

# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 39, NO. 1

NEW YORK, TUESDAY, APRIL 1, 1947

TEN CENTS

## Easter Programs Planned

### Probe Asked Of FCC By Commerce Comm.

Washington Bureau, **RADIO DAILY**  
 Washington—Chairman Wolverton, R.-N.J.) of the House Commerce Committee yesterday called for an all-out probe of the FCC.

Stating that he was acting for the committee, Rep. Wolverton introduced a resolution which would authorize his group to investigate the Commission.

Wolverton said such action was taken after "considerable complaints against FCC policy and administration."

(Continued on Page 2)

### Former RMA President Dies In Philadelphia

Fred D. Williams, 65, pioneer radio manufacturer and former RMA president, died on Saturday in Philadelphia, Pa., of pneumonia after a long illness. RMA officials and directors are expected to attend funeral services at 3 p.m., tomorrow at Ardmore, Pa.

Mr. Williams was assistant to the president of Philco and formerly was with Grigsby-Grunow. He also served in an executive capacity with

(Continued on Page 2)

### Television Stations Set Cover Of Jamaica Racing Sat.

Opening of the Jamaica race track season next Saturday, with the Paumonok Handicap as the feature, will be televised by all three New York outlets, it was announced yesterday.

WNBT, WCBS-TV and WABD will air the Paumonok, which is scheduled to run about 3 p.m.

**Resourceful**

Bob Mackall, program director of WFMJ, Youngstown, Ohio, and two technicians hopped into New York in their own plane last Friday, spent the afternoon getting wire recorder interviews with U. N. personalities at Lake Success, and returned to the Ohio city the same day.

### NAB Group To Study Broadcasters Code

Two subcommittees were appointed yesterday by the NAB's Standards of Practices Committee, meeting in New York, to explore and suggest procedures which might be followed in revising and strengthening the industry's code. The two groups will meet within the next 30 days and report back to the whole committee when it reconvenes early in May.

The subcommittee on commercial practices includes John M. Outler, Jr., WSB, Atlanta; Eugene Carr, WPAY, (Continued on Page 6)

### Kobak Reports Progress On Advisory Council Plans

Recently formed Broadcasters Advisory Council which is in process of setting up a permanent organization, does not plan any definite move for at least a month and possibly longer, it was indicated yesterday by Edgar Kobak, chairman of the organization committee. Kobak stated

(Continued on Page 7)

## Keynote Address By Trammell As NBC Station Meet Opens

West Coast Bureau, **RADIO DAILY**  
 Hollywood—Delivering the keynote address at NBC's annual stations' meeting which opened here yesterday, Niles Trammell, president of NBC, told station representatives in his welcoming address that "as broadcasting enters adult state it must have integrity on the part of networks, stations and advertisers and integrity in human relations." Clarence L. Menser, vice-president in

## Networks and Stations Complete Plans For Impressive Series of Special Programs This Weekend

### WCKY Asks \$25,000 For IBEW Walkout

Cincinnati—WCKY filed suit in U. S. District Court here yesterday asking \$25,000 from the local of the International Brotherhood of Electrical Workers for the strike which silenced the station, temporarily, Sunday.

The suit charges the union "acted without giving strike notice", and was brought under the Smith-Con-

(Continued on Page 7)

### Boston "Pops" Concerts Start On ABC April 29

Boston "Pops" Concerts will be heard over ABC network for the duration of the summer season, and perhaps longer, effective April 29. This will replace the Boston Symphony Orchestra broadcasts, of which

(Continued on Page 6)

### Night Audiences Increase; Hope Leads First Fifteen

Average evening sets-in-use are up 2.1 over the same period a year ago, according to the Hooper report for the two weeks ending March 30, while the average available homes

(Continued on Page 6)

The Glory of Easter, as it is observed in the traditional manner in all sections of the United States, will be reflected in music and drama on the four major networks and stations throughout a day-long schedule next Sunday. CBS, NBC, ABC and Mutual will air programs from sunrise to the late evening

(Continued on Page 3)

## Philco Production Shows Big Increase

Philco Corp., had a net income of \$3,107,480 for the year 1946, according to the annual report released today by John Ballantyne, president, and Larry E. Gubb, chairman of the board. This represents earnings of \$2.13 a share, comparing to \$1.73 per share for the year of 1945. The report stresses the fact that Philco's net earnings were ahead despite an op-

(Continued on Page 7)

## Two Chicago Programs Slated For Mutual Net

Chicago—Two shows originating at WGN and featuring Chicago musical talent are slated to go network as sustaining programs on Mutual. "Two-Ton" Baker, whose piano antics and patter have made him a

(Continued on Page 2)

**Advance Interest**

Heavy advance reservations for the address of Justin Miller, president of NAB, before the Radio Executives Club of New York next Thursday has resulted in the luncheon moving to the grand ballroom of the Hotel Roosevelt. Judge Miller will speak on "Should Radio Have a Czar?" It is expected that the luncheon will attract nearly 800 guests.

**Beginning And End**

Harry Robert Bell, the lucky (?) lad who held Selective Service No. 158—the first number picked in the draft in October 1940, was interviewed last night on ABC's "Headline Edition" as the draft officially ended its tenure. Bell went through the entire World War II and was the "oldest" selected to be drafted by Uncle Sam.



★ COMING AND GOING ★

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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Mon., Mar. 31)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

Two Chicago Programs Slated For Mutual Net

(Continued from Page 1) local favorite of WGN listeners, started his network show on Mutual March 31, 3:30 to 4, Monday through Friday. The two will not be heard on WGN. On April 6, "Voices of Strings," with the music of Bob Trendler and orchestra, will become a weekly Mutual coast-to-coast network program. First network broadcast will be from 7:30 to 7:45 p.m., but on April 13 the program will become a half-hour show.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area! 1000 WATTS WHWL 750 KC. "Anthracite's Most Powerful Independent" Represented by Forjes

FRED THROWER, ABC vice-prexy in charge of sales; G. T. C. FRY, western sales manager for the network, and CHARLES C. BARRY, ABC's program director, left New York last night for a business trip to the Windy City. Barry will return to New York Wednesday morning and Fry will be back at his desk on Thursday, following a one-day visit to Philly.

ED SULLIVAN off to Bermuda for a brief vacation. He will return on April 5, in time to emcee Dick Flanagan's Easter Brunch at the Monte Carlo.

MEYER DAVIS returned to New York after a three-week fishing trip in Florida.

JACK EGAN has returned to Gotham after doing advance publicity on Spike Jones' mid-western tour for the last several months.

KIRBY WALKER, singer, into New York from Philadelphia to perform on the "Harlem Hospitality Club" over the Mutual net.

FRANK LAW flew to Cleveland for Margaret Phelan's opening at the Statler.

ERNEST LEE JAHNCKE, eastern sales relations manager for ABC, has returned from Hollywood where he attended ceremonies in connection with delivery of a DC-6 plane to the American Airlines.

SIDNEY ASCHER, radio publicist, has returned from Washington after a short business trip to the nation's capital.

JOHN T. MADIGAN, ABC's national news editor, left for Anniston, Ala., where two broadcasts by ABC commentator H. R. Baukage will originate. Madigan will return to New York April 5.

W. W. CHAPLIN, NBC roving reporter, leaves today for St. Paul, Detroit, Cleveland and other middle-western cities, to investigate industrial activities and farm conditions, to subsequently be aired on NBC's "News of the World" program.

Former RMA President Dies In Philadelphia

(Continued from Page 1) P. R. Mallory Co., of Indianapolis. He served as chairman of RMA's priority committee before the war and developed industry statistics as chairman of RMA's statistics committee. He is survived by his wife and two sons.

WOR President On Air

Theodore C. Streibert, WOR president, did a four-minute spot over the station last night to help the "Answer Man" celebrate his tenth anniversary on the air. Program, heard twice daily at 1:45 p.m. and 7:15 p.m., has scheduled guests all week in honor of the celebration.

CHARLES GODWIN, Mutual's assistant director of station relations, returned from a brief business trip in the south.

HERB PLAMBECK, farm director of WHO, Des Moines, Iowa, in New York for program committee meeting of NAB.

R. SANFORD GUYER, manager of Station WBTM, Danville, Va., is in New York visiting with network officials.

LOUELLA PARSONS, ABC Hollywood reporter, returned to the west coast yesterday, following her Sunday evening broadcast, aired from N. Y.

RICHARD C. HOTTELET, CBS Berlin correspondent, sails for the U. S. aboard the S.S. Shooting Star, Thursday, April 3, due to arrive in New York on April 13.

LEON LEVINE, assistant director of education for CBS and producer of CBS' "School of the Air" program, has returned from Charlotte, N. C., where he addressed the Radio Institute of Teachers.

A. E. OSCELYN, general manager of WCCO, Minneapolis, Minn., is in town visiting the Radio Sales of CBS.

OSCAR KATZ, CBS assistant director of research, off on a motor trip to Florida.

JIM HURLBUT, newscaster for WBBM, Chicago, Ill., in town for a brief visit.

GEORGE R. DUNHAM, CBS account executive of Radio Sales, has returned from a two-week vacation in Florida.

ALLEN M. WOODALL, president of Station WDAK, ABC's Columbus, Ga., affiliate, conferring at web headquarters in Gotham.

JACK TURNER, script manager for ABC, is back at his desk after being out two days last week with the gripe.

Probe Asked Of FCC By Commerce Committee

(Continued from Page 1) tion." He denied the proposed probe would be a "witch hunt" or would be "for any other purpose than to make certain that present laws and administration are making available to the people of the United States, the full use of radio communications upon the terms and conditions that best serve the public." Although there have been several threats to investigate the Commission, this is the first action expected to develop the probe which has been expected since the Republicans became the majority party in the House Commerce Committee.



Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record.

Here's our point in Baltimore radio:

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

Facts are available.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Road

Advertisement for W-D-A-S Philadelphia Market. Includes text: FOR RESULTS IN THE Philadelphia MARKET, W-D-A-S, PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION.

# Religious and Musical Programs Lead Radio's Easter Weekend Observance

(Continued from Page 1)

Programs devoted to the religious theme, most of which will climax week-long schedules of Holy Week offerings.

### NBC Schedule

NBC's observance of the day will be interpreted in song and drama beginning at 8:05 a.m., with "Easter Dawn in Radio City," a traditional service from the Music Hall presented by the Protestant Council of the City of New York. This offering will be followed by "Easter Sunrise Service from Grand Canyon" (except NBC), a program marking the annual broadcast from the Shrine of the Ages Altar. Other programs to follow the theme on Easter morning are "The National Radio Hour" featuring the premiere performance of George Shackley's "At Rising Sun," special musical service; also the Stanford Univ., Sunrise Service.

### Toscanini to Be Heard

Arturo Toscanini will conclude the 1946-47 winter series of concerts of the NBC Symphony Orchestra with an all-Wagner program. Rose Bampton and Set Svanholm will be soloists. Performance will be the maestro's 16th of the current season, and marks the completion of his ninth season as director of the group. Catholic Hour 6 to 6:30 p.m., will feature on Sunday a sermon by Rt. Rev. Msgr. Fulton J. Sheen, with music by the St. Mary's Seminary choir. "American Album of Familiar Music" 9:30 to 10 p.m., EST, will offer its 16th annual all-Easter program of religious music.

Holy Week broadcasts on NBC will be featured by special offerings on Good Friday, April 4. "Words and Music" a religious cantata of DuBois' "The Seven Last Words of Christ" will be heard from 12:30 to 1 p.m., with Harvey Hays as narrator and E. Shielman as soprano. Program will be heard from Chicago.

### CBS' Special Programs

CBS will begin network operations two hours earlier than normally on "Easter Morn" to air the traditional service of the Moravian Church from Winston-Salem, N. C., (6 to 7 a.m.,

EST). Service is an annual event since 1766 and has been aired by CBS since 1941. Program will include the 400-piece Moravian band, members of which range in age from "eight to eighty." CBS will set up 14 mikes at various points along the route, using two-miles of telephone wire. Charles Crutchfield, WBT official will supervise operations.

From this point to 12 noon, CBS will offer a continuous flow of music and religious fare, featuring the

### Bunnies And Bonnets

*The Easter Parade on New York's Fifth Avenue, almost as traditional as the Holy Day itself, will be televised by WCBS-TV and WNBT at 12 noon and 12:30 p.m. respectively. Image orthicon cameras of both stations will scan the array of bonnets and Spring finery (with a few toppers here and there) from various points along the City's "Main Street", including St. Patrick's Cathedral.*

*Easter fare will be topped off in the evening with a millinery fashion show on WCBS-TV at 8:10 and "The Story of the Resurrection" a film on WNBT at 9.*

Following: Easter Music by the Benedictine Monks from St. Meinrad's Abbey; Annual Knights Templar service from Arlington National Memorial Cemetery. U. S. Marine Corps will provide music here, followed by the placing of a wreath on the tomb of the Unknown Soldier at Arlington National Cemetery.

Other Easter morning programs will feature Arthur Fiedler and Symphony orchestra offering Handel and Bach music; the Johnson Family singers, the Salt Lake Tabernacle Choir, Wings Over Jordan chorus. From 1:30 to 2 p.m., CBS will offer "The Son of Man," prepared by Archibald MacLeish, with chorus trained by Robert Shaw and orchestra under Alexander Semmler. Leopold Stokowski conducts the New York Philharmonic from 3 to 4:30 p.m., with the works of Bach, Wagner, and Rimsky-Korsakoff.

### ABC Lineup

ABC's Easter Sunday lineup features several sunrise services, choral music and fashion parades, in addition to dramatic presentations devoted to the occasion.

Highlighting the ABC lineup will be a dramatization of Christ's return following the Crucifixion as the third broadcast of the Easter Trilogy on "The Greatest Story Ever Told," from 6:30 to 7 p.m. Drama will depict the incidents surrounding the return of Christ, the incredulity of the populace, etc.

Ingrid Bergman will star in Noel Coward's "Still Life" on "The Thea-

tre Guild On the Air," at 10 p.m., assisted by Romney Brent and Sam Wanamaker. From 8 to 9 p.m., ABC's "Sunday Evening Hour" will offer selections of special Easter music as provided by the Detroit Symphony under Karl Krueger. Works by Brahms and Manfredini will be featured.

Another ABC feature will be descriptions of "Easter Parades" from 3:30 to 3:45 from the main thoroughfares of New York, Chicago, Detroit, Hollywood and San Francisco.

On its coast-to-coast hookup, ABC will air sunrise programs from 7:30 to 9:30 a.m., from the Washington Cathedral (D.C.), the Soldiers Memorial at St. Louis and from Hollywood Bowl.

Latter pickup will feature two child movie stars, Claude Jarmon and Elizabeth Taylor, reading "The Lord's Prayer" and Salutation to the Dawn," respectively. A choir of 300 children and junior symphony orchestra will also be heard on the program, which is the 27th annual Easter Morning Sunrise Service in the Bowl. Rabbi Joseph Fink of Buffalo, will be heard at 10 a.m., in "A Message of Israel," with a sermon on "The Universal Passover." The "Hour of Faith," 11:30 to 12, will offer a sermon by the Rev. Edmond D. Bernard on "The Resurrection." From 2:30 to 3 "National Vespers" will devote itself to the theme, "The Triumph of Easter," with Dr. John Sutherland Bonnell. "Warriors of Peace," 3-3:30, will honor the four heroic chaplains of World War II who lost their lives on the S. S. Dorchester in 1943.

### Mutual's Easter

Spirit of Easter will also dominate Mutual's network offerings next Sunday when the web features, in addition to musical and dramatic presentations, Lewis Carroll's children's classic, "Alice in Wonderland"—musically adapted for radio for the first time.

Producers of MBS' "House of Mystery", 4-4:30 p.m., have completely changed the format of the show this one time to present such outstanding stars as Eve Le Gallienne, Richard Waring, Margaret Webster and Bambi Lynn on Easter Sunday afternoon.

Another Mutual Easter special is "The Story of a Bell," 15-minute program to be heard from 2:45 to 3, in which a new bell at the Village Presbyterian Church in New York will be rung for the first time.

MBS will also air "The Easter Fashion Parade" on the program "From Paris to Main Street, U. S. A.," slotted from 11:30 a.m., to 12 noon EST. Show will feature descriptions of Easter parades in Paris, London, New York City, Chicago, Cleveland, Atlantic City, and Shenandoah, Iowa,—a city of 6,000 population in the Midwest whose Main street is believed "typical of all American communities."

# KGW

... 20 YEARS OF AFFILIATION WITH NBC ...



ON APRIL 5, 1927 KGW became an affiliate of NBC, bringing to Portland its first network broadcast and beginning an association that for 20 years has provided the KGW audience with the best radio programs. During that time KGW's power has increased from 2500 to 5000 watts, larger quarters have twice been sought and personnel more than doubled. KGW brought the Northwest its first FM station—KGW-FM. KGW is planning even greater things for the future. Let KGW's great selling power tell your story.



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

5000 WATTS 1330 KC.

# WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

117 West 44th Street, New York, N. Y.

**SOUTHWEST**

**M**ARY CATLETT who led her own western band in Detroit, now appearing as "Betty Jo, the 680 Sweetheart" on KABC, San Antonio. She is heard singing with the Texans, KABC staff band on three quarter hour programs under sponsorship of Lone Star Beer and on Saturday is sponsored by Sommers Drug Stores on the "KABC Saturday Western Jamboree."

Application has been made to the FCC by the Terrell Broadcasting Co., at Terrell for license to operate a standard broadcast station there operating with 250 watts on 1220 kilocycles.

Sally Stryker has joined the continuity department of WOAI, San Antonio.

Jefferson High School's newly organized radio dramatic class will present a weekly program over KMAC, San Antonio each Tuesday for 15 weeks. The program is designed to offer entertainment as well as information concerning the history and activities of the school.

Newcomers to the staff of WOAI, San Antonio, include Lloyd Bryer, formerly of Hollywood who has joined the announcing staff and Joyce Brown who replaces Freda Semman in the music department.

Mrs. Claudia Johnson, owner and operator of KTBC, Austin, has applied to the FCC for a class B FM station.

From the studios of KXYZ, Houston, "Design for Grand Living," is being heard over a special statewide network under sponsorship of Grand Prize Beer. Broadcasts feature Frank Babcock, Virginia King, Emmitt Ward, K. Burt Sloan and Fred Nahas.

**NAB Research Committee**

NAB's Research Committee will hold its initial meeting of the year on April 24 at the Waldorf-Astoria Hotel, New York City, it was announced by Carl J. Burkland, WTOP, Washington, D. C., committee chairman. Committee members include: H. M. Beville, Jr., NBC, New York; Dietrick Dirks, KTRI, Sioux City, Iowa; Edward F. Evans, WJZ, New York; E. P. H. James, MBS, New York; William T. Lane, WAGE, Syracuse, New York; Charles P. Scott, KTKC, Visalia, California; J. C. Tully, WJAC, Johnstown, Pennsylvania; Elmo C. Wilson, CBS, New York; Earl W. Winger, WDOD, Chattanooga, Tennessee.

Board Liaison Members are: Frank Stanton, CBS, and Harold Ryan, WSPD, Toledo.

**THE BEATRICE KAY SHOW**  
Audition records available

**COMMERCIAL PROGRAM SALES**

1440 Broadway, N. Y. PE 6-8400



**California Commentary. . . !**

● ● ● Jack Ryan, manager of NBC's Central Division press department in Chicago, is spending a two-weeks' vacation in Hollywood. . . Bob Corley, who plays the title role in ABC's "Beulah", thinks his producer, Jack Hurdle, is the "greatest one in the world"—as Hurdle produced an apartment for the star in three days—and in Hollywood. . . Shirley Mitchell, who

**Los Angeles**

left the "Great Gildersleeve" cast last November to be married, returns here to resume her role of "Leila Ransome" with the broadcast of April 16. She'll remain in the cast for the rest of the season. . . Zeke Manners says he got a note from "Glocca Morra", saying "None of Your Business". . . Raymond S. Schlinder, internationally known detective, who played an important part in the Sir Harry Oakes murder trial in the Bahamas, was an interested guest of Craig Rice during the March 22nd broadcast of her "Murder And Mr. Malone" series over ABC. . . Ken Carson, popular radio baritone, is the "commercial crooner" on Tom Breneman's "Breakfast In Hollywood", who started yesterday.



● ● ● Fran van Hartesveldt, "Great Gildersleeve" producer, has been in Chicago for a few days, discussing a summer replacement with the sponsor (Kraft) and the agency (Needham, Louis and Brorby). . . James "Bud" Lilly, Newsletter Editor of the NBC press department in Hollywood, is spending his two-week vacation building a new home in Sunland. . . Dwight Hauser, writer-producer of ABC's "Retribution" series, is now putting his philosophical mystery plots in print in short story form at the request of an Eastern publisher. . . Jack Meakin, musical director of "The Great Gildersleeve" and the Joan Davis show, relates the sad story of the comic strip artist who was fired because he lacked the killer instinct. . . Comic Roger Price knows of a Hollywood actor who is such a ham he wears a clove in his buttonhole.



● ● ● Mel Dinelli, who distinguished himself with his writing of the "Suspense" programs before turning his talents to the films, has been signed by RKO-Radio, which has taken over Dinelli's contract with David O. Selznick's Vanguard Productions. Dinelli wrote the screenplay for "The Spiral Staircase", which Dore Schary produced for RKO-Radio. . . Gordon T. Hughes, CBS producer, has interviewed more than 600 couples in connection with his show, "Your Hope Chest", heard Sunday afternoons via KNX. . . Aleen Leslie, originator of "A Date With Judy", and her husband, Jacques Leslie, have issued a cute announcement in connection with their "second in a series of independent productions, Jacques Robert Leslie, Jr.", released March 12 and trade shown at the Cedars of Lebanon Hospital". . . Hedda Hopper is quoted as describing the "production" as a "sleeper" and Louella Parsons as saying "production needs cutting."



● ● ● Marshall and Clampett, Los Angeles auto dealers, claim to sponsor the two highest Hooperating programs on any independent station in Los Angeles. . . Frank Bull's "America Dances" has a 2.9 rating at 7 p.m. and Joe Hernandez' "There They Go!" rates 2.3 on KMPC at 6:30 p.m. Both programs are handled by Smith, Bull and McCreery. . . Bill Anson, KFWB disc jockey, whose original story, "Disc Jockey", written in collaboration with Fritz Blocki, recently was sold to PRC, has completed another screen original, this time a situation comedy in which the male lead plays triplets. He calls it "We Three Grew In Brooklyn". . . Lew Valentine and his NBC cast, including Allen Anthony and H. R. Flaig, discovered that candy bars were more in demand than silver dollars when they presented their "Dr. I.Q." show at the California Vocational Institution for juvenile court charges in Lancaster on the occasion of the institution's first anniversary.

**BEHIND THE MIKE**

By SID WEISS

**D**ICK WILLIS starts a new five week series on CBS called "L. Your Best," in addition to his spots on WNEW.

Art Franklin, radio publicist, is doing a variety show for fall sponsorship by his client, Bill Schiller, Polka Dot King.

Howard Styne, 20-year-old publisher of "Fala" records for tots, enters pop record field.

Beatrice Kay being sought by mike sponsors. Her recent guest on the Kay Kyser stanza was a dancer.

Peter Donald will sit on the podium with Pres. Truman at the Jefferson Day Banquet April 5th in Washington. Lily Pons will also perform.

Louis Prima rides his racehorse each 6 ayem at Aqueduct before his daily chores at the N. Y. Strand currently.

Mel Blanc, who does 57 radio characters, due in town in June.

Murray Stein is completing a package deal which will feature Chas. Knickerbocker, famous society columnist, five times a week, tentatively called "Society Column of the Air."

Roger White, who has contracted for Beth Brown's new book, "How for Dogs," states that there is no radio shortage at this hotel, but plenty of comedy writer trouble.

Paul Benson has a new passion: dude ranching.

Radio Row buzzing with rumors that Kate Smith made a secret trip to Washington last week to confer with Margaret Truman on latter's future singing plans.

Lou Cooper, Dave Stanley and D. Diamond have packaged a half-hour show which will offer published original short stories and one-act plays in musical comedy format.

Among other results of the recent concluded "Mrs. Hush" stunt is Ralph Edwards' "Truth or Consequences" ainer is now a full 6 Hoc points ahead of any other Saturday p.m. show on any web.

*Coming to*  
**WARNER BROS.**  
**KEWB**

★ AGENCY NEWSCAST ★

LOYD LIND, president of Pictorial Films has announced the appointment of Buchanan & Co. as its advertising agency.

P. LORILLARD CO. announces the appointment of Geyer, Newell & Ganger, Inc., to handle advertising for a new cigarette to be introduced this year.

SHERMAN & MARQUETTE, Inc., Chicago, has been elected to membership in the American Association of Advertising Agencies.

GEORGE T. EMERSON has resigned from the Detroit office of N. W. Geyer & Son, Inc., to accept executive responsibilities with Station WURX Radio Arizona in Phoenix.

BURT SQUIRE has joined the station relations staff of Broadcast Music, Inc., and has been assigned to serve broadcasters throughout the middle West.

NEWELL EMMETT CO. will handle a national consumer advertising campaign to promote sales of replacement tubes for home radios for the radio tube division of Sylvania Electric Products, Inc.

ARTHUR F. WILSON, account executive with Erwin Wasey & Co. for the last thirteen years, has been named vice-president of the agency.

WNEX, Macon, Ga., has appointed Corjoe & Co. as their national radio representatives.

LESTER LOEB, general manager of the Emil Mogul Co., Inc., N. Y. advertising agency has just had a non-technical guide for amateur camera fans published, entitled "Better Photography."

H. V. KALTENBORN, NBC commentator, will be guest-speaker at the regular Celebrity-Luncheon of the Advertising Club of New York, Wednesday, April 2 at 12:30 p.m.

MARJORIE PAUL has joined Robert W. Orr & Associates, as associate copy chief on the Woodbury account.

TODD DOWNING has joined the copy staff of Gray & Rogers. Previously Downing was associated with T. W. Ayer & Sons, Inc.

MARY ELLEN HENLE, previously with the advertising department of Ford & Taylor, has joined the Dobbs Mats unit at Doherty, Clifford & Henfield.

CHESTER T. BIRCH has been appointed vice-president in charge of advertising for the Andrew Jergens Co., Cincinnati. Mr. Birch, who was formerly vice-president of Robert W. Orr & Associates, Inc., will be in charge of advertising for all Jergens and Woodbury products.

BRAND NAMES FOUNDATION, Inc. has announced a panel of four leading executives in the field of advertising, public relations and consumer education as speakers at a special working clinic for advertising executives, one of six planned for the "Brand Names Day" program of Brand Names Foundation, Inc., to be held Friday, April 18, at the Hotel Waldorf-Astoria, N. Y.

HERMINE JACKEL, formerly with Compton Advertising, Inc., has joined the copy staff of A. W. Lewin Co.

ROBERT LEE, Los Angeles manager of Buchanan & Co., Inc., has resigned effective March 31 to become advertising and sales promotion manager of Leo J. Meyberg Co., Inc., California distributors for RCA-Victor radio and television sets and other nationally advertised products.

FREDERIC W. ZIV CO., Cincinnati, New York and Hollywood, announced the sale of their transcribed fifteen-minute musical, "Sincerely Kenny Baker" to Molineaux Wines, Boston thru Hirshon-Garfield. Show started on the Yankee Network March 7th.

BMI Pick-up Sheet

Hit Tunes for April (On Transcriptions)

ANOTHER NIGHT LIKE THIS (Marks) THESAURUS-Vincent Lopez STANDARD-Buzz Adlam THESAURUS-George Wright CAPITOL-Hal Derwin WORLD-Los Brown MacGREGOR-Barclay Allen LANG-WORTH-Blue Barron

BEST MAN, THE (Vanguard) LANG-WORTH-Four Knight's CAPITOL-Pee-Wee Hunt LANG-WORTH-Tommy Tucker CAPITOL-Peggy Lee STANDARD-Leighton Noble CAPITOL-Jan Garber STANDARD-The Starlighters MacGREGOR-Jimmie Grier THESAURUS-Novatime Trio ASSOCIATED-Elliott Lawrence WORLD-Les Brown

FOR SENTIMENTAL REASONS (Duchess) CAPITOL-Eddie Le Mar THESAURUS-Music of Manhattan WORLD-Charlie Spivak LANG-WORTH-Four Knights STANDARD-Bob Crosby MacGREGOR-Don Swan THESAURUS-Buzz Adlam MacGREGOR-Barclay Allen ASSOCIATED-Vic Damone

ILLUSION (Pemora) LANG-WORTH-Chuck Foster WORLD-Jose Morand THESAURUS-George Wright MacGREGOR-Barclay Allen

IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie) ASSOCIATED-George Towne CAPITOL-Gene Krupa LANG-WORTH-Chuck Foster WORLD-Eddy Howard LANG-WORTH-Four Knights THESAURUS-Novatime Trio MacGREGOR-Barclay Allen

IT TAKES TIME (London) CAPITOL-Buddy Cole STANDARD-Orrin Tucker LANG-WORTH-Four Knights MacGREGOR-Barclay Allen

MANAGUA, NICARAGUA (Encore) CAPITOL-Jan Garber ASSOCIATED-Elliott Lawrence WORLD-Arthur Smith MacGREGOR-Dick Peterson THESAURUS-Jumpin' Jacks LANG-WORTH-Chuck Foster STANDARD-Freddy Martin

MISIRLOU (Colonial) ASSOCIATED-Richard Himber THESAURUS-Xavier Cupat WORLD-Milt Herth THESAURUS-Ted Steele MacGREGOR-Barclay Allen STANDARD-Carl Ravazza

MY ADOBE HACIENDA (Peer) THESAURUS-Novatime Trio MacGREGOR-Sunshine Girls ASSOCIATED-Hank D'Amico MacGREGOR-Barclay Allen WORLD-Eddy Howard STANDARD-Clrt Massey LANG-WORTH-Chuck Foster

OPEN THE DOOR, RICHARD (Duchess) CAPITOL-Jan Garber STANDARD-Freddy Martin WORLD-Charlie Spivak MacGREGOR-Barclay Allen

THAT'S HOW MUCH I LOVE YOU CAPITOL-Hal Derwin STANDARD-Jack Fina

UNLESS IT CAN HAPPEN WITH YOU LANG-WORTH-Chuck Foster CAPITOL-Hal Derwin WORLD-Russ Morgan MacGREGOR-Eddie Skrivanek THESAURUS-Novatime Trio

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI) ASSOCIATED-Elliott Lawrence THESAURUS-Novatime Trio MacGREGOR-Eddie Skrivanek WORLD-Charlie Spivak MacGREGOR-Barclay Allen WORLD-Los Brown STANDARD-Freddy Martin CAPITOL-Hal Derwin STANDARD-Dave Street LANG-WORTH-Rhythm Five

YES, YES, HONEY (Chelsea) ASSOCIATED-George Towne CAPITOL-Gene Krupa MacGREGOR-Eddie Skrivanek LANG-WORTH-Four Knights

Coming Up HOKEY JOE (Vanguard) I KNOW IT'S LOVE (Radio Recording) IT'S AS SIMPLE AS THAT (Duchess) IT'S SO NICE TO BE NICE (Tune House) MIAMI BEACH RHUMBA (Marks) MI VIDA (Marks) MY PRETTY GIRL (Republic) TO LOVE A DREAM (Noteworthy) TONIGHT BE TENDER TO ME (Wemar) YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

BROADCAST MUSIC INC. 580 FIFTH AVE., NEW YORK 10 NY 5 NEW YORK • CHICAGO • HOLLYWOOD

# 4-A's Urges Adoption Of 2% Cash Discount

The American Association of Advertising Agencies has made an appeal to individual stations to adopt the "financial safeguard" of the two per cent cash discount, already in effect with the majority of other media, including the four major networks since 1941, it was announced last week. Appeal was made in a letter to station officials, who do not allow the discount, signed by Frederic A. Gamble, AAAA prexy, on behalf of advertising agencies.

"We make this request for reasons important to both you and us," the letter states. "As a payment stimulus and a credit safeguard, the cash discount protects you as surely as it protects the agency." AAAA points out that the solvent advertiser also has a "stake" in the cash discount, "because any credit losses eventually find their way into media rates." Recognizing this, it added, the Association of National Advertisers is on record as favoring the discount.

### Post War Business Failures

"You can adopt the cash discount with no loss of revenue if you make allowance for it in setting your rates," Gamble explains. "Providing for the discount is essentially a 'wash operation' that costs nobody anything except the slow payer. It is distinct from an actual rate increase, which can be made only with due regard for competition and the effect on advertising volume."

Request to broadcasters is part of an over-all AAAA educational effort on behalf of the cash discount. Financial sources report, according to the AAAA, that business failures regularly increase in post-war years, and that there has been a recent upturn in this regard. One reason for broadcasters' failure to endorse the discount, the agency association believes, "may be that many of them have never been faced with hard times." AAAA says that the number of stations allowing the discount "may be as low as 10 per cent." No exact number is quoted since many stations do not make clear their discount policy on their rate cards. AAAA request follows recent letters to stations sent by Young & Rubicam and BBD&O. In response, some 20 stations adopted the discount and others indicated they plan to follow suit.

### RMA FMA Meet Set

Washington Bureau, RADIO DAILY

Washington — RMA's FMA Liaison Committee will meet with officials of the Frequency Modulation Association here on April 8, RMA announced yesterday.

At that time, RMA will give a full report on FM set prospects for 1947, it was said. The RMA Committee met in New York last week and its report will be discussed with FMA representatives. The meeting will be held at the Hotel Statler in Washington.

## NETWORK SONG FAVORITES

The 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., Dr. John G. Peatman, Director.

Survey Week of March 21-27, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
Anniversary Song.....	Mood Music
Another Night Like This.....	E. B. Marks
April Showers.....	Harms
Egg And I, The.....	Miller
(I Love You) For Sentimental Reasons.....	Duchess
Guilty.....	Feist
Heartaches.....	Leeds
How Are Things In Glocca Morra.....	Crawford
I Can't Believe It Was All Make-Believe.....	Bregman-Vocco-Conn
I Gotta Gal I Love.....	Famous
If I Had My Life To Live Over Again.....	General Music
If This Isn't Love.....	Crawford
I'll Close My Eyes.....	Peter Maurice
It Might Have Been A Different Story.....	Campbell-Porgie
It's A Good Day.....	Capitol
Let's Go Back And Kiss The Girls Good-Night Again.....	Sept
Linda.....	E. H. Morris
Mam'selle.....	Feist
Managua, Nicaragua.....	Encore
Maybe You'll Be There.....	Triangle
My Adobe Hacienda.....	Southern
(There Is) No Greater Love.....	World
Oh, But I Do.....	Witmark
That's Where I Came In.....	Robbins
Too Many Times.....	Advanced
We Could Make Such Beautiful Music.....	Broadcast Music
What Am I Gonna Do About You.....	Paramount
You Can't See The Sun When You're Crying.....	George Simon
You'll Always Be The One I Love.....	Sinatra Songs

### NAB Group To Study Broadcasters Code

(Continued from Page 1)

Portsmouth, Ohio; and Harold E. Fellows, WEEI, Boston. Members of the subcommittee on general program policies are Edgar L. Bill, WMBD, Peoria; Walter J. Damm, WTMJ, Milwaukee; Gilson Gray, CBS.

The full committee in its meeting reviewed the history and background of the broadcasters' policies of self regulation. Robert Swezey, MBS veepee and chairman of the committee, said that, "We in the industry have for years been and are now fully conscious of the need for well considered standards of practice to serve as an individual guide to broadcasters. Obviously the task is not an easy one." Swezey, speaking for the committee, invited all who are sincerely interested in strengthening and improving the American system of broadcasting to submit suggestions to the NAB in Washington.

Committee members present yesterday, in addition to those mentioned, were Justin Miller, NAB president; Roger W. Clipp, WFIL,

### Boston "Pops" Concerts Start On ABC April 29

(Continued from Page 1)

the popular concerts are the usual summer season programming. Broadcasts will be heard Tuesdays 8:30-9:30 p.m., EST, with Arthur Fiedler, conducting. Fiedler has presided over the concerts since 1930.

Forthcoming series will come from Symphony Hall, Boston, and will be produced by William L. Marshall, with Gene Hamilton as announcer.

### Puny Hawkins

Wichita—"Puny" Hawkins, manager and emcee of KFH Ark Valley Boys, died suddenly Sunday, in Wichita, of a heart attack.

Philadelphia; C. T. Lucy, WRVA, Richmond, Va.; Merle S. Jones, WOL, Washington; Don Petty, NAB general counsel; and C. E. Arney, Jr., secretary-treasurer, NAB.

The NAB's program executive committee today begins a two-day session at the Waldorf-Astoria Hotel. Group is chaired by Merle S. Jones and also includes Robert Swezey and Edgar Bill.

## FM Committee Of NAB Discuss AFM Music Ban

NAB opposition to the AFM ban on the broadcasting of musical programs over FM stations which originate with AM outlets looms as result of a meeting of the FM executive committee of NAB in New York last week.

The committee was unanimous in stating that the AFM restriction of music for FM constituted the greatest single obstacle to the growth and expansion of FM broadcasting. It was agreed that action should be taken to correct the programming situation as it relates to music.

Tentative plans for FM activities at the 1947 NAB convention which will be held in Atlantic City in September were also discussed at the committee meeting which was attended by: Walter J. Damm, WTMJ-FM chairman; John Shepard, III, WGTR; Cecil Mastin, WNB-FM; Matthew Bonebrake, KOCY-FM; Gordon Gray, WMIT; John V. L. Hogan, WQXC; Lester Nafzger, WELD. Everett Dilard, KOZY, and Leonard Asch, WBCA, were represented respectively by Hudson Eldridge and Bill Bailey, FMA executive secretary. Also attending were Robert T. Bartley, NAB FM director and C. E. Arney, Jr., NAB secretary-treasurer.

## Night Audiences Increase Hope Leads First Fifteen

(Continued from Page 1)

are up 0.1 over a year ago. Evening sets-in-use were placed at 32.5 and the "available homes" at 80.3.

Bob Hope led the "first 15" program ratings as to networks, with a 31.0 rating, with Jack Benny, Fibber McGee & Molly and Walter Winchell, next in order. Others in succession are: Lux Radio Theater, Rex Skelton, Amos 'N' Andy, Screen Guild Players, and Fred Allen. Weekday commercial programs were led by Kate Smith Speaks with a rating of 8.7, with several daytime serials following in order after that.

The advent of Margaret Truman making her radio debut on the Sunday Evening Hour, gave it a rating average of 18.0 much higher than the normal rating, and brought the show into the top 15 for the period covered.

### WNBT Programs Film On Cookery By Armour Co

"The Gentle Art of Meat Cookery," a film made by Armour & Company has been presented over WNBT last night from 8:30 to 9 p.m., EST.

Sponsored on television by Armour, film is part of the "American Business on Parade" series designed to inform viewers of the activities of the nation's largest industrial concerns. Officers of the Armour plant in Connecticut, New York and New Jersey were in the NBC studios last night to watch the film.

Agency for Armour is Foote, Conner & Belding.

# WCKY Asks \$25,000 For IBEW Walkout

(Continued from Page 1)

ly Act requiring 30 days notice before a strike begins.

WCKY charges, specifically, that the National Labor Relations Board, fully failed and refused to give notice of such labor dispute and settlement of the issues giving rise hereto to the Secretary of Labor, the National Labor Relations Board, either of them. The union took WCKY off of the air at 1 p.m., Saturday, March 29, by refusing to continue the technical operation of the station. American Federation of Radio Artists personnel of WCKY have declined to cross IBEW picket lines, and are idle also.

WCKY went back on the air Sunday, March 30 at 8 a.m. and has been operating normally with supervisory employes manning the transmitter, control room and the air departments. As a result of the said failure and refusal of the defendants and each of them to give the said notice and settlement of issues and of the subsequent willful failure and refusal of the employees of the plaintiff to continue production under conditions which prevailed when the dispute arose, and of the said willful acts of the defendants and each of them in connection with such work stoppage and as a foreseeable consequence of such failures and acts, the plaintiff was unable to broadcast for fourteen hours, was unable to prevent recruiting programs for the United States Armed Forces, has been unable to manufacture any electrical transcriptions, and has been obliged to operate its station on an improvised and emergency basis which is more costly than normal operations, the WCKY suit declares.

Working conditions and wages had been agreed upon by the union and management during a series of contract negotiation meetings. Both sides were working on the language of the contract clause which extends to WCKY the "past performance" policy between the local IBEW and Cincinnati radio stations relative to continuing work by the union in the event of possible labor disputes or pick out by other organized or unorganized personnel of WCKY.

The negotiations on this clause are to be resumed Friday, April 4, according to agreement between the local IBEW president and the station negotiators. Top key officials of the union were out of the city on business Saturday, believing the negotiations were to be resumed Friday, when the IBEW strike was called and into effect.

## 1st Dist. NAB Plans

eliminary plans for the annual meeting of radio executives in the District, NAB, were announced by District Director Paul W. Morency, C, Hartford, Conn. Radio management in the New England states, which comprises the 1st District, will meet at the Somerset Hotel, Boston, June 2-3.

# Shortwave Sabotage Report Investigated by State Dept.

Washington Bureau, RADIO DAILY

Washington — Assistant Secretary of State William Benton reported over the week-end that the Munich, Germany transmitters carrying State Department broadcasts to Russia had been "sabotaged." Benton said directional antennas had been "reversed," so that "voice" broadcasts were beamed to South America instead of Russia. The switch has been corrected, Benton said, and broadcasts to Russian can now be clearly heard.

Report of the "sabotage" was made by E. J. Kerrigan, former vice-president of Press Wireless and now special consultant to the State Department.

Of the six antennas available at

the Munich relay station, three are regularly beamed to Balkan countries and two to the Soviet Union. One of the latter two had been used for experiments with new frequencies, and it was this antenna which had been tampered with. During the week of March 17 to 25, experiments on a new frequency, beamed to the Soviet Union via this antenna, failed, apparently because of the sabotage. It was reported that these conditions were corrected on March 25th.

In his cable Kerrigan reported that an investigation was under way and assured the department that he was taking all "possible precautions" against this and other such acts to prevent any such re-occurrence.

## Advisory Council Plan Progressing

(Continued from Page 1)

ed that there was no specific rush on at any time and no deadline for certain plans contemplated. However, numerous suggestions are coming in daily from every branch of the industry and these will be collated and recommendations made to the committee as a whole.

More advertisers are also joining the organization and the interest continues to grow, among them as well as with stations and agencies, Kobak pointed out, and it was his job at present merely to gather the suggestions etc., along with the rest of the committee, with no one having or seeking plenary powers.

The NAB will have a welcome hand in anything the new Council does, and President Justin Miller, is being kept fully informed at all times as to what the Council does and plans to do. This is one of the reasons, said Kobak, station men are on the committee and the co-operation of station as well as network men is sought, and was always part of the general plan. Another angle pointed out by the committee chairman was that the broadcasters as a group aren't combatting anything that does not beset many other groups in a general way and it wasn't exactly a rare disease that caused some industry members to consider the Advisory Committee.

It is expected that in the near future a quorum of the committee will meet and decide what, if any action is to be taken soon.

## New WQXR Client

Stock Products, Inc., U. S. importer and distributor of Distilleries Stock S. A. of Italy, begins its first radio campaign over WQXR with a musical program on Wednesday and Friday nights from 7:30-8 p.m., starting April 2. The 52-week contract was placed through Sharpe-Wilkes, Inc. Program is titled "Guest Conductor" and will salute an outstanding favorite maestro each week by featuring favorite musical selections from his repertoire.

## NBC President Opens Annual Station Meet

(Continued from Page 1)

believe we are right; we must be in a position to demonstrate it to anyone who would question it. It is not enough merely to think we are serving an audience, we should have research to prove it." Secondly, Menger said, "we can try to make an objective appraisal of ourselves, in fact, we don't need to try very hard to discover too much carryover from childhood habits. A common one is our habit of expecting to have our errors excused because we are still an infant industry."

Other NBC speakers and topics at the first day's session were: "Parading the Stars" by Charles P. Hammond, director of advertising and promotion; "Television" by John Royal, vice-president in charge of television; "Radio Publicity In An Adult World" by Sydney H. Eiges, manager of press department; "Developments in Washington" by Sheldon B. Hickox, Jr., station relations manager; "News and the International Scene" by John Cameron Swayze, Hollywood manager of news and special events; "The Public Looks At Radio" by Ken Dyke, vice-president in charge of broadcasting standards and practices.

## Stewart-Warner Dividend

Chicago — Directors of Stewart-Warner Corp., voted the regular semi-annual cash dividend of 25 cents per share and an extra dividend of 25 cents per share on the \$5 par value common stock. Both dividends are payable June 2, 1947, to stock of record at the close of business May 3, 1947.

### WRITER OFFERS

2 NEW

Audience Participation Shows. Interested parties only need apply. Write RADIO DAILY, BOX 343, 1501 Broadway, New York 18, N. Y.

# Philco Production Shows Big Increase

(Continued from Page 1)

erating loss during the first nine months of the year.

Philco's output of radio, television and other commodities during the fourth quarter of the year, surpassed the peak wartime rate and during the year the company maintained its record as the largest producer of civilian radio receiving sets in every year since 1930, the report states.

### Daylight Tele Sets

Philco's new television receiver, a projection type which needs no darkened room, will be introduced shortly along with other types of tele receivers, heretofore seen only in the trade. The new projection receiver provides for a 15 x 20 inch picture "with four times the brilliance" and far greater contrast than any other such set, the report states, and Philco feels that the reaction to the set in the trade which has already witnessed its performance, indicates that a major advance has been made. Both the direct and projection type receivers, while no definite date has been set, will be available "in the near future."

In September 1946, radio-phonograph sets were in production at the company's new Philadelphia plant and early this year, television receivers also went into production at this factory. It is expected the report, concludes, that television will not only be important, but will contribute substantially to the company's future earnings.

