children" and "Woman In White", aired this week from NBC's Hollywood studios for the first time since their removal from Chicago to the west coast, are now complete.

In the cast for "Today's Children", are Betty Lou Gerson Ainley, who plays the part of "Marilyn"; Wilms Herbert, as "Keith"; Gail Page, as "Carlotta"; Milton Herman, as "Italo"; Edwin Rand, as "Tony"; Lois 'Sugar' Kennison, as "Mary"; Jack Edwards, Jr., as "David"; Bill Johnstone, as "Carlos"; and Jo Gilbert, as "Naomi". The writer is Art Gladd and the director Axel Gruenberg. Both Miss Ainley and Mr. Herbert were members of the Chicago cast.

Churchill Speech Considered By Webs

(Continued from Page 1)

carry the talk and ABC was waiting to get a line on the title and importance before committing itself.

Originally the talk was to be made at 4 a.m., EDT, Thursday, and the BBC stated it would record the talk and make available a rebroadcast for American outlets. Churchill's talk will be entitled "The Future of Europe, in The Light of Secretary Byrne's Talk on Germany," delivered recently at Stuttgart.

Any further change in the time may disrupt the schedule of those key stations now planning to carry the speech. It is expected that WOR-Mutual may put the talk on earlier which it planned to take off-the-air on the original broadcast and rebroadcast at 9:05 a.m.

5000 WATTS 1330 KC.
WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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



Michigan Ave. Memoranda. . . !

• • • With Nancy Martin leaving her vocal chores on the Breakfast Club for domesticity as Mrs. Sam McEldowney, Dottie Dotson, formerly vocalist with Del Courtney's band at the Blackhawk, gets her big chance—

a week's tryout as vocalist on the program. Nancy is the second of the Breakfast Club's two femme singers to leave, Ilene Woods departing for the West Coast to join her musician-husband. . . . Fred Waring will do one of his broadcasts from a meeting of the American Meat Institute at the Stevens Hotel when he comes to town on his first tour with his Pennsylvanians in a decade. Another Waring broadcast from here may originate from the Civic Opera House. . . . Dave Kapp, the Decca vice-prexy, in town to supervise discings by the Ink Spots, who are currently at the Oriental. . . . The family of Jack Ryan, NBChicago press chief, were remarking at the dinner table the other day how they had never seen him without a moustache so Ryan excused himself and left the table. When he returned a few minutes later his family got its first glimpse of him without a moustache. . . . The Chicago Title and Trust Company, which sponsors the weekly Chicago Symphony Orchestra concerts over WCFL, tossed a cocktail party the other day for Desire Defauw, conductor of the Chicago Symphony, on his return from a European tour, which included a visit to his native Brussels, Belgium. Defauw related that, because of his newly-acquired United States citizenship he tendered his resignation as conductor of the National Belgium Orchestra, founded by him 20 years ago. Instead of accepting his resignation the good burghers of Brussels got him to promise that he would return to conduct the orchestra.

☆ ☆ ☆

• • • A Warsaw, Ind., resident wired station WMAQ that he had cured seven cases of violent hiccoughs and offered his services free, and an Illinois woman telephoned to say that hiccoughs could be cured by placing an ice cold water bag on the chest. These were just two of the many suggestions that flooded WMAQ following the broadcast recently of a wire recorded interview with a Chicago woman who had been plagued by hiccoughs for five days. . . . C. T. Hagman, general manager of the ABC central division, is still commuting between Chicago and St. Paul. He expects to move his family to Chicago in a couple of weeks. . . . Jim Conway, emcee of WBBM's "Shopping With the Missus," brings 5-year-old Jim, Jr., to the studio Saturday mornings to help him announce the "Musical Clock" program.

☆ ☆ ☆

• • • Fahey Flynn, WBBM announcer-turned-actor, scored in the role of announcer on WBBM's "The Whistler" Sept. 8. Also included in the true-to-type cast were Ken Griffin, who started in radio as an engineer and who played that role in last Sunday's script, "Brief Pause for Murder." Announcer Tom Moore was cast as announcer. . . . Nikki Kaye, who scripts WGN's "Charm School of the Air," will be lecturer at the annual National Hairdresser and Cosmeticians Association convention to be held at the Hotel Sherman Sept. 22, 23 and 24.

☆ ☆ ☆

• • • Herb Foote, WBBM organist, looks like anything but a musician in his fishing outfit sitting in a river scow attired in a "souwester" (raincoat to you), chawing on an inverted pipe while the rain pours down. This week's junket to the Fox River resulted in four bass. . . . Hal Totten, who gained fame as sports announcer before becoming farm director of WGN, will return briefly to the sports field Sept. 17 when he goes to Lafayette, Ind., to be master of ceremonies for the Purdue Football Preview. An annual celebration in Lafayette, the Football Preview includes a parade by members of the football squad and a celebration in their honor.

☆ ☆ ☆

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AGENCIES

THE COPY CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be directed by Walter Lowen, Walter A. Lowen Placeme Agency. Among those who will serve as leaders at the various meetings are George L. Miller, vice-president, Williams & Saylor; Alfred Eichler, copy director, Dancer, Fitzgerald & Sample; Vernon Welch, vice-president and copy director, Geyer, Cornell & Newell, Inc.; Paul Cornell, former chairman, American Association of Advertising Agencies; William D. Tyle, copy chief, Doherty, Clifford & Sheffield, Inc., and Howard Newton, vice president, J. M. Mathes, Inc.

McCANN - ERICKSON's Buenos Aires offices has been engaged to handle the advertising of Assa Lintada, manufacturers of metal office furniture and importers of industrial equipment.

PRATER ADVERTISING AGENCY, INC., St. Louis has been named to handle the account of Claussen Hosiery Co., Inc., Paducah, Ky. George L. Prater is account executive.

AD GLIBS

by DAVID O. ALBER

They say the short cut to success as a columnist is to knock a chip off somebody's shoulder. Start a sizzling controversy, they tell me, and don't spare the nitro glycerin. That will make 'em sit up and take notice.

So I tried to get a mad on. On whom to declare war? I pored through Winchell. He was taking stock of the stock market Nix on that. I scanned Nick Kenny. He was doing poetic nips, and that's no time to pick on a guy. Ben Gross had nothing in his column to get belligerent about either. Harriet Van Horne sounded off on press agents. Ah, here was a cause celebre! But she hit me in the solar plexus with a legendary character named Pippa and knew I could never defend myself against such tactics. Still itching for an argument, I examined John Crosby's pillar, and, for once I wasn't panning anybody. He liked Henry Morgan and the pleasure is mutual, so I jettisoned my barbs. And here I am with all the chips down, but not knocked off anybody's shoulder. Well, maybe it's better to have a lot of friends than to be a successful columnist.

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHinelander 4-1681
Hollywood: 1637 N. Vine St.
Gladstone 9469

IATSE-IBEW Dispute Arises Again At UN

(Continued from Page 1)
 which held forth last spring at Hunc-
 College, arose between IATSE
 and IBEW, which figured to prevent
 a film records of the meetings
 and some sort of agreement has been
 reached. CBS television cameramen
 were reported to have canceled fur-
 ther plans to film any of the events,
 the result of a protest lodged with
 officials last week.

UN officials, however, as in the
 previous tele-film labor squabble, are
 remaining completely neutral in the
 matter, pending legal decision or ac-
 tion from either side.

Don Lee Tele System Starts 3-Year Project

(Continued from Page 1)
 brown beer bottle, you see a brown
 glass; if you look at it through a green
 bottle, you see a green sun, etc. Do
 this electronically fast enough (180
 cycles per second) and you will have
 the illusion of a constant image in as
 many colors as you use different
 colored bottles."

By scanning the image through
 stationary color filters at the trans-
 mitter there would be no moving
 parts in either the studio or the home
 receiver," according to Lubcke.
 who has been Don Lee tele chief for
 the past 16 years. Further, Lubcke
 proposes to sandwich the sound waves
 simultaneously between the carrier
 wave bands. There will be a "soup-
 strainer" arrangement at the home
 receiver to act as a traffic "cop" di-
 recting the sound to the loud speaker
 and the image to the viewing screen.
 Live images in costume and cine-film
 will be used in the color experiments.

Will Honor News Analysts At B'nai B'rith Meeting

Cinema Lodge, B'nai B'rith will pay
 tribute at the Hotel Astor on Mon-
 day evening, September 23 to the
 Association of Radio News Analysts
 whose outstanding members include
 Lowell Thomas, H. V. Kaltenborn,
 Sam W. Vandercook, Johannes Steel,
 Rex Hill and H. R. Baukhage, Jack
 Levin, Cinema Lodge president,
 was announced.

Pearson Asks WBAL Band; Seen 'Blue Book' Test Case

(Continued from Page 1)
 president and treasurer. The Balti-
 more lawyer, Eli Frank, Jr., is secre-
 tary, but is not a stockholder.

Hearing has been ordered for Oct.
 1 by the FCC to decide whether
 WBAL should be turned down on its
 request for a license renewal. The
 station is now on temporary license
 because of FCC dissatisfaction with
 its program policies. It is believed
 that Pearson and Allen will not seek
 to become parties to this hearing, but
 will ask a postponement, probably
 of 60 days.

WBAL was cited in the "Blue
 Book" as an example of what can
 happen to program policies when
 control of radio stations changes
 hands. The station was originally li-
 censed to the Consolidated Gas, Elec-
 tric Light and Power Co., of Balti-
 more in 1925, and when it applied for
 a clear channel two years later the
 licensee corporation specified that
 "WBAL has endeavored to be a dis-
 tinctive personality among broadcast-
 ing stations. To attain this end its
 programs have maintained high musi-
 cal and artistic standards."

Details of an unusually full sched-
 ule of good music were included, as
 well as information concerning ten
 studio-maintained musical combina-
 tions and a large listing of public
 service and sustaining shows. The
 clear channel was granted largely be-
 cause the Commission indicated
 WBAL's superior programming.

In 1935 the station was sold to
 Hearst's American Radio News Cor-
 poration, with no program pro-
 spectuses then required of purchasers.
 In this connection, the Commission
 pointed out:

"An examination of the program
 logs of Station WBAL for the week
 beginning Sunday, April 23, 1944,
 shows that its present mode of opera-
 tion is in marked contrast to its opera-
 tion . . . under the previous licensee
 . . . Only 12.5 per cent of the program
 time between 8 a.m. and 11 p.m. was
 sustaining on Monday through Fri-
 day of that week, less than six per
 cent of the program time between
 9 a.m. and 11 p.m. was sustaining and
 no sustaining programs whatever
 were broadcast on those days between

2 p.m. and 11 p.m.—a total of 45
 hours.

"Between 8 a.m. and 11 p.m. of the
 week beginning April 23, 1944, Sta-
 tion WBAL broadcast 507 spot an-
 nouncements, of which six were sus-
 taining public service announcements.
 An example—not unique—of the pil-
 ing up of spot announcements is
 found in the 45-minute period from
 8:15 a.m. to 9:00 a.m. on Monday,
 April 24, during which 16 spot an-
 nouncements were broadcast, or one
 every 2.8 minutes.

"Less than 2.5 per cent of the sta-
 tion's time between 8 a.m. and 11
 p.m., during the week was devoted to
 sustaining programs of local live
 origin. (Total in minutes was 155.)"

The Commission pointed out further
 that WBAL carried no forum or
 roundtable shows, local or network,
 although the University of Chicago
 Roundtable was available from NBC.
 Although Baltimore is known as a
 leading musical center, WBAL broad-
 cast only 90 minutes of local live
 music—nearly all sponsored popular
 music. WBAL carried five of the 19
 NBC public service offerings.

The Pearson-Allen Corporation is
 authorized to issue 100,000 shares of

AFRS ET Schedule Shows Big Increase

(Continued from Page 1)
 sponse to demands from American
 servicemen and women stationed on
 all continents and recuperating in
 military, naval and veterans' hospi-
 tals in this country. Radio entertain-
 ment according to Col. Kearney is
 their greatest morale builder.

In addition, AFRS worldwide short-
 wave continues to send out over 642
 hours per week of news, sports, spe-
 cial events over 14 transmitters lo-
 cated on the Atlantic and Pacific
 Coasts and in Hawaii.

stock at \$5 par. The two stockholders
 have paid in \$12,500 each for 2,500
 shares, and have subscribed to an ad-
 ditional 10,000 shares each—which
 means that the corporation can start
 with \$125,000.

It was learned yesterday that
 WBAL filed in August a new state-
 ment on its present programming and
 its plans for the future. According to
 one member of the commission, the
 new statement indicated vast im-
 provement in program policies and
 appeared to lift the WBAL schedule
 "up to 'Blue Book' level." It was re-
 called also that the Hearst organiza-
 tion has been granted a television
 license for Baltimore—presumably
 "in the public interest."

YOU CAN ALWAYS KEEP YOUR FINGER ON WHAT HAPPENS IN CHICAGO . . .

THROUGH
WLS
"FEATURE FOODS"



Grocery-store-sold product manufacturers find WLS "Feature Foods" combines all phases of advertising-merchandising-selling. The selling-effectiveness of air-veterans Martha Crane and Helen Joyce is complemented by the merchandising staff, calling on 1,250 Chicago-area food marts. Displays are set up, special store promotions carried through. Advertisers receive regular reports on the movement of their products, competitive sales, retailer-comments. For more detailed information, see your John Blair man, or write for the first of a new series of case-history-packed folders, explaining how advertisers keep their fingers on what happens in Chicago through WLS "Feature Foods."

50,000 WATTS
 890 KILOCYCLES
 AMERICAN AFFILIATE

Represented by John Blair and Company. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK.



CHICAGO 7

The
PRAIRIE FARMER STATION
 BRIDGED BUTLER
 President
 GLENN SNYDER
 Manager

WANTED

Stenographer — excel-
 lent opportunity for
 bright girl. Call WI 7-
 6336.

Dominant
 VOICE OF
 SOUTHEASTERN
 CALIFORNIA

100 MILLION DOLLAR
 YEARLY MARKET

MUTUAL
 DON LEE **KXO** EL CENTRO
 CALIFORNIA

SEE RAYMER

Only 15% Of FM Sets Tune 88-108 In N. Y.

(Continued from Page 1)

following a survey of the frequency modulation situation.

Seven of eight FM stations in the New York area are broadcasting a total of 51 hours daily on the new frequencies. None of the stations have been able to give accurate data on their listening audiences to date although two are in the process of making surveys.

Blame for the plight of the FM broadcasters rests with the manufacturers, all station managers agreed. They reported that new receivers covering the 88-108 band are coming into the market in very limited quantities and the shortage of these receivers has hampered development of audiences.

Out of the approximately 15,000 receivers now in use less than 5,000 of these are new. The others are the old type, having been converted to receive the new frequencies with special attachments.

WABF On Both Frequencies

WABF, owned by Metropolitan Television, Inc., of which Ira Hirschmann is president, is the only FM station in the New York area operating on both the old and new channels. In addition WABF is the only exclusive FM station now selling commercial time on the air. The station programs several live shows and its sponsors include Bloomingdale's Abraham Straus and Haynes Griffin music store. At WQXR night time sponsors get their commercial plugged at no additional cost, since the FM broadcast is the same as the AM. Commercials are some times heard over WABC-FM whenever a newscast, originating at WABC, is sponsored. However, WABC-FM is not offering time to sponsors.

WNYC-FM is making probably the first extensive check to determine the size of both old and new FM audiences. Station makes daily announcements seeking mail response and then queries letter writers as to friends who also have FM sets.

WGHF, owned and operated by Finch Telecommunications, Inc., plans to offer its first live program some time this fall. Herbert Stone, program director, is seeking dramatic talent for a weekly series. Vast majority of FM air time in New York consists of live news programs and transcribed music. WEA-FM devotes all time to transcribed music from 3-9 p.m. daily.

Current ironic picture is that FM transmitter production was reported on the upswing last week by big

Lasky Rejoins Associated As General Manager

(Continued from Page 1)

G. Lasky as vice-president and general manager of the Associated Broadcasters, Inc., licensee of radio station KSFO and international shortwave stations KWID and KWIX.

Mr. Dumm, who is also president of the Universal Broadcasting Company, announced at the same time



PHIL LASKY

that Ray V. Hamilton, former executive vice-president of the Associated Broadcasters, Inc., will devote his full time to the direction of Universal Broadcasting Company activities. Lasky returns to his former post on September 15, following a seven-year absence. He had resigned the position in the fall of 1939 to assume management of station KROW, Oakland, which he, Dumm and others had purchased, a post which he held until this year, when he sold his interest there following Dumm's own disposal of his holdings in line with the FCC's duopoly order.

Lasky and Dumm resumed financial interests jointly with the recent purchase of radio station KXA, Seattle, of which they are now officers and directors, and this affiliation is now broadened by Lasky's return to KSFO. Hamilton is a stockholder of KXA. Following the sale of his holdings in KROW, Mr. Lasky and Wallace F. Elliott, a KROW associate organized an advertising agency under the name of the Lasky Co., with offices in Oakland and San Francisco. According to Mr. Dumm's announcement, Mr. Lasky is disposing of his interests in the agency to Elliott effective immediately. Dumm is also president of the Pacific Coast Broadcasting Co., licensee to 10,000-watt KXLA, Pasadena, Universal's outlet for Los Angeles.

manufacturers. If present trend continues, the air will be loaded with FM broadcasts and the American public will still be trying to buy the new FM receivers

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO
Get Your Share By Using...

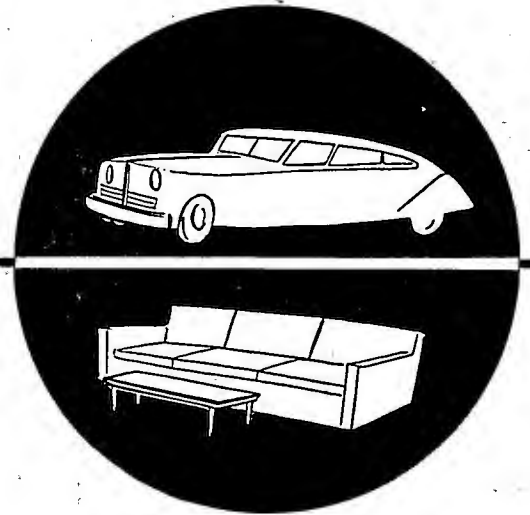


WEED & CO. National Representatives



Fulton Lewis, jr.

sells autos and furniture



IN

D. C.,

In Washington — over WOL — Fulton Lewis, jr. sells autos and furniture. He sells oil in Tulsa, real estate in Tucson, and hundreds of various products and services for national and local advertisers over more than 190 stations. Fulton Lewis, jr. sells because his loyal listeners have the \$\$ to buy what they want when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Fulton Lewis, jr. is available for local sponsorship in a few choice markets. Wire, phone, or write for complete information about his topnotch program.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Send Birthday Greetings To

September 17

Mary Charles Bob Hotz
Gabriel Heatter Frank Novak
Alice Yourman Yvette



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 56

NEW YORK, WEDNESDAY, SEPTEMBER 18, 1946

TEN CENTS

Facsimile Preview Today

WAA Asking Industry For Advice On Selling

Washington Bureau, RADIO DAILY
Washington — Electronics industry leaders are being called for advice in setting up new policies and methods for disposal of surplus electronics equipment by the WAA, it has been announced here. The WAA is organizing a number of advisory committees which will furnish advice on pricing, marketing and general policy. An immediate function of the committees is to assist in arriving at uniform and fair prices for the wide

(Continued on Page 5)

Major Web Heads Guests At REC Dinner Tomorrow

The presidents of the four major networks and other members of the advisory council will attend a dinner given by officers of the Radio Executives' Club at the Savoy Plaza tomorrow, Sept. 19, to discuss the club's program for the year. The advisory council will be asked for suggestions on the club's plans for a series of luncheons beginning on October 3. Among those who will attend the

(Continued on Page 7)

WRWG Breaks With AAAA On 'Release Form' Change

West Coast Bureau, RADIO DAILY
Hollywood — Following a meeting here of national officers of the Radio Writers Guild, it was announced that the Guild has broken off negotiations with the American Association of Advertising Agencies. The Guild's main objectives were:

- (1) Revision of "release form" un-

(Continued on Page 5)

WBAL "Test"

Washington — Drew Pearson's announcement that he and his partner, Robert S. Allen will seek the WBAL wavelength, 1190 kc. plus the 50,000 watts that go with it, is arousing considerable speculation from more angles than one. Most peculiar one seems to be the fact that the station is now owned by the Hearst interests—and, Drew Pearson is a Hearst columnist.

Public Service

Results of a survey conducted by the Treasury Department reveals that 925 stations are broadcasting the U. S. Savings Bonds transcribed "Treasury Salute" series. Brent O. Guntz, chief of the U. S. Savings Bond Radio Section, estimated that value of the radio time donated by stations to the Treasury Department totals \$3,500,000 annually.

ATW Television Course To Be Handled By ABC

The American Theater Wing's television refresher course for veterans will be under the supervision of the American Broadcasting Company, it was announced yesterday by Paul Mowrey, network's national video chief.

Based on the conviction that "there is no substitute for direct experience," Mowrey has planned field trips for the ATW class to WPTZ, Philadelphia, or WRGB, Schenectady, in addition to reservations of students at

(Continued on Page 2)

Delgado Succeeds Michel In State Dept. Radio Post

Mucio Delgado, at one time general manager of KYCA at Prescott, Ariz., and since February, 1942, associated with the Office of Inter-American Affairs, has been named acting chief of the Radio Program Branch of the International Broad-

(Continued on Page 2)

Radio And Tele Prepare To Cover Tonight's Fight

Radio and television shoots for its second record audience of the year tonight when the ABC network and NBC television move into Yankee Stadium to bring the Louis-Mauriello fight to millions of sports fans around the world. About 250 U. S. stations, ABC affiliates plus additional outlets, will broadcast the fight. Bout also will be beamed commercially in Spanish to Cuba, South America and Mexico, and in Portuguese to Brazil. It will

Large Scale Demonstration Sponsored By Advertising Club Of N. Y. At Luncheon Meeting

Two hundred leaders of the advertising fraternity gathered in the temporary club house of the Advertising Club of New York today will witness the first large-scale demonstration of facsimile. The demonstration, sponsored by Radio Inventions, Inc., and WOR, will include transmission of copies of the first page of today's RADIO DAILY, marking the first time a trade publication has been used in experimental facsimile.

John V. L. Hogan, pioneer fax inventor and president of Radio Inventions, Inc., whose company is staging the demonstration, will be the principal speaker at the club's first luncheon under the presidency of Eugene S. Thomas. Mr. Hogan will speak on "Facsimile Productions and Postwar Selling."

Engineers of the Hogan organization and WOR completed transmission tests yesterday. The facsimile transmissions will originate in the laboratories at 155 Perry Street, New York,

and will then be conveyed by equalized telephone lines to the studios of WBAM, the WOR-FM station, at 444 Madison Avenue. It will then be sent via the air route to the temporary headquarters of the Advertising

(Continued on Page 6)

REL Reports Delivery Of FM Transmitters

FM transmitter production took another major step forward this week with the announcement by Radio Engineering Laboratories that 15 new transmitters had been delivered to broadcasters as of Sept. 16, all of which are on the air. All are one kw. transmitters with the exception of one 250-watter; in addition, five of the FM broadcasters have been supplied with "interim antennas" by REL to enable them to augment pres-

(Continued on Page 6)

U.S. Resumes ITU Info On Radio Frequencies

Special to RADIO DAILY

Bern, Switzerland — The United States State Department has informed the director of International Telecommunications Union, with headquarters here, that the United States is resuming formal notification of radio frequencies to the Bern Bureau of the ITU. Notification was dropped

(Continued on Page 5)

Conflict?

Engineers of WHN, New York, are reported investigating possibilities of night-time interference coming from WINS when the Crosley station goes 50,000 watts in November. WHN's 50,000 watter occupies the 1050 spot on the dial while WINS holds down 1010 kc. It is pointed out too that the new WINS setup might affect KDKA in Pittsburgh, which is 1020 on the dial.

(Continued on Page 6)



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FRANK BURKE : : : : : Editor

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FINANCIAL

(Tues., Sept. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	178	175 1/4	177 1/4	- 1/4
CBS A	34	32 1/4	34	+ 1/4
CBS B	33	32 1/2	33	+ 1/4
Crosley Corp.	24	24	24	- 4/8
Farnsworth T. & R.	97 3/8	93 3/4	93 3/4	- 1/8
Gen. Electric	40 1/8	39 1/2	40 1/8	+ 3/8
Phico	25 3/4	24 3/4	24 3/4	- 5/8
RCA Common	11 1/4	11	11 1/8	- 1/8
RCA First Pfd.	85 5/8	81 1/4	84 1/4	- 1 3/4
Stewart-Warner	17	16 5/8	16 3/4	- 1/4
Westinghouse	26 7/8	26	26	- 5/8
Zenith Radio	24 1/2	24 3/8	24 1/2	+ 1/8
OVER THE COUNTER				
DuMont Lab.		Bid 63 3/4	Asked 7 1/2	
Finch Telecomm.		8	10	
Stromberg-Carlson		15	16	
WCAO (Baltimore)		38		
WJR (Detroit)		34		

Don Ball Back At CBS

Don Ball, who joined CBS in 1929 and left in 1945 to become associated with the Neff-Rogow Advertising Agency, has rejoined the network as assistant director of the editing department.

Big Daytime Leadership

In the 40 daytime quarter-hour periods (Mon. thru Fri.), the latest Hooper-Listening Index in the Worcester area of over 500,000, gives WTAG 31; Station B, 7; Station C, 2; Station D, 0 and Station E, 0.



Coming and Going

ROBERT E. DUNVILLE, vice-president of the Crosley Broadcasting Corp., is back at his Cincinnati headquarters following two weeks in New York on business.

WILLIAM LANE, general manager of WAGE, American network affiliate in Syracuse, N. Y., is in town on a short business trip.

GASTON GRIGNON is here on another of his frequent but brief business trips. Paid a call yesterday at the offices of his national reps.

BILL BIRD, radio editor of the Pasadena Independent for the past 18 years, will arrive in New York tomorrow to attend new radio shows.

GAYLE V. GRUBB, manager of KGO, San Francisco, is back in the Bay City following a trip to Hollywood, where he conferred with western division officials of the American network and on Saturday attended a dinner honoring Mr. and Mrs. C. E. Hooper.

LAWRENCE PICKARD, a news editor at WOR, is back from two weeks in Canada.

JOHN FULTON has arrived from WGST, Atlanta, Ga., on a short business trip.

GEORGE H. GUNST, vice-president of The Katz Agency, Inc., in charge of the Chicago office, is visiting briefly in New York.

WILTON E. COBB, station manager of WMAZ, Macon, Ga., and FRANK HUBB, program head of the station, are in Gotham for conferences at the offices of CBS and for talks with the national representatives of the station.

ARTHUR B. CHURCH, president of KMBC, Columbia network outlet in Kansas City, Mo., is in Gotham on a short business trip.

RALPH HATCHER, station relations manager of the central division of CBS, is spending a few days in New York.

DON KELLEY, director of press information for WBBM, Columbia's owned and operated station in Chicago, left New York last night for the Windy City after having spent the early part of the week here on business.

IRVING MANSFIELD, producer of the Arthur Godfrey "Talent Scout" program, has left on a two-week holiday. His shoes, in the interim, will be filled by Jack Carney.

ATW Television Course To Be Handled By ABC

(Continued from Page 1)

all ABC shows over WABD in New York. If there is available ABC time at the end of the semester, it was added, the class will actually produce a program over WABD under the web's guidance. "Whenever possible, we intend to demonstrate television instead of just talking about it," Mowrey said.

The ATW course, which is of eight weeks duration, is scheduled to start Sept. 24. Although 200 vets are said to have made application, limit will be held down to 35 students.

Harvey Marlowe, ABC's executive producer-director will conduct most of the classes, although interest in the school is industry-wide and other video staff members, including CBS, have accepted invitations to participate. Worthington Miner, CBS director of television and Paul Belanger, web's director of music and drama shows are both set for lectures during the course.

Also scheduled to participate in course lectures from ABC's tele department are: Richard J. Goggin, producer, director and writer; Miss Bobby Henry, producer-director, and Bernard Pearse, director of special events.

Birthday Present

FCC grant of a construction permit to Broadcast Management, Inc., for a new standard broadcast station in Bethesda-Chevy Chase, Md., on September 12, will always have special significance to Willard D. Egoft, Washington attorney and president of BM, Inc. September 12, he revealed, was his birthday.

Station will operate with 250 watts, on 1120 kilocycles, daytime only, with tower and transmitter building on the Kenwood Country Club grounds and studios in the shopping district of this Washington suburban area.

Delgado Succeeds Michel In State Dept. Radio Post

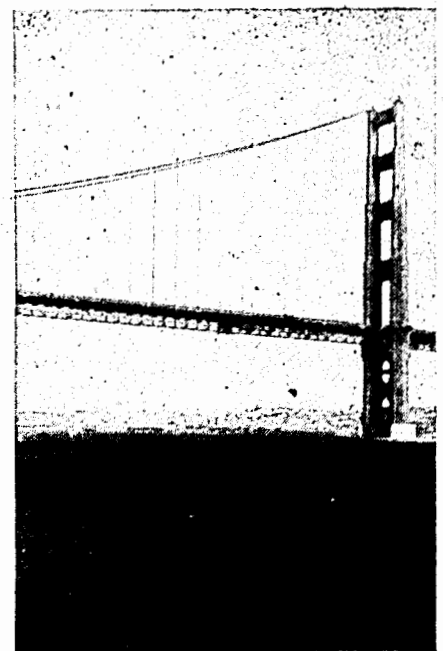
(Continued from Page 1)

casting Division of the State Department, it was announced yesterday by Kenneth D. Fry, chief of IBD. Delgado will assume his new post on October 5th. Delgado succeeds Werner Michel who joins CBS as producer-director.

James, Carr To Handle Annc'g Of Du Mont Grid

When the New York Football Yankees make their home debut under the lights at Yankee Stadium next Saturday night, Sept 14, Dennis James and Tom Carr will handle the announcing assignments for DuMont Television and the Ford Motor Co., sponsor of the games.

James will provide the play-by-play description while Carr will supply color background, commercials, etc. Latter will work from the DuMont studios in the John Wanamaker Store.



What holds a bridge up?

That's a snapshot of San Francisco's Golden Gate Bridge. And many a boy sailing for the Pacific must have asked that same question.

Frankly we don't know. But it must run a close parallel to what makes a radio sales campaign stand up.

First you get a good base . . . that would be the product. Then you'd find the strongest supports you could obtain to hold up the spans . . . that would be listeners.

Down here in Baltimore we can give you the sales support of more listeners - per - dollar - spent than any other station in town.

It's W-I-T-H, the successful independent in this 5-station town, that stands up under the heaviest load you can put on it. For sales that stand up . . . in Baltimore it's W-I-T-H.

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



a fair wind

adds to the speed of the boat and the pleasures of sailing. But in fair winds or foul, good times and bad, Weed and Company's large staff of experienced representatives consistently achieves maximum results.

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

LOS ANGELES

By RALPH WILK

IN addition to the previously announced members of "Woman In White", Chicago cast who have come to Hollywood, Sarajane Wells, as "Eileen"; Muriel Bremmer, as "Helen Burton"; Laurette Fillbrandt, as "Jem Burton Schultz"; and Hugh Studebaker, as "Dr. Purdy", are the following new players chosen from the ranks of Hollywood actors and actresses: Ted Von Eltz, who plays the part of "Paul Burton"; Carl Frank, as "Jack Landis"; and Veronika Pataky, as "Frieda Merrick". Herbert Futran is the writer-director.

The three Irna Phillips radio shows are now emanating from NBC's Hollywood studios, Monday through Friday, at the following time: "Today's Children" at 10:15 a. m. PST; "Woman In White" at 10:30 a. m. PST; and "Masquerade" at 10:45 a.m.

Tentative title of the new Roy Rogers ainer, which will make its debut over NBC October 5th, will be "Alka-Seltzer's Saturday Night Roundup". On the show with Rogers will be George 'Gabby' Hayes, Dale Evans, Pat Buttram, Bob Nolan and the Sons of the Pioneers and Country Washburn and his orchestra. "Alka-Seltzer's Saturday Night Roundup" replaces the National Barn Dance.

Musicraft Records has issued the first in a series of "Arthur Murray Instructs" on September 15th and the "Arthur Murray Teaches the Fox Trot" platters are available. Musicraft has made a national tie-up with all Arthur Murray Studios and with the purchase of each Musicraft album, a gift certificate is included, which entitles the purchaser to one free Arthur Murray dance instruction. Dan Seymour, and Mrs. Arthur Murray handle the narration, while Walter Gross conducts the orchestra for the first album of eight sides.

Continues Crime Series

Murray Burnett will continue his writing assignment for "True Detective Mysteries," sponsored by Williamson Candy Co., over Mutual each Sunday afternoon, in addition to new authoring duties for "I Was a Convict," which premieres over MBS Sept. 19 at 10:30 p.m., EDT. Latter program is sustaining.

Stork News

Clay Daniel, WEAH producer, and Mrs. Daniel became the parents Sunday night of a seven-pound five ounce baby boy, at the Woman's Hospital. The newcomer is the second Daniel child, joining Robert Rush, 5.

For Exclusive PERSONALIZED Publicity

Jane Barton
publicity · promotion

7 W. 44th ST., NEW YORK CITY · VA 6-1696



Broadway Table Talk. . . !

● ● ● Eddie Bracken himself prob'ly doesn't realize how close he come to missing the boat on the Texaco deal. It's hardly any secret in the trade that the client had a positive aversion to a script show, plus which the Dick Powell deal had all but reached the signature stage while Myron Kirk was breathing heavily on their necks with Tony Martin. However, the audition record (written by Bracken, Geo. Hope and Frank Tashlin) was such a piperoo that Texaco did a complete switch and grabbed it pronto. Incidentally, trade talk has it that Texaco is in the market for another show. . . . When Gen'l Motors dropped NBC Symphony you couldn't get dime bet covered that the show would be picked up again due to its tremendous cost (about a million a year). However, we're assured that the net now has six prospective buyers, three of them being automotive firms. . . . Philco putting out another recorded show with Burl Ives, preeming on Mutual in October. . . . Walter Lurie has wrapped up Jim Ameche for the lead in a new Mutual half-hour romantic-comedy series which will prob'ly be heard Friday nites.



● ● ● ONE MAN'S OPINION: The Dick Haymes-Helen Forrest program is back. We hope they'll leave out permanently the dramatic sketch leading into the musical part of the program and go back to the last season's standard of one of the gayest, most listenable musical interludes on the dial. . . . The CBS television color demonstration revealed John Tillman as a mighty colorful emcee. . . . "Milkman's Matinee," presented by Art Ford on WNEW, is one of the highlights of the ayem, thanks to Ford's generosity in spotlighting the music instead of himself, as too many other disc jockeys do. . . . Interesting battle going on between ABC and CBS over the 8:30 Friday nite slot. ABC's slugger, "This Is Your FBI," which did so well last year, figures to give CBS' "Thin Man" a sizable headache this season.



● ● ● SMALL TALK: Ginny Simms using Harry Salter's "Song of Your Life" idea as gimmick on new series. . . . Quite a story in the split between Henry Morgan and his writer, Aaron Rubin, but nobody'll tell us. . . . Michael Martin has joined the Mary Chase office, which, incidentally, has booked Josh White on a three-month concert tour. . . . Maxine Keith, radio consultant, hopped to Montreal to address students of radio at McGill U. . . . Harold Hoffman, who left AFRA's contact dep't to go with the Veterans' Administration about a year ago, is back in the AFRA fold again. . . . Oliver M. Presbrey, who handled U. S. Steel and Cresta Blanca for BBD&O, has left the agency to manage midwestern region for American Newspaper Advtg. Network, Inc. . . . Prentice-Hall including test radio spot announcements in its \$20,000 tub-thumping campaign for Russ Janney's novel, "The Miracle of the Bells." . . . Carl Emory, vet actor, announcer and narrator, has written a 'soaper' called Marianne. . . . Maybelle Prindaville has temporarily turned promotion mgr. for her author-husband, Lew Lauria, and his new novel, "Let The Chips Fall." . . . Gagwriter Alan Sands has completed a half-hour comedy-situation package, a takeoff on songwriters and the orchestra biz.



● ● ● OUR HAT'S OFF DEP'T: Evelyn Knight's latest Decca waxing—"Passe," backed by "Land of Dreams." . . . Peggy Mann's thrushing on the Hit Parade. . . . Stan Kenton's new Capitol disc of "It's a Pity to Say Goodnite." . . . "Cinderella, Inc.," CBS ainer from Iceland restaurant. . . . Larry Finley's "Flight With Music," starring Marion Hutton—a musical gem. . . . Joe DeSantis' very believable job as Diamond Louie in "The Front Page" revival.

CHICAGO

By BILL IRVIN

COMMONWEALTH EDISON became the first purchaser of Chicago television time when George B. Bogart, vice-president of J. R. Perschall, advertising agency, and John Balaban, secretary-treasurer of Balaban & Katz, signed a 26-week contract at WBKB. Negotiations for the show were handled by Capt. William C. Eddy, director of the station, and Ardien B. Rodner, Commonwealth Edison advertising official. For the past two years prior to WBKB's acceptance of commercial contracts, Commonwealth Edison sponsored a weekly telecast on a cost-sharing basis, producing 100 shows during that period. They plan to continue their present "Telequizcalls," with Joe Wilson and Meg Haun.

"Jimmy Evans' Football Forecast," is being heard over WIND, 8:45 to 9:00 Tuesdays and Thursdays, started September 17, under sponsorship of the Erie Clothing Co. The 13-week contract was placed through Gourfain-Cobb Advertising Agency of Chicago. Evans will review on Tuesday the outstanding games played the preceding week-end, and on Thursday will air his football forecasts.

Yankee Football Airings Sponsored By Pabst

Pabst Sales Co., distributors of Pabst beer, has signed to sponsor broadcasts over WINS of all 14 professional football games to be played this season by the New York Yankees of the All-America Conference. Warwick & Legler, Inc., placed the account for Pabst which also co-sponsors Yankee baseball games.

Corporate Name Change

Albany—Muzak Radio Broadcasting Station, Inc., New York City, has changed its corporate name to WGYN, Inc. Chadbourne, Hunt, Jaekel & Brown, are attorneys for the corporation.

BALTIMORE'S *Listening Habit*
WABC
MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Ronda, General Manager
FREE & PETERS, Inc. Radio - National Representatives

WAA Asking Industry For Advice On Selling

(Continued from Page 1)

variety of electronics items now in surplus. In many cases these items are no commercial counterparts by which to gauge demand.

committees of experts on electronic tubes, telephone equipment and wire and cable already have met to assist the electronics division in arriving at prices of these items. A committee on electronics components now meeting, and groups are being set up for radio-broadcast and receiving equipment and other miscellaneous communications equipment.

The lack of uniform prices has delayed the disposal program, and WAA is endeavoring to build up standard prices for use by all sales agents with the assistance of the industry committees.

WGA Breaks With AAAA On 'Release Form' Change

(Continued from Page 1)

which an author gives up all his rights in advance, even before the agency will agree to read a submitted script.

2) Recognition of an author's ownership of the material he creates, and his right to license his material for a single performance only.

The Guild's representatives said, "Agents' representatives repeatedly admitted the justice and reasonableness of the Guild's demands, but hemmed and hawed when it came to granting any of them. Asked by Guild negotiators for reason for this position, the agency men said only, 'some of the sponsors want it that way.' The Guild now recognizes that other measures will be necessary to gain their demands. The basic plan for these measures has been agreed upon at the current meeting of the national executive committee. All details of its execution have been referred to the national strategy committee and will be presented to the membership at an early date."

May Experimental Station

The FCC last week-end announced that it has granted a construction permit for erection of a new developmental station by the Federal Telephone & Radio Co., in Newark, N. J.

CBS' Second-Week Clinic Attended By 50 Managers

CBS' second annual series of Program Managers' Clinics begins its second week, with a new group of 52 station executives enrolled. Last week's sessions were attended by 75 visiting executives. Next week's sessions will conclude the series, with still another group of executives from as far west as Denver.

CBS West Coast affiliates held their clinic at Hollywood last spring, the Eastern sessions at the network's New York headquarters having been postponed until now because of the then impending national railroad strike.

The meetings are held in various studios in the main Columbia Broadcasting System Building at 485 Madison Avenue, in the Studio Building at 49 East 52nd Street and at luncheons and a dinner at the Hotel Waldorf-Astoria. Addresses are made by CBS department heads on the subjects of most network operations besides programming.

The total registration for this year's clinics is 170, exactly double that of the first year's 85.

Those attending this week's clinic are:

Richard E. Bates, WGAN; Richard G. Bath, WKNE; Mark Boyden, WSBT; Dwight J. Bruce, WTOG; Charles C. Caley, WMBD; Carter Woodbury, WTRY; Wilton E. Cobb, WMAZ; George D. Coleman, WGBI; Mrs. Mary Wilder Davis, WTOG; Jack Deal, WHCU; E. J. DeGray, WBT; Woods Dreyfus, WISN.

Also W. F. Dunbar, WKZO; John Fulton, WGST; Carroll Gardner, WMBR; C. E. Gatchell, WGAN; G. W. Grignon, WISN; Ewing B. Hawkins, WBNF; Frank Huggs, WMAZ; Joseph G. Hunt, WRDW; Lawrence C. Johnson, WDNC; J. C. Kellam, KTBC; Harold A. Kent, WBNF; Frank Lee, WMMN; Russell L. Long, WCSC; E. Ray McCloskey, WBNF, and Ed McGrath, WSPA.

Also Gaylord A. McPherson, WDOD; Cecil D. Mastin, WBNF; Don Mathers, KDAL; William F. Melia, WWNC; Merritt Milligan, WTAD; Ted Nabors, KTRH; Robert M. Peebles, WKNE; Joe Phipps, KTBC; Leslie Pierce, KWFT; Vernon E. Reed, KFH; Edney Ridge, WBIG; Ernest Wm. Rossell, WTRY; Gordon A. Scheihing, WCAO; Douglas F. Sherwin, KGLO; Joe Short, WHCU; Berton Sonis, WCHS; Charles M. Stone, WMBR; William G. Suter, KGLO; Larry Walker, WBT; R. Brooks Watson, WMBD; Norris West, WCAU; Wally Williams, WBIG; Helen Wood, WIBX; Hoyt B. Wooten, WREC, and E. W. Ziebarth, WCCO.

ABC Appoints Stokes Chicago Program Head

Chicago—Harold Stokes, a production director of the ABC central division and prior to that musical director of WGN, has been named program manager of the network's Chicago headquarters, succeeding Gene Rouse, who resigned. Stokes has been a familiar figure in Chicago musical circles for the past several years.

Consolidated Hearing Set Via Competitive-Bid Policy

Washington Bureau, RADIO DAILY
Washington—The FCC has designated for consolidated hearing the first case to be brought up under the competitive-bidding policy adopted in the WLW case nearly a year ago. The case involves WBBW, Indianapolis, with two separate would-be purchasers to be heard by the FCC.

Sale of Evansville on the Air, Inc., was proposed last May by Associated Broadcasters, Inc., the present licensee, and an option to buy was turned over for \$750. During the sixty-day period when competitive bids were in order, one was received from Radio Indianapolis, Inc., and with both prospective purchasers still very much interested the first hearing in a case of this type should be scheduled before the FCC at an early date.

Produces Children's Album

Al Rickey, radio conductor, with David Kurlan, story teller, have produced an excellent series of children's records titled "Once Upon A Time" for Mayfair records. The album offers such favorites as "The Little Red Hen," "The Three Goats," "Goldilocks," "The Three Bears," "The Elephant," and the "Jack Rabbit." Rickey uses strings and woodwinds effectively for sound effects and voice changes for the animal characters.

U. S. Resumes ITU Info On Radio Frequencies

(Continued from Page 1)

in September of 1939. Effective Monday, Sept. 23, all new frequencies assigned to radio stations in the United States will be registered at Bern, and effective Oct. 16, 1946, the backlog of new radio frequencies which were assigned in the United States during the war years will be registered.

The notifications will be made to the ITU Bern bureau by the Federal Communications Commission of the United States.

The submission of new frequencies to ITU was discontinued in September of 1939.

Philco Announces Div.

In announcing a dividend of 20 cents per share payable to stockholders of August 31, 1946, record, Philco Corporation revealed in the second quarter of 1946, the company had an operating profit of \$164,787, as compared with a loss from operations of \$2,569,471 in the first quarter. This reduced the operating loss for the first six months to \$2,404,684 and after estimated tax credits of \$2,350,000, the net loss was \$54,684 for the first half of 1946.

STAY ONE JUMP AHEAD with...

CLEVELAND'S

Chief

STATION

By leaps and bounds Cleveland's Chief Station stays out front in listener acceptance. WJW delivers more daytime dialers per dollar in the Cleveland area than any other regional station. Cleveland's Chief Station makes sales for a lot of advertisers. Let WJW be your courier, keep your sales mounting.

BASIC 850 KC

ABC Network WJW **5000 Watts**

CLEVELAND, O. DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

1906 1946

Henri

CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

Facsimile Preview At Adv. Club Today

(Continued from Page 1)
Club at 20 East 37th Street, where facsimile receivers will record the copy.

Comment By Thomas
Commenting on the importance of the demonstration, President Thomas of the Advertising Club, issued the following statement:

"Invention of printing meant that millions could read the Bible, the Declaration of Independence, the daily newspaper.

"Invention of radio enabled millions to hear—the instant it happened—a King declare war, a President announce victory and peace, the Pope or Einstein express his thoughts.

"Today, we are witnessing the wedding of printing and radio. With the speed of light a daily newspaper is being broadcast from press room to your table. This new process, radio facsimile broadcasting, brings people and nations closer than ever to each other and to the events which shape our futures.

"Business leaders have asked eagerly: 'What is radio facsimile broadcasting and how can we use it?'

"To give you the facts on this subject, the Advertising Club of New York has arranged today's demonstration of radio facsimile broadcasting jointly with RADIO DAILY, which provides the periodical to be broadcast, with radio station WOR, which broadcasts the first facsimile edition of RADIO DAILY to your table, and with Radio Inventions, Inc., inventors and developers of the new radio facsimile broadcasting apparatus.

"We are glad that radio facsimile broadcasting is emerging from the laboratory and believe it is destined to add importantly to the accomplishments and pleasures of our daily lives."

Many Sought Reservations
Popularity of the facsimile luncheon among the advertising agency executives was indicated from the advance reservations. More than 500 sought table reservations at the club where a capacity of around 200 only could be accommodated. Out-of-town agency people, advertisers and broadcasters were among those seeking reservations.

Among the radio and facsimile executives who had a hand in planning the luncheon and who will attend, are Theodore Streibert, president of WOR; Jack Poppele, vice-president and chief engineer of WOR, and Charles Oppenheim, station's promotional director; Raymond W. Bristol, executive vice-president of Radio Inventions, Inc.; Elliott A. Crooks, director of newspaper publishers facsimile service of Radio Inventions; Frank Burke, editor, and Marvin Kirsch, vice-president and business manager of RADIO DAILY.

NETWORK SONG FAVORITES

Top 31 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.
Survey Week of September 6-12, 1946

TITLE	PUBLISHER
All The Time.....	Robbins
Along With Me.....	Witmark
And Then It's Heaven.....	Remick
Blue Skies.....	Berlin
Cynthia's In Love.....	ABC
Do In' What Comes Natur'lly.....	Berlin
Five Minutes More.....	Melrose
Girl That I Marry, The.....	Berlin
Gypsy, The.....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Got The Sun In The Morning.....	Berlin
I'd Be Lost Without You.....	Advanced
If You Were The Only Girl.....	Mutual
I've Never Forgotten.....	E. H. Morris
Linger In My Arms A Little Longer, Baby.....	Bourne
On The Boardwalk.....	Bregman-Vocco-Conn
September Song.....	Crawford
Somewhere In The Night.....	Triangle
South America Take It Away.....	Witmark
Surrender.....	Santly-Joy
There's No One But You.....	Shapiro-Bernstein
They Say It's Wonderful.....	Berlin
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Under The Willow Tree.....	Peter Maurice
Whatta Ya Gonna Do?.....	Broadcast Music
Who Told You That Lie?.....	Stevens
Why Does It Get So Late So Early?.....	Harms
Without You (Tres Palabras).....	Southern
You Keep Coming Back Like A Song.....	Berlin

Gabe Heatter Signed For New Sponsorship

Gabriel Heatter, Mutual's ace newscaster, has been signed for a new commercial series of programs titled, "Gabriel Heatter's Sunday Stories," which debuts on WOR-MBS on Sunday, October 13, from 10 to 10:30 p.m., EST. Series will be sponsored by the Mutual Benefit Health and Accident Association of Omaha.

Hollenbeck Back On WJZ

Don Hollenbeck, morning newscaster, who left WJZ about a month ago, is again being heard over the station each Saturday at 8:55 a.m. under sponsorship of Marlin Firearms Co. Contract, placed by Craven & Hedrick, runs for 13 weeks.

"Safety" Co-Op On WHOM

"Highways to Safety" is now aired over WHOM each Sunday at 5:30 p.m. in co-operation with New Jersey's Department of Motor Vehicles and in the interest of public service. Dramatized show is designed to curtail automobile accidents on city thoroughfares and public highways.

Radio, Tele Prepare For Louis-Mauriello

(Continued from Page 1)
for a single broadcast over one network. An estimated 300,000 persons along the eastern seaboard viewed the Louis-Conn fight via television.

WNBT, local outlet for NBC television, will feed the bout to Washington, Philadelphia and Schenectady, where it will be carried by WTTG, WPTZ and WRGB, respectively. Many distinguished Washington guests have been invited by NBC to view the contest. WNBT is using two image orthicons in Yankee Stadium with Bob Stanton and Jack Dillon handling the descriptive commentary starting at 8:45 p.m.

"Warmup" Tonight

ABC has scheduled a warmup broadcast at 9:30 p.m., tonight when Harry Wismer will emcee a pre-fight color, music and interview show. Don Dunphy and Bill Corum will take the microphone at 10 p.m. to describe the main event.

Many television demonstrations and parties again are scheduled for tonight by manufacturers, broadcasters and private individuals. The pub-

REL Reports Delivery Of FM Transmitter

(Continued from Page 1)
ent power facilities or to effect changeover to operation on the channel.

Delivery of this new equipment represents all development manufacture of FM completed since the FCC authorized the new band.

Ten-Kw. Unit In Demand

REL further made known this week that full production is under way on one kw. and 250-watt transmitters; the point that delivery will be made to broadcasters at the rate of one each week. Before the end of this year officials said the company expects to turn out three kw. and 10 kw. transmitters, and pointed out that a heavy backlog of orders for high power equipment demands pre-war full production for 1947. Orders for the kw. FM transmitter, it was added, exceed "by over 50 per cent," orders for the low power equipment. Current prices (subject to a recent FCC approved price increase) are: \$7, for the one kw. transmitter; \$4,500 for the 250-watter.

Production figures for Radio Engineering Laboratories for this year, according to Joseph Behr, sales manager, compare "favorably" with other major manufacturers, and indicate that REL's output record will place it "among the first three manufacturers" for this year.

Plan NAB Showing

Behr also announced that REL would exhibit its first post-war kw. FM transmitter to the NAB convention at the Palmer House in Chicago next month.

REL has been in the FM business since its inception a decade ago. Behr pointed out, and was selected by Major Edwin Armstrong, inventor of the system, to develop the first FM modulator designed by him in 1936. All transmitter equipment the first FM station designed by Armstrong, also approximately around that period, was built by REL.

Users Listed

Following is the list of stations operating with REL equipment: date: W2XMN, Alpine, N. J., owned by Major Armstrong; WINX, Washington, D. C.; WDRC-FM, Hartford, Conn.; WTIC-FM, Hartford, Conn.; WENA, Detroit, Mich.; WNBF-FM, Binghamton, N. Y.; WGTR, Paxton, Mass.; WMIT, Winston-Salem, N. C.; WIL-FM, St. Louis, Mo.; WRCM, New Orleans, La.; WRAL, Raleigh, N. C.; WMTW, Mt. Washington, N. H.; KTHT, Houston, Tex.; WGAL, Lancaster, Pa., and WMFR, High Point, N. C.

licity for television following the heavyweights fight in June brought trade predictions that the video receiving set market had been greatly expanded overnight. On paper this borne out since local dealers reported a steady stream of inquiries about television sets but so far dealers have no stock.

COAST-TO-COAST

—INDIANA—
PORT WAYNE — WOWO Booster Club held their annual picnic at "Log Cabin," public near-city grounds. . . . Bob Duffield, manager, and Bob Stone, president of club, co-operated in having sched- of staff members and time of ing the meal arranged so that all old have opportunity of getting ic meal. . . . William L. Wetzel is addition to the WOWO talent as organist and pianist. . . . Bob ers' newest responsibility is sup- sising production on all early morn- programming as well as all folk ic programs for WOWO.

—COLORADO—
DENVER—Aid to Veterans is the theme t new series of weekly discussion dcasts conducted by Mack Switzer, sical events man for KLZ. . . . Co- eacting with the Veterans Advisory ncil of Denver, program gives infor- on GI's applying for pay for un- . furlough time, appeals for emergen- housing, etc. . . . The winner of 's current baseball contest will be rded a trip to the World Series games e National League City—expenses

—NEW HAMPSHIRE—
MANCHESTER—Guy O. Carrier, staff musician with WFEA passed y September 6 after a long ill- . . . CONCORD—As part of the ic service schedule of WKXL, agers will have the opportunity iring their debates. . . . Ex-Wave, ty June Vestal, fills the spot in ogram director's office vacated etty Richardson. . . . Brand new r dollars will be awarded win- contestants on the new "Dollars dScholars," teen-age program car- on WKXL. . . . Norm Bailey will e show.

—MAINE—
PORTLAND—The Portland Broadcasting m, Inc., has filed an application with FCC to operate a standard station at 68 kilocycles, 250 watts, unlimited . . . PORTLAND—Charles Curtin, am Yankee Network production su- sor, has been named manager of the Yankee Network outlet, WMTW. . . . neers are rushing to have station iled by October 1 so that Portland may hear the World Series.

—MASSACHUSETTS—
SPRINGFIELD—WSPR has an- ced the addition of a new pro- of book reviews to be aired for minutes Monday afternoons at 2:15 r sponsorship of H. R. Hunting e Store. . . . WSPR has arranged lf-hour pickup from the Blue o, West Springfield, featuring e Lockwood's band.

WE NEED A

Young man with radio sales experience contact important New York agencies radio station representative firm. Write your qualifications to Box 220, RADIO DAILY 101 Broadway New York 18, N. Y.