Annual meeting of Philco Corp., at which all stockholders may be present, will be held Friday, May 16, 1947, in Philadelphia.

## Wedding Bells

Mary Lou Rowe, secretary to Louis Hausman, Director of Presentation Division for CBS, revealed Friday her marriage to Malcolm A. Beers, of Sales Promotion for Duffy-Mott, Co., Inc. They were married March 1 at Rockville Center.

James Clement Miller, III, vice-president of Tri-Cities Broadcasting Company and manager of WMFT, was married to Katherine Cecilia Glenn. During the war, the groom was radio instructor for the Army Air Corps training school at Omaha, Nebr. and chief radio officer in the Merchant Marine for two years.

Send Birthday Greetings To —

April 1

Eddy Duchin H. C. Hudson, Jr.  
Arthur King Roland Martini  
Linton Wells Jim Waldrop

NEW STATIONS

WHAV In New Home

WHAV, Haverhill, Mass., has gone on the air from temporary studios in the Merrimack National Bank building, operating on 1490 kcs., with a power of 250 watts. The new station, owned by the Haverhill Evening Gazette, will move into its own permanent studios, now under construction, in the early summer. WHAV also has an FM license for future operation. Station officials include John T. Russ, general manager; Al Taylor, program director; James Dunbar, commercial manager; Bob Kimel, sales assistant; Herbert Brown, chief engineer; and William F. Mitten, news editor.

St. Louis FM Outlet Active

C. L. Thomas, general manager of KXOK, St. Louis, Mo., announces that KXOK-FM is broadcasting six hours a day from 3-9 p.m., on 93.7 mcs. A few programs are duplicates of the AM transmitter but most are prepared exclusively for the FM station. Antenna is atop the Continental building in mid-town, some 348 feet above street level. The RCA transmitter operates on 3,000 watts but power will ultimately be increased to 10,000 watts with an effective radiated power of 40,000 watts. Installation was supervised by Arthur F. Rekart, KXOK, chief engineer, assisted by Bob Nicholas.

Alabama Construction Plans

WRLD, Lanett, Ala., will begin immediate construction of a 3,000 watt FM station to be completed about July 1. Station also has other construction plans since the FCC has given the green light for the station to increase its AM wattage from 250 to 10,000. New studio space will provide for audience participation programs.

WSVS Going On Air

W. L. Willis, general manager of WSVS, Crewe, Va., announces the 1,000 watt station will inaugurate broadcasting on April 1. The independent station will serve the towns of Crewe, Blackstone and Farmville. It is serviced by Associated Press and World library transcriptions.

To Talk On Tele

Reynold R. Kraft, sales manager of NBC Television, will address the 13th Annual Sales Conference of the Edison Electric Institute at the Edgewater Beach Hotel, Chicago, Ill., Thursday, April 3. Subject of his talk will be "Commercial Opportunities of Television."

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

COAST-TO-COAST

- NORTH CAROLINA -

CHARLOTTE—The Girl and Boy Scouts of Charlotte, as a public service feature, are alternately putting on a program of scouting news to be heard over WSOC. . . . RALEIGH—WPTF has received a certificate of appreciation from the U. S. Veterans Administration "in recognition of outstanding service to U. S. war veterans through the medium of radio." The award was presented to the director of public service programs, Harriet Pressly.

- ARIZONA -

PHOENIX—KTAR, last week, broadcast the first post-war graduation of fighter pilots at Williams Field, the only jet fighter school in the United States. The graduates included Brazilian and Bolivian fliers. . . . The sales for KTSC and KTSC-FM, Tucson and KPSC and KPSC-FM, Phoenix, will be handled by Norman B. Gardiner, Jr., attorney and amateur radio designer, who recently joined the commercial department of the Sun Country Broadcasting Company.

- FLORIDA -

DAYTONA BEACH—The population is all agog over their new arrival, the Daytona Beach News-Journal's FM Station, WNDB, which is about ready to take the air. . . . JACKSONVILLE—Mary Agnes Wolff, former Traffic Manager for WPDQ, has joined a Red Cross Unit overseas. Her predecessor is Mary Alice Parsons.

- TEXAS -

SAN ANTONIO—Bob Jenkins and Ed Hale are representing Symphony and Swing in a new series of full hour programs to be aired nightly over KABC. "Symphony vs. Swing" is the title. . . . KMAC and KISS will build their new transmitting plant on a 40-acre tract, approximately 11 miles east of San Antonio. A transmitter building and four towers will be constructed on the location. One of the towers, 517 feet high, will serve as the antenna for both stations.

- PENNSYLVANIA -

PHILADELPHIA—Three of the National Radio Awards for 1946, presented by the City College of New York at its third annual Radio and Business Conference, were won by WFIL, for the creation and promotion of its programs. . . . PITTSBURGH—KQV has two new staff additions. They are Edwina Murray, continuity writer and Margaret Slein, assistant music librarian.

- MASSACHUSETTS -

BOSTON—One of the oldest teams in radio, Hum and Strum, celebrate their 23rd anniversary in radio, during their regular Saturday morning (April 5) broadcast over WBZ and WBZA. . . . SPRINGFIELD—WMAS has inaugurated a new public service program, "You're The Boss", which specializes in the problems of international relations. . . . WORCESTER—Bill Brown, former announcer at WHA Madison, Wisconsin, has joined the staff of WNEB in the same capacity.

- MONTANA -

BILLINGS—KGHL's Chief Announcer and Musical Director, Harry Turner, was named Producer and Director of the Second Annual Lions Club Minstrel Show which was recently given. He was formerly a member of Ted Weems' and Boyd Raeburn's orchestras. . . . MISSOULA—Richard Vick, a Montana State University journalism major, has become editor of KGVO's news department.

- TENNESSEE -

BRISTOL—W. A. Wilson, president and general manager of WOPI and WOPI-FM, has announced the sale of the first commercial time on WOPI-FM, a 10,400 watt, 96.6 megacycle station. The J. F. G. Coffee Company of Knoxville is the client. . . . MEMPHIS—Harold Krelstein, WMP's general manager, has just returned to his desk, after a two weeks' business trip to New York and Chicago.

- OKLAHOMA -

OKLAHOMA CITY—Oklahomans will be in the know about their industries, after listening to a 26-week series of remotes being done by Julie Benell on her "Woman's World" program over WKY. . . . TULSA—Marshall Smith, a former G.I. and agricultural journalism graduate, has joined the staff of KVOO as Associate Farm Editor.

- CANADA -

EDMONTON—Gil Seabrook, of CJCA's sales office, became Commercial Manager of CKCK, Regina. Taking his place, is John Dean of Toronto. Another CJCA addition is John Mackin who will replace John Smith on the announcing staff. . . . MONTREAL—Corey Thomson, popular radio commentator, is heard as Uncle Troy, the "kiddies' answer man", on CKAC's new series of 10 minute programs devoted to children's queries. . . . VANCOUVER—CKWX has added Jack L. Sayers, former commercial manager of CKCK, Regina, to its staff as sales manager.

- OHIO -

CINCINNATI—James D. Shouse, President of the Crosley Broadcasting Corp., and Raymond C. Cosgrove, General Manager of the Crosley Division, were elected directors of the Avco Manufacturing Corporation. . . . CLEVELAND—Arrangements for a sponsored broadcast of all Notre Dame football games this Fall, by Station WJW, were completed last week. Sports Director Jim Dudley will do the on-the-spot play-by-play. . . . WARREN—Charles Cleaver of WRRN has been promoted to news editor of that station.

- CONNECTICUT -

HARTFORD—WITC's News Editor, Fred Thoms, has been re-elected a manager of the Colgate University Alumni Fund. He was also chosen as secretary of the committee which is planning the 20th anniversary convention for the class of 1928. . . . NEW HAVEN—WEL's "Music To Read" was purchased by J. Johnson and Sons, New Haven clothing firm, who use only forty-five seconds of the forty-five minute program for their commercial.

PROMOTION

Sportscaster

A clever folder is currently being circulated by WEEL. Entitled "Big Man" on the front fold, with a drawing of three men atop one another the inside spread completes the picture, showing many people grouped near a fence, with a sportscaster atop, announcing whatever is taking place behind the fence. Left hand page devotes wordage to Jim Britton sportscaster for WEEL, Boston, and describes in fair detail the present listening audience he enjoys in and around the Boston area. It is a well planned folder, and one that will doubt receive the attention it deserves.

Illustrated Public Service

Neatest promotion piece of the week is an attractive illustrated booklet titled "Public Service Record-1946"—which was prepared for WQAM under the direction of Fred W. Borton, president of the Miami Broadcasting Co. The theme of the booklet both in text and pictures is the job done during the past year with public service shows. Many of the major charity drives, civic events, religious broadcasts and other sustaining features are illustrated.

Hat Design Contest

Ted Malone, has returned to a five-week schedule sponsored by Westinghouse Elec. Corporation on ABC, effective March 31, inaugurating a "Monday-through-Friday Hat Contest" on that date designed to acquire listener preferences on the topics of his new series.

Writers of the five best suggestions all received hats made by five top New York designers. Lilly Daché, Sally Victor, Madame Reine, Florence Reichman and Laddy Northridge were the milliners co-operating.

Malone is currently heard Monday, Wednesday and Friday from 11:30 a.m. to 12 noon EST. over ABC from Westinghouse.

School Broadcast Meeting

The Eleventh Annual School Broadcast Conference will meet October 26, 27, 28 and 29 at the Hotel Continental in Chicago, it was announced by George Jennings, director of the sessions.

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 39, NO. 2

NEW YORK, WEDNESDAY, APRIL 2, 1947

TEN CENTS

## Comics Enter Record Biz

### New Station Grants; Other FCC Activities

Washington Bureau, RADIO DAILY  
Washington—New station grants, applications for changes of power, and the setting of several hearings on station matters constituted the activities of the FCC the past two days.

The Commission yesterday announced its final decision granting the application of Northern States Broadcasting Co., for a new standard broadcasting station at Fargo, N. D., to operate on 790 kc., 5 kw., power, unlimited. At the same time the Commission denied the application

(Continued on Page 6)

### FCC's 1947 Election Sked For Next Month

Election of 1947 officers of the Radio Executives Club of New York will be held in May, Robert D. Sezey, president of the Club revealed yesterday. Members of the nominating committee are: Warren Jennings, WLW, chairman of the committee; Elizabeth Black, Joseph Kitch Co.; Arthur Pryor, Jr., WED&O.; Bruce Robertson, Broad-

(Continued on Page 2)

### FCC Okays Transfer Of Four Texas Outlets

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday approved transfer of control of four Texas AM stations and two relay stations from a group which includes Elliott Roosevelt, to the Texas State Network for a total sum of \$162,235. Stations involved are KFJZ, Fort Worth; Associated relay stations

(Continued on Page 2)

### Tele Trunks

As an aid to televiewers, fighters appearing in Madison Square Garden and St. Nicholas arena bouts are wearing special striped trunks for the WNBT video broadcasts. The idea of getting away from the conventional plain trunks came to Eddie Eagen, N. Y. state boxing chairman, who asked that fighters don the striped trunks as a tele identification experiment.

### Political Policy

Concerning the network's decision not to carry the Jefferson Day speech of President Harry S. Truman, CBS yesterday issued the following statement of policy: "Inasmuch as both the Lincoln Day and Jefferson Day dinners are, in effect, political gatherings, CBS has never considered this type of program a four network job. In the past, CBS has, on occasion, carried these broadcasts when the time was available. This year, however, CBS has decided not to carry it."

Other webs are carrying the Truman talk.

### Philip Morris Buys Time On Mutual Web

Sale of 15 minute periods of "Queen For a Day," and "Heart's Desire," daytime Mutual web shows, to Philip Morris and Co., Ltd., was announced yesterday by MBS and Cecil & Presbrey, Inc., agency for the sponsor.

More than 200 stations of MBS

(Continued on Page 3)

### Paley Named Chairman Of United Jewish Appeal

Chairman of the board of CBS, William S. Paley, has been named to head the Advisory Council of the \$170,000,000 United Jewish Appeal for Refugees, Overseas Needs and Palestine, by Henry Morgenthau, Jr.,

(Continued on Page 3)

## Movie Industry Action Soon On Theater-Video Channels

West Coast Bureau, RADIO DAILY

Hollywood — What line of procedure should be taken by the motion picture industry relative to theater television and whether the FCC should be followed up consistently in seeking allocation of certain channels for this future video development, was the subject of an important discussion just concluded here between Paul J. Larsen, Washington representative of the SMPE and

Loren J. Ryder, president of the organization.

Despite the fact that the industry does not believe theater tele is right around the corner, the importance of it to the industry and the fact that eventually it will arrive, is being stressed by the Society of Motion Picture Engineers who fear that some quarters, either through procrastination or hesitation, are apt to

(Continued on Page 5)

### Audience Records, Inc., First Releases Ready Within Next 30 Days; To Ban Radio And Juke Box Usage

### WABD Signs Chevrolet To 26-Wk. Film Pact

Chevrolet Motors Division of the General Motors Corporation resumes television programming activity on WABD with a weekly schedule of one-hour films set to start April 8, it was made known yesterday. Contract, which was signed through Campbell-Ewald, Detroit, will run for 26 weeks.

One-hour program will feature full-length films, westerns, variety, etc.,

(Continued on Page 8)

### Wife Of Wash. Publisher Attacks Radio And Movies

West Coast Bureau, RADIO DAILY  
Los Angeles—Mrs. Eugene Meyer, wife of the Washington publisher, speaking before the California Association of Secondary School Administrators' convention, here yesterday attacked both radio and the movies

(Continued on Page 3)

### Adv. Council Sponsoring Naval Reserve Enrollment

An advertising campaign designed to triple the membership of the Civilian Naval Reserve is being prepared by the Advertising Council

(Continued on Page 2)

Standard records for home use containing comedy material by leading comedians of radio and motion pictures, as recently announced by Audience Records, Inc., will be on the market within 30 days it was revealed yesterday, with special provisions made for non-use by radio stations and

(Continued on Page 5)

### Networks Prepared For Strike Emergency

Four major networks queried by RADIO DAILY yesterday regarding the possibility of service curtailment in the event of a strike of telephone employes, were unanimously of the opinion that they would be able to operate normally for an indefinite period, provided the equipment now

(Continued on Page 3)

### Esso To Sponsor Football On Southern Stations

Esso Marketers, division of Standard Oil Co. of New Jersey, enters into sponsorship of sporting event broadcasts for the first time next fall when it will sponsor the entire schedule of the University of Arkansas football team over eight stations in that area. The state-wide hook-

(Continued on Page 5)

### Jackpot

Biggest plum in the history of "Court of Missing Heirs" on ABC, if not in the history of radio, will be offered tonight when the show seeks legal heirs of a \$1,000,000 estate. Background of the legacy and its rightful owners will be described on "Court" which opens in new time slot, 8:30-9 p.m. tonight and will be aired at that time from now on.

RADIO DAILY

Vol. 39, No. 2 Wed., Apr. 2, 1947 Price 10 Cts. JOHN W. ALICOATE : : : Publisher FRANK BURKE : : : : : Editor MARVIN KIRSCH : : : Business Manager

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★ COMING AND GOING ★

LEONARD CRAMER, general manager of WABD, Du Mont television station, in Washington yesterday on Du Mont television network business.

ALVIN UNGER, sales manager of The Frederic Ziv Co., back from St. Louis, where he spent the week conferring with account executives of the St. Louis district.

RICHARD PACK, WOR's director of publicity, back at his desk after a brief Winter vacation.

MORGAN BEATTY, NBC "News of the World" reporter, back to the nation's capital today after two days in New York, during which time he broadcast his show from here.

PAUL ALLEY, director of film programs for NBC television, acquiring a sun-tan down Florida way for a two-week sojourn.

THOMAS B. McFADDEN, WNBC director of news and special events, back at his desk after a two-week vacation in Key West, Fla.

D. L. PROVOST, WNBC program manager, off to the sunny isle of Bermuda for two weeks of relaxing.

J. HAROLD RYAN, vice-president of Station WSPD, Toledo, Ohio, in town visiting and seeing BMB officials.

HAROLD E. FELLOWS, manager of New England operations for CBS and general manager of WEEL, Boston, Mass., visiting the net's Radio Sales Dept., in New York.

HERSCHEL WILLIAMS, CBS' director of commercial program development, currently in Savannah, Ga., enjoying a short vacation. He returns next Monday.

DAVID SCHOENBRUN, CBS special correspondent in Paris, leaves from that city for a month's vacation at the famed French Riviera.

STEPHEN LAIRD, CBS' Berlin correspondent, has been temporarily shifted to London while HOWARD K. SMITH, CBS European news chief is in Moscow, attending the conference.

JIM LISTER, Newell-Emmett radio representative, returned from Hollywood, where he lined up stars for the Coast Guard's Mutual network show.

ROBERT MASON, WMRN's president, Marion, Ohio, in New York conferring with network officials and chatting with BMB.

GENE DENNIS, newsman for CBS affiliate, KMBC, Kansas City, has returned to K. C. after a short visit and confab with network headquarters here.



Another First

There are a lot of firsts knocking around. And this we think is an unusual one. It was the first commercial passenger aircraft to be photographed over New York since the war (May 9, 1946) and it was the first foreign ship ever to be pictured over the city. Incidentally, it was also the first Swedish airliner over New York harbor.

We have an unusual "first" to talk about too. It's all about W-I-T-H, the successful radio independent down here in Baltimore.

And here it is: W-I-T-H, in this big 5-station town, delivers more listeners-per-dollar spent than any other station in town.

That's a walloping first, as smart time buyers have learned. If you've got a sales curve that needs a boost in this 6th largest city . . . in radio, W-I-T-H is the way to do it! Glad to have you on board.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Rood

FINANCIAL

(Tues., Apr. 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

CBS Color Tele Dept. Releases Technicians

CBS yesterday confirmed the fact that following the FCC's decision not to allocate the network a commercial color tele license, it had discharged a number of technicians.

This is said to include some draughtsmen and five office employees. It was indicated however, that by cutting down on personnel, the network's experimental work on color video was not being hampered CBS said.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 790 KC.

"Anthracite's Most Powerful Independent"

Represented by Forsee

FCC Okays Transfer Of Four Texas Outlets

(Continued from Page 1)

KAAD and KEGT; WACO, Waco; KNOW, Austin, and KABC, San Antonio.

In addition to the son of the late President, transferors include Elliott Roosevelt's ex-wife, Ruth G. Roosevelt Edison; S. W. Richardson, and Charles S. Roser.

In a lengthy order, the FCC also denied the petition of Norman Baker to set aside the grant of a CP to Alamo Broadcasting Co., licensee of KABC. The Commission's decision came after efforts of Baker to have the CP set aside. Baker had fought the purchase of XENT in Mexico by KABC for \$100,000. Baker claimed that a former business associate, Thelma Yount, had no authority to make the sale, which included considerable equipment.

REC's 1947 Election Sked For Next Month

(Continued from Page 1)

casting, and William Davidson, Benton & Bowles, Inc.

Newly elected officers will serve starting the new season in the fall. Additional nominations may be made apart from those made by the committee upon representation of seven members or more, for each selection.

New AFRA Contract For WPAT

New AFRA contract is being signed this week by WPAT, Paterson, N. J., granting a 22 to 25 per cent increase in base salary and commercial fees to four staff announcers. The contract is retroactive to last March 4 and extends for one year.

AFRA has opened negotiations with WAAT, Newark, which has 10 to 12 staff announcers, and WEVD, New York, which has only three announcers at the present time.

Adv. Council Sponsoring Naval Reserve Enrollment

(Continued from Page 1)

with J. Walter Thompson Co., acting as the Council's volunteer agency.

The campaign, mainly one of education and enrollment, will extend from April 15 to July 1, with a peak period during "Operation Naval Reserve Week," from May 18 through "Naval Reserve Day" on May 25.

Joseph E. Boyle, Clement Watson and C. G. Coburn represent the J. Walter Thompson agency on the campaign. Jean Flinner is the council's staff executive.

Jimmy Dolan Leaving CBS

Jimmy Dolan, after 10 years association with CBS as assistant director of sports, is resigning. Dolan will take a vacation starting this week-end and will return to radio later in the season. During his CBS association, Dolan worked with Ted Husing and Red Barber.

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

# Philip Morris Buys Time On Mutual Web

(Continued from Page 1)

carry the Philip Morris portions of the programs Mondays to Fridays with the cigarette sponsor heard in "Heart's Desire" at 11:30 a.m., "C.", and "Queen For a Day" at 2 p.m. In sponsoring these two programs, Philip Morris is establishing a precedent in the cigarette field by the use of daytime network radio to appeal directly to the housewife market as a spokesman for Mutual dealers. "Queen For a Day," with Jack Haley as emcee and "Heart's Desire," with Ben Alexander as master of ceremonies originate in Hollywood. The shows have been heavy mail order sellers.

### Two Shows To Bow Out

Meanwhile it was reported yesterday that "Crimes of Carelessness" (3:30-4 p.m., Sundays) will be dropped by the National Board of Fire Underwriters and that Pharmaco, Inc. will drop "Double Or Nothing" (9:30-10, Sundays) when contracts expire this month. Latter company, which plugs the products of Heinz and Feenamint through Ruthert & Ryan, is said to be having difficulty with the owners of the package, Walter Compton and Robert H. Pharmaco will probably hold the time slot, however, and replace "Double."

When "Crimes" bows out on April 7, "Juvenile Jury" will move into the 3:30-4 p.m., slot from the present 2-2 p.m., segment. Move will give General Foods a full-hour back-to-back package, with "House of Mystery" following from 4-4:30 Sunday.

### Mystery Writers Awards

The annual Edgar Allan Poe Awards of the Mystery Writers of America, Inc., will be made at a dinner in the Tudor Room of the Henry Hudson Hotel, New York City, on Friday evening, April 21. "Edgars" will be given for the best first mystery novel, the best mystery film and radio program, and the best mystery reviewer of the past year. The awards are based on nation-wide balloting by some 200 crime writers who are members of the MWA.

# New Camera Lens To Aid Tele Developed By H'wood Producer

Development of a new type camera lens, described as having the ability to make "dolly shots" across such an expanse as the Grand Canyon, and which will increase the efficiency and flexibility of television photography was announced this week by Jerry Fairbanks, head of Fairbanks Productions in Hollywood.

Lens, known as the Zoomar lens, has been perfected by Dr. Frank G. Back in collaboration with Fairbanks, who established a special research laboratory for the scientist in New York. Lens is said to permit photographing of a scene at any focal range.

The lens for television use has been completed and tests have exceeded all expectations, Fairbanks said. Final tests were made April 1 in New York.

The lens for use in filming on 35mm negative is now being perfected and tests should be completed in approximately six months, it was said. In the film field, the Zoomar will give newsreels an unlimited

scope and any event can be photographed without interruptions as the cameraman regulates the lens, using the most advantageous focal ranges. Only one camera and one reading of a speech will be necessary to photograph events such as a Presidential talk.

In television studios, the lens will minimize the use of bulky cables, dolly apparatus, and duplicate camera equipment, according to Fairbanks. Spot news and sports events will be televised without delays resulting from changing of the lenses. Split second timing made necessary as a "mixer" switches from camera to camera to get focal ranges will be eliminated. The Zoomar lens also makes it possible to instantly change from a long shot of a football game at close-up points.

NBC, Du Mont and CBS are expected to use the Zoomar lens in tele films and studio experiments to be made when distribution of the unit is started next month.

# Networks Prepared For Strike Emergency

(Continued from Page 1)

installed is not tampered with. This is also contingent on the phone equipment standing up without additional maintenance, at the normal rate of the past and present.

All of the webs have permanent lines installed between the principal outlets and from points of program origination. If these lines are left alone and there is no sabotage, the webs will operate until some such time as one or more connections go haywire. In this case, some lines will be okay indefinitely, some may go bad in a week or more, some possibly in less time.

### Strike Settlement Still Possible

Statement by NABET that it would not permit its members to handle any long line connections etc., is considered no surprise to the networks since they did not hire them for work usually done by the phone company and it is not expected that the phone company will hire enough non-union labor to carry on full national operation. In which event NABET will not have to contend with any objection to working with non-union help. It is also considered doubtful that NABET will do anything to violate its contracts with the networks.

Meanwhile hope is placed in the fact that Congress is taking some action to pass a measure which will preclude strikes by public utilities unions and permit the government to take over and operate such properties in the event of strikes or curtailment of services. Also, there is still the possibility of a compromise before the strike deadline.

# Wife Of Wash. Publisher Attacks Radio And Movies

(Continued from Page 1)

as "two powerful rivals" of the public school system in America.

"While the educational system is trying to produce individual human beings with a capacity for independent thinking, the radio and films are doing their best to make stereotypes of our people with synthetic ideas and emotions," Mrs. Meyer charged.

Continuing, Mrs. Meyer said: "The radio and film industries are anti-democratic because these superb techniques are being used for a progressive vulgarization of the public mind and for the debasing of the public morals at the moment when the salvation of democracy depends upon the strengthening of individual moral integrity. They are un-American in their contempt for the public and their lack of faith in the American people."

During her talk Mrs. Meyer proposed the idea for a nation-wide organization to be called, "The Friends of Public Education," to protect the public school system "and to hasten the use of film and radio as media of education."

# WDUZ Joins ABC May 1, As 248th Affiliate

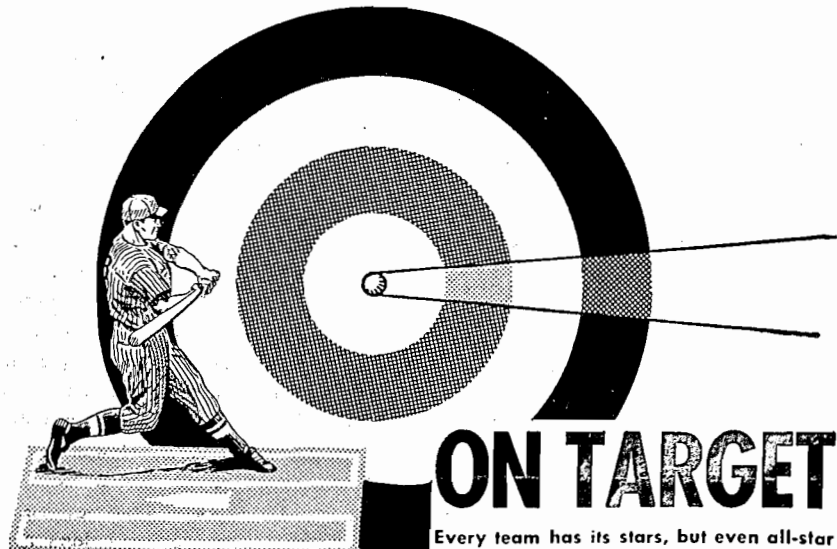
WDUZ, new outlet being completed at Green Bay, Wisconsin, will become an ABC affiliate on May 1, according to John H. Norton, Jr., vice-president in charge of stations for the network. Station is a 250 watt, operating on 1400 kc. Ben Laird will be station manager.

Total number of ABC affiliates will be 248 with the addition of WDUZ.

**WJNO**  
Where "Dun and Bradstreet" meet Hooper and Crosley!  
THE VOICE OF THE PALM BEACHES

### New WHN Series

"Is Congress Doing Its Job?" is the title of a new transcribed weekly series starting over WHN tomorrow, from 10:15-10:30 p.m. The Thursday program is moderated by Ed Hart, former foreign correspondent and columnist, with legislators and national leaders discussing the domestic and international scene. Series, produced by Ed Hart & Associates, has been heard over WINX, Washington, for a year and is being made available to WHN only in the New York metropolitan area.



# ON TARGET

Every team has its stars, but even all-star teams need coordination to succeed. The teamwork of Weed and Company gives each of its men full benefit of the knowledge and experience of this highly coordinated organization.

RADIO  
STATION  
REPRESENTATIVES

**WEED  
AND COMPANY**

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

LOS ANGELES

By RALPH WILK



Personal Postcards. . . !

● ● ● PAUL WHITEMAN: James Petrillo may give the nix to your disc jockey assignment. According to the way we hear it, he's readying a definite plan regarding platter spinners. Also one on television, too. . . WICK CRIDER: The Judy Garland deal for DeSoto fell through after your poll of dealers "who just ain't that way about recorded programs." The package will be re-scaled from \$16,500 down to \$14,500 with guestars eliminated. . . EMERSON FOOTE: Metro will sneak preview "The Hucksters" next week and rush it through for a Sept. release on Broadway. . . NICKY BLAIR: Louie Sobol is profiling you for a weekly mag, you funny man. . . MARK HELLINGER: One of radio's best script writers will join your staff next month—Jerry Lewis, of "This Is Your FBI". . . PERRY COMO: Now that Campbell has switched you away from Chesterfield for next season, watch the scramble for your spot. . . JOHN GIELGUD: Orson Welles will not only star in it but will produce and direct "Macbeth" for Republic Pictures. . . MAE WEST: Your new album of songs will not be released. Too risque for comfort. . . DINAH SHORE: Decision about your summer replacement won't be made until mid-May. . . BING CROSBY: Hildegarde the Incomparable will soon become Hildegarde the Transcribable. Anna Sosenko is readying a tremendous open-end series for her.



● ● ● MEL TORME: Will you announce your engagement to Betty Bigelow when you open at the Copa? . . . JAY BLACKTON: Love your arrangements for "The Chocolate Soldier" and what's behind your Toscanini huddle? Jules Ziegler won't talk, so how about you? . . . LEE SULLIVAN: You're terrific in "Brigadoon," lad, and it should get you the film lead in the bio of Chauncey Olcott. Bing Crosby was right about you. . . BOBBY CLARK: Paula Stone has purchased "The Two Sweethearts" by your beautiful leading lady, June Knight. . . EDDY DUCHIN: Hear you've sworn off gin rummy. . . PAUL DOUGLAS: That cigaret show you turned down is the fifth time you've turned down big money this season. And I agree with you, you'll get your deserved fee after you've made your first film. . . JAMES MASON: It wasn't that they didn't recognize you, old man, at Cavanaugh's. It was just that the table you wanted was reserved for a fairly important young man about town named O'Dwyer, who is only the mayor of this village.



● ● ● FRANK SINATRA: Broadway is betting three to one against your appearing as Father Paul in "The Miracle of the Bells," a non-singing role, even though you're reported to be set. . . GENE KELLY: Cagney can't understand why you've turned down your old stage role in "Time of Your Life," the Saroyan play he's set to produce. If you still insist on the refusal, Fred Astaire will do it. . . DAVID O. SELZNICK: Your great star, Ingrid Bergman, will do a broadcast for the Theater Guild On the Air this Sunday night—Noel Coward's "Still Life," which is the stage name for "Brief Encounter." The demands for tickets are so great that U. S. Steel, the sponsors, have issued ducats for the dress rehearsal at the Vanderbilt—first time this has been done on any show in our memory. . . MEYER DAVIS: Understand that your musical revue deal with Milton Berle will net him 15% of the gross. . . TOOTS SHOR: Understand that every actor out of work in Hollywood is wearing a dress suit over to Chasen's and posing as waiters to get some of your big tips. . . DOROTHY KILGALLEN: Congratulations to you and Dick on your 7th wedding anniversary this Saturday and have a wonderful time on your Bermuda holiday. . . WM. GAXTON: Victor Moore will have a radio announcement to make as soon as his great picture, "It Happened On Fifth Ave." is released. Leo McCarey says it's a smash.



AGENCIES

WOODS & RIBLET, Inc., announces the establishment of an industrial and public relations firm. Principal members of the company are John J. Woods, until recently an industrial relations consultant for American Airlines, and Carl E. Riblet, Jr., specialist in radio and public relations. The firm is initially handling a national public relations and information campaign for the air transport industry with a special radio promotion featuring John W. Vandercook in a series of daily commentaries.

ROBERT KENNETT, for the past four years manager of program relations for Columbia Broadcasting System, has joined Radio Sales, sports broadcasting division of CBS, as director of commercial program development, Jack L. Van Volkenburg, general sales manager, announced yesterday. Kennett who will act as liaison with radio sales, will take up his new position on May 5, after month's vacation in the south.

L.T. COL. FARISH A. JENKINS, McCann-Erickson assistant account executive for the Stromberg-Carlson Co., Lektro Products, and Congoleum-Nairn, Inc., has been assigned to the 833rd Field Artillery Battalion, Organized Reserve, New Rochelle, N. Y., as unit commander, according to an announcement by General Courtney H. Hodges, First Army Commander.

PAN AMERICAN BROADCASTING CO. has just released a listing of radio stations on five continents represented by this international radio sales organization of New York. Listing is now being distributed to manufacturers and agencies interested in foreign radio advertising, and includes almost 100 stations in Latin America, Europe, Asia and Alaska, together with their location, power and frequency. Listing will be supplemented from time to time with regular bulletins, called "World Wide Radio Notes." These will provide a file of the latest data on stations affiliated with Pan American.

Baltimore's Listening Habit

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc. Exclusive National Representatives

JOHN ELMER President

GEORGE H. ROEDER General Manager

WCCB

Retail Advisory Committee Members Given By NAB

Appointment of four station managers and sales managers to NAB's Retail Advisory Subcommittee was announced by Odin Ramsland, KDAL, Duluth, Minn., chairman of the Sales Managers Executive Committee, and William D. Murdock, WOL, Washington, D. C., subcommittee chairman.

Broadcasters who will serve with Mr. Murdock are: Joe DuMond, general manager, KXEL, Waterloo, Ia.; Gerald F. Boyd, commercial manager, WPAY, Portsmouth, Ohio; Edwin Mullinax, general manager, WLAG, LaGrange, Ga., and William R. Alford, Jr., commercial manager, WSYR, Syracuse, N. Y.

A VOICE IN THE NIGHT Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway PE 6-8600

# Theater-Tele Action Sought By The SMPE

(Continued from Page 1)

overlook a vigorous policy of pressing the FCC for a decision on theater tele channels.

Unified industry co-operation was seen as of transcendent importance to avoid the FCC complicating matters should the Commission suddenly ask for certain data and a declaration of policy.

Thus the movie industry as seen by the engineers should make up its mind whether unified co-operation should be undertaken as joint action by the Association of Motion Picture Producers, the Association of Independent Motion Picture Producers, and the Motion Picture Theater Owners of America, or by some new governing group. If a new organization is set up, it is likely that it will have to be dedicated solely to theater television projects.

It is expected that the SMPE will soon make representation to the motion picture industry for a statement of policy and a procedure set up for unified action either by a combination of existing organizations or the possibility of a brand new video-motion picture association.

# Goodman As Consultant For State Dept. B'casts

Benny Goodman has been named as consulting director of popular music programs on Russian language broadcasts, it was made known by the State Department yesterday.

Goodman's efforts toward "inter-cultural amity" between the two nations is to consist of presenting the best in American popular music on a six times weekly broadcast basis. The musician will select recordings and provide a daily script, to be read in Russian.

Regular broadcasts of the series are to begin on Monday, April 14.

# "Hit Parade" Repeat

"Your Hit Parade," which will move to NBC April 26, will broadcast a weekly live repeat program at midnight, EST (9 p.m., PST) for the 12 NBC Pacific Coast affiliates, effective Saturday, May 3, the date of the second broadcast. There will be a repeat broadcast of the first program (9 p.m., EST; 6 p.m., PST).

# Top Comedians Are Featured In Disks For Home Usage

(Continued from Page 1)

juke boxes, or, any other type of public performance. Albums each will be available of Jack Benny, Eddie Cantor, Amos 'N' Andy, Burns & Allen, Edgar Bergen and others, at a price to be determined, and distributed through some 60 dealers throughout the United States.

Under the name of "Top-Ten" leading comedy shows will be specially recorded, and not taken off the air, which will enable the manufacturers to be covered under the Copyright Act of 1909, making stations or other public performances liable to infringement and fines ranging from \$250 to \$5,000 for each performance unauthorized.

Pete Jaeger, vice-president of the organization making and distributing the records stated yesterday that the protection to the sponsor or comedian will be absolute inasmuch

as the material will be wholly owned by the company or artist whereas a record with Ascap or BMI music for instance, made by Bing Crosby or Frank Sinatra may be played because neither singer owns the material which is assigned to the performing rights society. Since BMI or Ascap licenses the use of the music, there is nothing to hinder a station performing the work.

### Music on New Disks

Music on the disks will be ample, but specially composed and a standard AFM contract has been arranged to cover the fees required by the musicians' union. All of the artists involved are co-owners of the company and therefore are assured full protection of their own material. Disks will be made by Apollo Records, Inc., and distribution via the Monitor Appliance Co., for home entertainment. Negotiations are under way for distributing the disks in foreign countries.

H. Paul Warwick, of Warwick & Legler, Inc., is president of the new company. In order to avoid duplication or any misunderstanding, the company will have but one authorized press agent, which post is assigned to Rusty Pierce, working out of New York.

# Esso To Sponsor Football On Southern Stations

(Continued from Page 1)

up includes KELD, El Dorado; KGHR, Fayetteville; KFPW, Fort Smith; KHOZ, Harrison; KTHS, Hot Springs; KXLR, North Little Rock; KCLA, Pine Bluff; and KWEM, West Memphis. The football broadcasts, covering 10 games, begin Sept. 20 and run through Nov. 27.

Agency for Esso is Marschalk and Pratt Co., which reports that this is the only sports sponsorship that Esso plans at present. The company currently sponsors five-minute news reports on 40 stations four times daily, a campaign begun in 1935. About a year ago Esso added daily weather reports on 13 stations and sponsors television newsreels once a week on WNBT, New York, and WPTZ, Philadelphia. The football broadcasts next fall will cover the Arkansas division of Standard Oil Co. of New Jersey.

# Alberti Named Producer Of New Maytag Program

Jules Alberti, has been named producer by the Byrde, Richard & Pound agency for its new radio show which debuts over WNBC, Monday, April 7, sponsored by Maytag Atlantic Co. Program is entitled, "Patterns in Melody," and cast includes Jean Tighe, Bob Whitlow and the Jon Gart orchestra, with Jean Paul King as narrator. Program is scheduled for 7:30-7:45 p.m., EST.

Alberti was formerly head of Selznick Famous Artists, Eastern radio department.

# Special Program on WAAT

WAAT, Newark will broadcast Princeton Bicentennial Conference interview with William L. Holland, secretary general of Institute of Pacific Relations today at 8:45 p.m. Holland just returned from China to attend the 13th Bicentennial conference.

*A Profitable Buy*

# W G A L

LANCASTER, PA.

(Established 1922)

A  
STEINMAN  
STATION

Sales Representative

# RADIO ADVERTISING COMPANY

New York • Chicago • San Francisco  
Dallas • Hollywood



# STARS OVER KMBC



PHIL EVANS



# KMBC

OF KANSAS CITY

SINCE 1928 BASIC CBS  
STATION for MISSOURI and KANSAS

Like all KMBC personalities, Phil Evans is nationally publicized and nationally known! Phil, as KMBC farm editor, is heard three times daily from "KMBC Service Farms". Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

1906 *Henri* 1947  
CONFISEUR  
FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

## PROMOTION

### Army Week 'Et's'

The Army Week message — "A Strong America Is a Peaceful America," will be brought to listeners in the First Army area, from New England to Delaware, via transcribed spot announcements by four-star General Courtney H. Hodges, First Army Commander, Jay Jostyn, radio's Mr. District Attorney, and stars of the 1946 Pulitzer Prize Play, "State of the Union"—Ralph Bellamy and Kay Francis. Announcement was made by Lt. Col. Joseph Quittner (Res.) local Army Week Radio chairman that platters will be mailed to every station in the First Army area, direct from the RCA plant in Camden, N. J., on or about April 1st.

Discs contain 19 timed spot announcements ranging from 20 to 45 seconds in length and were written, produced and directed by First Army's triple-threat Radio Director, Howard Warwick.

### Easter Planning

CBS sent out by air mail four-page brochure calling attention of its 166 affiliates, religious leaders and radio editors throughout the country to its half hour Easter Passion Play, "The Son of Man", scheduled for broadcast Easter Sunday, April 6, 1:30-2 p.m., EST. The brochure, which has a reproduction on the cover of Piero della Francesca's painting of Jesus Christ, briefly outlines the background of the Passion Play, which was written by Archibald MacLeish. Inside is a kit with suggested promotion aids for getting the broadcast the biggest possible audience.

### New WFIL Program

The Philadelphia Inquirer Station, WFIL, announces their new program "WifFIL House" via the medium of a promotional mailing piece. Front fold is entitled: "here's something to WifFIL about" with inside fold containing a description of the program which is emceed by Skipper Davis, who handles this new variety program on WFIL with his piano noodlings, which uniquely introduce the recordings. Folder has been mailed to advertising agencies and sponsors.

### New Tele Series

Los Angeles—First of a series of contemplated dramatizations for television have been filmed by Jerry Fairbanks Productions in preparation for a special preview to be held early in April for New York video executives.

The test series, each a compact and a complete 15-minute dramatic or comedy program, was filmed as a sample of the type of product Hollywood can produce for television. Shows can be used consecutively and still present a variety-type telecast.

The new package program idea for video will be flown to New York by Fairbanks, who will supervise showing of series during a test telecast.

## FCC Approves New Stations; Orders Number Of Hearings

(Continued from Page 1)

of KVOX Broadcasting Co., to change operating assignment of station KVOX, Moorhead, Minn., from 1340 kc., 250 watts, unlimited, to 790 kc., 5 kw., unlimited.

Commissioners Denny and Jett favored a grant to KVOX, to improve its facilities and broadcast coverage. This action would leave Fargo and Moorhead with a regional station in each city whereas a grant to the Northern States Broadcasting Co., places two regional stations in Fargo and leaves Moorhead with its present local station of only 250 watts power. In this connection they pointed out that if KVOX is granted the regional assignment then the local channel vacated by KVOX would, after expiration of the temporary expediting procedure, be available for assignment at Fargo.

The Commission also announced its proposed decision looking toward a grant of the application of Citizens Broadcasting Co., for a new station at Abilene, Tex., to operate on 1340 kc., 250 watts, unlimited.

At the same time the Commission proposed to deny the application of Abilene Broadcasting Co., seeking the same facilities.

The Commission also listed its proposed decision looking toward a grant of the application for a new station at Evansville, Ind., to operate on 1330 kc., 5 kw., and a denial of the application of WJPS, Inc., for new station at Evansville seeking the same frequency with 5 kw., day, 1 kw., night.

The Commission also granted the application of WSAV, Inc., to change operating assignment of station WSAV, Savannah, Ga., from 1340 kc., 250 watts, unlimited, to 630 kc., 5 kw., and a denial of the application of Atlantic Coast Broadcasting Co., for change in operating assignment of station WTMA, Charleston, S. C., 630 kc., 5 kw.

### AM Grants Announced

The FCC announced a proposed decision looking toward the grant of the following applications:

Texas Star Broadcasting Co., for change in operating assignment of station KTHH, Houston, Texas, from 1230 kc., 250 watts, unlimited to 790 kc., 5 kw., day, 1 kw., night; Lubbock County Broadcasting Co., for a new station at Lubbock, Texas, to operate on 790 kc., 1 kw.; Veterans' Broadcasting Co., for new station at Houston, Texas to operate on 1230 kc., 250 watts, unlimited.

At the same time the Commission proposed to deny the application of the Plains Radio Broadcasting Co., to change operating assignment of station KFYO, Lubbock, Texas, from 1340 kc., 250 watts, unlimited, to 790 kc., 5 kw.

Commissioners Denny and Jett concurred in the grants to Central Broadcasting Co., Texas Star Broadcasting Co., and Veterans' Broadcasting Co., but voted to grant application of Plains Radio Broadcasting

Co., instead of Lubbock County Broadcasting Co.

### Hearings Ordered

Hearing was ordered on the applications of the Tri-City Broadcasting Company, Bellaire, O., and Edgar M. Jones, former FCC press officer, Monessen, Pa., for operation on the 1050 band with one kilowatt daytime only. KDKA, Pittsburgh, and WCMW, Canton, O., will also be parties. The application of WDAS, Philadelphia, to install a new vertical AM antenna, with an FM antenna on top, was also set for hearing, with WEST, Easton, Pa., WHGB, Harrisburg, Pa., and WBCM, Baltimore, also to participate.

Another hearing ordered is on the applications of the Western Reserve Broadcasting Company and the Civic Broadcasters, Inc., both of Cleveland, for operation on the 1260 band with five kilowatts daytime. Also to be a party is WMOA, Marietta, O. which seeks to move to Parkersburg, W. Va., and to alter its assignment from 1490 kc., with 250 watts unlimited to 1260 kc., with one kilowatt, unlimited.

### Texas Station Grant

The Trinity Broadcasting Company, which received a CP for a one kilowatt daytime only station on the 1190 band in Oak Cliffs, Texas, Friday, is composed of Martin McLennon and his son Gordon. The senior McLennon is a motion picture circuit operator, while his son won renown within the broadcasting industry for his work in army radio entertainment, and as a sports announcer. Oak Cliffs is a suburb of Dallas.

Applications for three new FM stations were received Friday by the FCC, two from California and one from the Warren Broadcasting Corp., Glens Falls, N. Y. The California applications came from the Centinella Valley Broadcasting Corp., Inglewood, and the San Fernando Valley Broadcasting Co., San Fernando.

The Commission announced its proposed decision looking toward the grant of the application of Key Broadcasting Corp., for a new standard broadcast station at Baltimore, Md., to operate on 750 kc., 1 kw., daytime; and of the application of James M. Tisdale for a new station at Chester, Pa., to operate on 740 kc., 250 watts, daytime. At the same time the commission proposed to deny the application of Paul W. Delehanty for a new station at Chester seeking the same facilities as Tisdale.

### Ford Wins Tele Toss

Ford Motor Co., co-sponsor with General Foods Corp., of the 1947 Dodgers home games broadcasts over CBS television station, WCBS-TV, won the toss and will broadcast the first game of the commercial series on Tuesday, April 15. The two companies will alternate on the pickup of the Dodger home games throughout the season each sponsoring 25 games.

## BEHIND THE MIKE

By SID WEISS

**N**ORMAN CORDIN will have a chance Friday (on the Bea Wain-Andre Baruch WMCA stanza) to back up his recent crack that even with double pneumonia he could still sing better than any of the crooners around. Bea and Andre will corner him in a three-way debate, and Norman promises to name names with no holds barred.

Sonny Werblin's new singing find, Don Cassanave, drew rave notices on his recent CBS preem.

Dick Manning wrote those Weather Jingles which won the CCNY award.

Horton W. Mallinson, formerly veepee in charge of radio at Badger and Browning and Hersey, Inc., now program director at WNBZ at Saranac Lake, N. Y.

The first album of "Brigadoon" music is ready for nat'l distribution, produced by Rainbow Records. The two-record album stars Alfred Drake plus Roberta Roberts, with orchestral supervision by Ted Royal. Tunes chosen were: "Heather On The Hill," "Come To Me," "Almost Like Being In Love" and "From This Day On."

Plans are in process for Jinx and Tex McCrary to emcee over NBC's video, a broadcast from the floor of the 71st Regiment Armory of the N. Y. Antiques Fair during the traditional visit there of the famed exhibit from April 14th through the 18th.

One big radio comedy show we know has such a huge stable of writers they're calling the program "Ali Baba and the Forty Thieves."

Easy to recommend is Bob Houston's singing on the Gloom Dodgers-WHN stanza.

Basch Radio Productions is currently auditioning a new audience participation show with a unique giveaway gimmick. Show features Frances Scott and is tagged "Fox and Hounds."

Radio is even creeping into the beauty parlors. The International Beauty Show, which starts a four-day run at the Grand Central Palace April 7th, is featuring a "Radio Wave permanent" by which milady's hair gets curled by electronics.

Paula Kelly has quit the Modernaires to go out on her own and has been replaced by the equally luscious Virginia Maxey.

Cab Calloway, who goes into the Strand theatre next week, celebrates his silver wedding ann'y at that time.

### Jablons Gets Fund Post

Mike Jablons, formerly trade news editor of Mutual, has been named to head special events exploitation, including radio and television activities, of the 10th annual campaign of the Greater New York Fund, it was announced yesterday. Campaign opens April 29 and extends to June 6, 1947.

Jablons is also a former director of special events and news at WNYC, the municipal station.

# SOUTHWEST SIDELIGHTS

MONTE KLEBAN, program and continuity director for WOAI, an Antonio back at his desk following a trip to Hollywood.

Harry Harber will m.c. a new full hour program of popular music scheduled for airing on KERA, FM voice of the Dallas News, to be known as "Music Makers Matinee."

Billie Backler has joined the accounting department of KROD, El Paso. Another newcomer to the staff is Bill Lofton who joins the traffic department. Also added to the announcing staff were Craig Lawson and Russell Mack.

Bob Holleron, sports and special events director for KTSA, San Antonio forced to spend more than 10 days at home abed with the flu. Holleron, assisted by Bob Hopper, KTSA engineer made two wire recordings of the Annual Flower Pilgrimage prior to being taken ill.

Louis Breault of KRIC, Beaumont, has been named chairman of public relations for District 13 of the NAB which comprises the state of Texas. Martin Campbell represented KERA-FM, Dallas at the NAB's FM Department 1947 Executive Committee meeting to be held recently in New York City.

KGVL, Greenville and KXOL, Fort Worth have appointed the Universal Radio Sales of New York City as their national sales representatives.

Tony Chastain has joined the announcing staff of KTRM, Beaumont, coming there from WKY, Oklahoma and WKAT, Miami, Florida.

William Campbell has been named auditor for the Southwest Network with headquarters in El Paso.

John Riddle, former newspaperman in Oklahoma, has joined the staff of WFAA-KGKO-KERA, Dallas as production director.

Bill Edgerton, chief engineer KTSA, San Antonio, suffered several broken ribs as the result of a plane accident in which he was en route from San Antonio to Dallas, hitting an air pocket.

Grant has been made by the FCC to KRBC for an FM outlet at Abilene. Station will be a Class B outlet and operate on channel 245.

Charles "Bud" Lutz, station manager of KYFM, San Antonio off on a business trip to Washington, D. C.

Red River Dave, cowboy singing star, and the Texas Top Hands, cowboy band heard over WOAI, San Antonio, have been signed for a series of films to be produced in San Antonio and released through Universal Pictures.

With the advent of the baseball season, several new sport shows have made its debut over KGKO, Fort Worth. "Let's Talk Sports" is a quarter hour program being heard on Monday, Wednesday and Friday. On Saturday "Sportsman's Corner" is aired for a quarter hour by the J. K. Wilson Co. Tee Casper is KGKO sports director.

The Easter Sunrise Service in San

Antonio will be given full radio coverage with broadcasts to be made over KTSA, KMAC and KABC. Broadcast will originate from the Municipal Auditorium.

A Class B conditional grant for an FM station has been granted by the FCC to KFYO, Lubbock.

The Taylor-Howe-Snowden Radio Sales has been named national sales representatives for KOSA, Odessa.

Application has been made to the FCC by KEYS, Corpus Christi, for new frequency and power. Station is operating at present with 250 watts power of 1490 kilocycles. Application would have the station operate with 1000 watts night and 5000 watts day on 1440 kilocycles.

The third FM voice for San Antonio, WOAI-FM has taken to the air and is airing a regular schedule of broadcasts. Jerry Lee is program director.

KCOR, San Antonio, has applied to the FCC for increase in operating power from present 1000 watts to 5000 watts and from daytime operation to full time operation.

"News Adventures of Tim Healy is now being heard over KGKO, Fort Worth on Monday, Wednesday, Thursday and Friday at 5:45 and Saturday at 5:30 p.m. under sponsorship of Dairyland Ice Cream.

A certificate of appreciation has been presented to WFAA-KGKO, Fort Worth and Dallas for "Your Veterans Administration" for "the splendid co-operation the Veterans Administration has received from the station through radio programs which it has consistently run." The series has been presented over KGKO for the past 23 weeks.

New series of airings titled "Mrs. Tucker's Smiles" is being heard three times each week over WFAA, Dallas and member stations of the Texas Quality Network. Programs feature an eight piece orchestra directed by Jerry Gates, the songs of Louise Mackay and Jim Burdette and the two piano harmony of Bert Noyd and Hugh Waddill.

### Stanley Ross On WLIB

Stanley Ross, former Latin American correspondent for NBC, New York Times and the Associated Press, starts a new Saturday commentary over WLIB from 1:30-1:45 p.m., on April 5. Series is titled, "Report On Latin America."

*Send Birthday Greetings To —*

April 2

Frances Carlon	Jerry Cooper
W. Arthur Rush	Gary Stevens

## Does Radio Need a Czar?

Match your opinions against those of JUDGE JUSTIN MILLER, PRESIDENT, NATIONAL ASSOCIATION OF BROADCASTERS!

JUDGE MILLER speaks on the subject "DOES RADIO NEED A CZAR?" at the APRIL 3 luncheon meeting of the RADIO EXECUTIVES CLUB in the Grand Ballroom of the Hotel Roosevelt.

TO BE SURE OF A GOOD SEAT RUSH YOUR RESERVATIONS TODAY — \$2.25 for members; \$2.75 for non-members — to N. C. RORABAUGH, 347 MADISON AVENUE, NEW YORK 17.

COAST-TO-COAST

—NEW YORK—

**BUFFALO**—A new dramatic series for girls and boys, titled "Children's Activities", will be aired every Saturday over WBEN. It will consist of two and three quarter-hour uninterrupted programs. . . . **UTICA**—WIBX-FM was in the spotlight last week, when it went on the air, before schedule at the Proctor High School Auditorium, in order to demonstrate FM to the 1,000 students in attendance. . . . **SYRACUSE**—Neal Moylan has resigned as WFBL's FM program director to accept the position of program supervisor in Albany. He has been replaced by Wm. Thorpe.

—MICHIGAN—

**ANN ARBOR**—WPAG has recently added to its program schedule, a variety of transcribed shows which include, "Mutiny on the High Seas", "Easy Aces", "Joe Palooka", "Lost Empire", "Mystery Is My Hobby", the Georgie Jessel Show, Edwin C. Hill's "I See America" and John W. Vandercook's "Air Age News". . . . **DETROIT**—Tom Harket, former account executive at the Mutual Broadcasting System in New York, has joined WJR, as director of sales.

—WASHINGTON—

**PULLMAN**—John Blake, KWSC production manager, was cited by local newspaper editors and citizens for exceptional help as producer and radio director of the Pullman Hospital Association's drive for a building in that city. He was named as one of the leaders in getting the drive over its \$200,000 top. . . . **SEATTLE**—"Two-Party Line, Olympia," a program designed to give the people of Washington the official views of the two major parties during the thirtieth session of the State Legislature, was introduced recently on Radio Station KIRO.

—INDIANA—

**FORT WAYNE**—Robert C. Shreve, announcer and entertainer at WOWO, has been transferred to the sales department as an account executive. . . . **INDIANAPOLIS**—WIBC's general manager, Geo. C. Biggar, who was formerly with WKMO, Kokomo, was elected President of the Association of Indiana Broadcasters which boasts a total membership of 17 stations. He will succeed John Carl Jeffery.

—UTAH—

**SALT LAKE CITY**—Fifty young Indian children, fresh from the Uinta Reservation at Whiterocks, recently visited the KALL-Intermountain studios in Salt Lake City for a Junior Red Cross series, one in a group of broadcasts arranged for Utah school children. . . . Jack Page, Mutual's director of special events has been invited to appear as principal speaker at the official dinner of the 100th anniversary of the State of Utah in Salt Lake City. The talk will be aired, this evening, over the mutual network.

—NEBRASKA—

**FREMONT**—Dave Phillips, former sports editor of The Fremont Guide and Tribune, has been appointed editor and special events director of Radio Station KORM.

... **OMAHA**—Omaha World Herald sports editor, Floyd Olds, journeyed to Lincoln to broadcast the State High School Basketball Tournament for FM Station KOAD. Remote equipment and operating personnel came from Lincoln station KFOR.

—COLORADO—

**DENVER**—In the interest of acquainting listeners with some of the little-known jobs necessary for program production, KLZ is airing a series called "Behind the Scenes at KLZ." Special events man Mack Switzer will interview people in various departments about their duties. . . . **KOA's** manager, Lloyd Yoder, 1947 Campaign Committee Chairman of the Denver Branch, has pushed the local Red Cross drive over the top by more than 75 per cent.

—VIRGINIA—

**NORFOLK**—WGH's announcing staff has two new additions. They are Frank Facenda, formerly of WRVA and WCNC and Ed Strickland former veteran who served with AFN in Japan. . . . Co-operating with the recent NAB request, WGH is now airing a weekly "this could happen to your children" feature, entitled, "Youth On Trial". The program takes the form of courtroom re-enactment of actual local juvenile cases and their disposition.

—ALABAMA—

**ANNISTON**—J. W. Buttram resigned as WHMA manager to return to Gadsden as manager and part owner of WGAD, now under construction. Malcolm Street, program director and assistant manager, is his successor. . . . **BIRMINGHAM**—Selections from favorite musical comedies of the past, will be heard on "Encores", a new WBRC feature, emceed by Davenport Smith.

Gloria's Tele Debut

Gloria Swanson, veteran stage and screen star, will make her television debut next Sunday over WCBS-TV when she emceeds the Easter Parade remote broadcast at 12 noon.

Paley Named Head Of UJA Campaign

(Continued from Page 1)

general chairman of the UJA. As chairman of the drive, Paley will have the responsibility of determining the program for enlisting the widest possible nationwide support in behalf of the Joint Distribution Committee, and other agencies which provide for relief and rehabilitation overseas and assistance to refugees who are finding a haven in the United States.

In accepting the Advisory Council Chairmanship, Paley stated that the United Jewish Appeal was "a cause of major world significance" and that he was assuming the post in the \$170,000,000 drive, "out of a firm conviction that every American should share in binding the wounds of war and healing the scars of cruel and widespread oppression in Europe."

CBS Shortwave Dept. Sets Daily Newscast To Greece

CBS will inaugurate a shortwave daily newscast to Greece, beginning Monday, April 7, for the OIC of the State Department. The 15-minute period, which will be beamed seven days a week, will be heard at 2 p.m., EST., unless subsequently changed as to time. Newscast will be in the Greek language.

WABD Signs Chevrolet To 26-Wk. Film Pact

(Continued from Page 1)

Tuesdays from 8 to 9 p.m. Company is said to have selected the time as a choice one since it follows Bob Emery's "Movies For Small Fry," a full-hour of variety films from 7 to 8 the same night.

Du Mont yesterday explained that live studio shows will resume from Wanamaker's next Monday night, with the return of most studio personnel completed this week. Twenty-three members of the engineering staff have been re-called from the lay-off which began when WABD started antenna improvements some eight weeks ago. Engineers are also said to be slated for a 15 per cent pay increase by WABD, effective in May.

First week or two of WABD studio shows will be "simple" straight presentations, augmented by remotes and films, according to Bob Jamieson, station executive for the Du Mont station.

Decca Appoints Conner To Artists' Relations

Michael Conner, has been appointed by Decca Records to head its Artists' Relations bureau. He was previously in charge of Decca's mid-west recording division. Prior to joining the disk company, Conner was a producer and writer for networks, as well as a newscaster for Chicago papers and an announcer in Minneapolis.

In his new capacity, Conner will maintain liaison between all recording artists and all Decca divisions.

"Portia" to B & B

Production of "Portia Faces Life" has been shifted by General Foods Co. to Benton & Bowles, effective April 1, with Hoyt Allen directing for the agency. Products on the show, heard daily at 5:15 on NBC will be Maxwell House Coffee and Grape Nuts Wheat-Meal from April 1 to July 1. After that date they will be Post's Bran Flakes and Instant Postum.

CBS Program Renewed

Lever Brothers Co., for Lipton Tea and Lipton Noodle Soup, has renewed its Columbia network program heard Tuesdays, 9:00-9:30 p.m., it was announced for 52 weeks effective April 8, by William C. Gittinger, CBS vice-president in charge of sales. This is the 27th renewal for CBS network since Dec. 30. "Vox Pop" is the program currently filling that slot. Young & Rubicam is the agency.

Fill Your Announcing Needs Ask About

Don Russell

NEW VOICE — NEW TALENT

COURTESY PAYS OFF

Baltimore, Md. Courtesy is paying off in Baltimore these days. "The Tuneful Traveler" Program on WFBR sponsored by the Baltimore Transit Company is the answer. This weekly high-light embraces a clever M. C., orchestra, girl singer and boy singer—also courtesies.


Riders on the transit system report courtesies extended by Transit Company employees. If used, they get paid for the reports and the employees get paid and honored on "The Tuneful Traveler" Program.

Courtesy pays on "The Tuneful Traveler" and advertising pays on WFBR. Ask the Blair man or write WFBR, Baltimore.

**KMLB**  
Monroe Louisiana

Has more listeners in Monroe and North-eastern Louisiana than ALL OTHER STATIONS COMBINED!

REPRESENTED BY  
TAYLOR-HOWE-SNOWDEN  
Radio Sales  
AFFILIATED WITH  
AMERICAN BROADCASTING CO., INC.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 39, NO. 3

NEW YORK, THURSDAY, APRIL 3, 1947

TEN CENTS

## Haverlin May Head BMI

### le Film Shortage Hits N. Y. Stations

An acute shortage of motion picture films available for television programming has become the major problem of New York television stations with prospects dim for an increasing flow of uloid entertainment, RADIO DAILY learned yesterday.

The three New York stations—WABT, WCBS-TV and WABD with increasing air schedules are the latest hit of the television stations on the Atlantic seaboard. These stations have programmed most of the

(Continued on Page 7)

### ve FM Stations Grants Allotted In Peoria, Ill.

Washington Bureau, RADIO DAILY—FCC yesterday announced its final decision granting applications for class B FM stations in Peoria, Ill. They include Peoria Broadcasting Co., Mid-State Broadcasting Co., Central Illinois Radio Corp., Illinois Valley Broadcasting Co., and West Central Broadcasting Co.

At the same time the Commission denied the application of Radio Peoria, Inc., for an FM station in Peoria.

### w Television Screen Shown By RCA At IRE

A newly developed television projection screen for home receivers, showing pictures "two and one-half times brighter than earlier e-screen pictures" was introduced and demonstrated for the first time

(Continued on Page 6)

### Wrong Number

A WOR news editor picked up the phone and asked for the "mobile operator" in order to contact Dave Driscoll, station news director, driving home in his car. The "mobile" operator answered and took the number. She then applied there was no such listing. After a lengthy discussion the WOR news editor learned he was talking to Mobilo, Ala.

### Tele Holdout

First major television holdout at Madison Square Garden this year is the Ringling Brothers & Barnum and Bailey circus which to date has declined to allow CBS television rights to pick up the full performance as a part of the web's exclusive deal with the Garden for televising attractions. Officials of the "Big Show" are reported skeptical of the publicity value of the television pickup at this time and will reserve their decision until after the show opens its month's run next Wednesday.

### NAB Group Decries Newspaper Attitude

The NAB's program executive committee, ending its two day session in New York yesterday, fired retaliation against certain newspapers, critical of radio practices, which the committee charges observe standards of good taste far below those of the radio industry. The

(Continued on Page 7)

### Radio Critics Defined By Trammell On Coast

West Coast Bureau, RADIO DAILY—Hollywood — Radio is spending more money than at any time in its history for research in order to find out how it may best improve its service to the public, according to Niles Trammell, president of NBC. At a

(Continued on Page 7)

## 1947 Radio Annual Ready For Distribution Today

Tenth consecutive edition of RADIO ANNUAL, containing nearly 1200 pages, an all-time high, is being distributed today as a service to RADIO DAILY subscribers from coast to coast. Crammed with information from cover to cover, the encyclopedia of the broadcasting industry includes articles by leaders in the field touching on their respective branches such as standard and FM radio, television, facsimile and all kindred arts.

Volume reveals that the four maj-

### MBS Web Executive Reported Offered Presidency Of Industry Music Co.; BMI Board Noncommittal

### Tele Promotion Plans Set For Washington

Television will make its "official" debut as a permanent service in Washington on April 14 when RCA and WTTG, the Du Mont outlet combine to bring the first definite quantity of receivers and continuing programs to viewers in the area of the nation's Capital.

D. C.'s "T-Day" will be highlighted by the telecast of the American

(Continued on Page 6)

### Indies Seek Same Rights As Webs In Washington

Station WWDC, Washington, through its news editor, Fred S. Hoffman, yesterday requested in a letter to William Henry, president of the Radio Correspondents Association, that that organization take up

(Continued on Page 2)

### Church Named Chairman Of UN Radio Committee

Wells Church, CBS news director, has been elected chairman of the U. S. Broadcasters Standing Committee for the United Nations, a three

(Continued on Page 8)

Carl Haverlin, vice-president in charge of station relations for Mutual Broadcasting System, was yesterday reported appointed president of Broadcast Music, Inc., by the subcommittee comprised of several BMI board of director members. Committee was delegated to select an appointee following the meeting of the BMI board early this week. If the Haverlin appointment is confirmed, he will be the organization's first full-time president. Up to the present time, chief executive of the

(Continued on Page 6)

### Radio Committee Set To Investigate CBC

Montreal — A committee of the Dominion House of Commons has been appointed to deal with the annual report of CBC and the state of public and private broadcasting. Revenue Minister McCann announced that the committee will consist of 25 members including 15 liberals, six progressive conservatives, three CCF and one social credit member. The

(Continued on Page 2)

### WNBC To Honor Newark With "Salute" April 18

Newark, N. J., will be the site of the eighth all-day salute to cities in its area broadcast by WNBC, it was announced yesterday by James M.

(Continued on Page 2)

### Native Son

Ed Trent, new staff announcer at WCNC, Elizabeth City, N. C., set a record of some kind last week when he reported for work. When he first went on the air he asked for an apartment, in true Carolinian style, although he's a New Yorker. Sympathetic listeners, impressed with his predicament, and accent, came forth with offers to their "native" son.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wed., Apr. 2)

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, Westinghouse Pfd.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Taylor-Howe-Snowden Co. Absorb Broadcast Sales Co.

Taylor - Howe - Snowden Radio Sales has absorbed Broadcast Sales Co., it was announced in New York yesterday by Alex Keese, general manager of THS. Peggy Stone, formerly in charge of the New York office of Broadcast Sales remains head of the sales department here for Taylor-Howe-Snowden while George Roesler, formerly manager of the Broadcast Sales office in Chicago takes over as sales staff chief for the new owner. All changes were effective April 1.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

MARGARET ARLEN, WCBS women's commentator and HENRY UNTERMEYER, special events director for WCBS, will be in Asbury Park, Sunday, April 6, to attend the "Orchid Promenade." Miss Arlen is chairman of the judges.

LIONEL SHAPIRO, CBS special correspondent, has arrived in London, en route to Rome, where he will take up the task of reporting for the net.

CAROL AMES, radio and nightclub blues singer featured on the new Bill Cullen program "Going Nowhere," has entrained for Philadelphia, where she will spend the Easter holidays with her family.

BILLY WILLIAMS, CBS baritone on "Bouquet For You" program, takes a leave of absence next Monday, for a month's stay in Hollywood, where he will make his first picture, "Smoke River Serenade," a western-musical. FRANK RAY will sub for Williams during his absence.

WNBC To Honor Newark With "Salute" April 18

(Continued from Page 1)

Gaines, station manager. "Newark Day on WNBC" will be Friday, April 18.

Mayor Vincent J. Murphy has appointed a special committee, headed by John R. Burnett, secretary of the Newark Planning Board, to co-operate with the NBC flagship on the salute.

As usual, the salute by WNBC will include many broadcasts direct from the city honored. Among the station's performers who will originate their shows from Newark will be Tex McCrary and Jinx Falkenburg, Mary Margaret McBride, Maggi McNellis, Bob Smith, Tom Page and Jim Fleming.

Indies Seek Same Rights As Webs In Washington

(Continued from Page 1)

the question of equal privileges for both independent and network stations in regard to broadcasting hearings held by committees of both the Senate and the House of Representatives.

In his letter to Henry, Hoffman stated that a number of hearings have been made available for broadcast to the networks but correspondents representing independent stations were not given the information in sufficient time to install the necessary equipment.

LEONARD KAPNER, president of WCAE, ABC's affiliate in Pittsburgh, Pa., is in New York visiting network headquarters.

LEONARD "BUZZ" BLAIR, ABC staff director, left New York yesterday for Chicago, where "America's Town Meeting" will originate today.

JIM HURLBUT, newsman for WBBM-CBS, Chicago, has returned to the Windy City after a brief stay in N. Y. While here, he conferred with the CBS News Bureau.

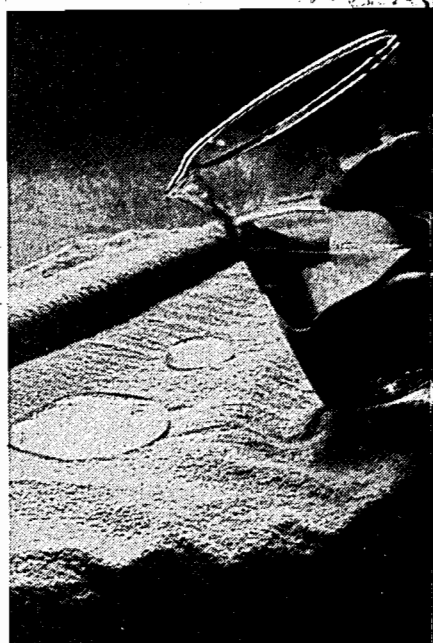
GUY LOMBARDO back from the Totem Pole Lodge, Auburndale, Mass., to begin a week's engagement today at the Palace Theater in New York.

A. E. JOSCELYN, general manager of WCCO, Minneapolis-St. Paul, Minn., CBS affiliate, has returned to that station after a short stay in New York.

Radio Committee Set To Investigate CBC

(Continued from Page 1)

freedom and multiplicity of news commentators, the expansion of overseas service, the extension of bilingual stations in Western Canada—these are some of the issues that will hold the committee's attention. Opposition members are likely to demand a further airing of the recent complaint of Premier George Drew that he had been unfairly treated in a news commentary on his budget announcements. Both PC and CCF members are keeping a close eye on the expansion of bilingual broadcasting in Western Canada; while privately owned stations in the East feel they should have more elbow room in the matter of time and revenue. But a really pressing question that must soon hold the committee is the dismal failure of the Federal Communications Commission at Washington to exercise control over broadcasting and its apparent inability to check the feverish increase of broadcasting licenses. The result of all this is that many of the benefits for Canada of the Havana Pact have been or soon will be destroyed. Bands supposed to be kept clear for Canada are being so crowded on either side that receiving or listening licenses in many areas have no value. This radio committee will commence to operate soon after the Easter recess, which begins next Wednesday evening and ends on April 14.



...Like Off A Duck's Back

That's a new fabric called Silane. It's waterproof.

Pour water on it . . . and the liquid rolls up into drops just like mercury. It rolls right off this new fabric better than water off a duck's back. Moisture just can't get through the fabric.

There's a similar point to make about a lot of radio sales messages. Some sales talk rolls right off the audience you're trying to get through to.

We don't know about other cities . . . but the sure way of getting through and producing sale results in Baltimore is by way of W-I-T-H. That's the successful independent station in this sixth largest market, that produces more listeners-per-dollar spent than any other station in town.

When you make up that list remember the call letters—W-I-T-H.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

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

# THE TREASURY OF REFERENCE



**OUT  
TODAY**

LOS ANGELES

By RALPH WILK

**G**UESTS at Tom Breneman's "Breakfast in Hollywood" program have contributed more than \$2,750 for the Damon Runyon Cancer fund drive since ABC's "Breakfast Man" started the campaign three weeks ago.

Al Williams, production manager of "Bride and Groom" since December, 1945, leaves the program's staff, to start a mail order jewelry business, "Charm of the Month Club, Inc." which he and Hicks Coney, former Pan American World Airways publicist, are organizing.

The formulation of radio news standards for Southern California were taken up by the Radio News Club at their regular monthly luncheon meeting recently.

The group, which includes a membership of newsmen from virtually every Southern California radio station, will go to bat for improved news practices in this area. Plans will be mapped for a fight against violation of ethical practices.

Ernest Tubb and his troupe left Hollywood this week for San Francisco and other coastal cities for theater engagements after completing work in the Jack Schwarz Production, "Hollywood Barn Dance," for Screen Guild release. Tubb later returns to Nashville, Tenn., to resume with the "Grand Ole Opry" radio program.

Membership dues for Hollywood Advertising Club have been established at \$20 per year. Initiation fee is \$5. These rates become effective July 1, at the beginning of the next fiscal year.

Tom Lewis and Al Scalpone, vice-president and radio production manager respectively of Young & Rubicam, Hollywood, leave town for New York again next week to attend home office meetings.

Gordon T. Hughes has started to produce "Hollywood Makes Music" over KNX Saturday nights from 6 to 6:30. Setup includes Gene Baker as singing mc., and Wilbur Hatch and his orchestra.

WNEW Sponsorship

Dime Savings Bank of Brooklyn has signed for sponsorship of three 15-minute segments weekly of the "Make Believe Ballroom" over WNEW, starting April 1. The bank will sponsor the 10:45-11 a.m., periods on Tuesdays, Thursday and Saturdays with the commercials stressing the home financing service. The 52 week contract was placed through the Austin Advertising Agency.



Windy City Wordage. . . !

• • • When it rains, it pours—and this has been one of those pouring weeks, figuratively speaking, with radio notables all over the place. It started Monday when Johnny Olsen brought "Ladies Be Seated" to its new home here. After the broadcast there was a

Chicago party for the show's staff and the press, at the Merchants' and Manufacturers' Club. On Tuesday George V. Denny, Jr., and the other members of the "America's Town Meeting" group arrived and were partied, along with the press, at the Drake Hotel, and on Wednesday Denny guested on Don McNeill's "Breakfast Club," trying, with little success, to inject a serious note into the show. The "Town Meeting" broadcast, from the Civic Opera House, brought ex-governor Ellis Arnall of Georgia, and other notables, to town. Then Bing Crosby arrived from the West Coast to do a couple of transcribed shows here, and to guest on the "Quiz Kids" show, and out-of-town midwest radio scribes flocked in to interview Bing.



• • • The Wrigley Restaurant Bar, favorite hangout of radio and advertising execs, was thrown into confusion on a recent day when customers rebelled against a rise in the price of drinks. They got together and "framed" on Lou Harrington, who presides at the bar. Everyone who appeared paid for his drinks in pennies—and that means thousands of the copper coins. Les Atlass, CBS head man, capped the climax by dumping a bag of pennies, nickels and dimes on the bar and ordering a drink for everyone.



• • • The Andrews Sisters have been booked for a three-week engagement at the Oriental Theater starting May 1. . . . And on May 9 Jack Benny will open at the Chicago Theater for a week. . . . Edward Nickey, assistant local sales traffic manager of NBC, resigned this week to join the radio department of Dancer-Fitzgerald-Sample. . . . AFRA is getting ready to throw a party to advertise its annual AFRA antics. Raymond Jones, AFRA secretary, won't be on hand for the party—at least he hopes to be vacationing in Florida, his first rest since returning from service. . . . Bill Oliver, formerly on WMBD, Peoria, Ill., joins WGN as announcer on April 6. Six other members of the WGN staff are graduates from WMBD—Jack Brickhouse, sports; Ed Cooper and George Bauer, staff announcers; Lee Elton and Ralph Batt, engineers, and Connie Rivard of MBS.



• • • Morton Downey, guest on WGN's "Famous Names" on April 1, when the show completed a solid year on the air, joined the show's cast in a birthday celebration in the Balinese Room of the Blackstone Hotel, where Downey is appearing. . . . "Sing With Navy V-6," a transcribed series of eight weekly programs from the Great Lakes Naval Training Center, will be heard over WGN starting April 5. . . . Goldblatt's department store, which sponsors a local show titled "Let's Have Fun," is preparing to welcome the 250,000th guest some time next week and has prepared an imposing array of prizes for the lucky person. . . . Everett Holles, WBBM news editor, will address the Illinois Bankers' Association, April 9, at Peoria, on "The World Today." . . . Eleven-year-old Lonny Lunde returns to the "Quiz Kids" classroom on Easter Sunday. . . . The two winners in WBBM's "Star-Quest" for Negro talent, are not novices. Mrs. Harriet Clemons had studied music for ten years and is a trained lyric soprano, and Ira Burton is a young baritone stylist who has been singing in Chicago's South Side churches and clubs for several years. . . . Don Brinkley, writer of "Baker's Spotlight," which won for WGN the Award of Merit of the City College of New York, wrote the scripts for WGN's "America Loves a Melody" and "Chicago Theater of the Air" before entering the army in 1943. He returned to WGN last May.

AGENCIES

**D**AVID O. ALBER and LOUIS DAHLMAN have formed a company to be known as Alber-Dahlman Television Productions. The company has already set one of its series "Television Talent Hunt" for premier on Du Mont Station WABD on May 1. This will be television's first amateur hour, featuring talent culled from local motion picture theaters. Another tele production set by Alber Dahlman is titled "Your Pet Show." It will feature live pets such as dogs, cats, snakes, birds, etc.

SEENA HAMILTON, formerly assistant director of publicity for the Columbia Broadcasting System in Washington (WTOP), has been added to the publicity staff of Columbia Records, it was announced by Wayne Varnum, Columbia publicity director. Miss Hamilton will have charge of Columbia's press service to newspaper and magazine reviewers as well as special service to disc jockeys and music librarians of radio stations throughout the country.

JOHN J. MCCARTHY will join Foote, Cone & Belding's New York office as a vice-president and member of the plans board on April 15th. McCarthy has long been associated with McCann-Erickson, Inc., as vice-president and member of the board of directors, having joined that organization in 1927.

N. W. AYER & SON has taken options in behalf of all its clients on a combination radio and television "package deal," featuring Zane Grey's famous action hero, "King of the Royal Mounted." Ayer secured the rights from Elecomics, Inc., a subsidiary of Stephen Slesinger, Inc. "King of the Royal Mounted" will be supplied by Slesinger in five-minute television shows and five 15-minute radio shows weekly.

MALCOLM W. McCLELLAN has joined the Bruce Angus Agency as general manager. McClellan was formerly associated with Young & Rubicam, Inc. and Goold & Tierney, Inc.

WILLIAM ESTY & CO., will handle the Colgate-Palmolive-Peet campaign for Vel, its soapless suds product via newspapers and radio.

CLARENCE LE PEER, formerly with "Inter-American Affairs," and WILLIAM B. DONAHOE, previously associated with American Broadcasting Co., have joined Chartmakers, Inc., as associate art director and map and chart specialist, respectively.

PASSPORT TO ROMANCE  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

**JACK ROURKE**  
Productions  
6331 Hollywood Blvd.  
GRAnite 1950

# If you want a large, loyal audience

on the Pacific Coast...

then you want the network that gets good ratings morning, noon and night! ABC Pacific not only has big nighttime shows, it's also **FIRST** on the West Coast in the morning... tied for second all day long!

# and if you want efficient coverage

In eleven Metropolitan Districts on the Pacific Coast are

**70.5%** of population    **73.5%** of radio homes  
**72.6%** of retail sales\*    **77.6%** of Effective Buying Income\*

ABC Pacific's 21 strategically located stations cover these and eight other metropolitan markets *from within*. They also blanket the surrounding *outside* markets. In all, they reach (primary areas):

**94.6%** of the Coast daytime listeners  
**92.5%** of the nighttime listeners

**And no other network gets better coverage!**

\*Sales Management Survey of Buying Power, May 10, 1946.

# at low cost

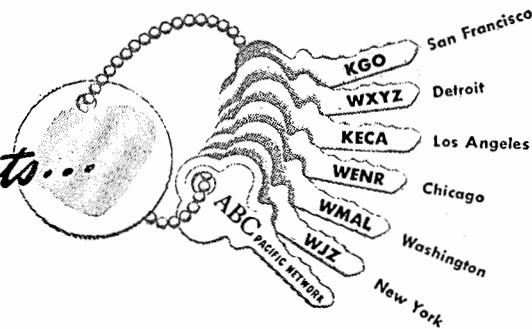
**ABC Pacific costs less than any other Pacific Coast network!**

One half hour evenings **\$972.00**

Quarter-hour daytime strip (5 times per week) **\$280.00**  
(per broadcast)

# your BEST BUY is ABC PACIFIC!

*Sales Keys to  
America's 7 Great Markets...*



SPOT SALES DIVISION

**ABC** American Broadcasting Company

NEW YORK  
33 West 42nd St.

CHICAGO  
Civic Opera Bldg.

SAN FRANCISCO  
155 Montgomery St.

LOS ANGELES  
1440 Highland Ave.

DETROIT  
Stroh Bldg.

## Carl Haverlin May Get Post As BMI President

(Continued from Page 1)

industry's music publishing and licensing concern has been more or less an honorary post for the president of the NAB.

Actual confirmation of the report was neither denied nor affirmed by BMI board members, members of the committee, nor NAB officials. At the same time it was understood that the committee had agreed upon secrecy until such time as the appointment would be made public. Several names were under consideration including that of the long-heralded Paul Porter, but the Porter deal has long been considered dead, if at any time it was actually alive.

Official Announcement at Later Date  
Haverlin, considered a likely choice, was one of the organizers of BMI which got under way during course of the Ascaph debacle about seven years ago. Sydney Kaye, executive vice-president and general counsel of BMI was the prime mover in setting up the various aspects of the organization. M. E. Tompkins, also with BMI since its inception is vice-president and general manager. Haverlin was vice-president in charge of station relations before leaving to join Mutual.

At MBS it is expected that should Haverlin accept the BMI post, Charles Godwin, assistant to Haverlin and director of station relations will take over the full station relations job.

Since there is no deadline as to when the committee of the BMI board of directors is to report on its selection for the presidency, it is possible some time may elapse before an official announcement is made.

## New Television Screen Shown By RCA At IRE

(Continued from Page 1)

by RCA-Victor last night at a New York sectional meeting of the Institute of Radio Engineers. Special studio and film program was used in the showing aired by WNBT.

Screen, which was shown and explained by Antony Wright, chief of the RCA Victor television receiver design section, and Edwin L. Clark, senior engineer, will be employed in RCA's projection sets scheduled for commercial distribution "this year." RCA said yesterday that the large pictures of "greater brilliance" provided by this screen are expected to extend video's usefulness in public places, schools and auditoriums, in addition to home use.

New development comes from the RCA Laboratories and is based on a new application of plastics. Used in a console type receiver last night, it showed a picture 15 by 20 inches, which is comparable to a standard newspaper page.

Wright told the IRE that the images shown compare "very favorably in brightness with those obtained by a direct-view tube" and

## PICTURE OF THE WEEK



Lewis Allen Weiss, general manager of the Mutual-Don Lee network, scooped the first shovel full of dirt at the ground breaking ceremonies for their new \$2,500,000 AM, FM and television studios in Hollywood. On the right is Webley Edwards, general manager of the Aloha network, who presented Weiss with a box of earth sent by Edgar Kobak, president of Mutual, as a part of the ceremonies.

## News Directors Group To Participate At Columbus

Columbus, Ohio—The National Association of Radio News Directors, new professional group of active radio newsmen, will conduct the news sessions at the Ohio State University Institute for Education by Radio in Columbus from May 2-5. John F. Hogan, president of the organization and news director at WCSH, Portland, Maine, has accepted the invitation from Dr. I. Keith Tyler, Institute director, who said he feels the job belongs to NARND since it represents active radio newsmen.

said "we are not aware of any commercial projection type of receiver which will produce a brighter or clearer picture than that which is obtained from the combination of this screen with the type of optical system used by RCA Victor."

## Forecasts Bright Future For Television This Year

Dr. Alfred N. Goldsmith, consulting engineer and luncheon chairman of the forthcoming two day "Television Institute," Friday forecast "public acceptance and a bright future for commercial television."

"The clear cut and salutary decision of the FCC in denying commercialization of ultra high frequency color at this time, a system not yet commercially practicable, has brushed away the gray overhanging clouds which have shadowed television's future," Dr. Goldsmith said.

Dr. Goldsmith added that the FCC decision had come at a propitious time, since a national meeting is already scheduled for April 14 and 15. It is expected that 500 television and radio executives will gather at the two day meeting of the Television Institute sponsored by Televiser Magazine at the Hotel Commodore.

## Tele Promotion Plans Set For Washington

(Continued from Page 1)

League's baseball opener between the Washington Senators and the New York Yankees,—with President Truman providing the traditional toss of the "first ball" of the season. WABD will also carry the game in New York that day.

Week of the 15th will offer special programs over WTTG as a tie-in with RCA which is reported delivering 2500 receivers—table models to dealers in the area. RCA's contribution to the receiver market is considered "the first of any quantity since authoritative sources said yesterday that there are a mere 680 sets in Washington at present.

Du Mont outlet is also negotiating with Clark Griffith, owner of the Senators, to carry all 77 home games of the local club. Up to this point however, Griffith is said to be hesitant "because of the commercial aspects" and wants to see how the first trial telecasts will be accepted. WTTG, has, however, been granted the right to carry one game out of every three played in Griffith Stadium until a more continuing schedule can be arranged. This would provide Washington television viewers with approximately 24 games of the Senators throughout this season.

Further to add to the television picture in Washington is the report yesterday that the NBC outlet WNBW, will be in operation "within the next six weeks." NBC headquarters in New York yesterday offered no comment on this latter development.

## Special UJA Program Set For WNBC Today

WNBC will air a special program in behalf of the United Jewish Appeal today, April 3, entitled "The First Festival of Freedom" the eve of Passover, which commemorates the liberation of the people of Israel from Egypt.

Sam Jaffe, noted stage and screen actor, will serve as narrator. Clifford Daniel, WNBC producer, will direct the show which will include selections of the Free Synagogue Chorus under the direction of Prof. A. V. Binder, leading Jewish musicalologist. Script compares portions of the "Hagadah," the legend of the Passover, which is read in the Seders Festival, to the present day situation.

## Ground Breaking At KMPC

Los Angeles—KMPC held ground-breaking ceremonies March 27 at its acre FM site at San Gabriel peak in the Mt. Wilson range. The elevation is 6,156 feet. RCA will install the transmitter.

## NAB Moving Day

Washington—All offices and departments of NAB have been moved to new quarters at 1771 N St., NW, Washington. Building formerly housed an annex to the Canadian Embassy.

## Feature Film Shortage Hits N. Y. Stations

(Continued from Page 1)  
 Available features released through independent producers as well as short subjects to be found on the independent distribution market. In Chicago, Los Angeles, Schenectady, St. Louis and Washington television stations are faced with similar programming problems. The amount of film used in these cities, however, does not compare with movies consumed by the New York stations.

Major motion picture producing companies provide the greatest barrier to good film programming on video stations. None of the major companies such as Twentieth Century-Fox, Warner Brothers, Paramount and Radio Pictures will make their feature films or short subjects available to television and at present prohibit the use of any of their product on video stations. This cuts the prospects of the video stations regarding any current feature films or reissues of the major companies until the companies rescind their present ban.

**Independents Used**  
 Western feature films released through the Producers Releasing Corporation, British made feature produced by independent organizations and short subjects obtained through government sources here and abroad have comprised a great deal of television's film fare. In New York, Advance Television Pictures, distributing and booking organization representing many independent firms, has done the bulk of the booking of television motion pictures.

**Stepup Coverage**  
 Faced with film shortages the New York television stations have been making their own motion picture camera crews for special events and spot news coverage. Best example of this coverage and programming is the work being done by Paul Alley, NBC's film news director and commentator. Alley's camera crews have been day and date showing of many important news events in New York thereby scooping the newsreel theaters by several days. At CBS good coverage has been made of newsreels in the presentation of Tom Donnor's news commentary. The CBS station has also made strides in its news film coverage.

**New Film Trends**  
 New trend seems to be toward specially produced movies for television with several Hollywood and New York concerns experimenting with this end. In New York, RKO Television Productions headed by Ralph Austrian has experimented with several movie shorts and in Hollywood Erick Michael Cuning in association with Edgar Bergen has been working to that end. Advertising agencies too are making progress in the development of visual commercials and using commercial film studios for the production of their new advertising technique.

West Coast Bureau, RADIO DAILY  
 Los Angeles—The Screen Actors

## NAB Condemns Radio Critics; Scores Newspaper Charges

(Continued from Page 1)  
 NAB group condemned all radio critics who "do not come into court with clean hands" but at the same time commended those offering constructive criticism and suggestions.

In its reference to certain newspapers and their practices, the committee specifically mentioned the Washington Post and a speech made Tuesday in Los Angeles by Mrs. Eugene Meyer, wife of the publisher. Answering Mrs. Meyer's alleged statement that the "radio and film industries are being used for a progressive vulgarization of the public mind," the broadcasters pointed out a syndicated article by a woman columnist which appeared in the Washington Post the same day. The article dealt for a full column with the sexual problems of a middle aged couple and gave advice to the wife as to how to meet the situation.

The NAB committee said that this sort of intimate sexual material would not be broadcast by any station in the country and that it was provocative material in very bad taste, particularly dangerous to be placed in the hands of children and young people. "Any sincere construc-

tive critic," said the committee, "should himself practice standards of good faith at least as high as the standards of which he complains."

The program executive committee heard a report by Robert D. Swezey, chairman of the Standards of Practice committee, and discussed 27 specific points the latter group is considering in drafting a revised code for the industry. Harold Fair, former program manager for WHO, Des Moines, was also formally welcomed as the new program director for NAB.

Program executive committee members present were Merle S. Jones, WOL, Washington; Edgar L. Bill, WMBD, Peoria; Phillips Carlin, MBS; Arthur B. Church, KMBC; Herb Plambeck, WHO, Des Moines; H. W. Slavick, WMC, Memphis; Glynn Snyder, WLS, Chicago; Davidson Taylor, CBS; E. R. Vadeboncoeur, WSYR, Syracuse; Wiley P. Harris WJDX, also a member of the NAB liaison board.

NAB members in attendance included Justin Miller, president; C. E. Arney, Jr., secretary-treasurer; and Don Petty, general counsel.

## Alf Landon Seeks Grant For New Kansas Station

Washington Bureau, RADIO DAILY  
 Washington—The FCC on Friday set for hearing the application of Alf M. Landon, 1936 Republican presidential candidate, for a new radio station in Liberal, Kansas. Consolidated in the hearing was the application of North Plains Broadcasting Co., for a station in Perryton, Tex. Both applicants requested the same facilities.

Two applications for new standard stations were granted CP's by the FCC. They are Anson Radio & Broadcasting Co., Wadsboro, N. C., to operate on 1210 kc., 1 kw., daytime, and Edward V. Mead, J. T. Carroll, Lewis O. Seibert and Robert M. Jackson a partnership doing business as Paso Broadcasting Co., El Paso, Tex., to operate on 920 kc., 1 kw. daytime.

In another action the Commission made conditional grants to two applicants for new FM stations, including West Central Broadcasting Co., Peoria, Ill., and WDEL, Inc., Wilmington, Del.

Guild has asked that a new contract with producers, which is to cover the services of actors in motion pictures for exhibition in motion picture theaters, specifically prohibit the use in television of any film in which Guild members act. The effect of this provision, while not specifically mentioned in contract proposals, would be to require the negotiation of a different basic contract for use of such film in television, thus insuring additional compensation for actors should pictures in which they appear be used in television.

## Radio Critics Defined By Trammell On Coast

(Continued from Page 1)  
 press conference, Trammell said, "Despite the fact that surveys show more people listening to their radios than at any time since Pearl Harbor, we admit that we are not perfect. Criticism of radio is coming from numerous special groups, and we are attempting to analyze this criticism, to find out how much of it is justified, and to correct faults which are responsible for it."