18 Applications For AM Lead Requests To FCC

Washington Bureau, RADIO DAILY
Washington—The FCC has an- nounced the filing of 18 more appli- cations for standard broadcast facili- ties, as well as receipt of another half dozen not yet filed. Three re- quests to alter pending applications also were reported. The new applica- tions filed include the following:

Portland Broadcasting System, Inc., Bangor, Me., 1450 kc., 250 watts, un- limited; KVN Co., Grand Rapids, Mich., for operation with 250 watts, unlimited, with 1290 kc., in Benton Harbor, Mich., and with 1450 kc., in Holland, Mich.; Hammond Broadcas- ting Co., Hammond, La., 1200 kc., 250 watts, daytime; William E. Brooks, Brewton, Ala., 1240 kc., 250 watts, unlimited; Thomaston Broadcasting Co., Thomaston, Ga., 1220 kc., 250 watts, unlimited; Craig Broadcasting Co., Craig, Colo., 1230 kc., 250 watts, unlimited; Mesilla Valley Broadcas- ting Co., Las Cruces, N. Mex., 1490 kc., 250 watts, unlimited.

Two Seek Same Band
Radio Springfield, Inc., and Cham- pion City Broadcasting Co., both in Springfield, Ohio, both seek the 940 band; Paul W. Delehanty, 250 watts, daytime; Lackawanna Valley Radio, Scranton, Pa., 1,000 kc., one kilowatt, daytime; Capitol Radio, Inc., Colum- bus, Ohio, 660 kc., one kilowatt, day- time; Eurith Dickinson Rivers, Jr., Decatur, Ga., 1010 kc., one kilowatt, daytime; Thomasville Broadcasting Co., Thomasville, N. C., 770 kc., 250 watts, daytime; R. C. Goshorn and R. L. Rose, Alton, Ill., 1570 kc., one kilowatt, daytime.

Received, but not yet assigned file numbers, were applications from: Binghamton Broadcasters, Bingham- ton, N. Y., 950 kc., 500 watts, daytime; West Virginia Radio Corp., Elkins W. Va., 1240 kc., 250 watts, unlimited; Model City Broadcasting Co., Annis- ton, Ala., 1390 kc., one kilowatt, un- limited; John A. Boling, Live Oak, Ala., 1450 kc., 250 watts, unlimited; Pittsburgh Publishing Co., Pittsburgh, Kans., 1340 kc., 250 watts, unlimited; Pittsburgh Broadcasting Co., Pitts- burgh, Calif., 990 kc., one kilowatt, unlimited.

Rochester Firm Amends Plea
WARC, Inc., Rochester, N. Y., ap- plicant for a new station, filed to amend its request from 1240 kc., 250 watts, unlimited, to 1600 kc., five kilo- watts, unlimited. A. Frank Katzen- tine, Miami Beach, Fla., licensee of WKAT, filed to raise his power from one kilowatt to five kilowatts, day- one kilowatt, night. WKAT is on the 1360 band.

The Tar Heel Broadcasting Sys- tem, Inc., Clinton, N. C., filed for per- mission to seek the 880 instead of the 550 band.

Still asking one kilowatt, daytime. WIRL, Peoria, Ill., filed to raise its power from one to five kilowatts, re- maining on the 1290 band.

Named Program Chairman
Mrs. Frances Wilder, CBS con- sultant on daytime programs, has been elected program chairman of the Advertising Women's Club of New York, for 1946.

Major Web Heads Guests At REC Dinner Tomorrow

(Continued from Page 1)

dinner, tendered by the officers of the club, will be Frank Stanton, president of CBS; Mark Woods, ABC president; Edgar Kobak, head of Mutual, and William Hedges, NBC vice-president, who will represent Niles Trammell, president of that network.

"With this advisory council in ac- tion," Robert D. Swezey, Radio Ex- ecutives' Club president, declared, "we should be aided in welding our group into an organization that will be important not only to all phases of the broadcasting industry but to the public as well."

Mrs. Roosevelt To Attend
Other members of the advisory council who will attend are Mrs. Franklin D. Roosevelt; Elliott Sanger, WQXR; Nathan Straus, WMCA; Mrs. Mary McClung, president of the Ad- vertising Women of New York; Mrs. Dorothy Lewis, National Association of Broadcasters; H. M. Dancer, presi- dent of Dancer-Fitzgerald-Sample; Louis N. Brockway, executive vice- president of Young & Rubicam; Charles Mortimer, president of Gen- eral Foods; Justin Miller, president of the National Association of Broad- casters, and Alfred N. Steele, vice- president of the Coca-Cola Company.

Illinois FM Station Went On Air Sunday

Southern Illinois' first FM station, WMIX, owned and operated by the Mt. Vernon Radio & Television Co. Inc., organized by a group of 25 busi- ness and professional men, went on the air Sunday. Station will operate daily from 11 a.m. to 1 p.m., and 5 p.m. to 9 p.m., on a frequency of 103.7 megacycles. Fred Dodge, as- sociated with the Fred A. Palmer Co. has been engaged as station manager David Taylor has been engaged as chief engineer.

"Christy" Lynch In U. S., Firestone Debut Sept. 30

Christopher "Christy" Lynch, young Irish tenor and protege of the late John McCormack, who arrived in New York last Friday, makes his American debut over NBC's "Voice of Firestone" program Sept. 30, 8:30 p.m., EST, in a broadcast from Car- negie Hall. Lynch will alternate weekly with Eleanor Steber, Metro- politan Opera soprano, as vocalist on Firestone program.

Send Birthday Greetings To
September 18
Joe Bradley Bill Fields
Joan Ellis Sherman K. Gregory
Mildred Fenton E. E. Hill
Ann Lester Don Shaw

AGENCIES

FRANK C. BARTON, JR., has been named director of radio of Federal Advertising Agency, it has been announced by Gordon E. Hyde, presi- dent. For the past year, Barton has been manager of the radio depart- ment of Benton & Bowles, and prior to that was business manager in the radio department of the Blow Co.



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IT'S STARTLING
IT'S DYNAMIC
IT'S RADIO

The TRUTH about the World's MOST FASCINATING INDUSTRY NAMING REAL NAMES using LIVING characters RADIO'S FIRST REAL PICTURE

Unequaled in its frankness
Unsurpassed in its daring
LET THE CHIPS FALL
is a lasting tribute to the ACTOR and to the memory of DeWitt McBride

LIMITED FIRST EDITION
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256 pages of the fastest reading ever published
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ORDER NOW
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Enclosed find check or money order in the amount of \$..... for which please send me copies of LET THE CHIPS FALL
Name
Address
City

"the best location in the nation"*

* A bow to the Cleveland Electric Illuminating Company which has helped to attract more than 100 new industries to Northeastern Ohio, ~~made~~ this a still richer and ~~grecic~~ market place.

also has its

Favorite Station



A Basic Station of
the Columbia Network

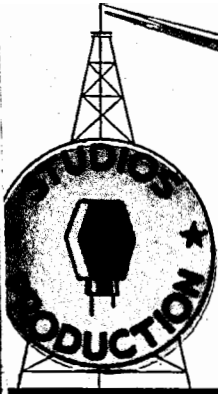
Things are happening in Cleveland and Northeastern Ohio . . . "the best location in the nation" for industry and for record-breaking sales during the coming year . . . Employment has soared beyond the half million mark . . . new retail businesses are blooming (68% more than in 1940) . . . More than one million convention visitors in Cleveland's Sesquicentennial Year have put fifty million more dollars into circulation . . . another one hundred twenty million is going into city-county face lifting, harbor improvements and new subways . . . And here, folks have a habit of tuning to WGAR, for the Friendly Station is the "favorite station" in "the best location in the nation."



Free Speech Mike Says:

"There always are plenty of the good things of life for people who stay free . . . free to live, to work, to worship, to speak as they please."

Edward Petry & Co., National Representatives



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 57

NEW YORK, THURSDAY, SEPTEMBER 19, 1946

TEN CENTS

Delegates To Moscow Set

Tele Trade Showings In N. Y. This Week

Two trade showings of new television receivers got under way in New York this week with both Radio Corporation of America and U. S. Television Manufacturing Corp. displaying new models. RCA restricted its showing to distributors at a closed meeting at the Hotel Pennsylvania while U. S. Television showed their receivers in Newark and New York department stores.

In connection with the RCA showing, Joseph B. Elliott, vice-president
(Continued on Page 8)

OPA Grants Tube Mfrs. Adjustable-Pricing Basis

Washington Bureau, RADIO DAILY
Washington—Manufacturers of receiver tubes and allied special-purpose tubes may sell to original radio equipment manufacturers on an adjustable pricing basis, the OPA announced yesterday. The special purpose tubes covered by this action are similar to radio tubes, but of different electronic characteristics and use, OPA said.

The adjustable pricing action per-
(Continued on Page 2)

Nation's Medal Of Merit For Ted R. Gamble Today

A Medal of Merit, highest civilian award from the Government for wartime service, will go today to Ted R. Gamble, wartime chief of the Treasury's War Finance Division. Presentation of the medal to the bondseller, along with a citation signed by President Truman will be made in Washington by Secretary of the Treasury John Snyder.

School Days

San Francisco—KPO, local NBC outlet, took its microphones into the huge tent erected on the University of California campus yesterday afternoon to describe the record enrollment of more than 22,500 students at the Berkeley campus. University officials and enrolling students were among those interviewed by Bud Mayor of the KPO news and special events dept.

Action, At Least

What last night's Louis-Mauriello fight lacked in quantity it certainly made up in quality for the listeners to the ABC broadcast and the viewers of the WNBC telecast. Video reception approached movie quality, from the opening punch with which Tami staggered Joe until the moment two minutes later when the challenger was counted out in a kneeling position on the canvas.

UN Official Accepts Tele Luncheon Bid

Benjamin Cohen, associate secretary general of the United Nations, has accepted an invitation to address the Television Broadcasters Association conference at Waldorf-Astoria Hotel luncheon on Thursday, October 10, Ralph Austrian, general chairman of the two-day conference, announced yesterday. The television broadcasters plan to dedicate the opening luncheon of the two-day conference to the United Nations and the forthcoming general assembly.

Riggio Elected President Of Amer. Tobacco Co.

Vincent Riggio, vice-president in charge of sales of the American Tobacco Co., was unanimously elected president of the company succeeding the late George Washington Hill at a meeting of the company's board of
(Continued on Page 2)

Fax Programs By End Of '46 Predicted At Demonstration

First large-scale demonstration of facsimile radio broadcasting before advertising and industry leaders was held yesterday at the Advertising Club by Radio Inventions, Inc., and WOR, which provided actual transmission of the first page of RADIO DAILY from the company's headquarters in lower New York City to the midtown area in a period of approximately three and one-half minutes. Demonstration was witnessed by 200 business executives who are now, or

Pres. Truman Approves 14-Man Group For Int'l Telecommunications Meet; World Confab Sought For U. S.

Washington Bureau, RADIO DAILY
Washington—Acting Secretary of State William L. Clayton announced yesterday that President Truman has approved the composition of the United States delegation to the five-power preliminary telecommunications meeting, scheduled to convene at Moscow on Sept. 28. The purpose of the meeting will be to hold informal preliminary discussions prior to a proposed world telecommunications conference. The time and place of the latter has not yet been set.

Chairman of the United States dele-
(Continued on Page 7)

Nets Again To Pick Up Dance Band Remotes

The four major networks are planning to resume remote band pickups from about a dozen New York hotels following settlement of the recent musicians strike. Nets will wait a few days for the situation to settle down to normal again before moving in next week.

CBS will await the return of Eastern Standard Time on Sept. 29 before it resumes pickups from the
(Continued on Page 7)

Meyerson Heads ET Co.; Formerly With Decca

Jack W. Meyerson of Brookline, Mass., for the past eight years Boston manager for Decca Records, Inc., yesterday was named general manager of the World Broadcasting Co., trans-
(Continued on Page 2)

Washington FM Outlet Has Full Daytime Sked

Washington's first day-long commercial FM operation got under way this week following interim permission by FCC to WINX to duplicate its
(Continued on Page 7)

CBC Announces Plans For New FM Stations

Toronto—With the Canadian Broadcasting Corporation making ready to launch its second FM transmitter, indications are that frequency modulation will get under way on a large scale in Canada during the months to come.

New station, VE9EV, now is under construction and located atop the Bank of Commerce Building in To-
(Continued on Page 7)

Princeton Radio Series Originating With WAAT

Newark, N. J.—Extensive public service programming for a series of special broadcasts is planned by WAAT for airing Princeton Univer-
(Continued on Page 2)

Debut

Hollywood—Final step towards adapting television station W6XAO for commercial operation was accomplished here this week when sound was thrown onto an FM channel at the transmitter on Mount Lee above Hollywood. The audio beam operates at 500 watts on 59.7 megacycles. Harry R. Lubcko, of Don Lee Television, pioneered in high-fidelity sound.



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

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FINANCIAL

(Wed., Sept. 18)

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, Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Riggio Elected President Of Amer. Tobacco Co.

(Continued from Page 1)

directors held Tuesday. In electing Mr. Riggio, the company chose a president who has spent his entire life in the tobacco business and who worked closely with Mr. Hill over a period of 40 years. Mr. Hill died on September 13.

Joe Louis, Pepper On WLIB

Sen. Claude Pepper and Joe Louis will speak over WLIB today, Sept. 19, at 3 p.m., from the anti-lynching rally sponsored by the Southern Conference for Human Welfare at Seventh Avenue and 38th Street, New York, via wire recorder.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY



PORTLAND, OREGON REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

PAUL TALBOT, director of the American division of Fremantle Overseas Radio, European station representatives, returned yesterday via American Overseas Airlines from an extensive tour of stations in Europe which are represented by his organization.

HARWOOD HULL, JR., general manager of WAPA, station in Puerto Rico, which goes on the air officially in December, is spending a few days in New York.

EDITH DICK, station manager of WWRL, leaves today by plane for two weeks in Bermuda.

GEORGE D. COLEMAN, manager of WGBI, Scranton, paid a call yesterday at the headquarters of CBS.

'WOODY' WOODHOUSE, sales manager of WDNC, Durham, N. C., conferred this week at the headquarters of CBS, with which the station is affiliated.

SIDNEY ASCHER is in Chicago, where he is handling publicity for Evelyn Knight, who is booked for an engagement at the Palmer House.

GLENN MARSHALL, JR., president and general manager of WFOY, Columbia network outlet in St. Augustine, Fla., in Gotham this week on a short business trip.

BILL CUNNINGHAM, news commentator and sportscaster for Mutual, arrived last night from New England in time to attend the fight at the Stadium. He returns today to Boston.

ROY WOOTEN, program manager and publicity director of WREC, Memphis affiliate of the Columbia network, and FRANCES AURAND, receptionist at the station, are in New York. Wooten arranged an audition for Miss Aurand on Arthur Godfrey's 'Talent Scout' program.

JOHN BALLARD, executive of the Nunn radio stations, visiting ABC officials in New York.

GENE HAMILTON, announcer on the 'Prof. Quiz' program, is in Harrisburg, Pa., where he will do his stuff before the Amoco dealers there.

WALTER CALLAHAN, administrative assistant at WLW, Cincinnati, is spending several days in Atlanta, Ga., on station business.

OPA Grants Tube Mfrs. Adjustable-Pricing Basis

(Continued from Page 1)

mits sales affected to be made at present ceiling prices subject to an agreement with the buyer for upward adjustment of the price to new ceilings when they are established by OPA.

Tube manufacturers were granted a 27.5 per cent increase for all sales of tubes except for replacement purposes in May.

Adjustable pricing is now being permitted to encourage full production during the period required by the price agency to determine whether the industry is entitled to an additional increase.

Meyerson Heads ET Co.; Formerly With Decca

(Continued from Page 1)

scription firm which is a subsidiary of the company. Meyerson is a charter member of the Decca organization, having been with the company since its inception in 1934. Prior to becoming Boston manager he held the post of merchandise manager of the phonograph and accessories division at Decca.

Princeton Radio Series Originating With WAAT

(Continued from Page 1)

city's nine-month Bi-centennial Celebration which gets under way Sunday, Sept. 22, according to announcement by Robert B. MacDougall, station's educational activities director. Bi-centennial will attract more than 2,000 scholars and figures of world prominence to the Princeton campus where, through 'working sessions,' they will encourage a full exchange of ideas between scholars in kindred fields.

On Air Monday Thru Saturday

WAAT newsmen will be on the air nightly at 8:45 p.m., Monday through Saturday, bringing listeners a word picture of events on the campus, together with interviews featuring outstanding scholars in attendance. Special events director Ira Y. Hecht, Jr., and announcer Fred Sayles will begin the series of broadcasts Monday night, Sept. 23.

Inaugural broadcast will be heard today, Sept. 19, at 8:45 p.m., presenting an interview with Dr. Eugene P. Wigner, professor of theoretical physics at Princeton. Sunday, Sept. 22, WAAT will broadcast official opening ceremony from Princeton Chapel.



Doing it the hard way

Those two women are washing clothes. (Incidentally, it's another GI contribution to these ads.) First they find a stream. Then they pound the clothes against the rocks to get the dirt out. No modern conveniences.

But back here in the land of laundries and washing machines, we know of a group of people who still do things the old-fashioned, hard way.

Take radio time buying in Baltimore. We can make it so easy for you. Forget the old-time call letters, forget the worn-out coverage maps. Look at this one fact:

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's as simple and direct as that. So W-I-T-H belongs on the modern list by modern time-buying standards.



W-I-T-H and the FM Station W3XM IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

FOR RESULTS IN THE Philadelphia MARKET W-D-A-S PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

EXTRA!

DISASTER
THREATENS
PITTSBURGH...
33.2%
OF THE PEOPLE
TUNE TO KQV
FOR NEWS



During the first two weeks of September an electrical power strike threatened to paralyze Pittsburgh, Pennsylvania for the third time this year.

All five Pittsburgh stations made every effort to cover the news as it developed.

When the strike threat abated after a court injunction, an independent research organization made personal interviews, asking 500 Pittsburgh business men and housewives this question:

"Which Pittsburgh station, in your opinion, gave you the best service during the power strike emergencies?"

The results from 410 who expressed opinions were:

KDKA.....	36.1%
KQV.....	33.2%
STATION X.....	12.7%
STATION Y.....	10.2%
STATION Z.....	7.8%

And, of the 410 replies, these were divided as follows:

Housewives	Business Men
KQV.....37.2%	KDKA.....35.9%
KDKA.....36.2%	KQV.....29.1%
STATION X.....10.2%	STATION X.....15.3%
STATION Y.....8.2%	STATION Y.....12.3%
STATION Z.....8.2%	STATION Z.....7.4%

Certainly, we take our hats off to the leader, KDKA . . . one of America's oldest stations . . . having 50,000 watts and affiliated with NBC.

But we point with pride to KQV's amazing response, especially among the women who had an opportunity all day and in the evening to select the station giving them the best service. They knew that in the previous emergencies KQV was first with the news . . . a service that won for us this year a Variety Magazine 'Oscar' for "out-standing spot news coverage."

This response from Pittsburghers adds much to the mountain of evidence that proves we are upholding our reputation as . . .

KQV... "PITTSBURGH'S AGGRESSIVE STATION"

NATIONAL REPRESENTATIVES: WEED AND COMPANY

A Bird in the Hand
is Worth Two in the Bush

Uneasy Lies the Head
that Wears the Crown

The
a Rolling Stone
Gathers No Moss





Proverbial Parade

The NBC Parade of Stars is now starting its fifth year of audience building.

Nothing Succeeds Like Success

The NBC Parade of Stars material has been in the hands of alert station promotion men since the first of August. **THE EARLY BIRD GETS THE WORM**

The NBC Parade of Stars fall network showcases, originated 3 years ago, will be heard in high-Hooper times Sunday, October 13 (from 4 to 6 p.m., EST) and Monday, October 14 (from 10:30 to midnight)—a three-and-a-half-hour sampler of the best in broadcasting. **Imitation Is the Sincerest Flattery**

The NBC Parade of Stars, more than ever, is decked with brilliant innovations and extravagant trimming—plastic bandboxes, new on-the-air promotion, listener-tailored space advertising. **YOU CAN'T JUDGE A BOOK BY ITS COVER** but...

The NBC Parade of Stars remains—basically—proven, effective promotion of The Greatest Shows in Radio. **The End Justifies the Means**

The NBC Parade of Stars is made possible by advertisers, talent, stations and the network, all using all media. **IN UNION THERE IS STRENGTH**

*More listeners is the goal—more for advertisers, more for talent,
more for the independent affiliated stations, more for...*



A Service of Radio
Corporation of America

AMERICA'S NO. 1 NETWORK

... the National Broadcasting Company



Presaging a trend toward better five minute shows, TIME TO SING, through the magic of NBC syndication, brings one of America's top-teams-in-song right into your own town at a cost any LOCAL or REGIONAL ADVERTISER can afford. Here is 5 minutes worth of song . . . 15 minutes worth of program value.

* * * * *

Time To Sing features Lanny and Ginger Grey, the same boy-girl team that is heard over a nationwide network on "Sing-a-Sentence" . . . the same duo you have heard many times on the singing commercials for Adam Hats, Marlin Razor Blades and Beeman's Pepsin Gum, and who have appeared in numerous movies.

It was in the late 30's that Lanny and Ginger Grey emerged as the nation's outstanding creators and singers of commercial jingles. Since that time they have made hundreds of transcriptions and appeared on the nation's top radio shows.

* * * * *

The ripple of a piano, the soft strum of a guitar, the harmonious voices of Lanny and Ginger doing their original theme . . . and it's TIME TO SING. Bright songs, cheerful patter, delightful listening characterize the brightest five minutes in radio.

* * * * *

The light-hearted character of TIME TO SING puts it at the head of the class in sponsor appeal. Advertisers everywhere who have spotted the public preference for easy-to-listen-to radio shows, will pounce on this desirable new NBC Recorded feature.

* * * * *

Ask your nearest NBC Radio-Recording representative for audition record and the colorful new folder describing the show.

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



California Commentary . . . !

• • • T'other night at a Pacific Coast league baseball game at Gilmore Field a missing boy was asked to report to the announcer's booth. Suddenly, Fred Haney, who announces the games for KLAC, found a

Los Angeles

"missing boy" sitting on his lap, with this particular "boy" being Harpo Marx. . . . By the way, Harry Mitchell, emcee and announcer, was the 500,000th patron at Gilmore Field games and was given a 1947 season pass. . . . Bill Davidson, who started in radio in Minneapolis as an announcer and who is now program manager at KECA, recently underwent minor surgery at the St. Joseph Hospital in Burbank. . . . As a service to those who will be unable to attend the 24th annual season of the San Francisco Opera Company, KLAC, Los Angeles, will broadcast a series of 10 complete operas, with each broadcast emanating from the San Francisco Opera House. . . . Walter McCreery of the Smith, Bull and McCreery Agency, has returned from the East. He attended the premiere of the "Icicapades of 1947" in Pittsburgh and visited the agency's New York and Chicago offices.

☆ ☆ ☆

• • • Upton Close, MBS commentator, leaves Hollywood in late September, on a nation-wide lecture tour lasting through October and November. During his travels his Tuesday night broadcasts will originate from Denver, Oct. 1; St. Louis, Oct. 8; Chicago, Oct. 18 and 22; New York, Oct. 29; Washington, D. C., Nov. 5; New York, Nov. 12; Chicago, Nov. 19 and 26. . . . Harry James and his Music Makers are on a tour of Texas. . . . Elliott Lewis has succeeded Gale Gordon in the title role of "The Casebook of Gregory Hood," over Don Lee-Mutual. His wife, Cathy, has an important role in "Michael Shayne," which immediately precedes the "Hood" on the same network.

☆ ☆ ☆

• • • Barry Sullivan, co-star of the movie, "Suspense," played the lead opposite Claudette Colbert in "Skylark," the Hollywood Players program over KNX Sept. 17. . . . Don Lee's Hollywood station KHJ has discontinued its wartime swing shift and is now broadcasting only between the hours of 6 a.m. and 1 a.m. . . . Cass Daley and her husband, Frank Kinsella, spent two days hunting at Lake Elizabeth, 52 miles northeast of Hollywood, and each shot a daily quota of 10 doves—and Cass winged a coyote which got away. . . . Hal (Gildersleeve) Peary finished a hectic session last week when he completed six guest appearances on network shows in a period of five days, in addition to rehearsing and participating on his own NBC "The Great Gildersleeve" ailer. . . . Bob Garred, CBS news reporter, auditioned for another TC show, which may give him the role of a narrator on a dramatic airing originating in Hollywood. . . . "Those Websters" will leave the windy loop of Chicago for the sunny shores of California in early October. The series will originate from Hollywood, starting Oct. 6.

☆ ☆ ☆

• • • Jean Hersholt plans a trip to Denmark sometime early next year to thank King Christian X for the knighthood he bestowed upon the actor last March. He received the Order of the Knight Dannebrog for his many years service to the cause of his native land, including his work as president of the American-Danish Relief Society. He visited Denmark in the summer of 1945 in the interest of that country's war relief needs. . . . Commodore Radio Productions is toying with the idea of launching "The Casebook of Caleb Knight," starring Edmund Lowe and Ann Rutherford, as a transcribed release, and has engaged Bert Horswell as general sales manager. In the near future, he will leave for New York to huddle with agency executives.

AGENCIES

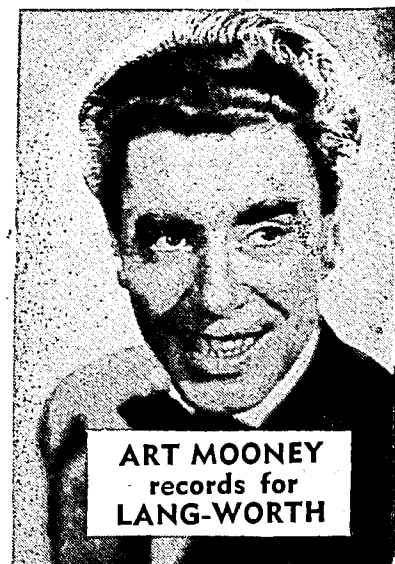
THE RADIO & TELEVISION PRODUCTION CLINIC of the Advertising and selling course, sponsored by the Advertising Club New York will be directed by E. P. James, Mutual Broadcasting System. Among those who will serve as leaders at the various meetings are: H. Feltis, president, Broadcast Measurement Bureau; C. E. Hooper, president, C. E. Hooper, Inc.; Rodney Erickson, manager, program department, WGN; Noran E. Kersta, manager, television department, National Broadcasting Company; T. I. Oberfelder, assistant director, advertising and promotion, American Broadcasting Company; Joseph A. Moran, associate director of radio, Young & Rubicam, Inc.; Mrs. Dorothy Lewis, co-ordinator listener activities, National Association of Broadcasters.

STENGEL-STEWART, new personal management agency, which plans to handle radio artists in package shows, has been announced by Lyle Stewart, former manager and editor of Music Business. Agency other co-partner is Fred Stengel, who is expanding his publicity activities to include the new agency. Firm announces signing this week of La Trio, heard on CBS, and Vera Barlow singer on WNEW.

ELAYNE H. FOX, formerly RADIO DAILY, has joined the staff of I.M.C. Radio Productions, Inc., as director of publicity and promotion. Mrs. Fox will be instrumental in setting the advertising policy of the organization.

Stork News

Cincinnati—It's a boy for Jar Cassidy and Mrs. Cassidy. Father director of public relations at WJ here. Mrs. Cassidy is the Rita Hallett who took time out from her husband's "Crossroads Cafe" show to await the son and he'll be back on the program in a few weeks.



ART MOONEY
records for
LANG-WORTH

Stets Again To Pick Up Dance Band Remotes

(Continued from Page 1)
 Pennsylvania, New Yorker, Roosevelt possibly the Commodore and Coln Hotels. ABC late hour listen next week again will hear Sam-Kaye from the Astor, Blue Bar at the Edison and Buddy Morrow the Pennsylvania.
 WOR-Mutual plans to send its remotes back into the Waldorf-Astoria, Edison and Biltmore. NBC scheduled remotes from four New York hotels before the strike but web changing its schedule and has made announcement of what hotel bands will carry next week.

Wedding Bells

Charlotte Adams, who conducts "The Run of the House" on WQXR, married Frank Hall Frasure, editor of Digest and Review, Saturday, September 14. The marriage ceremony to place in Ridgewood, N. J., with Judge Harold Kessinger officiating.

Defer WEEK's Joining NBC

WEEK, Peoria, Ill., will not join NBC until approximately Nov. 15, according to announcement by Easton C. Toolley, director of web's stations department. New station was scheduled to join NBC Oct. 1 but construction difficulties are delaying completion.

Truman Approves Delegation To Telecommunications Meet

(Continued from Page 1)
 gation will be Francis Colt de Wolf, chief, Telecommunications Division, Department of State.

Other members are: David Adams, assistant chief, Common Carrier Division, FCC; Robert Burton, special assistant to the chief, OIC, Department of State; J. H. Dellinger, chief, Division XIV, National Bureau of Standards; Clifford J. Durr, Commissioner, FCC; Lt. Col. James D. Flahman, chief of frequency, ACO headquarters, Army Air Forces; Capt. W. E. Lineweaver, assistant chief of Naval Communication, Navy Department; Donald R. McQuivey, divisional assistant, Telecommunications Division, Department of State; Capt. Donald E. McKay, acting chief communications officer, Coast Guard; Paul Miles, chief, frequency service, allocation division, Federal Communication Commission.

Also Eugene Sibley, director, Airways Operations Service, CAA; Col. A. G. Simpson, consultant, communications liaison branch, Office of Chief Signal Officer, War Department; Rear Admiral E. E. Stone, chief of Naval Communications; Marion Woodward, assistant chief engineer, FCC.

Meanwhile, the State Department announced it has instructed the American Legation at Bern, Switzerland, to present the following invita-

tion to the director of the bureau of the International Telecommunications Union for a world telecommunications conference to be convened in the United States in the spring of 1947:

"The Government of the United States has the honor to invite the governments members of the International Telecommunication Union to attend a plenipotentiary conference to revise the Madrid telecommunication convention 1932." To date the governments of the following countries have indicated their agreement without reservation to the convening of this conference in the United States in accordance with the language of Article 18: Canada, China, Colombia, Cuba, Dominican Republic, Ethiopia, Finland, Haiti, Italy, Lebanon, New Zealand, Panama, Paraguay, Poland, Siam, Syria, Turkey, United States, Uruguay, Vatican City and Venezuela.

Thompson Resigns Post

Logan Louis Thompson has resigned as operating manager of Metropolitan Television, Inc., and FM station, WABF, Ira A. Hirschmann, president of the company, announced last Friday. William Blacksher, who has been with the company since September, 1942, has been appointed chief engineer of the station.

CBC Announces Plans For New FM Stations

(Continued from Page 1)
 Toronto. CBC plans call for two 3,000-watt Montreal stations, one of similar strength here, and smaller 250-watt basic units at Winnipeg and Vancouver. Provisions have been made for licensing independent FM stations and two of these—Canadian Marconi's VE9CM, Montreal and Roger's Radio VE9AK, Toronto, have been airing experimental programs for some time.

Manufacturers Ready

Canadian radio manufacturers, according to reports, are prepared to deliver FM receivers in quantities just as soon as the new CBC transmitters are in operation.

Washington FM Outlet Has Full Daytime Sked

(Continued from Page 1)
 present broadcast schedule on WINX-FM. All WINX programs from 9:00 a.m. to 11:15 p.m., are now being duplicated on WINX-FM.

In its interim operation, WINX-FM will be heard on both the high and low bands. On the high band, it will have a radiated power of 2,000 watts, at 92.9 megacycles. On the low band, it will have a radiated power of 750 watts, at 43.2 megacycles. High band operation will go to 20 kw.

ANNOUNCING

★ ★ ★ A NEW SERVICE TO HELP END YOUR CASTING PROBLEMS

WHEN YOU'RE CASTING — AND NEED
 TALENT INFORMATION — CALL
 REGISTRY AND SAY...

★ "I'M CASTING"

AND WE WILL GIVE YOU THE ANSWER—

"I'M CASTING" is your right hand man for talent information. No more file cards to lose—no more lists to disappear—Just a phone number—Lackawanna 4-1200. Say "I'M CASTING" and any question on your mind pertaining to our talent is an-

swered in a matter of seconds—and your problem is ended—

Your copy of our master picture chart will help you identify the face—and the name. One glance gives you a picture of each artist—his name—and, briefly, the type of work he does. A new chart, quarterly, assures you an up-to-date list at all times.

You or any member of your staff can make unlimited inquiries 24 hours a day—A detailed artist background or just a tough part to fill—"I'M CASTING" has the answer for you.

YOU —as always—do the casting.

FOR FURTHER INFORMATION

Call

RADIO REGISTRY • 21 West 47th Street • LA. 4-1200

Fax Programs In '46 Predicted By Hogan

(Continued from Page 1)

vertising and industry execs they would be able to use the system on a large scale "within a time not a decade away," and that experimental fax will be in operation within the next year. He also predicted audiences for the new system "within the next three years."

Outlining the various applications of facsimile, Hogan explained that its use will be of a largely supplementary nature, and emphasized that "facsimile will add to some existing public service, rather than replace it."

Hogan, who is also president of WQXR and its FM outlet, WQXQ, outlined the operation of facsimile as it is today, but predicted that "little change in technique and fundamentals will take place" in the future. He also expressed the hope that WQXQ would be on the air with experimental 'fax' programs by the end of this year.

Just Programs Experimental

Initial programs will be of an experimental nature, Hogan said, not in the technical sense but rather from an "audience acceptance" viewpoint, in which various techniques will be used in transmitting advertising copy, news, editorial matter, etc. This experimental period "may take six months, or possibly a year," he added. Hogan also pointed out that there are no facsimile receivers now in consumer hands, but that General Electric will produce them in the near future at cost of from \$70 to \$80.

Several suggestions for facsimile programming have been advanced by industry executives, Hogan explained, most of them very general, however, and include the following: 15-minute editions (programs) of eight pages; one full-hour broadcast of 16 pages; also others of shorter or longer duration and programs of combination sight and sound.

These programs "will rely upon the exclusivity of material—cartoons, stories, etc.," he said.

"FM transmission as we are now operating," Hogan explained, "is used alternately with sound and facsimile, but a multiple transmission system may be worked out for simultaneous transmission."

Following is a list of various agency and industry execs who attended the demonstration, under the chairmanship of Eugene Thomas, president of the Advertising Club and sales manager of WOR: Raymond H. Fogler, W. T. Grant Stores; Clarence L. Law, Henry Obermeyer, Consolidated Edison; Walter B. Bruce, Bohack Stores; F. Reese Brown; Arch Davis, Inter-

PICTURES OF THE WEEK



Eugene S. Thomas, president of the Advertising Club of New York, Theodore Streibert, president of WOR, and John V. L. Hogan, president of Radio Inventions, Inc. (left to right), gather around a facsimile receiver at the Advertising Club yesterday. Luncheon meeting was devoted to a facsimile demonstration which included transmission of the first page of yesterday's RADIO DAILY.

national Business Machines; I. J. Fox and Howard A. Fox; Harvey D. Gibson, Manufacturers Trust Co.; Frank Burke, RADIO DAILY; George A. Phillips, Cluett Peabody; Allan T. Preyer, Morse International; Marvin Kirsch, RADIO DAILY; Oscar Berger; C. B. Konselman, A. M. Karagheusian, Inc.; William Mullen, Lennen and Mitchell; H. B. LeQuatte; Finley Carter; G. Lynn Sumner; Charles W. Gamble; Raymond W. Bristol, Elliot Crooks, Edgar Felix and Sydney Feldman,

Radio Inventions, Inc.; Theodore C. Streibert, J. R. Poppele, Charles Singer, Richard Pack and Charles Oppenheim, WOR; Morris E. Tucker, attorney; Hugh Feltis, Broadcast Measurement Bureau; Isaac Lieberman, Arnold Constable; E. P. H. James, Mutual Broadcasting System.

Send Birthday Greetings To—

September 19

- | | |
|------------------|-----------------|
| Aaron S. Bloom | Janice Gilbert |
| Dick Fishell | Anice Ives |
| Josephine Forbes | Curt Purnell |
| Betty Garde | Willard Robison |
| Mildred O'Neill | Brent O. Gunts |

OFF THE AIR

REFERENCE RECORDINGS

IN CHICAGO

L. S. TOOGOOD RECORDING CO.

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

Tele Trade Showings In N. Y. This Week

(Continued from Page 1)

in charge of RCA-Victor home instruments, announced that two models embracing both sight and sound are in production for November delivery to dealers.

Two console models were also displayed by RCA. One is a large screen projection type which produces picture almost the size of a standard newspaper page and incorporates standard broadcasting.

Dept. Store Showing

U. S. Television unveiled their new models at premieres last night which were sponsored by Bloomingdale's and Macy's in New York, Abraham and Straus in Brooklyn and Baberger's in Newark. Large screen tele-receivers were used to project the Louis-Mauriello fight and the picture produced was about the size of standard newspaper page.

The UST television includes custom installations (built into wall bookcases, etc., for homes, bars and grills, offices, auditoriums) at \$2,000 and \$2,250. Production models in imported mahogany cabinets are offered for immediate delivery as follows: Tele-Symphonic 21-inch at \$1,995, including AM-FM radio, and the fine automatic phonograph Tele-Symphonic 15-inch at \$1,495 with radio phonograph; and Telesonic 10-inch Direct View at \$745, with radio phonograph. Scheduled for late 1946 are lower-priced table models, with the seven-inch size beginning at \$395. Table models will feature "Turn-Tuning."

Du Mont Sets Broadcasts Of Jamaica Arena Bouts

Professional and amateur boxing and wrestling bouts on Monday, Wednesday and Friday at the Jamaica Arena, L. I., will be televised by DuMont via WABD for the next 52 weeks, it was announced yesterday. Contract was signed between DuMont, Samuel Weiss, owner of the Arena, and Bill Johnston, promoter, under terms which grant the broadcaster exclusive video rights to thrice-weekly sports events.

5000 WATTS 1330

WEVI

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVI

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

SITUATION WANTED

Available On Two Weeks Notice

Top-Notch Secretary

Diversified experience, including advertising agencies and network. Some knowledge time buying. Salary \$50-\$65. Write Box 221,

RADIO DAILY

1501 BROADWAY, NEW YORK 18, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 58

NEW YORK, FRIDAY, SEPTEMBER 20, 1946

TEN CENTS

New Production Record

Sees Radio Leading In All UN Activities

Major activity of the United Nations educational, scientific and cultural council for the next five years, will probably be in the broadcast field, Assistant Secretary of State William E. Benton said yesterday. In a background press conference preliminary to next week's meeting of the national council set up by the State Department to advise on American participation in UNESCO, Benton revealed also that arrangements have been

(Continued on Page 5)

NBC Plans To Televisify Premiere Of New Movie

Plans to televisify to the world premiere of Twentieth Century-Fox's motion picture, "The Razor's Edge," when it opens at the Roxy Theater in New York on November 19, was announced yesterday by WNBT, NBC television station. Cameras will be positioned in the lobby to televisify the stars, Tyrone Power, Gene Tierney, John Payne, Ann Baxter, Clifton Webb, Herbert Marshall and other notables attending the opening.

"Forever Tops" Set By ABC For Full Hour Sundays

"Forever Tops," ABC sustainer featuring Paul Whiteman's orchestra, and vocalists, Eugenie Baird and Johnny Thompson, moves from its half-hour spot on Monday nights to a full hour on Sunday, 8 to 9 p.m., beginning Sept. 29. ABC, according to reports, is making an effort to sell the Whiteman package to an automobile sponsor.

Note to P.A.'s

Boston—First newspaper in Boston to give space to radio news will be the Boston Herald, owners of station WHDH. The Herald will inaugurate a Sunday radio column with Rudolph Elie, Jr., serving as radio editor. Column will carry general radio news and will be patterned after the John Crosby column in the New York Herald-Tribune.

New Technique

U. S. Television Corp. learned about a new technique in crashing press parties during their television showing of the Louis-Mauriello fight in their New York showrooms Wednesday night. Unable to accommodate all the press who sought to view the fight officials of the company later ascertained that many gained admittance on fake telegrams of invitation. They had copied the message sent out to the press and telegraphed themselves a similar invitation. The telegrams were used as tickets of admission.

Movie Trailer Used First Time In Video

Use of movie trailer to herald a forthcoming production was seen for the first time on television in New York Wednesday night when WNBT presented a musical-pictorial sendoff for Columbia Pictures new Al Jolson production titled, "The Jolson Story."

The trailer, similar to the standard advance advertising used in motion picture theaters, proved to be good

(Continued on Page 7)

Webs Rebroadcast Talk By Winston Churchill

Mutual carried rebroadcast at 12:30 p.m. yesterday of Winston Churchill's speech in Zurich, Switzerland, which it had transcribed earlier from BBC;

(Continued on Page 2)

Mfrs. May Turn Out 14,000,000 Sets During Present Year; Output Will Surpass All-Time High Of '41

Adv. Council Evaluates Aid To Gov't Agencies

Washington Bureau, RADIO DAILY
Washington — Over \$100,000,000 worth of advertising today supports major public service projects developed in co-operation with government agencies and private organizations, James W. Young, chairman of the Advertising Council, told a luncheon gathering of business leaders, labor experts, educators and government officials, at Washington's Statler Hotel.

The meeting marked the end of a

(Continued on Page 7)

Ford Co. To Sponsor N.W.U. Games On WBKB

Chicago—Television broadcasts of Northwestern University football games over WBKB, scheduled by the station last week, will be sponsored

(Continued on Page 3)

RDG First Annual Ball Is Scheduled For Nov. 25

Radio Directors Guild Ball, first of a series of annual formal dances and entertainments, will be held Monday, Nov. 25, in the Grand Ballroom of

(Continued on Page 2)

The radio industry in 1946 probably will surpass its best prewar production year, 1941, R. C. Cosgrove, president of the RMA and vice-president and general manager of Crosley Corporation of Cincinnati, declared Wednesday night at a dinner meeting of the Electrical Industry of Washington at the

(Continued on Page 5)

Convention Agenda Announced By ANA

The 37th annual meeting of the Association of National Advertisers, to be held Sept. 29 to Oct. 2, at the Hotel Traymore, Atlantic City, has completed its list of speakers for the occasion, drawn from advertising and radio, with the latter including Hugh Feltis, president of BMB. Feltis will unveil for the first time some special findings from the first BMB measurement of radio. A motion picture

(Continued on Page 5)

Apartment House Installation For 'Intra-Video' Antenna

Telicon's "Intra-Video" antenna distribution systems will be installed in apartment houses, where probably the bulk of the potential customers

(Continued on Page 3)

List Of FM Stations Growing; FCC Grants Many New CP's

By MANNING CLAGETT

Washington Bureau, RADIO DAILY
Washington—A total of 65 FM stations are now broadcasting, with several more due to go on the air within the next few months, a survey of the FM field revealed yesterday.

With production of FM transmitters showing gains and output of FM receiving sets expected to be stepped up beginning this month, the outlook for FM broadcasting appeared bright-

est since the ending of World War II. Some FCC officials, however, are reported still disturbed over alleged preference given to AM applications and the increasing number of requests for power increases on standard facilities. In addition, building restrictions continue to block construction of FM stations by grantees with no AM stations.

Most of the 65 stations now on the

(Continued on Page 7)

Fight Hooper Is 33.0

The Joe Louis-Tami Mauriello bout which was broadcast Wednesday over WJZ-ABC, racked up a Hooper rating of 33.0, it has been announced by Edward F. Evans, WJZ director of research. The Hooper survey revealed that the broadcast corralled 67.8 per cent of the audience throughout the nation, with 46.8 per cent of the country's radio sets in use.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Thurs., Sept. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg
Am. Tel. & Tel.	176 ³ / ₄	173 ¹ / ₂	174 ¹ / ₄	— 1 ¹ / ₄
CBS A	33 ³ / ₈	31	31	— 2 ⁵ / ₈
CBS B	33	31 ¹ / ₂	31 ¹ / ₂	— 1 ¹ / ₂
Crosley Corp.	21	21	21	— 1
Farnsworth T. & R.	9 ¹ / ₄	8 ⁷ / ₈	9 ¹ / ₄	— 3 ³ / ₈
Gen. Electric	39 ³ / ₈	37 ⁵ / ₈	37 ⁵ / ₈	— 1 ³ / ₈
Philco	24 ¹ / ₂	23	23	— 1 ¹ / ₂
RCA Common	10 ³ / ₄	10 ¹ / ₈	10 ¹ / ₄	— 1 ¹ / ₄
RCA First Pfd.	83 ³ / ₈	80	80	— 4 ¹ / ₂
Stewart-Warner	16 ¹ / ₈	15 ¹ / ₂	15 ⁵ / ₈	— 1 ¹ / ₂
Westinghouse	25 ¹ / ₂	24 ¹ / ₄	24 ³ / ₈	— 3 ⁴ / ₈
Zenith Radio	23 ⁵ / ₈	21 ¹ / ₂	21 ⁷ / ₈	— 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 ¹ / ₄	15 ³ / ₄	15 ³ / ₄	— 3 ³ / ₈
Nat. Union Radio	6 ¹ / ₂	6 ¹ / ₈	6 ¹ / ₈	— 5 ¹ / ₈

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6	6 ³ / ₄
Finch Telecomm.	8	9 ¹ / ₂
Stromberg-Carlson	14	15
WCAO (Baltimore)	37	...
WJR (Detroit)	34	...

Resume MBS Show

"Married For Life," audience participation show featuring newlyweds, resumes over Mutual as a 30-minute Sunday show Oct. 13 at 2:30 p.m. Program was heard across the board in a mid-morning time slot last season. Sponsorship of the show this fall is reported likely.

Coming and Going

MARSHALL TERRY, director of promotional activities at WLW, Cincinnati, and BOB WILLIAMS, director of drug trade relations at the station, are in Atlantic City, where they will attend the convention of National Wholesale Drug Assn., which will be held Sept. 21-26 at the Traymore Hotel.

EDGAR KOBAK, president of the Mutual network, has returned from a business trip to Washington, D. C.

MARGUERITE DANIEL and MRS. ESTHER MAHONEY, reporter and hostess, respectively, on WSFA, Montgomery, Ala., are back at the station following extended vacations, the former at Biloxi, Miss., and the latter at Foley, Ala.

J. C. KELLAM, general manager of KTBC, affiliate of CBS in Austin, Texas, was a visitor yesterday at the New York headquarters of the network.

TILFORD JONES, president of KXYZ, American network outlet in Houston, Tex.; R. H. REINECKER, manager of the station, and GIL BENNETT, commercial manager, are in town on a short business trip.

GENE AUTRY is in Chicago and will broadcast his CBS program of Sunday from the Windy City studios of the network.

JAMES E. EDMONDS, of the "World Front" program on WLW-NBC, is spending two weeks on his five-acre farm on the outskirts of Cincinnati.

CAPT. FRANK C. LEPORE, photo officer for Gen. Mark Clark, is back on the job with the program staff of NBC's television department.

QUINCY HOWE, CBS news analyst, will go down to Ft. Dix next Monday to address the officers and men of that Army post on the subject, "Previewing the Fall Elections."

PAUL MOWREY, nomadic national director of television for the American network, left last night for Detroit, from which point he will hop to Chicago to take in the web's new video show over WBKB, then to Ithaca and back to his New York office on Monday.

RED BARBER, director of sports at CBS, and JIMMY DOLAN, assistant director, leave today for West Point, where tomorrow they will broadcast the Army-Villanova football game. The contest will also be aired over WOR, with STAN LOMAX doing the honors.

LARRY LESUEUR, Columbia network foreign newsman, has returned from Paris, where he covered the current Peace Conference.

FRANK J. LYNCH, commercial manager of KTOK, Oklahoma City, Okla., is in Gotham for conferences with the national representatives of the station.

ELLIOTT A. STEWART, vice-president of WBIX, Utica outlet of CBS, has arrived from upstate New York for a few days on station and network business.

JOHN MAYO is going onward and upward into the mountain country, enjoying the scenery and reception accorded him and the Lang-Worth Library, which he represents.

BILL CUNNINGHAM, Mutual newsman, is back in Boston after attending the brief affair here between Messrs. Louis and Mauriello.

RDG First Annual Ball Is Scheduled For Nov. 25

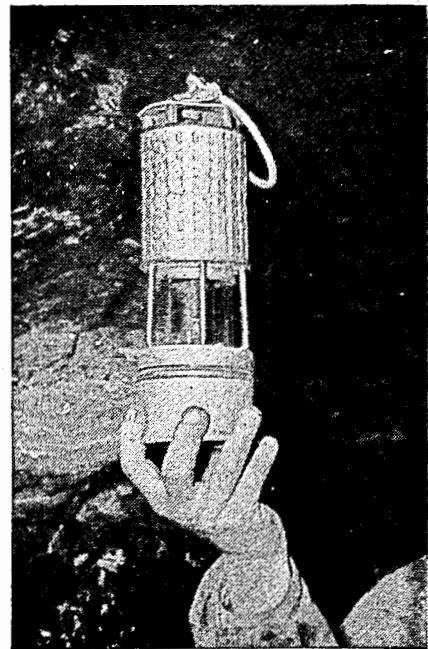
(Continued from Page 1)
the Waldorf-Astoria Hotel, according to Ed Byron, president of the Guild. Byron stated that Theodore Gannon, director of radio for the Wm. H. Weintraub Agency, was general chairman of the ball committee.

Gannon it is understood is arranging talent for the affair which will include top names in the East and in Hollywood who will fly in for the evening to join the men and women who guide their destinies on the airwaves.

Webs Rebroadcast Talk By Winston Churchill

(Continued from Page 1)
MBS reported reception "awfully good."

NBC and CBS cancelled their scheduled live broadcasts of the speech at 6:15 a.m., when they were unable to pick up direct from Zurich because of "poor reception or none at all." Churchill's 18-minute speech was rebroadcast throughout the day by three New York stations. WQXR carried it at 9:30 a.m., WNEW at 11 p.m., and WOR at 11:35 p.m. Signal, in all cases, was good.



Safety lamp

The West Virginia miners use that lamp to test for gas. It's a safety lamp. It's only one of the various checks made after loosened coal has been loaded for the surface . . . and before another cycle of operations is started.

Those boys are playing with power that is dynamite. And they don't want to take chances.

Do we have to say more . . . when talking about radio in Baltimore?

There's a radio safety check in this 6th largest city. It's this: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any of the 4 other stations in town.

W-I-T-H belongs on the top of any radio list that aspires to sell goods by radio in Baltimore. Facts are available.



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

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

★ AGENCY NEWSCAST ★

WILLIAM ANDERSON, JR., for several years with CBS, has joined Foote, Cone & Belding, New York. His assignment will be to assist Stephen Czufin, vice-president of American Tobacco Co. account executive, on Lucky Strike radio. Anderson was recently released from the AAF, where he served for three years.

JONES & BRAKELEY, INC., New York, has been elected to membership in the American Association of Advertising Agencies.

NEW RADIO CAMPAIGN for Vichy Celestins, mineral water imported from France, has been announced by Browne-Vintners Co., Inc., exclusive American distributors. Starting October 1, the campaign will consist of announcements heard seven nights a week over radio station WQXR, New York, at 9 p.m.

GEORGE F. McANDREW and **ALPH H. SEBERHAGEN** have joined Benton & Bowles, Inc., as art directors, it has been announced by Clarence B. Goshorn, president. McAndrew comes to the organization from BBD&O, while Seberhagen was formerly with J. M. Mathes.

W. HUBBARD KEENAN and **WILFRID EICKELBERG** have been named by WOR to represent the station in the Pacific Coast area, it has been revealed by R. C. Maddux, vice-president of WOR. The K&E office is located in Los Angeles.

Ford Co. To Sponsor N.W.U. Games On WBKB

(Continued from Page 1)

the Ford Motor Co., Capt. Billy, director of the Balaban & Katz radio outlet, announced yesterday. Now, Ford's first entrance into mid-west tele coverage, extends company's policy of covering outstanding sports events. Previously announced programs include telecasts of Columbia University games, Yankee professional games, and sports events in Madison Square Garden. Seven Northwestern games are scheduled by Ford here, first of which will be aired Sept. 28. Bill Morris of J. Walter Thompson in New York is expected to be shortly to complete arrangements with Eddy. Joe Wilson, one of Chicago's top sports commentators, is to be handling the announcing duties.

Relay To Set A Mark

Two orthicon cameras will be used, and the pickup will come in from the Stadium in Evanston in a single jump relay to WBKB's transmitter in the Loop. Relay will be one of the longest jumps in video history. Distance exceeds that for which WBKB used a double relay system in covering the Tam O' Shanter Open Golf tournament.

RUSSELL E. VREELAND, for five years with the Wyeth Chemical Co., and for 13 years general sales manager of Grove Laboratories, Inc., has been appointed vice-president in charge of sales and advertising and elected a director of the company.

JOHN BIRGE has been named director of advertising of Columbia Recording Corp., it has been announced by Edward Wallerstein, president of the CBS subsidiary. Birge recently resigned from J. M. Mathes, Inc., as executive on the Canada Dry Ginger Ale account to assume his new position with Columbia September 4. Prior to his association with Mathes he was advertising manager of the Warren Telechron Co., of Ashland, Mass., and, before that, held the same position for the General Electric Home Bureau.

THE AIR-MAZE CORP. of Cleveland, has engaged Batten, Barton, Durstine & Osborn, Inc., as its advertising agency. The account will be handled by BBD&O's Cleveland office. Charles E. Van Voorhis will be account representative.

FORD CHEMICAL CORP., New York City, has appointed Raymond E. Nelson, Inc., as its advertising agency effective immediately, according to an announcement by John Jay Ford, the corporation's president. Radio, newspapers and trade papers will be used in a campaign to promote the sale of Ford's Sulphur Solution, antiseptic preparation, starting about October 15.

Apartment House Installation For 'Intra-Video' Antenna

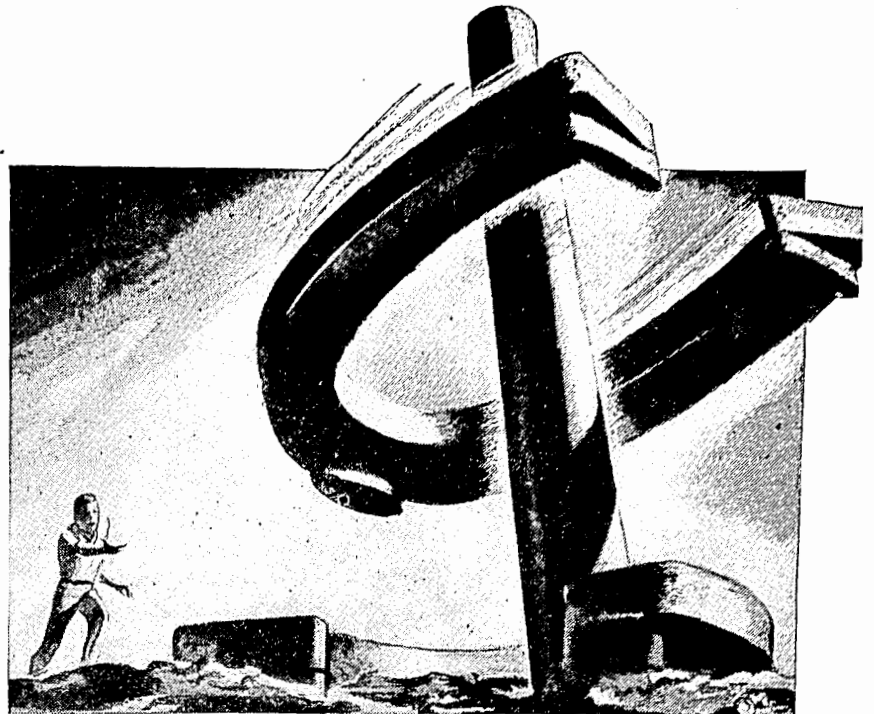
(Continued from Page 1)

for television receivers will be assured of "ghost-free," trouble-free, and interference-free reception, it has been reported in an interview with S. Sagall, president of Telicon Corp. Intra-Video systems serve for any individual building as a distribution station for all the transmitters in the area, Sagall pointed out.