Trammell said that most criticism of radio comes under three heads: Too much advertising, too many mystery programs too early in the evening, and too many daytime serials. Concerning the first, he said that NBC is now conducting exhaustive surveys to find out exactly how the general public feels about radio advertising and what the network can do to improve it. "The matter of mystery programs is of no special concern to NBC, since we have only three such shows on air, only two on the transcontinental network. All are late in the evening," he pointed out. Serials have a definite place in radio broadcasting and are the most popular daytime programs on the air, Trammell said. "However, I will not defend the number of these programs now heard," he added, "and NBC, notably through such programs as the Fred Waring show, is trying to achieve a better balance in its daytime listening."

**Durante To Guest**  
 Jimmy Durante will be Phil Baker's guest on "Take It Or Leave It" on CBS April 13, from 10 to 10:30 p.m.

## 1947 Radio Annual Off Presses Today

(Continued from Page 1)  
 ed due to the FCC decision in giving the green light to black-and-white tele. In this respect it is expected that 750,000 tele receivers will be off the production lines by the end of 1947. The retail value of this commodity will be in excess of \$100,000,000.

Approximately 268 additional standard broadcast stations were on the air as of Jan. 1, 1947, compared to the close of the war, and 42 FM outlets were licensed commercially and in operation; several hundred additional FM applications were pending.

Optimism is the keynote of the numerous authoritative articles in RADIO ANNUAL, all of the important executives writing for the 1947 issue viewing the forthcoming season as holding no further recessions, but rather a strong fall season being in prospect.

## Advt'g Execs. To Study Problems At 4-A Meet

America's top advertising executives will study and discuss the problems and challenges facing the industry in today's "rapidly-shifting economy" at the annual meeting of the American Association of Advertising Agencies on April 16 and 17 at the Waldorf-Astoria.

This year's meeting is of particular importance, according to Frederic R. Gamble, president of the 4-A's, "because it will focus attention on unsettled national and international conditions that affect advertising plans and hence, the agency business." Emphasis throughout the meeting, will be on "solid, workable ideas that meet today's problems and that can be put to constructive use," he said.

Sigurd S. Larmon of Young & Rubicam, Inc., chairman of the AAAA board of directors, and J. C. Cornelius of BBD&O, vice-chairman, will alternate as presiding officers.

Morning of April 16 will be limited to management people from member agencies, but other events that day will be open to all people from member agencies. April 17 will be open to all people from member agencies plus invited officers of related advertising and media associations according to the report issued.

Send Birthday Greetings To —

April 3

Jane Barton                      George Jessel

Peter Van Steeden

# Wire Firms And TCC Discuss Merger Law

Washington Bureau, RADIO DAILY

Washington — All carriers opposed mandatory legislation calling for merger of United States carriers engaged in international communication in a special hearing before the Telecommunications Co-ordinating Committee, the State Department announced recently. The TCC is made up of representatives of the Department of State, FCC, the War Department, Navy Department, Treasury Department and Department of Commerce.

Representatives of the carriers met TCC under the chairmanship of FCC Chairman Charles R. Denny. The following companies were present at the meeting:

American Cable & Radio Corp., which owns MacKay Radio & Telegraph Co., Commercial Cable, and All-America Cables & Radio, Inc.; Commercial Pacific Cable Co., RCA Communications, Inc., The Western Union Telegraph Co., American Telephone & Telegraph Co., Tropical Radio Telegraph Co., Press Wireless, Inc., Globe Wireless, Ltd., United States-Liberia Radio Corp.

All of the carriers opposed mandatory merger legislation in "any form" or legislation which would require a given percentage of carriers to merge before merger would become effective, the State Department said.

The American Cable & Radio Corp., RCA Communications, Inc., and the Western Union Telegraph Co. supported the principle of permissive legislation which would allow any two or more international communications carriers to merge, subject to approval by the appropriate regulatory authority.

The American Telephone & Telegraph Company stated that it has no objection to the enactment of permissive legislation whereby two or more international radiotelegraph and cable companies could lawfully merge, after hearings and an administrative determination that public interest would be served thereby.

The Tropical Radio Telegraph Co. was opposed to any legislation providing for merger, whether permissive or mandatory.

Press Wireless, Inc., felt that any permissive merger legislation should allow any company to be included in the merger and was opposed to any legislation which might have the indirect effect of forcing Press Wireless into a merger. If permissive legislation were enacted, this carrier felt that such legislation should clearly leave Press Wireless free to continue independent competing operations if it so chose.

# COAST-TO-COAST

— ILLINOIS —

**E**AST ST. LOUIS—Ivan Hutchins, State's Attorney, from Decatur, Illinois, yesterday, discussed the subject of "Crime Prevention" over Radio Station WTMV. This was one of a series of monthly programs presented by the Division of Crime Prevention, Department of Public Safety of the State of Illinois. . . . KMOX was the first radio station to carry a broadcast from the scene of the mine explosion at Centralia, Illinois. Rex Davis, news director and Tom Warren, reporter, for KMOX, phoned in the story.

— ARIZONA —

**P**HOENIX—KTAR took its wire-recorder to Wickenburg, last week, to broadcast Arizona's first "Desert Caballero" excursion which consisted of a three-and-one-half day trip through the rugged mountain area between Wickenburg and Castle Hot Springs. The group of 65 men was led by western movie actor, Leo Carrillo. . . . Pattie Field, first woman ever appointed as a United States Vice-Consul, commentator on State Department activities for the National Broadcasting Company, and expert on protocol for the Mutual Broadcasting System, has joined the program department of the Sun Country Broadcasting Company.

— PENNSYLVANIA —

**L**EBANON—A new type of news program, designed to give its listeners the latest news of engagements and weddings, has been added to WLBR's schedule. Bill Halpern, a member of the station's announcing staff, writes and produces the show. . . . PHILADELPHIA—Ruth Weir Miller, leader in radio and education, joined the staff of WCAU as assistant to the Public Relations Director, Robert N. Pryor.

— OKLAHOMA —

**O**KLAHOMA CITY—Joe Bernard, National Sales Manager of KOMA and

KTUL, Tulsa, has been appointed Vice-President and General Manager of KOMA. He will replace Kenyon Brown who resigned in order to take an extended vacation.

— MASSACHUSETTS —

**H**AVERHILL—Whit Clark, formerly with WHDH, Boston and WCCB, Hyannis, has joined the staff of WHAV, which recently took to the air. . . . LAWRENCE—WLAW, new 50,000 watt station, has been honored by the industrial city in which its main studios are located, by having a reproduction of its transmitter included in the official cachet which the City of Lawrence has issued for the week of April 13th when the community observes the centennial of its existence. . . . SOUTH HADLEY—A special radio studio has been set up at Mount Holyoke College to enable students to learn radio production and the use of professional equipment.

— OHIO —

**C**INCINNATI—Felix Adams, Jr., former program director of KOB, Albuquerque, has been added to the announcing staff of WCKY. . . . MANSFIELD—J. M. O'Hara, Manager of WMAN, has received a special commendation, in the form of a hand drawn certificate, from the Ohio Fuel Gas Company, for his co-operation during the past winter's natural gas emergency. The presentation was made by G. K. Schooler, district manager.

— NEW JERSEY —

**N**EW BRUNSWICK—"What Should Be Done About Germany?", was the question put before Louis Hallgring, Jr. and John I. Shields, two Rutgers professors, in a roundtable discussion, broadcast recently by Station WAAT. . . . TRENTON—WTM is celebrating its fifth anniversary this week. Plans are now in the making for an extensive programming of FM and television in the near future.

## Church Named Chairman Of UN Radio Committee

(Continued from Page 1)

man group which also includes Clifford Evans, news director for WLIB. Church succeeds Stanley Richardson of NBC. The third member of the committee, to be selected later, will be a representative of the State Department.

The committee functions as a liaison between the UN and U. S. broadcasters, radio newsmen or representatives of stations. It has been agreed that the committee will confine its activities to U. S. broadcasters although it will keep foreign broadcasters advised of any decisions affecting them.

At a committee meeting members considered and approved radio facilities proposed for the new UN headquarters to be built in Manhattan. Plans include a large room for radio correspondents, accommodating 35 persons, centrally located in the main building housing the General Assembly and various councils. There will be 18 radio booths overlooking

## Sarnoff & Paley Accept Urban League Fund Post

David Sarnoff, president, Radio Corporation of America, and William S. Paley, president, Columbia Broadcasting System, are members of the national campaign committee of the Urban League Service Fund, Negro social service agency, according to announcement by the chairman, Henry R. Luce, editor of Time and Life.

the General Assembly chamber plus other booths for council's meetings. Opening off the radio correspondents' room in the General Assembly chamber will be 25 writing rooms. There are plans for two recording studios equipped exclusively for U. S. broadcasters.

Radio representatives present at the committee meeting included Robert S. Wood, WOR; Leslie Nichols, MBS; Elliott M. Sanger, Jr., WQXR; Michael Roshkind, ABC; Larry Lesueur, CBS; Meade Davidson, WWRL; Jo Ranson, WHN; W. H. Pitkin and C. J. Hartley, WNYC.

# Ad Council To Assist Army 'Prestige' Drive

In order to aid the War Department with its problem of maintaining and increasing the prestige in uniform enjoyed during the war, a problem expected to assume heavy proportions with the end of Selective Service on March 31, The Advertising Council has prepared a revised radio fact sheet on "Army Prestige" titled "Our New Soldier: Young, Skilled Volunteer" in connection with its radio allocation plans, it was announced.

Although the Army Prestige Campaign is a continuing campaign, the revised sheet will have its first use by network programs in formulating salutes and messages to the men in the Army, and possible recruits, during the celebration of Army Week which falls during the week of April 7-12. "Traditionally," as pointed out by Secretary of War Robert P. Patterson, "this nation has glorified its volunteers in wartime and belittled them in periods of peace. The Advertising Council undertook to help the Army reverse this trend, and to raise in public opinion esteem for the peacetime soldier."

Radio messages will underscore the fact that this country is now building the largest, best-trained, technically educated, all volunteer peacetime Army in its history.

To assist The Advertising Council in forming public relations policies for its 1947 program, a public relations committee representing the industry and media has been appointed, with Richard Chaplin of the Crowell-Collier Publishing Co. in charge, it was announced recently. Serving with Chaplin on the committee are: A. A. Schechter, vice president, Mutual, Jerry Mason, "This Week" magazine; C. B. Larabee, publisher of "Printer's Ink"; Irwin Robinson, Tracy-Robinson, Inc.; David Magowan, Western Newspaper Union, and Bradley Kelly, King Features.

## Cooper Joins INS

John M. Cooper, former NBC war correspondent and news editor for several stations, has joined the sales staff of International News Service. Cooper will devote his efforts to selling the INS wire to stations and will be available as radio consultant.

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO  
**L.S. TOOGOOD RECORDING CO.**  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

5000 WATTS 1330 KCS  
**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 44th Street, New York, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 39, NO. 4

NEW YORK, FRIDAY, APRIL 4, 1947

TEN CENTS

## No Need For Czar—Miller

### Will Renew Hearing On Clear Channels

Washington Bureau, RADIO DAILY  
Washington—Final phase of the lengthy clear channel hearing will get under way on June 2, the FCC announced yesterday. Clear channel broadcasting service will present testimony backing a jump in power to 750 kw., for clear channel stations. The hearing will be before Commissioner Rosel Hyde and "such other commissioners as may be able to attend," the FCC said. The Commission also adopted an  
(Continued on Page 5)

### Woods Gives Views On Radio To Texans

Fort Worth—Radio must serve the whole public instead of expressing merely the opinion of the station licensee, Mark Woods, president of the American Broadcasting Co., told 150 Texas, Oklahoma and Kansas ABC station officials and Fort Worth civic leaders here Wednesday. Speaking from a luncheon at Hotel Texas over KGKO, Fort Worth, a Lonestar Chain, Texas State  
(Continued on Page 6)

### Radio's 20-Year Club Sets Dinner April 11

In conjunction with H. V. Kaltenborn's 25th anniversary as a radio news broadcaster, Kaltenborn's Twenty Year Club will hold its first special meeting at a dinner at the New York Harvard Club Friday.  
(Continued on Page 4)

### PICTURE OF THE YEAR



Photo by Harold Stein

Judge Justin Miller, president of NAB, received the first copy of the 1947 edition of Radio Annual from Robert Swezey, president of the Radio Executives Club of New York, at yesterday's luncheon held at the Hotel Roosevelt.

### Tells REC Members Self Discipline Is Ideal Plan

Addressing a capacity attendance of the Radio Executives Club of New York in the Grand Ballroom of the Roosevelt Hotel, Justin Miller, president of the NAB yesterday told his audience that the industry did not need a "czar" to administer its affairs. Miller outlined both sides of the case,  
(Continued on Page 5)

### New York Indies Set Easter Sunday Pickups

Special Easter music and various church services dominate the approaching week-end programming on local New York City stations. Outside pickups include churches and open air sunrise services. In the way of religious classical music, Handel's "The Messiah" is scheduled by three stations and in one case the number will be broadcast in its entirety for nearly three hours. WMCA is carrying the Easter dawn services  
(Continued on Page 5)

### Revere Copper Dropping MBS "Unknown" On June 1

Revere Copper and Brass will drop "Exploring the Unknown" (Mutual Sun, 9-9:30 p.m.) when the cycle ends on June 1, with company curtailing all radio advertising plans for the three summer months thereafter it was learned yesterday. Program,  
(Continued on Page 2)

### BMI Presidency—

Official confirmation of the drafting of Carl Haverlin, vice-president of Mutual, to the post of president of BMI was lacking last night with directors of the industry's music company still reluctant to release a statement on the appointment. Associates of Haverlin at MBS, however, confirmed his leaving to take over the presidency of BMI. It was reliably reported.

## Set Ownership Increase Revealed In CBS Survey

Radio receiving sets in the home, multiple ownership and total radio listening in the United States, are currently at an all time high, and follows a year during which manufacturers established a peak production record. The new figures developed are based on the results of two special surveys conducted for CBS by the Market Research Company of America in January and February and the results of a special study which Nielsen Radio Index, research  
(Continued on Page 6)

### Innovation

An innovation in recordings has been introduced by the Bormand Music Box Record Company of Pelham, New York, with the use of rare old music boxes for the making of records of hymns, standard favorites and all sorts of novelty numbers. R. C. Bormand, producer of the varied recordings, is nationally known as a music box collector.



Vol. 39, No. 4 Fri., Apr. 4, 1947 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. Hershman, 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 (1), Ill.—Nat Green, 1417 Ashland Bldg., 155 No. Clark St., Phone State 2332. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. Washington—Andrew H. Older, 6417 Dablonaga Road, Wash. 16, D. C., Phone Wisconsin 3271. Manning Clagett, 2122 Decatur St. N.W., Phone, Hobart 7627. Entered as second class matter, April 9, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ COMING AND GOING ★

MR. and MRS. ARTHUR HULL HAYES, general manager of WCBS, and family will visit Hayes' father in Detroit during the Easter holidays.

G. W. "JOHNNY" JOHNSTONE, NAM's radio director, MRS. JOHNSTONE and their two children, JANET and BILLY INGHAM, left today by auto for East Braintree, Mass., where they will spend the Easter holidays with Mrs. Johnstone's parents.

JOHN MADIGAN, ABC's national news editor, returned to New York after a five-day business trip to Alabama.

THE KING COLE TRIO finishes their Chicago engagement tomorrow and will move on to Detroit for a week's engagement there. They will broadcast their April 12th NBC program from that city.

JOHN OUTLER, general manager of WSB, Atlanta, Ga., leaves tonight for that city, after three days of business in Gotham.

WILEY HARRIS, general manager of WJDX, Jackson, Miss., departs town tonight for Jackson after four-day stay in N. Y. where he attended meetings.

EASTON C. WOOLLEY, director of NBC stations department, now sunning himself on the sands of Florida returns to New York Monday after a two-week vacation.

LESLEY WOODS, heard on Columbia's "Casey, Crime Photographer" program, is en route with her architect husband, JOHN ABBATE, touring Europe.

JUSTIN MILLER, president of NAB, left New York last night to return to Washington, D. C.

MERLE JONES, general manager of WOL, Washington, D. C., back to the nation's capital, after visiting New York to attend the Radio Executives bi-monthly meet.

WAYNE W. CRIBB, general manager of KHMO, Hannibal, Mo., in town for a four-day visit. While here he will confer with Mutual station relations officials.

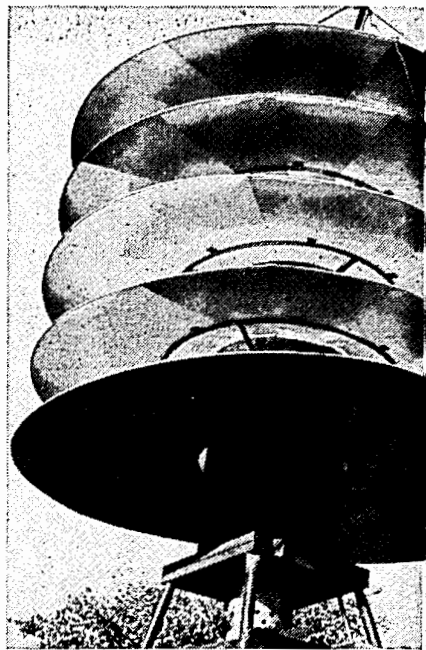
JOE RINES, producer of the Judy Canava and the Mel Blanc shows, has returned to Hollywood after a short business trip to New York.

PERRY COMO, NBC's singing star and the entire Chesterfield Supper Club aggregation left yesterday for Durham, N. C., where they will broadcast their Good Friday Chesterfield Supper Club show from the Duke University Chapel. The 150-voice Duke choir will be featured on the program.

CHARLES E. COMPTON, of Radio Sales, Chicago, will begin a business trip April 6th to WCBS, N. Y.; WEEI, Boston, and WTOP, Washington, D. C., CBS owned and operated stations.

KURT WEBSTER, WBT disc jockey, returns to Charlotte, N. C., after originating his show, "The Midnight Dancing Party" from the WCBS New York outlet. He was here as guest of Leeds Music Co., publishers of "Heartaches."

LARRY LESUEUR, CBS news analyst is back in town after a two-day visit to the network's Washington offices.



DEFROSTER

That's a real money-saving gimmick! It's designed to prevent frost damage to fruit trees, strawberries and muckland crops. It uses infrared heat generated by an oil flame, and means the saving of millions of dollars' worth of fruits and vegetables.

Which makes us ask: What defrosting device are you using these days to keep the chill off your sales curve?

If you want to warm up Baltimore to the fact that you've got a worthwhile product . . . and you plan to use radio . . . we give you radio station W-I-T-H. This is the successful independent station in this big five station town. W-I-T-H the independent delivers more-listeners-per-dollar-spent than any other station.

W-I-T-H, in the country's sixth largest city, belongs on any list trying to cover key markets.

FINANCIAL

(Thurs., Apr. 3)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Westinghouse Pfd. A-100, Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Pittsburgh Radio-Tele Club To View Bikini Films

Pittsburgh—The Pittsburgh Radio & Television Club, at its luncheon meeting on Tuesday, April 8, at Keystone Hotel, will show "the most expensive picture ever filmed," "Operation Crossroads."

A technicolor movie produced by the U. S. Naval Photographic Science Laboratories, "Operations Crossroads," is the story of the Bikini atom bomb test. More than 500 cameramen worked on the film.

Comdr. Paul Sullivan, U. S. N. (Ret), prominent attorney and newspaperman, who was present at Bikini during the test, will introduce the film.

Joseph Pierson Resigns As VP Of Raytheon Co.

Joseph Pierson, vice-president in charge of communications systems for the Raytheon Manufacturing Co., and Walter Roe, an official of the applications department, have resigned their respective posts, it was learned yesterday.

Pierson, formerly president of Press Wireless, has been with Raytheon for approximately 18 months, and had been active in the sale of communications systems produced by Raytheon. His plans were not available, but Pierson was said to be contemplating joining his family in California following a short vacation.

Revere Copper Dropping MBS "Unknown" On June 1

(Continued from Page 1)

which is owned by St. George and Keyes, is reported to switch to NBC in the fall with a new sponsor, with agency execs already reported acquiring a half-hour option on the network.

Revere Copper began sponsorship of the show in December, 1945, and used it solely for institutional purposes. Company is said now to want a non-dramatic type of show to plug its cooking utensils, etc., when it comes back on the air next fall.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

CKLW advertisement with large logo, text: 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 advertisement with logo of a woman's face, text: W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

## AGENCIES

**ALPH A. HART ADVERTISING**, is a new agency recently formed by **RALPH A. HART** and **LEON GREENFIELD**, formerly associated with the Harry Feigenbaum Advertising Agency of Philadelphia for a period of 15 years, in the capacity of radio director and account executive; and art director, respectively. The agency has been granted recognition by all Philadelphia newspapers, radio stations, National Transitads, Inc. and Chilton Publications. Newest client is station WFIL, Triangle Publications, Inc., Philadelphia.

**NEFF RADIO PRODUCTIONS** of Detroit will handle all radio advertising for the spring race meeting at the Maywood Park Trotting Association, Chicago.

**JOHN R. ARMSTRONG**, formerly account executive and vice-president of Russell T. Gray, Inc., has opened his own office, the Armstrong Advertising Agency, Chicago.

**GEORGE BOLAS**, formerly in the radio time buying department of Inker-Fitzgerald-Sample, Inc., Chicago agency, has been made an assistant account executive.

**MERRY FAIRBANKS PRODUCTIONS** have announced the removal of their New York offices run by Mark A. Pegler from 18 East 48th Street to 292 Madison Avenue. Fairbanks arrives in New York April 7th by his own plane from California, and will show his new Zoomar Lens to television producers, television stations, advertising agencies and the press. This Zoomar replaces the eye-lens turret on television cameras and eliminates dollying. Fairbanks will also have prints of several 10-minute tele dramas for showing to advertising agencies and their clients.

**RUSSELL NAGLE** has joined the Chicago office of Erwin, Wasey & Co., Inc., as merchandising director. He was formerly with Life magazine.

**DON PONTIUS** has left Mutual to join the media department of Hill & Brackett Co., advertising agency.

**ELIZABETH BLACKMAN**, former copy director for Associated Producers, Inc., has joined the copy staff of J. Walter Thompson Co., Chicago.

### Script Contest Closes

The Second Annual Script Contest conducted by the National Council of Y. M. C. A.'s closed this week. Because of the large number of scripts submitted, 400, the preliminary judging took more time than was expected. The final scripts are now in the hands of the judges for decision. Announcement of the winner will be made on or about April 15th.

## woman's woman



EVERY WEEKDAY morning from 10:15 to 11 a.m. on WOR, Bessie Beatty's well-loved program brings the kaleidoscope of the world into focus for women in approximately 174,368 homes with radios. With her charming husband, Bill Sauter, she talks of recipes, home making, fashion and all the other topics lightly classed as "women's subjects." But she also dips into politics, economics, government, philosophy, psychology, the theatre, literature, race relations, etc. For Bessie has an idea that "All subjects are women's subjects these days."

WOR listeners appreciate this recognition of their widening interests and reward Bessie with a loyalty few other women in public life can rival. They show their loyalty by supporting her advertisers. And they do it so well that Bessie gets compliments such as this one from The Chatham Manufacturing Company. "We consider this one of the best investments in advertising that we have ever made." Or, "Bessie Beatty pulled 7000 requests for a little booklet that we offered for a client on only two broadcasts," writes G. A. Huhn, vice president of Ruthrauff & Ryan, Inc.

Other discerning sponsors who have discovered listeners like Bessie Beatty's informal manner, her big name guests, and her pertinent subjects, include Procter & Gamble, General Foods, Simoniz Inc. and many others. You, too, can be on her show. Call our sales office at Pe 6-8600. Or write WOR, that power-full station at 1440 Broadway, in New York.

# LOS ANGELES

By RALPH WILK

**M**ILTON SAMUEL, Young & Rubicam publicity director, will address UCLA radio advertising class on "Program Exploitation," today at NBC.

Edward Truman, former music director for Cowles Network in Iowa, is handling musical assignment on Mutual's "Smile Time" after stint with Armed Forces Radio Service.

Joan Davis and Ginny Simms teamed with Bob Hope, Jerry Colonna and Frank Sinatra in a special Mutual broadcast inaugurating the Cancer Fund drive, March 31st.

The Patrick Michael Cummings (He's Edgar Bergen's television production partner and she is the television writer, Marcia Drake) expect their second child in June.

## Radio's 20-Year Club Sets Dinner April 11

(Continued from Page 1)

April 11, it was announced yesterday.

Nominations for the club's committees and board of officers will be submitted at the meeting, formalizing the organization. The dinner will be the club's first meeting since it was founded five years ago, April 4, 1942. On that date Kaltenborn celebrated his 20th anniversary of radio news broadcasting at a dinner given him by NBC.

Present membership of the club is 275. Each member, under the eligibility requirements, has been directly associated with radio broadcasting for a total of at least 20 years prior to April 4, 1945. Kaltenborn's 25th anniversary falls on April 4. It was decided to hold the meeting a week later to avoid conflict with Good Friday.

Kaltenborn's first broadcast on current affairs was made on April 4, 1922, over WVP, operated by the Fort Wood Signal Corps, Bedloe's Island, under the auspices of the Amateur Radio Reserve. He discussed prohibition and the current coal strike. Two years later he was being heard regularly by an audience of some 50,000 on his weekly "current events talk." He was the first regularly scheduled commentator over station WEAJ (now WNBC).

### Stork News

Robert H. Neff, commercial manager of WSPB, Sarasota, Florida, and his wife, Lucille announce the birth of a 6-pound 6-ounce son, Robert Junior.



### Notes From An Aisle Seat . . . !

● ● ● Mutual will announce a new station relations head (successor to Carl Haverlin) before the month is out. . . . Strong rumor around that the Hit Parade will shed its auctioneer routine when it shifts to NBC on the 26th. . . . Don Dunphy, in collaboration with Jerry Cotter, turned out a scenario on boxing which the film factories are now bidding for. . . . Mel Torme has inside track on the Chesterfield show should Perry Como bow out, which, incidentally, is being pooh-pooh'd along the Main Stem. . . . Inez Gerhard, who's been writing a col'm for years for Western Newspaper Union under the tag of Virginia Vale, will use her McCoy monicker from now on. . . . Ray Green readying a transcription series on the Eddie Bracken show. . . . The Golden Gaters deal with Henry Morgan was set by MCA's Dick Rubin. . . . Commentator Sidney Walton and Terry Marks, of WNEW promotion, to merge today in Stamford. . . . Peter Donald's wife, Jo Janis, retiring from radio to await the June stork. . . . Shirley Eder, whose hubby owns Hygrade Food Products, sent Jackie Kelk a ham instead of a congratulatory wire on his "Tenting Tonight" opener. . . . Barry Wood and Mary Small joining WHN in station's pitch for more live shows. . . . A New York daily has put the freeze on listings of a local outlet for an alleged misleading press release. . . . Prockter Radio Prod. auditioning comic Billy Gilbert for his own variety show. . . . Mary Margaret McBride's guest today (Easter tieup) will be Betty McDonald of "The Egg And I" fame.



● ● ● Now that Der Bingle's Hooper has reached astronomical figgers (thanx to Jolie and a flock of guestars), transcriptions have come of age. Watch for this impetus to reach the top movie stars. When Larry Finley prophesied this back in '45 (when he bought the rights to "Myrt & Marge"), people thought the guy was a schmo. If that's the case, there's no business like schmo business.



● ● ● With emphasis on nostalgia (big box-office these days), Y. & R. unfolded its latest idea the other nite ear-marked for Borden's approval. It's tagged "Borden's Big Time" and offers Georgie Price, Ray Bloch's ork, Lyn Duddy's wonderful choral group and two guest stars (one representing the Big Timers of the past and the other the future greats). The audition platter was a happy choice with Irene Bordoni and Gordon MacRae filling these categories. Price, meaning Georgie, was a revelation—at least to this observer. You just sat there fascinated by the man's never-ending versatility and watched him parade out his well-stuffed bag of tricks, wondering why radio hadn't shanghai'd him years and years ago. All in all, it was a sweetheart of a show. Expertly scripted by Ken Lyons, it had all the flavor and sentiment of your first love letter.



● ● ● RadiOscars: Tony Martin's boff tee-off Sunday nite with Bob Hope as his opener hypo. . . . Noro Morales Rhumba-One maestroing at the Havana-Madrid. . . . Lew Parker and Ann Thomas' five-minute recorded package of joy for Mennen's. . . . Dorothy Ross' sensational routine at the Bagatelle.



● ● ● Radio Rowers convinced that with the FCC's decision against color video (and with the public now assured of at least four or five years of color-less television), sales in tele sets ought to go zooming. Bank-rollers will no longer beef that there is no audience for video and should soon start laying their dough on the line. It is these factors that are prodding the top execs into furious skull-sessions these days and nights. They know that the quality of radio programming will have to be greatly upped and the budget considerably lowered. And they're not the only ones aware of this situation. For example, one of the bigger talent agencies has already warned its top shows to be prepared to take a cut of from 10 to 20 per cent when they come up for re-sale.

# CHICAGO

By NAT GREEN

**W**IND engineer Preston Flower is named as a prominent Chicago collector of jazz in the March issue of Harper's magazine.

On May 4 the New York Philharmonic Orchestra's CBS program will be broadcast from Orchestra Hall, Chicago, with Dimitri Mitropoulos distinguished conductor, as guest leader.

On Easter morning WGN will broadcast the 15th annual Sunrise services at Soldier Field, Chicago, and the Easter fashion parade on Michigan Boulevard will be broadcast over WGN and Mutual as a part of the "From Paris to Main Street U.S.A." program. Easter program also will be featured on WGN's FM station, WGNB.

Several WBBM stars will provide entertainment for the national convention of the Association of National Advertisers, at the Drake Hotel, Chicago, April 7.

Eddie Hubbard, dean of the "ABC Club on WIND, is emcee of the new show at the Hotel Sherman's College Inn.

Hillbilly comedienne Minnie Pearl of WSM's "Grand Ole Opry," Nashville, will be heard as a guest star on the CBS "Vaughn Monroe Show" when it is broadcast from WBBM, Chicago on April 7.

Johnny Olsen, of "Ladies Be Seated," has been notified that the Kerrville, Texas, Junior Chamber of Commerce will honor him on July 4 when it will observe "Johnny Olsen Rodeo Day."

Walter J. Preston, WBBM program director, will be guest of the navy department on a 14-day cruise to Bermuda aboard the navy cruiser, Rochester, starting May 4. Preston was chosen for the trip because of his outstanding contributions to navy recruiting and promotion during the war.

Twenty-one members of the Grant Advertising Company staff, 20 in Mexico and one in Monterey, were presented with gold pen and pencil sets last week in honor of five years of service. This brings the total of Grant five-years-or-more members to 33.

## Grauer Airs Easter Parade

Ben Grauer takes over his annual Easter chores Sunday, when in company with Maggi McNellis and Herb Sheldon, he will tour Fifth Ave., in an open car with a portable mike to describe and discuss the Fashion Parade over NBC from 12 to 12:30 p.m.

**WPDQ's**  
**TIME-BUYERS JACK POT**  
 THIS WEEK'S WINNER  
**ARTHUR KLEIN**  
**C. M. STORM CO.**  
 Next Week ? ? ? ?

**DETECTATUNE**  
 Audition records available

**COMMERCIAL PROGRAM SALES**  
 1440 Broadway, N. Y. PE 6-8400

## Czar Not Indicated Says NAB's Miller

(Continued from Page 1)

ding up radio's shortcomings as all as its good points but finding at the good outbalanced the shortcomings by a wide margin. Remedy for halting criticism of radio, which he believed closely paralleled the situation of motion pictures and the newspaper industries, lies in self regulation, thus avoiding any further directives from government agencies. In this respect,

### Sign Of The Times

Spotted at a good table front and center, at the REC luncheon yesterday, was a strong attendance of *Ascap* executives and officials, a sort of return visit since the *Ascap* annual banquet and meeting.

Among those present were, Gene Buck, Herman Greenberg, Dick Frohlich, Georgie Joy, George Hoffman and others.

said radio had already come a long way, and currently was working the two important elements, such as programming and standard of practices. From these two, Miller stated, stemmed most of the criticism leveled at radio.

### Not Feasible

In outlining just why the "czar" principle would not be feasible in radio, Miller pointed out that the industry was a thing apart from such things as baseball or other forms of sports wherein a so-called czar could operate and dictate policies. In this respect, radio being a government controlled operation through the FCC and other governmental agencies, no outside authority could supersede the government. Thus enactment of the policies of edicts of a czar would be highly questionable.

In further analyzing the proposition of "Does Radio Need a Czar?", Miller, from the legal aspect was doubtful as to how the industry could combine, such as the advertising agency associations, advertisers and broadcasters, and back a supreme power in the field. He felt that in such an instance, it might smack of conspiracy and run afoul of the anti-trust laws. Miller also contrasted the position of advertisements in newspapers

## Variety Of Easter Programs Set By New York Stations

(Continued from Page 1)

from Radio City Music Hall from 7:30-8 a.m., while at 6:30 p.m., the "Ave Maria Hour" presents the "Story of the Resurrection." "Risen Soldiers," a drama based on a poem by Francis Cardinal Spellman, will be heard at 9:03 p.m., with members of the Catholic Actors Guild handling the presentation.

WINS has scheduled the 11 a.m. to noon Easter services from Trinity Church, now observing its 250th anniversary, in lower Manhattan. WHN's Easter highlight will be a wire recorded broadcast of the "Easter Parade" along Fifth Avenue as described by Adrienne Ames and George Hamilton Combs from the steps of St. Patrick's Cathedral. Pair will also record interviews with members of the passing parade. Program airing is scheduled for approximately 4 p.m., Sunday.

The Christian Science program over WNBC Sunday from 8:30-9 a.m., will commemorate the special day.

"The Story of the Bell" is scheduled for WOR at 11:45 a.m., Sunday when the new bell in the Greenwich Village Presbyterian Church rings for the first time in an attempt to reunite a mother and her son missing since last year. The mother, whose son came home from the war and then vanished, donated the bell to the church. WOR will also make a pickup from Maple Grove Memorial Park, from 6:30-7:30 a.m., where an Easter sunrise service will be in progress.

WNEW will broadcast selections from the prayers and poems of Francis Cardinal Spellman this Sunday from 8-8:30 a.m., and at 8:35 a.m., the American Bible Society presents

and magazines which have choice spots, some pages covered with ads, leaving little or no reading matter.

Robert Swezey, president of the REC presided and introduced Edgar Kobak, president of Mutual who in turn brought on Justin Miller. Dais held several members of the newly organized Broadcasters Advisory Committee, as well as other radio and agency executives. These included: Frank Stanton, president of CBS; Sigurd S. Larmon, president of Young & Rubicam, Inc.; Leonard T. Bush, vice-president and treasurer of Compton Advertising, Inc.; Thomas D'Arcy Brophy, president of Kenyon & Eckhardt, Inc.; Frank Mullen, executive vice-president of NBC; Paul West, president, Association of National Advertisers; FredERIC R. Gamble, president and executive secretary, American Association of Advertising Agencies; Robert E. Kintner, executive vice-president, ABC; Glen Snyder, general manager of WLS, Chicago, and Edgar L. Bill, president, WMBD, Peoria, Ill.

President Swezey announced that the forthcoming April 17th meeting will be held in conjunction with the Peabody Award and presentations made at the luncheon.

its Easter program of music and scripture readings. At 6:35 p.m., the 26 voiced Glee Club, consisting of Dime Savings Bank employees, will be heard direct from the bank in Brooklyn.

By transcription Cardinal Spellman will recite his own poetic work, "Resurrection," over WLIB on April 6 at 4:05 p.m., "The Passover Scene," from the opera "La Juive" by Halévy, is scheduled for today, April 4 at 4:30 p.m. A three day observance of Holy Week and the Easter season begins at WQXR today. "Parsifal," the Wagner music-drama, will be heard on Good Friday from 3:05-5 p.m. Complete performance of Handel's "The Messiah" is scheduled for Easter Sunday night from 8:05-10:45 p.m.

Program theme at WOV on Good Friday will be a note of solemnity and all soap operas are being dropped for the day. Commercials will be cut with only a mention of the sponsor's name. WNYC is airing a week-end of Easter music, including a pickup of the John Harms Chorus from the Brooklyn Museum on Sunday from 4-4:30 p.m.

WHOM is carrying Good Friday ceremonials from the Church of the Sacred Heart and St. Stephen in Brooklyn this date, from 8-10:30 p.m. WBYN will broadcast the Good Friday service from the Shrine Church of Saint Bernadette, Brooklyn, on the same day from 8-9:30 p.m., and will pick up sunrise Easter services at Owl's Head Park from 6:30-7:50 a.m. The "Ave Maria Hour" on WWRL from 8:30-9 a.m., Sunday will be devoted to Easter.

WGHF-FM carried Bach's Passion According To St. Matthew, as sung by St. Bartholomew's Choir, sopranos of St. Thomas and the choir of Calvary Church, on April 2 from 8:15-10 p.m. Broadcast originated from St. Bartholomew Church.

## Will Renew Hearing On Clear Channels

(Continued from Page 1)

order making final the reservation of four class A FM channels until July 1, of this year. Until this date, no assignments will be made on class A channels 297, 298, 299 and 300. "Due to the heavy demand for class A channels in certain areas, such as those adjacent to New York City and Los Angeles," the FCC said, "it appears necessary to provide means which will permit an equitable distribution of class A stations and maximum utilization of class A channels." Commissioner E. K. Jett dissented.

### New FM Grants

The FCC yesterday awarded conditional FM grants to four applicants. They include International Broadcasting Corp., Shreveport, La.; George Anthony Waslovas, Cheviot, Ohio; Record Publishing Co., Ravenna, Ohio, and Tri Cities Broadcasting Co., Goose Creek, Tex.

### Radio Plant For Sale

Washington Bureau, RADIO DAILY

Washington — A completely equipped radio-transmitter and related electronic devices manufacturing plant in Salt Lake City, which cost the Government about \$759,000, is being offered for sale or lease.

The plant, erected in 1942, was leased and operated during the war by Eitel-McCullough, Inc. The plant is suitable for production of transformers, relays, switch gears and vacuum fluorescent or infra-red tubes, the War Assets Administration said in announcing the offering.

### Kelk Returns to 'Superman'

Jackie Kelk, forced to discontinue his acting stint on MBS' "Superman" while out of town with "Tenting Tonight," the legit show, has returned to that program as a regular, now that "Tenting" has opened at the Booth Theater in N. Y.

## WHERE'S CASEY?



## TAYLOR-HOWE-SNOWDEN RADIO SALES

is

Happy To Announce That  
**PEGGY STONE**

Has Joined the New York  
Sales Staff and

**GEORGE ROESLER**

Has Joined the Chicago  
Sales Staff

NEW YORK  
500 Fifth Ave.  
PE. 6-6857

CHICAGO  
360 No. Michigan Ave.  
State 5260

# U. S. Radio Audience Shows Big Increase

(Continued from Page 1)

firm, had applied to the new CBS findings.

Held to be the first post-war "circulation statement" of the industry, it reveals that: 35,900,000 U. S. homes now have radio sets in use, an all-time peak and an increase of 1,902,000 over the 33,998,000 reported by Broadcast Measurement Bureau on January 1, 1946. In all, America's radio families now own and operate 52,500,000 receivers, exclusive of automobile and portable sets.

## 93% Have Radios

Counting only sets actually in use, the CBS survey found that 93 per cent of all U. S. homes have radios; one out of every three U. S. families have more than one radio, an increase of 89 per cent over the comparable multi-set figures for 1944, as reported by the Office of Civilian Requirements.

One in every five families in the country bought a new radio in 1946, the exact percentage according to the CBS study being placed at 20.5.

Total of home sets bought in 1946 was 8,500,000; 30 per cent purchased by prosperous families; 40 per cent by average families, and 30 per cent by poor families. In urban areas 18 per cent of the families purchased single sets in 1946; 21 per cent in rural non-farm areas and 22 per cent in rural farm communities. In each of these categories, one per cent of all families bought two sets or more in 1946.

## Sales Figures Released

Total public outlay for new radios in 1946 was \$330,000,000 which does not include cost of repairs, nor radio in cars or public places, nor the normal electric power costs required to operate the radios. The cost of this power is estimated in excess of \$200,000,000 annually.

Total listening per day is up 4,600,000 hours.

Figures used in the above table are Nielsen Radio Index listening data, and are comparable. Radio family figures used in the calculations are from the NAB for 1944 and 1945, from BMB for 1946 and from the new CBS survey for 1947.

Further findings reveal an increase in set ownership from one to two sets per family; increased family listening 28 per cent or 62 minutes per day; with one set the family devoted 223 minutes per day to listening; with two sets 285 minutes throughout the normal listening day.

In making public the survey results, Elmo C. Wilson, CBS director of research said the sample was set up on an area basis according to new procedure developed by the U. S. Bureau of the Census. The CBS study is believed to be the first under the new method undertaken on a large scale by a commercial organization. Purpose of area sampling is to give highly precise estimates by permitting interviewers no choice in the selection of respondents.

# WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY OOPS:**—Mills Music, has given the American public many novelty ditties including songs like "Minnie The Moocher," "Hickey Dula Yaka Hoola," and the very recent "Cement Mixer" . . . Sidney Mills has just sent us a copy (in lead sheet form no less) of a new song by Sid Tepper and Roy Brodsky, titled, "Water Faucet" (Drip Drip Drip) . . . ● Sherman Hayes' Orchestra, featured three times a week over WGN-Mutual from the Club Martinique in Chicago, is definitely on the upgrade . . . and if movie scouts get an eyeful and earful of his vocalovely Dell Welcome, Sherman will sure have to seek another thrush. . . ● Edward B. Marks will give a number one plug soon to the German War song "Lili Marlene" . . . several American publishers seemed interested in the ditty but lost interest when it appeared that it was a Nazi song . . . however the French publisher Phillipe Pares, swore that it was written by a Frenchman Henri LeMarchand but that in 1940 the Germans took away his firm and with it the tune.

★ ★ ★

● ● ● With a long list of hits including "High On A Windy Hill," "Candy," "Love Love Love" and others, tunesters Joan Whitney and Alex Kramer have opened their own music firm, Beaux Arts Music, Inc. . . . initial ditty is titled "Two Weeks With Pay," a witty and pretty ditty. . . ● Some smart ad agency exec will grab the talent of Composer-Conductor Leo Kempinski, who, after twenty years with NBC, is now free-lancing. . . ● A nice gesture on the part of Joel Herron, musical director of WHN . . . he's welcomed disk Jockey Ted Husing to the station by writing "Paging Mr. Husing," published by Burke & Van Heusen, Inc. . . ● Now that Richard has opened the door and departed, a fellow named Paul steps into the radio scene . . . in the Benny Ray-Cliff Parman composition "Get On The Ball, Paul," published by Shields Music Corp. . . ● Back in 1932 the late Harry Bloom published a beautiful ballad titled "Blue Moments," the song, written by Art Berman, Morey Davidson and Buddy Fields, was purchased in 1934 by the American Academy of Music . . . now, fifteen years after it was written the number will get a chance.

★ ★ ★

● ● ● Sam Lutz, manager of Lawrence Welk, rates bows for wise handling which resulted in Welk copping a prize New York spot, the Grill Room of the Hotel Roosevelt . . . Larry's Champagne Music originated from the coast for the past four years. . . ● Bill Harrington, whose thrilling baritones has been a Tuesday and Thursday morning MBSerenade this past year, will be heard five mornings weekly starting Monday . . . how come movie and recording execs don't discover the lad? . . . oodles of talent. . . ● MGM's Charles Fredericks, will be heard on the "Prudential Family Hour" CBSummer series starting June 15 . . . Martha Tilton will also be heard . . . Al Goodman's Orchestra remains as does producer Lester Harris. . . ● Henri Woode, whose composition "Rosetta" has been a standard since 1935, has just placed another fine work titled "My Evelyn" with Mutual Music . . . Patti Clayton made the demonstration records which sold RKO execs on the Father Joe Connor-Russell Janney ballad "Miracle of the Bells" . . . If Jesse Lasky should see Patti he'd find her a "natural" for the singing role in the forthcoming flicker of the same name.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Jane Harvey's initial waxing for Victor, "My Number One Dream Came True," easy to listen to . . . flip-over features a faster-tempoed rendition of "Foggy River," with able support by Page Cavanaugh Trio. . . ● In 1934 Charlie (Pat) McCarthy and Bert Douglas placed a commercial ballad with Mills . . . nothing happened . . . Fred Meadows recorded the song last week for Sonora . . . we predict something will HAPPEN to the song "When Your Old Wedding Ring Was New" . . . ● The Mary Kaaihue Trio Album of Hawaiian music for Apollo, a honey . . . this trio is going places. . . ● With MGM ballyhooing its new star Billy Eckstine, National will take advantage of the build-up and will release 18 of his waxings in the next 3 months.

# Woods Gives Views On Radio To Texans

(Continued from Page 1)

Network and the Oklahoma Network, the ABC chief's answer to the question of an editorial policy for radio was an emphatic "no."

Mr. Woods reviewed the similarity between newspapers and radio stations, but pointed to the chief difference between the two—the limited spectrum of radio that makes licensing necessary and the air, the property of the people—as a barrier to editorial policy for radio stations.

"Radio can best remain free and live up to its tremendous capability of serving the public by always presenting both sides of every controversial issue," he said.

Mr. Woods was introduced by Harold V. Hough, KGKO director and chairman of the Fifth District of ABC affiliates. Other speakers at the luncheon included Amon Carter, president of the KGKO Broadcasting Co., and J. B. O'Hara, chairman of the board of the Dr. Pepper Company.

Woods was accompanied to Fort Worth by John Norton, vice-president in charge of station relations, and Ivor Kenway, ABC director of advertising.

# WCBS-TV To Show Film On Need For World Peace

"The Way of Peace," new documentary film depicting the affects of a world ravaged by atomic warfare, and narrated by Lew Ayres, motion picture actor, will be shown over WCBS-TV Sunday as a feature of its Easter programs. Film, which will be officially premiered next week in Constitution Hall in Washington, will be shown at 7:30 p.m.

# Special Cancer Society Program

Jay Jostyn, radio's "Mr. D. A.," will star in a special program put on by the American Cancer Society Saturday, April 12, 8-8:30 p.m., on ABC. Appearing on the program will be Jan Pearce, Jessica Dragonette and Lucienne Boyer.

Send Birthday Greetings To —

<b>April 4</b>	
Vincent F. Callahan	Judson La Hays, Jr.
William McGrath	Marjorie Whitney
E. Schuyler Ensell	Bob Lewis
<b>April 5</b>	
Clyde Noth	Lowell Thomas
<b>April 6</b>	
Charles Carlile	Tyler Davis
Walt Framer	Bert Wheeler
Walter Winchell	Fred B. Cole



# The **TREASURY** of **REFERENCE**



## THE 1947 **RADIO ANNUAL**



NOW AVAILABLE  
TO ALL PAID  
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RADIO DAILY

---

\$10.00 FOR ONE YEAR'S SUBSCRIPTION

RADIO'S RECOGNIZED BOOK OF INFORMATION  
COVERS EVERYTHING... GOES EVERYWHERE

## BEHIND THE MIKE

By SID WEISS

**KATE SMITH** and **TED COLLINS** celebrating their 9th year as commentators this week. May 1st will mark Kate's 16th year as a singer in radio. Incidentally, latest Hooper shows "Kate Smith Speaks" in No. 1 slot among the daytimers.

Dennis James stepping into Ward Wilson's spot (who stepped into Peter Donald's role) on this week's stanza of "Can You Top This?" James is also set as the announcer on new Mutual airer, "Lawyer Q."

Photog-comic Harold Stein tells the story about the drunk whose beautiful wife left him. Seems he couldn't hold his Looker.

Deal in the works for movie star Brian Sullivan (he's the male singing lead of "Street Scene") to headline new air series.

Phil Brito goes into the Strand May 2nd as a single. Last time he played the house was six years ago with Al Donahue's ork and he swore at the time that someday he'd be back solo.

Spike Jones ticketed to a transcription deal by Larry Finley.

Betty and Marion Hutton's mom, Mabel, in town to visit with Marion.

WWRL eyeing New Jersey sites for its 5,000 watt transmitter. Station is tossing a cocktail party April 11th at the Waldorf for press and city politicians to launch its new "Cigar Forum" discussion series which preems that night.

It's a boy for the Buddy Brennans at the Mt. Vernon Hospital. (He's Guy Lombardo's ivory tickler).

Robert Merrill will be featured soloist in this year's opening Carnegie Hall "Pops" concert on May 1st.

Clayton (Superman) Collyer has been made supervisor of the High Ridge, N. Y., Sunday School, where he's been an instructor for the past few years.

Ben Grauer grieved over reports that Groucho Marx started the beret fad. Ben claims he's been wearing them ever since he returned from the Paris Peace Conference last fall.

Sammy Kaye has hired ex-Army major Don Donovan as his road manager.

### NAB Official Transferred

Ivar H. Peterson has been transferred from his duties in the employee-employer relations department to the legal department of NAB, it was announced recently. In his new position, Peterson will serve as an NAB attorney. Peterson, before coming to NAB, served with the Department of Justice and the NLRB.

### AVE MARIA HOUR

WMCA, Sunday 6:30

Brooke Byrne wrote the script  
John Harvey as The Christ  
Bill Smith as Judas  
Alfred Shirley as Joseph  
Donald Peterson is producer-director

## COAST-TO-COAST

—NORTH CAROLINA—

**CHARLOTTE**—Bernard F. Armstrong has joined the staff of WBT as auditor. . . . **RALEIGH**—"The WPTF Farm Magazine," a new farm service program, recently made its debut over WPTF. It features music by Kingham Scott, organist, the Dixie Hummingbirds, an all-Negro quartet; late market reports by a N. C. Department of Agriculture expert; and timely farm topics discussed by guest speakers. Ted Leeper, WPTF farm program director, is emcee.

—CANADA—

**CORNWALL, ONT.**—Richard Hynes, former Canadian army man from Hamilton, Ontario, is the newest member of CKSF's announcing staff. . . . **VANCOUVER**—Former commercial manager of CKCK, Regina, Jack L. Sayers, has been appointed sales manager of CKWX. He will replace R.L.P. "Rip" Crotty, who is leaving the station and the broadcasting industry to go into business for himself.

### New Transmitter Ready For St. Louis Dedication

Under construction for over a year, the new transmitter of KMOX, 50,000-watt CBS station in St. Louis, will be dedicated Monday, April 7, with special broadcasts and a banquet at Hotel Jefferson following the broadcasts.

There'll be a special broadcast at 6 p.m., from the KMOX studios in St. Louis, and at 6:30 p.m., a special edition of KMOX's "The Land We Live In," series, entitled "Radio In Review." This program will look back over 25 years of broadcasting history, telling the story of early crystal sets and the "radiomania" that swept the country in the early 1920's. The story of the founding of KMOX as "The Voice of St. Louis" also is a part of the program.

Attending Monday's dedication ceremonies will be more than 400 leading citizens from Missouri and Illinois, as well as Frank Stanton, CBS president; Howard Meighan, CBS vice-president in charge of station administration, and J. L. Van Volkenburg, general sales manager of radio sales, CBS' spot broadcasting division.

### Barry Signed for Lewis Spot

Jack Barry, MC of "Juvenile Jury" on WOR, has been signed to handle the announcing job on "The Fulton Lewis" program, aired Mondays from 7:00 to 7:15 p.m. Sponsor for the program is Olympic Radio. Barry will take up his new announcing post starting Monday evening, April 7th.

### Bobby Jones On Red Barber Spot

Red Barber, CBS sports director will have Bobby Jones, all time great golfer, as guest on his sports program, today. Program will be aired at 6:30 to 6:45 p.m. Jones will be heard from WRDW, Augusta, Ga., where he is now competing in the 1947 Masters Golf Tournament.

—NEW YORK—

**BUFFALO**—WEBR is moving to 970 kc. and increasing their power from 250 to 5000 watts. . . . "Up and Down the Scales," musical dramas of the lives of great composers, joined WBEN's schedule of Saturday morning all-children programs. . . . **SYRACUSE**—Smith Binning, new to radio, has joined the sales staff of WFBL.

—COLORADO—

**DENVER**—Station KOA has won the Merit Award of the General Electric Corp. for maintaining the most nearly perfect operating record during the year 1946. . . . Vivian Blanken has joined the KFEL staff as secretary to Promotion Manager Don McCraig. She is replacing George Addis, a war veteran who returned to school. . . . KMYR is running a contest to name its lady disc jockey who recently presented her first program, "Spinnin' and Chinnin'."

### Anti-Ascaph Bill Up In Iowa Legislature

Des Moines, Ia.—The Anti-Ascaph Bill filed in the House of the Iowa Legislature is being revamped by its sponsors with several amendments expected to be offered when it reaches the floor.

As introduced it would require all copyrighted music organizations to file with the Secretary of State all tunes handled, fees charged, and salaries paid to the organization and in addition levy a 10 per cent tax on gross income.

Rep. Herman Walter, of Council Bluffs, one of the principal sponsors, disclosed the measure had been hurriedly introduced on the final date for filing bills and that several changes probably would be proposed. It was reported an attempt will be made to reduce the fee to three per cent, while several of the sponsors indicated they might try to increase it to 25 per cent.

## NEW STATIONS

### KFI Gets Renewal

Despite a vigorous dissent by Commissioner Clifford J. Durr, the FCC granted a license renewal to Earl C. Anthony Co., for KFI, Los Angeles.

Calling for a hearing in the case, Durr, in his dissent said:

"The complaints against station KFI go to the issues which are fundamental to the operation of a broadcasting station in the public interest, namely, fairness and balance in the presentation of news and opinion. These complaints, are in my opinion, too numerous and too substantial to be resolved on the basis of a mere ex parte statement of the licensee and the very general evidence presented in the hearing of applicant's television application."

### KTYW Now KIMA

Station KTYW, CBS affiliate in Yakima, Wash., has changed its call letters to KIMA, it was announced recently by Herbert V. Akerberg, CBS vice-president in charge of station relations.

As KTYW, the station joined Columbia network January 1, 1945. It operates with 500 watts power full time in 1460 kilocycles. The station is owned and operated by the Cascade Broadcasting Co., with R. L. Black as general manager.

## OCTOPUS AVAILABLE

Baltimore, Md. We have a gent on our staff we've been trying to get for a long time. He's done so many things the guy must have at least eight hands. His background reads like Frank Merriwell—columnist, music and drama critic, author, poet, playwright, traveler, lecturer, photographer, editor, radio writer, producer, announcer, actor. Name's H. Donald Spaatz and he's available to WFBR clients. Speak up—need an octopus?

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

## FARGO BISMARCK

NOW SERVED  
CBS PROGRAMS BY

KSJB James' own  
North Dakota

5000 WATTS  
600 on the dial

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 39, NO. 5

NEW YORK, MONDAY, APRIL 7, 1947

TEN CENTS

## Set Tele Institute Plans

### FCC Asks U. S. Court To Drop WBAL Action

Washington Bureau, RADIO DAILY  
Washington—The FCC on Friday asked the U. S. District Court here to dismiss the complaint brought by First Radio, licensee of WBAL, Baltimore. In addition, the Commission requested a three-judge court to hear the case. Justice T. Alan Goldsborough on Feb. 19, issued a preliminary injunction restraining the FCC from holding a hearing on WBAL's license renewal application.

(Continued on Page 5)

### Canadian Indie Stations Seek Radio Representation

Montreal — Progressive Conservatives, through Arthur Smith (Calgary West), warned the Dominion Government in the House of Commons that they would again this session press for the establishment of an independent body to stand between CBC and independent radio stations that are in competition in the advertising business with the publicly-owned enterprise.

This statement came from Mr.

(Continued on Page 6)

### Six New AM Stations Granted By Commission

Washington Bureau, RADIO DAILY  
Washington—The FCC on Friday awarded CP's to six applicants for new AM stations. They include the Southeast Colorado Broadcasting Co., Lamar, Colo., to operate on 1340 kc., 5000 watts, unlimited; WBIZ, Inc., Eau Claire, Wis., to operate on 1400 kc., 5000 watts, unlimited; Blackstone

(Continued on Page 2)

### Runyon Fund

Walter Winchell, ABC's commentator who launched the Damon Runyon Fund for the benefit of the cancer research and a new wing at Memorial Hospital, New York, told the American Cancer Society that he is turning over to the fund \$226,463, representing donations from people in all walks of life. Fund was also aided by radio and motion picture stars via special shows.

### CCNY's Radio Confab Sets Up 2-Day Agenda

Third Annual Radio and Business Conference, of the City College School of Business, scheduled to be held Tuesday and Wednesday, April 22-23, has completed its agenda of topics and speakers for all sessions. Opening session to be held Tuesday, April 22, at 8 p. m., in the Pauline Edwards Theater of the school, will have as its theme, "Radio and Its Public." On the subject, "The Listener Speaks to Radio," the

(Continued on Page 7)

### New "Multi-Tele" System Demonstrated By Emerson

New type of "multi-television" broadcasting and receiving system was debuted this week in the laboratories of Emerson Radio and Phonograph Corp., which is designed to bring "any desired number of re-

(Continued on Page 2)

### Over 500 Industry Executives To Attend Sessions Devoted To Video Art; Modern Receivers On Display

### Haverlin Confirmed As President Of BMI

Board of directors of BMI, officially confirmed on Friday the election of Carl Haverlin as president of the organization. Haverlin is vice-president in charge of station relations of Mutual Broadcasting System and assumes his new post shortly. Possibility of Haverlin becoming the first full-time president of the industry's music publishing and licensing com-

(Continued on Page 7)

### New Biz, Renewals Signed By ABC Web

Libby, McNeill & Libby has signed a 52-week renewal for sponsorship of "My True Story," dramatic series, heard over ABC Monday through Friday from 10:10:25 a.m., EST, Fred Thrower, web veepee in

(Continued on Page 7)

### FCC Final Decisions On New Applications

Washington Bureau, RADIO DAILY  
Washington—The FCC announced in its final decision granting, conditionally the following applications: Kake Broadcasting Co., Inc., for a

(Continued on Page 8)

Progress of television to date, in all its phases, will be outlined to over 500 industry executives next week during the two-day "Television Institute," April 14-15, at the Hotel Commodore, and the surging interest in the medium will be reflected in the attendance of exhibits of over 1000 franchised dealers in the New York and New Jersey area. Among the features of the exhibit will be video receivers of RCA, Du Mont, U. S. Television

(Continued on Page 6)

### RWG Ballots Tonight To Determine Course

With labor-management negotiations between the networks and four different unions going on simultaneously, the last few weeks another major crisis is possible this week when the Radio Writers Guild takes a strike vote among its membership. The vote is scheduled in New York and Hollywood tonight, and in Chicago tomorrow night. Should the eastern and West Coast

(Continued on Page 6)

### Ickes Commentary Series Being Packaged As ET's

Weekly commentary of Harold L. Ickes, former Secretary of the Interior, heard over WGAY, Silver Spring, Md., will be transcribed and

(Continued on Page 8)

## Radio's Service To Veterans Wins Praise Of Gen. Bradley

Radio's contribution to the welfare of veterans has been acknowledged in detail by Gen. Omar N. Bradley, chief of the Veterans' Administration, while testifying before a subcommittee of the House Appropriations Committee. Bradley told the group that during the first seven months of the current fiscal year the radio industry contributed \$5,170,889 in time and talent for veterans' broadcasts. This, he said,

was a return of 4700 per cent on the cost of maintaining the VA's public relations radio staff, which for the same period was \$109,821.

Bradley told the appropriations committee that the VA had never spent a single cent for air time or talent and that the transcribed series, "Here's To Veterans," was being broadcast by 900 stations in the U. S. Breaking down the figure, the

(Continued on Page 8)

### Distinguished

Robert Bonaparte, NBC newsroom night copy boy, will have the distinction of representing Columbia University at the 21st Annual Conference of the International Student Service to be held in Denmark, July 6 to 14. Bonaparte, a senior at Columbia, is a member of the student board and a former chairman of the University's Emergency Council.

### Substitute

Randolph Churchill, son of the famous Winston, having informed WHN that he will not appear on a program with a communist of any nationality, will be replaced tonight by former Senator D. Worth Clark of Idaho, as the prosecutor on "Books on Trial" 8-8:30 p.m. over the station. Earl Browder will be on hand with his new book, "War or Peace With Russia?"



Vol. 39, No. 5 Mon., Apr. 7, 1947 Price 10 Cts.  
**JOHN W. ALICOATE** : : : : Publisher  
**FRANK BURKE** : : : : : Editor  
**MARVIN KIRSCH** : : Business Manager

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**New "Multi-Tele" System Demonstrated By Emerson**

(Continued from Page 1)  
 mote visions and sounds to one central reception point and also provides for the multiplication of broadcasts and receptions at other points" it was announced recently. System is said to be designed "primarily" for industrial and educational institutions.  
 Equipment, designed by Emerson engineers, consists of four basic elements and factors, it was explained: (1) camera and microphone unit, which captures sight and sound at the point of action, (2) combined viewer and speaker, which convey sight and sound; (3) central — or "brains" unit, which is the sound and sight synchronizing setup; (4) the tuner, which picks up standard broadcasts so that the audience can see and hear what is on the air.

**Aid to Supervisors and Instructors**  
 According to Benjamin Abrams, president of Emerson Radio "this multi-broadcast-and-reception television can be expected to widen the processes of education, not only in aid of supervisors and instructors, but also by adding and dramatizing many more types of visual information and instruction than can be portrayed and vitalized in textbooks. For instance, Abrams pointed out, "with Emerson television cameras at remote points and with the reception unit before the supervisor, he can, in the quiet of his office observe the activity in any classroom or group of classrooms in the school system."

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!  
**1000 WATTS WHWL 780 KC.**  
 "Anthracite's Most Powerful Independent"  
 Represented by Forjoe

★ **COMING AND GOING** ★

**MARK WOODS**, ABC president, and **JOHN H. NORTON, JR.**, vice-president in charge of stations for the network, will return to New York tomorrow from district meetings held in Kansas City, Mo., and Fort Worth, Tex., with ABC affiliates.  
**THEODORE C. STREIBERT**, president of WOR, off to Bermuda for a fortnight's vacation.  
**C. E. ARNEY**, and other NAB officials in New York last week for a series of meetings, back at their Washington desks.  
**CHARLES P. SCOTT**, general manager of KTKC, ABC's affiliate in Visalia, Calif., is in town visiting network officials.  
**SIDNEY MILLS**, general professional manager, Mills Music, left for Hollywood, Calif., over the week-end, for a month's huddle on exploitation of "That's My Desire" and coordination of West Coast activity. Accompanying Sidney will be his father, **IRVING MILLS**, vice-president of Mills Music, just returned from a European trip where he set deal for independent American recording firms with Britain's EMI.  
**JAMES M. GAINES**, manager of WNBC, left for Chicago last Friday for a one-week business trip. He will return Friday of this week.  
**ARTHUR CHURCH**, general manager of KMBC, Kansas City, Mo., returned to that city over the week-end, after a business trip to CBS headquarters in New York.

**Six New AM Stations Granted By Commission**

(Continued from Page 1)  
 Broadcasting Co., Inc., Tyler, Texas, to operate on 600 kc., 500 watts, daytime; Western Plains Broadcasting Co., Colby, Kansas, to operate on 790 kc., 5 kw., daytime, Chippewa Valley Radio & Television Corp., Eau Claire, Wis., to operate on 1050 kc., 1 kw., daytime; and Coshocton Broadcasting Co., Roscoe, Ohio, to operate on 1560 kc., 1 kw., daytime.

**Public Service**  
 Sudden outbreak of smallpox in New York City and vicinity late last week caused concern in official quarters, with radio quickly enlisted by medical and civic authorities to air

**EDWARD R. MURROW**, CBS vice-president and director of public affairs, now in Washington visiting the CBS news bureau.  
**MAX LERNER**, editorial writer for PM, is en route from Boston where he took over the chairmanship of CBS' "Invitation To Learning," heard Sundays.  
**JACK PAGE**, Mutual's director of special events, returned to New York over the week-end from Salt Lake City, Utah, where he was principal speaker at the official dinner of the 100th anniversary of the state.  
**DAVE NEWELL**, "dean of the experts" on Mutual's "Fishing & Hunting Club of the Air," off to Homosassa, Fla., to do some fishing and gather material for the program. He'll return April 19th.  
**HAPPY FELTON**, quizz-master of WOR's "Guess Who," left for Florida last Saturday after his broadcast. He will return to resume his duties on the program on April 19th.  
**HERSCHEL WILLIAMS**, CBS' director of commercial program development, returns today, following a short vacation in Savannah, Ga.  
**J. L. VAN VOLKENBURG**, general sales manager for CBS, left on an extended tour Saturday, for St. Louis, Chicago and Detroit.  
**BILL DOWNS**, news analyst for CBS, returns today, after originating his program "Cross Section USA" from Boston.

**WBBM-FM Studio Theater Radio Technique Series**

Chicago—The fourth series of weekly sessions of the WBBM—FM Studio Theater began on Friday. Started in January to promote the study of good listening and to encourage a fuller understanding of radio techniques, the sessions have proved very successful, with students from a score of colleges and 18 Chicago high schools taking part. The series is presented by the WBBM education department in co-operation with Northwestern University Radio Guild.  
 warnings. WNBC offered time to Commissioner of Health, Israel Weinstein, Friday at 6 p.m. to discuss the subject.



**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**  
 AM and FM  
**IN BALTIMORE**  
 TOM TINSLEY, President  
 Represented Nationally By Headley-Reed

**TAYLOR-HOWE-SNOWDEN**  
**RADIO SALES**  
 is  
**Happy To Announce That**  
**PEGGY STONE**  
**Has Joined the New York**  
**Sales Staff and**  
**GEORGE ROESLER**  
**Has Joined the Chicago**  
**Sales Staff**

NEW YORK  
 500 Fifth Ave.  
 PE. 6-6857

CHICAGO  
 360 No. Michigan Ave.  
 State 5260



## The QUEEN's audience can be yours, if ...

# SOLO

"Queen for a Day"—a new type of daytime program—premiered on April 30. Since then it has been a big and holding audience. It is one of the most needed original daytime shows to be seen. Queen has been providing the daytime audience for P. & G. since December 30, 1945. It has provided a like audience for P. & G. On December 10, 1946 Alka-Seltzer renewed for another 52 weeks. But—the P. & G. half of the program is now available for sponsorship. So, the "Queen's" audience is yours, if you act fast. We will be glad to give you all the facts—the rating story, what the sponsors say about the results they have had, the moderate cost, and what "Queen" can do to build more sales for you.

### Mutual Broadcasting System

WORLD'S LARGEST NETWORK



## The MUTUAL program that pulled 1,000,000 letters in 125 days



Sept. 9 1946

Feb. 27 1947

# SOLO

The program "Heart's Desire" has pulled 1,000,000 letters in 125 days. It is a 15-minute program that has become a success story for Mutual's "Queen."

# 15 MIN. STILL FOR SALE

That's the reason you can convert into bigger sales figures—because the program is available for sponsorship. And here are additional facts:

Mutual Broadcasting System  
WORLD'S LARGEST NETWORK

## Advertising News

Setting a precedent in the cigarette field by using daytime radio in an appeal to housewives, Philip Morris & Co., Ltd., Inc., announced yesterday the appointment of Cecil & Presbrey, Inc., for a radio campaign for Philip Morris cigarettes. Programs to be sponsored are "Queen for a Day" and "Heart's Desire." Both programs will be broadcast from Hollywood over Mutual Broadcasting. Cecil & Presbrey, Inc., are presently handling Bond Street Tobacco, Revelation and Fleetwood Cigarettes for Philip Morris & Co., Ltd., Inc. This advertising is in addition to the three nighttime radio programs and the newspaper and magazine advertising placed through the Biow Company, Inc.

N. Y. Times  
April 2, 1947

The second half of "Heart's Desire" (a Mutual-Ray Morgan program) is still available. As we had previously stated about "Queen for a Day," we do not believe that "Heart's Desire" will be long available. For the full story, call

MUTUAL  
BROADCASTING SYSTEM

**NEW STATIONS**

**KOOL Under Construction**

KOOL, 5,000-watt station in Phoenix, Ariz., now under construction, is expected to be on the air by early summer, according to James A. Murphy, director of operations. Licensee for the station is the Maricopa Broadcasters, Inc., of which Carl D. Haymond is president. The four tower directional antenna system is being erected by the C. H. Fisher Co., of Portland, Ore., with the assistance of O. G. Ford, KOOL chief engineer.

**KCNC On Air**

Robert Shackelford is production and sales manager of KCNC, Fort Worth, which recently took to the air operating daytime hours with 250 watts on 870 kilocycles. Jack Raymond is program director, Don Allen is chief announcer, Frank Hornesby is in charge of traffic and T. N. Lawrence is chief engineer. J. H. Speck is general manager and president of the Blue Bonnet Broadcasting Co., owners and operators of the station.

**WLOS Joining MBS**

Carl Haverlin, MBS vice-president in charge of station relations announced the affiliation of WLOS, Asheville, N. C., to the network, effective July 1. The station, now under construction, will operate on 5,000 watts, (daytime) and 1,000 watts (night) on 1380 kilocycles. The new affiliate, owned and operated by the Skyway Broadcasting Co., brings to 410 the number of Mutual stations.

**Galvin Mfg. Corp. Net Placed At \$656,286**

Galvin Manufacturing Corp., whose various products include Motorola radios, television receivers and 2-way communications equipment, ended the 1946 fiscal year, last November 30, with an operating profit of \$656,286 or 82 cents a share. This was the first full year of peacetime activity for the company. Net sales for the 1946 fiscal year amounted to \$23,201,107, despite unfavorable operating conditions and an initial loss during the first quarter.

Dividend payments continued unbroken for 1946 at the rate of 30 cents a share and the present high level of operating income is expected to continue during the current year. March, 1946, 80,000 shares of a new offering of stock were sold by the company. Number of stockholders increased from 750 in 1945 to approximately 3,000 in 1946.

STUDIO 13  
Audition records available

**COMMERCIAL PROGRAM SALES**

1440 Broadway, N. Y. PE 6-8600



**California Commentary. . . !**

• • • "The Bride Shower," a copyrighted 30-minute program, originated at KPRO, Riverside-San Bernardino, a few months ago, is attracting much favorable attention. Riverside merchants join with the station and friends of the bride-to-be in showering her with gifts and the guest of honor is given a real thrill when brought to the station by the groom-to-be on the pretext of a casual visit. Bill Baskett is the emcee of the program and Marjory Sharpe hostess. . . . Jay Stewart, ABC's "What's Doin' Ladies" man, will emcee the Spring dinner dance of the Los Angeles Junior Chamber of Commerce April 11. . . . Dean Wickstrom, formerly of the KNX and KHJ engineering departments, and his partner, Myron Klune of Klune Electronics, expect to have their new station, KPMO, Pomona, on the air April 15. . . . Bee Walker, who spent two years with the Eddie Cantor show as music coach and advisor, is now vocal-coaching in her own studio in Hollywood. . . . Songstress Jeannie McKeon got a repeat guest shot with Gene Autry yesterday.



• • • Michael Dunne of "Danger, Dr. Danfield," recently signed by Columbia Pictures, found that the studio also had a star by the name of Michael Duane, so he changed his name to Stephen Dunne, adopting his son's name. Now he is the only father named after his own five- and one-half-year-old son. . . . Polly Possums, singing star of "Sunset Roundup," runs over her musical selections for Slim Duncan for the program twice a week over the 'phone, inasmuch as she lives in Compton and Slim in Hollywood. Saves time, they say. . . . Jack McElroy, singing announcer of "Bride And Groom," will emcee a special California Federation of Women's Clubs convention in Long Beach April 16. . . . Louise Summa, marking her 15th anniversary as secretary to "Amos 'n' Andy" (Freeman Gosden and Charles Correll) was guest of honor at a recent meeting of the Los Angeles chapter of the National Association of Executive Secretaries. . . . Arlene Harris, the mother of Baby Snooks, is auditioning her own program, built about the activities of her mythical son "Junior."



• • • Comely Maxine Hamilton, who was a member of Russell Birdwell's New York staff for several months and who recently resigned, has returned to the Coast and will open her own Hollywood office to specialize in public relations work for fashion manufacturers. . . . Glen Hurlburt, blind San Francisco pianist-composer, was a guest on the Ginny Simms show April 4. He's composer of the new recordings, "Fisherman's Wharf" and "Cable Car Concerto." . . . At Young and Rubicam, Hollywood, where accounts are predominantly radio-minded, they're reversing the historical treatment by explaining readership percentages of publication ads in terms of Hooperatings.



• • • Ozzie and Harriet Nelson have decided to postpone for a few years the moot question of allowing their sons David and Rickey to portray themselves on the "Adventures of Ozzie And Harriet." Then the boys themselves will make the decision. . . . Joe Kearns, who appears frequently in featured roles on "The Whistler," announced recently that he is planning to take his first vacation from radio in many years this summer. He intends to go abroad for a number of weeks, probably to Sweden. . . . Meredith Willson is completing a survey of music educators to select the top ten classical works of all time. These will be released later under "Albums You Should Own."

**PROMOTION**

**Institutional Booklet**

"Where Will You Stand Among Your Competitors in 1950?" is the title of a 12 page booklet just off the press at KABC, San Antonio. First five pages of booklet urges advertisers to re-evaluate their advertising and promotions plans for the years ahead, "While thoughts are still fluid, while minds (of both distributor and consumer) are still being made on product preferences."

Statistics showing the trends in billings in the media field are given on the center spread with following pages capitalizing on the steady, upward trend shown in both network and spot billings. Tie-in with the KABC slogan—"Texas Fastest Growing Radio Station" provides clinche for the booklet.

Wide distribution among local and regional advertisers is planned, according to KABC station manager Charles W. Balthrope.

**Bea Wain Subs For Baker**

Singer Jerry Baker, heard over WMCA daily at 3:45 p. m., was stricken with a sudden attack of laryngitis last Friday just a few minutes before air time but Bea Wain, arriving for her 4 p. m. program, subbed for Baker on his show. Without any rehearsing she sang the same popular numbers which Baker was scheduled to do.

**BAKER'S IN THE DOUGH AGAIN!**

Baltimore, Md. Practically every Navy man in the Pacific remembers Chuck Baker—Navy Newscaster. And practically everyone in Baltimore remembers Nelson Baker, ace WFBR sportscaster. Same Baker—back home at WFBR again—still sponsored, still a sports newshound and still tops.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

NEW BUSINESS

**YANKEE NETWORK**, Megowen Motor Food Co., for Crax has agreed to renew its sponsorship of 3 a.m. Yankee Network News-grams for an additional thirteen weeks. The news programs are aired over twenty-four Yankee Outlets in England. Duane Jones Company is agency. The American Tobacco Co. for Lucky Strike Cigarettes, has agreed with four Yankee Outlets for series of station breaks. The stations: WYAC, WAAB, WEAN, and WJW. Agency is Foote, Cone & Young. Colgate-Palmolive-Peet Co., WJW, has signed for a series of described announcements on WYAC, WYAC and WEAN, commencing today and running indefinitely. Agency William Esty & Company, Inc. Hoffman Motor Company, Inc., Oldsmobile Dealer in Hartford has signed for WYAC, Yankee Outlet in that city to sponsor the noon edition of United Press News, a feature on the Yankee Network News service. Commercials will stress service, parts, and will omit any new car advertising. Program can be heard at 12:30 p.m. on Tuesdays and Thursdays on WYAC. House of Old Molineaux, Molineaux Wines, has added two additional Yankee Stations for its weekly Kenny Baker Show. The stations: WWSR, St. Albans, Vermont, and WDEV, Waterbury, Vermont, will be added, effective May 2nd, bringing the number of Yankee stations carrying this show to 18. This series of musical programs will run until February, 1948. Agency is Hirshon-Garfield.

**WJW, Pittsburgh:** Mueller Macaron Products, through Duane Jones Company, have contracted for Charley's newscast 12:05-12:15 p.m. Mondays, Thursdays and Saturdays, which began April 1, continuing 37 weeks; Pittsburgh Provision & Packing Co., have contracted through Taylor & Jenkins, Inc., to have "Sunday Suppertime" show repeated, Sundays at 6:30-6:45 p.m. The show features tenor Bob Carter, pianist Pierre Paulin and a five-piece orchestra.

FCC Asks U. S. District Court To Dismiss WBAL Complaint

(Continued from Page 1)

WBAL has sought to get the Commission to retract or correct all reference to the Baltimore station in the FCC's blue book.

Denying that WBAL has the legal right of judicial review before final action by the Commission, the FCC told the court that the Blue Book "is not final action of the Commission, imposing a sanction, or inflicting injury, which may be reviewed by a court."

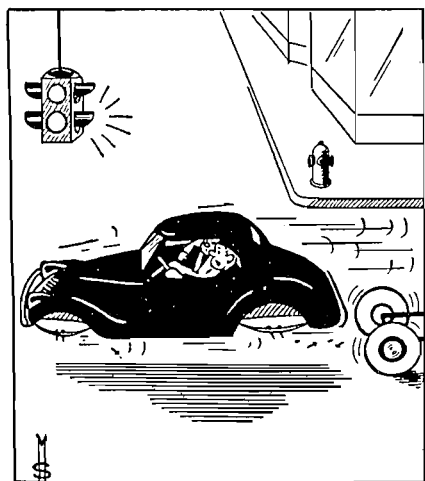
"No case or controversy is therefore presented by the complaint," of WBAL, the FCC contended.

WBAL, in its complaint, the FCC said, "has argued at length its belief that the remarks in the Commission's report concerning its operation of the station would, unless retracted, unduly prejudice its application for renewal of station license. But this is mere anticipation."

"No hearing has as yet been held," the FCC said, "and the Commission has not made any decision, preliminary or otherwise, indicating in any manner whether it would or would not grant plaintiff's application. And plaintiff has utterly failed to make allegations, which, if true, would establish, that either the existence of the Blue Book, without change, or the pendency of the hearing in any way creates any present jeopardy to the continued operation of its station, pending final disposition of the application after the determination of the hearing by the Commission."

RWG Tele Session

Next session of the Radio Writers Guild workshop on Wednesday, April 9, at the Midston House will be devoted to "Writing for Television" with Edmund Rice of J. Walter Thompson acting as chairman. Discussion panel consists of network television producers and program directors, including Ben Feiner, Jr., CBS; Harvey Marlowe, ABC; and Warren Wade, NBC.



"Something tells me I should have waited until WFDF Flint started advertising cars again."

AGENCIES

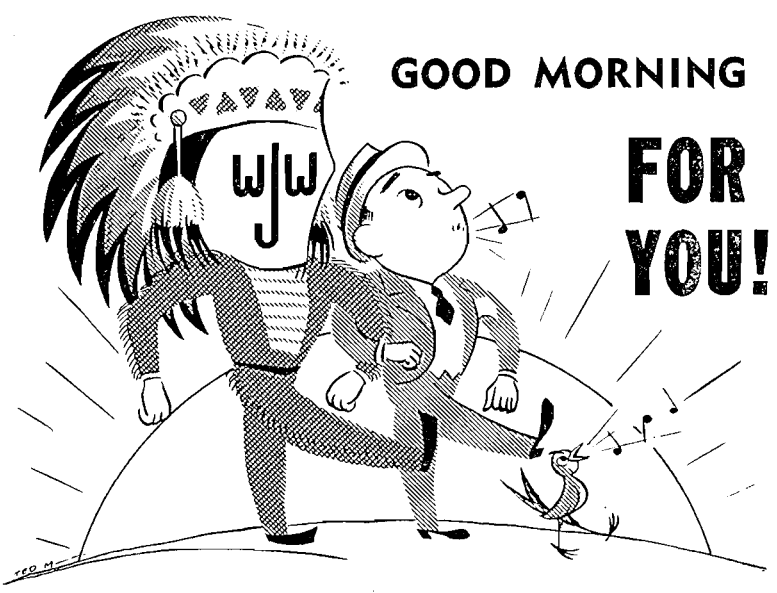
LOUIS J. ALBER, author and lecturer, will be guest speaker at the regular Celebrity-Luncheon of the Advertising Club of New York, Wednesday, April 9, at 12:30 p.m., and his subject will be "Behind the Soviet Iron Curtain."

ANTHONY CALANESE, with the production department staff of Buchanan & Co., Inc., for the past eight years, has been named production manager.

C. RUSSELL ZEININGER, formerly of Benton & Bowles, Inc., has joined the Doughnut Corp. of America as assistant advertising manager.

DORIS SMITH, who took a leave of absence from duties in the Kenyon & Eckhardt radio continuity department, back at her desk after becoming the mother of a baby boy.

THE AMERICAN MARKETING ASSN. announced last week the appointment of a new national committee on consumer credit. M. R. Neifeld, Beneficial Management Corp., Newark, N. J. was appointed chairman of this committee by Ross M. Cunningham of the Mass. Institute of Technology, and president of the Association.



You'll always find a good morning at CLEVELAND'S CHIEF STATION. WJW has walked away with the greatest morning audience in Cleveland — and for many months. Yes — WJW mornings are beautiful! And — because advertisers have seen what the day-time Hoopers show — they know that WJW also delivers more afternoon listeners per dollar than any other Cleveland station!

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

**9 OUT OF 11**  
 FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO **KOCS** REGULARLY.  
 Survey figures available.  
**KOCS FM**  
 MONTARIO CALIFORNIA

## Tele Institute Set; 1000 Dealers Invited

(Continued from Page 1)

Corp., Telicon and other major manufacturers, sample models of which will be in use both days via programs over WNBTV, WCBS-TV and WABD.

Over 1000 dealers have been invited to attend the exhibits through Bruno-New York and Krish-Radisco, RCA distributors, and some of the manufacturers who will participate. Reports over the weekend were that the actual attendance will considerably exceed that number. Importance of the exhibit to dealers in this area, who only recently have been shipped a limited number of sets, is reflected in requests by certain chain-dealers for 10 and 25 tickets.

Opening day of the "Institute" will feature, in addition to a special luncheon session, telecasts of the New York Yankees-Washington Senators from the Capital via WTTG-WABD and the New York Giants' opener via WNBTV. WABD will air the Yankee game in New York on Tuesday.

"Institute" will have a luncheon session each day, with Dr. Alfred N. Goldsmith as toastmaster on the first. Speakers on the Monday session will be J. R. Poppele, president of the TBA, C. E. Hooper, Mrs. Clara Burke, David F. Lewis and J. B. Elliott of RCA. Poppele will be toastmaster of the final luncheon meeting which will air progress reports on stations in operation or set for construction the representatives of each.

In addition to receivers on display, "Institute," which is sponsored by the Televiser, exhibition will display over 100 photographs of various types of shows, including dramatic, variety, audience participation, fashion, dance and newscasts. Section will also contain a collection of miniatures, including Borden's miniature kitchen, model homes, ships, and a model television station.

A total of 51 speakers will address the seven panels of four seminars and two luncheon sessions of the two-day meeting. Speakers include, in addition to those mentioned above, Dr. T. T. Goldsmith, Ernest Walling, Philip G. Caldwell, Max Fleischer, Thomas H. Hutchinson, Paul Mowrey, Judy Dupuy, Helen Rhodes, Ralph Austrian, Charlie J. Durban, Walter Lawrence, Richard Rawles, Harvey Marlowe, Worthington Miner, Lee Cooley, Bud Gamble, Edward Stasheff, Rudolph Bretz and others.

According to Irwin A. Shane, publisher of the trade publication sponsoring the meeting, plans are set to permit audience participation in practice telecasts.

### Buys Screen Rights

Hollywood—Producer Jack Schwarz last week purchased from CBS the radio program title, "Hollywood Barn Dance" for his Screen Guild production made under the working title of "Western Barn Dance."

## ★ THE WEEK IN RADIO ★

Miller Sees No Need For 'Czar'

By JIM OWENS

JUSTIN MILLER, president of NAB, declared there is no need for a czar in radio. He told a capacity Radio Executives Club luncheon crowd that "self-discipline" is the best answer to critics of the industry. . . . Earlier in the week the NAB program committee lashed out at newspapers which attack radio's standards of good taste, etc. NAB pointed to instances wherein the press has been more sharply at fault than radio.

Carl Haverlin, Mutual's veepee in charge of station relations, set as BMI's first full-time president. . . . Television comes to Washington, D. C., full scale April 14 via a Du Mont (WTTG)-RCA co-op plan. Latter is distributing 2,500 sets in the area while station will go all-out program-wise. . . . Networks and stations set heaviest Easter program schedule ever. . . . SMPE mapping plans to urge FCC reservation of experimental channels for theater tele. . . . Networks fully prepared for the threatened 'phone strike. Program operations will not be affected unless equipment is tampered with. . . . Wife of a Washington (D. C.) publisher hit radio and motion pictures in a talk to educators on the Coast. She described the mediums as "powerful rivals of the public school system." . . . Chevrolet signed a 26-week film pact with WABD. Company will air full hour of film fare, starting tomorrow. . . . CBS' board chairman William S. Paley named to head advisory council of the United Jewish Appeal for Refugees.

Top comedians such as Jack Benny, Eddie Cantor, Edgar Bergen, etc., will release special records for home use within 30 days through Audience Records, Inc. Performers are all co-owners of the outfit. . . . Philip Morris bought 15-minute slots

### 50 RCA Dealers To Co-op In Wash. "T-Day" Sked

Fifty RCA-franchised radio-television dealers in Washington, D. C. will combine to launch "T-Day" in the Capital on Monday, April 14, with special promotion including time on local radio stations, window displays and posters, to be highlighted by sponsorship of the telecast of the opening game of the American League baseball season over WTTG, it was announced over the week-end.

Television programs of the following week over the Du Mont outlet will plug the arrival of tele in the Capital, as a tie-in with RCA which is reported distributing 2,500 receivers to the dealers involved. All-out promotion will include elaborate advertising of the model by the RCA dealers, and a few are reported using half-hour radio programs to stimulate sales interest. In addition, some department stores will open new television and radio departments to coincide with the drive.

of Mutual's "Queen For a Day" and "Heart's Desire." . . . Tenth annual edition of RADIO ANNUAL off the press. Volume reveals that the four major networks grossed more than \$193,000,000 in 1946.

City College of New York announced its third annual radio awards to networks, stations and agencies. . . . Coast NBC executives held a three-day meeting in Hollywood, at which Niles Trammell told NBC Coast execs meet that broadcasting "must have integrity" on the part of the industry and in "human relations." . . . Total radio listening and number of sets in American homes is at all-time high, according to a CBS survey.

House Commerce Committee official called for an "all-out" probe of the FCC. Action was taken, according to Rep. Wolverton, "after several complaints against FCC policy and administration," etc. . . . WCKY, Cincinnati, filed suit against IBEW for \$25,000. Station charged the union failed to give notice before the strike. . . . Philco showed a heavy increase in production for '46 in its annual report. . . . Shortage of films for television becoming a program problem for New York outlets. . . . Canadian Broadcasting Corporation will be investigated by a House of Commons group. . . . New York rainwear manufacturer has set a try-out campaign of one-minute commercials for rainy days only.

Change in selling technique in San Francisco helping to offset seasonal business slump. . . . Bing Crosby will be back on ABC for Philco next Fall. Show will continue as transcriptions. . . . 100 outlets will pay tribute to Atlantic Refining Co. April 21 for its high-level use of radio. Event will be held in Philadelphia.

### Canadian Indie Stations Seek Radio Representation

(Continued from Page 1)

Smith when National Revenue Minister McCann moved adoption of his resolution to set up for the present session the special committee to deal with CBC and radio broadcasting questions generally, and Mr. Smith stated he hoped the House this session would have a chance to discuss the Committee report. He wanted an opportunity presented to learn whether or not the House favored handing over to CBC "complete power of regulation and control over those concerns in competition with CBC."

After adoption of Minister McCann's resolution to set up the Committee of 25 members, the National Revenue Minister, replying to a question of Lawrence Skey (PC-Toronto Trinity), made it plain that the Labor-Progressive party would no longer enjoy the privilege of other parties in getting free time on the CBC national networks.

## RWG Ballots Tonight To Determine Course

(Continued from Page 1)

members deliver an overwhelming decision one way or the other, that the Chicago vote would have no effect, the outcome of the balloting will be announced tomorrow. If not the result will be revealed Wednesday.

Roy Langham, RWG national executive secretary, has said that case of a walkout the guild will be a strike notice but that it is obligated to say when the strike will begin. A walkout would involve all guild free lance writers and continuity staff men at ABC, CBS, NBC. Only exception would be short-wave and news writers who have a separate contract, which in effect RWG has been negotiating for staff writer contracts at ABC, CBS, and NBC to replace the one which expired last Feb. 15 but it was announced that it will not be until an agreement has been made with free lance writers.

The issue is forcing a new type of crisis which never before existed in the industry. Details of any picture are not quite clear but it is regarded as having very serious potentialities.

Various network-union contract discussions have been piling up since the first of the year and now they are four deep, all at an impasse. Optimism for a quick settlement prevailed late last January when the webs and AFM, Local 802, began their talks but now, over two months later, no contract has been signed to replace the one which expired last Feb. 2. The two sides are very close together on the matter of a 10 per cent increase but the dispute centers on two weeks vacation which the union demands and the network refuse to give.

Negotiations between CBS and International Brotherhood of Electrical Workers were suddenly suspended for an indefinite period March 20 and there have been no further developments since that date. Contract here expired March 1 and any new one will be retroactive.

Six days after this action the National Association of Broadcast Engineers and Technicians announced that negotiations were being suspended between the union and ABC and NBC. These two contracts expire May 1. NABET is now referring the matter to its membership at large, refusing the five per cent increase offered by the webs.

Only optimistic note in the entire picture at the moment, is the seven and one-half per cent increase offered NABET by WOR which the union is considering. There has been no meeting between WOR and NABET in the last 10 days.

### KSYL To Join NBC Net

KSYL, new 250 watt station in Alexandria, La., will join the NBC network or about May 1, bringing the web's total affiliates to 167. Station is owned by the Fox Broadcasting Co.

# Y's Radio Confab Up 2-Day Agenda

(Continued from Page 1)

...ing speakers will be heard:  
...ne S. Carrington, writer of  
...e serials, "Winning Listeners  
... Soap Opera."  
...y Margaret McBride, "Air  
... for women."  
...ce Johnsen, head of Continuity  
...ance, ABC, and William B.  
... vice-president in charge of  
... Kenyon and Eckhardt, "Why  
... ere so many commercials—why  
... ey so long?"  
...an Bryson, counsellor on pub-  
...airs, CBS, "Need for new and  
...al programs in radio."  
...a Landi, "Speech in radio—  
...ood or bad?"  
...ive-aways" to Be Discussed  
...rt Saudek, director of public  
... ABC, "Controversial Issues—  
...rand Management Broadcasts."  
...an Samish, vice president in  
... of programs and television,  
... "Why can't we have more of  
...ograms we like?" "Listening  
...io intelligently."  
...ert Rice, director of produc-  
...BS, "Are give-away audience  
...ation shows amusing or de-  
...r?"  
... Schechter, vice president in  
... of news, special events and  
... Mutual, "Trends and policies  
...ng radio's commentators."  
...edore C. Streibert, president,  
... "Community responsibilities of  
...io station."  
...an Straus, president of Radio  
... WMCA, and Ted Cott, pro-  
...lirector of WNEW, "Problems  
... Independent Stations."