This system, recently perfected by Dr. Heinz E. Kallman, its inventor, is reported to clean up the signal, ridding it to the greatest possible extent of external interference, amplifying it where it is weak and obviates antenna inter-action between a number of different receivers in the same building. Any make of television receiver can, without any alteration, be fed by the Intra-Video system.

When color television comes, it should need Intra-Video even more than present-day black-and-white television, and the Intra-Video installations then in existence will require no changes, merely the addition of antennas and boosters for the shorter wavelengths, Sagall explained.

The Intra-Video Corp. of America is an affiliate of Telicon Corp., at 851 Madison Ave.



CONTROL!

Only **MOTION PICTURES** give you **Control**—
Showmanship Control
—vital on **TELEVISION** programs

- Q. What guarantees perfect lighting—absolute focus—flawless dialogue?
- A. **FILM!**
- Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?
- A. **FILM!**
- Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?
- A. **FILM!**

In **TELEVISION...FILM** removes the question mark!

Now available for sponsorship... exclusive **Telereel*** Series.
In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION



Dept. RY3, 1270 Avenue of the Americas, N. Y. 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

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LOS ANGELES

By RALPH WILK

BILL CUNNINGHAM, commenting Sundays over Mutual on the week's news picture, has been renewed on KHJ by Taylor Automobile Co., for an additional 52 weeks, beginning Nov. 17. Arthur W. Stowe Agency handles the account. Announcement of the renewal was made by Sydney Gaynor, general sales manager for the Don Lee Pacific Coast chain.

Lurene Tuttle has joined the cast of NBC's "Masquerade." She plays the part of Marion.

Henry Russell has been set as musical director of NBC's Western Division. Russell was in charge of music on the "Fitch Bandwagon," during the past two seasons, and before that was heard on the "Flagstaff Show" and the Andy Devine program.

The War Department has signed for another series of radio plays to be produced by C. P. MacGregor for the radio program "Proudly We Hail." The first series of 14 weeks has been completed and the next series is now in production.

Don Page, baritone, has been added to the growing talent staff of KIEV, according to an announcement made by General Manager Jack Heintz. He will be heard Mondays, Wednesdays and Fridays.

Jimmy Scribner broadcast his one-man, 22-voiced "Johnson Family" program over MBS, at the Million Dollar Theater, for the week beginning August 27.

Marie Gulovitch, feminine operative of the O.S.S., arrived in town recently to appear on the Frigidaire Program, September 7th, when "Hollywood Star Time" dramatized one of her underground escapades, with Sylvia Sidney and Dane Clark in the starring roles.

WINS Would Air Cincy Symph.

Change in WINS programming is noted by report that negotiations are under way for station to bring in by direct wire Cincinnati Symphony Orchestra for a two-and-one-half hour broadcast every Saturday night beginning in mid-October. Cincinnati Symphony has been carried in past seasons for half-hour weekly broadcasts by WLW but according to report WINS plans to add an additional two hours to its airing.

With this report also came speculation that WINS next year may bring to New York audiences the Cincinnati Summer Opera which has been heard over WLW for some 20 years. Opera group has just concluded its 25th anniversary.

Did You Hear
John Tillman

MASTER OF CEREMONIES

"MATINEE AT
MEADOWBROOK"

Saturday, CBS, 5:00 P.M., EDT

"Only hour-long variety
show on the air"

Notes From An Aisle Seat. . . !

● ● ● Fight announcer Harry Balogh's classic comment at the Louis-Mauriello scrap—"May the better participant emerge victorious."—has only been topped by his warning later on "to please use exits nearest available." And how about this one—"The gladiators are now adjusting their weapons." The guy's funnier than Henry Morgan. . . . Movie companies up in arms over a situation where a commentator plugged a picture via paid spots, only to turn around on his own time and put it on the pan. Film outfits want revision of policy whereby either a program accepts a spot or else it roasts the picture—but not together, please. . . . Betty Mandeville resigning from Biow Oct. 15th after nine years as producer-director. . . . Paul Barron gets the Hildegard baton assignment. . . . Lot of talk around that Bob Nolan won't return to radio. He's still down on his Virginia farm and Marx Loeb has taken over "Reader's Digest." . . . One of the B'way col'ns itemed the other day that Donald Flamm was getting ready to sue a N. J. station. Take it from Don himself that "the item was news to me. Someone is obviously 'planting' this stuff with malicious intent. It was ignoble and had absolutely no basis in truth." . . . Toots Shor says that Al Capp will release that long-awaited picture of Lena the Hyena today, and that it resembles Curly Harris.

★ ★ ★

● ● ● Tip to disc jockeys: Watch for Victor release of the Bunty Pendleton platter of "Horizontal." It'll knock the dialers in just that position. . . . Things which don't surprise us: That Geo. Carson Putnam's Sunday 8:45 p.m. stanza tops all other Mutual news periods in the Hooperade. . . . Len Stern and Marty Ragaway taking their writing talents to the Coast next week where they may remain if Frank Cooper has his way. . . . And item here some time ago got Lanny and Ginger Grey a sec'y-bookkeeper. Now they need an ass't sec'y-bookkeeper. Call Lanny at Atwater 9-4020. . . . High-powered publicist Gary Stevens due back from H'wood on the 24th. . . . Dropped by Win Elliott's home the other day and heard a swell show on wax, based on the parlor game of Charades. Panel of experts include Ogden Nash, S. J. Perelman, Col. Stoopnagle and Henry Morgan. What, that Morgan guy again! . . . Recommended: The cuisine at Winkel's on 7th Ave., fronted by Harry S. Feinberg, one of N. Y.'s and Miami's favorite 'mine hosts.'

★ ★ ★

● ● ● A sportswriter asked Joe Louis what he would do if he found somebody who could punch and box better than he could. "I'd sign him right up," cracked the champ. . . . Sinatra out of Barton Music? Also hear that the crooner has split with his long-time pal and pianist, Hank Sanacola. . . . Wm. Morris pkg. with Lanny Ross, Will Lorin's ork and Andy Love chorus, tagged "Your Happiest Year," attracting agency attention. . . . Don't bet against the Daily News not getting their FM license. . . . Boston Herald adding a radio col'm—a weekly by Rudolph Elie, Jr. . . . Fred Stengel expanding his publicity biz to include personal management in partnership with Lyle Stewart. . . . Copper shortage more serious than ever, with RCA field men out buying up even one lb. lots to rush to Camden. . . . Jeanne Harrison thanking her pals who've stood by while her hubby, Hank Sylvern, was so ill. Latter is definitely on the old road to recovery now. . . . Marty Lewis due in town next month. . . . John Gibbs packaging a show called "Specs and Bow Tie," starring Arnold Stang. . . . Phil Spitalny's new client paying him almost double the fee he got from Gen'l Electric. . . . New MGM Record Co. buying up a huge plant in Bloomfield, N. J., capable of pressing 40 million platters annually. . . . Abe Burrows writing a B'way play. . . . Rob't Merrill, who starts a cross-country tour Oct. 5th, will pause in H'wood long enuf to screen-test for the role of Figaro Perkins in "The Hucksters."

CHICAGO

By BILL IRVIN

HOWDEE B. MEYERS and James Aldrich, Jr., who joined the NBC central division news and special events staff as vacation replacements, have been assigned as permanent members of the staff, it was announced by William Ray, manager of the department. Meyers has been named Ray's assistant in charge of special events. Meyers was formerly a member of the WGN press staff and served as radio aide to Mayor Kell of Chicago. He was recently discharged from the Army with the rank of lieutenant. He served in Europe with the 36th Division and near the end of his Army career was program and special events director of the Armed Forces Network in Paris and Frankfurt.

Fern Moves To N. Y.

Jack Fern, formerly of KFRC, San Francisco, has arrived in Mutual's New York newsroom to take charge of overseas broadcasts, it was announced yesterday by A. A. Schechter, director of news and special events. Fern served as director of news and special events for Mutual's San Francisco outlet.

AD GLIBS

by DAVID O. ALBER

Only hams hire publicity agents. They get a bang out of seeing their names in print. Otherwise publicity isn't worth the paper it's printed on. That's the gist of a barrage fired at me point blank across a table at Toot Shor's the other day. It was a form of profanity that shattered me until I got hep that the speaker was one of the Hustlers giving me the verbal hot foot.

Well, as long as I am on the defensive, what good is publicity anyhow? Actually, when a guy buys publicity, he is making an investment—in himself. He may be a combination of Clark Gable, Bing Crosby and Van Johnson, but unless his talent gets around, he'll get no further than a stool at Walgreen's, Colby's or Kaufman-Bedrick's. If he latches onto a publicity man, he is taking a short cut to success and his business should start paying dividends toute suite.

Hell, publicity isn't essential. The guy may hit the jackpot anyhow. But he'll need a lot of patience. It may take a long time—centuries perhaps.

DAVID O. ALBER
ASSOCIATES, INC.National Radio Publicity
654 Madison Ave., N. Y.
RHineland 4-1681Hollywood: 1637 N. Vine St.
Gladstone 9469

New Production High For Receiver Mfrs.

(Continued from Page 1)

Statler Hotel. A total of 8,660,000 radio sets have been turned out by radio manufacturers up to Sept. 1, Cosgrove said, and, if the present rate of production continues, the year's total may pass 14,000,000 despite slow production during the first quarter of 1946.

The radio industry is now entering a more competitive stage, Cosgrove said, and the public can expect better quality sets and lower prices as production rises.

Pointing out that RMA is already engaged in a campaign to free the industry from OPA controls, Cosgrove stated that such exemption is justified on the basis of present production. FM sets and transmitter production is increasing, he added, and will continue to rise this fall and winter.

Television sets, Cosgrove declared, will begin to appear this fall in dealers' showrooms in the few cities which have regular television service, and while the development of television may be slow it is likely to become "the greatest unit in the radio industry," in a few years.

August Record Month

Radio production in August reached an all-time high, estimated at more than 1,500,000 sets, with further record-breaking figures predicted for this month, RMA reported yesterday.

Noteworthy in the greatest production spurt in radio history was the jump in console and radio-phonograph production to figures nearly reaching pre-war peaks. Production of these models leaped to 101,744 units, as compared with 71,500 sets in July.

Not available were CPA figures on radio set production—which usually run about 10 per cent above RMA listings.

RMA member-companies, representing about 95 per cent of radio manufacturers, including all the industry giants, reported an aggregate output of 1,442,757 sets during August, with the industry's total production for the month estimated by RMA as "well over" 1,500,000. August's record for RMA companies was almost 350,000 above the industry's pre-war monthly rate and about 400,000 above comparable July figures.

RMA said table models of the electric type continued to dominate during August, with a total of 1,030,183 sets, of which about 132,000 were radio-phonograph models.

FM Situation

On the gloomy side, however, was the drop during August in FM set production. Figures for August showed production of only 13,892 sets

Sees Radio Leading In All UN Activities

(Continued from Page 1)

made for shortwaving by the "Voice of America" transmitters of the full sessions of the United Nations general assembly next month.

Although it is hoped that these sessions will be rebroadcast to Europe, Benton said he doesn't believe they will be made available on the AM band to American listeners, although UN is believed to be seeking to arrange for broadcast of at least the key sessions.

Initial UNESCO emphasis, for several years, is bound to be in radio, with extreme difficulties to be faced in attempting to develop strong press and pix programs. Motion pictures, he said, give a "greater per capita impact" than radio or any other medium but are more costly, slower and more difficult.

Benton declared also that he does not look for sponsorship opportunities in either UNESCO or State Department broadcasting activities. He said advertisers do not believe it profitable, and added that many foreign leaders would be unwilling to agree.

Sir Herbert Morrison, No. 2 man in Britain's Labor Government, is remembered to have publicly promised Parliament recently that he would do all in his power to see to it that no sponsored broadcasts ever are aired in England.

Benton said that while he hopes to see UNESCO take over more and more of the radio work now carried on by his OIC he does not see any early likelihood that the State Department will be able to discontinue all its broadcasts.

Jack Berch Show To NBC

The "Jack Berch Show," 15-minute variety program starring baritone Jack Berch, will move from ABC to NBC Monday, Sept. 30, it was announced yesterday.

as compared with 19,642 in July. RMA officials noted, however, that a number of the larger manufacturers have indicated they will bring out new FM models this month and later in the fall, so September and October FM figures should soar. RMA also said that only three television receivers were reported, but "some new lines are expected to be introduced this month."

Battery set receivers, all portable or table models, numbered 184,306 sets during August, and auto sets totaled 124,645.

Production of radio receiving tubes dropped to 14,439,130 in July, RMA also reported, as compared with a peace-time record 17,979,636 in June. Of the July output 8,482,826 were for the new sets and 5,212,922 for replacements. Exports totaled 759,491.

Peak pre-war production was reached in 1941, when a total of 13,650,000 sets were produced. This was at an average monthly rate of 1,137,500 sets—well below the August rate. CPA estimates are usually based on an average pre-war rate of 1,100,000 sets a month.

MacDonald Elected Pres. Of Controller's Inst.

John H. MacDonald, vice-president and chief financial officer of NBC, has been elected national president of the Controllers Institute of America, it was announced yesterday. At the Institute's 15th Annual Meeting, which was conducted at the Hotel Commodore, MacDonald was named to succeed Edwin E. McConnell, controller of the Norton Company, Worcester, Mass.

MacDonald, who has been a member of the Institute since 1932, has been a member of its advisory council for the past five years, and was chairman of the executive committee for 1941-42. He joined NBC in 1936, as head of its cost accounting department and served thereafter as budget officer, business manager of the radio recording division, assistant to the vice-president and further to his present position.

'What's On Your Mind' Back

"What's On Your Mind," roundtable forum, resumed over WQXR every Tuesday from 3:30-4 p.m. effective Sept. 17 under auspices of New York Times. Panel for four will debate a subject each week with Iphigene Bettman and Alice Pentlarge again alternating as moderators. Later this year programs will originate from women's clubs in various suburban areas of New York.

Convention Agenda Announced By ANA

(Continued from Page 1)

dramatizing the story will also be shown.

Entertainment on Sunday evening (Sept. 29), will include top-flight talent supplied by WFIL, Philadelphia, which follows a reception and cocktail party. On Wednesday evening, Oct. 2, the formal dinner will be followed by a feature show by NBC with star talent.

Speakers at the meeting will include Paul Hoffman, Robert F. Elder, chairman of the new ANA Radio Council, who will discuss important developments in radio; Paul B. West, ANA's president; Stuart Peabody, H. H. Kynett, of the Aitkin-Kynett Agency; Allen L. Billingsley, president of Fuller, Smith & Ross; Fairfax Cone, of Foote, Cone & Belding; James H. S. Ellis of the AAAA and president of Kudner Agency, Inc., and others.

Associated Signs Damone

Vic Damone, singer, discovered on one of Arthur Godfrey's "Talent Scout" broadcasts and signed as standby for Andy Russell on the Lucky Strike "Hit Parade," last week inked a contract to do a series of transcriptions for Associated Program Service.

"HERE COMES HARMON"
... HAS GONE PLACES FROM
COAST-TO-COAST!

OUTSTANDING
SPORTS PROGRAM FEATURING
FAMOUS "98"—

TOM HARMON

WILL BE
BROADCAST
VIA STATIONS

FOR
Kay Daumit

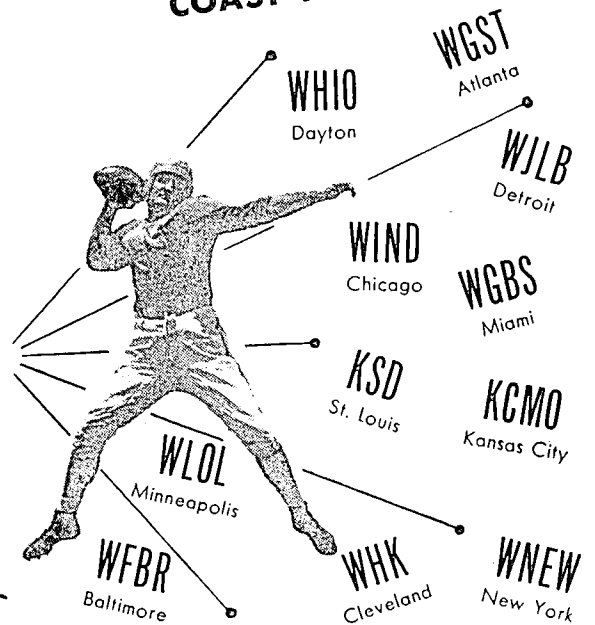
Creators of the Famous **WHITE SHIRT** Men's Toiletries. Program goes on the air

A Vick Knight package
produced & distributed
by

the week of September 23rd, A Criterion of quality
in programs.

Criterion RADIO FEATURES, INC

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS



Ave Maria Hour
WMCA — Sunday — 8:30

BARRY THOMPSON as
SAINT SIGISMUND
Script by STAN WHITMAN

In its twelfth year as a Donald
Peterson production

SOUTHWEST

J. HOWARD LUMPKIN, former director of radio for the University of Texas at Austin, has announced opening of a radio production company to be known as Programs, Inc., at Austin.

"Flowers for the Happiest Happenings" presented by the Kelly-Scherrer Flower Co., is being heard three times per week for a quarter hour over KMAC, San Antonio. Interesting facts on flowers and music are highlights of the programs heard Monday, Wednesday and Friday.

The Rev. Robert E. Partin will be in charge of a new series of 15-minute airings to be heard each Sunday over KCOR, San Antonio devoted to church news of various faiths.

Among the Texas State Network stations which have applied for FM to the FCC are KFJZ, Fort Worth, key station of the web; WACO, Waco; KNOW, Austin, and KABC, San Antonio. All have asked for Class B facilities.

The transcribed series "Songs of Frank Parker" are being heard for a quarter-hour each Saturday evening over KTSA, San Antonio, under sponsorship of Fomby's, a fashion clothing center.

Walter Pidgeon, MGM star, is scheduled to be interviewed on WFAA, Dallas, when the star makes aseries of personal appearances in San Antonio, Fort Worth and Dallas.

Eddie Barker has been assigned to air the play-by-play accounts of the San Antonio High School football games over KMAC. Airings are being sponsored by Coca-Cola.

The "Wings over Jordan" choir is scheduled to be heard in a concert in Dallas on October 3.

Raul Cortez, owner of KCOR, San Antonio, Charles Harris, manager of the station, will leave this week for Austin, for a series of talks with University of Texas officials for a series of educational programs to be aired over KCOR. KCOR is also contacting the University of Mexico for a series of educational broadcasts for the Spanish audience in this area.

Tea Casper is host in a new series of airings titled "Renfro Rexall Show," a 25-minute morning show, aired over KGKO, Fort Worth, Monday through Saturday. Series is sponsored by the Renfro Drug Stores.

Richard R. Hayes has been named chief engineer of KYFM, San Antonio, which is under construction here in San Antonio. Station expects to take to the air on November 1.

"Sponsor" Out Oct. 15

"Sponsor," new monthly trade publication, will publish its first edition on October 15 for distribution at the NAB convention in Chicago, Norman Glenn, publisher, announced yesterday. Joseph Koehler, formerly of the Billboard is editor, with Frank Bannister, formerly of the Washington Staff of Broadcasting, and Norman Sage, radio publicist, as associate editors.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—During one of his recent "So You Want To Lead A Band" sessions, ork pilot Sammy Kaye handed the baton to a high school lad with the usual remark that for the rendition of the number about to be p'ayed, the lad could consider the band as his very own. "You mean to say that I'm actually the bandleader now?" asked the youngster. "That's right," assured Kaye. "Then," replied the hep kid, "before I begin I'd like to hire my brother for the sax section—he's been out of work for months." . . . ● Jewel Music has a nice rhythmic ballad in "Walkin' Away With My Heart," penned by Tom Adair and Don R. George. . . . ● Irving Kaufman signed for a role in the musical version of Elmer Rice's "Street Scene," scheduled for Broadway in November. . . . ● Dick Brown, WNEWarbler, early this week introduced a new novelty ditty, "Get A Pin-Up Girl" which has the earmarks of a hit. Tune was written by Ex-GI Donald Wolf, son of advertising tycoon, Phil Wolf. . . . ● Benny Meroff's 4-minute guestint Tuesday on Maggi McNellis' NBCoast-to-coaster was a rib-tickler. This comic rates steady NETWORK. . . . ● Songwriter-Maestro Henri Woode's band has just filmed a featurette for Astor Pictures, "Love In Syncopation." . . . ● Lew Leslie wants Louis Jordan for his forthcoming production, "Rhapsody In Black." . . . ● Herman Chittison Trio will start a new series of ABCasts to be aired Saturdays, 6 to 6:15 p.m. Deal set by Robert Coe Associates. . . . ● The Harry Miller-Leo Russotto classic, "A Soldier's Prayer," published by Chappell is perfect for programming during "Armistice Day Week."



● ● ● A deal set by Morrey Davidson of the Stan Zucker office may launch Billy Rose on a series of ABCasts. B. R. is currently looking over a script in which he'll do a commentator-emcee stint. . . . ● Charlie Lang has been named general manager of Chelsea Music with Allen Best filling the professional manager spot. Initial plug tune is "Which Way Did My Heart Go?" . . . ● When Patti Clayton returns from her Detroit visit, she'll find herself on a new time at CBS. . . . ● Charlie Ross at Barton Music has already set recordings by Frank Sinatra (Columbia); Hal McIntyre (Cosmo); Bob Crosby (Decca); Eddy Howard (Majestic); Charlie Spivak (Victor), and Orrin Tucker (Musicraft) on "So They Tell Me." . . . ● Radiolite Frank Novak has a featured role in a one-reeler, "Rhythm In Tennis," starring Alice Marble. . . . ● Happy Goday has his Peter Maurice crew working on another English importation, "I'll Close My Eyes," written by Billy The Gypsy Reid, with an American adaptation written by Buddy Kaye. . . . ● One of the best of the new torch tunes is "I'm All Dressed Up With A Broken Heart," published by Sunset Music and written by Fred Patrick, Claude Reese and Jack Val. . . . Arthur Henley doing a bang-up script job on the NBCupid series, "Honeymoon In New York." . . . ● After seven years as staff organist at NBC, Jack Ward has resigned to free-lance.



● ● ● **ON AND OFF THE RECORD:**—Chalk up a solid bit of tempo-sending in the new Russ Case platter on "Night and Day," backed up with "Begin The Beguine" on Victor. . . . ● Harry Bank's Cosmo Records, with 38 nationally-selected distributors, making long strides forward. And Jerry Blaine rates a kudo or two for having discovered and signed Sherman Hayes' Orchestra, definitely an aggregation that will be heard from in next year's popularity polls. . . . ● Maestro Bill Gale of the "County Fair" CBSeries, will wax an original, "Ruwin Polka," for Columbia. . . . ● The musical clownings of the Korn Kobblers will be waxed by MGM Records. Plattery has also signed Mark Warnow's Orchestra. . . . ● Riley Shepard, head of Leeds' Hillbilly dep't has already set Gene Autry, Red Foley, Tex Ritter, Lulubelle & Scotty, Curley Joe and the Sons of the Pioneers to record "Have I Told You Lately I Love You?" . . . Elton Britt has already Victor-recorded the new RFD tune, "Hold Me For A Little While." . . . ● Disk jockeys will like Gordon McRae's balladventuring with "I'm So Lonesome I Could Cry," backed with "The Way The Wind Blows" on Musicraft.

PROMOTION

School Children Tieup

WLIB's program to provide four hours of Saturday entertainment for youngsters between ages of five and seven will be aided by the Community Association of Schools, districts 25 and 27. Starting Sept. 21 the association will send 25 children to studio each Saturday to participate in "Glen Carter Reads the Funnies," broadcast from 11:15-12 noon. Following the broadcast each child will be given a box lunch complete with lollypops. Each child also will receive 25 pairs of tickets to a neighborhood theater.

Candid Camera Pix

A collection of 18 candid camera pictures of Ray Perkins and recording artists, orchestra leaders and celebrities interviewed on his 90-minute record and piano show during the summer, has been printed by KFEL, Denver, for distribution to listeners. The four-page folder is entitled "A Page From Ray Perkins' Snapshot Album," and also carries the words and music of Perkins signature song.

K-G Christmas Shows

In connection with the announcement of its 1946 series of transcribed open-end Christmas programs, Kasper-Gordon, Inc., of Boston calls attention to the fact that over 200 sponsors use these shows each Holiday season. Two of the shows are, "Santa's Magic Christmas Tree" and "Adventure in Christmas Tree Grove," of which there are fifteen and one-half hours each. Promotional piece with the announcement is a pocket-sized checkerboard with checkers contained and easily obtained.

Taxicab Companion

Parmelee Taxicab Company's 1,800 taxis will carry WNEW poster-strips on their passenger headboards, which read: "Why Listen to the Meter? WNEW, 1130 on your dial, clicks 24 hours a day." Posters are 12 by 4 inches.

Rishworth Leaves NBC

Thomas D. Rishworth, manager of NBC Program Package Sales since January, has accepted the directorship of Radio House at the University of Texas, it was announced yesterday by Clarence L. Menser, NBC vice-president in charge of programs. Rishworth came to NBC in 1941 as assistant director of public service programs. At the time of his entry into the Army Air Corps in 1942, he was director of NBC public service programs.

Hirschmann Files In Albany

Albany — Hirschmann Broadcasting Corp. has been issued a charter to maintain radio broadcasting and television stations in New York. Authorized capital stock is 10,000 shares. Of these, 5,000 are classified as preferred, with par value of \$100, and 5,000 are common with no par value.

Adv. Council Evaluates Aid To Gov't Agencies

(Continued from Page 1)

two-day conference at the White House, with key government administrators on major national and international problems.

Dr. John R. Steelman, director, Office of War Mobilization and Reconversion, Clarence Francis, chairman of the board, General Foods Corp., and Evans Clark, chairman of the council's public advisory committee also spoke.

Reviewing the council's first post-war year of public service activity, Young pointed out that when the organization's wartime pattern was changed shortly after V-J Day, "we estimated that we might maintain 50 per cent of the huge wartime con-

Approbation

Washington—President Harry Truman on Wednesday commended the work and co-operation of the Advertising Council for its aid to government sponsored information programs. Among the 90 council members meeting at the White House upon invitation of John R. Steelman, director of War Mobilization and Reconversion, were representatives of radio networks, advertising agencies, manufacturers, newspapers, magazines, outdoor and transportation advertising groups and trade associations.

tribution of \$300,000,000 a year—or \$10,000,000 annually for public service, public relations advertising.

"I am happy to be able to tell you that we are currently running at the annual rate of over \$100,000,000 worth of space and time for public service messages recommended by the council, without any estimate of the valuable advertising talents which are contributed by volunteer advertising agencies."

"Greatest Single Force"

He asserted that "in the mechanism of advertising, as developed and used by free American business, there existed today the greatest single force for informing and inspiring public opinion which the world has ever seen."

The Council's wartime activities, which included promotion of 150 home front campaigns, incorporation with 27 Federal agencies with a contribution of more than one billion dollars worth of space and time, proved that "this powerful mechanism could be just as effective in the public interest as it has been in the private interest," he said.

Red Sox Interview

Boston—Returning Red Sox players were met at the East Boston Airport Monday night by Chuck Crosby, WJOP sportscaster, and Jim Elliott, newsmen, who gathered in interview or immediate airing on the Hub station. Tex Hughson, who pitched the pennant clinching game; Mickey Harris, John Pesky, Bobby Doerr were heard.

List Of FM Stations Growing; FCC Grants Many New CP's

(Continued from Page 1)

air are pre-war stations and a high percentage represent grantees with AM facilities who are able to duplicate standard programs on the FM stations.

270 CP's Granted

In addition to the 65 FM stations now on the air, a total of 270 CP's have been granted by the FCC since October 8, 1945. Conditional FM grants total 261.

A breakdown on the conditional grants shows the following picture: engineering approval cannot be given until further engineering data which has been requested from applicant is received—154; applicant changing from Class A to Class B—2; transfer of control pending—2; placed in "pending" file at applicant's request—1; cannot be processed until statement of program plans is received from applicant—14; referred to Canada for co-ordination with Canadian FM assignments—3; awaiting engineering study—85.

A total of 137 applications have been set for hearing, including 50 which have been heard and are awaiting a decision; 37 heard but awaiting further hearing on engineering; 50 not yet heard.

In addition, a total of 191 applications filed prior to September 13 have received no action. This is broken down as follows:

Application Status

Applications which so far as now known are complete and available for Commission action as soon as they can be studied—82; applications on which a statement of program plans must still be submitted—57; applications on which further information other than program plans have been requested by the Commission—9; ap-

plications on which transfers of control or assignments of license are pending—3; applications awaiting outcome of court proceedings—1; applications which while not themselves in hearing are being held up pending the disposition of a hearing in a related case (either AM or FM)—8; applications from applicants who have already received two grants and which will not be acted upon until Commission finishes work on applications from applicants who have thus far received no grants or only one grant—31; applications received in August on which no work has been done—5.

Given final FM CP's was the following additional list of grantees: Twin City Broadcasting Corp., Longview, Wash.; Telecast, Inc., Roanoke Rapids, N. C.; WCBT, Inc., Roanoke Rapids, N. C.; Mon-Yough Broadcasting Co., McKeesport, Pa.; The Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y.; The A. S. Abell Co., Baltimore, Md.; Skywave Broadcasting Corp., Asheville, N. C.; Rose Bowl Broadcasters, Inc., Pasadena, Calif.; Radio Roanoke, Inc., Roanoke, Va.; Quincy Newspapers, Inc., Quincy, Ill.; KFXD-FM, Frank E. Hurt & Son (a partnership composed of Frank E. and Edward P. Hurt), Nampa, Idaho.

The following were given conditional grants subject to engineering conditions: Florida—Coral Gables, Southern Media Corp., Class A station; Illinois—Elmwood Park, Elmwood Park Broadcasting Corp., Class A; Ohio—Cleveland Heights, Samuel R. Sague, Class A; Texas—Dallas. Variety Broadcasting Co., Inc., interest in standard station WIXL, Class B; Vermont—Rutland, The Herald and Globe Assn., Class B.

Eleanor Larsen Manager Of Bermuda's Station

Eleanor L. Larsen, has been appointed manager of ZBM, Bermuda's only commercial radio outlet, by H. J. Tucker, Jr., vice-president of the Bermuda Broadcasting Co. Miss Larsen was formerly associate radio director of Geyer, Cornell & Newell Agency, and succeeds Cole Wiley, resigned due to illness contracted in military service.

Young's Adds WEAJ Time

Young's Hat Stores has doubled its air time over WEAJ with the addition of three days of the 7:30 a.m. Charles F. McCarthy news period, it was announced yesterday by William O. Tilenius, sales manager. Time period has been sponsored three days weekly by the 26 Young's Hat Stores for over a year. Original purchase was for Tuesdays, Thursdays and Saturdays with a 52-week renewal signed July 9. New contract adds Mondays, Wednesdays and Fridays, and is for 41 weeks to coincide with original 52-week contract.

New Transcription Firm Launched In Washington

First disc from the new Public Service Transcriptions, Inc., will be available for local sponsorship next month featuring an interview on housing between a GJ and Housing Administrator Wilson W. Wyatt. The new company plans three regular series of platters — "Uncle Sam Speaks" "Issue of The Week" and "Science and You"—as well as numerous specials for local stations and spot coverage through the country.

Chief stockholder and operating head of the company is Selden Menefee who resigned this month after 18 months in charge of the NBC University of the Air series "Our Foreign Policy." Menefee has also been correspondent here for the Christian Science Monitor and columnist for the Washington Post. Associated with Menefee are four former FCC lawyers, including Nathan David, who was assistant to the general counsel at the time he went into the Navy in 1943. The other three include Jeremiah Courtney, Krieger and Norman Jorgenson.

Movie Trailer Used First Time In Video

(Continued from Page 1)

video programming. Flashbacks of old Jolson movie successes and songs that made him famous were included. The musical accompaniment was obtained from an album of Decca records.

Credit for the tele advertising innovation goes to Ben Serkowitz, veteran showman, who is publicity and advertising director of Columbia Pictures. Serkowitz with Sid Shaeffer, director of media for the company, worked out a one shot deal with NBC television to test the potentialities of video advertising. The showing came in advance of the Louis-Mauriello fight and gave Columbia the benefit of the large audience which included televiewers in Washington, Philadelphia, New York and Schenectady, New York.

Plan Spot Campaign

The television advertising of "The Jolson Story" was the opening fanfare of a campaign which will include a heavy spot radio budget in New York, Buffalo, Cincinnati, San Francisco and possibly Los Angeles, where the picture will be shown this year. While officials of Columbia declined to comment on the total spot expenditure it is believed that the budget will hit the \$100,000 mark. Campaign, handled by the Weiss and Geller Agency, New York, will include station breaks, one-minute spots and 15-minute programs. All will be musical and will feature the recorded voice of Al Jolson. The New York showing of "The Jolson Story," according to reports, is tentatively set for sometime next month at the Music Hall.

CBS School of the Air Returns To Web, Sept. 30

Columbia's five - times - weekly "School of the Air" returns for its 17th consecutive year on Sept. 30, 5-5:30 p.m., EST, with new formats for the Monday and Friday programs. "World Neighbors," offering information of men in other lands to promote understanding, is scheduled for Mondays, while "Opinion Please," discussion of current national and international affairs, will be heard on Fridays.

Periodic alterations in content of the program are dictated by a flexible policy designed to meet changes in American life and thinking, according to producer Leon Levine. Program was shifted last year from mid-morning to present late afternoon time slot in response to growing interest of adult listeners.

The three other programs to be heard each week are titled "Gateways to Music," "March of Science," and "Tales of Adventure," latter based on classic and modern writings both fictional and factual. "School of the Air" is under supervision of Robert B. Hudson, CBS director of education.

Coast-to-Coast

— CANADA —

BELLEVILLE—CJBQ is fostering community sports by broadcasting junior series baseball games every Wednesday from 4:00 to 6:00 p.m. Program is sponsored by Goodman's Men's Store in Belleville. **MONCTON**—"A three-year-old youngster named Lynds has been lost and may be in the vicinity of the circus." This message broadcast over station CKCW, sent citizens scurrying to phone the radio, newspaper and police offices to find out if the lion that had been lost from the circus had been found. The lost child happened to be the youngest son of Fred Lynds, managing director of the radio station.

— COLORADO —

DENVER—In an effort to aid housewives to prepare for possible food shortages this winter KLZ's "Budget Brigade" homemakers' show has devoted four complete broadcasts to giving helpful information on home canning of fresh fruits and vegetables. . . . Western Air Lines, Los Angeles, through West-Marquis, Inc., is sponsoring "CBS Morning News Round-up" over KLZ at 7:00 a.m., Monday through Saturday. Contract is for 52 weeks.

— CONNECTICUT —

HARTFORD—Station Manager Ralph D. Kanna of WONS has been named radio consultant to St. Joseph's College, West Hartford. Mr. Kanna will meet periodically with college officials to advise them on radio in education problems. . . . A Fire Prevention Poster Contest is being sponsored by WTIC in Connecticut's public, private and parochial schools as a feature in the station's extensive Fire Prevention Campaign. The contest opened Sept. 15 and will close on Nov. 1. All pupils from the seventh grade through high school are eligible to submit entries emphasizing the danger of fire or how to take precautions against fire. The Grand Prize Poster, to be chosen from all entries submitted, will be awarded a \$100 Savings Bond. Poster will be reproduced for distribution throughout the state.

— MISSOURI —

ST. LOUIS—Carter Ringlep has been appointed general sales manager of KMOX. . . . The outlet will mark its eighth anniversary on the nineteenth. . . . The Shell Oil Co., will air a full schedule of

1) football games in the St. Louis area over KSD. . . . Harold Grams, station sports director, will announce the play-by-play. . . . **KANSAS CITY**—The known facts about polio and its treatment were presented in dramatic form by KCMO recently in a special broadcast. . . . The half-hour show was presented in co-operation with the Jackson County Chapter of the National Foundation for Infantile Paralysis, and included a background of disease, a number of cases in this area and a dramatic account of what the Kenny treatment is and how it began.

— INDIANA —

FORT WAYNE—Farnsworth WGL has inaugurated a new Man-On-The-Street type program called "Coming or Going." The program is aired daily, Monday through Friday from 11:45 a.m. to 12 noon, and is heard direct from the Greyhound Bus Terminal in the city. . . . **KOKOMO**—WKMO's "Star Princess" (Libby Evans), who tells stories to the kiddies, recently held a big studio party for all her young listeners. The "Princess" told a special story, "Blue Castle," written by the show's producer, Chet Behrman. The main studio was decorated for the occasion, and the broadcast-party included interviews and refreshments.

— NEW YORK —

NEW YORK—Al Schacht, former major league baseball star, restaurateur, clown-prince of baseball, was guest star on the "Hour of Champions," Sunday, Sept. 15, 12:30 noon over WHN, to talk about women's angle in sports. Miss Dorothy Day, famous radio commentator and fashion designer, plus Gene Schoor and Sam Taub took part.

— OHIO —

CINCINNATI—La Vonne Bond, WCKY's "Miss Cincinnati" in the "Miss America" Pageant of 1946, carried the station's honors at Atlantic City, where she shared the title of "Miss Congeniality of 1946" with "Miss New York State." Miss Bond was awarded a \$1,000 scholarship as a finalist in the "Miss America" contest. . . . During the recent demonstration by the Cincinnati and Suburban Bell Telephone Co. of the new radio telephone system being inaugurated, WCKY's news dept. covered the event by taking its wire recorder on the demonstration tour.

— IOWA —

CEDAR RAPIDS—WMT announces that Charles (Chuck) Worcester of CBS, Washington, D. C., became farm service director September 16. Worcester, who has been director of agricultural programs for the Columbia Broadcasting System since 1942, succeeds A. G. Woolfries, resigned. . . . **DES MOINES**—Don Bell of "Don's Early Light" radio fame in Ohio has been signed by KRNT's Manager Phil Hoffman. The "Don Bell Show" was introduced on KRNT Sept. 9 as the 6:00-8:00 a.m. feature, Monday through Saturday.

— MASSACHUSETTS —

BOSTON—Sherman Feller's "Club Midnight," WEEL's late record show, midnight to 1:00 a.m., Monday through Saturday, is to be sponsored by Barbasol starting Sept. 30 for one year. Agency is Erwin-Wasey & Co., Inc. . . . **HOLYOKE**—Helen Hope of WHYN has been named to the public relations division of the Holyoke Community Chest Campaign.

LAWRENCE—Eight transcribed chapters of "You And Infantile Paralysis," the story of the personal fight of the late President Franklin D. Roosevelt against the dread disease will be broadcast twice weekly over WLAW starting Sept. 18. Series is sponsored by the Essex County Chapter of the National Foundation for Infantile Paralysis and will be broadcast by the station in the public interest.

— INDIANA —

FORT WAYNE—Hatcher, Indiana Ford distributor, with but a few new Fords to sell, paid the full amount for rights to air nine big college and conference football games this season over WOWO. . . . Hillard Gates, sportscaster, will be on hand for the play-by-play account, with Sam Gifford to handle the color. . . . Local American Coal and Supply Co. and Building Contractors have bought the football scores, aired at sports time by Ed Reich every Saturday. . . . **INDIANAPOLIS**—Formal application for transfer of WEOA, from Evansville On The Air Inc., to WFBM, Inc., operator of WFBM, will be filed with the FCC this week.

— MONTANA —

MISSOULA—KGVO's production department last week saluted the outlet's sister station, KANA, Anaconda, on the opening broadcast. . . . Flora M. Goggin was recently added to KGVO as receptionist-secretary. . . . A new series of airings was initiated over KGVO last week when the initial Parent-Teachers' Forum program took to the air. . . . Six state and county officials of the P.-T. A. aired an informal discussion of the aims and activities of the civic group. Henceforth, individual P.-T. A. groups here from 12 grade schools will comprise the panel. . . . Commercial programs initiated by the outlet recently include a quarter-hour on-the-spot broadcast from the Livestock Auction Co. stockyards. . . . Show is designed to appraise both stockmen and the public of current prices which stock is bringing on the daily market.

— FLORIDA —

MIAMI—Latest public service feature of WGBS is the program "Youth Speaks," which serves as a voice for the youth of Miami. . . . Program aims to combat juvenile delinquency by creating a better understanding of teen agers and their problems. . . . Joseph Worthy, will present a reading to clarify the United Nations charter during United Nations Week over WGBS. . . . Station recently presented trophies to outstanding softball players at the Coral Gables Youth Center. Sponsored by the station, the team came through with flying colors.

— PENNSYLVANIA —

PITTSBURGH—"School of the Air," KDKA's popular educational feature heard in classrooms throughout the KDKA area each weekday, officially resumed September 16. . . . Bill Thomas, KDKA's "Main Street Editor," changes sponsors beginning October 5 for 22 weeks when he begins a contract with Four-Way Cold Tablets. . . . While Ed Schaughency vacations in California, Billy Hinds of KDKA's "Brunch with Bill," takes over for three weeks.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

WANTED

Stenographer — excellent opportunity for right girl. Call WI 7-6336.

Send Birthday Greetings To

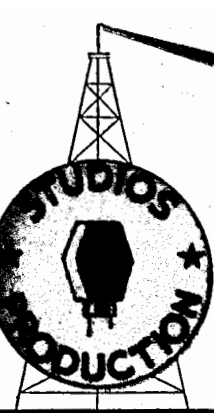
- | | |
|-------------------|-----------------|
| September 20 | |
| Frank DuVal | Billy White |
| Doniel Duncan | Jay Burnett |
| Mary McKim | Andrea Lord |
| September 21 | |
| Del Courtney | Allen Stock |
| Fred Irving Lewis | Tel Nelson |
| Jay Toney | William Hunter |
| September 22 | |
| Travis Chapman | Joe Parsons |
| William Elliott | Hanley Stafford |
| Clyde Kittell | Betty Wragge |
| Dorothea Lawrence | Toby David |
| Valerie Lomas | Maurice Barrett |

BALTIMORE'S Listening Habit

WABC

MUTUAL BROADCASTING SYSTEM

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 59

NEW YORK, MONDAY, SEPTEMBER 23, 1946

TEN CENTS

FCC Schedules Hearings

NAB Augments Plans For Chi. Convention

Washington Bureau, *RADIO DAILY*
Washington—Further details on NAB convention plans were listed over the week-end by NAB officials.

Sunday, October 20, will be devoted to pre-convention registration. The registration desk will be open from 10 a. m. to 5 p. m.

On Monday, several of the standing executive committees of NAB will hold sessions in the morning. The afternoon will be given over entirely to FM and facsimile. That night the NAB board is to meet in closed session.

On Tuesday Morning, the 22nd, a
(Continued on Page 6)

Major Sport Makes Debut On Coast Tele On W6XYZ

Hollywood—For the first time in West Coast history a major sports event—the Pacific Southwest tennis championship matches, featuring national and international Davis Cup players—is being shown by television in a motion picture theater lobby.

Television station W6XYZ, owned by Television Productions, Inc., a subsidiary of Paramount Pictures, is
(Continued on Page 2)

Hersey's Hiroshima Story To Be Broadcast In Canada

Montreal—The Canadian Broadcasting Corporation announced that John Hersey's graphic report of what happened when the atomic bomb exploded over Hiroshima will be presented in four installments on the CBC Trans-Canada network on Sept. 24, 25, 26 and 27, at 10:30 p. m., EDT.
(Continued on Page 2)

Emergency Service

When one-half million gallons of unprocessed water accidentally got into the mains serving Yonkers, N. Y., on Thursday, WFAS, White Plains, placed the station's time at the disposal of the Yonkers Health Department and broadcast warnings to water users at every station break. First flash, warning housewives to boil all drinking water, went on the air at 11:55 a. m., and the bulletins were repeated every 15 min. until 8 p. m.

Henry Morgan Show Bought By Eversharp

Henry Morgan show which premiered over ABC Sept. 3 has been bought by Eversharp through The Biow Company and sponsorship will start Oct. 16. On that date Morgan shifts to Wednesday night 10:30 p. m. time slot following Bing Crosby show which also premieres the same night. Both programs will have the full ABC network.

Another Eversharp Schick program, "Tonight On Broadway," heard
(Continued on Page 5)

Heavy Advance Orders For Tele Sets Indicated

A U. S. Television Mfg. Corp. official estimated Friday that his firm received orders totalling \$250,000 for television sets following publication of a full page ad in a New York
(Continued on Page 4)

FCC Names Six Stations As Designated For Early Hearings On Their License Renewals

Canadian Radio Plans CBC 10th Anniversary

Montreal — A. Davidson Dunton, chairman of the board of governors of the Canadian Broadcasting Corporation, announced recently that special programs will be presented to Canadian listeners over the CBC Trans-Canada, Dominion and French networks to mark the corporation's 10th anniversary, which falls on November 2, 1946.

One series of half-hour feature broadcasts starting Friday, October
(Continued on Page 6)

BMB Board Meeting In New York This Week

A series of special committee meetings this week by Broadcast Measurement Bureau will formulate suggestions and plans for presentation to a board meeting on Friday, Sept. 27;
(Continued on Page 2)

Will Honor News Analysts At B'nai B'rith Dinner

Commentator Quincy Howe in behalf of the Association of Radio News Analysts will acknowledge the tribute of Cinema Lodge, B'nai B'rith at a
(Continued on Page 4)

Washington Bureau, *RADIO DAILY*
Washington—In its first direct crackdown since publication of the much-battered Blue Book, the FCC on Friday designated for hearing for programming reasons the license renewal applications of six stations.

The six stations include KBIX, Muskogee, Okla.; KGFJ,
(Continued on Page 7)

Regional FM Network Set For College Games

Using WGFM, General Electric FM station in Schenectady, as the originating station, Union College plans to broadcast all its football games on a regional network of college broadcasting stations. Howard Tupper, WGY sports commentator, will handle the games. The tieup with Union College marks the first time that an FM setup has been used for regional collegiate football.

"National Radio Week" Asked By RMA-NAB

A National Radio Week observance for November 24-30 was tentatively agreed upon last week at a joint meeting of the advertising committee
(Continued on Page 7)

International Radio Interest Indicated By Foreign Guests

By VAL ADAMS
Radio's international role in linking the world's populace was pointed up over the week-end by two Scandinavian radio officials now recording programs here for homeland consumption and by the departure from New York of a Dutch representative for Holland to arrange for broadcasts to be heard in the U. S.
Latter official is H. Emory Ellis, radio officer for Netherlands Radio

Information Bureau in New York, who flies to Holland for a five weeks conference with Dutch radio execs to line up future programs. These broadcasts will be beamed to the U. S. and originated in various parts of the Netherlands Kingdom. Ellis also plans to transcribe in Holland interviews with former U. S. residents which will be broadcast over the following stations: WIP, Philadelphia; WNBF,
(Continued on Page 6)

New Tele Station

Washington — Target date for commercial operation of NBC's Washington television station is "shortly after the first of the year," net officials said here Friday. Construction work on tele studios at the Wardman Park Hotel is now under way and RCA's transmitter is already "packaged" and ready for delivery at any time, it was reported.

Tele Package

Don McNeill, master of ceremonies on the "Breakfast Club" program, heard over ABC, has sold a package television show to the Marshall Field department store in Chicago. The McNeill show will be heard Wednesday nights on WBKB, Balaban-Katz television station. It will mark the radio artist's first venture into the field of commercial television.



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

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Coming and Going

G. W. "JOHNNY" JOHNSTONE, radio director of the National Assn. of Manufacturers, is back at his New York office following a trip to Chicago, where last Friday he supervised an NAM broadcast over NBC on "Employment Stabilization."

JANE BARTON, publicist, is back at her desk following a week of ranching at Lake George.

MILTON BACON, raconteur heard on "Time to Remember" over CBS, tomorrow will go out to Erie, Pa., where he will deliver an address before the Erie Civic Theater Assn.

DWIGHT COOKE, moderator on the "People's Platform" program on CBS, was in Chicago yesterday for the broadcast, theme of which was "Shall Wage Control Be Removed?"

SIDNEY ASCHER has wound up his publicity work in Chicago for Evelyn Knight, and is expected back in New York today.

HENRY GERSTENKORN, general studio manager of the Don Lee Broadcasting System, left the Coast Saturday for New York where he will remain until the 30th. En route back to the Coast he will spend four days in Chicago.

GEORGE NICKS and EARL JANES, Columbia network field technicians, have returned from West Point, where last Saturday they assisted in the Red Barber broadcast of the Army-Villanova game at Michie Stadium.

ELL HENRY, publicity manager of the American network's central division, is going down to Kansas City to attend the United Nations Food Fair, which opens Sept. 26.

BEATRICE KAY has returned from her current tour and will open Wednesday at the Roxy Theater in New York.

LARRY DOUGLAS, singer, who has been in Chicago making transcriptions with Wayne King, is expected back in New York today.

ELEANOR WILSON McADOO and DICK ERSTEIN, of the Columbia network's "Woman's Club" program, went down to Princeton Friday in connection with the broadcast which was a feature of the Princeton Bi-Centennial celebration.

BERNARD DUDLEY and NORMAN RUNIONS of Dudley & Runions, are spending a week at Las Vegas, Nev.; confidently fishing for rainbow trout in the Colorado River near Boulder Dam.



Short cut

That's part of the CVP Canal out in California that S-curves its way through the Madera foothills. Ultimately the canal will be 37 miles long and will carry water from the Friant Dam to the lands of the Madera Irrigation District.

That will be a fertile, blooming valley soon... and it had to be done the hard way.

Sales of a product have to be nurtured along too, and down here in Baltimore, W-I-T-H, the successful independent, has a production way of getting sales up... but by a short cut.

Here are the facts: W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

If you want sales to grow... where none bloomed before... down here W-I-T-H is the answer.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(Sept. 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net. Chg. Rows include Hazeltine Corp., Nat. Union Radio.

BMB Board Meeting In New York This Week

(Continued from Page 1)

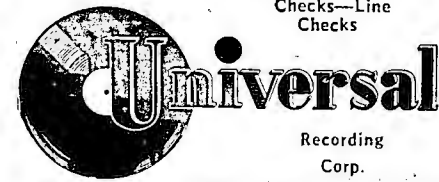
the week-long programs will decide BMB's course for 1947 and will answer the much asked question, "what next?"

Committee meetings, to be held at BMB headquarters, are scheduled as follows: laws and procedure, Tuesday a.m.; finance, Tuesday p.m.; advertising industry relations, Wednesday a.m.; executive, Thursday a.m.; and board research, Thursday p.m. Board itself meets at the Waldorf-Astoria on Friday.

Joins CBS Research

Pat Brown has joined CBS research to work on the "American School of the Air" program. She'll give her attention principally to the "March of Science" and "World Neighbors" series.

AMB. 2142 For Air Checks—Line Checks



42nd FLR., OPERA BLDG., CHICAGO

Hersey's Hiroshima Story To Be Broadcast In Canada

(Continued from Page 1)

and the broadcast will tell detailed stories of six Japanese who survived the "noiseless flash" that devastated Hiroshima—the first city in the world attacked by man's deadliest weapon.

Hersey's 30,000-word report appeared first in the New Yorker, which for the first time in its history devoted a whole issue to a single article. The series to be heard on the CBC Trans-Canada network is a rebroadcast of a special radio adaptation produced by the American Broadcasting Company.

ATS Prexy Resourceful

Opening business meeting of the American Television Society last Wednesday night had to contend with the Louis-Mauriello fight, thus only 60 members attended. Meeting was adjourned at 9:30 p. m. however, and foresighted prexy, George Shupert, surprised the group with tickets to a video ringside seat, by the courtesy of WABD-DuMont officials. The show turned out to be as good as ringside seat.

Major Sport Makes Debut On Coast Tele On W6XYZ

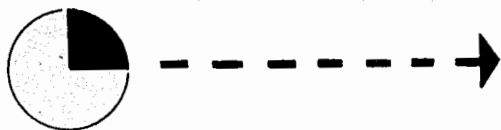
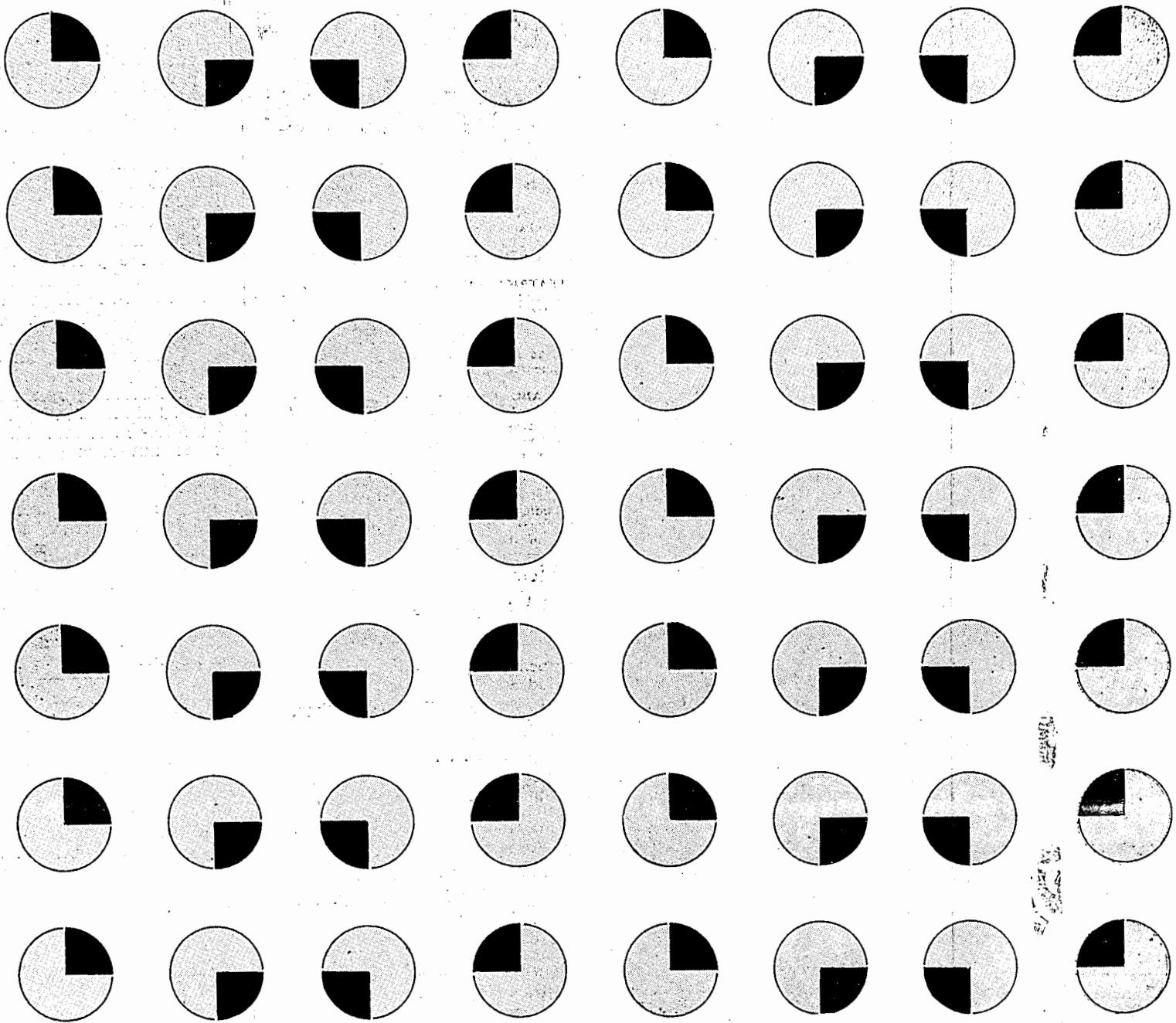
(Continued from Page 1)

broadcasting the matches which started Saturday, on a record 40-hour, 9-day schedule. W6XYZ transmits from Mt. Wilson, from 1 to 6 p. m. every day, and will continue through Sunday. During this time, patrons of the Paramount Theater here are able to watch the events on receivers installed in the lower lobby. In addition, television set owners in the Los Angeles metropolitan area and a large part of southern California are witnessing the tournament.

In addition to the tennis stars, which include national champion Jack Kramer, Pauline Betz, women's singles crown holder; Gardner Mulloy, Bill Talbert, motion picture personalities will be interviewed on tele. Scheduled for the various interviews are: Veronica Lake, Sonny Tufts, Diana Lynn, Wanda Hentrix, MacDonald Carey, Joan Caulfield, Olga San Juan and Dorothy Lamour.

Arrangements for televising the tourney were made by Ed Woodall, representing the Southern Calif. Tennis Association, and Klaus Landsberg, director of W6XYZ.

Advertisement for WDAS in Philadelphia. Includes image of a hand pointing to a radio and text: '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.'



BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

**Represented nationally by
THE KATZ AGENCY, INC.**

57

quarter hours of NEW local business—all on a 52-week basis—were signed up by WOL in the thirty-day period ending August 15.

Proof positive that 5000-watt WOL is first choice in the nation's seventh-largest city with local advertisers, whose advertising has to ring cash registers quickly and economically.

Profit by the preference of these on-the-spot sponsors—get WOL availabilities from Katz today.

SOUTHWEST

RAMSEY YELVINGTON, K TSA, San Antonio farm news editor, being heard in a new daily half hour series of programs titled "Time On My Hands" from 8 to 8:30 a. m. Monday through Friday. Farm and ranch news, music, Texas philosophy and humor are being featured on the programs.

Rex Webster, sales-commercial manager of KFYO, Lubbock, leaves this week for a sales trip to New York City. He plans to visit the offices there of the Taylor-Howe-Snowden Radio Sales. Gene A. Howe is president of KFYO while O. L. "Ted" Taylor is general manager. Taylor also visited New York recently.

Heavy Advance Orders For Tele Sets Indicated

(Continued from Page 1)

Newspaper Thursday announcing immediate delivery. Sets are distributed through Macy, Bloomingdale, Abraham & Straus and Bamberger in Newark.

Only set actually on physical view in stores is the "Tele-Symphonic" built-in custom model selling for about \$2750 and requires the service of a decorator, furnished by U. S. Television for wall installation. Company's top promotion is aimed at selling this model and bars, grills, etc., are reported buying. Yesterday's orders came from both institutions and individuals.

Company promises "immediate shipment" of the \$1995 model and "shipment within two weeks" of the 10 inch "Telesonic" model selling for \$745. The popular-priced set with a seven inch screen, selling for about \$195, will be ready latter part of November or early December, the company reports.

Will Honor News Analysts At B'nai B'rith Dinner

(Continued from Page 1)

dinner meeting tonight at the Hotel Astor.

Cinema Lodge is citing the Association's members with a special scroll for consistently maintaining the principles of free speech and discussion and for their fair and effective reporting of issues involved in the affairs of world minorities, Jack H. Levin, president of the lodge, explained.

Among the radio commentators who will be guests of honor will be John W. Vandercook, Johannes Steel, John McVane, Robert Trout, Charles Hodges, and Gregor Ziemer.

Did You Hear John Tillman

MASTER OF CEREMONIES

"MATINEE AT MEADOWBROOK"

Saturday, CBS, 5:00 P.M., EDST

"Only hour-long variety show on the air"



California Commentary . . . !

● ● ● Carl F. Kraatz, formerly an account executive with Schwimmer & Scott, Chicago advertising agency, who recently assumed the presidency of Teleways Radio Prods, lost little time solving the housing shortage when he came to the Coast. He viewed 50 places in four days, finally buying a duplex in Westwood. . . .

Los Angeles

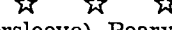
Marvin Thorud, who owned several bakeries in Chicago and who went into retirement two years ago, will share the duplex with Kraatz and will act as Western representative for Teleways. . . . KLAC is broadcasting a series of 12 Mobilization for Democracy programs dealing with the present problem of racial and religious discrimination, and, in particular, seeking to expose and denounce the un-American activities of the Ku Klux Klan. The programs are being produced by the Hollywood Writers Mobilization, and the first program, "Operation Terror," starred Ronald Reagan and featured Attorney General Robert W. Kenny. Other stars for future shows include Paul Henried, Lena Horne and Howard de Silva.



● ● ● Radio's answer to the screen's triple-threat Preston Sturges is busier-than-a-bird dog, Johnny Guedel. Guedel personally writes, directs and produces six coast-to-coast half-hour shows a week—all for a paltry 150 G's a year. . . . The age when teen-agers are off to school by air is now here. Virginia Gosden flew to Simsbury, Conn., to attend the Ethel Walker school, while her brother, Freeman Gosden, Jr., flew East to attend Princeton. Their father is Freeman Gosden of "Amos and Andy" fame. . . . Larry Buskett, KMPC account executive, was recently appointed secretary of the San Fernando Golf Club, Woodland Hills. . . . A new quarter-hour Sunday program of general interest commences over KFVB Sept. 29 at 1:30 p.m., when Carleton Moss presents the first in the series of "Minorities In The News" broadcasts. . . . Mel Cody, KMPC studio engineering supervisor, has reported for induction in the Army. He has been associated with KMPC since 1942.



● ● ● Major C. A. Newcomb, news commentator and World War II veteran, who was active in Washington, D. C., radio circles before coming to the Coast, several years ago has announced his candidacy for United States Senator from California, for the short-term which starts in November and ends the first Monday in January. . . . Bill Anson, KFVB disc jockey, staged a "Let's Not Forget" show Friday at the San Fernando Veterans Hospital, first big-time show to be presented there. Artists on the program included the Merry Macs, Joe Frisco, Harry Revel, Arthur Blake, Mariha Davis, George Beatty, Ellen Sutton, Peter Potter and Bob Ecton. This was the first of a series of shows Anson is planning for the hospital.



● ● ● Harold (Gildersleeve) Peary is a victim of the housing shortage. Unable to purchase a home in or near Hollywood, Peary will live in a hotel four days a week while rehearsing and performing on "The Great Gildersleeve" ainer and live at his Laguna Beach home the remainder of the week. . . . Bob Garred, CBS news reporter, will make a guest appearance Oct. 6 on the "Speak Up, Listener" program to be devoted to a roundtable discussion of radio. . . . Meredith Willson, who debuts with his own show Oct. 4 over CBS, is also writing the scripts for the new program and, so far, has completed continuity for the first three stanzas. . . . Ira Cook's "Lucky Ten," selection of the ten best records of the week, is being readied for a Saturday night feature on his "Dance Time" program over KFAC. Through a tieup with 10 leading Southland music stores, each contributing its own list of best sellers, Cook figures he will arrive at an accurate and authentic selection. Prizes will be offered.

PROMOTION

For Promotion Heads

"Notes to a Promotion Manager," one of the features of the National Broadcasting Company's 1946 Parade of Stars promotion, has recently been mailed to all promotion managers of the web's affiliates. The 24-page booklet, produced by the joint effort of the advertising and promotion department of the press department, discusses the Plexiglas Bandbox, promotion kits, on-the-air promotion, space advertising, publicity, exploitation, supplementary promotion and reporting procedure. It points up hard-hitting suggestions and formulae for audience-building by the 162 individual NBC stations. A tip-on is written by Charles P. Hammond, NBC director of advertising and promotion. The preface, "While You Were Away" provides a refresher for promotion managers recently out of service. Booklet was prepared by Roy C. Porteous, audience promotion manager, and edited by Dick Blake, promotion department copy chief. Sydney H. Eiges, press department manager, and Cecil Carmichael of the advertising and promotion department, were contributors.

"School Of Air" Calendar

One-half million copies of the 1946-47 calendar manual for Columbia's "American School of the Air," have been printed and are being distributed for use by listeners to the network's late afternoon dramatized education series which begins its 17th year Monday, Sept. 30. This is the first time the calendar manual is being made available to individual listeners.

RECORDING • MOTION PICTURES • RECORDING

for

FASTER RECORDING SERVICE

CINEMART offers you--

- Hours suited to your convenience
- One of the largest studios in New York
- Highly experienced technical staff
- Faster service and deliveries

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CINEMART

THE WEEK IN RADIO

Predict Production Record

By JIM OWENS

OUTPUT of radio sets for this year may reach the 14 million mark, according to the Radio Manufacturers' Association. R. C. Cosgrove, RMA executive, sees this figure as a new all-time high, surpassing production volume of 1941. . . . President Truman gave final approval of the 14-man group of U. S. delegates to the telecommunications confab in Moscow. . . . It will start Sept. 28. . . . Brew Pearson and Robert S. Allen were filed for WBAL, Baltimore, and. Step is considered by industry as a test case for the FCC's Blue Book. . . . IATSE-IBEW dispute again arose at UN over tele-newsreel film coverage. Latest incident occurred at new Lake Success (L. I.) headquarters. . . . AFRA code meetings scheduled to start Oct. 1 in New York. . . . Illinois police patrols will curtail FM radio this year. . . . TBA officials expect a record crowd of over 1,000 at its two-day conference at the Waldorf. . . . CBS' color television was exhibited with live action for the first time. Demonstration was held in fully-entitled room, using new orthicon camera. . . . FCC approved a wide distribution of construction permits for AM, FM and tele; Commission also granted many power boosts. . . . OR is now sending its newsmen abroad to acquire solid background of world conditions. . . . First large-scale demonstration of simulcast was held by Radio Inventors, Inc., at the New York Advertising Club. . . . The Louis-Mauriello drew a 33.0 Hooper on ABC. . . . NBC's telecast of the fight provided an occasion of a movie trailer on radio. Trailer plugged "The Jolson Story." . . . Major networks planned to resume remote band pickups following settlement of the musicians strike. . . . Vincent Riggio was named to succeed the late G. W. Hill as president of American Tobacco. . . . Benjamin Cohen, associate sec'y general of the UN, will address the opening luncheon of the Television Broadcasters Association conference at the Waldorf, Oct. 10. . . . A survey of FM shows that 65 stations are now on the air, with scores more due to begin operations during fall-winter months. In addition, FCC has granted a total of 270 CP's since last October. . . . Telicon Corp. will install its "intra-video" antenna in apartment houses. . . . The ANA will hold its 37th annual meeting in Atlantic City, beginning Sept. 29. . . . For public service projects, developed by government and private agencies, have the support of over \$10,000,000 worth of advertising. . . . Situation was made by James W. Lang, chairman of Advertising Council. . . . Principal activity of the UN educational, scientific, and cultural commission will probably be in the broadcast field.

★ AGENCY NEWSCAST ★

DONAHUE & COE, INC., have been appointed advertising counsel for MGM Records. Immediate advertising plans call for newspaper, spot radio, and trade paper campaigns, together with extensive dealer aids and point-of-sale material for the new organization.

THOMAS A. McCORREY, of Ruthrauff & Ryan, Inc., and **ROBERT S. REYNOLDS**, of McCann-Erickson, Inc., have resigned their present positions with those agencies to join the American Newspaper Advertising Network, it has been revealed by Edward D. Madden, executive vice-president and general manager of the network.

MEMBERS OF THE Committee for Advertising & Selling Course, sponsored by the Advertising Club of New York, will be at the Club, at the temporary quarters, 30 East 37th Street, September 24, 25 and 26 from 5:30 to 7:30 p.m., to answer questions concerning the course and receive enrollments.

DANCER-FITZGERALD-SAMPLE, INC., has announced the appointment of Thomas R. Santacrose as merchandising manager in its New York office. He had been with Lever Brothers, for over 20 years, as New York divisional sales manager for Pepsodent and assistant drug field manager for Lever Brothers.

Henry Morgan Show Bought By Eversharp

(Continued from Page 1)

over CBS Monday nights from 10:30-11 p. m. with Ken Roberts, Ted Husling and Ray Bloch's orchestra, will be dropped by Eversharp when present contract expires Nov. 4.

Although Henry Morgan is expected to go right on playing himself to a large extent, Eversharp and the ad agency are expected to make changes in the show. With the deal set over the week-end, all details are still to be worked out and one of the first decisions will be about handling commercials. Cast of the Morgan show at present, includes director Martin Andrews, musical conductor Bernard Green and announcer-actor Charles Irving.

Alan Courtney
is out WEST now . . .

. . . and **KMYR** has roped him in.

Now the Big Top Hand in Denver's Radio Corral!

Write for participation in "Courtney's Campus Club"
KMYR Broadcasting Station, 1626 Stout, Denver 2, Colo.
Wm. G. Rambeau, Representative, New York, Chicago, Hollywood

Int'l Interest Indicated By Foreign Guests

(Continued from Page 1)

Binghamton; WJPG, Atlantic City; WMCA, WNEW, New York; WTHT, Hartford, and WEEI, Boston.

Recording For Sweden

Representative of Radiojaenst, government-owned Swedish radio and only broadcasting service in the country, now in New York is Sven Jerring, chief commentator, who is recording programs for listeners back home. Jerring arrived in time to do live broadcasts of the recent Davis Cup matches at Forest Hills, doing a 30-minute show each day during the series. Word picture of the tennis matches was heard direct over the 30-station hookup of Radiojaenst in Sweden.

Veteran In Industry

Jerring is a veteran Swedish radio commentator, having been connected with the industry since its birth in 1925. Once again, Jerring reports, Swedish commentators are visiting foreign lands to bring home to radio audiences stories and conditions of people in other lands. Jerring himself has toured northern and central Europe and England since war's end and plans a visit to Greece in October. Following this, Swedish roaming correspondents will come home to pool their reports and arrange a series of special broadcasts.

With United Nations headquarters located in America, Jerring reveals that Sweden is very U. S. conscious. He will try to arrange for broadcasts to be sent to Sweden from UN headquarters at Flushing Meadows. In relation to population, Sweden claims largest radio audience of any country with 1,850,000 receiving sets owned by a total population of 6,000,000.

Borrow American Ideas

Sweden's radio is operated similar to BBC and its programming is somewhat heavier in content than American broadcasts. However, Jerring admits the Swedish radio has borrowed some American ideas, one being the quiz show, although in Sweden they don't give prizes. Radiojaenst also has patterned a program after "Meet the Press," the program heard over Mutual.

Two engineers made the trip with Jerring and former pair now are heading for Los Angeles via Chicago, Denver and Dallas, to view latest technical developments in radio. They also are interested in studio design since Radiojaenst plans new studios in Stockholm which will cost 20 million krona and will not be completed for three years. At present Sweden has no plans for television because of excessive costs in development and producing.

Hansen Here From Denmark

Another Scandinavian radio official in New York is Gunnar Nu Hansen of the Danish state radio in Copenhagen. His mission here is a similar one and he is reported making recordings for Denmark listeners and viewing American developments.

NAB Sets Convention Details, Small-Market Station Agenda

(Continued from Page 1)

no-host breakfast will be held under the auspices of the Chicago Radio Management Club. The speaker for this occasion will be announced later. The convention proper gets under way at 10 a. m., when President Miller will deliver the keynote address. A discussion of programming will follow and the Broadcast Measurement Bureau will have its session.

On Wednesday discussions of music copyright, small market stations, public relations and the NAB business session are scheduled. At this latter meeting, directors-at-large will be elected and the membership will vote on proposed by-law amendments. At a no-host dinner that evening freedom of the press, freedom of speech, freedom to listen, etc., will be discussed by a well selected panel.

Thursday's schedule includes a short talk by a representative of the Civil Aeronautics Administration. The rest of the day will be taken up with the retail advertising and broadcast advertising clinics. The banquet takes place that evening.

No more hotel reservations can be accepted NAB reported. All of the rooms for which NAB contracted have been applied for as attempts are being made to secure additional allotments to care for applications already on file.

Proposed agenda for the small-market stations session at the national NAB convention in Chicago was announced over the week-end by the NAB. The session, scheduled for Oct. 23, 10:30 a. m. to 12 noon, includes the following:

Report by chairman of the execu-

ive committee, Marshall H. Pengra, KRNK, Roseburg, Ore.; Management Study Presentation by Wayne W. Cribb, KHMO, Hannibal, Mo.; FCC Regulation 91-D and Operators' Requirements, by Chairman Pengra; Sales Promotion and Sales Aids, by Hugh M. Higgins, NAB head of sales promotion; The Small Market Station Manager's Place in Community Leadership, by Robert I. Mason, WMRN, Marion, Ohio; Development of New Business in Small Market Stations, by J. Allen Brown, head of NAB small market stations division; Employee-Employer Relations for Stations in This Classification, by Richard P. Doherty, NAB director of the employee-employer relations department; Public Relations at Work in Small Market Stations, by Edward J. Heffron, NAB executive assistant in charge of public relations.

Resolution By Committee

The small market stations executive committee, during a recent meeting, adopted the following resolution:

"Whereas the agenda of the NAB national convention in Chicago will include discussions, talks, exhibits, and clinics on station management, sales promotion, programming, engineering, research, employee-employer relations, and a multitude of other important matters, some of which will by necessity be scheduled simultaneously, now therefore, be it

"Resolved that the NAB urge all small-market stations to send, in addition to the management, the 'second man,' assistant manager or chief engineer, to the convention."

WPAT Announces Series Of Princeton "U" Programs

Plans to broadcast the Princeton's Bi-Centennial celebration, was announced Friday by Sidney Flamm, general manager of WPAT, Paterson.

On Sunday, Sept. 29, at 3 p. m., WPAT in co-operation with Princeton University will begin weekly broadcasts entitled, "The Princeton Bi-Centennial on the Air." Station will transcribe important events of the Bi-Centennial programs and will present them through September, October and November. Another program titled, "The News From Princeton University," will begin the same day. This program will be heard Sunday afternoons from 2:30 to 2:45 p. m.

Yesterday WPAT carried the opening ceremony of Princeton's Bi-Centennial celebration which featured an address by the Archbishop of Canterbury.

Victor Signs Rosalie Allen

Rosalie Allen, hillbilly disc jockey, heard over WOV night at 10 p. m., has signed a one-year contract as recording artist for RCA-Victor. Girl guitar player's first recording for RCA-Victor, made last July prior to contract, now is in its third pressing.

Bill Of Rights Program From Sub-Treasury Wed.

The celebration of the 157th Anniversary of the signing of the Bill of Rights, which will take place on the steps of the Sub-Treasury Building on Wall Street this Wednesday (25), will be heard at 12 noon, via WNYC and NBC, exclusive of WJAF, and will be opened with the singing of the "Star Spangled Banner" by Lisa Kirk. Also on the program will be General Van Fleet, Mayor O'Dwyer, Hon. John W. Davis and Gardner Osborne, vice-president of the Bill of Rights Society.

ABC To Record Crosby

Hutchins Advertising Agency has granted rights to record the Philco Corporation's new "Bing Crosby Show" to the American Broadcasting Company recording division, it has been announced by Larry Ruddell, ABC recording manager. Disking of the initial Crosby program began Friday in Hollywood.

Wedding Bells

Anne Jack, secretary to Bernard Pearse, ABC's television director of special events, and Terry Cowling, of WCOP, ABC affiliate in Boston, will be married in the near future.

Canadian Radio Plans CBC 10th Anniversary

(Continued from Page 1)

4, will present the story of 10 year progress in national radio, Mr. Dunton said. Listeners will be given dramatic report of CBC operation, aims and achievements.

"This series of special anniversary programs is a progress report to the listeners, who are shareholders in the national radio system," he said. Special programs, talks, dramas, an exchange programs from the BBC and American networks will round out the 10th anniversary presentations. He said the CBC will issue free illustrated booklet to listeners outlining the background, functions and operations of the CBC.

CBC Formed In 1936

The Canadian Broadcasting Corporation was established on November 2, 1936, succeeding the Canadian Radio Broadcasting Commission. The CBC operates under the Canadian Broadcasting Act, 1936, by which it was given regulatory powers over all broadcasting in Canada.

Mr. Dunton said that when the CBC took over control 10 years ago, "the national radio network in Canada was made up of eight publicly owned or leased stations and 11 privately-owned stations, operating network service for six hours on week-days and eight and one-half hours on Sundays." A survey showed that this network "gave effectively service to only 49 per cent of Canada's population, mostly in urban centres."

Operates Three Webs

"Today, the CBC operates three networks: the Trans-Canada and Dominion, serving English speaking listeners from coast-to-coast, and the French network, serving French speaking listeners in Quebec. The Trans-Canada and French network operate 16 hours a day, and plans are under way for increasing service of the Dominion network, which now broadcasts only in the evenings." Mr. Dunton said the three networks made up from CBC-owned and privately owned stations, now bring network coverage to 96 per cent of the radio homes in Canada.

On behalf of the Dominion Government, the CBC built and operate powerful shortwave transmitters at Sackville, New Brunswick, by which the "voice of Canada" is carried to many parts of the world.

Send Birthday
Greetings To

September 23

Don Bestor Helen Marshall
Bob Dryenforth Bill Pinnell
Artie Dunn Leo B. Tyson
Fred Vosberg

Program' Hearings Set By Commission

(Continued from Page 1)

Los Angeles, Calif.; KMAC, San Antonio; KONO, also San Antonio; WFBG, Philadelphia, and WTOL, Toledo. Only other station designated for hearing on these grounds was WBAL, Baltimore. The Baltimore radio station, wavelength of which is now coveted by newsmen Drew Pearson and Robert Allen, was designated for hearing before actual publication of the Blue Book.

In announcing the hearings which are expected to touch off a new extension over the Blue Book and the FCC's "right" to poke into programming policy, the Commission said the seven stations (including WBAL), were "not rendering a well-rounded program service in accordance with their licensees obligation to operate in the public interest."

The FCC cautioned, however, that the statistical data before the Commission constitute an index only of the manner of operation of the stations and are not considered by the Commission as conclusive of the overall operation of the stations in question.

In the renewal hearing thus ordered, the licensees will have an opportunity to show the nature of their program service and to introduce any other relevant evidence.

Observers here see scant chance that the Commission actually will deny license renewals to any of the seven stations involved. The move is viewed as an attempt by the Commission to make the stations brush up their programming. A court fight is believed certain if the Commission denies a license to any of the stations.

Although renewals of the licenses by the Commission have, in general, been haphazard, the FCC has indicated that the "most flagrant" cases would be set for hearing on the programming issue.

The FCC, however, refused to be pinned down on the seven stations and spokesmen would not say whether the Commission viewed these stations as the prime examples of what the FCC regards as bad programming.

Review Of FCC Action

On March 7, 1946, when the Commission issued its Blue Book, 322 stations were operating on temporary licenses. In that report the Commission indicated that it would thereafter require stations to furnish, in connection with their renewal applications, program analyses for a complete week of the preceding year. The 322 stations then on temporary,

PICTURE OF THE WEEK



Lillian Cornell, WNBT's talented television artist, has been nominated as the "Queen of Television" in connection with the two-day conference and exhibition of the Television Broadcasters Association, Inc., on October 10 and 11 at the Waldorf-Astoria Hotel. Miss Cornell will be among the guests of honor at the Entertainment Luncheon planned by the TBA conference.

together with 88 whose regular licenses expired on May 1, 1946, and 75 whose regular licenses expired on August 1, 1946 (for a total of 485), have since filed the program analyses contemplated by the March 7 report. Of this number the Commission has taken action on 406-400 have been granted renewal licenses and six were designated for hearing.

39 Not Yet Processed

On the remaining 79 renewal applications not yet acted upon, the following 39 have not been processed pending the outcome of other hearings in which the licensees are now directly or indirectly involved (i.e., hearing on multiple ownership, for increased power, for transfer of control, etc.): KDAL, KDB, KELO, KFRC, KGB, KGGF, KGKO, KHJ, KOB, KODY, KOWA, KSOO, WABY, WADC, WBAL, WBAP, WBAX, WBLK, WCAM, WCAP, WCHS,

WEOA, WFAA, WGBF, WGKV, WGR, WHLS, WJBW, WJOL, WKBW, WSKB, WNEW, WOKO, WORL, WOV, WPAR, WOW, WPRP, WTNJ.

The other 40 not yet processed are still operating on temporary licenses for differing reasons: six for accounting studies (KBIZ, KOCA, KSJB, WCOU, WGRM, WHTB), five for possible engineering violations (KGDC, WBLJ, WING, WKBN, WSKB), six for legal studies not related to overall program service (KASA, KSRO, KVNU, KXOX, WATT, WNCE), seven awaiting action on applications for assignment or transfer of licenses (KABC, KSAM, WACO, WAGM, WINN, WJXN, WTAX), and 16 awaiting the receipt of further information from the licensees (KFJI, KFJZ, KGHF, KHUB, KICA, KLAC, KMJ, KROY, KSN, KTOG, KTOH, WEDC, WFTC, WKRC, WMJM, WMOB, WSPB)

National Radio Week Asked By RMA-NAB

(Continued from Page 1)

of RMA and top executives of NAB. Purpose of the observance, officials said, will be to "stress the values of a free radio, particularly in days of national and international confusion and turmoil—values which can be fully realized only through the widest possible diffusion of broadcasting and receiving equipment, and the unhampered ability of broadcasters and manufacturers to operate in consonance with our free institutions as an integral part of our system of free enterprise."

Representing NAB were Justin Miller, president; A. D. Willard, Jr., executive vice-president, and E. J. Heffron, executive assistant-public relations. Representing RMA were Bond Geddes, executive vice-president of RMA, and the following members of RMA's advertising committee: John Garceau of Farnsworth; John K. West of RCA-Victor; W. B. McGill of Westinghouse; David McGluckin of Philco and James D. Crest, RMA director of publications.

Hainline Joins WJR

Detroit—Joseph R. Hainline, recently of the NBC's New York news department, has joined the news staff of WJR, CBS 50,000-watt affiliate in Detroit. News Editor George Cushing has announced that Hainline will be heard regularly on the 6 p.m. 15-minute broadcast.

Stork News

Cincinnati — Mr. and Mrs. Dave Partridge are the parents of a son, 8 pounds 13 ounces, born last Tuesday, at Jewish hospital. Partridge is sales promotion director for station WLW.

Murrow On UN Commission

Edward R. Murrow, vice-president and director of public affairs at CBS, has been named a member-at-large to the commission which will advise the American delegation to the United Nations Educational, Scientific and Cultural Organization which will hold its first session in Paris in November.



"Next time I'll have that WFDK Flint announcer just whisper."

INTERESTED?

After 2 1/2 years of network experience serving National-Regional accounts, I want an opportunity to prove my worth in an advertising agency or radio station as assistant to busy executive. Write Box 222.

RADIO DAILY

31 BROADWAY, NEW YORK 18, N. Y.

★ ★ ★ COAST - TO - COAST ★ ★ ★

— CALIFORNIA —

AKLAND — Wilt Gunzendorfer, KROW station mgr, is conducting a course in radio advertising and selling for the University of California Extension. . . . Scheduled each Friday for a 15-week period, course concentrates on the technical details of planning and selling radio advertising. . . . "You and Polio," quarter-hour dramatic series, has been scheduled by KROW in behalf of the fight against Infantile Paralysis. . . . McCall Sewing of the Air, KROW airing for the past two years, is now being presented under the sponsorship of H. C. Capwell Co., with professional tips to home sewers. . . . SACRAMENTO—KXOA broadcasts the mid-get auto races here each Monday night. . . . Eight minutes of the quarter-hour is devoted to the race, with the seven-minute balance given over to interviews with drivers and other personalities trackside.

— COLORADO —

DENVER—Edward G. Weber, KOA night supervisor and former news department staffer, has resigned to join the Veterans Administration here. . . . George McWilliams, of the outlet's news and special events department, is expected to leave soon to join the War Assets Administration. . . . After a summer absence from the air, the Zook Tire Company has purchased time on KOA to resume its "Sports Spotlight" stanza. . . . Program will resume Sept. 21, with Mark Schreiber as sportscaster. . . . Using a walkie-talkie pack set, KLZ farm reporter, Lowell Watts, efficiently covered the Colorado State Fair, recently held in Pueblo.

— NORTH CAROLINA —

CHARLOTTE—The Junior Chamber of Commerce boys here and in Richmond, are up on their toes ever since the initial airing of the "Carolina-Virginia Quiz" program, which bowed Sept. 12 over WBT and WRVA. . . . Format consists of corresponding local and civic groups from the two cities to compete for prizes. . . . RALEIGH—North Carolina's college coaches will resume their annual pre-

season get-togethers which were interrupted during the war when they meet with newspaper and radio sports directors here Saturday. . . . Meetings are sponsored by the sports department of WPTF to give coaches, officials and sports writers an opportunity to discuss sports in general and the current grid season in particular.

— FLORIDA —

JACKSONVILLE—In connection with the trend of "The Henry Morgan Show," WPDQ is using the following promotion announcements in its station break spots: "WPDQ, Jacksonville, Florida, regrets that 'The Henry Morgan Show' will be heard tonight at 7:30." . . . MIAMI—Dinty Dennis, WQAM sportscaster, is one of four Floridians and the only radio personality in the state, to be appointed by Basil O'Connor to the National Foundation for Infantile Paralysis.

— SOUTH CAROLINA —

COLUMBIA — DeLuxe Cleaners here have purchased the "Capitol City Review," news segment on Sundays over WIS. . . . Mary Higgins has replaced Margaret Redpath as assistant to Margaret Joyner in the station's accounting department. . . . The WIS youth roundtable program "Youth Speaks," will originate from six school auditoriums this season. . . . Jean Brabham, of the continuity department, has returned from a summer course in scripting in New York. . . . WIS sports chief, Frank Harden, and salesman Dick Hasbrook, recently journeyed to Charleston, S. C., for a get-together with sport scribes from across the state.

— MINNESOTA —

MINNEAPOLIS — Jack Lucas, former Navy instructor, has been appointed WCCO station manager. . . . Due to the scarcity of expert personnel during the war, Philo Brown and Mary Dougherty, who assumed supervision of the accounting department, shared the added duties. Brown, however, assumes his position as chief of the maintenance department. E. W. Ziebarth, WCCO educational director and production manager, has been named contributing editor of the Journal of the American Association for Education by Radio, nationally circulated publication of the Association. He is also Minnesota, director of the Association.

— NEW YORK STATE —

JAMESTOWN—In the first annual golf match played among WJTN station personnel on the Chautauqua Country Club Course, Judge Hugh V. N. Bodine, secretary of the James Broadcasting Co., supported his figure with a 76 at top score. Time salesman Jimmy Swan was runner-up with a close 77 and colleagues Carl Williams and Pat Kane placed third and fourth with an 82 and 84, respectively. . . . Station Manager Si Goldman's score climbed to 90 with program director, J. Ralph Carlson and salesman Walt Carlson tying for fifth place with 91. Marshall Shantz, special events man, played the round with a 96, copping the booby prize.

— NEW YORK STATE —

SYRACUSE—The 2,000th airing of WFBL's live local "Dairy Leisure Time" was celebrated recently with a special broadcast of the program "On the Air—In the Air." . . . WSYR has secured three members of the American Association for the United Nations to judge the slogan contest presented to the public on the outlet's "New Horizon" program. . . . Judges include, Clark M. Eichelberger, director of the American Association for the United Nations; Pauline Mandigo, president of the Phoenix News Bureau, and a member of the executive board of the association, and Marie Ragonette, director of popular education for the association.

— OKLAHOMA —

OKLAHOMA CITY—Roy McKee, former KOMA mikeman, has returned to his home and his mike chores after an absence of over three years of service. . . . Ann Bond, warbler, is now both secretary to program chief, Bill Bryan, and personality singer on the Oklahoma Roundup stanza fed to CBS every Saturday p.m. . . . Bond replaces Lorene Gore, who has enrolled at Oklahoma University, along with the sales secretary, Ella Mae Wright, for the ensuing semester. . . . Curt Cowdy, KOMA sportscaster will handle all play-by-play accounts of the Oklahoma University football games this fall. . . . Bill Bryan is attending the Big Six Conference in Kansas City to line up last-minute info on the pigskin broadcasts for KOMA airing each week-end. . . . Bing Gilmore, station announcer is back on the job after a seige of illness.

— MASSACHUSETTS —

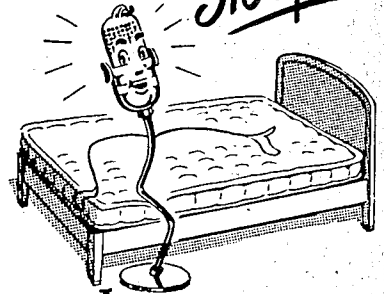
SPRINGFIELD—Pynchon Broadcasting Corp., has applied to the FCC for permission to operate a standard outlet at 560 kilocycles, five kilowatts, unlimited time. . . . Ross Edwards, WSPR announcer for the past two years, has left to take up mike chores at WKLB, new 1,000-watter in Kentucky. . . . Ben C. Sweet, former WMAS music director and cur-

rently operator of a radio school, has been added to the faculty of the evening adult division of America International College, with a comprehensive class radio. . . . Jim Britt, sportscaster and sports authority in New England, slated to begin a weekday evening sports roundup over WEEL October 14.

— TENNESSEE —

KNOXVILLE—In co-operation with the sports department of the Knoxville News-Sentinel, WNOX has arranged to furnish scores at the quarter of all high school football games this fall. . . . Telephones have been installed in each of the three school stadiums and followers of the team get scores within a matter of seconds after the quarters end. . . . Concluding a series of interviews with station personnel on its "Set Your Dial," 15 minute promotion show, WNOX airing reviews and background news of all its local programs. The quarter hour spot utilizes material from agencies and CBS on shows and personalities. . . . Last five minutes, having been devoted to personal interviews is now being used for stories behind local shows, how they are put together, and interviews with director when the programs are live.

Wide-awake radio advertiser sells even the Sleepers



Ideal Furniture Company of Canton "made their bed"—so to speak—with the Sealy Mattress and they haven't relaxed since.

Bedding sales have more than tripled for this firm since they started to advertise the Sealy mattress on their daily "TOP OF THE MORNING" show three years ago. The increase was made during the first three months of the campaign and has been maintained.

That's the kind of results advertisers get from this \$286,000,000 market when they use WHBC.

Advertisement for WHBC radio station, featuring the call letters 'whbc' and '5000 WATTS SOON!' along with the slogan 'your good neighbor in CANTON, OHIO always a busy city'.

Advertisement for Baltimore's WCBM radio station, featuring the call letters 'WCBM' and 'MUTUAL BROADCASTING SYSTEM'.

Advertisement for K.F.N.F. radio station, featuring the slogan 'The BEST Farm Station Buy?' and 'SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F.' along with contact information for Frank Stubbs.



The National Daily Newspaper of Commercial Radio and Television

VOL. 36, NO. 60

NEW YORK, TUESDAY, SEPTEMBER 24, 1946

TEN CENTS

Flays FCC's 'Blue Book'

Use Power Of Radio, Benton Tells Educators

Leading universities and seats of learning have been "laggard" in recognizing the power of radio and films, Assistant Secretary of State William B. Benton said yesterday in welcoming members of the National Commission on Educational, Cultural and Scientific Co-operation to a three-day session in Washington, D. C. Benton said it is easy for leading educators such as many of those of the commission to "look down on radio and the films. The very fact that they

(Continued on Page 7)

Radio Newsmen Honored By Cinema B'nai B'rith

At a dinner held last night in the Hotel Astor and attended by 350 members and guests, the Cinema Lodge, B'nai B'rith, presented to the Assn. of Radio News Analysts a scroll honoring the newsmen of the airwaves for "their contribution to human welfare and their conscientious devotion to the traditional American ideals of Freedom."

The meeting opened with an invocation.

(Continued on Page 6)

Schreiber Gets New Role In Operation Of WGN

Chicago—Chesser M. Campbell, advertising manager of the Chicago Tribune is relinquishing his duties as vice-president of WGN, Inc., a subsidiary of the Tribune as a result of his election as treasurer of the Tribune Co. Henceforth Frank Schreiber, manager of WGN, will be in charge of all administrative affairs of the station.

(Continued on Page 2)

Heavy Reservations

Advance reservations for NAB convention which will be held in Chicago, Oct. 21-25, are expected to pass the 1,000 mark this week, C. E. Arney, Jr., secretary-treasurer of NAB, revealed yesterday. All reservations for NAB to be held at the Palmer House and Stevens Hotel have been taken, he added.

Sun Spots Halt Shows From Overseas Points

Sun spot disturbances reached a new seasonal high over the week-end and yesterday cancelled several network news broadcasts from overseas. Atmospheric disturbance has caused partial disruption of radio, telephone and wireless communication services throughout the western hemisphere.

CBS could not bring in Berlin and Paris for its news roundup yesterday morning and the web reported early last night that overseas transmissions still were decidedly affected by sun spots.

(Continued on Page 2)

Kool Cigarettes Launches Campaign In Radio, Papers

Kool Cigarettes, a product of the Brown & Williamson Tobacco Corp., has started a new advertising campaign in spot radio, newspapers and car cards. Radio campaign consists of chainbreaks and minute announcements, both straight and in jingle form. "Willie the Penguin" dramatizes the ads. BBD&O is the agency.

Progress Of Mutual Web Reviewed By Pres. Kobak

Envisioning an eventual network of 425 stations, Edgar Kobak, president of Mutual Broadcasting System, at a press luncheon at the Hotel Astor, New York, yesterday, reported the web now has 355 stations signed and 325 of them are now on the air.

Kobak, in reviewing the expansion of the MBS declared that during the past 15 months the network had increased its listening audience by 1,250,000 homes. The total daytime audi-

NAB President Voices Strong Criticism Of Commission's Report In New York Address

Plan To Buy KSTP Confirmed By Crosley

Cincinnati — Crosley Broadcasting Corp. officials yesterday confirmed reports that they are negotiating for the purchase of KSTP, Minneapolis-St. Paul. KSTP, 50,000-watt outlet of the Twin Cities, is an NBC affiliate, operating on 1500 kilocycles. Crosley Broadcasting Corp. recently acquired ownership of WINS, New York, from Hearst Radio.

The purchase of KSTP is subject to FCC approval.

(Continued on Page 5)

'Lax' Practices In WAA Criticized By O'Mahoney

Washington—"Lax practices" on the part of some of the branches of the War Assets Administration in connection with the sale of surplus radio and other equipment through agents has been criticized by O'Mahoney.

(Continued on Page 7)

REC Members Approve Dues Increase To \$10

A proposed increase of dues for active membership of the Radio Executives' Club from \$5 to \$10 per year was approved by a vote of 211 to 18.

(Continued on Page 5)

In a thinly-veiled attack on the FCC, as a left-wing pawn, NAB President Justin Miller sharply criticized the Commission's Blue Book and said that much-battered document was being used by "unscrupulous" and "communist" elements to undermine free radio.

While stating that the FCC is "unscrupulous" and "communist," Miller said that the FCC is "unscrupulous" and "communist."

(Continued on Page 6)

Fetzer Station OK'd; Long Litigation Ended

Washington Bureau, RADIO DAILY
Washington—Following a long line of litigation, including an appeal to the U. S. Supreme Court, the FCC on Friday again granted the application of Fetzer Broadcasting Company for a standard station in Grand Rapids, Mich., and denied the application of Ashbacher Radio Corporation to change the frequency of WKBZ, Muskegon, Mich., to the 1230 kc.

(Continued on Page 6)

42 CBS Program Managers Attending Final Clinic

Forty-two program managers and directors are attending the third and final series of Program Managers Clinics conducted by the Columbia Broadcasting System, which got under way last week.

(Continued on Page 5)

Double Tele Sked

WRGB, General Electric television station at Schenectady, N. Y., will double its hours on the air with a new schedule which becomes effective, Monday, Sept. 30. All telecasts from New York will be from the NBC station, WNBT in New York, through the new relay station at Hillsdale, near Hudson, N. Y., midway between Poughkeepsie and Albany.

Agricultural

Secretary of Agriculture Clinton P. Anderson will be one of the speakers who will salute the extension of the National Farm and Home Hour to the full network on the program's eighteenth anniversary, Saturday, Oct. 5. Frank Mullen, vice-president of NBC, founder of the program, will also be heard as a feature of the airwave-salute to the program.

Coming and Going

EDMUND CHESTER, Columbia network's director of Latin-American relations, and ROBERTO UNANUE, assistant director, leave today for Mexico City...

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, is en route to New Orleans to attend a meeting of the web's southern affiliates.

ADE HULT, vice-president of Mutual in charge of midwest operations, and CARROLL MARTS, his assistant, have left Chicago on a 10-day business trip to New York and Washington.

EDMUND B. ABBOTT, vice-president in charge of radio for Shaw-Levally, Chicago advertising agency, is expected in New York today in connection with the appearance of Frank McHugh Thursday on the Columbia network...

SIDNEY KING, program manager of WBHB, Fitzgerald, Ga., Mutual affiliate which goes on the air Oct. 1, is visiting at network offices in New York, setting the stage for the debut of the station.

BARRY MacDONALD, JIM MURPHY and FRED BRICKENDEN, all of CBC staff, are back at their Halifax headquarters after having flown to Newfoundland to broadcast the rescue of the passengers saved from the wreck of the Belgian trans-Atlantic plane.

BARRON HOWARD, business manager of WRVA, Richmond outlet of CBS, has arrived from Virginia for conferences at the headquarters of the network.

ELMER DAVIS is spending a week in New York, during which time his broadcasts will originate at the ABC studios here.

HENRY GERSTENKORN, general sales manager of the Don Lee Broadcasting System, is in Gotham for talks with prospective clients.

MORTON DOWNEY is en route to San Francisco, where he'll headline the entertainment program for the American Legion convention. Then on to Hollywood for three weeks.

JOHN SHEPARD, III, is leaving for Europe from Halifax aboard the Queen Mary. He'll spend three weeks abroad making a survey for the Yankee and Mutual networks, and will return aboard the Queen Elizabeth on her first post-war voyage.



For the future

In a greenhouse in Glen Dale, Maryland, they grow cinchona seedlings. Quinine comes from the plant. They grow from 5 to 15 inches. Then they are air expressed to Latin America.

That's something like the sending coals to Newcastle line... but that's certainly playing it safe.

And there's a tip in all this for business. What are you doing about the future of your brands? If you've got distribution in Baltimore and plan to use radio, we'd like to tell you about W-I-T-H, the successful independent.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. It's the safe station to trust your future to.

Facts are available to prove it.

Advertisement for W-I-T-H radio station in Baltimore, featuring a stylized logo of a man's face and the text 'W-I-T-H and the FM Station W3XMB IN BALTIMORE'.

Sun Spots Halt Shows From Overseas Points

(Continued from Page 1) spots. CBS has been affected for the last week. Mutual cancelled two broadcasts from Stockholm yesterday, one at 9 a.m., the other at 2 p.m., when sun spots prevented transmission of live news commentary from Sweden.

NBC engineers managed to bring in London at 9 a.m. yesterday with a fuzzy but readable signal. ABC, which had to cancel "This Week Around the World" at noon Sunday, did not schedule any overseas pickups for Monday.

In Canada, a CBC official said his company was unable to carry a coast-to-coast program Sunday and that the disturbance continued a good part of the day. Canadian telegraph officials said the earth currents caused by sun spots were the most severe in a number of years.

FCC Okays Reorganization

Washington—Stating that the AVCO procedure would not apply, the FCC yesterday approved the proposed reorganization of the Mayfield Broadcasting Co., Mayfield, Ky., and at the same time cancelled the permit for WPMF, which had been granted to Purchase Broadcasting Co. The reorganization of Mayfield will include as minority stockholders the three stockholders of Purchase.

Win Elliott Subs For John King

Win Elliott, master of ceremonies on the Borden "County Fair" program, is substituting temporarily for John Reed King on CBS television's Saturday night audience-participation program, "King Party Line."

Schreiber Gets New Role In Operation Of WGN

(Continued from Page 1) station it was announced. Station activities will be divided into four separate departments: public relations, headed by Bruce Dennis; program, Buckingham Gunn; engineering, Carl Meyers, and sales, William A. McGuineas. Paul Brines is administrative assistant to Schreiber.

Truman Broadcasts Oct. 1

Four major U. S. networks will carry a special message from President Truman at 10:30 p.m., EST, Oct. 1, when he makes a plea for the 1947 campaign being undertaken by Community Chest of America. The President's five-minute speech will be broadcast direct from the White House.

Signs With RCA Victor

Rosalie Allen, guitar-playing hill-billy singer and emcee of WOV's nightly "Prairie Stars" has signed a one-year exclusive recording contract with RCA-Victor. Miss Allen's first recording, released in July, is now in its third pressing.

Advertisement for WEVD radio station, featuring the call letters 'WEVD' in large stylized font, '5000 WATTS 1330 KC.', and 'ENGLISH • JEWISH • ITALIAN'.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL (Mon., Sept. 23)

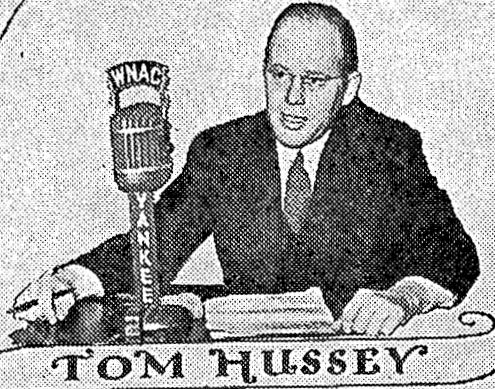
Table with columns for 'NEW YORK STOCK EXCHANGE' and 'NEW YORK CURB EXCHANGE'. Lists various companies like Am. Tel. & Tel., CBS A, CBS B, etc., with their stock prices and changes.

Pittsburgh Strike Details Clarified Over WWSW

Pittsburgh—With residents of Pittsburgh somewhat at a loss to fully understand the current power-strike situation, WWSW has come forward with a special broadcast giving both sides in the labor controversy the opportunity to state their cases.

Advertisement for L.S. TOOGOOD RECORDING CO. featuring the text 'OFF THE AIR REFERENCE RECORDINGS IN CHICAGO' and 'L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275'.

Curtain Time at the YANKEE SHOW



TOM HUSSEY



FRED LANG



VERNE WILLIAMS



TOM POWERS



JOHN M. MACDONALD
The Yankee Weatherman



EDWARD ROWE SNOW

As New England as
"The Old Homestead"

★
Continuous
Performance
over 23 Yankee
Home-town Stations

★
ASK YOUR PETRY MAN
about availability
of some of these
YANKEE TROOPERS
who reach
New England's largest
Home-town Audience
thru
The
YANKEE NETWORK

Acceptance is The YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

LOS ANGELES

By RALPH WILK

BILL PECK, vice-president of the recently organized Santa Monica Broadcasting Co., leaves Oct. 20 on a business trip to Chicago, New York and Boston. He will attend the FCC hearing Nov. 6, at which time his company's application for a permit to operate a station in Santa Monica will be acted upon. Ray Birch, a radio veteran, is president of the new organization, with Alan Hale and Carol Sax, the latter a Warner Bros. Studio executive, important stockholders.

Miss Maxine Arto, of the KFI Production Department, and Jimmie McKibben, Hollywood writer, were married at Las Vegas, August 30th. The bride will continue working at KFI.

Jack Benny had made several "spot" announcement transcriptions to tell the radio world that "Louella's back in town." Louella Parsons returned to the air September 1st, over ABC. She was replaced by her daughter, Harriett, during her summer absence.

Mary Foster, receptionist at KFI, has been named "Miss Radio of Hollywood 1946," in a contest conducted by commentator George Fisher to discover the prettiest girl employed in local radio stations. Other contenders were: Gayle Burrow, KMPC; Marjorie Larkin, KNX; Maryanne Brennan, KECA; Lee Tracy, KF'WB, and Jeri Johnson, KFI.

For the six-week interval between the "KFI-Hollywood Bowl Auditions" seasons, KFI will present "Young Artists of Today," featuring award winners from previous "KFI-Hollywood Bowl Auditions" for vocalists and "Young Artists Competitions" for instrumentalists.

Eve Arden, co-star with Jack Haley on NBC's "Village Store", has been named one of the ten "Stars of Tomorrow" in the Quigley annual awards, determined by a national poll of newspaper critics and exhibitors.

Theater Man Gets CP

Washington—The FCC has granted a construction permit for a new radio station to Carl Bamford, president of Publix-Bamford Theaters, a subsidiary of Paramount. The station, to be operated in Asheville, N. C., will have 100 watts power on 1490 kc.



Broadway Bulletin Board...!

● ● ● 25-year-old Bruce Dodge, as well-liked a kid as you'll find from one end of Radio Row to the other, steps in next week as eastern head of radio for the Biow Agency. . . . One of the nation's top ad agencies will be profiled in a nat'l mag shortly in the Satevepost-MCA manner. . . . A ringsider at the Yankee Stadium the other nite commented that Mauriello was out so cold that not even Hunt Stromberg, Jr., could revive him. . . . That new picture mag, said to be more potent than Life, due to hit the stands around Dec. with seven million bucks behind it. . . . Bill Gernannt, who should know a thing or two about quizzers (he was the first to put on Prof. Quiz) has an exciting new question-and-answer stanza lined up tagged "Race Against Time." . . . Recommended: Walter Lurie's Mutual ainer, "Gold and Silver Minstre's"—a light, airy, pleasant half-hour of nostalgia. . . . When a wife was too talkative over a breakfast table years ago, points out Alan Sands, she got on her husband's nerves. Today, she gets on a network.



● ● ● Very clever memo from the industrious Carl Erbe heralds the return of Kate Smith to the air Oct. 6th in her new Sunday nite slot. In his own inimitable fashion, Carl explains the change thusly: Because Kate's astrologer, Omar Hooper, the Rate-Maker, looked into his crystal set and figured she could work her points better on Sundays and because she discovered that her piano player was so superstitious that whenever Friday fell on the 13th, he refused to play the black keys.



● ● ● ONE MAN'S OPINION: Don Ameche sets a neat pattern for variety stanzas and brings Sabbath stayers-at-home a bright, breezy session. Pinky Lee, the comic, is Peachy without being 'reachy' and Joanel James is the gal whom Geo. Jessel said, quote, "she is the greatest singing discovery of the past decade," unquote. . . . Tough break for the Ginny Simms preem Friday nite. A sudden decision to air an important public statement by Henry Wallace sliced some five minutes from the Y&R show and forced final-seconds script slicing and editing. Bearing this in mind plus the fact that the highly-touted "Song of Your Life" gimmick was omitted, the get-away show was a neat and snappy item and a good indication that Ginny will have to be reckoned with on the Friday nite listings.



● ● ● Saturday started off the 'big league' pigskin parade—notably the Army-Villanova game. As a series, it is sponsored on ABC for Army Recruiting, and some Mutual outlets excluding WOR which has Atlantic Refining schedule which starts next week. Both WOR and WABC needed a good game for Saturday, so they took Army, WOR, through N. W. Ayer, got it with a proviso, but CBS dealt direct with the Army and took the game sans commercials. WNYC, as usual, took the game, also non-commercial. So-o-o, N. W. Ayer and the Army did okay in N. Y. Saturday. Bought WJZ and was heard on WABC, WOR and WNYC, as well.



● ● ● Neblett Radio Prod., the company founded on a shoestring and built to its present stature by Johnnie Neblett, whose tragic death last week saddened the entire radio world, will go on. Letters and wires from all over the country have expressed the hope that his show, "So The Story Goes," be continued, not only because it has been doing such an outstanding job, but because it is a fine and lasting tribute to his great talents. Considerable precedence for this line of thinking has already been established, of course. The Tom Mix show has gone on and on, Glenn Miller's name is still up in lights and Bob Benchley's wit still continues to come to us through the medium of screen and sound-track.

SAN FRANCISCO

FOR the first time the complete opera season here will be broadcast. Station KYA will carry the 10 broadcasts direct from the stage of the San Francisco Opera House. The Safeway Stores, a grocery chain, are sponsoring the project.

Wilt Gunzendorfer, station manager of KROW, is conducting a 15-week course in "Radio Advertising and Selling" for the University of California Extension division each Friday night.

KROW is broadcasting the McCall Sewing School of the Air for the third consecutive year under the sponsorship of the H. S. Capwell Department Store.

Frank LaTourette, manager of news and special events for ABC's western division and KGO, has been elected secretary of the San Francisco Press Club. Frank has been on the club's board of directors since 1945.

AD GLIBS

by DAVID O. ALBER

"Why don't you put more names in your column?" a character asked me. "You'll get readers that way."

"You mean that all I have to do is mention a lot of big names and my column will be read?" I asked. "Sure," was the answer. "That's an axiom."

Having an axiom to grind, here goes:

Walter Winchell, Chiang Kai Shek, Broadway Sam, Herb Rosenthal, Grant Flynn, Milton Biow, Harry Truman, Mahatma Gandhi, Toots Shor, Leo Durocher, Chet La Roche, Betty Grable, King George, William Weintraub, George Bernard Shaw, Mike Nidorf, Darryl Zanuck, Ben Hecht, Irving Berlin, Bob Hope, Don Stauffer, David Sarnoff, Leonard Lyons, Joe Harrison, Miss America, Jack Katz, Ed Sullivan, Greer Garson, Haile Selassie, Dorothy Kilgallen, Henry Legler, Paul Porter, Frank Stanton, Earl Wilson, Syd Eiges, James Byrnes, Field Marshal Montgomery, George Crandall, Danton Walker, Sonny Werblan, Helen Hayes, Tommy Rockwell, Leo Lindy, Billy Rose, Fred Allen, Sherman Billingsley, Jim O'Bryon, Jack Warner, Louis Sobol, John Hersey, E. V. Durling, Jack Benny, Abe Lastfogel, Herbert Hoover, Paul Whiteman, Mickey Mouse.

(What a list of clients that would make!)