### Variety of Topics

...am E. Haskell, assistant to  
...resident, New York Herald  
...e, "Radio-press relations"  
...am S. Hedges, vice president  
...ge of planning and develop-  
... NBC, "Is radio fair in allot-  
... of time for political broad-  
...n R. Dyke, vice president in  
... of Broadcast Standards and  
...ies, NBC, "Borderline mis-  
...ntations in radio advertising."  
...t O'Connor, president of the  
...ul Foundation for Infantile  
...is, and chairman, Central  
...ttee, American National Red  
...er Hoving, president of the  
... Corporation and Chairman

## MANAGER — (Wanted)

...AROUND-TOP DRAWER MAN  
... good background—for a very  
...ful long established east coast  
...tation in one of America's largest  
... — Must be thoroughly experi-  
... reliable, and capable—knowl-  
... of management, sales promotion,  
...rogramming essential—SHOULD  
...AVAILABLE IMMEDIATELY —  
...IDENCES WILL BE HONORED.  
... Box 344, Radio Daily, 1501  
...way, New York 18, N. Y.

# WHO'S WHO IN RADIO

## DAVID FREDERICK

**S**OMETHING different about David Frederick, CBS director of sales promotion and advertising, is the fact that he's the fellow who pulled a switch on the old story which says, "There comes a tide in the affairs of men which taken at the flood . . . etc." He not only hopped aboard a tide but directed and put it on its feet. The tide in question is Tide magazine which Frederick edited from 1936 to 1938. He was publisher for an additional five years and is credited to a large extent with the weekly's present success and position.

It was an August day last year when the name of David Frederick turned up in the CBS press department. It showed up on a memo from the office of Frank Stanton, network president, and the note said that CBS had just hired itself a new sales promotion and advertising director. His name was David Frederick, just home from the OWI in Washington where he had directed war programs for about three years. His wartime duties had called for the direction of such domestic information campaigns as conservation, salvaging, rationing and recruiting. To carry out these projects Frederick had to know all about such things as radio, motion pictures, newspapers and magazines.

This new phase of his career with CBS began at age 37. Unlike many New Yorkers, he was born here, attended the Peddie School and then for seven years worked for the Associated Press in Boston and as an editorial staffer of the Boston Herald-Traveler.

Frederick could not easily have escaped a trace of printers ink in his blood since his mother was household editor of the Ladies' Home Journal and the American Weekly and his father, J. George Frederick, was editor, writer and publisher of numerous advertising sales and management articles and books.

Today his residence is in Noroton, Conn., which also houses wife Christine, son Peter, 9, and daughter Deborah, 12. One of his hobbies is stamp collecting and the other is banging away on the piano.



... sales-promotion minded

of the Board, United Service Organizations.

E. A. Roberts, president of the Fidelity Mutual Life Insurance Company, and former president of Community Chests and Councils of America, "Radio's assistance to health and charity drives."

### Second Session

Wednesday afternoon, April 23, 2:30 p. m.; Subject—"Whither Radio and Its Public." (A working public relations session.)

Question—"What are the Public Relations Problems within the Public Industry?"

Carl Byoir, president of Carl Byoir Associates, chairman of the session.

Mark Woods, president of the ABC, "Radio's Program—objectives to shoot at—obstacles to be overcome—broadcasters' viewpoint."

Thomas D'Arcy Brophy, president of Kenyon & Eckhardt, "Radio's Future—objectives to shoot at—obstacles to overcome—the advertising agency viewpoint."

### Closing Session

Wednesday night, April 23, 8:30 p. m. Subject—Presentation of City College's Plaque Awards; announcement of award of merit winners; announcement of winners of honorable mention.

Parts of winning radio programs will be presented at this session.

## New Biz, Renewals Signed By ABC Web

(Continued from Page 1)

charge of sales, announced recently. Renewal, effective April 14th, was handled by J. Walter Thompson and marks the fourth successive year that Libby, McNeill & Libby has sponsored the program. Contract covers 202 ABC stations.

ABC is adding another co-op on April 14, when Nancy Craig's "Woman of Tomorrow," now heard on WJZ only from 12:35-1 p. m., will be carried by the network from 1:15-1:30 p. m., EST. Eight affiliates have already signed local sponsors for the new program, including KNOW, Austin, Tex.; WELL, Battle Creek, Mich.; WJOY, Burlington, Vt.; WDUK, Durham, N. C.; KELD, El Dorado, Ark.; KUGN, Eugene, Ore.; WJIM, Lansing, Mich.; and WBSR, Pensacola, Fla. Most of the local sponsors are department stores and women's wear shops. Nancy Craig's current show on WJZ will continue to be heard at 12:35 p. m., daily.

The Illinois Meat Co., of Chicago has bought sponsorship of the Wednesday aid Friday "Ethel and Albert" show over WJZ, 2:15-2:30 p. m., an ABC co-op feature. The 52-week contract, effective April 16,

# Haverlin Confirmed As President Of BMI

(Continued from Page 1)

pany, was announced exclusively in RADIO DAILY earlier last week.

Statement by the BMI board indicates that Sydney M. Kaye, vice-president and general manager, will be elected to the vice-chairmanship of the board. The BMI statement follows:

"Carl Haverlin, vice-president in charge of station relations of Mutual Broadcasting System, Inc., has been elected as president of Broadcast Music, Inc. Mr. Haverlin will be the first full time paid president of BMI. The presidency has previously been held by the president of the National Association of Broadcasters. The Board intends to elect Justin Miller, president of the National Association of Broadcasters, to the chairmanship of the BMI board.

### BMI Board Thanks Kobak

"Mr. Haverlin, in addition to proved capacity and wide experience in the broadcasting industry, has great familiarity with the operations of BMI. As one of the original officers of BMI, he played an important part in its founding and is now a member of its board of directors. When Mr. Haverlin left BMI to assume his post at the Mutual Broadcasting System, Mutual agreed that BMI could have a continuing call on Mr. Haverlin's services. The BMI Board expresses its thanks to Edgar Kobak, president of Mutual, for releasing Mr. Haverlin from his network duties.

"The appropriate steps will be taken to increase the number of directors of BMI. This will enable the Board to elect Sydney M. Kaye, vice-president and general counsel of BMI, to the vice-chairmanship of the Board, and will also make it possible for Mutual Broadcasting System to continue to be represented on the Board.

"Mr. Haverlin will assume his active duties as president of BMI shortly."

## Anti-Defamation League Endorses ABC Program

Strong endorsement for "The Greatest Story Ever Told," heard over ABC Sunday evenings at 6:30 p. m., EST, has been made by the American Anti-Defamation League which has written to more than 300,000 of its members and affiliates urging them to listen to the program.

The league has also congratulated the sponsor, the Goodyear Tire and Rubber Co., for the "bold, humanitarian contribution toward permanent peace and accord among the peoples of the earth." The program is dedicated to the basic truths of Christianity and is void of commercials except for two mentions of the sponsor's name.

was signed through Arthur Meyerhoff & Co. Commercial by the meat company will be devoted to "Broadcast Brand Corned Beef Hash."

# GE's '46 Net Exceeds 46 Million; 24% Off

Schenectady—General Electric's net income available for dividends to stockholders for 1946 was \$43,039,589, a 24 per cent decrease from the previous year, it was announced recently by Charles E. Wilson, president. Figure is equivalent to \$1.49 a share on common stock compared with \$54,540,555, or \$1.96 a share for 1945.

Wilson said: "As the company sustained a loss of \$534,224 from its 1946 sales, the entire amount of net income resulted from a claim for refund of prior year's federal taxes, from non-operating sources and from the restoration to income of an amount previously set aside in a reserve for postwar adjustments and contingencies."

In 1946, G.E. net sales billed to customers amounted to \$679,078,216, a total of 48 per cent less than 1945, but more than double the average annual volume during the five years ended with 1940.

The annual report noted that G.E. experienced, during the first quarter, a 9-week strike which is clearly reflected in the company's earning total.

Wilson said that price relief granted by the OPA was "inadequate and was delayed until long after its need became apparent. Further, after decontrol the Company made only such price increases as were essential to provide reasonable margins, but these changes had no significant effect on sales volume or income until the final quarter of the year. On the other hand, the direct and indirect effects of wage and salary increases were felt throughout the year."

Statistics on income or loss from sales, before taking account of non-operating income, were cited by Wilson to indicate the effect of strikes, of governmental controls and the necessity for the price increases effected by the Company during 1946.

## Special Charity Program

With Bing Crosby as "Father O'Malley" and Barry Fitzgerald as "Father Fitzgibbons," a special one-time radio play will be presented for the 28th Annual Fund Appeal of New York Catholic Charities on WNBC, April 17th, 6:15 to 6:40 p.m. By permission of Paramount Pictures Corporation, the stars of "Going My Way" will be cast in the characters, but not the roles, they played in that film hit. The setting of the special drama, written by Richard McDonagh and Rev. Timothy Mulvey, O.M.I., of the "Family Rosary" hour, is the Appeal activities of the Cardinal's Special Gifts Committee of the Laity.

**WM** AMERICAN BROADCASTING CO  
Plattsburg, N. Y.

CONSISTENTLY SELLING THE COUNTRY'S BEST MARKET

**F F**

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

# COAST-TO-COAST

## — PENNSYLVANIA —

**LEBANON**—Chet Hagan and Les Letter of WLBR, depository for contributions to the American Cancer Society, are putting on a Jingle Contest for cancer. The contest is divided into three classes—children, men and women. Appropriate prizes will be given to the winners of each classification. . . . **PHILADELPHIA**—To emphasize Army Week in the Philadelphia area, KYW is broadcasting a series of twenty-one spot announcements whose general theme is that "A Strong America is a peaceful America."

## — MISSOURI —

**KANSAS CITY**—Hanna Stewart, Journalism graduate from the University of Kansas, has joined the staff of KCMO in the Promotion and Publicity Department. . . . **NORTH ADAMS**—A construction permit for a 250-watt station, operating on 860 kilocycles, daytime only, was granted to the Citizens Broadcasting Co. by the FCC. . . . **ST. LOUIS**—Approximately 500 persons will be in attendance today at a special broadcast, in which KMOX will dedicate its new 50,000 watt amplitude modulation transmitter.

## — ILLINOIS —

**EAST ST. LOUIS**—Mrs. A. C. Dougherty, of the East St. Louis Wednesday Club will give a talk, tomorrow, on WTMV's "The Illinois Clubwoman," an encyclopedia of what clubwomen are thinking and doing. . . . **PEORIA**—14,000 people recently joined in the final day's activities of WMBD's month-long Twentieth Anniversary Celebration. Highlight of the day was the appearance of New York's Bob Hawk, who also celebrated his twentieth year in radio.

## — MASSACHUSETTS —

**HAVERHILL**—Roland DuBois, formerly of WMUR, Manchester, N. H., has joined the announcing staff of WHAV. . . .

**HOLYOKE**—WHYN has instituted an eight-week advanced course in radio dramatics. John H. Vendell, music director, and Jay J. Heitin, program director, will be its conductors. . . . **PITTSFIELD**—Roger O'Gara, sportswriter and reporter on the Pittsfield Eagle, has been named sports commentator for WBEC with a daily sports roundup. . . . **WORCESTER**—Malayan, Portuguese and Norwegian natives, bringing the customs of their respective countries, was aired yesterday on WTAG's Julie Chase in a presentation of Easter around the world. This group is composed of members of Worcester Tech's "Cosmopolitan Club."

## — OHIO —

**CINCINNATI**—Peter Grant, veteran WLW newscaster, is being piped from Cincinnati to WRC, Washington, five nights weekly for one month, in order to be tested as a possible replacement for Lowell Thomas in the Sun Oil Company's 6:45 p.m., EST spot. . . . **STEUBENVILLE**—John L. Merdian, former assistant manager of WSTV, was guest of honor at a banquet held recently, which was attended by 40 staff members and families of the station. The occasion marked Merdian's appointment as general manager of WPIT, Pittsburgh's sixth and newest radio station.

## — DISTRICT OF COLUMBIA —

**WASHINGTON, D. C.**—"Opinionaire," a new half-hour public opinion program, makes its debut April 9th over Radio Station WOL. Its all star cast includes State Department Greek Mission Chief, Paul A. Porter and Senator Ed Johnson, who will take sides on whether or not the United States should contribute aid to Greece and Turkey. . . . The testimony of UMW leader John L. Lewis, who recently appeared before a subcommittee of the House Labor Committee in connection with the miner's holiday he has authorized, was broadcast over WRC.

## Ickes Commentary Series Being Packaged As ET's

(Continued from Page 1)

sold as an open end recording to stations, starting in about 10 days. Deal for distribution was signed by Ed Hart Associates of Washington, D. C. Hart produces two weekly forum type shows, featuring Congressmen and national leaders, which are heard over WINX and syndicated to other stations.

### Program To Other Outlets

Ickes was signed by WGAY about six weeks ago to do a quarter-hour show every Tuesday at 5:30 p.m. Using facilities of the U. S. Recording Co., in Washington, Hart will transcribe the program off the line and mail it out Tuesday night to other outlets. Ickes' broadcasts on the Maryland station, sponsored by a local Chevrolet dealer, have been 12½ minutes of straight commentary but under Hart's direction the format has been broken up to include a "Keep the Record Straight Department" and a sign off with an open letter, by Ickes, to some figure in the news.

## German Scientific Data Offered To Manufacturers

Washington Bureau, RADIO DAILY

Washington—Basic research data which enabled German manufacturers to produce highly efficient selenium rectifiers at low cost is contained in a report now on sale by the Office of Technical Services, Department of Commerce. The rectifiers change alternating current into direct current.

**WBNX**

FOR THE LATEST IN

**MUSIC SPORTS AND NEWS**

2:00 to 6:00 P. M.  
Monday thru Friday

5000 WATTS — 1380 ON THE DIAL

**WBNX**

260 E. 161st ST., NEW YORK 5, N. Y.  
MElrose 5-0833

# Bradley Lauds Radio For Service To Veterans

(Continued from Page 1)

VA chief related this program and has resulted in 20,000 informational broadcasts, a total of 5,000 hours the air within seven months, pointed out that "Assignment Home," sponsored by CBS in operation with the VA, won award for the "Best Public Service of 1946."

Bradley added, "No one can possibly estimate the value of this activity in bringing to veterans precise and accurate information the benefits to which they are entitled. Our Radio Advisory Council, consisting of top level representatives from the industry, has testified an outstanding demonstration of Government-Industry cooperation in the public interest."

## FCC Final Decisions On New Applications

(Continued from Page 1)

new station at Wichita, Kans., operate on 1490 kc., 250 watts unlimited; T. Hall Collinson and Norman G. Wingate, doing business as Collinson-Wingate Broadcasting Co. for a new station at Topeka, Kans., to operate on 1490 kc., 250 watts limited; Frank E. Fowler, et al., doing business as the Blue Valley Co. for a new station in Independence, Mo., to operate on 1510 kc., one-half watt daytime.


### FCC Denials

At the same time the following applications were denied:

Air Capital Broadcasting Co., Wichita Beacon Broadcasting Co. without prejudice to action on pending petition of Wichita Beacon Broadcasting Co., for leave to amend and KCLC Broadcasting Co., Inc. requesting a new station in Wichita, Kans., to operate on 1490 kc., 250 watts, unlimited; KTOP, Inc., Topeka, Kans., for a new station to operate on 1400 kc., 250 watts, unlimited; Emporia Broadcasting Co., Inc., Emporia, Kans., for a cp., to change frequency of station KTSW from 1400 to 1490 kc., operating with 250 watts, unlimited.

**WTAG**  
WORCESTER

Worcester leads the parade in department store sales increase over Boston, Springfield and Providence.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



39, NO. 6

NEW YORK, TUESDAY, APRIL 8, 1947

TEN CENTS

## Radio ATT Lines Normal

### S. Canadian RMA Announce Joint Meet

Washington Bureau, RADIO DAILY  
Washington—Directors of the Canadian and U. S. Radio Manufacturers Associations will meet April 24-25 in Princeton, N. J., for their Fourth Joint Industry Conference, it was announced today.

The U. S. RMA Board of Directors will be host to the Canadian RMA members. The Canadian RMA board will host to the U. S. RMA directors in October in Quebec.

Annual industry projection and sales programs will be discussed and in-

(Continued on Page 6)

### Stowe Group To Sponsor Mutual

Weekly news-commentary series by Eland Stowe, veteran newspaperman and authority on foreign affairs has been set to start on Mutual Wednesday, April 23 (7:30-7:45 P.M. EST.), sponsored by the United Electrical Radio and Machine Workers Union, CIO, it was reported yesterday. Series, which will be heard on 48 CBS stations, will offer Stowe's

(Continued on Page 6)

### Renewal Business Reported By WGN, Chi.

Chicago—WGN has done a brisk renewal business this week. Its "Reveille" show, 7 to 7:55 a.m., runs through Saturdays, with Evans as disc jockey, is completely booked out for the fourth consecutive week. Local Loan Co., which sponsors the 7:30-7:45 portion of the show, has the 7-7:15 segment for 52

(Continued on Page 6)

### Who's On First

To arrange WLIB's weekly UN's program, the secretary to Cliff Evans, station program director, telephoned Christopher Cross, UN liaison officer, to ask who the next guest speaker would be. "No," answered Cross. "That's at I want to know, who?" said the secretary. After more who's who, the guest was identified as Victor Hoo of China.

### Launched!

WOR's "Johnny-on-the-Spot," new \$22,000 mobile studio launched last Saturday, will always carry a scar on its prow in remembrance of its christening. Singer Kate Smith flailed away three times before she broke the bottle of champagne. The result was a permanent indentation against Johnny's shining new face.

### Latin Amer. Potential \$17,000,000 In Sets

Washington Bureau, RADIO DAILY  
Washington—Latin American countries will purchase approximately \$17,000,000 worth of radio receivers from the United States in 1947, the Department of Commerce estimated yesterday. The estimates, based on statistical studies and extensive surveys, appear in a handbook on Latin American radio receiver markets, prepared by the General Products

(Continued on Page 7)

### Lever Bros. Sets July 22 For Godfrey Show Debut

July 22, has been set as the date on which "Arthur Godfrey's Talent Scouts" will be picked up by Lever Brothers, for Lipton's Tea to occupy the 9-9:30 p.m. spot on CBS network. "Vox Pop" currently is the sponsor's show in that slot. That show goes off after May 20, the sponsor takes a hiatus, and then the Godfrey program is picked up on July 22. As a

(Continued on Page 2)

### Extensive Midwest Tele Study Compiled By Balaban & Katz

Chicago—WBKB, the Balaban & Katz television station here, has just completed what probably is the first complete survey to be made of a television audience, and it will be of vital interest to everyone interested in television, as it gives the clearest picture of what tele audiences want that has been provided to date.

The report, released by Captain W. C. Eddy, director of WBKB, is a tabulation of a four-page question-

### Walkout Does Not Interrupt Schedules As Leased Wires Remain Intact; Struck Firms Buy Spots

### 4-A Plans Schedule For Sessions In N. Y.

Program for the open sessions of the American Association of Advertising Agencies annual meeting at the Waldorf-Astoria next week, April 16-17, was announced yesterday by Frederic R. Gamble, president of the association. All events on Thursday, April 17, will be open to member agency people, invited officers of related associations of ad-

(Continued on Page 7)

### Disk Officials In Capital At Sub-Committee Hearing

Because the record industry has been selected as one of those exempting the need for tightening of the Clayton Act to prevent merger through acquisition of assets, top officials of Columbia, Decca, RCA—

(Continued on Page 2)

### Bessie Beatty Services Will Be Held Tomorrow

WOR broadcast a special memorial program yesterday in the period normally filled by Bessie Beatty, women's commentator, who died suddenly at the home of friends in Nyack,

(Continued on Page 7)

Telephone strike which began early yesterday brought no immediate problems for broadcasting but network and local station officials kept their fingers crossed against future developments if the strike continues. Because of their many thousands of miles of leased wires, webs continued to bring

(Continued on Page 5)

### FCC Amends ET Rule Re Daylight Saving

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday amended its rules to allow waiver of transcription announcement requirements during the period when daylight saving time is effective. Waiver request was made by ABC and Mutual. Instead of granting separate, annual waivers as have been done in the past, however, the Commission decided in favor of an

(Continued on Page 5)

### RCA Appoints Glassford As European Manager

Appointment of Vice - Admiral William A. Glassford, USN (Ret.), as European manager for activities of the Radio Corp. of America in the United Kingdom and on the Continent for Europe, was announced

(Continued on Page 2)

### Safety Award

Chicago—The National Safety Council's Award of Honor for Distinguished Service to Safety will be presented to CBS on April 15, during a repeat broadcast of Les Crutchfield's half-hour safety fantasy "Before Their Time," 10 p.m., EST. This program was first broadcast on Jan. 7, of this year, from Hollywood. Requests for copies of the script for recordings followed.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Mon., Apr. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9	9	9	—
Am. Tel. & Tel.	165 1/8	164 3/8	165 1/8	— 3/8
CBS A	25 3/8	25	25	— 1/4
CBS B	25	25	25	— 1/2
Farnsworth T. & R.	7 3/8	7 3/8	7 3/8	— 1/8
Gen. Electric	35 1/2	35 1/8	35 1/8	— 5/8
Philco	26 3/8	26	26	— 1/4
RCA Common	8 7/8	8 5/8	8 5/8	— 1/8
RCA First Pfd.	78 1/4	76	78 1/4	+ 1 3/8
Stewart-Warner	17 3/4	17 3/4	17 3/4	— 1/8
Westinghouse	98 1/2	98 1/2	98 1/2	— 1
Westinghouse Pfd.	105 1/2	105 1/2	105 1/2	—
Zenith Radio	20 1/8	20	20	— 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/2	7 1/4
Finch Tele Comm.	7 1/4	8 1/4
Stromberg-Carlson	14 1/2	15 3/4
U. S. Television	2 1/8	2 5/8
WCAO (Baltimore)	38	42
WJR (Detroit)	16	17 1/2

### Lever Bros. Sets July 22 For Godfrey Show Debut

(Continued from Page 1)  
 "warm-up," the Talent Scouts will occupy the Tuesday, 9-9:30 p. m. slot as a sustainer from May 27 through July 15 before going commercial.

Procter & Gamble Co., for Preel Shampoo, has purchased four participations per week, Monday, Tuesday, Thursday and Saturday, in the 6-7:45 a. m. Arthur Godfrey program over WCBS, it was announced yesterday by Arthur Hull Hayes, general manager of the station. Agency is Benton & Bowles, Inc.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

## ★ COMING AND GOING ★

**HUGH FELTIS**, president of the Broadcast Measurement Bureau, has left for Chicago to attend the annual Spring convention of the Association of National Advertisers. Then he'll embark on a coast-to-coast tour to address district meetings of the NAB.

**ED LARKIN**, account executive in Radio Sales at CBS, will leave today on a short business trip to Washington, D. C.

**MAX SCHALL**, manager of Louis Prima, is sunning himself in Florida. He'll return in time for Prima's opening at the Commodore on Apr. 17.

**JOHN THOMPSON**, public service manager for NBC in San Francisco, to Hollywood for conferences with Jennings Pierce, director of public service for the network in Hollywood.

**BUD JACKSON**, commentator, whose "Short Casts and Wing Shots" is heard on KVOO, Tulsa, Okla., is back at the station following a week in Chicago, where he attended the national convention of the Izaak Walton League of America.

**BEN ERDE**, television engineer at CBS, leaves today on a business trip to Baltimore.

**ALFRED J. McCOSKER**, Mutual network's chairman of the board, has returned from a vacation in Florida.

**H. L. McCLINTON**, vice-president of N. W. Ayer & Son in charge of radio, is spending two weeks in Hollywood on business. **CARL ZACCHRISON**, vice-president of the agency in charge of the San Francisco office, also is in the film capital. He is accompanied by **BYRON McFAYDON** and **A. H. DEWEESE**.

**PETER DONALD** was in Washington Saturday for the Jefferson Day Banquet at the Mayflower Hotel.

**GENE BURKE BROPHY**, owner of KRUX, Phoenix, Ariz., is in town. He's spending four weeks in our midst, combining station business with a long-awaited eastern vacation.

**RUTH ASHTON**, of the CBS documentary unit, leaves today on a material-gathering trip to San Francisco and Los Angeles, with a stop-over scheduled at Chicago on the way back.

**WALTER HAASE**, station manager of WDRC, Hartford, Conn., is in Gotham on another of his frequent but brief business trips.

### RCA Appoints Glassford As European Manager

(Continued from Page 1)  
 nounced Friday by Brigadier General David Sarnoff, President of RCA, following a meeting of the Board of Directors. His headquarters will be at 43 Berkeley Square, London.

Admiral Glassford served with distinction in World War I and World War II, and upon conclusion of the latter conflict became Commander of U. S. Naval Forces in Germany, in control of sea communications for the U. S. Army of Occupation. He participated in negotiations with the British, French and Austrians in solving German and Austrian inland waterway problems, and was American representative on the Tripartite Commission with the British and Russians for division of the German Fleet and Merchant Marine.

Admiral Glassford's retirement from the Navy became effective on March 1, after 45 years of service.

### Wyatt On ABC Tonight

Wilson Wyatt, national chairman of Americans For Democratic Action, will be heard over ABC tonight, 10:30 to 10:45 p. m., when he will speak on "The Greek-Turkish Issue." Wyatt speaks from Louisville, Ky.

### Disk Officials In Capital At Sub-Committee Hearing

(Continued from Page 1)  
 Victor and MGM Records went to Washington over the week-end for a hearing before Sen. William J. Langer, (R., N. D.) chairman of a sub-committee of the Senate Judiciary Committee on legislation to ban acquisition through merger.

In addition, Langer let it be known that he has received complaints from veterans that they have been unable to obtain stocks of records in order to go into the record retailing business.

Spokesmen for the four companies were heard at some length on the history of the financial maneuverings within the industry. As for the complaints of the veterans, Columbia, Victor and MGM explained that they sell their product outright to distributors, and therefore cannot be held responsible if those distributors have failed to provide for would-be retailers. At the same time, they said they believed it's likely that the distributors might be able to present good reasons in individual cases.

Decca maintains its own distributors but Langer said none of the complaints reaching him mentioned Decca as a company whose product was unobtainable.

No further hearing is likely.



## No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help it.

Adopted soon after he was born, now even Puddles' real mother can't not approach him.

Pee Wee's got the right idea. Search . . . search . . . search and you'll find.

Research is an important factor in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market.

Outside sources have proved that W-I-T-H, the successful independent, produces more listeners-per-dollar-spent. And don't forget this is a five-station town.

Facts are available to prove that W-I-T-H is the buy in Baltimore.

Within Your Reach

Philadelphia's

# WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

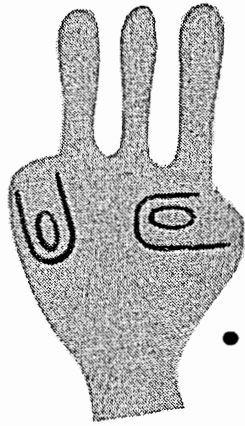
Represented Nationally By Headley-M

# W

# F

# I

# L



**...Three** top national awards went to WFIL in the City College of New York's annual competition for the *creation* and *promotion* of *radio programs*. WFIL's "Teen Age Time" and the station's promotion of the Louis-Conn fight broadcast received not only the highest awards in their respective categories of competition, but also the plaque as the outstanding entry—regardless of category—received from any radio station in WFIL's power class.

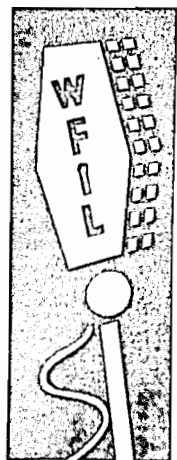
We are deeply appreciative of this valued recognition of WFIL's constant planning for perfection in every phase of radio programming and promotion. The same attention to detail, the same desire to do an outstanding job that brought WFIL three of the nation's top radio awards goes into the building of every WFIL program and plan of promotion. It is that regard for the tastes of our listeners and the needs of our advertisers that attracts both to WFIL.

The Philadelphia Inquirer Station

560 *First* ON YOUR DIAL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

AN ABC AFFILIATE



LOS ANGELES

By RALPH WILK

**HENRY BRISTOL**, president and General Manager of Bristol-Myers, returned to New York after several days conference with Tom Lewis, Vice-President of Young & Rubicam, Hollywood.

Florabelle Muir has completed a biography of Ed "Archie" Gardner for Red Book magazine.

Promotional stunt of the week was that occurring locally when Bill Anson, KFWB disc jockey, aired Modern Music records cut only one-half hour previously by Dick Pierce and his orchestra.

Walter Tetley will leave Hollywood April 17 on the Constellation for New York to appear with Phil Harris and Alice Faye on their program over NBC on April 18 and 25. While in the East, Tetley will also do a number of guest spots.

Beverly Wills, thirteen-year-old daughter of Joan Davis, plays comedy lead in "Hollywood High," Eagle-Lion feature. Shooting will begin at start of summer vacation. Joan Davis will appear briefly in mother role.

Tom Breneman, the hat hunting emcee of ABC's "Breakfast in Hollywood," has been named honorary treasurer of the American Cancer Society drive.

Mrs. Robert Autrey, Atlanta, Ga., with 97 autographs on the ostrich egg in connection with "The Egg and I" contest, was the winner of the first prize of \$500 and was brought to Hollywood for the "People Are Funny" program April 4. Second prize of \$250 went to Alan Maslander, Oklahoma City, with the third prize of \$250 being won by Robert Lane, Milwaukee. Maslander and Lane were also brought to Hollywood for the "People Are Funny" show.

BBD&O has bought "Fact and Fallacy," from Ben Carpenter of Jack Rourke Productions, for Rexall. A 15-minute five-a-week show, narrated by Rourke, the show has been spotted on KHJ.

Fritz Leydorf, chief engineer of WJR, Detroit, arrived in Hollywood Monday for a three weeks visit. He will assist Loyd Sigmon, Chief Engineer of KMPC, in making the final proof of performance tests on KMPC's 50,000 watt directional antenna system for the FCC.

The National Safety Council has arranged for Walter Tetley to address local high school groups as their representative in its highway safety campaign.



Broadway Bulletin Board. . . !

● ● ● P. & G., we hear, are looking fondly at the 6:45 thru 7:30 p.m. across-the-board seg at CBS. Could be they have in mind (for next fall) the plan to snag Lowell Thomas for the 7 o'clock spot—slip another quarter-hour show in for Drene and then round out the deal with their customary Jack Smith. This is especially interesting in view of all the 'yeahs' and 'nays' regarding the widely spread reports that Campbell Soup has nailed down the 7:30 to 8:00 slot for Perry Como and Bob Trout. . . . What may prove to be an opening wedge for network transcription at CBS is none other than Daylight Saving Time. The web, we hear, is trying to get AFRA and AFM to allow them to transcribe (for repeat and a la cuffa) network airters that hit the coast too early in the evening. Web, of course, regards this purely as a summer situash. Oh, sure. . . . Looks from here like Bob Orr's new outfit has the inside on the lucrative Cities Service account (which Foote, Cone & Belding resigned not long ago). . . . Maurice Chevalier getting 30 G's for four radio guest shots here.



● ● ● MAIN STREET SCENES: Margaret Truman surrounded by piles of musical manuscripts at the 5th Ave. library. Also surrounded by one huge Secret Service man. . . . The jewels in the window at Tiffany's staring at Ingrid Bergman. . . . Gene Amory (of Amory Bros.) modeling a gown for his wife at Saks Fifth Ave. . . . Salvatore Baccaloni, the Met star, struggling to squeeze his huge hulk through the revolving door at NBC. . . . James Mason, at the Club Bagatelle, roaring at the singing nonsense of Dorothy Ross. First time we've seen the guy laugh—or at least, since those reviews of "Bathsheba," anyway.



● ● ● SMALL TALK: John J. Anthony readying a new half-hour audience participation show for Mutual called "Opportunity Hour". . . . WHN, in pitch for more live shows, has signed Thelma Carpenter and Bob Houston. . . . Alan Young being offered to other agencies for the fall. . . . Looks like Eddie Newman will step into that all-nite spot on WOR on April 18th. Alda Products bought up the entire time (2-5:45 seven days a week) and want Newman in, despite the great job Bill Berns has been doing. . . . Irving Hoffman reports the silly about the parrot that phoned a neighbor's house and said: "Hello, Mrs. Smith, is your parrot in?". . . . Marty Goodman wires from the coast that his boy, Jean Sablon, is cracking records at the Palace Hotel in San Francisco, and that he is lining up some picture deals for him. . . . Time mag's article on Fred Allen topped anything we've ever read on the "deadliest remarksman" of them all. . . . Traditional ban against mentioning competing stations and nets has been lifted by WOR. . . . Deal in the fire for James Rogers, son of the late humorist, to appear in air package based on latter's life.



● ● ● The Four Chicks and Chuck were asked in a recent interview why they never went around together when they weren't singing. "Oh, we like each other well enough," one the Chicks replied, "but everytime we get together we start rehearsing, so we keep away from each other when we're not working."



● ● ● THOUGHTS FROM THE THINK FACTORY: Nobody in the comedy making biz pleases a studio audience (during the pre-broadcast warmup period) as does Milton Berle. . . . Sight I expect to see some day: A convention of milliners following Maggi McNellis down the street. . . . If you know of any radio character who gets more fun out of his work than Kay Kyser, let me know. . . . Wanna bet that Nancy Carroll's laughing Irish eyes are extra bright and glistening these days because of daughter, Pat Kirkland's, big-time click in "Years Ago". . . . A great many pro emcees could take lessons from Ed Sullivan. Ever watch him work at a benefit?

PROMOTION

WHB Sales Meeting

When radio station WHB, Kansas City, Mo., recently appointed John Blair & Co. as its new national representatives, Don Davis, president of WHB, set up a two-day program of education on the station and the market which was described by Richard D. Buckley, vice-president and manager of the New York office of the Blair organization, as "the most effective exposition of a station and its market I have ever seen." Buckley headed a team of five Blair executives from the New York, Chicago and St. Louis offices who spent two days in Kansas City. Davis and John T. Schilling, WHB vice-president and general manager, arranged the program of education as a formal presentation, complete with movies, visual aids and easel presentations.

Stressing the importance of Kansas City as one of America's major markets, Davis presented William Kemp, mayor of Kansas City; George Catts, manager of the Chamber of Commerce, and Woody Woodward, manager of the Kansas City, Kansas Chamber of Commerce, each of whom stressed the importance of Kansas City as a great midwestern packing, livestock and industrial center. Movies were shown of the American Royal Livestock Exposition and of "Cowntown, U. S. A." which effectively dramatized the importance of the city. The meetings were climaxed by a dinner at which the guests were local WHB advertisers and leading Kansas City advertising executives.

Three days after the meeting, each of Blair's 16 salesmen received from the station a package containing complete market data as prepared by the C. of C., an 18-page written presentation and other sales tools.

Gerald Light Promoted

P. G. Gillig, vice-president in charge of sales and advertising of Emerson Radio and Phonograph Corp., announced the appointment of Gerald Light as assistant director of sales and advertising. Light served as head of technical publications and as service manager of Emerson Radio, and, previously was with the advertising department of General Electric Co., in Schenectady, N. Y.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD  
WEVD—117 West 44th Street, New York, N. Y.

THE SEALED BOOK  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N.Y. PE 6-8600

# Radio Operates Okay As Phone Men Strike

# Extensive Midwest Tele Study Compiled By Balaban & Katz

# FCC Amends ET Rule Re Daylight Saving

(Continued from Page 1)

pickups from the usual domestic and broadcasts from such foreign capitals as London and Moscow are in on schedule. It is now clear that about the only immediate problem for networks and stations occurs when a remote pickup has been scheduled where no phone lines were installed prior to the strike. However, Red Barber's show over CBS tonight at 6:30 p. m. EST, has scheduled a pickup at Rebel Stadium in Dallas, Tex., and the telephone company there assured the CBS sports director that it will be available. Broadcasts originate via KRLD, Dallas, and sportscaster Ves Box interviewed Eddie Dyer, manager of the St. Louis Cardinals.

### Continuous Operation

AT&T long lines official said Saturday that the leased wires serving the press and radio were set for continuous operation and "we've virtually nothing we have to do to maintain them." But a union official claimed that radio stations "feel the impact of the strike in less than a week" because of the "out of maintenance men."

Many stations have increased the number of weather reports and time checks since the telephone company stopped the service because of the strike. If the strike continues program schedules are expected to be fought with forums and pro and con on the walkout. ABC yesterday used its facilities to Edgar L. Green, director of the U. S. Concession Service, Joseph Bierne, president of the National Federation of Telephone Workers and officials of the phone companies.

### Some Formats Changed

The format of one or more shows has been changed as a result of the strike. WOR's Barry Gray, heard from 4:30-4:45 p. m., has been talking to listeners by telephone during the show, his normal line, and now just gabs into the telephone.

Meanwhile, both the New Jersey and New York telephone companies are buying spots on local stations urging subscribers not to use their phones except in case of emergency. WAAT, Newark, is airing 35-1 announcements every 15 minutes on a 24-hour basis. Account was held by the Charles Dallas Reach Agency in Newark. The New York Telephone Co., through BBD&O, has phased spot time on a day to day basis on eight New York City stations and WFAS, White Plains.

(Continued from Page 1)

film shows 20 per cent in the survey. But those who preferred sports also asked for more dramatic, educational and news shows originating in the studio.

### Audience of 12,000

Figures revealed that the present television audience in the Chicago area averages 12,000 nightly, with two-thirds of the sets in homes and one-third in business places. Most of the business place sets are in taverns. Night-time audiences are nearly double the number of daytime viewers, and favorite listening times were shown to be from 1 to 5 p. m. and 7 to 12 p. m. Friday and Sunday were shown to be the favorite listening days, although the difference between them and the five other days was only six or seven per cent. There was a preponderant preference for the 30-minute shows rather than quarter hours. On the question of complete coverage of sporting events rather than coverage of the main event only, 236 wanted complete coverage while 102 were satisfied with the main event only.

### Program Preferences

Commenting on the preference for remote shows, Captain Eddy pointed out that WBKB at present looks to remotes to provide program events of proved popularity. Features to be covered are selected on the basis of box-office appeal and already commercially successful. In presenting them to a wider audience WBKB's task is good camera coverage in presenting a satisfactory image on the screen, Capt. Eddy said. The votes on sports showed that popularity closely parallels public knowledge of the sports. Baseball, hockey, wrestling and basketball ranked in that order. Capt. Eddy said the station's announcers are instructed to increase the viewers' knowledge of the various sports by explaining rules and commenting on action, rather than devoting most of their talk to comment on what the audience sees on the screen.

Of 15 shows seen during the week of the questionnaire, viewers listed as most enjoyable, in the order named: Hockey, boxing, wrestling, basketball, Telequiz-calls, "Stump the Authors," and swimming. Types of studio shows they liked best were comedy, musicals, mystery, audience participation, serials and household. Suggestions for other shows to originate from the studio included amateur show, scientific, educational, bridge, foreign language, book reviews, interviews, quiz, magic, dancing, chemistry, variety, mechanical and music. Capt. Eddy pointed out that the present situation as pertain-

ing to Petrillo precludes much in the way of musical shows.

Commenting on Children's programs, viewers thought the hours 4 to 5 and 7 to 9 p. m. best suited to the youngsters. Approximately half of the receiver owners suggested such programming, with instructive, fairy tale stories, and adventure serials.

On news shows, viewers do not like commentators who go in for "mugging." They want their news presented without hamming. One illustrative news show a night seems to be the preference, and film, taken on the spot, is liked best.

Asked what he thought of the possibility of experimental television in theaters, Capt. Eddy says he expects it to be tried later this year, but there are many complications. It will be from three to five years before theater brilliance and screen size is attained, he believes. He does not look for any reduction in cost of home sets in the near future. Material and other costs are higher than ever, and there may be some increase in price, he thinks. Right now cabinets are the big shortage. Few mechanical changes are likely for some time, Capt. Eddy predicted. As to color television, Capt. Eddy says it is inevitable, but it will be years before it is available to the public.

Much of the actual work on the survey was done by Mort Teller, research man for the station.

As to the effect of the survey on WBKB policy, Capt. Eddy stated: "We intend to give considerable study to these findings, interpreting them in the light of our other information, and the constant comment we receive in audience letters. We are deeply conscious of our obligation of public service and we seek to give our audience a television schedule as well balanced and diversified as they have called for in these replies."

(Continued from Page 1)

amendment to section 3.407 of the Commission's Rules and Regulations. New amendment reads as follows:

"During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived, with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, upon the following conditions: The waiver is not to be applicable when an individual station makes an off-the-line recording, but is to be applicable only when the off-the-line recording is made by the network itself at one of its key stations, and is for broadcast one hour later by those stations which operate on Standard Time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an announcement at least once each day between the hours of 10 a. m. and 10 p. m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription. A network organization taking advantage of this waiver should so advise the Commission."

### Gov. Dewey On NBC Web

Governor Thomas E. Dewey will report to the people of the State of New York in two separate radio addresses to be delivered over statewide network of NBC stations. First talk will be aired April 16, from 6:15 to 6:40 p. m. with second talk scheduled for April 19, at 6:15 to 6:45 p. m.

Governor Dewey will cover a variety of topics during the two talks, including the Public Strike Bill, Teachers Salary, Rent Control, Housing, Veterans Administration, etc.

OFF THE AIR  
**REFERENCE RECORDINGS  
IN CHICAGO**  
**TOOGOOD RECORDING CO.**  
114 S. LA SALLE ST., CHICAGO 1, CENTRAL 5775

### Kersta Recuperating

Noran E. Kersta, manager of the NBC television department, is recuperating after an emergency appendectomy last Thursday at Doctors' Hospital.

**TAYLOR-HOWE-SNOWDEN**  
**RADIO SALES**  
is  
**Happy To Announce That**  
**PEGGY STONE**  
**Has Joined the New York**  
**Sales Staff and**  
**GEORGE ROESLER**  
**Has Joined the Chicago**  
**Sales Staff**

NEW YORK  
500 Fifth Ave.  
PE. 6-6857

CHICAGO  
360 No. Michigan Ave.  
State 5260

## BEHIND THE MIKE

By SID WEISS

ALLEN A. FUNT RADIO PROD. announce the 200th sale of "Funny Money Man," live, syndicated program to KARV, Arizona. The series is now in its 7th year, has had billings amounting to over \$150,000, and is still going strong. Newest plan includes a special treatment of it for television soon to be presented.

Florence Halop, sister of the screen's Billy Halop, now a regular on the Henry Morgan ailer.

Paul Gardner fast developing into one of the most prolific mag scribes around these parts with a dozen articles scheduled to pop during the next few months.

Irving Fields, composer of the hit tune, "Managua Nicaragua," returned to the Crest Room this week with a nightly WHN wire.

Eagle-Lion Films snared Life's Picture of the Week with setup on their pic, "The Adventurers."

Art Flynn, well-known in sports circles for the past 20 or so years in this town, has opened up his own public relations and promotion firm at 15 Central Park West. Associated with him are Jack Tanzer, Joan Crosby, Irma Egan and others.

Robert Merrill's Hooperating of 8.5 on his RCA-Victor stanza is not the all-time high for Sunday afternoon musical listening, it seems. Kenneth Craig, of McCann-Erickson, points out that "Harvest of Stars" with James Melton drew an 11.2 in the report of Jan. 15-21, 1947.

Seems to us that the nets are overlooking a good bet in WLIB's Sunday ayem "Swing Low, Sweet Chariot" series produced and emceed by Joe Bostic. It's a musical-variety stanza with semi-religious overtones.

Eddie Jaffe has invited Alan Kent (of Kent & Johnson) to have his beard given a permanent wave at the International Beauty Show at Grand Central Palace.

Dick Mooney, recuperating at the U. S. Veterans Hospital, Castle Point, N. Y., will be in town for the Easter Holiday, his pals will be happy to know.

The prestige commentary assignment of the season falls into Andre Baruch's lap. He'll narrate a series of shorts which the State Department is distributing to 56 foreign countries. Films will depict life in America. In addition to the narration in English, Baruch, who speaks seven languages, will supervise the foreign commentaries.

Beatrice Kay's hubby, Sylvan Green, will do a record album of piano melodies for Monarch.

If you are the young writer who submitted a minute spot idea for cigarettes to a production company several years ago, write Box 345, Radio Daily, 1501 Broadway, New York 18, N. Y.

# RMA Of Canada And U. S. To Meet Jointly Apr. 24-25

(Continued from Page 1)

dustry information interchanged during the two-day conference.

The Canadian RMA Board will meet on Thursday, April 24, with the U. S. Directors as its guests, while the U. S. RMA Directors will meet on Friday, April 25, with the Canadians present.

R. C. Cosgrove, RMA president and vice-president of the Crosley Corp., Cincinnati, and the U. S. RMA directors and officers will be host to S. L. Capell, Canadian RMA president and executive officer of the Philco Corp. of Canada, Ltd., and the other Canadian visitors. Preceding the Joint Conference will be a meeting of the Executive Committee and Section Chairman of the U. S. RMA Parts Division with J. J. Kahn, division chairman and president of the Standard Transformer Corp., Chicago, presiding.

Promotion of FM and television will be major subjects on the agenda of the U. S. RMA Board meeting following sessions with the FM Association and the National Association of Broadcasters. Reports will be submitted on FM set and transmitter production and the RMA efforts to bring about repeal or reduction of the 10 per cent.

Preliminary plans for the annual RMA radio conclave, the 23rd Annual RMA Convention, to be held June 10-12 at the Stevens Hotel, Chicago, have been completed by the RMA Convention Committee headed by Leslie F. Muter, RMA treasurer and past president and president of the Muter Co. of Chicago.

All RMA divisions and major committees will meet during the three-day Chicago session and new officers

and some new directors will be elected. A large industry banquet, the first since 1941, will conclude the meetings on Thursday, June 12.