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHinelander 4-1681
Hollywood: 1637 N. Vine St.
Gladstone 9469

Plan To Buy KSTP Confirmed By Crosley

(Continued from Page 1)
 approval of the FCC, if agreement reached by the negotiators. Details of the terms of the proposed sale were not revealed. If the sale is completed, it will give the Crosley Broadcasting Corp., three 50,000-watt stations. WINS is scheduled to begin operation at that power in a few weeks, while WLW, original Crosley property, has pioneered in high-power transmissions.

REC Members Approve Dues Increase To \$10

(Continued from Page 1)
 was announced yesterday. The vote was included in a letter recently sent to all members by Robert D. Swezey, now president of the REC, in which he outlined the organization's program for the 1946-47 season. Associate membership fee is \$5.
 The Club's officers and committee chairmen held a closed meeting with an advisory council last week at the Savoy Plaza, at which the preliminary schedule of luncheon programs was generally approved. One of the main conclusions reached by the group is the object that the club "should broaden the scope of its activities and become a more important factor in welding together all segments of the broadcasting industry." A number of the advisory council members proposed that an attempt should be made to acquire permanent quarters where forums, educational radio courses, and special meetings could be held in addition to the usual series of luncheon programs.

★ AGENCY NEWSCAST ★

PAUL H. RAYMER CO., INC., national station representatives, announce the opening of their new Detroit offices in the Penobscot Bldg. Robert B. Rains is manager.

GERTRUDE SCANLAN, local radio manager of BBD&O's New York office, has been appointed national radio account representative on the Wildroot Co. account, it has been announced by Arthur Pryor, Jr., vice-president in charge of radio. Wildroot airs the network mystery show, "The Adventures of Sam Spade," which will switch from ABC (Fridays) to CBS (Sundays), September 29, 8 p.m., EST. In addition to their network time Wildroot buys considerable spot radio from coast-to-coast.

42 CBS Program Managers Attending Final Clinic

(Continued from Page 1)
 way yesterday in New York. Those attending this week's clinic are: J. M. Beasley, WHUB, Cookeville, Tenn.; Robert L. Burger, WCAX, Burlington, Vt.; Donald R. Burt, WSAU, Wausau, Wis.; D. A. Burton, WLBC, Muncie, Ind.; Joseph C. Burwell, WMBS, Uniontown, Pa.; Evelyn Carroll, WPAD, Paducah, Ky.; Joseph Connolly, WCAU, Philadelphia, Pa.; Jack Cooper, KTTS, Springfield, Mo.; W. F. Craig, WLBC, Muncie, Ind.; Robert F. Donahue, WMAS, Springfield, Mass.; Harold Dorr, WABI, Bangor, Me.; Robert M. Feldman, WMAS, Springfield, Mass.; John W. Fell, WCMI, Ashland, Ky.; Eugene T. Flaherty, KSCJ, Sioux City, Iowa; Melvin C. Green, WFEA, Manchester, N. H.; William E. Hardy, WFMD, Frederick, Md.; Gerald Harrison, WMAS, Springfield, Mass.; C. P. Hasbrook, WCAX, Burlington, Vt.; Walter Howard, WBRY, Waterbury, Conn.; Jay A. Johnson, WTAX, Springfield, Ill.; Earl Kelly, WWNY, Watertown, N. Y.; F. E. Lackey, WHOP, Hopkinsville, Ky.; P. E. Lackey, WPAD, Paducah, Ky.

Also Clarence Leich, WEOA, Evansville, Ind.; Jerry McDevitt, WFLS, Beckley, W. Va.; M. L. Medley, WHUB, Cookeville, Tenn.; Sara Martha Medley, WHUB, Cookeville, Tenn.; Monroe L. Mendelsohn, WBAB, Atlantic City, N. J.; Frank R. Mills, WDWS, Champaign, Ill.; Katherine Peden, WHOP, Hopkinsville, Ky.; Mackie Quave, WKIX, Columbia, S. C.; Paul E. Reynolds, WDBJ, Roanoke, Va.; Virginia W. Ryder, WCED, Dubois, Pa.; Sullivan Sages, WMBS, Uniontown, Pa.; Elizabeth Sammons, KSCJ, Sioux City, Iowa; Ralph Shoemaker, WBAB, Atlantic City, N. J.; Mrs. Frankie Walker, WFOY, St. Augustine, Fla.; G. Pearson Ward, KTTS, Springfield, Mo.; Mal Weaver, WENT, Gloversville, N. Y.; S. P. Willis, WJNO, West Palm Beach, Fla.; Jimmie Willson, WAPI, Birmingham, Ala.; Ronald B. Woodyard, WINK, Fort Myers, Fla.

RICHARD GERKEN has been engaged as an account executive in the New York office of John Blair & Co., effective October 1. A veteran of three and a half years of Navy service as a chief petty officer, Gerken comes to the Blair organization after several years experience in both the radio station and radio representation fields.

CHARLES A. SHAW has returned to Hillman-Shane Agency, Los Angeles, as production manager after a brief absence. He was first associated with this advertising organization in 1945.

FCC To Turn Down PW Shortwave Relay

The FCC has denied Press Wireless' application to operate a domestic wave relay for program transmission. The Commission, it was learned, made its decision last week to deny the application but has not yet made an official announcement.

While details of the Commission turnaround were not available, decision to deny the application was believed based on allegedly poor reception in tests, conducted last May.

The FCC announcement will be in the form of a proposed decision. There seemed to be little doubt that PW will demand a public hearing.

"REQUESTFULLY YOURS" PROVES



IT... and Paul Brenner, every early evening delivers in North Jersey -

3½ TIMES AS MANY FAMILIES per dollar as any New York network station...
 At least 2 TIMES AS MANY FAMILIES per dollar as any New York independent station!

Another Reason Why...

WAAT delivers more listeners per dollar in North Jersey - America's 4th Largest Market* - than any other station, including all 50,000 watters!

Source: Pulse of North Jersey and Standard Rate and Data (Excluding talent costs)

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.

WAAT

970 KC
 NEWARK,
 N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

I take great pleasure in announcing that I have again qualified as a member of

THE MILLION DOLLAR ROUND TABLE

of the
 National Association of Life Underwriters.

Many thanks to my friends for their patronage which helped attain this achievement.

Jules Hamburg
 INSURANCE
 80 JOHN STREET
 NEW - YORK - CITY

BOWLING GREEN 9-0284
 PHONES: WHITEHALL 3-6767

Fetzer Station OK'd; Long Litigation Ended

(Continued from Page 1)

sought by Fetzer. The Commission's conclusions were contained in a proposed decision, but it appeared obvious that the FCC would stick to its guns.

The Fetzer application was filed on March 20, 1944. The Ashbacker application was filed with the Commission on May 5, 1944. On June 27, 1944, the Commission granted the Fetzer application and on the same day it designated the Ashbacker application for hearing.

Following the grant of the Fetzer application, the Ashbacker Radio Corporation filed a petition for hearing, and other relief directed against the action of the Commission in granting the Fetzer application. This petition was denied by the Commission on September 12, 1944. On September 30, 1944, Ashbacker filed an appeal to the U. S. Court of Appeals for the District of Columbia, from the denial of its petition. This appeal was dismissed without opinion on January 25, 1945.

Granted Permit In 1945

On February 8, 1945, the Fetzer Broadcasting Company was granted a license to operate a station (WJEF) at Grand Rapids, on 1230 kc. in accordance with the construction permit previously granted. On Feb. 9, 1945, Ashbacker filed a petition for hearing, rehearing, and other relief directed against the action of the Commission in granting Fetzer a license on Feb. 8, 1945. This petition was denied by the Commission on Feb. 27, 1945. In the meantime, Ashbacker had secured a writ of certiorari to review dismissal of his appeal by the U. S. Court of Appeals for the District of Columbia. On December 3, 1945, the Supreme Court rendered its opinion reversing the action of the Court of Appeals. The Court held that under the circumstances of these cases, Ashbacker was entitled to a comparative hearing with the Fetzer application.

"Breakfast In Hollywood" From Philadelphia Oct. 4

Philadelphia—Tom Breneman will broadcast his "Breakfast in Hollywood" program from Philadelphia October 4, for his first and only appearance in the East. WFIL has completed plans to stage the show at the Mastbaum Charities, Inc.

Breneman will present an hour and a half program complete with his regular "Breakfast" features—including presentation of the wishing ring, the make-up kit, the "good neighbor" award and the award to the eldest lady present. WFIL is conducting a search for Pennsylvania's oldest woman and will bring her to Philadelphia to appear on the show.

The program at the Mastbaum will begin at 9 a.m. and a half-hour portion of the show will be broadcast over the coast-to-coast ABC network at 11 a.m.

Miller Criticizes 'Blue Book'; Calls FCC 'Left-Wing Pawn'

(Continued from Page 1)

was "not consciously playing the game," Judge Miller cited the Commission's Mayflower decision as an "ominous example of the spontaneous growth and self-enlargement of administrative law."

"Radio, press and the motion pictures," Miller said, "are in the same boat. If the government can control one, it can control all. Its powers under the constitution are no greater with respect to radio broadcasting than with respect to any other medium of communication. The proponents of the Blue Book use the argument of scarcity. But if radio channels are scarce, so is newsprint and raw film. And the fact is that radio channels are becoming less scarce, what with FM and pulse modulation—a fact which is seriously embarrassing the advocates of the Blue Book philosophy. Furthermore, if radio can be censored by the FCC, then FX—facsimile broadcasting—can be censored. And FX is nothing other than a radio-transmitted newspaper."

Terming use of the Blue Book to "confuse" people the "communistic technique," Miller, in a little-publicized address last week before the New York Rotary Club, said "if such confusion becomes sufficiently widespread, the way will have been paved for the government to take radio over—and to take the press and motion pictures over."

Takes Issue With Arnold

Miller also blasted the support given the Blue Book by Thurman Arnold, his former associate on the U. S. Court of Appeals. "Mr. Arnold said among other things: 'What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio.'

"The broadcasters say that unless they have the power to determine the proportion of advertising programs they are being censored." Now, Miller commented, "the broadcasters do not ask any such thing and they do not say any such thing. Instead, they say that the Commission is attempting to encroach upon the power of the broadcasters to determine program character and content, in many other ways which interfere with freedom of speech. You might suppose that only an ignorant person could make such a statement concerning the Commission's assertions of power and the broadcaster's protest. But Mr. Arnold is not an ignorant man, he is not a



JUSTIN MILLER

dishonest man. It is obvious that he did not read the Blue Book or he would not have made such a statement. The obvious conclusion is that some one wrote the speech for him and he—a very busy man—read it as prepared.

"Now, I do not suggest that there was bad motive in this case. As I said I am speaking, merely, hypothetically of possible techniques. But suppose that someone with an ulterior purpose were intent upon hiding behind a prominent, highly-respected man, like Mr. Arnold, do you not see what the effect would be upon the people, in confusing them, in persuading them of the supposed necessity of government regulation over broadcasting, even to the extent of destroying the people's right to free communication and of their right that truth shall be tried out in the market place of ideas, as Justice Holmes once expressed it."

Raps ACL Interest

Miller said the American Civil Liberties Union's defense of the Blue Book is "well nigh incomprehensible."

"One wonders," Miller said, "if some other forces might not have been at work to bring about this perversion of principle."

Miller, in his blunt speech, left little to the imagination. He cited three "communistic" techniques for destroying free radio and taking over the "free institutions of our country," use of structure of administrative government and the technique of administrative interpretation, getting a well-respected man in public life to "front" for us, the technique of using a respectable organization theretofore definitely committed to American traditions.

Miller placed the FCC and the Blue Book in the first category, and left no doubt but what he believes Thurman Arnold and the American Civil Liberties Union were being "used" for the other communistic techniques.

Industry Executives Present

Seated at the speaker's table with Judge Miller were Niles Trammell, NBC president; Frank Stanton, CBS president; Edgar Kobak, MBS president; Keith Kiggins, ABC vice-president; Frederic R. Gamble, AAAA president; Paul B. West, ANA president; Sydney Kaye, BMI executive vice-president; Hugh Feltis, BMB president; Wm. S. Hedges, NBC vice-president; Robert D. Swezey, Radio Executives' Club president, and Luther H. Hodges, president of the Rotary Club of the City of New York.

Time Changes At WOV

Audience studies have resulted in overall time changes for WOV's evening program schedule, it is announced by Arnold B. Hartley, program director. Changes, effective Sept. 30, spots Fred Robbins "1280 Club" at 6:30 p. m. and moves "Prairie Stars," with Rosalie Allen, up to 9:30 p. m.

Kobak Predicts MBS Will Have 425 Outlets

(Continued from Page 1)

months, has been slowed up some by the stock market slumps, strikes, and the manufacturers problems of producing durable goods, the MBS president declared. He said, however, the condition was only temporary and the prospects for new accounts was promising.

20% Increase For 1946

Despite a temporary lull, Kobak revealed to the trade press, that Mutual would show an increase of 2 per cent during 1946 over the business of 1945. He enumerated several important network sponsors who have purchased time during the past two years. Among these were account new to network radio.

Answering a query concerning stock ownership of Mutual, Kobak disclosed that the Yankee Network (WOR (Macy), Don Lee (West Coast) and WGN (Chicago Tribune) each owned 18 per cent of the web's stock. Other major stockholders are Cleveland Plain Dealer (WHK, Cleveland) and WHKK, Akron), 13 per cent WIP, Philadelphia (Gimbel), seven per cent and CKLW (Detroit-Windsor), seven per cent.

Affiliates To Meet

Commenting on the forthcoming NAB convention in Chicago the Mutual prexy said the web planned to hold an affiliates meeting during the convention. He added it would be an informal breakfast meeting at which Mutual executives would discuss network affairs.

Radio Newsmen Honored By Cinema B'nai B'rith

(Continued from Page 1)

cation by Charles Hodges, which was followed by the singing of the National Anthem by Lucy Monroe, with Al Rickey at the piano.

Jack H. Levin, president of the lodge, then introduced Lou Novin, counsel and advisor to the organization, who outlined its aims and purposes.

This was followed by presentation of the scroll to Quincy Howe, who accepted on behalf of the newsmen association, and introduced in turn George Hamilton Combs, Jr., Cecil Searchinger, Johannes Steel and Gregor Ziemer.

It was revealed during the course of the meeting that the Cinema Lodge plans to double its present membership of 1,000, and to stress still more strongly its purpose to foster movements to further inter-faith understanding and to stimulate and aid programs designed to help displace persons all over the world.

James Named To NAB Comm.

E. P. H. "Jimmy" James, Mutual network sales executive, has been named to the research committee of the National Association of Broadcasters by Justin Miller, president, was announced this week.

Use Power Of Radio, Benton Tells Educators

(Continued from Page 1)
 have popular appeal damns them in some eyes. To many educators, they all seem suitable only for serving up light entertainment. Further, they have a commercial taint.

"I know all about that. But I also know that people—hundreds of millions of them—listen to radio and see the films—hundreds of millions who do not read books, who never went to college. If UNESCO fails to reach these millions through the media that they use, how will they be reached? Above all, how will they be reached quickly?" Benton pointed out that it took 10 years to break down the resistance of some leading educators at the University of Chicago and get them to appear on the University's "Roundtable of the Air."

"There is great danger, then," Benton added "that educators and intellectuals will not welcome or understand or encourage the use of the instruments of today to communicate with peoples. These educators and intellectuals are the groups most likely to control UNESCO policies. If these groups in control do not use the mass media on a vast scale, they will not live up to UNESCO's constitution. This danger is greater in the viewpoint of other countries than in our own. Thus this Commission must make world leadership in this area."

Wisner Schedule Heavy

Harry Wisner, sports editor of NBC, is piling up an impressive record. August 23 he did the All-Star football game out of Chicago; September 1, the championship Giants-Years game out of the same city. On the 6th, he did the Redskins-Los Angeles Rams game from Los Angeles and came right in to do the Forest Hills tennis finals here. The Redskins-Green Bay Packers game from Denver fell on the 10th and from the 14th to the 14th, Harry was busy with the Nat'l Amateur Golf tournament in Springfield, N. J. Last week he started his regular schedule with the army football games, in addition to which he'll also be heard on Universal Newsreel plus his own regular NBC sports stanzas.

Lawrence Moving to Boston

Craig Lawrence, general manager of Cowles stations WHOM in New York, and WCOP in Boston, will continue in the same capacity following move of his residence from New York to the New England city in early October. Rather than commuting from south to north, as he has in the past, Lawrence will commute from north to south.

Concurrent with Lawrence's change of address, his secretary and station promotion manager, Gladys Miner, will resign. Miss Miner formerly was with the Katz Agency and WWNC, Asheville. She has announced no future plans.

NETWORK SONG FAVORITES

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

Survey Week of September 13-19, 1946

TITLE	PUBLISHER
All The Time.....	Robbins
Along With Me.....	Witmark
And Then It's Heaven.....	Remick
Blue Skies.....	Berlin
Coffee Song, The.....	Valiant
Doin' What Comes Natur'lly.....	Berlin
Five Minutes More.....	Melrose
For You For Me Forever More.....	Chappell
Girl That I Marry.....	Berlin
Gypsy, The.....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Got The Sun In The Morning.....	Berlin
If You Were The Only Girl.....	Mutual
I'll Be With You In Apple Blossom Time.....	Broadway
It's A Pity To Say Goodnight.....	Leeds
Linger In My Arms A Little Longer Baby.....	Bourne
My Sugar Is So Refined.....	Capitol
Rumors Are Flying.....	Oxford
Somewhere In The Night.....	Triangle
South America Take It Away.....	Witmark
Surrender.....	Santly-Joy
That Little Dream Got Nowhere.....	Famous
They Say It's Wonderful.....	Berlin
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Whatta Ya Gonna Do?.....	Broadcast Music
Why Does It Get So Late So Early?.....	Harms
Without You (Tres Palabras).....	Southern
You Keep Coming Back Like A Song.....	Berlin

"Buck Rogers" Returns On Mutual Sept. 30th

"Buck Rogers," after an 11-year absence, returns to the airwaves on Sept. 30 over the Mutual network, and will be heard Monday through Friday, from 4:45 to 5:00 p.m., EST. Program, which features a "25th Century" adventurer, will continue in the same vein as the old version.

John Larkin plays the lead, while Edgar Stehli is cast as Dr. Huer, and Virginia Vass handles the role of Wilma Deering. Hoyt Allen directs the show, which is written by Tom Dougall.

Gets Westinghouse Post

Baltimore—The appointment of Carl R. Fittkau as publicity representative for the Industrial Electronics and X-Ray Divisions in Baltimore, and the Home Radio Division at Sunbury, Pa., has been announced here by the Westinghouse Electric Corporation. Mr. Fittkau will make his headquarters at Baltimore. He succeeds C. M. Meehan, who was recently appointed Director of Public Relations for Westinghouse Radio Stations, Inc.

Sell Radio Transmitters To China News Agency

Sale of two 20,000-watt radio telegraph transmitters for the Central News Agency of China was announced yesterday by Press Wireless Manufacturing Corp., a subsidiary of Press Wireless, Inc. The transmitters, representing a part of the agency's order, were made at the Hicksville, L. I., plant of the company and will be shipped within the next few days. Transmitters are expected to be in service in Nanking, China, early in 1947.

Fur Process Concern Setting Musical Spots

Laskin Corp., processors of mouton, has purchased musical commercials on a limited group of stations, the first being scheduled to start today in New York over WJZ and WNEW. This is believed to be the first such client-buying radio time. Account is placed by Sterling Advertising Agency, Leona Bowman, account executive. Availabilities in various cities are in process of being cleared at the present time.

WAA 'Lax' Practices Criticized By Senator

(Continued from Page 1)

have been condemned by Sen. Joseph C. O'Mahoney (D.-Wyo.). In a staff report of the surplus property subcommittee, disposal progress in the fields of electronics, cutting tools, and aircraft parts and components was criticized as lagging while the Government is bearing the burden of heavy sales expenses. The report urged strengthening of agency agreements and improved supervision over agents. It was found that in the electronics field expenses of one out of four agents exceeded sales receipts.

In electronics and radio communications equipment, Senator O'Mahoney said the terms of the agreements "coupled with incompetent and lax supervision, has produced extremely undesirable results in the disposal of electronics."

"Abuses" Listed

Further abuses in the field of agency sales criticized in the staff report are:

- (1) Payment of commissions to agents or dealers on sales which were actually made by War Assets Administration's personnel.
- (2) Warehousing of scrap and other unsaleable surplus at government expense.
- (3) Irregularities in the assignment of surplus to favored agents.
- (4) Lack of uniform pricing of surpluses sold through agents.
- (5) Restrictive practices on the part of industry groups which have gained control over certain types of surplus.

Worden Given New Post With WGAR, Cleveland

Cleveland—Ralph Worden, veteran Cleveland radioman and WGAR news editor since 1936 named to newly created post of director of public affairs, by John F. Patt, WGAR vice-president and general manager. First local radio experience dates back to 1923. Worden also one time radio editor of Cleveland News. In new position Worden will devote time to arranging and advising labor, political, civic organization etc., on best use of radio time made available to them and will work closely with Program Director David Baylor. As part of general move-up Charles Day, member WGAR newsroom for four years was named acting news editor. Don Hyde, news editor, WOWO, Ft. Wayne, will join WGAR news staff shortly.

'Help Wanted' Spot On WWRL

WWRL has sold "help wanted" spot announcements to two new accounts. Abraham & Straus, Brooklyn department store, signed for 15 spots daily through Craven and Hendricks; Sunshine Biscuit Co., Long Island, contracted for one daily spot seeking employees. Paramount and Universal Pictures, through Buchanan Co., also contracted for five spots daily on WWRL.

PROMOTION

Recipe Innovation

Favorite recipes of 35 top-ranking ABCelebrities have been compiled by Bill Traum, promotion director of WROK, Rockford, and published in a 16-page booklet titled "Recipes of the Stars." As an over-all promotion for the station, its local homemaker's show and ABC programs, the booklet is being distributed to listeners through Olga Johannes, WROK home economist, whose name appears as editor of the publication. Booklet cover bears autographs of ABC stars who submitted their favorite recipes. WROK is making the booklet available to other ABC affiliates with imprints of their own woman personality and call letters.

Contribution

A two-color, 8x10-inch card showing a pink-faced man and woman staring in dismay at an overtime parking meter, is the latest promotion piece of WHEB, Portsmouth-Dover, N. H. The card, idea of promotion director Dal Wyant and drawn by cartoonist Edward McCandlish, was inserted in windshields of cars found parked overtime with the reading, "Oops, your flag was showing." "In order to save you embarrassment and possible court appearance we simply dropped in another nickel. Cordially, WHEB."

Paramount Meet To Study The 'Impact Of Spot Anns.'

A high point of the forthcoming four-day advertising, exploitation and publicity "orientation" meeting to be held by Paramount will be an analysis of the impact of radio spot announcements on those areas where the film company now uses radio. The meeting will be held at the Hotel Warwick, New York, for four days starting Sept. 30.

Primarily, the investigation covers the key cities in the Paramount selling situation. Mainly from radio stations located in these communities emanate the concentrated radio spot campaigns over a 52-week period each year. Acting in collaboration with the motion picture company, the Buchanan Agency prepared a comprehensive colored map and vertical analysis, showing the primary coverage of city stations, and providing an instant visual comparison of actual current coverage against the background of the entire key city picture.

Employing the Buchanan map and the vertical analysis, Paramount is thus enabled to show the field men, the station, day and time story of how the co-ordinated spot announcements affect his specific areas of action.

A further qualitative measure of the effectiveness of the campaigns is provided by study of the Hooper ratings of programs immediately preceding and following the announcements.

COAST-TO-COAST

MARYLAND

BALTIMORE—An amazing coincidence here that has become somewhat of a quiz in the who's who and what's what department, is the Mary Worth cartoon which appears in the Baltimore Morning Sun and station WITH. Seems that the story in the strip has to do with a radio station. The call letters used in the strip are WBIX. Their program director is Herb Ashley, with Wally Ashley employed at WITH; their Dorothy Dix is Prudence Powers. At WITH we have Helen Powers; their commentator is on at 11 p.m. weekly, and the station is on at 11 p.m. nightly. . . . The outlet is wondering if the cartoonist doesn't know more about WITH than the station does about him. . . . Jim Kennedy, for many years associated with WBAL, will join WITH as account executive October 1. . . . Tom Tinsley was in Richmond for the month of August at WLEE.

KANSAS

LAWRENCE—Lawrence V. Cotton, recently released from the AAF has returned to his WREN sales post after four years as a pilot with the Air Transport Command. . . . Fred Conger is the new addition to WREN, hailing from the faculty of Purdue University where he taught subjects related to radio programming and production. . . . His duties at the outlet will consist of research on the gathering and preparation of news broadcasts. . . . GREAT BEND—As a public service to various civic clubs here the past week, KVGB staff members have been giving talks about radio, outlining the outlet's program schedule, radio programming, technicalities of radio and the station's new power increase to 5,000 watts.

PENNSYLVANIA

PHILADELPHIA—Chuck Thompson Sports stanza on WBIG is now being aired in the 10:05 to 10:15 p.m. slot Monday through Saturday. . . . Program has received many citations from various organizations interested in combatting juvenile delinquency. . . . At its new time, program is available for sponsorship. . . . PITTSBURGH—The Republican State Committee of Penn. has contracted for two programs over KDKA through Benjamin Eshleman Company of Philly. . . . First stanza will run from Sept. 30 through Nov. 4 thrice weekly from 6:15 to 6:30 p.m. The second will be for five minutes on the KDKA "Farm Hour" show Monday through Saturday from Oct. 14 until Nov. 4.

TEXAS

FORT WORTH—Roy Bacus, commercial manager, announces KGKO's newest advertising clients: Renfro Rexall Drug Stores, six half-hours per week for morning musical clock; W. C. Stripling Co., department store, six quarter-hours morning news; Durham Business College, five quarter-hours of dance-away, an afternoon record show; Premier Oil Co., will sponsor the \$10,000 open golf tournament to be held at Glen Garden Country Club in October. . . . AUSTIN—KTBC is presenting Sam Hayes in a program

called "Touchdown Tips," featuring forecasts in the probable results of all the major college football games. Roundup of games played by Texas, A&M, TCU, SMU, Baylor and Rice, will be given over the station each week.

TEXAS

SAN ANTONIO—KMAC has completed arrangements to air the local high school football games from Alamo Stadium. . . . Eddie Barker, station sports announcer will do the play-by-play assisted by Charlie Feike. . . . The Taylor Bedding Company will sponsor a thrice weekly quarter-hour program over the Texas Quality web originating from the WOAI studios. . . . Entitled "Memory Lane," airings will feature Mel Winters at the piano, Bea Morin at the organ, Duke Skiles, trumpet and Emilio Caseres on the violin. . . . Francis Carnesi will handle the vocals while Stanley Nelson announces. . . . DALLAS—Elbert J. Haling, former publicity-continuity director for WFAA-WBAP-KGKO, prior to 48 months in the AAF, has transferred from OPA's radio station, Fort Worth, to chief writer at VA's Tri-State area headquarters here. . . . In addition he will handle KRLD's Hometown Editor series, take off on "Suburban Editor" stint, VA program of 1938 via WBAP. . . . SAN ANTONIO—License issued by the FCC to cover the construction permit issued KABC to operate on its present assignment of 680 kilocycles with a power of 50,000 watts, day, and 10,000 watts, night, has been revoked pending study of a petition previously filed by Norman Baker and which has been overlooked by the FCC. . . . In petition, Barker asked for a hearing on whether or not KABC acquired its transmitting equipment "in a lawful or proper manner."

PENNSYLVANIA

PITTSBURGH—Florence Sando, radio personality here, has been named as WCAE director of women's programs supplanting Polly Malone. . . . In addition, Miss Sando will conduct the Florence Sando Show, successor to the "Polly Entertains" program. . . . PHILADELPHIA—WFIL is now airing a series of special programs dedicated to the 55th general convention of the Protestant Episcopal Church to be held through the 20th. . . . In co-operation with the Philly Radio Servicemen's Association, WFIL's television school for radio servicemen, now in its second week, has enrolled over 100 vets in the field of television installation, maintenance, repair, transmitter design and operation. . . . Anice Ives, associated with daily women's programs, has recovered from her illness of several months and is now carrying on her "Everywoman's Hour" over WFIL, Monday through Friday.

Hicks Subs For Grant

George Hicks, ABC correspondent-commentator takes over ABC's "Headline Edition" for two weeks while Taylor Grant vacations.

EQUIPMENT

"Roving" Laboratories

Eight "roving radio laboratories" installed in colorful trailers, equipped with electronic testing and repair facilities for a variety of radio communication services, are soon to be in operation by General Electric. These "laboratories on wheels" will soon leave the company's electronic plant for different parts of the country for national coverage. To enable proper location of radio transmitter sites, laboratories will be supplied with transmitting equipment to make field strength surveys for proper location of transmitters. Other technical electronic apparatus will provide facilities for testing many kinds of radio circuits, also equipment to fix trouble "on the spot" in some cases.

New Pensacola Station Will Open Thursday

Pensacola, Fla.—WBSR, new on 1450 kc., will go on the air Thursday, September 26 as an ABC affiliate. Owned and operated by Escambia Broadcasting Company, WBSR's majority stockholder is Ruth Braden, general manager and program director. Partners include Bert Mead and Kirke M. Beall, expert broadcast engineers. Mead was formerly chief engineer of several west Florida radio stations and Beall served in radio communications branch while in the Navy. They are life-long residents of Pensacola, and with Miss Braden will be active in operations. Miss Braden's mother and two brothers, Atty. Edward F. Braden of Watseka, Ill., and John H. Braden of Wellington, Ill., are other stockholders in WBSR.

Miss Braden is well known in radio circles, started as continuity writer, assistant program director and was director of WBBM, CBS, Chicago; helped re-organize these departments when Columbia took over KMOX in St. Louis; then went to WABC, CBS, New York, staff in 1934.

Grant to Escambia was made after FCC hearing. Studios and offices in San Carlos Hotel. Key personnel besides participants include Irving Welch, who resigned from his advertising agency partnership to act as station manager; Robert Forsyth, sales; Judith Lawton, formerly program director for KTBS, Shreveport, and WTOP, Toledo; Russell Hirsch and Roger Nash, chief announcers.

Send Birthday Greetings To

September 24

Jack Armstrong Jim Lucas
Charles F. Gannon
Margaret Potter Bowen



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 61

NEW YORK, WEDNESDAY, SEPTEMBER 25, 1946

TEN CENTS

Radio Meets Emergency

FCC Defends ABC Web In Stock Issue, K-T Buy

Washington Bureau, *RADIO DAILY*
Washington—The FCC yesterday issued its long-delayed reasons for approving the American network's stock issue and the net's purchase of King-Trendle Broadcasting Corp., thus revealing for the first time the extent of the Commission split over ABC's acquisition of WXYZ. The full Commission approved the stock issue.

Commissioners Clifford J. Durr and Paul Walker dissented sharply from the majority approval of American's purchase of King-Trendle, with the
(Continued on Page 7)

WOL Going to 50,000 For World Series Games

WOL, Washington, will become a 50,000-watt station on October 1, T. A. M. Craven, Cowles vice-president in charge of engineering, announced yesterday. The move is timed to coincide with the Mutual web's coverage of the World's Series baseball games which will be carried exclusively in the Washington area by WOL.

WEAF Changes Letters To WNBC November 1

After 20 years of identification under the call letters of WEA, NBC has changed the designation of its key station in New York to WNBC, it was announced yesterday by James M. Gaines, manager. Change, which has been officially approved by the FCC, is effective about November 1. At the same time, WEA's FM sta-
(Continued on Page 8)

Educational

Philadelphia—WFIL yesterday began the distribution of 10,000 "WFIL Studio Schoolhouse" manuals to teachers in the elementary grades in the Philadelphia area. The manual comprehensively covers the course of study and is designed for the "in school" listening of the station's five times weekly programs. Series of programs and expense of providing the manuals is underwritten by the station, Roger W. Clipp, general manager, revealed.

WJZ's 25th Birthday Will Get Wide Salute

WJZ, New York, is approaching its Silver Jubilee and will celebrate 25 years on the air the week of Oct. 1-7. Both local and ABC network programs will highlight "WJZ's 25th Anniversary Week."

Throughout the week station breaks and special announcements will call listeners' attention to the special
(Continued on Page 3)

Strong Wed. Night Setup For ABC By Mid-October

With a change made in the "Pot O' Gold" time, ABC is now set for a strong Wednesday night sequence on the air effective by mid-October. "Gold," with its cash prizes originally scheduled to start Thursday, Oct. 3, at 9:30-10 p.m., will debut in the
(Continued on Page 3)

Five Pittsburgh Stations On Rationed Power Operate As Web In Power Strike; Abandon Program Skeds

Will Urge UNESCO To Use Radio Fully

Washington Bureau, *RADIO DAILY*
Washington—Wide-scale use of commercial radio technics—perhaps even including soap opera and quiz shows—will be recommended to UNESCO by the National Commission for Educational, Scientific and Cultural Co-operation, it was decided here yesterday. A roundtable group on mass communications media,
(Continued on Page 7)

CBS Sets 30-Min. Strips To Develop New Programs

CBS has set aside two 30-minute strips five times a week, in a concerted effort to develop new entertainment and serious and semi-classical music programs, effective Sept. 30, it was announced yesterday by
(Continued on Page 8)

Tele Transmission Record Claimed In New Hampshire

Hancock, N. H.—Television broadcasts have been successfully received in New Hampshire, outside the accepted range for video reception,
(Continued on Page 2)

Special to *RADIO DAILY*
Pittsburgh—Operating on rationed power, five Pittsburgh radio stations yesterday placed their facilities at the service of the city in the power strike which got under way when employees of the Duquesne Light & Power Co., left their jobs. Normal program schedules were abandoned by all stations in their efforts to handle bulletins, coverage of strike developments and official messages from Mayor David Law-
(Continued on Page 8)

NBC Talent Is Set For Parade Of Stars

First announcement of talent selected for the Parade of Stars broadcasts of NBC which will be staged on Sunday, Oct. 13 from 4 to 6 p.m., and Monday, Oct. 14 from 10:30 to midnight, EST, was made yesterday by Clarence L. Menser, vice-president in charge of programs for NBC, announced.

Named so far for Oct. 13: Dr. I. Q., Fibber McGee and Molly, Victor
(Continued on Page 3)

"Dinty" Doyle Named News Editor of WABC

J. E. "Dinty" Doyle, special events director for WABC for the past 18 months, has been appointed to the newly-created post of news editor, it
(Continued on Page 2)

Recording Business Booms; Production Record Looms

Phonograph record production will reach an all-time high this year with an estimated 260 million discs being turned out, three-fourths of which will be produced by the big three—RCA-Victor, Decca and Columbia. New interest by public in phonograph records is attributed to many factors and lumped together it adds up to a record boom limited only by production capacity.

RCA-Victor heads the production

list and will make an estimated 90 million records in 1946. Company will press its one billionth platter in October.

Early this year Decca was reported to have set a goal of 60 million records but it now appears the company may produce 70 million before the calendar runs out. Not far behind Decca is Columbia, whose earlier 50 million estimate for the year is al-
(Continued on Page 3)

Cover Crash

Washington—During broadcast of President's cup regatta on Potomac River last Friday, station WWDC, Washington, D. C., broadcast eyewitness account of crash of B-25. Station personnel, Stan Stoller and Ross Beville were broadcasting the races when they saw the crash. Immediately, they stopped describing race to bring listeners an account of crash.

Allen, For 'Dinner'

Fred Allen, as witty, and at the same time as difficult, a dinner guest as any hostess could bite her finger nails about, will be "the man" when the "Theater Guild of the Air" presents Moss Hart's "The Man Who Came to Dinner" over the American Broadcasting Co. network on Sunday, Nov. 24, at 10 p.m. The "man" is the role made famous by Monty Woolley.



No. 36, No. 61 Wed., Sept. 25, 1946 Price 10 Cts.

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

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Coming and Going

JACK BROOKE, eastern spot sales manager of the American network, is visiting briefly in Baltimore.

CEDRIC FOSTER, Mutual network commentator, arrived in New York today from Boston. He'll broadcast this evening's program from Gotham.

REV. CYPRIAN TRUSS, religious news commentator on WWRL, has returned from an 11-week trip to Canada and London. He will resume his broadcasts on Oct. 8.

BILL CUNNINGHAM, Mutual news commentator, flies today to Rochester, N. Y., where he'll address the Advertising Club of that city at the Powers Hotel.

JACK BANNER—he of Banner & Grief, publicists—has returned from Boston, where he did a bit of publicity for the "Prof. Quiz" program.

STEPHEN WILLIS, general manager of WJNO, West Palm Beach, Fla., is in town. Looked in for a while yesterday at the offices of CBS, with which the station is affiliated.

PAUL JONAS, director of sports for Mutual, has returned from Greenville, Ohio, where he had been called by the death of his father-in-law.

CLARK A. LUTHER, national sales and promotion manager of KFH, Columbia network affiliate in Wichita, Kans., paid a call yesterday at the New York headquarters of the web.

CECIL D. MASTIN, general manager of WBNF, Binghamton, N. Y., outlet of CBS, is in town on station and network business.

RALPH E. DENNIS, national manager of spot sales for ABC, is spending a few days in Boston.

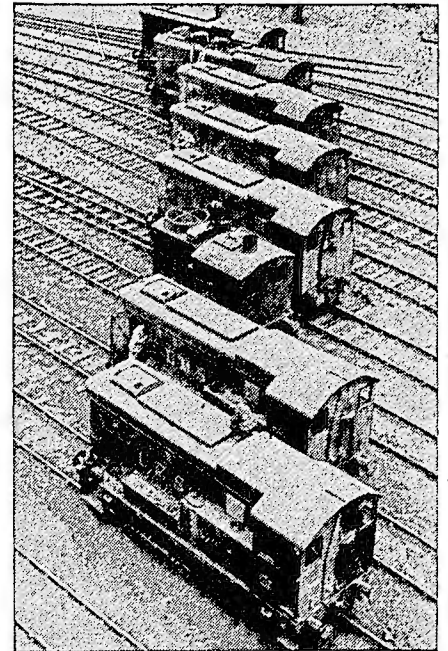
BARNEY BOWLS, traffic manager at WOR, is back from Ireland, where he spent five weeks visiting with his mother in Riverstown and traveling here and there on the "ould sod."

CARROLL GARDNER is in town. He's the recently-appointed station manager of WMBR, Columbia's outlet in Jacksonville, Fla.

ROBERT B. WHITE, director of agriculture for the American network, has returned from Columbus, Ga., where he participated in the "American Farmer" broadcast of Sept. 21.

R. T. CONVEY, president of KWK, Mutual's outlet in St. Louis, is greeting old friends in New York.

PHILLIP R. NERBERT, sales manager of WHKK, Akron, Ohio, paid a call yesterday at the local offices of the Mutual network.



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-REID

FINANCIAL

(Tues., Sept. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	172	170	171 1/2	1/2
CBS A	31 1/2	31	31 1/2	1/2
Crosley Corp.	20 1/2	20 1/4	20 1/4	1/8
Edwards T. & R.	7 7/8	8 1/8	8 7/8	1/8
Gen. Electric	38 7/8	38	38 3/4	1/2
Philco	23 3/4	22 3/4	23 1/2	3/8
CA Common	10 1/2	10	10 1/2	1/2
CA First Pfd.	77 1/2	77	77 1/2	1/2
Stewart-Warner	15 5/8	14 3/4	15 5/8	1/4
Vestinghouse	26 1/2	25 1/4	25 7/8	1/4
Smith Radio	22 3/4	22	22 1/4	3/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	6 3/8	6	6	...
OVER THE COUNTER				
DuMont Lab.		Bid	Asked	
Finch Telecomm.		6	6 3/4	
Stromberg-Carlson		8 3/4	9 3/4	
J. S. Television		15	16 1/2	
WCAO (Baltimore)		2 3/4	3	
WJR (Detroit)		38 1/2	...	
		37	...	

Technicians Strike At KDKA

Pittsburgh — Normal broadcasting service is continuing at KDKA and KDKA-FM despite a strike of technicians asking pay increases.

Tele Transmission Record Claimed In New Hampshire

(Continued from Page 1)

with signals registering clearly from a station well over 100 miles distant. Setting this record and first in the state to pick up television carrier waves with clarity, Roger Brooks, a former field representative for the General Electric Co., has opened a reception studio atop Norway Hill in this town.

Editors, officials and other special guests were given a private demonstration Sept. 18 when the Louis-Mauriello fight was televised from Schenectady, N. Y. Despite the distance, Brooks declared that the signals were as clear as when he tuned in New York from his home in Westport, Conn., some 50 miles away.

He has installed an antenna with four-element beam with reflectors and directors with about 50 feet of co-axial cable for the lead-in. Mr. Brooks opens his studio to visitors every night between 8 and 9 o'clock. The 72 degree longitude line crosses the location of the receiving station while Schenectady is close to the 74 degree mark.

"Dinty" Doyle Named News Editor of WABC

(Continued from Page 1)

was announced yesterday by Wells Church, acting CBS director of news broadcasts, and Arthur Hull Hayes, general manager of the network's key station. Doyle's duties, it was added, will be to "assist in building better and more comprehensive local news programs."

Henry Untermeyer, assistant program director for WABC, succeeds Doyle as special events director.

A veteran newspaperman, Doyle came to CBS in 1942, following a career as a correspondent in Japan, China, the Philippines and elsewhere. He was also a radio columnist in San Francisco and Oakland, and radio editor of the New York Journal-American. Untermeyer recently returned to WABC as a lieutenant colonel after more than five years in the U. S. Army.

14th Anniversary

"Waltz Time," Frank Hummert's popular Friday night musical on NBC, begins its 14th year of broadcasting on Friday, September 27 at 9:30 p.m.

That's why...
ALL PHILADELPHIA
 has formed the habit of
 dialing 1400 regularly.
THAT'S WHY SPONSORS BUY TIME ON
WDAS

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"
 SHENANDOAH, IOWA

Call or Wire **FRANK STUBBS**

ET Business Booming; Production High Near

(Continued from Page 1)

most certain to be topped by late 1946 since Columbia now has a new plant operating at King's Mills, Ohio. James Hunter, Columbia's vice-president in charge of production, has announced that "when this plant is in full production, it will have the effect of doubling our pre-war production." Full production by the plant will be achieved early in 1947. Columbia also has plans for new plants in Beverly Hills and Mexico City.

American public is viewed by the trade as steadily becoming more record conscious, one of the big reasons being high fidelity reproduction methods which engineers have developed for recording procedure. One recording firm this year has made 4,000 platters which were sold under 39 different labels but all had about the same tonal quality. Only difference was in musical rendition itself. This means the record business today is more highly competitive than ever and centers almost wholly around the artists presented.

Children's records and pop tunes aimed at the jive happy high school sets, no small factor, also contribute to the expanding record market. Classical and semi-classical music aired by radio transcriptions have aided in selling the public the idea that recordings have practically reached perfection in tone fidelity.

Even though record production is rapidly increasing, record manufacturers are dying out. At present there are an estimated 197 companies making records, a figure which has dropped in the last few months. Answer is that small firms are unable to stay atop the bandwagon because they can't get the all-important distribution.

Strong Wed. Night Setup For ABC By Mid-October

(Continued from Page 1)

same time Wednesday, preceding the Bing Crosby show for Philco on at 10:10:30 p.m., EDT, which, however, will not start until the following week.

On Oct. 16, the Henry Morgan program starts the Eversharp sponsorship in the Wednesday 10:30-11 p.m. slot.

★ AGENCY NEWSCAST ★

MONROE W. GREENTHAL, former vice-president and director of advertising and publicity for United World Pictures prior to its merger with Universal-International, has organized the Monroe Advertising Co., to engage in the general advertising agency business. Greenthal announced among the initial clients to be served nationally by his agency are Universal-International; the J. Arthur Rank Enterprises, and the independent producers who are distributing through Universal-International. He stated further that his agency will not confine its service to motion picture accounts, and has among its clients other types of general advertisers.

JOHN C. W. DALY and **WALLACE F. ELLIOTT** have announced their acquisition of the interest of Philip G. Lasky in The Lasky Co., advertising agency of Oakland and San Francisco, organized last spring by Lasky and Elliott, and the continuation of the agency's two offices under the name, The Elliott-Daly Co., effective October 1. Transfer of Lasky's interest to his former partner and Daly, the agency's San Francisco manager, came about when Lasky accepted the post of executive vice-president and general manager of Associated Broadcasters, Inc., operators of KSFO, San Francisco, the operations of which Lasky formerly directed.

WJZ's 25th Birthday Will Get Wide Salute

(Continued from Page 1)

event. On Sunday, Oct. 6, a special cavalcade program depicting the history of WJZ will be presented from 5-5:30 p.m., EST. Same date Paul Whiteman will salute station with music of 25 years ago during his "Forever Tops" broadcast over the network from 8-9 p.m.

Nancy Craig is expected to take her WJZ microphone to various communities in the New York area for her 8:30 a.m. broadcast during the week of Sept. 30 to Oct. 4. Other programs are being scheduled to honor station's Silver Jubilee.

WJZ went on the air Oct. 7, 1921 in Newark. The station was owned and operated at the time by Westinghouse Electric and Manufacturing Co. First broadcast, using a 500-watt transmitter, offered a running description of the World Series between the Yankees and Giants. Four people made up the organization headed by the late Charles B. Poponoe.

RCA acquired WJZ in 1923 and moved the station to New York. National Broadcasting Co. came into existence in 1926 and WJZ became the key station of NBC's Blue network. With sale of the Blue to Edward Noble in 1943, the web became American Broadcasting Co. John McNeil has been station manager of WJZ since the Blue separated from NBC in 1942.

HARRY C. FOLTS, formerly eastern manager of Packer-Central Outdoor Advertising Companies, has been appointed an account executive in the New York office of Joseph Hershey McGillvra, Inc., radio station representatives. Folts served with the Army Air Forces for the past three and a half years.

ALBERT EARL, has been named assistant advertising manager of Columbia Recording Corporation, it has been announced by John Birge, advertising director of the CBS subsidiary. Earl, who joined the record company in 1944, has been in charge of Columbia artist tour promotion, co-operative advertising, and catalogs. He will continue to make his headquarters at Columbia's Bridgeport offices.

SELMA R. OSTERMAN, formerly with The New York Times, has joined the copy staff of Doherty, Clifford and Shenfield. She was previously with Parents Magazine.

DONALD W. WALTON, recently discharged from the Army where he served with the Fifth Air Force in Japan, has been named copy chief of the Norman Malone and Associates, advertising agency of Akron, Ohio.

NBC Talent Is Set For Parade Of Stars

(Continued from Page 1)

Borge, Benny Goodman, Date With Judy, The Great Gildersleeve, Eddie Cantor, Robert Merrill, Cavalcade of America, Burns and Allen, Mr. and Mrs. North, Christopher Lynch, Telephone Hour, Amos 'n Andy and James Melton.

Scheduled for Monday, Oct. 14: Cities Service, Manhattan Merry-Go-Round, Meet Me at Parky's, Alan Young, Bob Burns, One Man's Family, American Album of Familiar Music, Rudy Vallee, Molle Mystery Theater, Mr. District Attorney, Duffy's, Waltz Time and Jack Benny.

Menser said other top stars would soon be announced as scheduled for the two giant programs.

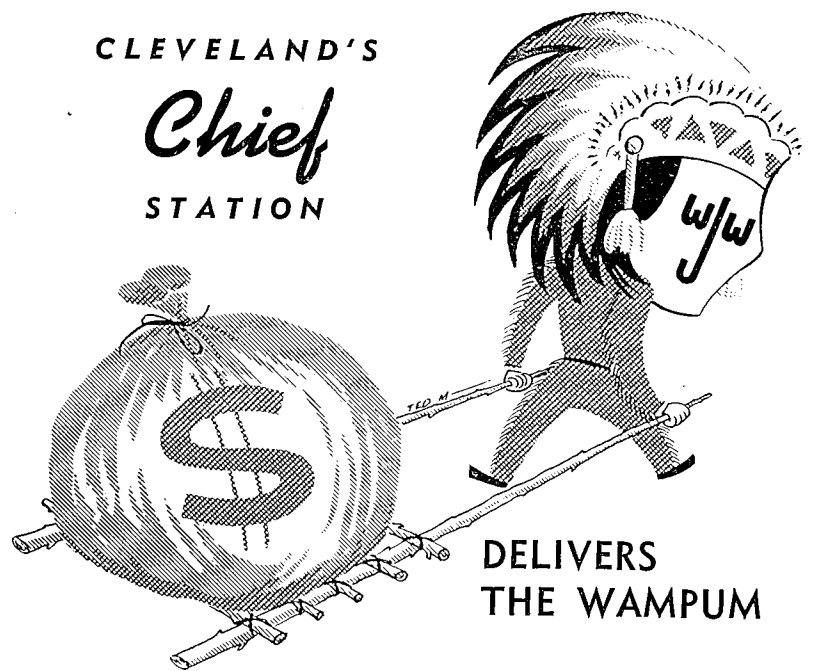
Edwin Dunham will produce the shows originating in New York; Homer Canfield will produce the Hollywood shows, and Arthur Jacobson, those from Chicago.

Felton Replacing Donald

With "Pot O' Gold" slated for Wednesday nights on its return to the air, Peter Donald has been forced to withdraw as emcee due to his commitment with "Can You Top This?" Happy Felton has been inked in for the emcee role, with Harry Salter in charge of the music assignment.

CLEVELAND'S

Chief
STATION



DELIVERS
THE WAMPUM

WJW advertisers profit with the station that has a strong hold on Northern Ohio's daytime billionarea. WJW delivers the wampum with programs specially planned for local audiences, gives you more daytime dialers in the Cleveland area than any other regional station.

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

BASIC

ABC Network

CLEVELAND, O.

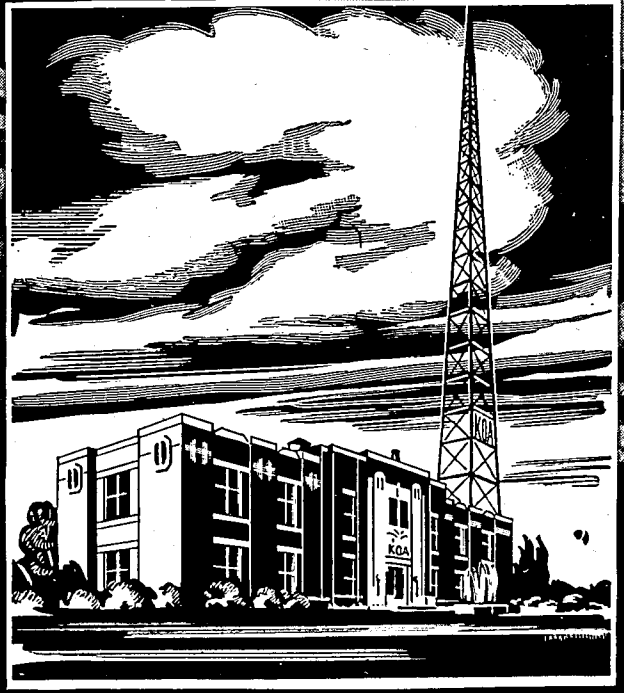
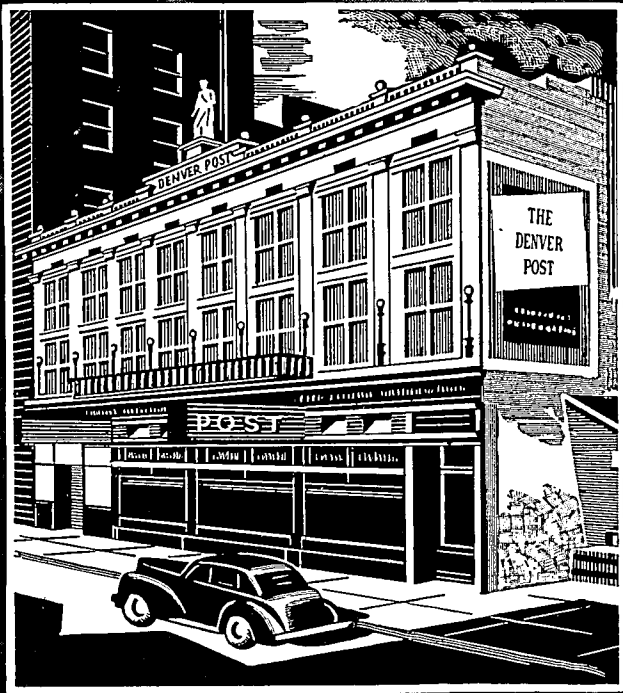
WJW

850 KC

5000 Watts

DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



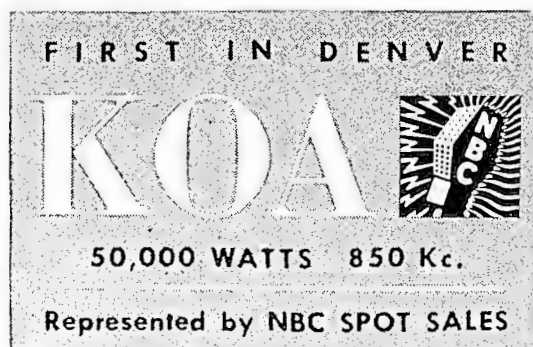
Harmony in the Rockies

The long co-operation of KOA and THE DENVER POST quickly shows that a great station and a great paper can work in harmony.

For more than 12 years now, *The Denver Post News* has been a twice-daily fixture on Denver's First Station. Another program, *Washington News and Interviews*, sponsored this year on KOA by THE DENVER POST, points up even more significantly the close relationship of newspaper and station, since it marks the POST'S first purchase of radio time.

The POST and KOA work together constantly on campaigns for the public's benefit, exerting their tremendous influence to exploit new causes as they arise. Since the circulation of the POST more than triples that of Denver's other daily paper, while KOA's 50,000 watts more than triple the power of the four competitive city stations *combined*, the team reaches more people in the Rocky Mountain Empire than any possible combination of other media.

With such forceful affiliations as this—in addition to its own pre-dominance in Mountain and Plains States broadcasting—KOA produces overwhelming sales for network, spot and local advertisers.



THE NATIONAL BROADCASTING COMPANY

SAN FRANCISCO

THERE have been several additions and changes in personnel at several of the stations here recently. Franklin Evans and Tol Avery have joined the announcing staff of KSFO. Evans has played in stock in the East, appeared in several Broadway productions, worked in Navy Training Films and commercial motion pictures, and in 1945 won the H. P. Davis Announcing Award. Avery was program director of WVTF, Gen. MacArthur's key AFR station in New Guinea, helped establish four radio stations in northern Honshu and Hokkaido, and was assistant officer in charge of WVTR, Radio Tokyo.

Dwight Newton's "Schoolcast" returns this month over KPO-NBC to start its sixth year on the air. The unique program, given Monday, Wednesday and Friday mornings, gives headline news of the day edited for school children, and has a large schoolroom listening audience.

The marriage of Lew Pfeifer, chief announcer for KFRC-Mutual, to Marian Boyle, has just been announced. Lew recently won the local tryouts for announcer for the Fulton Lewis show.