Chairman Charles R. Denny of the Federal Communications Commission has conditionally accepted an invitation to address the RMA members at a luncheon on June 12, providing his attendance at the International Telecommunications Conference at Atlantic City does not interfere.

President R. C. Cosgrove, who is retiring after three years of service, will preside at the RMA membership luncheon and meeting of the retiring board of directors. Following election of the new officers and directors the new board will convene.

Divisions which will hold meetings during the convention and their chairmen are: Set Division, Paul V. Galvin, president of the Galvin Manufacturing Corp., Chicago; Parts Division, J. J. Kahn, president of the Standard Transformer Corp., Chicago; Tube Division, M. F. Balcom, vice-president of Sylvania Electric Products, Inc., Emporium, Pa.; Transmitter Division, S. P. Taylor, Western Electric Co., New York; and the Amplifier & Sound Equipment Division, H. W. Bennett, General Electric Co.

Radio receiving tube production during February dropped below that of January, according to a tabulation of reports by RMA members. Manufacturers' February output was 8,295,955 as compared with 20,203,509 in January. Of the February production, 12,302,672 were for new set equipment; 3,393,897 were for replacements; 1,534,456 for export, and 44,928 for Government agencies.

## Brisk Renewal Business Reported By WGN, Chi.

(Continued from Page 1)

weeks, which started March 31. Other sponsors are Dr. Caldwell's Syrup of Pepsin and Nelson Brothers. Five minutes of news, 7:15 to 7:20, is sponsored by Walgreen's.

The Evans Fur Co., has renewed its two five-a-week quarter hour programs, "So the Story Goes," transcribed series featuring Johnny Neblett, and comment by Dr. Preston Bradley, for 13 weeks, effective March 31.

Griffin Manufacturing Co., has renewed Robert F. Hurleigh and the News, 8-8:15 a.m., Tuesdays, Thursdays and Saturdays, for 52 weeks, effective April 8.

Spot sales include General Foods Corp., daily one-minute announcement on "Spots of Music" for eight weeks, effective March 31; the Skinner Manufacturing Co. (Nil), eight electrically transcribed daytime station break announcements per week for eight weeks, effective March 31, and David Crystal, Inc. (Crystal dresses), five weekly one-minute electrically transcribed announcements for six weeks.

## Labor Group To Sponsor Leland Stowe On Mutual

(Continued from Page 1)

opinions on the political trends and happenings in Washington, etc.

Sponsorship of Stowe on Mutual marks the entry of the electrical union in radio. Pact is for one year.

According to union officials, the Stowe series marks the first time a labor organization is presenting a regular weekly news commentary on a nation-wide basis.

## Stork News

Paul Rittenhouse, manager of NBC guest relations department, and Mrs. Rittenhouse became the parents of a second daughter, Barbara Ellen, at the New York Hospital, Saturday, April 5.

## Mock Bombing On NBC

NBC, on its "News of the World" program last night, broadcast, direct from one of the planes involved, a report of the mock bombing of Omaha, Nebr., by a U. S. Army Air Forces squadron. The program emanated from WOW, the network's outlet in Omaha.

## AGENCIES

RINGLING BROS. and BARNUM BAILEY CIRCUS are, this year, using their own recorded circus music to back up radio announcements and station breaks. Their radio advertising is handled by the Seid Advertising Agency, Inc.

JAMES B. HILL has been named director of radio for the Detroit division of Brooke, Smith, French Dorrance, Detroit and New York advertising agency. Hill, a veteran radio writer and producer, has been a member of BSF&D's radio department for the past year, following years of experience on major accounts with Chicago, Minneapolis and Cincinnati agencies.

CHRISTINE EDWARDS has been named manager of publicity for Columbia Records, Inc., according to a statement by Edward Wallerstein, president of the company. For the past year and a half Miss Edwards has been in charge of all popular record promotions and is editor of Columbia's Disc Digest. Prior to this she was head of publicity and sales promotion at Consolidated Radio Artists, Inc.

"SKIPPY HOLLYWOOD THEATER" has renewed contracts with WJAR, Providence, R. I., and WTH Hartford, Conn., it has been announced by Garfield & Guild, San Francisco, agency for Skippy Peanut Butter. New contracts will run weeks. Show, produced in Hollywood by Les Mitchel, plays Tuesday 7:30-8 p.m.

BARNEY LAVIN, Inc., Fargo, N. D., has been appointed to handle advertising and promotion for KFJR, Bismarck, N. D.; Toomey's Mills, Newcastle, Wyo.; Sweetheart Bakery, Bismarck, and the Fargo Foundation, Fargo, N. D.

PAUL CAREY, formerly with Water Weir, Inc., has joined the communications department of Federal Advertising Agency.

EDWARD C. DONNELLY, Jr., president of Standard Outdoor Advertising, Inc. and of John Donnelly & Sons, Boston, in a speech before the Washington Advertising Club at the Hotel Statler, last week called upon American business to do a thorough selling job in the interest of the country on problems which are of public concern and therefore of great importance to business.



# Latin Amer. Potential \$17,000,000 In Sets

(Continued from Page 1)

Division, Office of International Trade, and issued in the Department's industrial reference service. Greatest demand is expected to be in Brazil, Mexico, Chile and Cuba. In Chile, it is estimated, will buy about 200,000 sets, costing almost \$10,000, while demand in Mexico is estimated at about 160,000 sets; in Cuba 94,000, and in Cuba 60,000. Mexico was the largest pre-war buyer, purchasing about \$2,390,000 worth in 1936.

The 28-page handbook is designed to answer many of the questions concerning radio manufacturers and exporters who wish to sell equipment to the Latin American republics. The United States radio industry, it is pointed out, made tremendous advances during the war, not only technologically, but also in its productive capacity. Careful study of markets is necessary, however, in order to adjust manufacturing processes to requirements in specific overseas markets.

# Miss Beatty Services Will Be Held Tomorrow

(Continued from Page 1)

at 10:15 a. m. Sunday morning. The 10:15 a. m. air tribute was opened by Sam Sauter, Miss Beatty's husband, who had been heard on her program many times since she joined it in 1940.

Sauter told the regular listeners the circumstances of Miss Beatty's death and how he had been at her bedside when she died of a heart attack. Other close friends and co-workers who paid their respects on the broadcast were Harry Hershfield, Martha Deane, Alfred J. McCosker, Ferdinand Bruckner, Walter Hampton, Ida Wiley and Dorothy Thacker. Dick Willard, announcer on Miss Beatty's program, sang "Abide With Me" and between tributes a string ensemble played music.

A private funeral is scheduled for tomorrow, Wednesday, with only the family and very close friends in attendance. The body will be cremated. The family has requested that no flowers be sent and urges all who would normally do so to use the services of Care, Inc., Hospitalized Relief for overseas relief via three channels began in 1904 with the Los Angeles Committee and the American Friends Service Committee.

During her professional career, she was a newspaper woman, a magazine staff writer and editor, and

COMPLETE TRANSCRIPTION SERVICE  
STATE 5635



RECORDING CORP.

42nd Floor • 20 N. Wacker  
Chicago 6 Sta. 5635

# NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of March 28-April 3, 1947

Title	Publisher
A Sunday Kind of Love.....	Peter Maurice
Anniversary Song .....	Mood Music
April Showers .....	Harms
Beware My Heart .....	Feist
Bless You .....	Shapiro-Bernstein
Do You Love Me Just As Much As Ever.....	Gold Mine
(I Love You) For Sentimental Reasons.....	Duchess
Guilty .....	Feist
Heartaches .....	Leeds
How Are Things In Glocca Morra.....	Crawford
If This Isn't Love.....	Crawford
I'll Close My Eyes .....	Peter Maurice
It Takes Time .....	London
It's A Good Day.....	Capitol
Linda .....	E. H. Morris
Managua, Nicaragua .....	Encore
Maybe You'll Be There.....	Triangle
My Adobe Hacienda.....	Southern
(There Is) No Greater Love.....	World
Oh, But I Do.....	Witmark
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
Sonata .....	Oxford
That's Where I Came In.....	Robbins
This Is The Night.....	Jefferson
Too Many Times .....	Advanced
We Could Make Such Beautiful Music.....	Broadcast Music
What Am I Gonna Do About You.....	Paramount
When Am I Gonna Kiss You Good-Morning.....	Martin Music
You Can Take My Word For It Baby.....	E. H. Morris
You Can't See The Sun When You're Crying.....	George Simon

# "Curtain Time" Adding 19 NBC Outlets, May 3

Chicago—Beginning May 3, nineteen stations will be added to the NBC chain now carrying the Chicago originated "Curtain Time," it is announced by Grant Advertising, Inc., agency handling the account.

written for the stage and motion pictures. In 1917 she went on a world tour for the San Francisco Call Bulletin and in 1921 returned to Russia as correspondent for Good Housekeeping and Hearst's International magazine.

Besides her husband, Miss Beatty is survived by a sister, Dorothy Martinson of Los Angeles, and two brothers, William Beatty of Los Angeles and Harvey Beatty of Manchester, England.

WOR officials and program executives remained in conference all day yesterday discussing a replacement for Miss Beatty's program. Martha Deane, heard daily from 3-3:30 p. m., will take over the morning show on a temporary basis in addition to her own afternoon program. She will be assisted on the program by Announcer Dick Willard.

# Circus Opening Tomorrow On WCBS-TV Telecast

Opening performance of the Ringling Bros. and Barnum & Bailey Circus in Madison Square Garden, tomorrow night, will be carried over WCBS-TV, under sponsorship of the Ford Motor Company, it was announced yesterday. Telecast starts at 8:30 p. m.

## Gil Fates at Mike

Gil Fates, of the CBS television staff, will handle the commentary. Account is handled by J. Walter Thompson Agency.

## Zwahlen Joins Ziv

Guy F. Zwahlen, former Commercial Manager of station WLOK, Lima, Ohio, has joined The Frederic W. Ziv Co., Cincinnati transcription firm, as account executive.

## Cahan Leaves KHBC

Los Angeles—George Cahan, former member of CBS press department, has resigned as program director of KHBC, Hilo, Hawaii, and will establish an advertising consultant office in New York with his brother.

# 4-A Plans Schedule For Sessions In N. Y.

(Continued from Page 1)

vertisers, media and suppliers, radio network heads, and others invited to attend.

"Due to war-time conditions," Gamble said, "it has been several years since we have been able to invite any of our friends among advertising media and advertisers to meet with us. Even this year, the limited space accommodations available make it necessary for us to restrict our invitations to officers of associations."

Theme of the April sessions will be "Work for Advertising," dealing with activities to advance the cause of advertising as a whole, under four headings: personnel, research, ethics and relations. Also scheduled for the same day is a luncheon featuring an address by Senator Warren R. Austin, U. S. delegate to the United Nations. Special film showings, a reception and the annual dinner will complete events.

Events on the previous day, April 16, will be limited to AAAA members, with a morning session for management people only and a general session for all agency people in the afternoon. Discussion on this day will be under the theme "Work For Agencies," and will deal with the activities to protect, strengthen and improve the agency business.

Sigurd S. Larmon, Young & Rubicam, chairman of the AAAA board of directors and Vice-Chairman J. C. Cornelius of BBD&O, will alternate as presiding officers at the various events.

# WNBT Sets Tele Pickup Of Spelling Bee Apr. 9

WNBT will televise a city-wide spelling championship competed for by 49 students of the Greater New York area at Town Hall on Wednesday, April 9, from 9:15 a. m. to 12:30 p. m. and 1:45 p. m. to 5 p. m. EST.

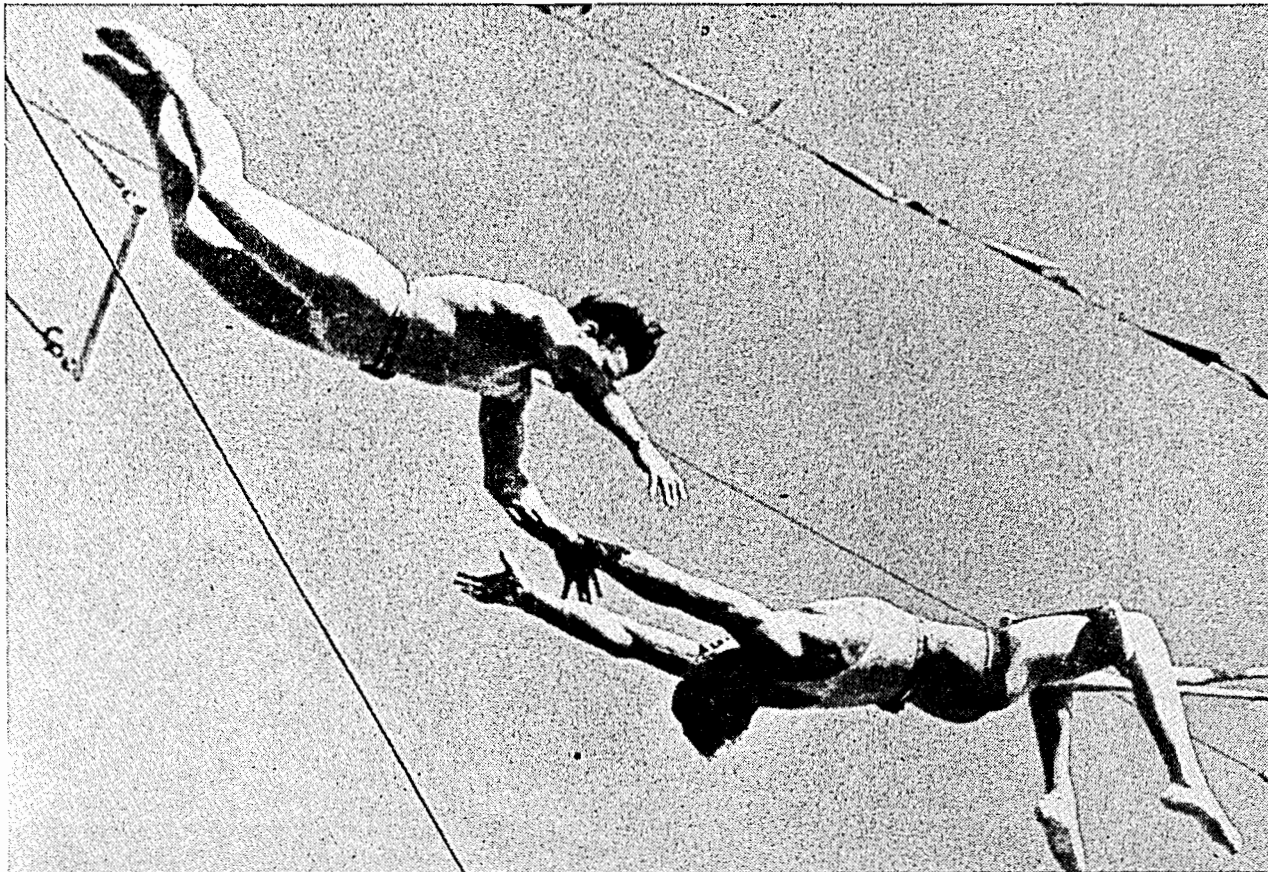
Contest, sponsored by the New York World-Telegram, will be held to determine which two New York youngsters will participate in the 20th Annual National Spelling Championship to be held at Washington's National Press Club on May 29. Forty-nine youngsters have been selected from 600,000 New York school children under 16 to participate in the New York finals.

Send Birthday Greetings To—

April 8

Arthur Allen	Bill Curtis
Bert Gordon	Thornton Fisher
Lulu McConnell	Frank E. Hurt
Frank Roth	Frances Hershowitz
Martin Gunther	

## **There's A Catch To It!**



Yes, the catch is all-important in a circus flying-return act. And there's a "catch" to the splendid circus publicity that blossoms like flowers in the spring on the air-waves and in pages of newspapers and magazines to herald the coming of America's favorite amusement institution.

---

The "catch" is in the fine friendship, radio and newspaper people hold for the Circus and their expression of warmth in words and in cold metal.

---

The 1947 edition of The Greatest Show On Earth opens this week at Madison Square Garden in the biggest city on earth. The same show will tour about 150 cities and we hope you will be looking forward to the Circus with as much enthusiasm as we look forward to our visits with you.

### **RINGLING BROS. and BARNUM & BAILEY**

Publicity Department

Bev. Kelley  
Bill Fields

Allen J. Lester  
Bernie Head

Frank Morrissey  
Sam Stratton



## RWG "Empowers" Strike

### Production In '47 1.8-2.1 Million—RMA

Washington Bureau, RADIO DAILY  
 Washington—Anticipated "production difficulties" will keep FM set production this year between 1.8 and 2.1 million, a special RMA committee reported yesterday. This "cautious" report was taken after an RMA survey of member companies released yesterday indicated production of approximately 2,600,000 receivers with facilities in 1947. The majority of sets will be AM-FM consoles, "due to higher FM manufacturing costs,"

(Continued on Page 3)

### Winchell ET Repeat Over WNEW Hour Later

Walter Winchell's Sunday night broadcast over ABC-WJZ at 9 p. m., is being planned for a time-shifted rebroadcast over WNEW, New York, one hour later at 10 p. m., starting May 4, it was learned yesterday. With the exception of one possible hitch, still being discussed yesterday, the official deal will be signed and announced today. Live commercials in behalf of

(Continued on Page 2)

### The New FM Stations Licensed By Commission

Washington Bureau, RADIO DAILY  
 Washington—The FCC yesterday granted licenses to five applications for new radio stations. They include Southern Illinois Broadcasting Partnership, WCIL, Carbondale, Ill., operating on 1020 kc, 1 kw, daytime; West Broadcasting Co., WCJU, Columbia, Miss., operating on 1450

(Continued on Page 2)

### Eastward Ho!

The Jack Benny and Fitch Bandwagon shows trek Eastward early next month with both programs scheduled to do appearances in Chicago and New York theaters. Both the web shows are planning to originate for radio in Chicago May 9 and 11, and from New York May 18 and 25. Shows will play the Chicago Theater and the Roxy (N. Y.)

### Strong Speaker List Built By Ohio U Meet

Columbus, Ohio—In addition to those previously announced, the 1947 Institute for Education by Radio to be held the 17th year under the auspices of the Ohio State University here May 2-5, is completing its list of speakers and personalities scheduled to attend the four-day series with five members of the FCC now set to attend plus a national CIO leader and a femme British "brain-truster." Also many network executives

(Continued on Page 8)

### F. H. LaGuardia Winner Of "One World Award"

Former mayor of New York City, Fiorello H. LaGuardia, ABC commentator, was presented the "One-World Award" yesterday. Presentation was made in recognition of his "outstanding national and international public service, in his fearless

(Continued on Page 8)

## GOP Advises Three Networks Of Stand On Political Time

Washington Bureau, RADIO DAILY  
 Washington—GOP National Chairman B. Carroll Reece has served notice on ABC, NBC, and MBS that he may in the near future ask for time and coverage equal to that provided President Truman Saturday night for GOP speakers. At the same time, Reece pointed out that the purpose of the Jefferson Day dinners, from which—in Washington—the Truman address was aired

### Seeks Recognition Of Free-Lance Writers As Well As Guild Shop; Confer With Webs Tomorrow

### Feltis' 3-Month Tour In Interest Of BMB

Hugh Feltis, president of BMB, left on a three-month coast-to-coast tour in the course of which he will address 14 NAB district and regional meetings in addition to special meetings of advertisers and agencies, called to discuss BMB. He will also talk before meetings of BBM, Canadian counterpart of BMB, the Advertising Federation of America, the Los Angeles Advertising Club and

(Continued on Page 6)

### Radio Continues Normal Despite Phone Walkout

Networks and stations continued normal operations yesterday, the second day of the telephone strike, and there was not a single report that radio had yet been affected. Meanwhile, broadcasters hoped for

(Continued on Page 2)

### ABC's Daylight Time Plan Goes Into Effect April 27

ABC will place its Daylight Saving Time plan of operations into effect on April 27, following the same line inaugurated last year, through

(Continued on Page 3)

Members of the Radio Writers Guild in New York and Hollywood have voted by a ratio of 30 to one to "empower the RWG Strategy Committee to call a strike against the networks at any time." Chicago radio writers were scheduled to vote last night but the outcome would have no effect on the de-

(Continued on Page 8)

### New Fast Film Process Boon To Tele 'Events'

Philadelphia—A new process of developing news and special events films for television, said to be approximately 40 times faster than current methods, was demonstrated for the first time here yesterday by the American Broadcasting Company, Eastman-Kodak Research Laboratories and the Philco Corporation.

Process, which is an adaptation of

(Continued on Page 6)

### Gillette Sets Ky. Derby; Two CBS Web Renewals

Gillette Safety Razor Co. will sponsor the CBS broadcast of the Kentucky Derby Saturday, May 3, 6:30-7 p. m., it was revealed yesterday by William C. Gittinger, CBS vice president in charge of sales;

(Continued on Page 3)

### Affluence

"Life Can Be Beautiful," NBC daytime serial, will inaugurate a contest that offers a five-and-a-half-room house, plus \$4,000 in cash, beginning next Monday. In addition to the grand prize, other awards each week will include a 1947 automobile, 10 new vacuum cleaners and 100 cordless electric fans. All the contestant does is write one sentence.

### Tele Interference

Hollywood—To insure interference-free reception of television, the Los Angeles City Council, has been asked to adopt a resolution governing use of diathermy in downtown Los Angeles. Downtown stores, it is claimed, are unable to provide suitable demonstrations on television receivers because of diathermy interference. A committee will probe the matter.

—was to raise funds for the 1948 campaign. He added that since Democratic toppers have already publicly proclaimed Truman as the party's candidate for 1948, "it would perhaps be justifiable to say this affair was staged for the purpose of helping to raise Mr. Truman's own campaign fund." Normal cost of the time used, he said, would be about \$30,000, in

(Continued on Page 8)



Vol. 39, No. 7 Wed., Apr. 9, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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★ COMING AND GOING ★

RALPH B. AUSTRIAN, head of television at RKO, left Mexico City yesterday by plane and is expected in New York today.

MAGGI McNELLIS, WNBC's column-miss of the air, accompanied by DOROTHY KILGALLEN, RICHARD KOLLMAR and Maggi's husband, CLYDE NEWHOUSE, leaving for five days at Black Mountain, N. C.

WALLACE A. WALKER, general manager of WFCL, American network affiliate in Pawtucket, R. I., paid a call yesterday at the New York headquarters of the network.

DAVID HALE HALPERN, vice-president of Owen & Chappell, Inc., in charge of radio and television, has left on a short business trip to Baltimore and Washington.

SHELDON B. HICKOX, manager of the station relations department at NBC, has returned from an extended business trip to the West Coast.

FRANKLIN DOOLITTLE, owner and president of WDRC, Hartford, Conn., was a visitor yesterday at the station relations department of CBS, with which the station is affiliated.

CLARENCE L. MENSER, vice-president of NBC in charge of programs, will arrive today from the West Coast, where he spent four weeks conducting station meetings.

MARGARET ARLEN, women's commentator on CBS, and HENRY UNTERMEYER, special events director for WCBS, have returned from Asbury Park, where they attended the recent "Orchid Promenade."

FRED CUSICK, Columbia network engineer, is en route to Detroit, where he'll make arrangements for the Vaughn Monroe broadcast of Saturday.

ED HALL, of the CBS station relations department, has returned from upstate New York, where he conferred with network affiliates.

BUDDY BASCH, publicist, leaves today for Utica, N. Y., where he will town-crier the forthcoming appearance of Johnny Long and his orchestra.

JOHN MAYO, currently on another of his coast-to-coast trips with the Lang-Worth Library, spent yesterday in the Garden of the Gods, Colorado.

Radio Continues Normal Despite Phone Walkout

(Continued from Page 1)

a quick settlement of the walkout in case their luck runs out.

The telephone strike came just at the time when MBS is premiering a new show titled "Opinion-Air," a program based on opinions telephoned in by listeners during the broadcast. Calls are made to the local Mutual outlet and tabulations forwarded immediately to WOL in Washington, originating point. The premiere goes on tonight, Wednesday, from 8:30-9 p. m., EST, as scheduled but if the phone strike is still on listeners will be told to send in their ballots by mail.

Philadelphia—With the beginning of the nation-wide telephone strike, WPEN immediately sought FCC approval for authority to operate WPEN and WPEN-FM for the broadcasting of point-to-point emergency messages. Authority granted by wire was as follows: "Permission granted your authority to operate station WPEN and WPEN-FM during such period as a telephone company is unable to provide communication service during the strike to broadcast point-to-point messages of emergency character which may affect life, health, and property," T. J. Slowie, secretary, FCC.

Station is already running all day spot announcements offering listeners this emergency service. Engineers and announcing staff put on all day shift. Station also offered their facilities to Bell Telephone Co., Pennsylvania and New Jersey Telephone Company. The complete station personnel is standing by ready to be called to fill any breach.

Conde Nast Exec. To Talk On Fashions At ATS Meet

Fashions, and their presentation in television, is subject of a talk by Constantin Joffe of Conde Nast Publications at an open meeting of the American Television Society, April 8, in Benjamin Franklin Hall of the Advertising Club.

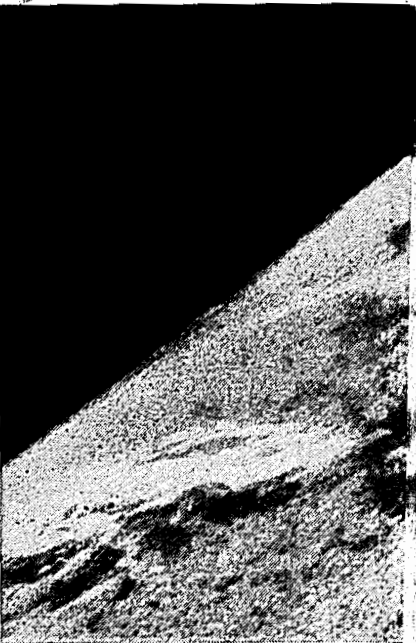
Winchell ET Repeat Over WNEW Hour Later

(Continued from Page 1)

Dryad, a deodorant made by the Andrew Jergens Co., are planned for the recorded Winchell show over WNEW. Agency for Jergens is Robert W. Orr & Associates.

Although the deal is an innovation for radio it is not the first time such an arrangement has been made. Winchell's program is heard twice on the West Coast every Sunday night—live at 6 p. m., PST over ABC and a transcribed rebroadcast later over the Don Lee network. The repeat broadcast on the West Coast features Dryad commercials, not Jergens lotion.

An extensive advertising campaign in behalf of Dryad will begin shortly and this is one reason why the unique deal was considered. The Dryad product cannot be plugged over Winchell's ABC program since Jimmie Fidler is on at 9:30 p. m. Sunday, sponsored by Arrid, a competing sponsor which ABC does not permit within the same hour. It is also believed that WNEW would provide an unduplicated audience.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? No-body.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore more you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar spent than any other station in town!

FINANCIAL

(Tues., Apr. 8)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

Five New FM Stations Licensed By Commission

(Continued from Page 1)

kc, 250 watts, unlimited; Montana Broadcasters, KAVR, Havre, Mont., operating on 1240 kc, 250 watts, unlimited; The Chesapeake Radio Corp., WASL, Annapolis, Md., operating on 810 kc, 250 watts, daytime; St. Louis County Broadcasting Co., KXLW, Clayton, Mo., operating on 1320 kc, 1 kw, daytime.

Advertisement for WHWL 780 KC, Anthracite's Most Powerful Independent, Represented by Forjoe.

Large advertisement for KMLB Monroe Louisiana, featuring a map of Louisiana and the text 'Has more listeners in Monroe and North-eastern Louisiana than ALL OTHER STATIONS COMBINED!'.

Advertisement for W-I-T-H AM and FM IN BALTIMORE, featuring a stylized face logo and the name TOM TINSLEY, President.

# AGENCIES

WHDH, Boston, a subsidiary of the Herald-Traveler Corp., has appointed Hoag and Provand, Inc. to direct its advertising. WHDH, a winner of the recent Variety Showman-agement Award, uses newspapers, trade papers, and direct mail to promote its sports, news, and musical programs, with the slogan "New England's Fastest Growing Independent Station."

SIXTY REPRESENTATIVES of 19 Washington advertising agencies attended a luncheon given by WRC, Washington, D. C., at the Wardman Park Hotel, and heard the results of WRC's new survey on District of Columbia radio listenership habits. James Seiler, WRC's research director in charge of the survey project, explained the method used and the results, including the first known statistics on automobile radio listenership.

EDNEY RUBIN, formerly with Phil Mogul Company, has joined Peter Harrison, Inc. as associate radio and television director.

## Ellette Sets Ky. Derby; Two CBS Web Renewals

(Continued from Page 1)

is the eighth consecutive year Ellette has sponsored this broadcast on CBS, and the 12th year the race has been a CBS feature. Maxon, is the agency.

Philip Morris will broadcast the special running of the race, with Bill Corum handling the color description.

Richard Hudnut Sales Co., Inc., has renewed Jean Sablon on CBS network, Saturdays 7:15-7:30 p. m., broadcast at 12:45-1 a. m. The program, which advertises Du Barry cosmetics, is handled through Ken-Ed Eckhardt, Inc.

Philip Morris & Co., Ltd., "Crime Doctor" program heard Sundays at 7:55-8:55 p. m. over CBS network, has been renewed for 52 weeks, effective April 27. The agency is The Law Company.

Philip Morris has been advertising on CBS since 1935. It brought the "Crime Doctor" program to the air in August, 1940.

# RMA Takes "Cautious" View Re FM Production For 1947

(Continued from Page 1)

It was pointed out by the association.

The RMA committee, which presented its report at a meeting with a committee of the FM Association at the Statler Hotel in Washington, said it is "most encouraged" by the 1947 outlook for FM set and transmitter production but warned that the growth of this new broadcasting service will be gradual and would be "hampered rather than aided" at this time by the manufacturing of "cheap FM sets" which would not realize the full advantages of FM broadcasting.

The RMA report also revealed that transmitter manufacturers estimate delivery of more than 700 FM transmitters by the end of this year and confirmed the forecast of 700 FM stations on the air by the end of 1947, as made recently by Charles R. Denny, Jr., chairman of the Federal Communications Commission.

Radio manufacturers, as well as their distributors and dealers, are just as anxious to sell FM sets as are the FM broadcasters to build up listening audiences, the committee declared, but manufacturers also must serve the needs of standard or AM broadcasters and their millions of listeners, many of whom do not have FM services, it added. Publicity by some FM broadcasters advising listeners not to buy a radio set "unless it has an FM band," the manufacturers said, "is not constructive but destructive to FM."

### "Tremendous New Advance"

"Frequency modulation radio is a tremendous new advance in the radio industry and the public is becoming increasingly conscious of this new broadcasting service," the committee stated.

"Volume production of FM re-

ceivers takes plenty of engineering and production 'know how,'" the report explained, and added, "while the set manufacturer is integrating FM into his overall program, he must maintain volume production in his plants to be able to afford to maintain an organization to acquire the production techniques of FM manufacture. Without this volume production, the cost of sets with special services would be prohibitive."

### Percentage Gains in 1947

As a consequence, only 1.4 per cent of the total production of radio sets last year included FM reception facilities. Already this year the percentage of FM receivers being manufactured is 4½ to 5 per cent and rising monthly.

Tabulated returns from the questionnaire sent to all RMA set manufacturers revealed the following production estimates for the entire year 1947:

- (1) Estimated production of AM-FM table model sets:
  - (A) To retail under \$50—43,000.
  - (B) To retail over \$50—810,720.
- (2) Estimated production of AM-FM console models:
  - (A) With phonograph—1,595,729.
  - (B) Without phonograph—70,000.
- (3) Estimated production of FM (only) sets—146,000.

Total, 2,665,949.

The RMA-FMA liaison group included Larry Hardy, Philco; R. C. Cosgrove, Crosley Corp.; Ben Abrams, Emerson; H. C. Bonfig, Zenith; Bond Geddes, RMA; James Se-crest, RMA; S. P. Taylor, Western Electric, all representing RMA; and Roy Hofheinz, FMA president; Bill Bailey, FMA executive director; Leonard Asch, and Everett Dillard, representing FMA.

## ABC's Daylight Time Plan Goes Into Effect April 27

(Continued from Page 1)

the use of special broadcast lines and recordings, thus maintaining its programs in all time zones at the same period all-year 'round.

Operating only during the 22 weeks of Daylight Saving Time, the plan this year will encompass ABC's entire program schedule, according to Charles E. Rynd, vice-president of ABC, who is in charge of Daylight Saving Time operations.

### Operation Described

Basic mechanics of this operation developed by ABC through the co-operation of network clients and its affiliated stations involves the acquisition of special broadcast lines by ABC. Through the use of these special broadcast lines, programs will be broadcast live to ABC stations operating on Daylight Saving Time and recorded in Chicago and Hollywood for rebroadcast one hour later for stations operating on Standard Time.

A similar system used on most of ABC's program schedule and on most

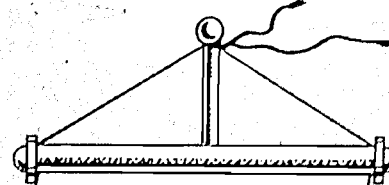
of the stations last year during Daylight Saving Time was found to be mechanically perfect when 1,848 hours of continuous recording in Chicago alone resulted in the loss of only five minutes—and that was due to a power failure. In addition, the plan was accorded full approval by ABC stations, listeners and advertisers.

### Advantages Outlined

Advantages of the plan from the viewpoint of the ABC stations are that it entirely eliminates the complex reshuffling of programs which normally occurs locally twice a year—first, as various areas go on Daylight Saving Time, and secondly, in the Fall, when they revert to Standard Time. Listeners and advertisers approve the procedure because it maintains intact ABC's sequence of programs at their accustomed hour in all time zones throughout the entire year.

Therefore, neither those people living in areas which observe Daylight Saving Time (40 per cent of ABC's audience) nor those living in Standard Time areas (60 per cent of ABC's audience) were required to change their listening habits.

Sales await Advertisers in these 5 Rich Markets



# WGAL

Lancaster, Pa.

Established 1922

# WRaw

Reading, Pa.

Established 1922

# WKBO

Harrisburg, Pa.

Established 1922

# WORK

York, Pa.

Established 1932

# WEST

Easton, Pa.

Established 1936



Steinman Stations

Available individually to suit your needs. Write:

Sales Representative

## RADIO ADVERTISING COMPANY

New York • Chicago • San Francisco  
Dallas • Hollywood

## MANAGER — (Wanted)

ALL AROUND-TOP DRAWER MAN with good background—for a very successful long established east coast local station in one of America's largest cities — Must be thoroughly experienced, reliable, and capable—knowledge of management, sales promotion, and programming essential—SHOULD BE AVAILABLE IMMEDIATELY — CONFIDENCES WILL BE HONORED. Write Box 344, Radio Daily, 1501 Broadway, New York 18, N. Y.

## **WAKE UP TO THE OUTSIDE<sup>\*</sup> AUDIENCE**

*on the Pacific Coast, too!*

**\*The outside Pacific Coast market is that vast area outside the counties in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.**

Anyone who is wide-awake knows that only the DON LEE Network *really* covers the Pacific Coast, since only DON LEE reaches the *outside* audience (the exclusive DON LEE market where half of the Coast's 12,117,584 people spend approximately half of the \$9,038,433,000 in retail sales annually).

**ONLY DON LEE** offers 41 stations (more than all other Pacific Coast networks combined) to do the job of INSIDE and OUTSIDE coverage.

**ONLY DON LEE** delivers MORE LISTENERS than any other Pacific Coast network. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

Awaken the outside market to your product, too, by putting your show on DON LEE... the only network with facilities to reach *both* the inside and outside markets on the Pacific Coast.

*The Nation's Greatest Regional Network*



*Mutual*  
**ON LEE**  
BROADCASTING SYSTEM

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

## New Fast Film Process Boon To Tele 'Events'

(Continued from Page 1)

a high-speed instrument developed by Kodak during the war, employs heated photographic chemicals and a special heat resistant film, the use of which is expected to greatly expand television's ability to bring on-the-spot news coverage.

Yesterday's demonstration, which was witnessed by the press, FCC engineers and industry execs, showed the manner in which special events could be filmed at remote points and telecast within a matter of minutes after the occurrence. Observers were photographed before a United Airlines DC-3 at Southwest Airport immediately which flew to Atlantic City and returned here with films—taken en route and developed aboard—complete for telecast. Newsmen saw the films shortly after arrival at the Germantown Cricket Club as telecast from WPTZ. Entire operation, in which 200 feet of film was used, required about an hour and 40 minutes.

### ABC Executives Comment

ABC officials emphasized that the films were un-edited, and were shown actually as taken. Demonstration was received by witnesses with apparent enthusiasm. Paul Mowrey, ABC's tele director, commenting on the application of the process, said: "The dimensional clarity of the television pictures achieved, coupled with the speed of this new rapid film developing process, will mean that the home audience will be transported to the scene of the special event within minutes after it takes place."

Questioned as to its application to theater television, Mowrey explained that the system would permit many advantages not now available under current methods. Using this process, films could be made from live action images received on a television tube (fires, races, etc.), sent through the rapid-developer, and then projected on a motion picture screen. Entire operation would permit of no significant loss of time, he said.

Using chemicals heated to about 125 degrees Fahrenheit, the machine can operate continuously at the rate of eight feet of film per minute, or 480 feet in one hour, according to company officials. It reduces the overall time for complete processing of a single frame of 16 mm. motion picture film to about 45 seconds, which compares with "normal" time of 40 minutes for complete processing of a single frame at ordinary temperatures. Ordinary temperatures, under conventional methods, were said to be about 60 degrees.

BARRY GRAY ON BROADWAY  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600



### Manhattan Memoranda. . . !

● ● ● Coca-Cola has bought two shows for CBS (one with Morton Downey, natch) and the other an amateur hour idea with Billy Rose doing a Major Bowes. . . Colgate asking for summer hiatus on four of their shows, we hear, with no summer replacements skedded. Ditto on the Fred Allen show, with NBC putting in a sustainer. . . CBS was beset with rumors yesterday that Red Barber was killed in an airplane accident on the coast. . . But Red denied it from his office on the 17th floor. . . Add good timing: Don Ameche's latest film, "That's My Man," is being released just as he's celebrating his 15th wedding anniversary. . . Carl Fischer Recording Studios looking for another radio engineer, biz is that good, we're happy to report. . . After a long, tough uphill fight to get in the top money brackets, Stan Kenton has been ordered by his medico to take it easy. He'll take a 10-week vacation from the band biz starting May 1st.

★ ★ ★

● ● ● If you missed Sherman Dryer's "Exploring the Unknown" stanza last Sunday, you missed what was, in this reporter's opinion, one of the great air shows of all times. The theme dealt with race hatred and how to combat it, and didn't bother to use kid gloves either. Can't recall when we've heard a more daring handling of this 'hot potato' theme and Dryer deserves a world of credit for his classy directorial job. Too bad Revere Copper & Brass don't see fit to continue bankrolling this very worthwhile series, but in our opinion, it shouldn't be too long before another bankroller latches onto it.

★ ★ ★

● ● ● RADIO ROW CONFETTI: Joe Besser, already on the Vaughn Monroe-Camel session twice, returns this Saturday for another guest shot. He was that big a click, Mr. Prospective Sponsor. . . Vivian della Chiesa makes her N. Y. opera debut tonight in the coveted femme lead in City Center Opera Company's revival of "Andrea Chenier". . . Radio Row doffing its chapeaux to Jack Banner and Ed Greif, only public relations team to win a top prize in the CCNY promotion and publicity competition. The lads walked off with the honors for their job on Prof. Quiz, but their work on half a dozen other stanzas could have been cited just as easily. . . Another publicist to be honored for outstanding labor is Benson Inge, of Ted Bates, who gets the American Public Relations Association's "Anvil of Public Opinion" at their annual award luncheon at the Waldorf today.

★ ★ ★

● ● ● The box-office click of "Brigadoon" has enriched its many backers, but one even more than the rest. That's a chap named Harry Fromkes, (who formerly owned the Playhouse theater), and who now owns newly-formed Rainbow Records outfit. In addition to having a \$10,000 hunk of the show, Fromkes just hit the national market with the first record album on "Brigadoon" featuring Alfred Drake, and which now looms up as a best-seller in the record-buying marts.

★ ★ ★

● ● ● THOUGHTS WHILE DIALING: Never could understand how a guy could make jokes to order or why, if a comedian is only as good as his material, the writers don't get the real solid coin with the comics being paid off by THEM. . . Everytime I hear a comic point up a joke and then see it fall flat, I get embarrassed for the guy. Bob Hope is the top lad for getting out of spots like that. . . Most stolid individuals in radio are the studio engineers, most of whom look as if they were cut from identical ice-cubes. . . Radio directors generally try to acquire the same unemotional attitude but aren't too successful too often. . . No radio star works with the ease of Bing Crosby even when he's tripping over some of the alliterative twistings his script writer connives for him weekly. . . No comic's voice is as soothing to the ear as Jack Benny's. No sound as communicative as his complacently surrendering "hmn."

## Feltis' 3-Month Tour In Interest Of BMB

(Continued from Page 1)

the Advertising Association of West.

His first stop is Chicago, where he is participating in the annual spring meeting of the Association of National Advertisers, April 7-9.

The NAB meetings will be addressed both by Feltis and by representatives of the American Association of Advertising Agencies, the Association of National Advertisers, who will speak on their BMB's station and network audience measurement.

The speaking dates as currently scheduled, are:

NAB district and regional meetings: Kansas City, April 14; Houston, April 21; Roanoke, April 28; Birmingham, May 1; New York, May 8; Chicago, May 8; Baltimore, May 8; Boston, June 2; Portland, Ore., June 17; San Francisco, June 26, and Los Angeles, July 2.

Feltis will discuss BMB with advertisers and agencies at meetings in Kansas City, April 16, San Antonio, April 18, Houston, April 18, Memphis, April 25, Baltimore, April 28, and San Francisco, June 27.

He will address the AFA in London May 26, and speak before the BMB in Toronto June 4, Winnipeg June 6, and Jasper, June 8. On June 23 Feltis will speak before the Advertising Association of the West in Sun Valley and he will be speaker at the Los Angeles Advertising Club July 1.

## Kaltenborn Leads Poll In South And Midwest

H. V. Kaltenborn, who today celebrates his 25th anniversary as a news commentator, has just learned that a poll of listeners in his South and Middle West broadcast area shows him to be 16 per cent ahead of his nearest competitor as commentator listened to most.

The poll, taken by a radio research bureau, reveals that 43 per cent of those interviewed named Kaltenborn as the commentator they listened to most.

**Baltimore's Listening Habits**

**MUTUAL BROADCASTING SYSTEM**

**FREE & PETERS, Inc.**  
Exclusive National Representatives

**JOHN ELMER**  
President

**GEORGE H. ROEDER**  
General Manager

**WCCW**

**You Are Invited to Attend Video's Biggest Event!**

**THE SECOND NATIONAL**

**2-Day**

# **"TELEVISION INSTITUTE"**

**& INDUSTRY TRADE SHOW**

*(Conducted by "The Televiser")*



**APRIL 14 - 15, 1947**

**HOTEL COMMODORE**

*New York City*

**TOPICS:** COSTS • PROGRAMS • FILMS • REMOTES  
NEW STATIONS • EQUIPMENT • SPONSORS

**SPEAKERS:** Dr. A. N. Goldsmith, *Tele Consultant*; J. R. Poppele, *Pres., TBA*; Dr. T. T. Goldsmith, *Research Dir., Allen B. DuMont Labs., Inc.*; T. H. Hutchinson, *author of "Here Is Television"*; Richard W. Hubbell; Paul Mowrey, *Nat'l Dir. of Television, ABC Tele*; Rudolph Bretz, *CBS-Tele*; Helen Rhodes, *WRGB-GE, Schenectady, N. Y.*; Paul Knight, *Phila.*; Harvey Marlowe, *Exec. Prod., ABC-Tele*; Max Fleischer; Bud Gamble; C. E. Hooper; David P. Lewis, *Caples Advertising*; Lee Cooley,

*McKann-Erickson*; Ernest Walling and Ralph Thoman, *WPTZ-Philco, Phila.*; Judy Dupuy, *Editor of "The Televiser", author of "Television Show Business"*; Charles J. Durban and Henry Mackey, *U. S. Rubber Co.*; Philip G. Caldwell, *G.E. Co.*; Albert Preisman, *V. P., CREI, Washington, D. C.*; Walter Lawrence, *RCA*; Richard Rawles, *ABC-Tele.*; Jose di Donato; Chet Kulesza, *BBD & O*; Ralph Austrian; Lee Wallace; Irwin A. Shane; Les Arries, *WTTG, Washington*; Wm. C. Eddy, *WBKB, Chicago*; Edward Stasheff; Dave Arons, and others.

Panels • Seminars • Demonstrations • Exhibits  
Displays • Two Luncheons

*For Reservations, Write  
or Wire*

**THE TELEVISER**

11 W. FORTY-SECOND ST.  
NEW YORK 18, NEW YORK

**REGISTRATION FEE, \$12.50**

*Includes 2 Luncheons*

## Strong Speaker List Built By Ohio U Meef

(Continued from Page 1)

tives will be on hand as well as three dozen college presidents and deans

Miss Barbara Ward, youthful feminine member of the British Broadcasting Corp.'s control group, foreign editor for the "London Economist," and a regular member of the famous BBC "Brains Trust" program, will be the Institute dinner speaker and will talk on "Radio In One World."

The "Radio and Labor" meeting, which has a general session to itself for the first time in Institute history, will have James B. Carey, secretary-treasurer of the CIO and Phil Newsum, radio editor for the United Press, under the chairmanship of Morris Novik, public service radio consultant and former director of the New York municipal broadcasting system. Another press and network representative also will appear on this panel.