Lois Hartzell is now a permanent member of the KPO Regal Pale "Light and Mellow" show, replacing soprano songstress Peggy Lane, who has taken over the lead of "Oklahoma" in the Northwest.

KPO has a new house organ named "The Playback." Eugene McCann of the station's guest relations staff, is the editor. Franklin Evans was the winner of the contest for a name for the new publication.

RCA Delivers Equipment For FM Mobile Service

Camden — Developments in electronics will soon transform one of America's oldest mail coach highways, the Boston Post Road, into a communication lane equipped to provide two-way radio-telephone service for motor vehicles traveling between New York and Boston. Disclosure was made this week by the RCA engineering products department when initial deliveries of land and mobile FM radio transmitters and receivers were made to the three Bell System companies which will operate the service. These are the New York Telephone Co., the Southern New England Telephone Co., and the New England Telephone and Telegraph Co.

For Exclusive PERSONALIZED Publicity

Jane Barton
publicity • promotion

7 W. 44th ST., NEW YORK CITY • VA 6-1696



Notes From An Aisle Seat. . . !

● ● ● Spearheaded by the prexies of the four networks—Niles Trammell, Frank Stanton, Mark Woods and Edgar Kobak—the Who's Who of radio will turn out Tues. nite for the American Veterans Committee Testimonial Dinner to Al Jolson at the Hotel Astor. Needless to add, the flicker folk and stage celebs will do likewise. This Jolson must be quite a guy to command a dais that will include Spyros Skouras, Charlie Moskowitz, Branch Rickey, Irving Berlin and scores of other tycoons in the amusement biz. Biggest trade question first seemed to be whether Jolson rates the 'outstanding' nod over Bob Hope, Jack Benny or Der Bingle for his overseas work—but there's perfect agreement that he rates at least as strongly, in any poll, for being among the first to go across the water, returning twice only because Army medicos insisted that pneumonia and malaria are enuf for anybody. All things considered, we'll endorse Jolie's citation, especially when you consider that he did the same thing in World War I, when most of his illustrious competitors were still cutting their eyeteeth. Apparently, Hope agrees with us, because he's due to be piped in via the open line coast-to-coast broadcast of the festivities over Mutual in a star-studded routine that gives the net a big score on the Public Service record.

★ ★ ★

● ● ● For this pillar, personally, there are two big thrills on tap for the dinner. One will be the sight of a general saluting a non-com. That'll happen in the presentation ceremonies when Major Gen. Harry N. Vaughan, Military Aide to the President of the United States, relays Jolie's AVC citation from T/Sgt. Herman Oretsky. Latter holds the Congressional Medal of Honor and even General "Ike" has to salute him. As a matter of fact, if we remember "Ike," he'd consider it a privilege.

★ ★ ★

● ● ● Second thrill will be in seeing Jack Zenker, a member of the AVC Picture Chapter, sponsors of the dinner, say hello to Jolie. Last time they met was in England. Jolie had come over to entertain the troops. In appreciation, the Paratroops put on a show for Al—a show that none of them will ever forget. Somewhere along the line, things got fouled up. A mass jump that was to have been executed at 1,500 feet came off at 150 feet. Only the speed of the plane opened the parachutes in time to prevent mass slaughter. The thrill? When Zenker told us the story, we pointed out that such a jump was impossible since the official record for a mass jump was 600 feet. "But it's true," insisted Zenker, "six guys jumped. I know, because I was one of them." Get what we mean about the Jolson dinner? No man could get greater praise. This comes from the guys who coaxed the tanks and flew the planes and rode the ships. From Guadalcanal to Okinawa and from Oran to Berlin. From the guys who lived through more than they ever dreamed up—for the stage, screen or radio.

★ ★ ★

● ● ● SMALL TALK: Nice to learn that NAB has reconsidered and will invite the United Nations to send a speaker to their Chicago convention next month. . . . Marty Goodman resigning from MCA Oct. 4th to go into personal management on his own. He'll continue to handle Jean Sablon, among others. . . . Jerry Devine, who gave up script writing when "This Is Your FBI" preemed a year and a half ago, has returned to the typewriter. His 1st script, "Night of Terror," will be heard on the G-man stanza Friday nite. . . . Enoch Light opens at the Taft Hotel tomorrow. . . . Peter Donald has taken on Ade Kahn as exploiter. . . . Irving Fields signed to a year's pact with Victor. . . . Len Carlton goes to Kenyon & Eckhardt as ass't producer on "County Fair." . . . Paul Gardner, who ghosted Lou Little's recent articles in Colliers and Holiday, will be sports consultant for new mag, Travel and Camera.

4
markets it pays
you to cover

WGAL
LANCASTER, PA.

WRAW
READING, PA.

WKBO
HARRISBURG, PA.

WORK
YORK, PA.

★ ★ ★

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

NBC

Represented by
Radio Advertising Company

ABC Defends Web Stock Issue, K-T Buy

(Continued from Page 1)

centered around FM and the "excessive" price paid by ABC for WXYZ.

Noting that ABC will pay the "excessive" price of \$2,800,000 for WXYZ while planning to sink only \$33,460 in Detroit FM station, Commissioners Durr and Walker stated:

"From a careful consideration of the record, we can only conclude that the American Broadcasting Company, Inc., is willing to invest \$2,800,000 in a station which will provide inferior coverage and inferior service to that which could be provided through an FM station."

Making sharp issue with Durr and Walker, the Commission majority said it cannot subscribe to the conclusion that ABC should be denied the right to purchase an AM station in Detroit and expressed doubt that progress of FM would be retarded.

Majority Opinion

"It is the Commission's opinion," the majority opinion said, "we cannot subscribe to the conclusion that the American Broadcasting Company, Inc., should be denied the right to purchase an AM station in Detroit. It is true, as Commissioners Walker and Durr point out, that American Broadcasting Company, Inc., also plans to build an FM station in Detroit. And we expect, as they do, that there will be a rapid transition from AM to FM broadcasting, particularly in the larger communities. If the transition is accomplished in the next few years, investment in an AM station may prove unwise. But this is a question of business judgment for the management. We can see no basis for concluding that this will retard the development of FM when American Broadcasting Company, Inc., is going to be simultaneously operating an AM and an FM station in Detroit."

Walker and Durr, however, said: "The American Broadcasting Company, Inc., regards itself as being at a competitive disadvantage with some of the other networks because their affiliates, on the whole, have greater power and greater coverage. Mr.

Committee To Ask UNESCO For Full-Scale Use Of Radio

(Continued from Page 1)

chaired by the NAB president, Justin Miller, made it plain that the audience-getting methods of commercial radio are worthy subjects for UNESCO study when it goes into the broadcasting business itself.

As for "going into the radio business," the roundtable failed to reach any position on whether there should be a "UNESCO network." Reporters present felt, however, that if it came to a vote the decision would be against any such operation.

Agreement was reached that UNESCO can succeed only through integration of governmental and international effort with the existing commercial media. It was agreed also that the Commission shall attempt to set up "guide posts" for commercial media people to follow in order to increase the effectiveness of their cooperation.

This latter agreement was reached at the instigation of Mrs. Anna Rosenberg, former advisor to the late President Roosevelt, in lieu of a resolution commending the existing commercial media for the job they have already done in furtherance of international understanding. The rejected proposal was by Miller, who was anxious to have the body on record in support of the cultural record of broadcasters.

The question of financial aid was raised by Mrs. Rosenberg, who insisted that a resolution of objectives calling for aid to devastated countries should be clarified to delineate the extent of the aid to be offered. She made it plain that she is opposed to any flat ban on financial aid. In this she had the support of Col. John Hay (Jock) Whitney and most other members of the panel.

Eric Johnston, president of the film industry's "Hays Office," insisted that the UNESCO function should be "to encourage other countries to help themselves." Although he had earlier refused to answer when Miller asked whether American film producers

would object to UNESCO subsidization of foreign film production, Johnston insisted that UNESCO should limit itself to providing technical assistance, counsel to private business interests anxious to take over and contacts with foreign investors who might be willing to put in time and money.

If UNESCO were to provide the capital, he said, "it would be difficult to set any limits. We might find UNESCO called upon, for instance, to set up a television station in Bolivia and motion picture studios in Paraguay and Luxembourg."

Col. Whitney, on the other hand, declared that if the funds can be made available, UNESCO should be prepared to offer financial assistance to provide both radios and transmitters, or projectors and studios, in those countries where, either because of backwardness or war devastation, there are now no funds for such things—but where there is a demonstrable need.

While it was generally agreed that UNESCO is not to go around with a satchel of money dipping it out to anyone who wants to go into the film or radio business, a majority seemed to feel that the agency should be prepared to offer the needed money where the project is important to UNESCO success and where it cannot be established, at least without long delay, without UNESCO financial aid.

Johnston, however, insisted that "backward nations want the opportunity to go ahead, but do not want to be forced." Those countries that want to proceed with film or radio facilities should be encouraged and helped, he said, but not with money.

When Mrs. Rosenberg disclaimed any desire to force facilities on nations, but insisted that UNESCO must be prepared to offer all needed help even including money, Johnston replied, "I don't see how you can determine where to stop."

(Mark) Woods testified that the American Broadcasting Company was relying upon FM operations by its affiliates to give it the greater coverage needed to equalize its position with other networks. Yet when asked whether the company proposed to encourage FM operations by the affiliates by increasing the payments to them in recognition of their having taken on the additional expense of FM operations, the witness replied:

"In the early stages, no. I expect, over a period of time, for the affiliate to increase his rate slightly, and as a result of the increased rate on the network, he will receive greater compensation, and will, in that way, be reimbursed for his out-of-pocket expenditures on the operation of the FM station."

"Insofar as his network revenue is concerned, therefore, there would seem to be little inducement for the affiliate to establish an FM station if

all he can hope for is that, after he has absorbed the entire cost of his FM operations during the early stages, his network rate will be increased 'slightly' so that he will be reimbursed for his out-of-pocket expenditures."

"Moreover, if we rely upon the threat of competition to spur the AM affiliate to provide the public with a better service through FM, we cannot look to the American Broadcasting Company to provide that competition."

"Irrespective of the motive of transferee, it is difficult to conceive of a course of action which would have a greater tendency toward retarding the development of FM, discouraging newcomers who desire to enter the field of radio through FM, and withholding from the public full benefit of the improved type of service which FM offers, than that outlined by transferee's president..."

"Wonderful...THE OUTSTANDING STORY IN THE SURVEY" says Carl Watson Director Promotion Dept. Station Relations, NBC



Fred Waring

It wasn't a competition... there was no window-dressing... no folderol... NBC asked affiliated stations to get behind the FRED WARING show.

And KGW did its customary solid job — with the usual highly satisfactory results.

In a nation-wide survey of 32 key cities, special Hooper reports gave the ratings of the 32 leading NBC stations on the Waring show.

And did KGW look good! Here are the figures, in black and white:

Average Audience Share
32 Stations
(Feb. April)

22.1

KGW Audience Share
(Feb. April)

48.0

No moral need be drawn. The figures speak for themselves.

P.S. Our thanks to Carl Watson!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BALTIMORE'S Listening Habit

WABC

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reader, General Manager

EDWARD PETRY & CO., INC. Exclusive National Representatives

Radio Aids Pittsburgh In Strike Emergency

(Continued from Page 1)

rence. The broadcasters, co-ordinating their activities, set up a city-wide network for the purpose of handling official statements from the city hall as well as the union leaders.

While the strike brought a virtual shutdown of retail business in Pittsburgh yesterday no serious inconvenience was experienced by the radio stations. Staffs were placed on a 24-hour emergency basis and news-

Shift

A problem was posed for the American network, whose "Prof. Quiz" program was scheduled to be broadcast tomorrow night from the Syria Mosque, prominent Pittsburgh theater. Acting on the assumption that the playhouse would also be dark Thursday, the program was shifted to Wheeling, W. Va., and will originate at the Virginia Theater in that city, and will be broadcast over WWVA, local affiliate of ABC.

rooms operated on assignment schedules with men covering all important areas and offices affected by the strike.

Yesterday morning Mayor Lawrence summoned radio station officials and newspaper publishers to his office for a conference on the strike situation. Those representing radio included Frank R. Smith, manager, WWSW; G. S. Wasser, manager, KQV; Joseph E. Baudino, manager, KDKA; H. Kenneth Brennan, manager, WJAS, and Leonard Kapner, president, WCAE. The radio executives pledged their support to the city administration in keeping the people of Pittsburgh advised of the strike developments and indicated close plans to co-operate with the press.

Monday night and early Tuesday morning the stations endeavored to aid the Mayor's office in averting the strike. All five stations operating as a network carried the voice of Mayor Lawrence urging the Duquesne Light Company employees to stay on the job. Later in the evening Father Charles Rice, head of the Duquesne University labor relations, was heard in an explanation of the strike situation on WWSW, WCAE, WJAS and KDKA.

Yesterday was the second time within a month that Pittsburgh radio stations were alerted in connection with the power strike situation. At midnight on September 9 stations awaited a power strike. The strike was postponed when the court issued a temporary injunction restraining the power company employees from walking out.

Broadcast From Princeton

WAAT, Newark will broadcast the public session discussions from McCarter Theater, Princeton, Wednesday night from 8:30 to 10 p.m. The topic to be considered is "The Scientists' Role in International Relations."

COAST-TO-COAST

— OHIO —

CLEVELAND—Ralph Worden, news director of WGAR, has recently been named director of public affairs for the outlet. . . . Charles Day becomes acting news director and Don Hyde, former news director at WOWO, has been named to assist Day. . . . **YOUNGSTOWN**—Larry Lunger, free lance writer of Chicago, has joined the WFMJ continuity staff. . . . The outlet will again originate the "America's Town Meeting of the Air" program from Stambaugh Auditorium Sept. 26. . . . **CANTON**—Bill Babcock, WHBC assistant news editor, has formed a school designed to provide a six-months course of announcing, which includes writing, production and acting. . . . The FCC has granted the Ohio Broadcasting Company, owners and operators of WHBC, conditional authority, subject to engineering conditions, to operate an FM station here. The authorization was a Class B grant, in the power bracket up to 20,000 watts.

— NEBRASKA —

FREMONT—KORN has scheduled a series of programs by the high schools here to be aired Saturday evening. Each week for the five weeks, under the guidance of the State Department of Vocational Education, high school students will participate in the airings labeled "Your High School Homemaking Department of the Air". . . . **OMAHA**—Inland Broadcasting Company, operators of KBON, has received FCC permission to construct a FM station. . . . Virgil Sharpe,

WEAF Changes Letters To WNBC November 1

(Continued from Page 1)

tion WEAF-FM, will adopt the letters WNBC-FM.

"The changeover was decided upon," Gaines said, "in order that listeners may simultaneously identify the station with the network of which it has been key station for 20 years." Gaines also revealed that the step had been under consideration for several years but was delayed by wartime exigencies. The letters WNBC have been in use, it was disclosed, on an NBC field transmitter since April of last year, pending their move to the present assignment.

The new call letters will do nothing to interrupt broadcast service, which extends back to July, 1922, when the AT&T launched a station called WBAY. On August 16 of the same year, identification was changed to WEAF and as such, became NBC's New York outlet and key station when the web was founded in November, 1926. WNBC will continue operations at the 660 kc. spot, assigned to it on Nov. 11, 1926.

Video Premiere Friday

Video Associates, Inc., will present the first showing of their new packaged show, "Personality Previews" at General Electric's Schenectady television station, WRGB, on Friday night, September 27th at 7:30 p. m.

KOIL news director, upped to manager and program director replacing Harold Hughes, after 10 years with the outlet has accepted the position of program director with WJJD, Chicago. . . . Ted Haas, of the outlet's news staff has been advanced to the position of news supervisor.

— MARYLAND —

BALTIMORE — Michael Murray, WCBM director of special events was on hand for complete coverage of the "Annual Pilgrimage to Fort McHenry" at which over 5,000 Boy Scouts of America gathered on the 132nd anniversary of the writing of the "Star Spangled Banner". . . . **HAGERSTOWN**—WJEF general manager, Grover C. Grilley has again arranged this season to resume its winter policy of turning over Franklin Court Auditorium to school students for Sunday night recreation purposes.

— IDAHO —

NAMPA—For the tenth consecutive year KFXD will provide Western Idaho sports enthusiasts with complete and exclusive coverage of all the major Boise Valley high school athletic events. . . . Doyle Cain, veteran Intermountain sportscaster, will again favor Boise Valley sport fans with his play-by-play coverage of all football and basketball games played in Boise, Nampa and Caldwell. . . . Jim Carlson, after 18 months in the Armed Forces, has rejoined the KFXD announcing staff.

"Sound-Off" Going MBS For U. S. Army Recruiting

"Sound-Off," the U. S. Army Recruiting program on CBS will do its last show on that network Oct. 2 and move to Mutual Oct. 10, at 8-8:30 p.m., EST. Program will be the same, headed by Mark Warnow's orchestra, with Lyn Murray's chorus and a dramatic interlude. Earl McGill produces and directs; Allan Sloane, is the writer.

Show started off in the early summer as a five-week summer affair but is now apparently going through the fall and winter season. N. W. Ayer & Son is the agency.

Powers Tele Show Bought By Chernow For 3 Clients

New television sponsor announced by ABC is Chernow Co., Inc., agency representing more than 100 women's fashions clients, which has bought for 13 weeks the "ABC-Powers Charm School," beginning Oct. 3.

"ABC-Powers Charm School," staged by the net and the John Powers Agency, was presented for the first and only time Sept. 12 as a sustainer. Starting next week three clients of the Chernow Co., will participate in the show every Thursday from 8-8:30 p.m. Trio of clients will be rotated from week to week.

CBS Schedules Strips To Develop New Shows

(Continued from Page 1)

Davidson Taylor, vice-president and director of programs. One is a late afternoon strip, Monday through Friday, 5:30 to 6 p.m., and the other from 11:30 to 12 midnight, Sunday through Thursdays.

The afternoon period will find the CBS program department "concentrating on the best entertainment shows it can build," and will be shuffled around and replaced from "time to time," Taylor said.

Schedule of new shows is as follows: Mondays: "Oklahoma Roundup," a program of western music and humor, originating in KMOX, St. Louis. Show was formerly heard Saturdays from 10:15 to 10:45 p.m. Tuesdays: to be filled temporarily by "The Chicagoans," program featuring Caesar Petrillo and his orchestra. This will be replaced shortly by new program; Wednesdays: "Theater of Romance," dramatized love stories produced by Marx Loeb; Thursday: "Hawk Larabee," new title of the revamped "Hawk Durango," on the network this summer. Set to start Oct. 10, Fridays: "That's Life," formerly heard Thursdays, 10:30-11:30 p.m., Jay C. Flippen is emcee.

The musical half-hour strip, starting Oct. 6, will feature "Music You Know," with Alfred Antonini, CBS shortwave musical director, leading the orchestra. "There will be no emphasis on Latin-American music, however; rather music of interest and known to the average listener. Eileen Farrell will continue to be heard on Mondays, accompanied by the CBS concert orchestra, conducted by Bernard Herrman; Tuesdays series will be announced later; Wednesdays: Herrman and the network orchestra are heard on "Invitation Learning"; prominent guest conductors have been listed for the program including Darius Milhaud and Igor Stravinsky. Thursdays: a new series will accent youth in music, and will be presented in co-operation with the Juilliard School of Music.

KBS Adds 10 More

The Keystone Broadcasting System announces the addition of the following affiliates: WKUL, Cullman, Ala.; WNOC, Norwich, Conn.; WCJW, Columbia, Miss.; KCHS, Hot Springs, Ark.; WCKB, Dunn, N. C.; WHKI, Hendersonville, N. C.; WDSG, Dyerburg, Tenn.; KEBE, Jacksonville, Tex.; KCMC, Texarkana, Tex.; and WWNR, Beckley, West Virginia.

Send Birthday Greetings To

September 25

Jack Denny Tom Revere
Carl Hoff Robert Simmons
Charles Parker Tommy Taylor
Ruth Wentworth

NABET's Station-Strike

1,000th Station-Permit Draws Denny Salute

Washington Bureau, RADIO DAILY
 Washington—Radio passed another milestone yesterday when the FCC granted a license to the nation's 1,000th standard broadcast station. The license was awarded to the Indian River Broadcasting Co., for the full-fledged operation of a station at Ft. Pierce, Fla. The new station, WIRA, will provide unlimited time service on 1400 kc., using 250 watts power. This grant, supplemented by five other new licenses announced at the same time, makes a total of 1,005 standard stations now formally licensed. (Continued on Page 5)

NAB Rate Card Report Ready For Convention

The final report on standardization of station rate cards together with sample rate cards have been drawn and approved for presentation at the forthcoming NAB convention on October 24, it was announced yesterday by Arthur Hull Hayes, general manager of WABC and chairman of the NAB's rate card subcommittee. The draft, in booklet form, was (Continued on Page 2)

Crosley Is Not Negotiating For KSTP, Station Says

Minneapolis—Recent reports that the Crosley Corp. is negotiating for the purchase of KSTP, Minneapolis-St. Paul, were denied here yesterday by officials of the station. Incidentally, a deal completed this (Continued on Page 5)

Sports Pioneers

Pittsburgh — Twenty-five years ago KDKA became the first station to broadcast a play-by-play account of a football game. This Saturday the pioneer station marks its silver anniversary of football broadcasting with the airing of the Pitt-West Virginia game from the Pitt Stadium. Woody Wolf and Bill Sutherland will broadcast the traditional classic.

UN Gets Invitation To NAB Convention

Benjamin Cohen, assistant secretary general of the United Nations, has accepted an invitation extended by Justin Miller, president of NAB, to address the forthcoming 24th NAB convention in Chicago. Mr. Cohen, who is scheduled to speak on the morning of Tuesday, Oct. 22, will discuss the United Nations radio plans and their relation to American broadcasting. He will be accompanied to Chicago by Christopher Cross, United States radio liaison officer for UN.

Campbell Expands Trout; Adding 133 CBS Outlets

Campbell Soup Co. has expanded its "Bob Trout With The News To Now" program from 27 CBS outlets to the full network of 160 stations, effective Monday, Sept. 30. Show is heard Monday through Friday, 6:45- (Continued on Page 2)

General Sarnoff Recommends World-Wide Network For UN

Washington Bureau, RADIO DAILY
 Washington—"Radio is as great a potential force for world peace as atomic energy is for world war," Brig. Gen. David Sarnoff, president of R. C. A. said yesterday as he called for the establishment of a world-wide United Nations network. General Sarnoff was a surprise guest at the mass media round table of the National Commission for Educational, Scientific and Cultural Cooperation.

Walkout Hits Outlets Of Westinghouse After Negotiations Break Down; Union Threatens NBC

Idaho Regional Web Formed By Carman

Formation of a new regional network, the Gem State Network, linking four new radio stations in the Idaho area and plans for the eventual linking of stations in Utah, Idaho and Montana, to be known as the Rocky Mountain Broadcasting System, was announced yesterday by Frank Carman, general manager of KUTA, Salt Lake City. The four stations comprising the (Continued on Page 5)

Mutual Adds Eight Hours Comm'l Time In Sept.

Since the first week of September, Mutual has added a considerable block of commercial time to its web schedule, with the announcement yesterday that 12 programs, most of them new,—representing a total of (Continued on Page 7)

Women Radio Directors To Meet In Albany

Twenty-five women leaders in radio representing New York state stations, will gather at the DeWitt Clinton Hotel in Albany on Friday, (Continued on Page 2)

Members of the National Association of Broadcast Engineers and Technicians employed at four stations owned and operated by Westinghouse Radio Stations, Inc., went out on strike following a breakdown of contract negotiations. Four stations involved are: KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston, and (Continued on Page 5)

Webs Time Changes Offer No Problems

When most of the nation returns to Standard Time next week-end, it will mean that the networks and their affiliates will have returned to normal operations, with the changeover offering little or no difficulty in effecting the switch to Standard broadcast schedules. This is the first year since the war (Continued on Page 7)

FCC Revises Frequencies Below 25,000 Kilocycles

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday announced adoption of a revision of its proposed table of service allocations of frequencies below 25,000 kilocycles. (Continued on Page 5)

Worth It!

Win Elliot, emcee on the CBS "County Fair" show, has been dishing out discomfiture for months. Retribution finally caught up with him last Saturday in the form of a watermelon smashed on his head. A woman contestant, given the choice of cracking the melon on her husband's Kopf and receiving \$15, or letting Win have it and collect nothing, chose the latter.

Plenty Of Fights

The fourth boxing championship fight in six months will be carried by the Gillette Cavalcade of Sports, Friday, Sept. 27, when Tony Zale meets Rocky Graziano in the Yankee Stadium for the middleweight championship of the world. The bout will be heard over the full American Broadcasting Company network, beginning at 10 p.m., EDT.



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FINANCIAL

(Wed., Sept. 25)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	173 3/4	171 1/2	173 3/8	+ 2 1/8
CBS A	33 1/2	32	33 1/2	+ 1/2
CBS B	31 1/4	30 1/2	31 1/4	+ 1/8
Crosley Corp.	21 3/8	21	21 3/8	+ 5/8
Farnsworth T. & R.	9 1/2	8 7/8	9 1/2	+ 3/8
Gen. Electric	39 3/4	38 7/8	39 3/8	+ 7/8
Philco	24 1/2	23 7/8	24 1/4	+ 3/4
RCA Common	10 7/8	10 1/2	10 5/8	+ 1/8
RCA First Pfd.	79 3/4	77 7/8	79 3/4	+ 2 1/4
Stewart-Warner	16 1/4	15 3/8	16 1/4	+ 5/8
Westinghouse	26 3/4	25 7/8	26 3/4	+ 3/4
Zenith Radio	23 1/4	22 1/2	23 1/4	+ 1

NEW YORK CURB EXCHANGE

Nat. Union Radio	6 3/4	6	6 3/8	- 1/2
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/2	6 1/4
Stromberg-Carlson	14	15 1/2

Sorry, Mr. Joscelyn

Jack Lucas, former Navy instructor, has joined the staff of WCCO, Minneapolis-St. Paul, as an accountant, A. E. Joscelyn, general manager, announced yesterday. Lucas was identified as the new station manager in an item carried in the "Coast-to-Coast" columns of Monday, Sept. 23.

KOBO To Join ABC

Effective December 1, station KOBO of Tucson, Ariz., will become an affiliate of the ABC network as a mountain supplementary station. The new ABC affiliate, now under construction, will operate full time with 250 watts on 1450 kc. Station KOBO is owned by the Old Pueblo Broadcasting Co.



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

Coming and Going

PIERCE E. LACKEY, general manager of WPAD, Paducah, Ky., and F. ERNEST LACKEY, manager of WHOP, Hopkinsville, Ky., were visitors yesterday at the station relations department of CBS, with which the stations are affiliated.

DORIS S. CORWITH, assistant to the public service manager at NBC, leaves today by plane for San Francisco, where she will attend the convention of the American Legion Auxiliary.

DANNY KAYE and SYLVIA FINE, his wife, have arrived in New York after having vacationed for some time in Colorado Springs. Danny recently completed "The Secret Life of Walter Mitty" for Samuel Goldwyn.

RALPH SHOEMAKER, production manager of WBAB, Atlantic City, N. J., was at CBS yesterday talking over Autumn plans with Tom Connolly, the network's director of program promotion.

JACK COOPER, president of KTTS, Springfield, Mo., is spending a few days in Gotham on station business.

DON SEARLE, vice-president of the American network in charge of the western division, is in Chicago to confer with officials of the web's central division.

MRS. FRANKIE COLLYER WALKER, program director and production manager of WFOY, affiliate of CBS in St. Augustine, Fla., conferred in New York yesterday with officials of the network.

ROBERT B. JONES has arrived in Chicago to take over his new duties as station relations manager of the American network's central division. He succeeds James Connolly, who is returning to New York the latter part of this week.

ROBERT F. DONAHUE, station manager of WMAS, Springfield, Mass., and ROBERT M. FELDMAN, commercial manager of the station, are in New York. Looked in momentarily yesterday at the offices of the Columbia network.

ALVINO REY and the members of his orchestra have returned from a personal-appearance tour.



Married woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

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

And that's a fact.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

NAB Rate Card Report Ready For Convention

(Continued from Page 1)

made available to interested groups at open hearings during the meetings of the subcommittee held on September 23 and 24, at the Ambassador Hotel in New York.

Among those who took advantage of the open hearing and gave the report their endorsements were: representatives of the AAAA's time buyers committee, headed by Carlos Franco of Young & Rubicam; Standard Rate and Data as well as representatives of NBC, CBS, ABC and station groups.

"It is the hope of this committee that member stations will be guided by this booklet and sample rate cards in preparing future rate cards," said Hayes, "to the end that these suggestions incorporated in these reports will make time buying more efficient for both buyers and sellers."

Other members of the rate card subcommittee include: Kenneth Church, WCKY, Cincinnati, Ohio; Craig Lawrence, WCOP, Boston, Mass.; Willan Roux, NBC; J. Kelly Smith, CBS; George L. Sutherland, WILM, Wilmington, Del.

Campbell Expands Trout; Adding 133 CBS Outlets

(Continued from Page 1)

7 p.m., EST, and has been on the 27 stations since April 1, and sustaining on the rest of the web. Campbell's also has the Jack Carson show and the new Hildegarde program on CBS. Ward Wheelock is the agency.

Pack To Give Course

Richard Pack, director of publicity for station WOR, will conduct a new evening course this fall in radio publicity and promotion at New York University. Mr. Pack's course will be part of the Radio Workshop program of the Division of General Education, the university's adult branch. The first class will meet September 30.

Women Radio Directors To Meet In Albany

(Continued from Page 1)

Saturday and Sunday for a three-day conference sponsored by the Association of Women Directors, Dorothy Lewis, NAB co-ordinator of listening activities, announced yesterday.

The conference will include a roundtable discussion conducted by the Farm and Safety Advisory Committee at which Miles Heberer, director of the state radio bureau, will speak. Other topics will include radio participation in the UN General Assembly and the veterans' housing campaign.

Luncheon with Mrs. Thomas Dewey, wife of the governor; a cocktail party sponsored by the State Radio Bureau and brunch at the farm home of Mrs. Lewis at Kinderhook, New York, will be among the entertainment highlights.

Kay Francis On WAC Show

Kay Francis will act as narrator on the "Warriors Of Peace" program on ABC when the program portrays "The History Of The WAC's," Sunday, September 29 at 2 p.m., EST. Col. Westray Battle Boyce, director of the WAC, will be guest speaker. The program is produced and directed by Earle McGill and written by Ira Marion.



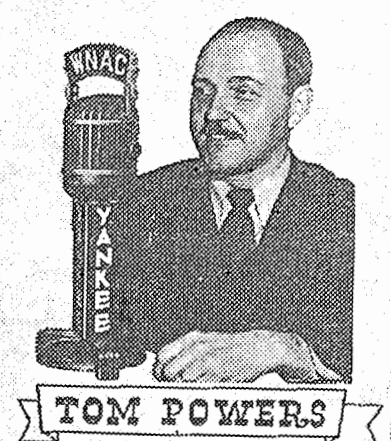
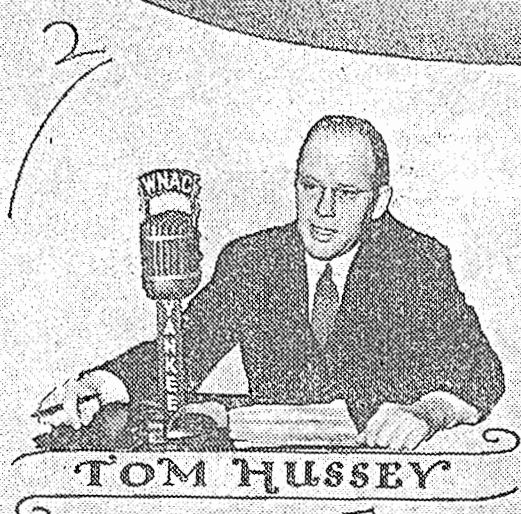
ENGLISH • JEWISH • ITALIAN

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.

Curtain Time at the YANKEE SHOW



As New England as
"The Old Homestead"

★
Continuous
Performance
over 23 Yankee
Home-town Stations

★
ASK YOUR PETRY MAN
about availability
of some of these
YANKEE TROOPERS
who reach
New England's largest
Home-town Audience
thru
The
YANKEE NETWORK

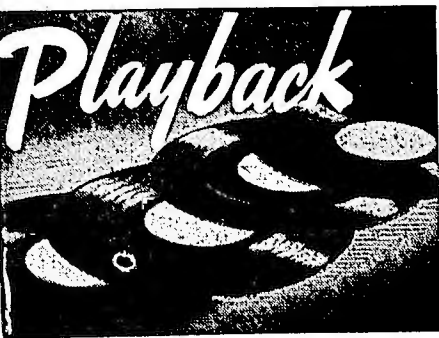
Acceptance is The YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.



Children everywhere set the demand for Christmas merchandise. Though they may not hold the purse strings, they are still influential in family decisions. On top of that they are hard to satisfy when it comes to radio shows. Their honest little minds are quick to detect any note of insincerity or bad production. Kids are among the severest critics of juvenile shows.

That's why the NBC Recorded Christmas programs HAPPY THE HUMBUG and THE MAGIC CHRISTMAS WINDOW are safe and sound choices for local and regional advertisers.

Happy the Humbug deals with the fantastic adventures of that fabulous creature of animal land. Happy and his friends Hunky the Monkey and the Pink Elephant set out to find Happy's long-lost parents before Christmas time. The show is a radio-cartoon that delights kids of every age (up to 60). The broadcast schedule calls for three quarter-hour programs per week, with 18 weeks of programs available.

The Magic Christmas Window, a program built on the dreams of every youngster, dramatizes the imaginative experiences of two typical kids who discover the "magic" that lets them walk into a Christmas window and see the toys come to life. Many new and favorite fairy tales relive in this make-believe setting. This quarter-hour feature is arranged for a schedule of five programs per week with five weeks of programs available.

Each of these NBC Recorded Holiday features was produced with an eye toward promotion . . . each show offers tremendous promotion opportunities . . . window and store displays, direct mail pieces, on-the-air promotion, contests, give aways. Supplied as part of the advertising package are recorded pre-announcements, newspaper mats, spotlight ads, publicity stories, coloring books, animal cutouts, and complete promotion guides giving numerous suggestions for tying-in with the sponsor's product or service.

Audition records for both Christmas shows are ready. Write, wire or phone your nearest NBC Radio-Recording office.

NBC

Radio-Recording Division



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

A SERVICE OF RADIO CORPORATION OF AMERICA



Michigan Ave. Memoranda . . . !

● ● ● Fibber McGee and Molly (Jim and Marian Jordan), will do their Nov. 5 broadcast from Memorial Hall in Racine, Wis., home of their wax sponsor, and will make personal appearances in the Johnson Company office and factory the following morning. Their entire radio cast will accompany the Jordans on their visit to Racine. It's all in connection with their sponsor's 60th anniversary.

Chicago . . . Meat being what it is these days (scarce) offers no problem to WBBM Announcer George Guyan, who received a live turtle from a West Coast friend this week. They say there are seven kinds of meat in a turtle, and Chief Announcer Bob Cunningham has put in his bid for a pound of round steak. . . . Two teen-age polio victims were en route home to Methuen, Mass., after traveling 1,000 miles by automobile to see their favorite radio actress—Marilou Neumayer—in Chicago. Four years ago Edna Hobica, now 17, was stricken with the disease. She wrote a fan letter to Marilou, the beginning of a regular correspondence. A year later Edna's sister, Dorothy, two years younger, also was stricken. Marilou became a regular correspondent with both girls. About a year ago their father told them that when they could walk again he would bring them to Chicago to meet Marilou. That day finally came. They returned home loaded with autographs of Chicago radio stars.

★ ★ ★

● ● ● Gus Van, currently appearing at Colosimo's theater-restaurant, celebrates his 40th anniversary in show business Sept. 27. . . . Bob Atcher, WBBM singing star and composer, is the subject of a feature story in the October issue of Veterans Magazine. . . . Jim Campbell, Chicago radio announcer, sat himself down on Sept. 14 and called all the local wrecking crew garages in the hope of getting a line on some Friday-the-thirteenth auto accidents. He's not a Safety Council representative. He is just looking for a 1940 Packard with its rear end irreparably smashed in. Campbell owns a 1940 Packard with a bashed-in front end. Unable to obtain new parts for it from the factory, Campbell was advised that his best bet was to find a '40 Packard with a bashed-in posterior.

★ ★ ★

● ● ● Alan Fishburn, radio chief of Schwimmer and Scott, reports the receipt of a song-title submission for the song-title contest show, aired Saturdays at 10 p.m. on WGN, which he believes sets some kind of a record. The submission, from a Centralia, Ill., listener, bore absolutely no address on the face of the post card on which it arrived. The only wording on the card as received in the ordinary mail delivery was the submitted song title and the name and address of the sender. . . . Bill Morris of the New York office of J. Walter Thompson is in town to confer with Capt. Bill Eddy of television station WBKB on arrangements for telecasts of Northwestern University's home football games, which Ford will sponsor (starting Sept. 28).

★ ★ ★

● ● ● Producer Ed Skotch of ABC's Chicago-originated "Stump the Authors" program, is looking for a warehouse to store the miscellaneous items received from listeners. Although it is regularly announced that only ideas and suggestions for items, and not the actual items themselves, are to be sent to the program, Skotch has received, among other fantastic shipments, a car tire, a live red rooster and numberless locks of hair. On numerous occasions wedding rings have been received and immediately returned. One of the most unusual items received was a "virgin gold nugget," accompanied by a notation which said it had been brought from California by one of the original '49ers, a fact that was verified by a historical society.

LOS ANGELES

KLAC has received permission from Chester Gould, creator of the cartoon strip, "Dick Tracy," to use the character, "Christmas Early," on the air. "Christmas Early" is a girl disc jockey in the cartoon strip, and KLAC will create a night-time program, using a girl record spinner. Auditions of local girls have already started.

Writer Bob Richards been added to the staff of Producer William Spier to work exclusively as assistant editor on "Suspense".

Eleanor Johnson, formerly in the advertising department of Hunt Foods, Inc., has been added to the office staff of Fletcher Wiley Productions to work on the national expansion of the programs broadcast on KFI, Los Angeles.

Norma Larsen, "Sally Stone" of Mutual's "Singing Sweethearts", is now making transcriptions for Capitol Records library service. Singing with Louis Bush's orchestra, Norma records four songs a month, which will be played on 160 radio stations over the country.

Stork News

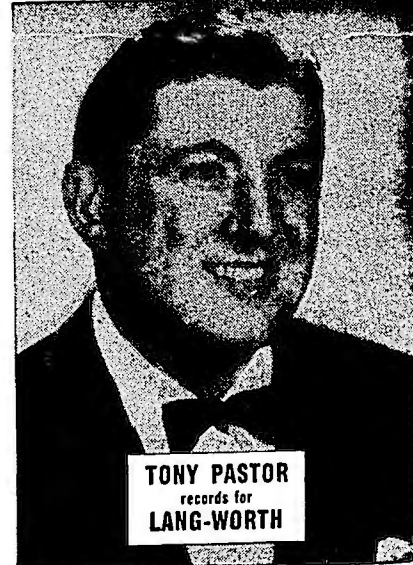
Two NBC press department members became fathers over the past week-end.

Miriam Zwilling, wife of Jack Zwilling, television dark room technician, gave birth to a seven pound, four ounce boy, Craig Randolph, at the New York Hospital Saturday night.

Nancy Miller, wife of Jim Miller, staff writer, had a five pound, 14 ounce boy, Philip Lee, Sunday night, also at the New York Hospital.

Leaving WQXR Staff

Jane Griffith, assistant to WQXR publicity director Pat Hurley, has resigned from the station, effective Sept. 27, to become associate editor for "M. K. R.'s Art Outlook" magazine. No announcement has been made with regard to her replacement at WQXR.



TONY PASTOR
records for
LANG-WORTH

1000th Station-Permit Draws Denny Salute

(Continued from Page 1)

nsed. However, 33 other new stations are in process of construction pursuant to permits issued by the Commission. In addition, 827 applications for new standard broadcast stations are pending.

"The rapidly increasing number of radio stations as indicated by the issuance of this 1,000th license is in line with the Commission's policy of encouraging the spread of radio service over the country as widely as possible and also encouraging diversification of ownership for the promotion of freedom of speech," commented Acting Chairman Charles R. Denny, and he added:

"These stations have great opportunities to provide the means for local expression and to stimulate local participation in the solution of the difficult community, national and international problems in this transition era.

"Every additional radio station provides the American people with a new instrument for vitalizing our democracy and for access to wholesome entertainment and education." Ten years ago there were 632 broadcast stations.

Grim Joins WCCO

Minneapolis—George Grim, foreign correspondent, Minneapolis Tribune columnist and star radio performer has been signed by WCCO manager A. E. Joscelyn as a featured news announcer and commentator for the CBS Twin City station. Grim will start a series of six-days-a-week morning newscasts and three-evenings-a-week news commentaries over WCCO October 20.

Wedding Bells

Lloyd Shaffer, NBC "Supper Club" maestro, was married late last week to Dorothy Kempe, radio program manager. They're both back on their respective jobs following a short honeymoon.

In the Worcester area, the overall Hooper Listening Index, Dec. '45 thru Apr. '46, looks like this:

WTAG	52.9
Station B	16.8
Station C	14.7
Station D	11.3
Station E	4.8



NABET Technicians Strike At 4 Westinghouse Stations

(Continued from Page 1)

WBZA, Springfield, Mass. Reports from the stations indicate that they are functioning normally and that NABET is picketing the outlets. Strike went into effect at 7:30 p.m. Tuesday night.

Allen T. Powley, president of NABET stated yesterday that the "union has been negotiating with the company since June 6, 1946 in an effort to reach an agreement on wages and working conditions. A 30-day strike notice was filed on August 22, when the company refused to grant security, jurisdiction, arbitration, seniority and a wage scale comparable with network stations.

"At the final conference on Sept. 16, last, called by Douglas Byrd, conciliator appointed by the Department of Labor, station managers of the four Westinghouse stations refused to meet the demands of the union representatives for a wage scale and working conditions. The wage rate offered by the company was 20 per cent lower than the scale now paid radio stations of the same size."

Powley also said that the scale at Westinghouse had been \$42 to \$81.70 per week for a man of eight and one-half years of experience, on a graduated scale. The union asked \$50 graduated up to \$110 and that Westinghouse had offered a scale of \$40 graduated up to \$90.

Westinghouse's Offer

According to J. B. Conley, manager of Westinghouse stations, program service at the outlets concerned was interrupted briefly at the time of the walkout with supervisory personnel taking over the vacated posts. Some 68 technicians were involved in the

walkout, but currently all stations, including the respective FM outlets, were operating normally. The Westinghouse international shortwave station WBOS at Boston, was not off the air, at any time, since its antennas are beamed to Europe and South America and all programs are handled by the State Department of the U. S.

Conley told RADIO DAILY yesterday that the strike came without warning, although efforts to reach a settlement were continuing under the direction of a conciliator of the Department of Labor, as late as two and a half hours before the strike went into effect.

Basic issues in dispute, said Conley, are a demand by the union that the present top wage rate of \$82.20 for a 40-hour week be raised to \$125. This would represent an increase of 52 per cent or \$1.07 an hour rise and would boost the operators' pay from \$2.05 per hour to \$3.12 per hour. "Our offer of \$92.50 representing an increase of 25 and seven-tenths cents per hour, was rejected."

NBC Threatened

NBC meanwhile, was requested by NABET to discontinue service to the Westinghouse outlets involved in the strike. The network, however, states it has contracts with Westinghouse which it is obligated to fulfill and plans to do so. As to the NABET threat to NBC, the network also points to its contract with NABET which carries a no-strike clause. This was signed in the fall of 1945.

NABET is an independent union and is neither affiliated with the AFL nor the CIO.

Crosley Is Not Negotiating For KSTP, Station Says

(Continued from Page 1)

week makes Stanley E. Hubbard, president and general manager of KSTP, Minneapolis-St. Paul, sole owner of the 50,000-watt NBC affiliate. Value of the station was set at \$1,100,000 in transaction in which Hubbard acquires 75 per cent of station stock formerly owned by estates of late Frank M. Brown and late Lytton Shields, founder of National Battery Co. Until this time, Hubbard has owned 25 per cent of the stock. Hubbard, with backing of Brown and Shields, opened KSTP in 1928. It combined facilities of WAMD, previous Hubbard station, and KFOY. He has operated KSTP ever since it went on the air. Deal, of course, is subject to FCC approval.

Kate Smith Back Oct. 6

Kate Smith on Oct. 6 will start her 16th consecutive year on CBS. Her opening program of the current season will have as guests Harvey Stone, Pert Kelton and Four Chicks and a Chuck.

FCC Revises Frequencies Below 25,000 Kilocycles

(Continued from Page 1)

cycles. Prior to adoption, statements were received from the Larain County Radio Corporation, American Telephone & Telegraph Company, the National Federation of American Shipping, Inc., RCA Communications, Inc., Radiomarine Corporation of America, and Mackay Radio and Telegraph Company concerning the effect of this service allocation on the various services with which they are concerned.

The American Radio Relay League requested that the Commission include the amateur service in the service allocation for the band 1750-2000 kilocycles. None of these parties desires oral argument.

Truck-Strike Talk On WOR

WOR, from 10:15-10:30 tonight, Thursday, will broadcast a discussion of the current New York trucking strike. Speaker will be John Strong, president of the teamsters union, and Joseph M. Adelizzi, chairman of the employers wage scale committee.

Idaho Regional Web Formed By Carman

(Continued from Page 1)

new Gem State network are KGEM, Boise; KLIX, Twin Falls; KEIO, Pocatello, and KBIO, Burley. All stations are new ABC affiliates and will be fed by KUTA, ABC outlet in Salt Lake City.

KUTA management is invested in KLIX, KGEM, and KEIO with KBIO owned by Jessica Longston and Ed Jansen, who is the manager.

Besides Frank Carman, KUTA general manager, KLIX is owned and operated by the Southern Idaho Broadcasting and Television Co., and will be managed by Frank McIntyre. KUTA's current program director, KGEM, another KUTA enterprise, is owned by the Idaho Broadcasting and Television Co., with Fentress Kuhn as general manager. In Pocatello, KEIO is owned by the Eastern Idaho Broadcasting and Television Co., and will be managed by James Brady. KLIX, KGEM, and KEIO are also jointly owned by station KUTA.

The KLIX studios will be housed in a beautiful new structure east of Twin Falls with KGEM being housed in Boise's Owyhee Hotel in the downtown section of the capital city of Idaho. KEIO's transmitter is located on the corner of Cedar and Post Streets in the Northwestern section of town. The studio will be in the Bannock Hotel.

The entire Gem State Network will be represented nationally by the Homer Griffith Co., of Los Angeles. KGEM, KLIX and KEIO will subscribe to the Associated Press wire service, while KBIO is already affiliated with United Press.

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SOUTHWEST

WORDS AND MUSIC

By HERMAN PINCUS

PROMOTION

NEWCOMERS to the staff of WOAI include Leatrice Joy Tope and Samuel Sloan. Miss Tope takes over duties in the continuity department while Sloan will be a leg man for the WOAI newsroom. Sloan was a former tour supervisor for NBC in New York City.

FCC has given KRLD at Dallas, approval for a commercial television permit and for a Class B FM station to operate on channel 276.

Levi Hansley and the Harmonizing Four appeared in several 15-minute programs over KCOR, San Antonio, during a recent visit. Group plans to go to New York where they will make a series of records for Majestic.

The East Texas Broadcasting Co., owners and operators of KGKB, Tyler, has been given FCC approval for an FM station, Class B to operate on channel 280.

Alfred Achilles Corcanges has been given an FCC construction permit for a standard broadcast station to operate at Mineral Wells with 250 watts on 1140 kilocycles, daytime only. This is first station for this community.

The Variety Broadcasting Co., has been given FCC approval for construction of an FM station at Dallas.

Jack McCoy, formerly with WJDX, Jackson, Miss., has joined the announcing staff of WOAI, San Antonio.

The Texas School of the Air returns to the stations of the Texas Quality Network on Monday, Sept. 30. Airings will be heard from 11:15 to 11:30 a.m.

Jim Farmer, farm and ranch chief of KCOR, San Antonio, will attend a Radio Farmers Directors Field Day scheduled to be held at Texas A&M College at College Station, Oct. 18 and 19.

The Lee Segall Broadcasting Co., at Houston, has been given FCC approval for a standard broadcast station to operate, daytime only, with a power of 1,000 watts on 1430 kilocycles. Approval was recently given Segall for a daytime station at Dallas.

KWBU, Corpus Christi, has been given FCC approval to change its frequency from 1010 kilocycles to 1030 kilocycles. Station operates daytime only, with 50,000 watts.

New Children's Series Set For WNEW, Sept. 29

New series of weekly programs titled "Children's Playhouse" premieres Sunday, Sept. 29, over WNEW from 9:35-10 a.m. Presentations will include Alice In Wonderland, Pinocchio, Snow White and Rumpelstiltskin with first performance rights to new albums being granted by various record companies.

During "Children's Playhouse" broadcast Sept. 29, WNEW will receive the Coronet award for excellence in radio programming with citation tendered by Harris Shevelson, managing editor of Coronet magazine.

● ● ● **TIN PAN ALLEY-OOPS:**—Two years ago when Leeds Music gave the world "One Meat Ball," the public flattered a bit at the droll lyrics and went about its business of whetting its appetite with steaks, chops and other palatable meat items. Today a song like "Meatballs & Spaghetti," written by Joe Schuster, Johnny Tucker and Eddie Ravick only tends to bring forth sighs and hopes for a return of the good old days. Ditty is published by Viking Music. . . . ● Me'o-Art Music introduces a neighbor from south of the border, "Atomic Joe From Mexico," the Jay Canzoneri-Art Waner brainchild which G'oria Wallis featured at Leon & Eddie's. . . .

● (This long pause denotes our departure from the L. C. Smith typewriter (free plug) to the television theater of RADIO DAILY where we thrilled to the splendid WNBTelecast of the Dodger-Phillies fray. With Durocher's Dandies out in front at the end of the 8th by a score of 8 to 6 we return to our stint). . . . ● Ray Evans and Jay Livingston, writers of "To Each His Own," have come up with another fine effort, "On the Other End of A Kiss." . . . ● Warde Donovan, NBCanary set for juvenile lead in forthcoming musical, "Toplitzky of Notre Dame." . . . ● CBSongstar Danny O'Neil makes his Broadway debut today at Loew's State. He's going places. . . .

● General Artists Corp. is setting a deal to feature Bret (The Shadow) Morrison in a forthcoming musical. Bret used to be a singer before turning thespian. . . . ● Songwriter Gerald Griffin leaves soon for his eighth USOverseas tour.

☆ ☆ ☆

● ● ● When the new Gabriel Heatter series MBStarts Sunday, October 13, a new 16-piece orchestra, under the direction of John Gart, will make its debut. Gart has already earned the plaudits of music row for his unique and colorful musical interpretations and arrangements. . . . ● Ed Weber and Harry Miller have a sure-fire hit in their new ballad "In The Hush of Twilight." . . . ● New music firm, Adrienne Music starting off right with commercial ditty titled "Need I Say?" which the writers Eugene West and Bert Mann retrieved from Robbins. . . . ● Johnnee Russell has joined the contracting staff at George Simon, Inc. . . . ● After four years as staff organist at ABC, Dolph Gobel has resigned to become musical director of the forthcoming Rodgers & Hammerstein musical, "Happy Birthday," starring Helen Hayes which preems in Boston October 3. . . . ● "What Shall We Name The Baby?"—a really fine novelty ditty, written by Elmer (Bugle Call Rag) Schoebel and Sam Koval, published by Dawson Music. . . . ● Carroll Gibbons, whose scintillating ivory-tickling at the Savoy has earned him the sobriquet of "The Eddy Duchin of England," returned to London after a brief visit. . . . ● Ace Ochs will CBSucceed Wendell Adams as producer of the "Danny O'Neil" series Oct. 1. . . . ● Handsome young Bill Harrington, whose morning songfest via Mutual is a treat, rates a screen test. . . . ● Charlie Ventura and his band open at the Spotlight Club on E. 52nd St., Oct. 4.

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● ● ● **ON AND OFF THE RECORD:**—Pressing records continuously since 1898, Victor has just manufactured its one billionth platter. The high quality of sound reproduction which the recording industry has perfected since the turn of the century can be attributed, in large measure to the pioneering and succeeding executives who encouraged the continued experimentation on the part of its engineers. . . . ● If it's nostalgia you like, get Dinah Shore's new Columbia disc of "Who'll Buy My Violets." . . . ● National Records has a winner in Billy Eckstine's latest waxing, "I've Got To Pass Your House To Get To My House." . . . ● Gene Krupa's arrangement of "It's Just A Matter of Opinion," makes for a musical hodge-podge of dance tempos which should please rug-cutters. Flip-over on this Columbia disc is the ballad "That's My Home," with appealing vocal by Buddy Stewart. . . . ● Ralph Berson has been named sales manager for National Records. . . . ● Frank Sinatra will make his debut as a conductor in the new Columbia Masterworks Album which will contain six originals composed by Alec Wilder to be released this fall.

On Counters; In Envelopes

In promoting the new KSFO airing "Just Between Us," the Bear Photo Service, San Francisco, has placed 11 by 14-inch counter cards in every one of the 1,100 dealer and drug stores in Northern California that handle their advertising. The card highlights a picture of Bernard Cooney, featured on the show, a daily poetry and organ quarter-hour. Other promotion of the show includes 150,000 inserts which go into envelopes of finished photo prints and a specially designed letterhead for sending listeners printed copies of poems read on the program.

Six Stations Join ABC; Three Others Replaced

Six new stations will affiliate with ABC and in addition, three ABC affiliates have been replaced by new outlets, it was announced this week by John H. Norton, Jr., network vice-president in charge of stations. Effective on or about Oct. 1, four Idaho stations will affiliate with ABC as Mountain supplementary stations. KGEM, Boise, Idaho, will operate full-time with 250 watts power on 1340 kc. Manager of the new affiliate is Pentress Kuhn.

KEIO, Pocatello, Idaho, will operate full-time with 250 watts on 1450 kc. and will be managed by James Brady. The Twin Falls, Idaho, affiliate, KLIX, will operate full-time with 250 watts on 1340 kc. and will have Frank McIntyre as its manager. The fourth Idaho station, KBIO, Burley, will operate full-time with 250 watts on 1400 kc. and will be managed by Edward Jansen.

Owned by the Charleston Broadcasting Co., WHAN, will become affiliated with ABC on or about Oct. 1, and will operate full-time with 250 watts on 1340 kc.

Managed by Frank Pepper, WRHP, Tallahassee, Fla., will affiliate with ABC on or about Oct. 1, and operate full-time with 250 watts on 1450 kc. WRHP is owned by the Tallahassee Appliance Corp.

Effective Jan. 1, 1947, WOKO, Albany, N. Y., will replace station WTRY, ABC Albany-Troy affiliate. WOKO will operate full-time on 1,000 watts in the daytime and on 500 watts at night on 1450 kc. Harold Smith will manage the new replacement.

WLCS, Baton Rouge, La., owned by Air-Waves, Inc., will replace station WJBO, Baton Rouge, as an ABC affiliate on or about Oct. 1, and will operate full-time with 250 watts on 1400 kc. Earl Smith will manage WLCS.

Effective Jan. 1, 1947, WHBF, Rock Island, Ill., will replace WOC, Davenport, as ABC affiliate in the Rock Island-Moline-Davenport market. WMBF is owned by the Rock Island Broadcasting Co., and will operate full-time with 5,000 watts on 1270 kc., and will be managed by Leslie C. Johnson.

Webbs Time Changes Offer No Problems

(Continued from Page 1)

At the time problem offered any difficulty since all time zones were Daylight Time during the war years.

Approximately 90 per cent of ABC's audience will experience no change in listening habits because of the time zone setup inaugurated by the network last spring, which maintains programs in all zones at the same time the year round. Plan developed in co-operation with ABC advertisers and affiliates, involves the acquisition of special broadcast lines and the recording and rebroadcast of programs at the proper hours by the web. ABC declares that "during the 7 weeks of Daylight Saving Time this plan has been in operation it has worked with no mechanical trouble and has received the wholehearted approval of ABC stations." Also, the web adds, there has been no indication of listener disapproval received by the network or its stations.

"Return To Normalcy"

Mutual execs look upon the changeover of time schedules as "a return to normalcy" which means that the network's time zones will be reduced from five to four. Juvenile programs, however, will be played back for broadcast between the 5-6 p.m. segment in local areas.

About two-thirds of the NBC affiliates were on Daylight Saving during the summer, and with the shift-back most of these will take web broadcasts on a live basis instead of the usual repeats from the East and West Coasts. The extra hour of rerun notes aired by the web will be suspended, with 1:00 a.m. the new network closing time.

Most of the CBS affiliates will also make the major portion of network programs on an original basis as the network eliminates the late extra hour from 1 to 2 a.m. However, as the network cuts the hour, WABC will inaugurate a new hour with a new platter show scheduled from 1:05 to 1:55 a.m., titled "Juke Box Parade," featuring Dan McDonald and Bern Burnett. Pair will split the broadcast-week, with McDonald, heard Thursday through Sunday, and latter handling the Monday through Wednesday stint. Program will also feature five minutes of news nightly, from 1:55 to 2 a.m., EST.

Add Stations To CBS Series

When the CBS' "American School of the Air" returns to the air on Monday, Sept. 30, 104 stations will carry the program. Last year 87 stations carried the series.

IMMEDIATELY

Two first class transmitter operators for new radio station in Waterbury Connecticut.

Phone 4-6789

General Sarnoff Recommends World-Wide Network For UN

(Continued from Page 1)

words "mature, responsible, reasoned" be substituted. He explained that his committee had not closed the door on network operation, but that it did not recommend that UNESCO go ahead with plans for a network. If the parent body, the United Nations, wished to go ahead with a network, that would be fine with Barrett—but, he said, it was not the province of his committee to advise UN.

General Sarnoff, who later told President Truman substantially the same thing in private session, said he did not care whether the responsibility was taken by UN or UNESCO, but that he definitely feels one or the other should plan for a world network.

"The important thing," he said, "is the question, what are your sights? Are you thinking only of what can be done immediately in radio, or are you thinking of your job in long-range terms?" He insisted that the long-range view is the only proper view, and brushed aside financial considerations.

"We are not worried about the cost of developing and experimenting with the atom bomb," he said, and added, "Should it be different when we spend money for peace? A new battleship costs \$125 million. Maybe it would cost that much to build a network of broadcast stations which would provide every listener with a signal as clear as that he now gets from his local station. But it can be done, and it should be done."

Divides Problem In Two

General Sarnoff divided the problem in two, speaking first of the necessity for freedom of the people of the world to listen to international broadcasting. Such freedom exists through most of the world, he said, and it is up to UNESCO to point out any nations where such freedom does not exist.

Particularly, he said, nations which deny their own inhabitants freedom to listen, but insist upon the right to broadcast to the world must be publicly identified.

The second problem is that of facilities, with no one today able to broadcast with sufficient coverage to reach more than a portion of the world. That is a job for the United Nations, he said. He pointed out that the securing of frequencies and the erection of even a portion of the net might take from two to five years, and agreed with Barrett that in the meantime UNESCO should pick up whatever time it can from existing facilities.

Barrett stuck to his insistence that UNESCO must gain world acceptance before going into anything so ambitious as a world net, adding that he thinks time could now be secured on BBC, the French domestic network and other webs.

General Sarnoff replied that "it will be very difficult for UNESCO to

get good radio time today—commercial broadcasters will find it difficult to provide good time, while there is no guarantee of good regular periods from state-controlled broadcasting stations abroad."

Mrs. William Sporborg of the National Federation of Women's Clubs proposed that UNESCO or UN try to purchase Radio Luxembourg as an interim step, to which General Sarnoff agreed. He urged that any available facilities be purchased.

Barrett raised the objection that Radio Luxembourg would be a costly proposition, reporting that if UN sought it the asking price might be as high as \$25 million.

"I wouldn't change WEAF for Radio Luxembourg commercially," General Sarnoff shot back, "and WEAF's not worth \$25 million."

Stresses Programming

Col. Jock Whitney asked General Sarnoff if he thought UNESCO should undertake to provide radio receivers in order that people through the world be able to pick up the UN and UNESCO programs. The latter was opposed to any such commitment, insisting that if the programming were made possible the people of the world would see to it that they had receivers.

In this connection, the round table yesterday accepted a compromise proposal regarding the possibility that UNESCO might offer financial aid for the rehabilitation of transmitters and other mass communication facilities in war-ravaged areas. It was agreed that UNESCO should be empowered to offer such support, but only with complete assurance that the facilities not be subject to "types of control which would limit rather than extend freedom of mass information."

Included in the Barrett report, adopted yesterday for presentation to the full council today, are proposals calling for freer access to communications facilities for reporters, freer access to news, as well as research activities including the establishment of script and transcription libraries, with a catalogue service and a research service for producers and writers.

In the Barrett report acknowledgment is given of the help received from the following radio figures: James R. Angell, Frederick B. Bate, Sterling Fisher, William Hedges and Niles Trammell, NBC; Edmund W. Chester, Frank Stanton, Davidson Taylor and Frank White, CBS; Robert Swezey and Edgar Kobak, MBS; Robert Kintner, ABC; Elmo Roper and Louis Cowan.

Pearson Agency Named

New York office of the John E. Pearson Co., has been appointed national sales representative for WOV's "1280 Club."

Mutual Adds Eight Hrs. Comm'l Time In Sept.

(Continued from Page 1)

eight full hours—have been added to the fall lineup.

Heaviest time buyer in the new lineup is U. S. Army Recruiting Service which has three hours, for "Game of the Week," two-and-one-half hours on Saturdays throughout the football season, and "Sound Off With Mark Warnow" on Thursdays from 8 to 8:30 p.m., EST. "Game of the Week" starts next Saturday with the meeting of Notre Dame and Illinois, while the Mark Warnow show debuts on MBS (from CBS) on Oct. 3. N. W. Ayer is handling both shows for the Army.

Dooley Starts It Off

First of the new commercial sponsors, with a September starting date was "Eddie Dooley's All-America Football Forecast" (Sept. 5) for the All-America Football Conference. Program, which is heard Thursdays from 10 to 10:15 p.m., also marked the debut in network radio of a major athletic organization. Frederick-Clin-ton is the agency.

Other Mutual new and renewed commercial time is occupied by the following: "Smilin' Ed McConnell," Saturdays, 10-10:15 a.m., starts Oct. 5, for the Cole Milling Co., through J. Walter Thompson; "Burl Ives," transcribed Fridays 8-8:15 p.m., starts Oct. 18 through Hutchins Advertising.

"Nick Carter," former sustainer on MBS, went commercial on Sept. 15, Sundays 6:30-7:00 p.m., for Cudahy Packing Co., through Grant Advertising; "House of Mystery," mentioned before, Sundays, 4-4:30 p.m., starts Oct. 6 for General Foods; "Buck Rogers," starts Sept. 30, Mondays through Fridays, 4:45-5:00 p.m., also General Foods. Both shows are handled by Benton & Bowles.

Seventeen Mag Scheduled

"Judy and Jill and Johnny," Saturdays, 12-12:30 p.m., starts Oct. 12 for Horwitz & Duberman through Sterling Advertising Agency; "It's Up to Youth," Wednesdays, 8:30-9:00 p.m., starts Oct. 2, for Triangle Publications (Seventeen magazine) through Al Paul Lefton Agency; "Michael Shayne, Detective," Tuesdays, 8-8:30 p.m., starts Oct. 15 for Hastings Manufacturing Co., through Keeling & Co.; "The Shadow," Sundays, 5-5:30 p.m., started Sept. 5 for D. L. & W. Coal Co., G. Barr & Co., and Carey Salt Co.

Send Birthday Greetings To—

September 26

Elizabeth Bennett	Hal Hackett
Del Casino	Kermit Moss
Ted Robertson	Harold Essex
	Forrest V. Daughdrill

AGENCIES

COAST-TO-COAST

SAN FRANCISCO

PAN AMERICAN BROADCASTING CO. of New York, has been engaged as exclusive representative by Radios La Co-operative Vitalicia, Chile's eight-station network. The net operates in chain at specified times but will hook up at the behest of a sponsor.

ALBERT W. HUMM, vice-president in charge of the utility and appliance division of Hixson-O'Donnell Advertising, Inc., New York, has been elected a director of the agency.

JAMES LANNON has resigned as art director for Buchanan & Co., Inc., where he handled DuMont Television and Welch products. Formerly associated with Warner Brothers, Lannon is leaving next week (Sept. 27) on a three-months tour of Mexico and South America to act as representative for several American publications.

KENYON & ECKHARDT, for its radio department, has announced that **WORD**, Spartanburg, S. C., and **KABC**, San Antonio, Tex., were joint winners in the "Try 'n Find Me" promotional idea contest sponsored by the agency. The \$250.00 prize, offered to the ABC station carrying the program which came up with the best idea to increase the audience for the Wesson Oil show, will be split between the two stations.

SAUNDERS P. JONES, president of Mary Chess, Inc., announces the appointment of Roy S. Durstine, Inc., effective immediately.

ARTHUR E. DURAM, formerly director of promotion and research for Hillman Periodicals has joined O'Brien & Dorrance, New York, promotion service group. Duram will head the organization's newly established radio department.

HARRY DIXON & SONS, New York, exporters and suppliers of chemicals for industrial use, have appointed Paris & Peart to serve their account.

GAIL D. GORDON, formerly with McCann-Erickson, Inc., in a creative and account executive capacity, has joined Grant Advertising, Inc., New York office, as a member of the copy and plan board.

AIRADIO, INC., of Stamford, Conn., announces the appointment of Sherman & Marquette, Inc., New York, as advertising counsel, effective Oct. 1. The account will be handled for the agency by Samuel E. Gill and W. R. Denning.

AMB. 2142 For Air Checks—Line Checks



42nd FLR., OPERA BLDG., CHICAGO

BIRMINGHAM — **ALABAMA** — With the formal opening celebration date set for Oct. 1, WTNB began their regular operations Sept. 3 with the MBS Fulton Lewis, Jr. program. Owned by Thomas N. Beach and Evelyn S. Hicks, the latter announced the following departmental heads and staffers: J. D. Shacklett, assistant manager; Frank J. Murphree, Jr., chief engineer; Eugene P. Weil and W. Lamar Jarrard, account executives; Joe Ford, senior announcer, with Larry Keith, A. C. Baker, Bud Chase and Gardner D. Beman. . . . The engineering staff will include John Cram, C. W. Baker, W. T. Siddle, Winnie Smith, Comer Blackerby and W. W. Lee. . . . Evelyn Perling Allen and Margaret Cotton will be in the continuity department. . . . Evelyn Jennings will be executive secretary of the company and confidential secretary to Mrs. Hicks. Joyce Hicks will be receptionist and social editor, and Anna Brunner will be in charge of bookkeeping and is assistant in national sales.

BOSTON — **MASSACHUSETTS** — A kick-off luncheon for the William L. Douglas Shoe Company's "Pigskin Preview" and "Pigskin Review," which bowed on WCOP recently, was given by the outlet last week. . . . The two quarter-hour shows with Chuck Crosby, station sportscaster as commentator, air immediately before and just after the Army game broadcasts and are designed to cover action on all major gridirons. . . . Over 50 leading Massachusetts educators met in the WBZ and WBZA studios last Friday to witness the dress rehearsal of "Let Freedom Ring," a dramatic series which opens the third season of "Listen and Learn," the daily educational feature of the Boston and Springfield stations.

MISSOULA — **MONTANA** — Joe Pavelich, Montana State University journalism student, has joined the KGVO news department as a local news reporter. . . . The outlet last week transcribed a 10-minute "Montana State University Football Preview," a look into the future program at prospects for the 1946 Montana Grizzly team, and features interviews with head coach Doug Fessenden and assistants Paul Szakash and Eddie Chinske. . . . Transcription will be offered to the stations here and will also be presented by KGVO.

"Tune Topic Time" ETs Added To IMC Roster

"Tune Topic Time," musical quiz, has been added to the transcribed show roster of I. M. C. Radio Productions. Production of the show, as an open-end transcription, was begun this week featuring an instrumental group with Jerry Roberts of WAAT doing the introductions in rhyme. Completion of the first 39 15-minute episodes is expected within the next three weeks.

SAN ANTONIO — **TEXAS** — The FCC authorized a final construction permit to Howard W. Davis, doing business as the Walmac Co., to construct and operate a new FM station with 50,000 watts, the maximum power allocation. The new station will have an effective radiated power of 160,000 watts and will operate on the assigned frequency of 100.1 megs, channel 261, on the new FM band. . . . Call letters assigned the new station are KISS and will be located in the National Bank of Commerce Bldg. . . . **AUSTIN** — For the first time in Texas and the second time in the nation, two men held a successful telephone conversation while one of them was driving around in a car. . . . Gov. Coke R. Stevenson spoke to Mayor Otis Massey in a demonstration of Texas' first mobile radio telephone system.

EVANSVILLE — **INDIANA** — Under the joint sponsorship of the Old National Bank and the Ideal Pure Milk Co., Dick Shively, WEOA-WGBF sportscaster has a 30-game football schedule to air in addition to his regular quarter-hour sports round-up daily and special events broadcasts. . . . As many as three games per-week will be called by Dick with Fred Rollison chief announcer. Fill Fall and De' Greenwood, staff announcers, aiding in the commercial work and local color. . . . **FORT WAYNE** — R. J. Yeranko has been renamed service manager of the radio division of the Magnavox Co. . . . Marjorie Sheldon winner of top honors at the Fifth Annual NBC-Northwestern University Radio Institute last August, is now WGL director of civic events.

LOUISVILLE — **KENTUCKY** — Something new in the line of sponsored programs recently bowed on WINN. The newie is labeled "Invitation to College" and features 10 high school seniors each week for a period of 12 weeks during which time students will compete for top honors for the final December 10th airing at which the winner will receive a one-year scholarship at the University of Louisville. . . . If the student maintains a "B" average, the scholarship will continue for four years. . . . Kaufman-Straus department store and the University of Louisville are co-operating while Ed Kallay of WINN acts as quizmaster. . . . Jean Owsley WCSC continuity head for four years has recently accepted the position as WINN continuity director, succeeding Nancy Russell, resigned.

Hersholt To Hospital For Minor Operation

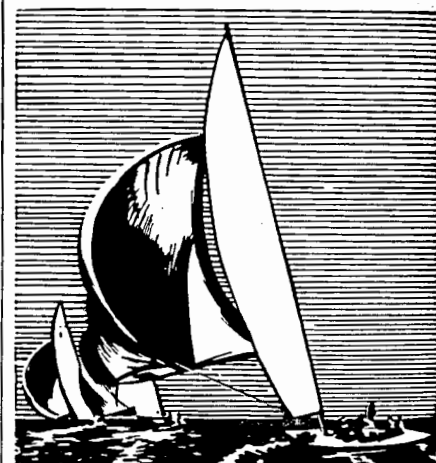
Hollywood — Jean Hersholt, radio and motion picture star, who plays the leading role in the "Dr. Christian" series over CBS, entered the hospital following broadcast of the program last night. Hersholt will undergo a minor surgical operation. Officials of McCann-Erickson, agency for the series, stated that the veteran actor is expected to be available in time for the program next week.

GENEVIEVE NELSON for two years traffic manager of KROW, joins the production department of KGO, and Elayne Peterson has taken over her former KROW position.

Bill Willer is a new addition to the KROW announcing staff. He was formerly with KUTA, Salt Lake City and WIP, Philadelphia.

When Art Linkletter of NBC's "People Are Funny" program was here a few days ago he said he'd just completed his 80,000-word book, "Out of My Head." It gives the story of his 13 years of ad-libbing and will be published soon.

A special program in commemoration of Rosh Hashana will be broadcast over KPPO-NBC today, Sept. 26, from 9:30 to 10 p.m., PST. Rabbi Morris Goldstein of Congregation Sherith Israel will deliver a message on the "Ten Point Program for the New Year." Cantor Benjamin Liederman and the choir of Temple Sherith Israel will be heard in traditional Jewish music. The special program is presented by KPPO in cooperation with the Board of Rabbis and Cantors of Northern California.



a fair wind

adds to the speed of the boat and the pleasures of sailing. But in fair winds or foul, good times and bad, Weed and Company's large staff of experienced representatives consistently achieves maximum results.

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

AM-CP's Hit New High

Hits WAA Appraisers For Surplus Selling

Washington Bureau, *RADIO DAILY*
 Washington—Rep. Ross T. Rizley (R. Okla.) yesterday charged that large radio interests have been permitted to buy valuable surplus equipment at scrap prices under a sales plan approved by the War Assets Administration.

Rizley said use by WAA of agents of radio companies in appraising surplus equipment allowed large corporations to "ride the gravy train" at government expense.

The Oklahoma congressman is a member of the Special House Committee investigating disposal of military surplus.

(Continued on Page 5)

New York Stations Report Batch Of New Business

WJZ and WABC announced new business yesterday totaling 21 accounts which will utilize spot announcements and participating programs. WJZ also reported return to the air Oct. 1 of "Echoes of New York," Consolidated Edison Co. of New York show which has not been

(Continued on Page 6)

Broza Resigns At WCAU; Connolly Vice-President

Philadelphia—Dr. Leon Levy, president and general manager of WCAU, has announced the resignation of Stan Lee Broza, vice-president in charge of programs, to take effect January 1, 1947. Broza is resigning to devote all his interests to personal artist management and will concentrate on his son, Elliott Lawrence, up and coming

(Continued on Page 2)

Science Award

Brig. Gen. David Sarnoff, president of RCA, has been selected for the "Man of Science" award of Science Illustrated and will be presented with a medal and scroll by Dr. Gerald Wendt, editor of the magazine, at the RCA Bldg. on Monday. The presentation will fall on the fortieth anniversary of General Sarnoff's entry into radio as a shortwave operator.

BMB Audience Reports Mailed To Subscribers

Over 300 BMB station audience reports were placed in the mails this week, it was announced yesterday, with more to follow daily until all 706 subscribing stations have received their reports. In order that every subscriber will have received his report before the disclosure of BMB audience information, a release date of October 7 has been established for

(Continued on Page 6)

Royal Arch Gunnison Dies In Hong Kong Plane Crash

Royal Arch Gunnison, correspondent for the Mutual Broadcasting System and the North American Newspaper Alliance, was reported killed in the crash of a Royal Air Force Dakota transport plane near Hong Kong, China, Wednesday. Gunnison had left Shanghai over the week-end to go to Singapore and was travelling with two British officers who also were

(Continued on Page 2)

271 Construction Permits Approved By Commission Since January 1; Manufacturers Swamped

NABET Strike Still On; Remove Threat To NBC

Walkout of NABET members last Tuesday night from their posts at four owned and operated outlets of the Westinghouse Radio Stations, Inc., continued yesterday without any official move on the part of the union or management, and indications are that the impasse will continue over the weekend, at least.

Broadcast operations of the four

(Continued on Page 3)

Adv'tg Council Launches 5-Pt. World Trade Plan

The Advertising Council has adopted five major points to "awaken America to the vital importance of two-way world trade to protect our security and prosperity, prevent another depression and help assure last-

(Continued on Page 2)

Arnold Asks Transcript Of Justin Miller Speech

Washington Bureau, *RADIO DAILY*
 Washington—Thurman Arnold has written Justin Miller for a copy of the speech in which The NAB president sharply criticized Arnold and the American Civil Liberties Union

(Continued on Page 3)

Washington Bureau, *RADIO DAILY*
 Washington—Construction permits issued by the FCC for AM stations in the United States and Possessions reached a total of 271 during 1946 up to mid-September. Majority are 250 watts power on various frequencies, leaning rather to the higher wavelengths. A handful of the new CP's are one and five thousand watts, though the one kilowatt's are in the majority apart from the 250 watters.

Greatest concentration of the new licenses are in the South with Alabama showing 21; North Carolina, 16; Georgia, 10; Kentucky, 8; Louisiana,

(Continued on Page 5)

Montreal Police Seize 'Zingo' Game On CKAC

Montreal—Setting a new precedent with one of the most unusual police seizures ever carried out in Montreal in connection with lotteries, the morals squad last night impounded all the equipment used in a popular radio game called "zingo," after en-

(Continued on Page 5)

Roberts Leaving OIC; John Sheehan Replacing

Wilferd S. Roberts, State Department's assistant chief of the international broadcasting division, OIC, has resigned to return to private industry and will be replaced Sept. 28 by John

(Continued on Page 5)

Benton Recommends Plan To UNESCO For UN Radio

Washington Bureau, *RADIO DAILY*
 Washington—Proposals for the setting up of extensive radio activity by UNESCO have generally under-rated the power of broadcasting and over-rated the difficulty of getting the maximum use of the medium, Assistant Secretary of State William B. Benton said this week. Benton was commenting on the proposals for UNESCO use of radio contained in a

special report on utilization of the media of mass communications by a special committee of consultants chaired by Edward Barrett, executive editor of Newsweek and former head of the OWI overseas branch.

The reports recommend that UNESCO should "at the earliest possible time, take the lead in arranging for 'voice of the United Nations'

(Continued on Page 3)

Outdoor Tele

Boston—Plans for open air television were revealed here yesterday by John Donnelly & Sons, Inc., outdoor advertising firm. The company will make application to the FCC for a license to develop a television station which will use outdoor billboards as outlets. Entertainment programs interspersed with commercials, is envisioned by the sponsors.

Rough Stuff

Johnny Grant of the WINS "Around the Town with Johnny Grant" series, was in the "hot seat" Tuesday when he and his wire recorder guested in the back seat of a Hell Drivers car in a ride through a flaming barrier during the New Jersey State Fair in Trenton. Tomorrow some more excitement is due when he takes his seat for a leap over a bus.



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 ANK BURKE : : : : : Editor
 IRVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thurs., Sept. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	175 1/4	173 3/8	175 1/4	+ 1 5/8
Am. S. A.	33	32 1/2	31 1/2	- 1
Am. S. B.	32	31 3/4	32	+ 3/4
Am. Iron & Steel	9 7/8	9 1/2	9 7/8	+ 3/8
Am. Electric	40	38 5/8	40	+ 3/8
Am. Oil	24 1/4	23 1/2	24 1/4	+ 3/8
Am. Common	10 7/8	10 1/2	10 7/8	+ 1/4
Am. First Pfd.	78 1/2	77 3/8	77 5/8	- 2 1/8
Am. Stewart-Warner	16 5/8	16 1/8	16 5/8	+ 3/8
Am. Westinghouse	27 1/8	26 3/4	26 7/8	+ 1/4
Am. Smith Radio	23 1/2	23	23 1/2	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Am. Union Radio	6	5 7/8
OVER THE COUNTER		
Am. Romberg-Carlson	14 1/2	16
Am. Mont Lab.	6	6 3/4

MBS Airs Kiddie Party

A "25th Century" ice cream party for 125 children of Bellevue Hospital was given yesterday with "Buck Rogers" and John Griggs of Mutual's "House of Mystery" entertaining the kiddies. Six members of the Rodeo were present, headed by Jack Knapp, now's midget. Party was aired over Mutual from 3:30 to 3:45 p.m., from the Amphitheater of the children's ward of Bellevue.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO
 Get Your Share By Using...
WING The Dayton Station
 VEED & CO. National Representatives

Coming and Going

WILLIAM S. HEDGES, vice-president of NBC in charge of planning and development, leaving for Chicago, where on Wednesday he will address the convention of the National Assn. of Stationers on "The Story of Radio." Meeting will be held at the Palmer House.

BILL CULLEN, master of ceremonies on "Winner Take All" heard on CBS, left yesterday by plane for Chicago, where today and tomorrow he will announce the "Give and Take" programs. His substitute on the New York show will be Andre Baruch. Cullen will return Monday.

FRED THROWER, vice-president of the American network in charge of sales, is vacationing at Belgrade Lakes in Maine.

KENDALL FOSTER, radio producer for William Esty & Co., left yesterday by plane for Nashville, Tenn., from which point the R. J. Reynolds Co. program, "Grand Old Opry," is being broadcast.

WILLIAM F. BROOKS, vice-president of NBC in charge of news and international relations, leaves today for a week in Mexico. He will attend the Inter-American Conference of Broadcasters.

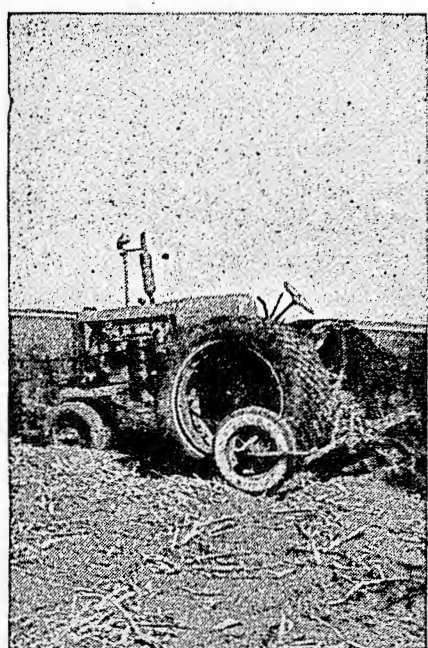
ALMA KITCHELL, president of the Association of Women Directors, leaves by car following her WJZ broadcast today for Albany, where she will attend the three-day conference of the organization. She will be accompanied by DOROTHY KEMBLE and ELSIE DICK, of WOR; MARGARET ARLEN, of WABC, and MRS. GEORGE FIELDING ELIOT.

ADE HULT, vice-president of the Mutual network in charge of midwest operations, and **CARROLL MARTS**, his assistant, have been visiting this week in New York, and now go on to Washington for further conferences before returning to their Windy City headquarters.

ED WALKER, promotion and publicity director of WTRY, Troy, N. Y., called yesterday at CBS headquarters, where he completed details relative to the station's joining the Columbia network on Jan. 1.

J. M. BEASLEY, promotion manager of WHUB, Columbia network outlet in Cookeville, Tenn., is in town on station business.

RED BARBER and **JIMMY DOLAN** leave today for Ann Arbor, Mich., where on Saturday they will broadcast the Michigan-Indiana football game over CBS.



No handsey!

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

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

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

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



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

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Royal Arch Gunnison Dies In Hong Kong Plane Crash

(Continued from Page 1)

killed in the crash near the British-controlled Chinese city.

In radio circles Gunnison was best known for his dramatic broadcast to MBS from Manila when the Japanese took over the capital of the Philippines. With his wife, the former Marjorie Hathaway, Gunnison was held captive by the Japanese for 22 months and out of this experience came a book "So Sorry No Peace."

Aside from being a competent writer Gunnison was also well known as a lecturer. In an appearance before the Radio Executives Club of New York following his return from Japanese confinement he gave a vivid account of his imprisonment, the fall of Manila, and the nature of the enemy.

Born in Juneau, Alaska, where his father served as a judge during administration of President Theodore Roosevelt, he came to the States as a young man and attended the University of Washington in St. Louis for two years. Later he majored in political science and economics at the University of Washington in Seattle and did graduate work at the University of Geneva, Switzerland.

Adv'g Council Launches 5-Pt. World Trade Plan

(Continued from Page 1)

ing peace," it was announced this week at a meeting of representatives of more than 20 national organizations and Government agencies at the Waldorf-Astoria.

This public service campaign, one of the major postwar projects undertaken by the Council, is spearheaded by the World Trade Foundation of America, with a steering committee also representing the Twentieth Century Fund, Carnegie Endowment for International Peace, Program Information Exchange, National Planning Association, Office of War Mobilization and Reconversion, Department of State and the Department of Commerce.

Broza Resigns At WCAU; Connolly Vice-President

(Continued from Page 1)

young bandleader, well known throughout Pennsylvania.

Broza will be succeeded by Joseph T. Connolly, WCAU news editor and director of special features. Norris West has been named to assist Connolly in all WCAU programs.

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

NABET Strike Still On; Remove Threat To NBC

(Continued from Page 1)

stations, however,—KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; and WBZA, Springfield,—continued without interruption, it was explained yesterday. Supervisors have maintained regular schedules since the walkout this week which cut the stations off the air for a period ranging from 17 to 30 minutes. Stations returned to normalcy immediately afterward, however.

No "Threat" At NBC

Meanwhile the threat of a spread of the NABET walkout to NBC, indicated on Wednesday morning by union officials, seemed eliminated. "As far as NBC is concerned," it was stated, "the strike threat is ended."

NABET had requested the network to discontinue service to the Westinghouse stations, but was informed that NBC would fulfill its contract obligations. NBC also pointed to the "no strike" clause in the NABET contract signed last Fall.

MBS Adds Six Stations; Brings Total To 355

Mutual has added six new affiliates to the network, bringing the total number of stations to 355, it was announced yesterday by Carl Haverlin, vice-president in charge of station relations.

WWCO, Waterbury, Conn., 250 watts on 1240 kc., owned and operated by Mitchell G. Meyers, Milton Meyers and Ruben A. Aronheim, will become full time outlet about October 1. Acquisition of WWCO represents the 20th station added to Mutual in the past year located in a major market.

KGFL, Roswell, N. M., 250 watts, 1400 kc., second oldest station in New Mexico, joins the web on Nov. 1. KWEW, Hobbs, N. M., 100-watter on 1490 kc., also joins the chain on that date. Both stations are owned and operated by W. E. Whitmore. WLAR, Athens, Tenn., 250 watts, 1450 kc., joins on November 15. KHOZ, 250 watts, 1240 kc., becomes a full-time outlet on November 26. The 355th MBS outlet is WHKP, Hendersonville, N. C., 250 watts, 1450 kc., owned by the Redeye Broadcasting Company. Station will join the network on October 15.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios—Publicity—Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

Benton Recommends Plan To UNESCO For UN Radio

(Continued from Page 1)

radio periods, using time allocated for the purpose of as many of the existing shortwave, medium wave and long wave facilities as possible throughout the world.

"These programs, transmitted in as many languages as appropriate, should be under the general supervision of either a United Nations' radio board, representing UN and the various specialized agencies, or under the supervision of UNESCO itself, as the specialized agency having responsibility for mass media. The broadcast periods should be made available for programming in rotation by the UN and by the various United Nations agencies, including UNESCO. It appears vital that this project should not be delayed because of any tentative proposals for a UN or UNESCO radio network. Any network that would be heard by a substantial world audience would require many months, and perhaps years to be put into actual operation.

"After careful consideration of this subject this committee does not recommend that UNESCO itself should at this time undertake the establishment and operation of an international radio network. The technical operational and financial obstacles—including the difficulty of building a new audience—are great. It would seem imprudent to undertake such a project without a most careful study by experts and without clear evidence that the same ends could not be achieved by simpler means. The committee foregoes, as outside its province, any comment on the various proposals that the United Nations should seek to operate a network, in the programming of which UNESCO might participate.

"Feed Stations" Suggested

"It is recommended, however, that UNESCO and UN should explore the possibility of establishing one or two 'feed stations' roughly comparable to the Vatican Radio, to serve as a world source for news about the United Nations and as a source for relay broadcasts within the various nations.

"Regardless of what arrangements are made for its own broadcasts, UNESCO should continually encourage and facilitate in every way possible the international exchange of broadcasts between existing networks and stations of the various nations."

Benton on the other hand feels that much attention must be given to the idea of a world-wide United Nations' or UNESCO network.

"I do not believe that UNESCO can get consistent air time on broadcasting facilities as they now exist and are operated if UNESCO is to be a vital world organization. In encouraging peoples to speak to peoples it must seek to develop the possibility of major utilization of broadcasting on a world scale, backed by adequate funds and the best talent that can be assembled."

Later Benton explained that in his

opinion radio is the "quickest, fastest, cheapest medium available—it can be in operation within a matter of months, even if we must wait for the building of stations." He added that while it is logical to suppose that the press might object strenuously if UNESCO were to set up a string of newspapers, he would not look for the same objections from the broadcasting industry to a radio net.

Benton pointed out that through most of the world radio is government-controlled, but that even in this country he thinks commercial radio interests would not feel that the programming planned for UN and UNESCO would be competitive.

Benton took issue also with what he considered the committee's dodging of the question of UNESCO "quality control." The committee had pointed out that "there is great room for improvement in the product of the mass media in terms of 'dispelling ignorance of each other's ways and lives.' But the committee concludes that UNESCO's most immediate concern should be to lower the barriers which obstruct the international flow of information, to increase the quantity and the free circulation of information materials.

Avoids Censorship

"The committee feels that this approach is the soundest one. The effectiveness of UNESCO in all fields would quickly be impaired if it attempted to set itself up as an international censor."

That UNESCO should offer guidance and make awards for outstanding programming was recommended.

Benton declared, however, that he does not see "how UNESCO can fail to concern itself with the quality of the press reporting, radio and motion pictures moving across international boundaries. The problem is how to utilize UNESCO to stimulate quality and at the same time avoid any element or charge of censorship. The committee recognizes this need in its proposed collection of radio scripts and transcriptions, in its suggested UNESCO awards for merit, and in many other proposals scattered throughout the report.

"It is indeed possible, indeed it is essential, to learn how to encourage the 'good' without necessarily becoming a censor of the bad. The committee, in failing to face up to this issue directly and courageously is reflecting the natural and wholly understandable fears of our press of bureaucratic control and censorship."

Will Debate Book

Literary tug-of-war on WQXR's "Author Meets the Critics" broadcast Oct. 3, 9:30-10 p.m., will center upon columnist Earl Wilson's book, "Pike's Peek Or Bust." Toots Shor and Elsa Maxwell will debate the pros and cons. Oct. 3 also is the publisher's release date for the book.

Arnold Asks Copy Of Miller's Speech

(Continued from Page 1)

for their defense of the FCC's controversial "Blue Book," it was learned yesterday. Arnold, former Assistant Attorney General of the United States, is expected to take sharp issue with Miller's statements.

Miller, in a speech before the New York City Rotary Club said Arnold "obviously" had not read the "Blue Book" and inferred that the ex-government "trust buster" was the unwilling dupe of Communists and left-wing groups who were using the "Blue Book" to undermine a free radio.

Arnold declined to comment on Miller's remarks until a copy of the speech had been furnished him.

Although Miller's speech before the New York City club, which was heard by top radio officials, including the presidents of three of the networks, was reported to have been extemporaneous, it is known that Miller carefully checked a six-page report on his remarks before its release by NAB.

This report contained many direct quotes of Miller's including his criticism of Arnold and the American Civil Liberties Union.

New CFRB Frequency Still A CBC Problem

Montreal—Canadian Broadcasting Corporation has not yet decided on the wavelength to be assigned to CFRB instead of its present frequency of 860 kilocycles.

The Federal Transport Department has suggested two frequencies neither of which will be a clear North American channel. A decision will likely be made at the next meeting of the Board of Governors of CBC.

The disadvantage to CFRB will be that on its present frequency it has been able to broadcast in all directions at 10,000 watts, but it will not be able to do so on either of the two substitute wavelengths. While the frequency which will be assigned to it will permit the same strength signals, it is probable that CFRB may have to beam its broadcasts in limited directions in order not to interfere with other North American stations on the same wavelength.

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING

5000 WATTS
600 ON THE DIAL

CBS—MBS

PROMOTION

Rarities

WNEW has mailed to trade and local newspapers a box containing four rare items in connection with its new Sunday four p.m. "What's It Worth" series. Listeners for the first time will be given the opportunity to evaluate their treasures; books that have been handed down, bric a brac that may be priceless or irreplaceable, a painting that might be a rare American primitive or a long-sought-for European master, a stamp that turned up among some old letters, a coin that might be just lucky or worth twice its weight in gold. A board of experts will be on hand to appraise and fit all items in the pattern of the historical period in which it was created, thus giving painters, evaluating and appraising art objects, books, gems and stamps. Experts include Laurence Verry, manager of the rare and scholarly books division of Barnes and Noble; Jerome B. Wiss, head of Wiss Sons, gem experts; Sigmund Rothschild, Jr., internationally known art expert, and Kent B. Stiles, New York stamp collector and nationally-known philatelist.

Canadian Radio Set Sales Shows Substantial Increase

Canada doubled her sales of radio receiving sets in July compared with June, the Bureau of Statistics reported after receiving figures from manufacturers. During July a total of 60,222 radio receiving sets were sold on the domestic market compared with 29,493 in June and 44,954 in May. In the first seven months of the year 287,018 units were sold by producers. Production of radio receiving tubes amounted to 472,962 units compared with 581,168 in June, while July imports of tubes totaled 209,004 compared with 114,347 the previous month.

ANA Radio Council Meet Set For Monday Night

The radio council session of the ANA's 37th Annual Meeting, scheduled in Atlantic City Monday through Wednesday, September 30-October 2, will be held at 8 p.m. Monday, it was announced yesterday.

The meeting will be presided over by Don Stetler of Standard Brands, and will be addressed by Paul West, president of ANA, Harold Beckjordan, radio director of the AAAA, and Eric Haase of the radio council of ANA.

KVOC Joins ABC Web

On Sunday, September 29, AIBC will add its 220th affiliate when KVOC, Casper, Wyo., joins the network. New outlet will operate full-time with 250 watts on 1230 kc. Owned by the Natroma County Tribune, station will be managed by Jack W. Perry.



Broadway Table Talk...!

● ● ● Fred Allen's talk before the Variety Club in Minn., set a new high even for him. He opened by saying that he had his whole speech prepared, but had to junk it due to a wire he had just received. It read: "Be careful of what you say. Look what happened to me," signed Wallace. . . . Henry Morgan told AP's Jean Meegan that people who compare him with Allen are slightly off the beam. "Fred came from show biz," states our Hank with due modesty "whereas I came out of leftfield." At any rate, Hank is ABC's white-haired boy at the moment, and just about wraps up Wed. nite for the web what with "Pot o' Gold," Der Bingle and himself in the lineup. However, we hear disturbing news from the Morgan front. Among other things, we hear that he is already tangling with the agency and is holding out for certain changes in his program format. We didn't catch his latest stanza, but insiders tell us it wasn't up to his par. In fact, one lad put it this way: It sounded like Henry Morgan doing an imitation of Henry Morgan. . . . New "Glamour Manor" setup with Kenny Baker, Don Wilson, Schlepferman plus a full ork, is prob'ly radio's highest budgeted day-timer. Sponsor, however, prefers it to be known, not as a day-timer, but as a 'matinee' performance. . . . Peter Donald phoned to say he had some good news. His hotel's holding him over for another meal.

★ ★ ★

● ● ● The Louis Jordan Tympany Five, currently at the 400 Club and one of the top grossers in the country among sepian entertainers (he sells just a little short of 3 million Decca platters) may wind up with an air commercial before long. His recent air shots, via Chesterfield and Vaughn Monroe stanzas, plus his coming appearances on the Jack Smith and Teen-Timers sessions, indicate a more than passing interest in him for the air. . . . Vic Sack directing the new Irene Beasley "Grand Slam" show which preems on CBS Monday. . . . Producer Ted Green and writer, Roy L. Deets, have combined their talents to come up with a really important air idea tagged "This Is Your Government," supplying the answer to the thousand and one questions in every citizen's mind regarding the functions, services, etc., of the various government departments. . . . Vic Damone, 18-year-old WHN baritone, recording for Victor. . . . They were discussing the housing shortage the other day and Buddy Clark flipped: "When my ship comes in, I hope it's a house-boat."

★ ★ ★

● ● ● Studio tickets for Bing's first recorded session for his new show being peddled at \$50. . . . Ed Kobak confided to this dep't that Mutual is desperately looking for a good comic. . . . Bob Hope coming East in Oct. for a few weeks, we hear. . . . N. Y. Sun adding a twice-weekly record col'm. . . . A syndicate of B'way producers said to be interested in buying a New York television station. . . . Thrush Evelyn Knight had her Palmer House date in Chi extended a month after smash opening. . . . A radio actor was complaining about his marriage last week being a total flop. "What's the matter," queried producer Geo. Scheck, "didn't Winchell mention it?". . . . Ralph Slater gives another demonstration of his special brand of hypnotism Oct. 2nd at Carnegie Hall—his 4th appearance there in less than a year. . . . Herb Rice, already producing two Mutual packages, adds the new Gabe Heatter Sunday show to his chores. . . . Sears, Roebuck going in the record biz with gimmick called "Record of the Month." Vickie Richards already pacted by them. . . . Agencies very enthused over Radio Registry's new service for casting directors. . . . Irving Kaufman signed for new Chateau Martin spots. . . . Ted Cott to direct Merry-Go-Sound kiddie discs for Tone Products Corp. of America. . . . Sammy Kaye puts it this way: 30 days hath Sept., April, June and the Long Island commuter.

★ ★ ★

CHICAGO

By BILL IRVIN

MORE than doubling the size of its original network in less than a year, the Circle Arrow show, sponsored by Western Auto Supply Co., will be heard over 28 additional stations effective Sunday, Sept. 29 (NBC 9:30 to 10 a.m., CST), it was announced by Paul McCluer network sales manager of the NBC central division. The program made its bow on Oct. 7 of last year over approximately 20 stations. The latest expansion will raise the total number of outlets to 55. The order was placed through Bruce B. Brewer and Co. (Kansas City). The Circle Arrow show, a musical program, originating in the studios of station WLW (Cincinnati), features tenor George Carroll, songstress Dolly Good, the Buccaneers Quintet and the Harmonaires, Negro vocal group.

Fulton Lewis, Jr., Mutual network commentator will be guest speaker at a breakfast Tuesday morning, Oct. 22 in the Palmer House to be held under the auspices of the Chicago Radio Management Club, in co-operation with the National Assn. of Broadcasters. The breakfast will be a repeat performance of a similar affair held during last year's NAB convention.

Orders for two 15-minute programs, Norman Ross' daily music that sings and a weekly round-up of football scores topped new business announced this week for WMAQ by Oliver Morton, national spot sales manager for the NBC central division. The football program, featuring Don Elder, WMAQ sports announcer with scores and resumes of the day's leading college contests is being heard Saturdays following the NBC-WMAQ play-by-play broadcast of the top game in the nation. It began Saturday, Sept. 21 for 11 weeks. Series will be sponsored by Peter Fox Brewing Co. (Fox DeLuxe beer) through Schwimmer & Scott, Inc. The Norman Ross program Mondays through Saturdays 8:30 to 8:45 a.m., CDST, will be sponsored by Oscar Mayer & Co. (meat products) through Mitchell Faust Advertising Co., beginning Monday, Nov. 4. Contract is for 52 weeks.

KGO Sets Juvenile Series

San Francisco—Sunday a new program titled "Are These Our Children," will originate from KGO from the coast-to-coast ABC network from 1 to 1:30 p.m., Pacific Time. The new program deals with the problems of juvenile delinquency. Station manager Gayle V. Grubb is hosting a preview luncheon and broadcast at the St. Francis Hotel Friday noon.

WOL To 5,000 Watts

WOL, Washington, will increase its power from 1,000 to 5,000 watts on October 1. It was previously reported that the Cowles Washington outlet would go to 50,000 watts.

Its WAA Appraisers For Surplus Selling

(Continued from Page 1)

...s of dollars of surplus radio and electronics equipment. Those WOC (without compensation) agents," Rizley said, "actually in a position where they can commend to the WAA what equipment is salable and what should be treated as scrap." Rizley gave as an example a case where an agent declared only nine percent of a warehouse containing \$1,000,000 worth of equipment was salable. Rizley's charges came after the WAA announced that it had suspended a high official in its electronic branch for his alleged part in authorizing a Chicago radio firm to sell surplus government sound trucks at \$3,000 below the established price. While Rizley did not name what top radio firms were picking up radio equipment at scrap prices, his charges were expected to set off a new explosion in the committee's probe. Witnesses have testified that millions of dollars of equipment have been disposed at absurdly low prices through use of manufacturers agents appraisers.

Roberts Leaving OIC; John Sheehan Replacing

(Continued from Page 1)

John Sheehan, latter has been chief of the facilities branch in the New York office since 1942 and he in turn will be replaced by John Doud. Sheehan has been associated with broadcasting for many years, serving as General Electric's manager of shortwave broadcasts from 1936-42. Simultaneously he was in charge of the program staff of WGY.

Web To Air Yom Kippur Service Next Thursday

On Thursday, October 3 CBS will air a special Yom Kippur service from 5:30 to 6:00 p.m. EST, conducted by Rabbi Solomon A. Feinberg, director of the Community Service of American Jewish Committee. Principal speaker will be Rear Admiral Lewis L. Strauss, president of Temple Emanuel.

CBS Announces Renewals

Two new renewals announced yesterday by CBS include additional 52 weeks for "The Bob Hawk Show," sponsored by Camel cigarettes, effective Sept. 30. Contract is handled by William Esty & Co. "The Vaughn Monroe Show," another Camel account handled by same agency, is now set for CBS premiere Oct. 12. Deal itself was revealed here early this month.

Pet Milk Co., through Gardner Advertising Co., has renewed the "Mary Lee Taylor" show heard over CBS from 10:30-11 a.m., every Saturday. Renewal of the news and script show is effective Oct. 26.

New 1946 AM Licensees, 271; Southern CP's In Strength

(Continued from Page 1)

5; Mississippi, 6, and Texas, 13. Other states with large quotas are: California, 23; Illinois, 12; Pennsylvania, 14, and Michigan, Tennessee, Florida and West Virginia, each have 9.

An estimated total of \$6,500,000 for transmitters and station equipment is now reported to be on the order books of the major equipment manufacturers as a result of the new CP grants. Delivery delays of from three to six months from the time the orders have been placed have been experienced by some of the new sta-

tions who placed orders early in the year. The delays, manufacturers revealed, are due to OPA regulations which discouraged small manufacturers from continuing to make component parts.

The majority of AM CP's cover 200-watt stations and the equipment costs for a station are estimated from \$15,000 to \$25,000 a station.

Table by states, city, permittee, frequency, power and time on the air follows. Where no call letters have been assigned as yet, space blank:

LIST OF AM CONSTRUCTION PERMITS AUTHORIZED UP TO SEPTEMBER 17, 1946 BY STATE AND CITY

ALABAMA

City	Call Letters	Permittee	(Kc.) Freq.	(Watts) Power	Time
Andalusia	WCTA	Andalusia B'cing Co., Inc.	1340	250	U
Birmingham	WKAX	Courier B'cing Service, Inc.	900	1 KW	U
Birmingham		Thomas N. Beach	1490	250	U
Birmingham		Cullman B'cing Co.	1340	250	U
Gadsden	WKUL	G. W. Covington, Jr.	570	1 KW	D
Gadsden		General Newspapers, Inc.	1400	250	U
Gadsden		E. L. Roberts	1350	1 Kw-DA	U
Huntsville	WBHS	The Huntsville Times Co., Inc.	1400	250	U
Huntsville		Huntsville B'cing Co.	1450	250	U
Jasper	WWWB	Walter W. Bankhead	1240	250	U
Mobile	WKRQ	Giddens & Rester	710	1 KW	D
Mobile		Pursley B'cing Service	840	1 KW	D
Montgomery	WMGY	Dixie B'cing Co.	800	1 KW	D
Selma	WGWC	G. W. Covington, Jr.	1340	250	U
Troy		Troy B'cing Corp.	1400	250	U

ARIZONA

Douglas		Carleton W. Morris	1450	250	U
Mesa	KARV	Ariz. Radio & Tel. Inc.	1400	250	U
Phoenix	KPSC	Sun Country B'cing Co.	1450	250	U
Tucson		Sun Country B'cing Co.	1490	250	U
Tucson		Old Pueblo B'cing Co.	1450	250	U
Tucson		The Catalina B'cing Co.	1340	250	U

ARKANSAS

Ft. Smith	KWHN	KWHN B'cing Co., Inc.	1320	5 KW-N	U
				1 KW-D	U
Harrison	KHOZ	Harrison B'cing Corp.	1240	250	U
Paragould	KDRS	The Progressive B'cing Co.	1490	250	U
W. Memphis	KWEM	W. Memphis B'cing Corp.	990	1 KW	D

CALIFORNIA

Bakersfield	KWRO	J. E. Rodman	1230	250	U
Bakersfield		Bakersfield B'cing Co.	1490	250	U
Calxico		Charles R. Love	1490	250	U
Dinuba		Radio Dinuba Co.	1130	250	U
Eureka		Carroll R. Hauser	1240	250	U
Indo	KREO	B'cing Corp. of America	1400	250	U
Lodi	KCVR	Cent. Valley Radio	1570	250	D
Paso Robles	KPRL	Leslie Henry Hacker	1230	250	U
Porterville		J. F. Tighe	1450	250	U
Red Bluff		Robert L. Weeks	1490	250	U
San Diego	KSDJ	Finley-McKinnon B'cing Co.	1170	5 KW	U
San Diego		Silver Gate B'cing Co.	1130	250	D
San Jose	KSJO	Santa Clara B'cing Co.	1690	1 KW	D
San Jose		Valley B'cing Co.	1170	5 KW	D
San Mateo	KHWA	Amphlett Printing Co.	1550	250	U
San Mateo	KVSM	San Mateo County B'casters	1050	250	U
Santa Barbara	KIST	Harry C. Butcher	1340	250	U
Santa Maria	KCOY	News Press Pub. Co.	1400	250	U
Visalia	KKIN	D. O. Kinnie	1400	250	U

COLORADO

Boulder	KBUL	H. Herbert Hollister	1490	250	U
Ft. Collins	KCOL	The Northern Colo. B'cing Co.	1400	250	U
Trinidad	KCRT	Corley Radio & Sound Service	1240	250	U
Trinidad	KSFT	Trinidad B'cing Corp.	1280	500-N	U
				1 KW-D	U

CONNECTICUT

New Britain	WKNB	The New Britain B'cing Co.	840	1 KW	D
Norwich	WNOC	Norwich B'cing Co.	1400	250	U
Waterbury		Meyers & Aronhelm	1210	250	U

DISTRICT OF COLUMBIA

Washington	WASH	Metropolitan B'cing Corp.	570	500	D
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(Continued on Page 6)

Montreal Police Seize 'Zingo' Game On CKAC

(Continued from Page 1)

...tering the studios of CKAC with a search warrant. Police seized the zingo apparatus only a few seconds after an estimated 50,000 radio listeners heard the broadcast and 100 persons in the audience filed out of the studio.

"Zingo," a radio version of bingo, was carried over station CKAC from 8:30 to 8:30 last night. The unprecedented move by police is considered a first step in a "test case" in which many technicalities of the law will be presented in court to determine the legality of the game. The game, which was broadcast for only the third time last night and which is sponsored by the Ferme St. Laurent Limitee, is free. For last night's broadcast, 45,000 zingo cards were distributed throughout the city, according to a representative of the sponsor. Numbers, picked from ping pong balls which are whirled around in a wheel, are read over the air. Listeners mark their cards accordingly. To find the winner a wide white plastic barrel containing all the serial numbers distributed is whirled around. A number is then chosen and flashed over the air. The winner is then asked a current question and is given the full prize if the answer is correct. The technicalities of law which govern games of chance, lotteries, and others in relation to a game of the nature of zingo will be discussed at the Recorder's Court tomorrow. Two summonses were issued by police after last night's seizures. Julien Riopel, who is organizer and producer of the game, and Conrad Giguere, a representative of the sponsor, will both appear in Recorder's Court.

CKPG Joining Web

CKPG, Prince George, B. C., will be added to the CBC Trans-Canada Network as a supplementary station effective October 1. Operating on 1230 kilocycles with 250 watts, CKPG went into operation as an independent on February 8, 1946.

Send Birthday Greetings To

- September 27
- Pat Barrett
 - Edward Tomlinson
 - Phil Cook
 - Walter Hubert Lewis
 - Bob Keeler
 - Edwin H. Kasper
 - Annette King
 - Billy A. Hoff
 - Mary Kester Richardson
- September 28
- Bob Athearn
 - Perry Martin
 - Daniel Barlow
 - William S. Paley
 - Dick Brown
 - Fred Robbins
 - Lynn Brandt
 - Marlyn Stuart
- September 29
- Jane Bloom
 - Lan Dinning
 - Robert Regent
 - Pat Murphy
 - Ed R. Dunning, Jr.

N. Y. Stations Report Heavy New Business

(Continued from Page 1)

heard since before the war. Half-hour variety program, scheduled for Tuesdays from 9-9:30 p.m., EST, will be emceed by John Reed King with music offered by Josef Bonime's concert orchestra. George Hicks will handle narrations.

C. L. Doty, WJZ sales manager, reveals that 18 new accounts were signed during first half of September in addition to orders placed on a day-to-day basis during trucking strike emergency and time engaged by political parties. Topping the list of new accounts were contracts signed for sponsorship of "Kiernan's News Corner" on Tuesday and Thursdays by Harmon Watch Co., through Lester Harrison, Inc.; "Eichler Football Forecasts," sponsored by Eichler Brewing Co., through Campbell-Ewald; and "Molle Football Results," sponsored by The Centaur Co., through Young & Rubicam.

Spot announcements have been bought on WJZ by DeSoto Division of Chrysler Corp., Carleton & Hovey Co. (Father John's Medicine), and RKO Radio Pictures. Both spot and participation time was purchased by Gibbs & Co. (Model Lipstick), and J. Laskin & Sons Corp. (Mouton Coats).

New participating sponsors at WJZ, some of whom have bought time on several shows, are Curtis Publishing Co., Farrell Publishing Corp., Gravy Masters, Inc., Keen Sight Optical Specialists, Keystone Varnish Co., Naytron Products and Paramount Pictures.

Renewals at WJZ include spot announcements for Cafe Zanzibar and both spot and participation time for Colgate-Palmolive-Peet Co.

Arthur Hull Hayes, WABC general manager, announces that Radio City Music Hall has purchased four participations in Bill Leonard's "This Is New York" morning strip heard from 9:15-10 a.m. Donahue & Coe handled account. Procter & Gamble will renew thrice weekly participations in the 8:15 a.m. "Phil Cook Show," with contract being placed through Dancer - Fitzgerald - Sample. United Artists, now plugging film, "Scandal In Paris," has extended contract through Donahue & Coe to include one participation in "This Is New York, Bill Leonard Reporting."

Gets Library Post

Ruth Crawford, ABC librarian, has been elected chairman of the dinner committee of the New York Chapter of the Special Libraries Association.

Tomorrow! Hear John Tillman

MASTER OF CEREMONIES

"MATINEE AT MEADOWBROOK"

Saturday, CBS, 5:00 P.M., EDST
"Only hour-long variety show on the air"



LIST OF AM CONSTRUCTION PERMITS AUTHORIZED UP TO SEPTEMBER 17, 1946 BY STATE AND CITY

(Continued from Page 5)

FLORIDA

City	Call Letters	Permittee	(Kc.) Freq.	(Watts) Power	Time
Bradenton	WDHL	Manatee B'cing Co., Inc.	1050	250	D
Ft. Lauderdale	WFTL	Ft. Lauderdale B'cing Co.	1400	250	U
Ft. Pierce	WIRA	Indian River B'cing Co.	1400	250	U
Hollywood		Hollywood B'cing Co.	940	1 KW	D
Lake City	WDSR	Deep South Radioways	1340	250	U
Orlando		Cent. Fla. B'cing Co.	740	1 KW	U
Palatka		Palatka B'cing Co.	800	250	D
Tallahassee	WRHP	Tallahassee Appliance Corp.	1450	1 KW	D
Tampa		W. Walter Tison	1110	250	U

GEORGIA

Covington	WMOC	The Covington News, Inc.	1490	250	U
Douglas		Downing Musgrove	860	1 KW	D
Elberton		Elberton B'cing Co.	1400	250	U
Fitzgerald	WBHB	Stone & Ware	1240	250	U
Quitman	WKMA	"Radio South"	1400	250	U
Savannah	WFRP	Ga. B'cing Co.	1230	250	U
Savannah	WHOS	Carter C. Peterson	1450	250	U
Savannah		A. C. Neff	1400	250	U
Statesboro	WWNS	Alfred Dorman	1490	250	U
Vidalia		The Vidalia B'cing Co.	1450	250	U

IDAHO

Boise		Queen City B'cing Co., Inc.	950	1 KW	U
Coeur d'Alene	KVNI	Coeur d'Alene B'cing Co.	1430	1 KW-DA	U
Burley	KBIO	Jessica Langston	1400	250	U
Moscow		Interstate Radio Inc.	1400	250	U
Pocatello		Eastern Ida. B'cing & Tele. Co.	1450	250	U
Pocatello		Pocatello B'cing Co.	1490	250	U
Pocatello		Radio & Tele. B'cing Co.	1240	250	U
Twin Falls	KLIX	So. Idaho B'cing & Tele. Co.	1490	250	U
Twin Falls	KVMV	Radio Sales Corp.	1450	250	U

ILLINOIS

Belleville		Belleville B'cing Co.	1060	250	U
Carbondale		So. Ill. B'cing	1020	1 KW	D
Centralia	WCNT	Hobart Stephenson	1210	1 KW	D
Evanston		Evanston B'cing Co.	1590	1 KW	D
Kankakee	WKAN	Kankakee Daily Journal Co.	1320	1 KW	D
Mattoon	WLBH	Mattoon B'cing Co.	1170	250	D
Peoria		Ill. Valley B'cing Co.	1290	5 KW	U
Moline	WMOI	Moline B'cing Co.	1230	250	U
Pekin	WSIV	Pekin B'cing Co., Inc.	1140	250	D
Peoria		Mid-State B'cing Co.	1020	1 KW	D
Peoria		West Cent. B'cing Co.	1350	1 KW	U
Peoria		Ill. Valley B'cing Co.	1290	5 KW	U
Quincy	WPAR	Ilmo B'cing Corp.	1230	250	U

(Rescinded 6/20)

INDIANA

Anderson		Civic B'cing Corp.	1470	1 KW	D
Bloomington	WSUA	Warren, Davis, Yaeger & Ford	1010	1 KW	D
Bloomington		Fred O. Grimwood	1490	100	U
Indianapolis	WBBW	Asso. Broadcasters, Inc.	1550	250	D
Terre Haute		Wabash Valley B'cing Corp.	1480	1 KW	U

IOWA

Creston		Southwestern Iowa B'cing Co.	1520	1 KW	D
Davenport	KSTT	Davenport B'cing Co., Inc.	750	250	D
Des Moines		Capitol B'cing Co.	1390	1 KW	U-DA
Muscatine		Muscatine B'cing Co., Ltd.	860	250	D

KANSAS

Arkansas City		The Traveler Pub., Inc.	1280	1 KW	D
Hutchinson	WHWK	James E. Murray	1190	1 KW	D

KENTUCKY

Corbin	WCIT	The Corbin Times-Tribune, Inc.	1400	250	U
Lexington	WLX	The Ky. B'cing Co.	1490	250	U
Lexington		Central Ky. B'cing Co.	1340	250	U
Madisonville	WCIF	Madisonville B'cing Co., Inc.	730	250	D
Mayfield		Mayfield B'cing Co.	1320	1 KW	D
Mayfield		Mayfield B'cing Co., Inc.	1050	250	D
Mayfield		Purchase B'cing Co., Inc.	910	1 KW	D
Middlesboro	WMIK	Middlesboro B'cing Co.	1450	250	U
Paducah	WKYB	Paducah Newspapers, Inc.	800	1 KW	D

LOUISIANA

Alexandria	KPDR	Central La. B'cing Corp.	1490	250	U
Alexandria	KSyl	(Minority stockholders also 30% owner of KALB-Alexandria)			
Baton Rouge	WLCS	Fox B'cing Co.	1400	250	U
Houma	KCIL	Air-Waves, Inc.	1400	250	U
New Iberia	KNEI	Charles Wilbur Lamar, Jr.	1490	250	U
New Iberia		New Iberia B'cing Co.	1240	250	U

MAINE

Augusta	WFAU	Twin City B'cing Co., Inc.	1340	250	U
Bangor		(also licensee of WLOU, Lewiston)			
Bangor		Bangor B'cing Service	1230	250	U
Portland		The Yankee Network, Inc.	1490	250	U
Portland		(See other Yankee Network Stations, WAAB, WNAC, WEAN, WONS, WICC)			
Waterville	WTVL	Kennebec B'cing Co.	1400	250	U

(Continued on Page 7)

BMB Audience Report Mailed To Subscribers

(Continued from Page 1)

the release of BMB data outside subscribers' own organizations.

Decision to mail the reports to stations over a period of days was reached by the BMB advertising industry relations committee at meeting Wednesday. Each subscribing station was sent a letter at the time, signed by Hugh Feltis, president of BMB, announcing the arrival of the report and calling attention to the October 7 release date.

Reports are being mailed by cities assuring the receipt by all subscribing stations in a city on the same day. They contain daytime and nighttime audience maps and a detailed report of the station's day and nighttime audience by counties and cities, numerically and as a per cent of total radio families. It is expected that within a month reprints of the audience reports will be available to subscribers, advertisers, advertising agencies, etc.

CIO-PAC Radio Drive Principally Spot Announcements

CIO-PAC's radio campaign in the fall Congressional elections is devoted mainly to spot announcements running from 30 seconds to one-minute in musical and dramatic form, according to Jack Kroll, national headquarters director. Kroll reveals that about 250 platters, devoted to issues such as inflation, housing, health insurance and racial discrimination, already have been mailed to local councils and that over 400 will be circulating by Oct. 1.

No budget for radio has been granted by PAC's national headquarters since expenditures for air time must come from local councils. Kroll says that no figures are available as to what PAC spent for its radio campaign in 1944.

To help get out the vote on election day PAC is co-operating with the Hollywood Independent Citizen Committee in recording a half-hour broadcast featuring Jimmy Durante, Gene Kelly, Olivia DeHavilland and George Coulouris. Spots urging voters to register, feature Gregory Peck, William Bendix and Kay Kyser are now being circulated.

KAVE Joins CBS

CBS adds its 160th affiliate Sunday when KAVE, Carlsbad, N. M., 25 watts on 1240 kc, joins the network. Station is owned by the Carlsbad Broadcasting Corporation and Norman R. Loose is general manager.

Ave Maria Hour WMCA - Sunday - 8:30

ALFRED SHIRLEY as BISHOP CHEVERUS of Boston
Script by BROOKE BYRNE
In its twelfth year as a Donald Peterson production

RADIO DAILY

LIST OF AM CONSTRUCTION PERMITS AUTHORIZED UP TO SEPTEMBER 17, 1946 BY STATE AND CITY

(Continued from Page 6)

MARYLAND

City	Call Letters	Permittee	(Kc.) Freq.	(Watts) Power	Time
Annapolis		Annapolis B'cing Corp.	1190	1 KW	D
Annapolis		Chesapeake Radio Corp.	810	250	U

MASSACHUSETTS

Chicopee	WACE	Regional B'cing Co.	730	1,000	D
Gardner		The Gardner B'cing Co.	1490	250	U
Haverhill		The Haverhill Gazette Co.	1490	250	U
Worcester		New England B'cing Co.	1230	250	U

MICHIGAN

Adrian		Adrian B'cing Co.	1500	250	D
Alpena	WPNA	Alpena B'cing Corp.	1340	250	U
Alpena		Midwestern B'cing Co. (also licensee of WTCM Traverse City, and grant in Petosky, Mich.)	1450	250	U
Benton Harbor		Palladium Pub. Co.	1090	1 KW	D
Flint		Central B'cing Corp.	600	1 KW 500w-LS DA	U

Flint	WMRP	Methodist Radio Parish, Inc.	1510	250	U
Iron Mountain	WIKB	Upper Mich.-Wis. B'cing Co., Inc. (also licensee of WATW, Ashland, Wis.)	1230	250	U
Muskegon		Greater Muskegon B'cing, Inc.	1090	1,000	D
Petosky		Midwestern B'cing Co. (also licensee of WTCM Traverse City; WPNA, Alpena, Mich.)	1340	250	U
Saginaw		Lake Huron B'cing Co.	1210	1 KW	D

MINNESOTA

Bemidji		Bradford & Pihl	1450	250	U
Marshall		Henry Willard Linder	1400	250	U
Thief River Falls		Henry R. Arneson	1230	250	U

MISSISSIPPI

Columbia		Forrest B'cing Co.	1450	250	U
Jackson	WJQS	Mississippi B'cing Co., Inc. (Also licensee of WCOC, Meridian)	1400	100	U
Laurel	WLAUS	Southeast B'cing Co.	1490	250	U
Meridian	WTOK	Meridian B'cing Co.	1450	250	U
Philadelphia	WDUE	Duke H. Thornton	1490	250	U
Yazoo City		Barrier & Holmes	1230	250	U

MISSOURI

Joplin	KSWM	Air Time, Inc.	1230	250	U
St. Joseph	IKRES	Mo. Valley B'cing Corp.	1230	250	U
West Plains		Robt. F. Neathery	1450	250	U

MONTANA

Anaconda	KANA	Mosby's Inc. (also licensee of KGVO, Missoula)	1230	250	U
Billings	KBMY	Billings B'cing Co.	1240	250	U
Butte	KBOW	Copper City Radio Co.	1400	250	U
Great Falls		Great Falls B'cing Co.	1400	250	U
Lewistown	KXLO	Capital B'cing Co. (principals also connected with ownership KGRH Fayetteville, Ark.)	1230	250	U

NEVADA

Elko		Elko Service Co.	1340	250	U
Ely	KELN	Boulder City B'cing Co.	1230	250	U
Reno	KATO	Sierra B'cing Co.	1340	250	U
Reno	KOLO	Reno B'cing Co.	920	1 KW	U

NEW HAMPSHIRE

Berlin		White Mts. B'cing Co., Inc.	1230	250	U
Concord	WCNH	Concord B'cing Corp.	1490	250	U

NEW JERSEY

New Brunswick		Chanticleer B'cing Co.	1450	250	U
Vineland		Community B'cing Service, Inc.	1360	1,000	D

NEW MEXICO

Albuquerque	KQEA	Rio Grande B'cing Co., Inc. (interlocking ownership with new station at Gallup, N. M.)	1450	250	U
Artesia		Intermountain B'cing Co., Inc.	1450	250	U
Hot Springs	KCHS	Sierra B'cing Service	1400	250	U
Santa Fe	KSNM	The N. M. Publishing Co.	1400	250	U
Raton		Southwest B'cs., Inc.	1490	250	U

NEW YORK

Binghamton	WINR	Southern Tier Radio Service, Inc.	1490	250	U
Glens Falls		Glens Falls Publicity Corp.	1230	100	U
Glens Falls		Great Northern Radio, Inc.	1450	250	U
Malone	WICY	North Country B'cing Co.	1490	250	U
Rochester		Monroe B'cing Co., Inc.	680	250	D
Rome		Copper City B'cing Corp.	1450	250	U
Syracuse		Syracuse B'cing Corp.	1260	5,000 DA-N	U
Utica		Central B'cing Co.	1110	250	D

AGENCIES

TAYLOR-HOWE-SNOWDEN Radio Sales have announced the appointment of Arthur Poppenberg as salesman with their New York office. Prior to his association with T-H-S, Poppenberg was spot salesman for ABC.

C. FREDERIC BELL, ROBERT HAYES, JOSEPH SCHEIDELER, and RALPH SMITH have been elected to a newly-formed board of directors for Duane Jones Co., Inc., according to Duane Jones, the agency's president. Smith is the agency's general manager, and he, with Messrs. Bell, Hayes and Scheideler, will supervise all accounts.

AL DAVIDSON, JR., has been appointed director of the newly formed radio department of Wortman, Barton & Gould, Inc., New York advertising agency.

BORIS MORROS and WILLIAM LeBARON, of Federal Films, have announced appointment of Buchanan and Co., to handle the complete advertising campaign for their new motion picture, "Carnegie Hall," now being produced in New York.

ADVERTISING PRODUCTION CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be under the direction of Charles B. Kinselman, advertising manager, A. & M. Karagheusian, Inc. Among those who will serve as leaders at the various meetings are: Donald Maccaulay, Lathrop Paper Co.; Richard Matheis, production manager, Fuller & Smith & Ross, Inc.; Roy Tillotson, manager, art and design, general publicity department, Union Carbide & Carbon Corp.; Richard Messner, vice-president, E. E. Brogle & Co., Inc.; Edward N. Mayer, Jr., president, James Gray, Inc., and O. Alfred Dickman, advertising production manager, N. Y. Herald Tribune.

FRANCIS V. NEDLEY, formerly with Erwin Wasey & Co., has joined Grant Advertising, Inc., New York office, as assistant art director.

BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Limer, President; George H. Rander, General Manager

To Be Concluded On Monday



THE EDDIE BRACKEN SHOW

Opens Its New Series

SUNDAY, SEPTEMBER 29

9:30 P.M. (E.S.T.)

THE COLUMBIA BROADCASTING SYSTEM

With

William Demarest Ann Rutherford
Irene Ryan Alan Bridge

Janet Waldo
Wally Maher

Cathy Lewis
Jack Norton

Music under the direction of Paul J. Smith
Written by Eddie Bracken and George Hope

Announced by Jimmy Wallington
Directed by Z. Wayne Griffin

BMB Plans '47 Research

NORC Poll Hints Gov't Should Oversee Radio

Washington Bureau, RADIO DAILY
 Washington—Further details on the poll taken by the National Opinion Research Center, originally plugged by NAB as opposing conclusions of the FCC's "Blue Book," apparently show the public is convinced Government should take a strong role in supervising radio broadcasting. Full results of the poll, conducted by NORC and financed by NAB, have not been made public, although it was stated several months ago that the complete report would be published this summer.

One section of the poll, up to now kept under wraps, reports that 27

(Continued on Page 7)

Stations Meet Emergency In Newspaper Strike

Springfield, Mass. — Springfield's three radio stations moved into high gear Friday in an emergency setup to provide extra news coverage after the city's four newspapers, owned by the same management, were strike-bound as a result of a dispute with three mechanical unions.

Mobilizing for action, WSPR, WBZA and WMAS shook up com-

(Continued on Page 8)

Yankee Network Expands; Five AM Stations Added

Effective by mid-October the Yankee network, Boston, will expand its New England coverage to 24 full-time AM and two FM stations.

Five newcomers to the regional web include Yankee-owned and man-

(Continued on Page 2)

New Sponsor

Maximum interest in National League pennant race was pointed out over the week-end when the New York Sun sponsored broadcasts of the Cardinal-Cubs series over WHN. Sun advertised broadcasts on majority of New York's sports pages and carried a front page ad itself. This is first time a New York newspaper has sponsored a baseball broadcast. Sports-casters Bert Lee and Marty Glickman handled play-by-play.

Broadcasters Attend Mexican Conference

Demonstrations of a "jeep" television setup, new FM equipment and other advances in electronic equipment will be featured by American manufacturers at the first Inter-American Radio Congress which gets under way today in Mexico City.

Television equipment used by RCA recently at the Iowa State Fair has been taken to Mexico City and officials of General Electric will be on

(Continued on Page 2)

Pres. Truman's Address To Open Community Drive

Four major networks as well as leading independents throughout the country will carry the address of President Truman tomorrow from 10:30 to 10:35 p.m., EST, signaling the opening of the Community Chest

(Continued on Page 2)

CBS Petitions Commission For Commercial Color Tele

In a petition filed with the FCC in Washington on Friday, Columbia Broadcasting System asked the Commission to adopt standards for and to authorize commercial operation of color television stations in the ultra high frequencies. The petition asks for a hearing at which CBS officials and others may testify on the proposals.

Frank Stanton, president of CBS, in a letter which accompanies the

Study To Be Based On Present Survey Of Station And Network Audiences; Four Major Projects Outlined

Political Campaigners Using State Networks

New York state political campaigns via radio get under way this week by both Democratic and Republicans who will use state-wide facilities of all four major networks in addition to independent stations. First use of radio in current campaign was made

(Continued on Page 8)

Sammy Kaye Joins ABC Wed. Program Lineup

Sammy Kaye's "So You Want to Lead a Band" program Friday was added to the strong lineup of entertainment which will be offered by ABC on Wednesday nights starting Oct. 16. Kaye's band and entertainers as a sustaining feature will fill in the

(Continued on Page 2)

Speakers, Program Set For REC Meet Thursday

First meeting of the Radio Executives Club for the new season will be held Thursday at the Hendrik Hudson Room of the Hotel Roosevelt, with 12:30 as post-time. The program has been arranged by Jim Sauter, with

(Continued on Page 2)

The Broadcast Measurement Bureau's second study of radio station and network audiences will be undertaken in 1948, with next year devoted to experimental research of the recent study, it was announced over the week-end.

Cost of the two-year plan for BMB will approximate a million dollars, it was explained. Financial returns from the 706 stations, subscribers, etc., have reached over \$1,230,000, it was added, and all initial capital required to launch the organization, over a year ago, has been repaid.

At a meeting of the BMB board of

(Continued on Page 6)

Scripps-Howard Buys Du Mont Tele Equip.

Allen B. DuMont Laboratories, Inc., has been awarded a contract by Scripps-Howard Radio, Inc., for complete installation of equipment for Cleveland's first television station, to be completed by mid-April of next year, it was announced over the

(Continued on Page 7)

Miller Reserves Opinion Re UNESCO Network

Washington Bureau, RADIO DAILY
 Washington—NAB President Justin Miller has declined to give outright support at this time to suggestions for UNESCO radio network, it was

(Continued on Page 6)

Sad But True

Brooklyn radio fans who depend on the public library and its branches for telephone answers to radio quiz program questions are in for disappointment. Milton James Ferguson, head librarian, has announced that after Oct. 1, librarians will no longer answer telephone requests on radio quiz questions. It seems the telephonic queries were becoming too numerous.

Tele Tennis

Hollywood — Leading tennis players appearing on a full-sized tennis court built especially for the occasion at Don Lee video station, WSXAO, atop Mount Lee, will be telecast tonight. The court, 60 by 100 feet, covers the entire area of Stage 1, Harry R. Lubcke, director of Don Lee television, explained. Regulation-length match play will be televised.



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

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

Coming and Going

NILES TRAMMELL, president of NBC, and HARRY C. KOPF, vice-president of the network in charge of sales, spent the week-end in Cincinnati conferring with clients of the web.

JOSEPH B. CARRIGAN, president of KWFT, Columbia network outlet in Wichita Falls, Tex., paid a call Friday at the New York headquarters of the web.

"PETE" SCHLOSS, of American network station relations, eastern division, has returned from a business trip to Chicago.

CHARLES GRENIER, Columbia network engineer, went down to Washington last Friday to handle Sunday's program of the "Hour of Charm."

CLIFFORD C. HARRIS, technical supervisor of WIP, Philadelphia, left late last week for Washington, D. C., to consult with attorneys for the station.

RAY KNIGHT, independent producer of WJZ's "Good Morning It's Knight," trained out Saturday for Massachusetts, where he'll visit for a while with his mother.

GEORGE V. DENNY, JR., moderator of ABC's "America's Town Meeting," was in Chicago Friday to be guest speaker at a luncheon of the Executives Club. His address was titled "Bring Back the Town Meeting."

JOHNNY OLSEN and the cast of his "Ladies Be Seated" show left Saturday for Kansas City, where the program will be broadcast from the "Food Fair" during the week of Sept. 30 to Oct. 4.

KENYON BROWN, general manager of KOMA, Oklahoma City, an affiliate of CBS, is in Gotham on station and network business.

PETER DONALD has returned from Atlantic Beach to continue his chores on the twice-weekly "Can You Top This?" Incidentally, he'll join the Fred Allen show when it returns to the air.

GERALD HARRISON, vice-president of WMAS, Springfield, Mass., paid a call last week at the headquarters of CBS, with which the station is affiliated.



Wisdom

A GI sent that picture in to us from the Orient. Korea to be exact. We liked it because it seems to have caught the serenity that comes from knowledge and experience.

We don't picture smart time buyers looking like this old Korean grandfather puffing away on his pipe.

But we do know that once they have the facts . . . they buy time with a serenity and sureness worthy of an elder statesman.

We said "once they have the facts." That's why every W-I-T-H ad states as bluntly as possible: W-I-T-H, the successful independent in Baltimore, delivers more listeners-per-dollar-spent than any other station in town.

Putting W-I-T-H at the top of the list is wisdom!



W-I-T-H

and the FM Station W3XM

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

FINANCIAL

(Sept. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	176	175	175 1/2	1/2
CBS A	32 1/4	32 1/4	32 1/4	—
CBS B	32	32	32	—
Farnsworth T. & R.	97 3/8	95 5/8	95 5/8	— 1/4
Gen. Electric	397 3/8	39	391 1/4	— 3/4
Filco	99 1/2	99 1/2	99 1/2	— 1/2
RCA Common	107 5/8	101 1/2	105 5/8	— 1/2
Stewart-Warner	165 3/8	161 1/4	163 3/8	— 1/4
Westinghouse	267 5/8	261 3/8	267 3/8	— 1/2
Zenith Radio	38	37	37	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	17	17	1/2
Nat. Union Radio	67 3/4	61 1/4	61 1/2	5/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	6	6 3/4
Finch Telecomm.	8 1/4	9 1/4
Stromberg-Carlson	14 1/2	16
WCAO (Baltimore)	38	
WJR (Detroit)	36 1/2	38 1/2

Sammy Kaye Joins ABC Wed. Program Lineup

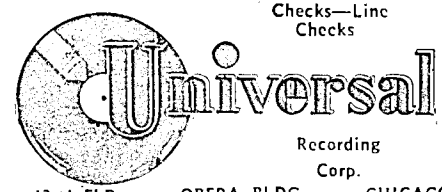
(Continued from Page 1)

9 to 9:30 p.m., spot followed by the "Pot o' Gold" show 9:30 to 10 p.m. The new Bing Crosby transcribed show will be heard from 10 to 10:30 and at 10:30 p.m., Henry Morgan takes over for a half hour.

Wedding Bells

Bill Travis, radio director for the Greek War Relief Ass'n, was married last week to Lorraine Verity. Latter was formerly private secretary to the managing director of the Royal Netherlands Steamship Line.

AMB. 2142 For Air Checks—Line Checks



42nd FLR., OPERA BLDG., CHICAGO

Yankee Network Expands; Five AM Stations Added

(Continued from Page 1)

aged WMTW, Portland, Me., scheduled to go on the air October 2; WFAU, Augusta, Me., due to start Oct. 1; WJOR, Bangor, Me., expected to be in operation around Oct. 15; WKBR, Manchester, N. H., to be launched Oct. 1, and WWCO, Waterbury, Conn., also due to start Oct. 1.

Broadcasters Attend Mexican Conference

(Continued from Page 1)

hand with a new 250-watt FM transmitter built especially for a Mexican broadcaster.

American broadcasters will also be in attendance at the five-day meeting. Among them are: John F. Royal, vice-president in charge of television, for NBC; Edmund Chester, CBS director of Latin-American relations and Roberto Unanue, assistant director, and Frank Marx, director of engineering of ABC. Benjamin Cohen, assistant general secretary of the United Nations, is also expected to attend.

Lewin to Paris

Charles (Chuck) Lewin, Hollywood radio writer-director and former associate of Norman Corwin, has been signed to a one year contract by Radiodiffusion Francaise, French radio network, and flies to Paris on Nov. 1. Lewin will set up an English language program service for the French web.

Send Birthday Greetings To—

September 30

Kenny Baker Dorothy Goodman
Ruth Brinley Spencer Hare
Nat Brusiloff Shirley Lewis

Pres. Truman's Address To Open Community Drive

(Continued from Page 1)

and USO campaigns throughout the nation.

In many of the 849 Community Chest cities throughout the country, the USO campaign will be included in that chest. In other cities, and in urban or rural areas where there are no Community Chests such as New York City, the USO will conduct its own campaign.

Speakers, Program Set For REC Meet Thursday

(Continued from Page 1)

the overall topic being "Responsibility of Radio."

Four leading speakers will be heard. Representing advertising will be Arthur Pryor, Jr., of BBD&O. Frank E. Mullen, of NBC, will represent broadcasting; James Lawrence Fly, ex-chairman of FCC, will represent government, and Dean Mildred Thompson, of Vassar, will speak for the public. A question period will follow the speakers.

The **BEST** Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

New 1946 AM Licensees

The following table concludes the listing of the FCC's 271 AM licensees during 1946 up to mid-September. New licensees, in other states, were carried in the RADIO DAILY issue of Friday, Sept. 27.

City	Call Letters	Permittee	(Kc.) Freq.	(Watts) Power	Time
NORTH CAROLINA					
Asheboro	WGWR	Asheboro B'cing Co.	1280	1,000	U
Asheville	WNCA	Community B'cing Co.	1340	250	U
Dunn		N. C. Central Broadcasters, Inc.	780	1,000	D
Durham	WDUK	Couch, Campbell & Lancaster	1310	1,000	D
		(interests connected with WJHL Johnson City, Tenn. and WSPB, Sarasota, Fla.)			
Durham	WTIK	Durham B'cing Co., Inc.	730	500	D
Durham	WHHT	Harold H. Thoms	1580	1,000	D
		(also owns WISE, Asheville, part owner of WAYS, Charlotte and WKIX, Columbia S. C.)			
Hendersonville		Redege B'cing Co.	1450	250	U
High Point		High Point Enterprise, Inc.	830	1,000	D
		(Grant set aside)			
Leaksville	WLOE	Douglas L. Craddock	1490	100	U
Lenoir	WJRI	John P. Rabb	1340	250	U
Lexington	WBUY	Davidson County B'cing Co.	1190	250	U
Lumberton	WTSB	Robeson B'cing Corp.	1340	250	U
Rockingham	WAYN	Wayne M. Nelson	900	1,000	D
		(also licensee of WEGO, Concord)			
Sanford	WWGP	Lee B'cing Corp.	1050	1,000	D
Tarboro		Tarboro B'cing Co.	760	1 KW	D
Whiteville	WENC	Whiteville B'cing Co.	1240	250	D
Wilmington	WGNI	General Newspapers, Inc.	1340	250	U
NORTH DAKOTA					
Dickinson		Dickinson Radio Ass'n.	1230	250	U
OHIO					
Canton	WCMW	Stark B'cing Corp.	1060	1,000	D
Toledo	WTOD	Unity Corp., Inc.	1560	1,000	D
Worthington		Peoples B'cing Corp.	880	5,000	D
OKLAHOMA					
Altus		The Altus B'cing Co.	1450	250	U
Chickasha	KWCO	Washita Valley B'cing Corp.	1560	250	U
Stillwater		Stillwater Pub. Co.	840	250	U
Tulsa		Fred Jones B'cing Co.	1050	1,000	D
Tulsa		Public Radio Corp.	1570	1 KW	D
OREGON					
Ashland	KWIN	Rogue Valley B'cing Co., Inc.	1400	250	U
Eugene	KUGN	Valley B'cing Co.	1400	250	U
Medford		Medford Prtg. Co.	1230	250	U
Portland		John W. Davis	800	250	D
PUERTO RICO					
Arecibo		Caribbean B'cing Corp.	1280	1 KW	U
Mayaguez		Jose Bechara, Jr.	1340	250	U
Mayaguez	WPBP	Paradise B'cing Co.	1450	250	U
Mayaguez		The Electronic Corp. of P. R.	1490	250	U
San Juan		Jose Ramon Quinones	680	10 KW	U
PENNSYLVANIA					
Allentown		Allentown B'cing Co.	1580	1 KW	D
Bethlehem	WGPA	The Bethlehems' Globe Pub. Co.	1100	250	D
Chambersburg	WCHA	Chambersburg B'cing Co.	800	1 KW	D
Huntingdon	WHUN	Jos. F. Biddle Pub. Co.	1400	250	U
Lancaster	WLAN	Peoples B'cing Co.	1270	1 KW	D
Lebanon	WLBR	Lebanon B'cing Co.	1270	1 KW	D
Lock Haven		Lock Haven B'cing Corp.	1230	250	U
McKeesport	WEDO	Tri-City B'cing Co., Inc.	1340	250	D
Norristown	WNAR	Rahall B'cing Co., Inc.	1110	500	D
Philadelphia		Patrick Jos. Stanton	1530	1 KW	D
Reading	WHUM	Eastern Radio Corp.	1240	250	U
Pottsville		Miners B'cing Serv.	1450	250	U
Warren		Northern Allegheny B'cing Co.	1310	1 KW	D
Wilkes-Barre		Wyo. Valley B'cing Co.	1450	250	U
RHODE ISLAND					
Woonsocket		Asso. Electronic Enterprises	1240	250	U
SOUTH CAROLINA					
Charleston		Charleston B'cing Co.	1340	250	U
Charleston		Charleston Broadcasters	730	1 KW	D
Hartsville	WHSC	Hartsville B'cing Co.	1450	250	U
Orangeburg		Observer Radio Co.	1450	250	U
Greenville		Greenville B'cing Co.	680	5 KW	D
Newberry	WRDK	Newberry B'cing Co.	1240	250	U
SOUTH DAKOTA					
Mitchell		Mitchell B'cing Assn.	1400	250	U
TENNESSEE					
Chattanooga		Joe V. Williams, Jr.	1490	250	U
Dyersburg	WDSG	State Gazette B'cing Co.	1450	250	U
Greenville	WGRV	Greenville B'cing Co.	1340	250	U
Louisburg	WJJM	James J. Murray	1490	250	U
Memphis	WHHM	Herbert Herff	1340	250	U
Old Hickory		Hickory Broadcasters, Inc.	1450	250	U
Oak Ridge	WBOM	Bellera & Gruenther	1490	250	U
Shelbyville	WBAL	Shelbyville B'cing Co.	1400	250	U
Union City	WENK	Union City B'cing Co., Inc.	1240	250	U

(Continued on Page 7)

Fulton Lewis, jr.



... **available now** *
in Chicago

Important metropolitan market open for Fulton Lewis, jr. sponsorship—over radio station WGN, Chicago, Ill.

Local and national advertisers alike, on 207 stations throughout the United States, find the Fulton Lewis program *the* cooperative program with a selling wallop.

PUT FULTON LEWIS, JR. TO WORK FOR YOU IN CHICAGO! Wire, phone or write us at once for complete information.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

With the Capitol Transcription Library Service...

You've got what it takes

TO SELL A SPONSOR



**SPONSORS WANT BIG NAMES
LIKE THESE...**

BIG-NAME BANDS
 BILLY BUTTERFIELD • DUKE ELLINGTON
 JAN GARBER • SKITCH HENDERSON
 PEE WEE HUNT • STAN KENTON
 GENE KRUPA • EDDIE LE MAR
 ENRIC MADRIGUERA • ALVINO REY

★ ★ ★ *Every Capitol Star Is*

SPONSORS want "class" and sales punch in the programs they buy. Even on limited budgets, they want network-type shows. But why not? They're available. And *your station can make the sale!* Capitol's Transcription Service now gives you all the elements of successful live-talent network shows . . . to lure more listeners, attract more sponsors.

Sponsors want the latest tunes and arrangements . . .

Capitol's basic library includes 2000 selections . . . with a minimum of 50 additional guaranteed each month. (Bonus! . . . production plans indicate not 50 but 70 monthly releases.)

Sponsors want a choice of complete SHOWS . . .

And Capitol furnishes dated program formats for more than 400 different shows each month . . . suggested programming for 30 hours of entertainment each week.

Sponsors want musical themes they can call "their own" . . .

That's why every Capitol show has its own special opening and closing musical theme.

Sponsors want the "personal touch" of famous stars . . .

Voices and personal chatter of featured artists are included on special tracks with the Capitol Service.

Sponsors want distinctive product identification . . .

With Capitol's service you background commercials with special harp, celeste, piano, or organ interludes.

BIG-NAME SINGERS

NE CHRISTY • HAL DERWIN
DINNING SISTERS
ROLYN GREY • KING SISTERS
EGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DE VOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS
SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS



PROGRAM SERVICE

FROM HOLLYWOOD

SUNSET AND VINE

Send for a Recorded Demonstration!

Hear the features that make the Capitol Service excitingly *different!* Capitol will be glad to send you a demonstration transcription on request.

An Audience Builder ★ ★ ★

BMB's 1947 Research To Study '46 Survey

(Continued from Page 1)

directors in New York Friday, a resolution to this effect was adopted unanimously, in addition to four major projects: (1) evaluation of the 1946 study, experimental research and refinement of techniques; (2) promulgation of the full use of the 1946 station and network audience information by advertisers, advertising agencies and broadcasters; (3) the solicitation of subscriptions for participation in BMB's activities including the 1948 survey and (4) servicing subscribers with respect to the interpretation of their reports and their correct statistical presentation.

Action of the board frees BMB, it was explained, from the necessity of embarking on a second survey prior to full examination of the first survey and assures a second survey which will take advantage of whatever finding may evolve from a year's study of the present survey.

Members of the board present at the meeting were: J. Harold Ryan, chairman; Roger Clipp, WFIL; Robert T. Mason, WMRN; Frederic Gamble, AAAA; Melvin Brorby, Needham, Louis & Brorby; Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson; D. E. Robinson, LaRoche & Ellis; Paul West, ANA; Joseph M. Allen, Bristol Myers; Donovan Stetler, Standard Brands, and Lowrey Crites, General Mills.

ANA Convention Opens Today In Atlantic City

Atlantic City—The 37th Annual Meeting of the Association of National Advertisers opens here today and will extend through Wednesday, Oct. 2, at the Hotel Traymore.

Considered to be the most important meeting of the organization in years, in view of the recent chaotic year in all phases of strike-ridden American industry, the meetings will be addressed by government officials in addition to leaders in advertising and selling.

The radio meeting, scheduled for tonight at 8 p.m., at the Traymore, will feature off-the-record talks by Paul West, ANA president; Eric Haase, Don Stetler of Standard Brands and Harold Beckjordan of the AAAA.

Renew Don McNeill Show

Swift & Co. have renewed sponsorship of the 8:15 to 8:45 a.m., EST, segment of the Don McNeill "Breakfast Club" on ABC for 52 weeks effective October 28.

Did You Hear John Tillman

MASTER OF CEREMONIES

"MATINEE AT MEADOWBROOK"

Saturday, CBS, 5:00 P.M., EDST

"Only hour-long variety shows on the air"



Broadway Bulletin Board. . . !

● ● ● **SMALL TALK:** CBS stopped Joan Davis from pulling one of the most sensational promotional stunts of the year for her opener tonite. They banned it on the grounds that it was too much like lottery. . . . Crosby show driving Coast songpluggers crazy as he cuts four shows at once and can never promise them a definite date. . . . Col. Stoopnagle takes his first dramatic role in the new John Golden show, "It's a Man's World," which features Ann Thomas as comedienne. Show may be re-titled "Married Alive." . . . Dave Vine, who's been sicker than most of his friends suspected, did his first show in three years this week with Ed Sullivan at the Jamaica Loew's. . . . Jerry Cooper opening at the Embassy in Philly Wed. . . . Ira Avery's "Armstrong Theater" celebrating its 5th ann'y on the air. . . . Ade Kahn's description of Fred Allen: Phi Better Quipper. . . . Beverly Smith takes over direction of "Portia Faces Life."

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● ● ● Phil Spitalny's "Hour of Charm," preeming yesterday afternoon for a new sponsor, over a new net and in a new slot, showed all of its old-time class and gave renewed evidence why it has been the highest rated musical show on the air for years. Now being bankrolled by the Electric Light & Power Companies over CBS at 4:30 Sunday afternoon, Spitalny should have little difficulty winning over his tremendous nite-time audience plus a brand-new one. Highlights of the opener were Evelyn's solo of "Night and Day" and Berlin's "Blue Skies" sung by a 50-voice choir.

☆ ☆ ☆

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Larry Krasner, "nobody asked me, but I'd like to offer my two cents worth in the form of an opinion on the failure of sponsors to recognize the fine talent of radio actors, while laying it on the line for H'wood names. It seems to me that when an advertiser puts a show on the air, the main idea is to sell his product. He is not particularly interested in being a patron of the arts. A dramatic show starring Jimmy Stewart will draw a big audience. What kind of audience do you think you'd get if your announcer said: 'Tune in at the same time next week and hear that great star, Francis Q. Nobody, in "Who's Living With John's Other Wife?"' It is not a question of talent, but **BOX OFFICE**—the same reason the film companies give star billing to such inept performers as Van Johnson and Alan Ladd, while real actors like Henry Hull and Sam Jaffe are only featured players. Radio actors will never build themselves as box office attractions on their voices alone. Until television arrives, I am afraid that they are doomed to virtual anonymity. It is an unfortunate fact for us radio folk to have to face, but facts are facts. The critic's job is to criticize—the advertiser's job is to sell soap."

☆ ☆ ☆

● ● ● **TWISTING THE DIAL:** CBS' "Whistler" last week was not only an excellent tale, well told, but was interspersed with pleas for racial tolerance and an end to bigotry—public service with a vengeance. . . . Somebody should pick up Lou Cowan's "Fighting Senator," which was intelligently directed by Frank Telford and full of punch, but which went the way of all radio flesh. . . . Dramatic shows like "Grand Marquee" won't help Chicago in its struggle to remain a radio headquarters. . . . Listeners out of New York get a pleasant early ayem break with CBS' "Singing in the Morning" stanza, 45 minutes of light variety with Danny O'Neil, Sally Stewart, John Tillman and a smart musicrew led by Howard Smith. This early spot gave such stars as Fats Waller, Jerry Colonna and Raymond Scott their radio starts and we think N'Yawkers should be let in on the fun. . . . Mrs. Lou Gehrig, who interprets the woman's side of sports, is being offered for radio. She holds the highest position of any woman in sports—V. P. of the All-America Football Conference.

Miller Defers Opinion Re UNESCO Network

(Continued from Page 1)

indicated Friday. In a letter to Assistant Secretary of State William Benton, Miller said he "must reserve the right to support whatever policy is adopted by the NAB.

"I do not intend to suggest by this letter," Miller wrote, "that I anticipate the adoption (by NAB) of any other policy, but merely that in my representative capacity I must necessarily reserve the privilege of representing the point of view of NAB."

Noting that there appeared to be general agreement at the recent meeting of the national commission on UNESCO backing RCA President David Sarnoff's suggestion for the international network, Miller hinted clarification of his position was necessary because "I went along with the recommendation with great interest but without comment."

Danzig WINS Program Head

New program director at WINS is Jerome Alan Danzig, former commercial program manager of WOR who recently returned from the navy. Official announcement, revealing Danzig will take up his duties Sept. 30, came last week from Willard Schroeder, WINS station manager.

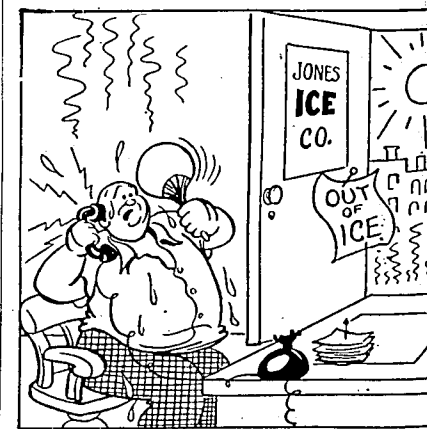
Danzig became special events director of WOR in 1935 and two years later was appointed commercial program manager. In 1939 he became WOR's publicity director where he served until his entrance into the navy in 1942.

Flamm Hosting Press

Donald Flamm will host the press of the New York area at the Alderess Country Club in New Jersey, on Friday, Oct. 4. The party will be broadcast over WPAT.

Freedman-Melton Trip Ended

Zac Freedman has returned from an extensive trip which took him with James Melton on the Glidden Tour of old-time automobiles through the East and Midwest. Freedman also surveyed cities from which Melton will broadcast his "Harvest of Stars" program during the season.



"That ad over WFDF Flint sure made it hot for us."

NORC Poll Hints Gov't Should Oversee Radio

(Continued from Page 1)

er cent of the persons polled believed that the "Government" should decide how much radio time may be used for advertising.

An even higher percentage, 40 per cent, think the Government should "make sure" that each radio station broadcasts a certain number of educational programs.

Hot on the heels of the Commission's publication of its "Blue Book," NAB released partial results of the NORC report showing "overwhelming public approval for the job United States broadcasters are doing." Insiders familiar with the full report have indicated that the survey shows that a high percentage of the public may have a few reservations on giving radio blanket approval.

NORC's poll of the "proportion who think that Government should have specific powers over radio stations" seems to bear this out.

Other results of this study show the following percentages of persons who think the Government should: be free to it that news broadcasts are "truthful"—66 per cent; see that radio stations regularly carry programs giving both sides of public issues—53 per cent; limit the profits of radio stations—23 per cent; decide what kinds of programs are to be broadcast—17 per cent.

An analysis of the NORC poll by Dr. Paul F. Lazarsfeld, director of the Bureau of Applied Social Research, Columbia University, however, states that this section forces an unfair decision on the respondent and in other sections of the poll the public "clearly" indicates that operation of radio should be left in the hands of free enterprise.

This analysis, under the title, "The People Look at Radio," will be published around October 15. NAB, it was understood, has purchased 10,000 copies of the analysis.

In the analysis, Dr. Lazarsfeld says the section under discussion "forces the respondent to choose between two cherished American stereotypes—fairness and free enterprise."

LIST OF AM CONSTRUCTION PERMITS AUTHORIZED UP TO SEPTEMBER 17, 1946 BY STATE AND CITY

(Continued from Page 3)

TEXAS

City	Call Letters	Permittee	(Kc.) Freq.	(Watts) Power	Time
Alice		Alice B'eing Co.	1070	1 KW	D
Bay City	KIOX	Bay City B'eing Co.	1110	1 KW	D
Fort Worth		Worth B'eing Co.	970	1 KW	D
Henderson		Goggan Radio Sales	1000	250	D
Houston		Texas Broadcasters	1500	1 KW-DA	U
Jacksonville	KEBE	Billie Averito Laurce	1400	250	U
Dallas		Variety B'eing Co., Inc.	1040	1 KW	D
Lubbock		Caprock B'eing Co.	1500	1 KW-DA	U
Lubbock		Lubbock B'eing Co.	950	1 KW	D
Odessa	KRIG	Oil Center B'eing Co.	1410	1 KW-DA	U
Odessa		Odessa B'eing Co.	1300	5 KW	D
Odessa		Ector B'eing Co.	920	1 KW	D
Texarkana		Texarkana B'eing Co.	1400	250	U

UTAH

Ogden		Jos. B. Littlejohn	730	1 KW	D
Provo		Cent. Utah B'eing Co.	1490	250	U
Vernal	KJAM	The Uintah B'eing Co.	1340	250	U

VERMONT

Burlington	WJOY	Vt. B'eing Corp.	1230	250	U
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VIRGINIA

Arlington		Northern Va. Broadcasters, Inc.	780	1 KW	D
Bristol		Blaufox Radio Co., Inc.	860	1 KW	D
Bristol		Appalachian B'eing Corp.	690	1 KW	D
Galax	WBOB	Carroll-Grayson B'eing Corp.	1400	250	U
Portsmouth		Commonwealth B'eing Corp.	1590	1 KW	D
Roanoke	WROV	Blue Ridge B'eing Corp.	1490	250	U

WASHINGTON

Bremerton		Bremerton Broadcasting Co.	1490	250	U
Moses Lake		Col. Basin Broadcasters	1450	250	U
Mt. Vernon	KBRC	Beekley Radio Co.	1430	250	D
Spokane		Cole E. Wyle	1340	250	U
Walla Walla		Walla Walla B'eing Co.	1490	250	U

WEST VIRGINIA

Beekley	WWNR	Rahall B'eing Co., Inc.	1450	250	U
Charleston	WKNA	Joe L. Smith, Jr.	960	1 KW-DA	U
Charleston	WTTP	Chemical City B'eing Co.	1240	250	U
Charleston		Capitol B'eing Corp.	1400	250	U
Huntington		Huntington B'eing Corp.	1450	250	U
Huntington		Greater Huntington Radio Corp.	800	1 KW	D
Martinsburg		Martinsburg B'eing Co.	1340	250	U
Montgomery	WMON	Fayette Associates, Inc.	1340	250	U
Ronceverte		William E. Blake	1400	250	U

WISCONSIN

Kenosha		Wm. L. Lipman	1050	250	D
Milwaukee	WFOX	Wisc. B'eing System, Inc.	860	250	D
Superior	WSBR	WFCB, Inc.	1490	250	U
Waukesha		WAUK B'eing Co.	1510	250	D

WYOMING

Casper	KVOC	Natrona County Tribune	1230	250	U
Cody	KODI	Big Horn Basin B'eing Co.	1400	250	U

ALASKA

Kodiak	KODK	Edwin A. Kraft	1230	250	U
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HAWAII

Honolulu	KVPO	Pacific Frontier B'eing Co.	690	10 KW	U
Honolulu	KPOA	The Island B'eing Co.	630	5 KW	U
Wailuku	KMVI	Maui Pub. Co.	550	1 KW	U

Scripps-Howard Buys Du Mont Tele Equip.

(Continued from Page 1)

week-end by Leonard Cramer, executive vice-president of DuMont.

More than a quarter-million dollars will be invested in the equipment which includes a 5,000-watt video transmitter; a 2,500-watt aural transmitter; three camera studio chains; a dual-film-pickup chain; a three camera image-orthicon field-pickup chain, master control board, antennae, and complete audio, lighting and testing equipment, Cramer said.

Under terms of the contract, installation will be complete by April 15, 1947, and the station will be on the air shortly thereafter. Scripps-Howard Radio is affiliated with the newspaper chain which owns the Cleveland Press and a score more throughout the country. Its entry in television follows closely that of the Detroit News, which also gave DuMont a contract for installation of equipment for tele in Detroit.

Manager of the Scripps-Howard station, which as yet has not been assigned call letters, will be Col. James C. Hanrahan, vice-president of Scripps-Howard Radio, and long connected with the company. Hanrahan, who served with the U. S. Army in World War II, has also had a wide background in radio. Chief engineer will be J. B. Epperson, serving in a similar capacity with Scripps-Howard at the present time. Epperson also served in the last war as a radar-electronics officer, and has written several books on the subject.

Negotiations for DuMont were handled by Herbert Taylor, Jr., and Don Stewart.



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Commercial Color Tele Asked Of FCC By CBS

(Continued from Page 1)

ent black-and-white operation in the lower band. The petition, in part, read:

"We should like to emphasize that Columbia has brought the art of color television to its present advanced state at major expense and almost single-handed. CBS has, we believe, done more in this respect than could be expected of any one organization not itself a manufacturer of equipment. Color television is now within reach of the public. We do not feel that Columbia can bring it substantially closer to the public without appropriate Commission action. As the next step in making color television available to the families of America, it is

Standard Oil To Sponsor Minnesota Football Games

Standard Oil Company of Indiana, for the second season, have taken over sponsorship of the play-by-play broadcasts of all out-of-town University of Minnesota football games over WCCO, Minneapolis-St. Paul outlet of CBS. In addition to sponsoring the games Standard Oil will back a 25-minute preview and 15-minute review over the station. Halsey Hall will do the play-by-play.

essential that the Commission authorize commercial operation of UHF color television stations."

An invitation was extended to the CBS laboratories for the purpose of appraising the present status of the UHF color television system.

WTAG Leads 52 To 2

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



THE WEEK IN RADIO

Radio Aids in Power Strike

By JIM OWENS

ALTHOUGH forced to minimum operations by the power strike which crippled all of Pittsburgh, the five stations offered all available facilities to the city. In order to air all news bulletins, stations abandoned normal program schedules. . . . A day later NABET technicians walked off their posts in four outlets of Westinghouse Radio Stations, Inc. Strike occurred following breakdown of labor-management negotiations, and threatened to spread to NBC.

NAB president, Justin Miller, again flayed the FCC "Blue Book," branding the Commission as a "left-wing pawn." Following the speech, Thurman Arnold, former U. S. Assistant Attorney General, asked for a transcript. Latter was included in Miller's criticisms. . . . Edgar Kobak, president of Mutual, told a press luncheon that the web would eventually reach 425 stations. . . . Sun spots again raided the airwaves, forcing cancellation of several network news broadcasts from overseas.

International radio interest was evidenced by the arrival of two Scandinavian broadcasting officials. Visitors are in the process of recording programs for home consumption. . . . A National Radio Week observance for November 24-30 was asked by committees of RMA-NAB. . . . WGFM will be the originating station of an FM regional network airing football games of Union College. Tieup marks first use of FM for college football. . . . The Henry Morgan show on ABC was bought by Eversharp, to start Oct. 16. Sponsorship begins the same night Bing Crosby's ET show premieres on the web.

Construction permits granted for AM stations by FCC hit a new high. Commission approved 271 CP's since January 1, with manufacturers swamped with orders. . . . Meanwhile, FCC planned its first direct move since publication of the "Blue Book." Hearings have been set for six stations seeking license renewals. . . . Special programs have been set for the 10th anniversary of CBC. Celebration is set for November 2.

Phonograph record production will hit an all-time high this year. Estimate is that 260 million discs will be turned out by RCA-Victor, Decca and Columbia alone. . . . General Sarnoff called for establishment of world-wide United Nations Network. Changeover last week-end for Daylight to Standard Time offered no problem to networks. . . . Frank Carman of KUTA, Salt Lake City, announced new regional web in Idaho.

Political Campaigners Using State Networks

(Continued from Page 1)

Saturday night by Democratic State Committee which used 10 station hookup of CBS to present a speech by Herbert H. Lehman, U. S. Senatorial candidate for Democratic, American Labor and Liberal parties.

Opening gun for Republican State Committee's radio campaign is scheduled for Oct. 3 when Governor Thomas Dewey and Irving Ives, Republican candidate for U. S. Senator, speak from Albany, 6:15-6:45 p.m., over 10 ABC stations and seven NBC outlets. Broadcast will be repeated over 14 Mutual stations at 10:30 p.m.

Dewey again will address radio audiences Oct. 7, speaking from a New York studio, over combined facilities of ABC and NBC from 6:15-6:45 p.m. Broadcast this time will be repeated over Mutual at 7:15 p.m. and over WQXR at 9:45 p.m. On Oct. 8 an address by candidate Ives will be carried simultaneously by ABC, CBS and NBC from 6:15-6:30 p.m. Repeat is scheduled for Mutual at 7:15 p.m.

Republican's advertising account is handled by Gahagan, Turnbull & Co., Inc., and an agency official reports that Republicans this year will use the heaviest radio coverage of any political party to date. Radio portion of the budget has been upped 50 per cent.

Blaine-Thompson Agency has been appointed to handle Democratic State Committee's advertising for the election of James Meade, Herbert Lehman and Erastus Corning, II. Agency exec refused details of any radio campaign, saying it would be worked out according to the "problem" involved. However, both Republicans and Democrats are expected to make their biggest radio plunge to date in the current campaigns.

"Detect And Collect" On Tele

Lew Lehr, radio and newsreel film comedian, made his television debut when the American Broadcasting Company's video production staff presented "Detect And Collect" over WABD, on Thursday, Sept. 26 from 8 to 8:30 p. m. Harvey Marlowe, ABC's executive television producer, directed the show.

Stations Meet Emergency In Newspaper Strike

(Continued from Page 1)

Commercial and sustaining schedules to intersperse programs with a complete coverage of local, national and international affairs. Special news staffs were called into action to meet the crisis as Springfield found itself without newspapers for the first time in 102 years as a result of the current walkout.

Flooded with demands for radio time as advertisers sought substitutes for their million dollar newspaper display advertising, stations were attempting to divide available commercial time as evenly as possible to meet the crisis. One station official declared radio finds itself in the most advantageous position since its inception here and indicated the strike would help to emphasize the importance of radio advertising.

NBC Co-op Sponsors

Sponsorship of 14 additional firms of four NBC co-operative programs was announced Friday by Burton M. Adams, co-ordinator of co-operative programs of the NBC stations department. The four co-op programs are: "Kaltenborn Edits the News" (Monday through Friday, 7:45 p.m., EST); "News by Robert McCormick" (Monday through Friday, 1:45 p.m., EST); "World News Roundup" (Monday through Saturday, 8 a.m., EST), and "News of the World" (Monday through Friday, 7:15 p.m., EST).

AGENCIES

ALAN FISHBURN, Schwimmer Scott radio chief, accepted the invitation of the entertainment committee of the NAB to assemble and produce the entertainment for the NAB convention dinner on October 24, at the Stevens Hotel.

EARL SMITH, manager of WLCS Baton Rouge, La., has just appointed Joseph Hershey McGillvra, Inc., a exclusive national representatives, effective immediately.

RUBSAM & HORMMANN BREWING CO., Staten Island, N. Y., has appointed Paris & Peart, New York City, to direct all advertising for R&H Beer and Ale, effective October 1. Paris & Peart has handled radio advertising for this client for the past two years and is currently placing insertions of a newspaper campaign. The R&H brewery is one of the oldest in the nation.

Will Carry Symphony

Airing of Cincinnati Symphony Orchestra by direct wire over WINS reported here last week, is scheduled to begin Oct. 26 following cancellation of original date, Oct. 19, due to broadcast of New York Yankee football game. Saturday night series will be heard from 8:30-11 p.m. throughout the fall and winter.

Part-time work wanted by young lady with trade paper and station experience — mornings preferable. Write Box 223, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

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