Presidents John J. Tigert of the University of Florida and George D. Humphrey of the University of Wyoming will head the list of more than 36 presidents and deans of state and private schools and colleges who have indicated they will attend the "Radio and Higher Education" general session. Other schools to be represented include Texas A. and M. College, Rutgers University, Cornell University, Virginia Polytechnic Institute, Antioch College, University of New Mexico, University of Alabama, University of Iowa and more than 20 Md-Western and Eastern universities.

### Others on Roster

Other personalities new to the OSU Institute roster will include Jean Levy, director of films and visual information for the United Nations; Albert N. Williams, radio editor for the Saturday Review of Literature; Mrs. Louise Dyer, founder of the Lyre-Bird Press of Paris, which issues internationally known education records; Howard Le Sourd, director of the Institute for Democratic Education, and Howard London, radio director for the National Foundation for Infantile Paralysis, who will chair the session on problems of national organization.

Traveling from London especially for the four-day affair will be Miss Mary Somerville, formerly super-

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"It has seemed to me for many years past that such use of free radio time for the avowed purpose of raising campaign funds constitutes an abuse of radio facilities and possibly a violation of the spirit at least of the legal restriction upon political contributions by corporations," Reece said. "I realize, of course, that this is an inherited abuse for which I am not inclined to hold the broadcasting companies responsible. It is, in my opinion, one of the many heritages from the days when public office was considered private property.

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"I fear the impression has grown up that free radio time is royal prerogative, something to be given without question whenever requested and without regard for the purpose to which it may be devoted. I feel confident that the broadcasting industry must regard this not only as a nuisance but as a very expensive nuisance, for the reason I have indicated above. And I am quite sure that the listening public is not at all enthusiastic about having the nation's broadcasting facilities tied

up for political purposes at a time when many would prefer to listen to their favorite programs.

"However, their use of free radio time has come to be accepted, and so long as the present administration remains in power, I see no possibility of any change in that situation. In view of the frankly partisan nature of the address delivered by Mr. Truman (in addition to the fund-raising phase to which reference has been made) I believe that I would be justified in asking on behalf of the Republican Party that an equal amount of free time at a comparable period be allocated to us when it might best suit the convenience and interests of the party. I assure you, however, that if such an allocation of time should be requested and granted it would be used for proper political purposes—not as an excuse for extracting reluctant campaign contributions from the pockets of office-holders.

"I do not at this time make that request, but I think in all fairness I should let you know that I do not foreclose that possibility if future development should, in my opinion, justify such a request."

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Dr. I. Keith Tyler, director of the OSU Institute, who is now in Germany on a special War Department education mission, is expected to return late in April to complete final plans for the affair.

## F. H. LaGuardia Winner Of "One World Award"

(Continued from Page 1)

stand on the radio, and in the press, as well as in his public life generally, in furthering the highest ideals" of "One World."

Awarded by the One-World Committee, he is the second winner to receive the award; Norman Corwin, CBS writer-producer-director received the first award in 1946. The presentation was made to LaGuardia at his home, by the secretary of One-World, Jacques Ferrand. Various other committee members present were Dr. Paul Lazarsfeld and Robert Swezey, vice-president and general manager of the Mutual Broadcasting System, as well as last year's winner, Norman Corwin, and Morris Novik, radio consultant.

Formal presentation of the award will be made early in May, at a dinner, date of which will be announced in the near future.

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WNBT's telecast from a submerged submarine tomorrow night (9:10 p. m., EST.) the first such pickup of its kind—will include Vice Admiral W. H. P. Blandly, USN, commanding the Atlantic Fleet, and Rear Adm. James Fife, USN, a member of the Joint Strategy Survey Committee of the Joint Chiefs of Staff, among the list of prominent naval personalities on the program.

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The organization is seeking "recognition for free lance radio writers" and is also demanding a guild status for radio writers. The strike authorization is the first such action ever taken by a radio writers' union.

If the guild's Strategy Committee, which is chaired by Robert Newman, should elect to call a walk-out probably the hardest hit shows would be the top half-hour week programs, particularly comedy shows and those requiring timely material. But many soap operas and off-shows have scripts several weeks in advance, possibly anywhere from three to six weeks, and a few programs are reported to be 39 weeks ahead. Guild headquarters in New York announced yesterday that the strike fund running upwards of \$40,000, had been subscribed voluntarily by members meeting in New York and Hollywood. The guild also plans "voluntary assessments."

Peter Lyon, eastern region vice-president at the New York meeting Monday night. Active support of parent Authors' League of America was pledged by Oscar Hammerstein II, league president. Additional backing came from Richard Rodgers, president of the Dramatists' Guild and Christopher LaFarge, president of the Authors' Guild. A telegram from the West Coast extended financial and active support by the Screen Writers' Guild in case of any strike action.

RWG officials will meet tomorrow with network representatives in a session which was arranged several weeks ago. Meeting is reportedly the purpose of discussing the status of free lance writers.

## Tribute To Ford On CBS

The death of Henry Ford caused a change of format in the Dinah Shore show over CBS tonight at 9:30 p. m., a tribute to Henry Ford has been inserted.

Send Birthday  
Greetings To —

April 9

Mickey Alpert Jim Bannon  
Franklin Birgman Brewster Morgan  
Gilmore Nunn Oliver Smith  
Rose Yvonne Stein

1906 1947

*Henri*  
CONFISEUR

FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR  
Famous French Candies  
15 East 52nd St  
AIR CONDITIONED



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 39, No. 8

NEW YORK, THURSDAY, APRIL 10, 1947

TEN CENTS

## WOKO Rehearing Denied

### State Dept. Compares of 'I Shortwave Radio

Washington Bureau, RADIO DAILY  
Washington—The Department of State yesterday made public a survey of international shortwave broadcasting, comparing use of the medium by the United States with those by 55 other nations. The survey showed that at the end of last year the Big Four nations were the principal users in international broadcasting. Great Britain led with 18 per cent of the total interna-

(Continued on Page 7)

### American Marketing Assn. Forms Baltimore Chapter

The American Marketing Association has approved the formation of a Baltimore chapter, it was announced this week by Harvey W. Hagg, national secretary of the A. M. A. National board of directors of the Association approved a request from a group of Baltimore executives meeting this week.

Officers of the Baltimore chapter include president, Charles E. Lambert, and market research director, Locke In-

(Continued on Page 5)

### American Tobacco Buys Time Over Collegiate Network

American Tobacco Company has bought a five-week series of spot announcements on 26 college stations of the Intercollegiate Broadcasting System effective April 14, it was reported yesterday by Dave Linton, program director for the web. Spots, which will be aired three times daily, five times a week, will feature the

(Continued on Page 2)

### Winner

Thirteen-year-old boy of Duquesne, Iowa, is the winner of the State Smith-Boys Club Junior Citizenship Award. He was selected from more than 1,000 entries for outstanding individual service to his community—in his case organizing a junior crusade against vandalism and juvenile delinquency. He will appear on CBS "Kate Smith Sings" Sunday, April 13.

### Sports Extra

Joe Hasel—with the aid of Rocky Graziano—scooped the sports world last night on his WJZ show (6:05-6:15) when the latter revealed he was set up for a reinstatement hearing next Friday and if refused, would fight Tony Zale in Chicago. Rocky also said that his toughest fight was with District Attorney Hogan.

### Extensive Spot Drive For "Duel" Pix Debut

Over \$100,000 will be spent for spot radio in key cities throughout the U. S. when David Selznick's "Duel in the Sun" opens in movie houses next month. Some \$15,000 to \$20,000 will be spent for radio in New York City where the picture will open May 7 at the Capitol Theater and 35 Loew houses in the metropolitan area. Agency handling the account is Robert W. Orr & Associates.

The New York radio campaign is

(Continued on Page 4)

### Hoover Reveals Position On Radio "Crime" Shows

Washington Bureau, RADIO DAILY  
Washington—FBI Director J. Edgar Hoover this week defended radio programs which do not glorify the criminal. While condemning many radio crime programs, Hoover had general praise for the radio industry and rebuked those who wanted to

(Continued on Page 2)

## German Radio In U. S. Zone Operating The American Way

Radio broadcasting in the American way for Germany, is now a growing concern with five stations covering the American zone of occupation as well as other parts of the country. Formerly operated by U. S. personnel, the stations are currently operating under American direction and supervision by German staffs of all-clear and denazified personnel.

Five outlets are located one each

### Already Upheld By U. S. Supreme Court FCC Refuses Further Consideration; Outlet Must Quit Air By Aug. 31

### Active Radio Role In Edison Foundation

Radio industry is expected to take an active part in the campaign to raise \$2,590,000 for the recently established Thomas Alva Edison Foundation, Inc. The organization was set up to perpetuate by tangible means the life and accomplishments of the great inventor. Mark Woods, ABC president, is chairman of the radio section which has been asked to contribute \$450,000 for the fund. Other

(Continued on Page 7)

### Phil. Advertising Group Attends Video Dinner

Philadelphia—More than two hundred Philadelphia advertising men and women attended a special television dinner held Tuesday night at the Poor Richard Club. The panel

(Continued on Page 6)

### Sarnoff To Head Speakers At 20-Year Club Dinner

Leaders in radio and advertising will be among those on the speakers' dais tomorrow night when the Twenty-Year Club of Radio Pioneers, holds its first official meeting at the

(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday denied petition for a rehearing by WOKO, Albany, N. Y., and ordered the station off the air by August 31. In its decision on WOKO, the FCC said it found "nothing" in the station's reorganization proposal to warrant a reversal of the Commission's previous

(Continued on Page 7)

### Content Of Programs Again Steers The FCC

Washington Bureau, RADIO DAILY  
Washington—In the second such action within two weeks, the FCC yesterday based its decision on program content proposed by competitive applicants for new AM radio stations. Using program content as a yard-stick, the Commission granted the application of Birney Innes, Jr., for a new station in Grenada, Miss. Turned down was the application

(Continued on Page 6)

### CBC And CFRB In Conflict On Station's Frequency

Montreal—The CBC and Toronto's radio station CFRB are still at odds with regard to the allotment of a satisfactory frequency to replace the

(Continued on Page 4)

### Sideline

RCA, of many facets in its research labs, comes up with this one, in part: New details in the life cycle of an infinitesimal bacterial cell—from its "egg-cracking" birth through normal growth and multiplication—have been observed by scientists in joint studies by RCA and Cornell U., it was disclosed by Dr. James Hillier, RCA research physicist.

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1906 1947

*Henri*  
CONFEISEUR

**FRENCH RESTAURANT**

**LUNCHEON DINNER**

**COCKTAIL BAR**

*Famous French Candies*

15 East 52nd St

AIR CONDITIONED

*Send Birthday  
Greetings To —*

April 9

Mickey Alpert	Jim Bannon
Franklin Birgman	Brewster Morgan
Gilmore Nunn	Oliver Smith
Rose Yvonne Stein	



# WOKO Rehearing Denied

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Joe Hazel—with the aid of Rocky Graziano—scooped the sports world last night on his WJZ show (6:05-6:15) when the latter revealed he was set up for a reinstatement hearing next Friday and if refused, would fight Tony Zale in Chicago. Rocky also said that his toughest fight was with District Attorney Hogan.

## Extensive Spot Drive For "Duel" Pix Debut

Over \$100,000 will be spent for spot radio in key cities throughout the U. S. when David Selznick's "Duel in the Sun" opens in movie houses next month. Some \$15,000 to \$20,000 will be spent for radio in New York City where the picture will open May 7 at the Capitol Theater and 35 Loew houses in the metropolitan area. Agency handling the account is Robert W. Orr & Associates.

The New York radio campaign is

(Continued on Page 4)

## Hoover Reveals Position On Radio "Crime" Shows

Washington Bureau, RADIO DAILY  
Washington—FBI Director J. Edgar Hoover this week defended radio programs which do not glorify the criminal. While condemning many radio crime programs, Hoover had general praise for the radio industry and rebuked those who wanted to

(Continued on Page 2)

## German Radio In U. S. Zone Operating The American Way

Radio broadcasting in the American way for Germany, is now a growing concern with five stations covering the American zone of occupation as well as other parts of the country. Formerly operated by U. S. personnel, the stations are currently operating under American direction and supervision by German staffs of all-clear and denazified personnel. Five outlets are located one each

## Already Upheld By U. S. Supreme Court FCC Refuses Further Consideration; Outlet Must Quit Air By Aug. 31

### Active Radio Role In Edison Foundation

Radio industry is expected to take an active part in the campaign to raise \$2,590,000 for the recently established Thomas Alva Edison Foundation, Inc. The organization was set up to perpetuate by tangible means the life and accomplishments of the great inventor. Mark Woods, ABC president, is chairman of the radio section which has been asked to contribute \$450,000 for the fund. Other

(Continued on Page 7)

### Phil. Advertising Group Attends Video Dinner

Philadelphia—More than two hundred Philadelphia advertising men and women attended a special television dinner held Tuesday night at the Poor Richard Club. The panel

(Continued on Page 6)

### Sarnoff To Head Speakers At 20-Year Club Dinner

Leaders in radio and advertising will be among those on the speakers' dais tomorrow night when the Twenty-Year Club of Radio Pioneers, holds its first official meeting at the

(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday denied petition for a rehearing by WOKO, Albany, N. Y., and ordered the station off the air by August 31. In its decision on WOKO, the FCC said it found "nothing" in the station's reorganization proposal to warrant a reversal of the Commission's previous

(Continued on Page 7)

## Content Of Programs Again Steers The FCC

Washington Bureau, RADIO DAILY  
Washington—In the second such action within two weeks, the FCC yesterday based its decision on program content proposed by competitive applicants for new AM radio stations. Using program content as a yard-stick, the Commission granted the application of Birney Imes, Jr., for a new station in Grenada, Miss. Turned down was the application

(Continued on Page 6)

## CBC And CFRB In Conflict On Station's Frequency

Montreal—The CBC and Toronto's radio station CFRB are still at odds with regard to the allotment of a satisfactory frequency to replace the

(Continued on Page 4)

### Winner

Thirteen-year-old boy of Dubuque, Iowa, is the winner of the Kate Smith-Boys Club Junior Citizenship Award. He was selected from more than 1,000 entries for outstanding individual service to his community—in his case organizing a junior crusade against vandalism and juvenile delinquency. He will appear on CBS "Kate Smith Sings" Sunday, April 13.

### Sideline

RCA, of many facets in its research labs, comes up with this one, in part: New details in the life cycle of an infinitesimal bacterial cell—from its "egg-cracking" birth through normal growth and multiplication—have been observed by scientists in joint studies by RCA and Cornell U., it was disclosed by Dr. James Hillier, RCA research physicist.



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

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FINANCIAL

(Wed., Apr. 9)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Siegel Radio Co-Ordinator For Reception To Aleman

Seymour N. Siegel, acting director of the Municipal Broadcasting System, has been designated as radio co-ordinator for the city's official reception to Miguel Aleman, President of the Republic of Mexico, on Friday, May 2nd, officially proclaimed Mexico Day.

In addition to WNYC's coverage of Mexico Day ceremonies, Siegel reports considerable interest on the part of other Metropolitan radio outlets.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area! 1000 WATTS WHWL 780 KC. "Anthracite's Most Powerful Independent" Represented by Forjee

COMING AND GOING

WARD DORRELL, vice-president of C. E. Hooper, Inc., leaves Saturday on an extended tour covering all NAB districts, wherein Hooper subscribers will attend meetings prior to the NAB gatherings.

EDGAR KOBAK, president of the Mutual network, returns today from a business trip to Chicago.

FRANK E. HAGAN, of the Chicago office of J. Walter Thompson Co., has been granted a leave of absence and will come to New York to handle public relations and publicity for the International Children's Emergency Fund of the United Nations.

H. W. WADDELL is in town. He's the commercial manager of WJW, Cleveland outlet of the American network.

JAMES R. MEACHEM, manager of WEIM, American network affiliate in Elmira, N. Y., is in town on a short business trip.

EMERSON J. PRYOR, station manager of WRRN, Youngstown-Warren, Ohio, which shortly will increase its power from 250 to 5,000 watts, has left New York on the return trip to the station following conferences at Mutual, with which WRRN is affiliated.

MARSHALL ROSENE, manager of WSAZ, outlet of ABC in Huntington, West Va., is spending a few days in Gotham on station and network business.

BILL DUNN, correspondent for CBS in Manila, has left the Philippine capital on a news assignment in Singapore and other parts of Malaya.

E. S. WHITLOCK, manager of WRNL, American network affiliate in Richmond, Va., is in town for conferences with officials of the web.

E. W. ZIEBARTH, education director in the central division of CBS, is back at his headquarters, WCCO, Minneapolis, following a trip to New York.

ALLEN H. EMBURY, formerly assistant to the manager of WJOL, Joliet, Ill., has arrived in Chicago to take over his new duties on the staff of the Christiansen Advertising Agency.

BILL DOWNS, Columbia network newsman, is in Washington, D. C., completing arrangements for Saturday's broadcast of "Cross Section, U. S. A."

SIDNEY MILLS, general professional manager of Mills Music, Inc., who had intended to leave for Hollywood last Sunday, instead is departing for the film capital today.

JOHN PFEIFFER, science director at CBS, is visiting briefly in Princeton, N. J.

VIRGINIA MAISON, vocalist, has arrived from Los Angeles for an engagement at the Hotel Elysee and a few guest appearances on the air.

Hoover Reveals Position On Radio "Crime" Shows

(Continued from Page 1)

ban all radio programs pointing up the evils of crime.

The FBI chief said the accent in radio programs should be on portraying the futility of crime and arousing public interest in corrective measures. He condemned films and radio programs which glorify the criminal and let him go unpunished.

Emphasizing radio's wide audience Hoover said "we must admit that this means of education has widespread influence in shaping the thoughts and conduct of a majority of our citizens."

Amer. Tobacco Buys Time Over Collegiate Network

(Continued from Page 1)

Jack Benny and Sportsmen plugs for Lucky Strike cigarettes.

Campaign, gross billings for which on IBS are \$3,750, was arranged through Avery-Knodel, network sales representative.

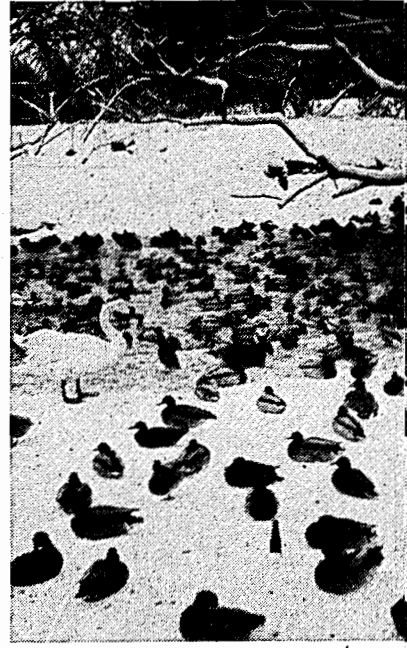
Radio Stars Set To Aid Greater N. Y. Fund Drive

Radio campaign for the annual drive of the Greater New York Fund, which gets under way on April 29, has set a series of transcribed spot announcements, live spots and special programs to complement other phases of the six-week drive. Such personalities as Arthur Godfrey, Henry Morgan, Bert Lahr, Kate Smith, Ralph Bellamy and Kay Francis will deliver the messages on New York stations. Ted Husing, Frank Gallup, Ward Wilson, Tom Shirley and Dan Seymour are among the top-flight announcers set to aid the drive.

All ET's and live shows will be produced and directed by Noretta Werth, radio co-ordinator for the Greater New York Fund.

Stork News

Seven pound son was born to Mr. and Mrs. Earl Mullin Tuesday morning at Doctors Hospital, New York. Child makes the family a threesome for the first time. Mullin is director of publicity for the American Broadcasting System.



KEEP SWIMMING

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities.

They had one tough assignment though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly.

Maybe your business is almost frozen up today. But you too have to keep open water in front of you.

One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over... is Station W-I-T-H.

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

If you're trying to reach Baltimore more... the 6th largest city... W-I-T-H is the way to do it.

And the best way to start is to put W-I-T-H at the top of your budget.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Re...

Advertisement for WDAS Philadelphia Market. Text: FOR RESULTS IN THE Philadelphia MARKET. Large stylized 'WDAS' logo. PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION.

Excerpts from a letter written by Ted Collins  
to Kate Smith on the 9th Anniversary of her  
program, 'Kate Smith Speaks')



# dear kate:

As you know, I'm not a man to look back, to retrack, to dream, as it were, about the what-might-have-been and what has been accomplished. But this morning when we got the "Off-the-Air," I couldn't help but reminisce a little bit. . . .

You know, Kate, your show "Kate Smith Speaks" is I think, one of the most unique things in American radio. Sure, I've said that before and pulled out surveys to prove it. But this morning I tried to figure out why.

Let me tell you what I thought. . . .

Here you are, after nine years, the highest-ranking daytime personality in radio—not to mention a 15-time leader among the nation's ten most popular shows—a woman heard by more Americans than any woman in history. Why? A lot of smart people have worked on that question, but here's what a fairly simple Joe thinks. . . .

There's something as basically American about you, Kate, as apple pie. I know. I've stood in the doorways and among the crowds when thousands and hundreds of thousands clamored—and still do—to see you and hear you. And I've heard old women and young men and little girls say one thing always, "Gee, she's like us!"

I think that's it, Kate. It's a contagious sort of thing that must be in the land and the air of this country of ours and you caught it, and I don't think there's a cure. Part of it is what newsmen tried to put into words when they said that our Army, Navy, Marine and Coast Guard boys and girls were on the hearts of the world's millions during the war.

You're a sort of nice clean breeze, Kate, in a world of pretty mixed-up ideologies . . . or whatever most "advanced" thinking is called. Yet, you're a Pollyanna. I've listened to you give the Government heck for something

stupid, but, Gosh, you did it in a real American way. All the time it was, and is, as if you were saying to a neighbor, "Look, Charlie's lost three calves this year and the hired man's seeding's no good. Let's fix it. They're just mistakes."

That's what the people want, Kate; a deep-down, good-humored belief in the country in which we live, in *their* language. Somebody to fix what we have, when it needs fixing, not to find a substitute. Somebody who says, "Gosh, it's a grand land and if people mess it up once in a while, let's fix it."

People like that. It's American. You're America, Kate.

And they like you because they can sense the "realness" of your show. They don't expect "names" and frou-frou. If you ask me, they'd resent them. They know they can always turn to your competitors for that kind of stuff . . . but it seems that most of them don't.

I think General Foods—and its agency—sort of felt like this when they picked you long ago to launch and sell 16 of the best-known products in America today.

As ever,

ted

Note: "Kate Smith Speaks," featuring Kate Smith and Ted Collins, will be broadcast coast-to-coast by the Mutual Broadcasting System beginning Monday, June 23rd.

**SOUTHWEST**

ARRANGEMENTS have been completed by the Texas Quality Network, the Lone Star Chain and the Texas State Network for full state-wide coverage of President Truman's talk at Waco this week.

Miss Violet Short, continuity chief of KTSA, San Antonio, will speak on "Radio Continuity" at the annual radio conference of the University of Oklahoma now in progress. From Oklahoma she will go to New York City to attend the annual convention of the Association of Women Broadcasters.

The FCC has approved transfer of control of interest held by Mittie and Lolita McBeath to J. S. McBeath in KXOX, Sweetwater. Control was part of a divorce arrangement made between the McBeaths with no actual cash transaction involved.

The Conro Manufacturing Co., of Dallas, is airing a new half-hour program each Saturday which originates in the studios of WFAA, Dallas, and aired by member stations of the Texas Quality Network. Programs feature Peg Moreland, one-legged ditty singer; Jeannie McDonald, a singing cowgirl, and music by a five-piece hill-billy band.

Rial L. Campbell has been named sales manager of KVOP, Plainview according to an announcement made by William T. Kemp, KVOP general manager. Campbell replaces Kermit S. Ashby.

A new quarter hour of music featuring Hal Derwin with Frank De Vol and his orchestra is scheduled to be heard transcribed over KRLD, Dallas, three times each week for a quarter hour as the Zenite Serenade under sponsorship of the Zenite Cleaners of Dallas.

**Extensive Spot Drive For "Duel" Pix Debut**

(Continued from Page 1)

expected to begin about May 1 and continue for at least 10 days. The picture will be shown mainly in Loew theaters throughout the country.

Meanwhile, movie companies are reportedly making note of the increased use of spot radio in recent months by big national advertisers. Although stations in key cities regularly take in a certain amount of movie business there are signs that they may soon rake it in a little heavier. Twentieth Century-Fox in New York is buying spot radio for the first time in 18 months to plug "The Late George Apley" at the Music Hall.



**Windy City Wordage . . . !**

● ● ● Television audiences do not care much for the integrated method of advertising used by many sponsors, according to results of the survey made by WBKB. And they like those commercials in the middle of the show even less, says Capt. Bill Eddy, director of

**Chicago**

the Balaban & Katz tele station. Eddy had favored the integrated advertising method until the survey revealed that he was out of step with his audience on this point. They want their commercials straight, and preferably at the beginning or end of the show. As the survey showed a preponderant liking for sports, WBKB plans a heavy summer schedule of sports events. The Cubs baseball games have already been bought and other outstanding sports programs will soon be announced. Eddy also said the station intends to carry more dramatic productions. As station income increases, the production budget will increase and shows can be expected to take on the polish now found to a greater degree in remotes.



● ● ● Pertinent Personals: Eileen Finnegan, who has been chosen as Chicago's Miss Courtesy for 1947, will be guest on Don McNeill, "Breakfast Club" emcee, on April 14, in conjunction with observance of Courtesy Week. . . . Publicists Dutton-Lippold are writing a radio column with the by-line Jane Dutton for 20 Chicago suburban and community papers and the Canadian fan mag Radio Vision. . . . Writer-director Jack LaFrandre of WGN left Monday for a 10-day vacation in Miami. . . . A. W. Kaney, NBC station relations manager, off for Kansas City to attend the district 10 NAB meeting on April 14. . . . Eliza Merrill Hickok's book "The Quiz Kids" is now listed in the Best Seller list of the New York Times. . . . Hal Stark, formerly announcer at WSIV, Pekin, Ill., has joined the WGN announcing staff.



● ● ● George V. Denny, Jr., who was in Chicago last week for the broadcast of "America's Town Meeting," will fly to Tokyo late this month to confer with General MacArthur about starting a Town Meeting program in Japan. He will stop off at Honolulu en route to do a broadcast in which the desirability of Hawaii becoming a state of the union will be discussed.



● ● ● A one-week appeal for playing cards for hospitalized veterans in the Chicago area by Ed Allen on his "Early Bird" program on WMAQ resulted in listeners sending 653 decks of cards, 19 books, and assorted games and puzzles. The gifts were sent to Hines Veterans Hospital, the U. S. Marine Hospital, and the Red Cross. . . . The Guy Wallace show on WJJD, 11 a.m. to 12 noon, has been completely sold out and the station is trying to figure out some extra time to accommodate more sponsors. . . . I. E. "Chick" Showerman, NBC central division g.m., will preside at cutting the birthday cake when WMAQ throws a party on April 11 in honor of the station's silver anniversary. . . . Movies of WBBM's "Star-Quest" winners, made by the All-American News Reel Co., are being shown in the Negro motion picture houses in Chicago. The winners are rehearsing for their 13-week series which starts on WBBM on April 15. . . . Mary Afflick, WGN producer, celebrates a birthday April 22. . . . FM station WBEZ, in co-operation with the Chicago Adult Education Council, has started a series of broadcasts of adult education for the atomic age, applied to communities. . . . Bing Crosby changed his mind about appearing with the "Quiz Kids" after the plans had been made and his picture with Joe Kelly had been released. "I can get to Chicago any day but Sunday," Bing was reported as saying.

**LOS ANGELES**

By RALPH WILK

WHEN Jack Benny was guest of honor at the San Francisco Press Club dinner in the Bay City, he was presented with a scroll of appreciation for his broadcasts by Warden Clinton Duffy on San Quentin a tie hand-painted by San Francisco's famous Bennie Bufano and a gold card signifying lifetime membership in the Press Club. He also got a free dinner.

Gordon T. Hughes, CBS producer and Gene Baker, announcer (and singer, have acquired a substantial interest in a realty development near Thousand Oaks in San Fernando Valley.

Occasionally a radio station presents a new program which is an immediate and tremendous success with the listening audience and KMPC has experienced this reaction with its new participation show "Three Alarm." With Frank Graham and Van Des Autels as masters of ceremony, the number of entries received on "Three Alarm" for the first 12 days of its airing has reached a total of 10,551.

**CBC And CFRB In Conflict On Station's Frequency**

(Continued from Page 1)

station's current one of 860 kilocycle which is being acquired by the corporation at the end of June, Joseph Sedgwick, counsel for CFRB, announced.

CFRB had previously been offered one of four frequencies, 640 kilocycle 800, 1010 or 1550. Now, Mr. Sedgwick said, the CBC is unable to deliver 640, the best of the four offered. The station, after due consideration, has come to the conclusion that it cannot operate satisfactorily on 800 with its present output of 10,000 watts, while the other two frequencies offered are not suitable. It was also pointed out that the higher a frequency, the greater the station power must be in order to "get out" properly. A station with an output of five kilowatts and a frequency of 550 kilocycles is as good as a station with a frequency of 1550 and an output of 50 kilowatts.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD  
WEVD—117 West 44th Street, New York, N. Y.

THE SEVEN ARTS QUIZ  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600

**BEHIND THE MIKE**

By SID WEISS

H. LaGUARDIA, Mutual commentator, also heard Sundays WJZ, will receive that "One World Award," exactly on May 11. Ilka Chase and Douglas Leigh (the boy who lit up B'way) will be Har- Van Horne's guests on her new television stanza next week. Thomas L. Thomas missed last week's and the previous Sunday's, as he was doing concerts in the far west and southwest. Ted H. Westermann has resigned as sales manager of Sutherland, H'wood, to join Wilding Pictures here as consultant to advertising agencies in the development of film programs and television commercials. Sid Ascher has Evelyn Knight set for a Time article next week, with a piece in Collier's in the works. Piloting his own transport plane, Perry Fairbanks flew to N. Y. for a series of conferences with Jack Iglar, his eastern sales chief. Mutual planning a gigantic campaign to tell the world that Kate Smith and Ted Collins become "one of them" on June 23rd. Sophie Tucker first woman ever to be honored with a testimonial dinner by the Jewish Theatrical Guild. Sked for May 4th. Publicist Artie Pine has a new television series lined up called "Variety Varieties," with Bob Coleman, of the Daily Mirror, as emcee, and featuring the best talent among college students in the met area. Alan Tighe has been signed for 52 weeks on NBC's "Patterns in Melody." Clayton Collyer appointed supervisor of the High Ridge, N. Y. Sunday school, where he has been a teacher for the past two years. Murray Stein, recording ace, lined up a 15-minute, 5-a-week nightly air show to feature Cholly Knickerbocker (for Cassini) tentatively titled "Society Column of the Air" to be heard from key niteries. Dennis James will step in to emcee "Man You Top This" on NBC when Peter Donald leaves for Washington command-performance for the President. Sarah Vaughn, new singing sensation who copped the Esquire Statuette for her warbling this year, has been invited to re-visit with the King Cole Trio on their Saturday afternoon air show. Singer Mel Torme winds up his RYM "Good News" chores on May 11. Meanwhile, he's getting a solid build-up from Musicraft records.

OFF THE AIR  
**REFERENCE RECORDINGS**  
 IN CHICAGO  
**W.S. TOOGOOD RECORDING CO.**  
 12 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

**\* PROMOTION \***

**Manual For Ministers**

A manual for ministers who use local radio entitled, "Radio Hints for Ministers," has just been published by the Radio Committee of the Northern Baptist Convention, according to Dr. Stanley I. Stuber, New York City, chairman of the committee.

It is written by Charles H. Schmitz, of Syracuse, N. Y., a member of the committee, and is of a most practical nature. It is being given wide distribution, not only through the Northern Baptist Convention, but also through other denominational bodies by the Joint Religious Radio Committee of which Everett Parker is executive secretary.

**KLZ Birthday Card**

As a promotion for the show and to cut down on necessity for reading names of small-fry fans at the end of the broadcast, KLZ, Denver, Colo., is offering special birthday cards for all kiddies writing in requests after listening to each week's "KLZ-Denver Post Funny Paper Hour" airing at 6:30 Sunday mornings. Featuring photo of cast of the show on one side, and personalized greeting with cartoons of comic strip characters on reverse, card is signed by "Uncle Bill" who emcees program, and goes to all youngsters advising him of their birthdays each week.

**25 Years Of Broadcasting**

WIP, Philadelphia station, has mailed out a silver and blue folder, in celebration of a quarter of a century of broadcasting. Cover is entitled: "Many Thanks . . . You've Made It a Happy, Prosperous Quarter Century." An actual quarter of a dollar is glued to face of cover and inside copy is devoted to several paragraphs telling of how a "new voice that came to America"—the voice of radio.

**American Marketing Assn. Forms Baltimore Chapter**

(Continued from Page 1)

ulator Corp.; vice-president, Freeman S. Young, Jos. Katz Agency; secretary, Dana Lovell, market research director, Davison Chemical Co.; treasurer, H. L. Peterson, market research director, Glenn L. Martin Co.

Other prominent members of the chapter include: Joseph Katz, president of the Joseph Katz Agency; Dr. Edward R. Hawkins, Johns Hopkins University; Jerry B. Cohen, Robinson Advertising Co.; W. J. Dundan, Baltimore News-Post; J. Howard Blake, Glenn L. Martin Co.; Marx S. Kaufman, Theodore Newhoff, Inc.; G. W. Snibe, Davison Chemical Co.; Hiram Woodward, consulting engineer; Charles Le Boutiller, advertising exec; G. W. Schultz, Dun & Bradstreet; Sidney Hollander, Robert Nathan Assn.; Arthur R. Jackley, Crown Cork & Seal Co.

**KTSA Personnel**

A neat four-page promotional book has been issued by Owen Johnson, merchandising manager of KTSA, San Antonio. The front piece contains the legend . . . 141 years . . . the two inside pages contain a listing of the KTSA chief personnel and their years in radio and their years at KTSA. Members have been in radio a minimum of five years and a maximum of 25 years and at KTSA from 1 year to 25 years. W. G. Egerton leads the list with 25 years in radio and at the one station, KTSA. The remainder of the page is devoted to the fact that the personnel with this long record of service is at the call of the advertiser to sell their product in the great South Texas market. The back page is devoted to call letters of the station, dial setting, power and names and locations of offices of the sales representative, the Taylor-Howe-Snowden Radio Sales.

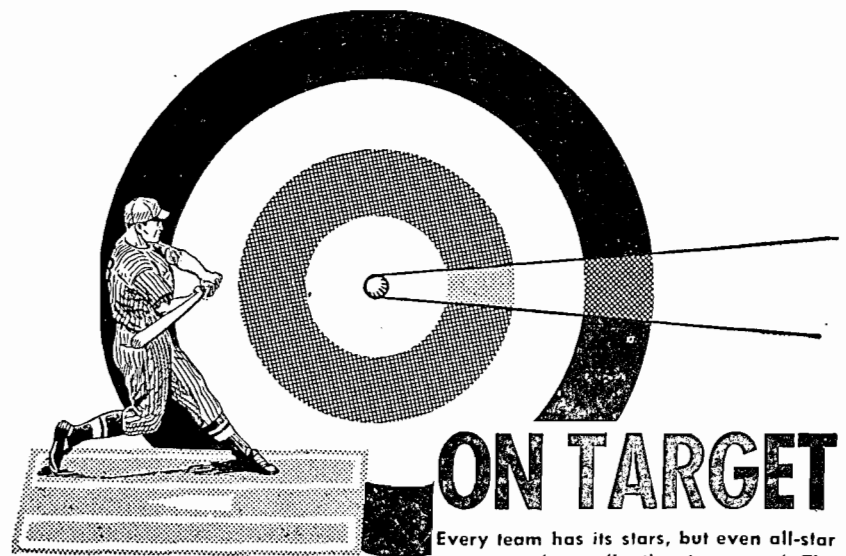
**"Everywoman's Hour"**

Station WFIL, Philadelphia, Penn., is currently mailing out a promotional piece covering their woman commentator, Anice Ives. Front piece contains a cut of Miss Ives with inside spread devoted to another cut showing "part of the crowd that recently jammed an Anice Ives luncheon—" and copy devoted to her program, stressing the number of sponsors who have been with her for many years. Back fold gives time buying facts for the program. Folder was prepared and issued by The Katz Agency, Inc., national representative for WFIL.

**AGENCIES**

**N**OMINATING committee chosen by members of the Advertising Club of New York has reported the slate to be voted upon at the annual meeting of the club, to be held May 13. It is as follows: President, term one year, Eugene S. Thomas, sales manager, Bamberger Broadcasting Service; vice-president, term three years, Andrew J. Haire, president, Haire Publishing Co.; vice-president, term one year, Arch Davis, executive secretary, International Business Machines Corp.; treasurer, term one year, James A. Brewer, president, Brewer-Cantelmo Inc.; director, term three years, John A. Zellers, vice-president, Remington Rand Inc.; director, term two years, Clifford S. Reuter, president, Clifford Reuter Advertising; director, term two years, Frank M. Head, vice-president and general sales manager, United Cigar Whelan Stores Corp.; director, one year, Karl M. Mann, president, Case-Shepperd-Mann Publishing Corp.; director, one year, William J. Wallis, assistant treasurer, Office Operation Inc.

ALBERT S. DEMPEWOLFF, assistant to the director of advertising and sales promotion of Celanese Corp. of America, told a radio round table panel discussion at the annual spring meeting of the Association of National Advertisers in Chicago, yesterday: "Use your BMB data. See that your agency uses it. Exercise your privilege of writing or have your agency write to stations for their Broadcasting Measurement Bureau station audience reprints."



**ON TARGET**

Every team has its stars, but even all-star teams need coordination to succeed. The teamwork of Weed and Company gives each of its men full benefit of the knowledge and experience of this highly coordinated organization.

**RADIO STATION REPRESENTATIVES**

**WEED AND COMPANY**

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

## Germans Now Learn The U.S. Way Of Radio

(Continued from Page 1)

by U. S. Department of State officials, or special concerts, and such items as are deemed of sufficient importance to warrant a hookup.

According to Sylvia Weiss, former RADIO DAILY staffer, and now on her first vacation here in two years from Germany, the German audience takes great interest in news, music and the work of the denazification tribunals wherein the Germans are denazifying themselves. Miss Weiss is stationed at Frankfurt, as press control officer and liaison with the German press which is fed by DENA news gathering and dissemination organization set up under U. S. supervision which uses German personnel. Brig. Gen. Robert A. McClure, is chief and director of information control.

### Textbook Shortage Felt

Miss Weiss stated that the shortage of textbooks (new style) makes the radio a natural tieup for the classroom and educational items by radio is part of the classroom curricula. Policy is quite liberal and the Germans are finally catching on to the new-found freedom. They may criticize the American Military Government, but not attack it on the radio, nor attack any of the allies, nor may they broadcast any material considered as malicious attacks, nor anything fostering National Socialism, or anything that may incite a riot.

In some instances the German public is wary and efforts to program recorded man-in-the-street stuff is difficult. The Germans are afraid to speak, fearing it will be held against them and many consider the mike in the street something that is out to catch them. On the other hand some are fairly outspoken, but only occasionally. Thus the vox pop type of show is scarce.

Receiving sets are not too abundant as yet and there is a government tax on the use of sets, as in all European countries.

Miss Weiss flies back to Germany late this month.

### Fuhrmann Joins WGAT

Philip Fuhrmann has joined WGAT, ABC affiliate, Utica, New York, as the station's commercial manager. Fuhrmann was formerly sales manager of Du Mont's station WABD, and prior to that was associated with ABC as account executive and with WMCA, N. Y., in the same capacity. He was also associated with WNEW, N. Y., and KMPC, when it was in Beverly Hills, Calif.

Fuhrmann reports that he has many plans which he hopes to bring to the attention of Eric Williams, general manager of WGAT, based on his past experiences in the operation of stations. WGAT plans to open new offices and studios in the near future and to operate full time. Announcements of such plans will be made at a later date, it was reported.

## Sarnoff To Head Speakers At Dinner Of 20-Year Club

(Continued from Page 1)

Harvard Club, New York. The meeting and dinner will serve to formalize the club's organization and also to celebrate the 25th anniversary of radio newscasting by H. V. Kaltenborn, founder of the club.

Program is scheduled as follows: Installation of Twenty-Year Club officers by Kaltenborn.

"Freedom of the Air," a discussion by George Hamilton Combs, Jr., WHN news analyst and chairman of the Association of News Analysts' Committee on Freedom of the Air.

"The Twenty-Year Club in Retrospect," a talk by Charles Hodges, professor of International Politics, New York University, and Twenty-Year Club historian.

"My Kaltenborn Headaches," by

Francis Marling, advertising manager of the Pure Oil Company of Chicago, Kaltenborn's sponsor on the National Broadcasting Company.

"Our Hero," by Lyle Van, announcer on the Kaltenborn news program.

"The Beginnings of Radio," by Brig. Gen. David Sarnoff, president of RCA, and honorary president of the Twenty-Year Club.

### Frank Mullen to Speak

"My Problem Child," by Frank E. Mullen, NBC executive vice-president.

"The March of Kaltenborn," recording presented by the NBC Production Department.

Toastmaster at the dinner will be Mark Woods, president of ABC and president of the Twenty-Year Club.

## Merridew Succeeds Baylor As WGAR Program Head

Cleveland—John E. Patt, vice-president and general manager of WGAR, yesterday announced the appointment of Reg Merridew to the position of program director, succeeding Dave Baylor, who resigned to accept the position as general manager of WJMO, new Cleveland station, which will operate on 1 kw. daytime, and expects to complete construction and begin operations on or about June 1. Owner of the new station is Wentworth J. Marshall.

Merridew moves up from production head and chief announcer and has been with WGAR since 1942. Baylor, a veteran of 16 years in radio, 13 of which has been spent with WGAR, has held the position of program director since 1941 and in 1944 served as the station's own correspondent in the ETO.

## T-H-S Radio Sales To Rep Stations WMPS And WINN

Taylor-Howe-Snowden Radio Sales now represent WMPS and WINN, ABC outlets in Memphis, Tenn., and Louisville, Ky., respectively. WMPS will soon increase power to 10,000 watts and change frequency to 680 kc.

Roy Cowan, manager of T-H-S New York office, announces the addition of Peggy Stone to his sales force. Peggy formerly managed the New York office of Broadcast Sales Company.

In Chicago, Tom Peterson, manager for T-H-S, announces the addition to his staff of George Roesler, former head of Broadcast Sales, Chicago office.

Broadcast Sales Co. was absorbed recently by Taylor-Howe-Snowden Radio Sales.

### WNYC Skeds Miss Bankhead

Tallulah Bankhead, star of "The Eagle Has Two Heads," will appear on "Musical Caravan," Tuesday, April 15 (WNYC 8-8:30 p.m.).

## Phil. Advertising Group Attends Video Dinner

(Continued from Page 1)

was entitled "Television—Today and Tomorrow" and the program was arranged by station WFIL for the Philadelphia Club of Advertising Women.

Speakers included Thomas H. Hutchinson, television consultant for WFIL; Samuel Cuff, former manager of DuMont station, WABD; Paul Mowrey, television manager for ABC, and Donald M. McClure, director of television for N. W. Ayer and Sons, Inc.

Roger W. Clipp, general manager of WFIL, speaking at the meeting, called for "commercial television rates that will be tailored to suit the advertising budgets of local retail advertisers."

At the same time, Clipp announced the appointment of Kenneth W. Stowman, now assistant general manager of WFIL, as television director for the station.

## Bryson Sees Radio Role In International Relations

While radio can make a contribution to international understanding, "it is necessary to look with some skepticism on most of the plans now being discussed," Lyman Bryson, CBS counsellor on public affairs, told Dr. Arno Huth's class at the New School for Social Research. Bryson said that one difficulty stems from the fact that dramas and speeches get different interpretations by various countries. He stated that the human voice itself presents an obstacle in the absence of a single world language or even a world uniform pronunciation.

Bryson added, however, that much can be done by spreading news around the world by radio, bringing the events to every country as they happen. "On that," he said, "will be based one of the great elements in future peace which is a world public opinion."

## Content Of Programs Again Steers The FCC

(Continued from Page 1)

of Robin Weaver, trading as the Grenada Broadcasting Co. Although the FCC has made much of program content in license renewals, new applications rarely have been subjected to this yardstick in recent months. Traditional yardstick, other qualifications being equal, has been the local ties of applicants. Imes, the Commission said, "has presented well-balanced and well-designed program proposal calculated to meet the needs of Grenada. He has made direct efforts to ascertain what the community desired by way of broadcast service and what program material it can itself develop. In the connection he has offered sustaining time to various religious, civic and fraternal organizations and also has taken the initiative in suggesting these organizations possible program and types of programs in which they may be interested. Mr. Weaver, on the other hand, has made no substantial effort to ascertain what program service Grenada required, or to meet such requirements. He has furnished only sketchy information regarding his program proposal and has submitted no program log."

Chairman Charles R. Denny and Commissioner Rosel Hyde, said they felt that this is a "closecase," but favored a grant to Weaver "because it would promote diversification of station ownership." They pointed out that proposal of Imes to move to Grenada involves his status in Columbus, Miss., a community where he is now licensed to operate a radio station.

## ABC Eastern Affiliates Meet Today In New York

Mark Woods, president of ABC and John H. Norton, Jr., vice-president in charge of station for ABC, will address a closed meeting of the network's affiliates from the Northeastern District at a one-day session to be held here today at the Hotel Roosevelt.

Chairman of the meeting will be Roger Clipp of WFIL, Philadelphia, Pa., who also is chairman of ABC Stations Planning and Advisory Committee. Representatives of approximately 47 ABC affiliates from the Northeastern District are expected to attend the meeting.

## NBC Transmitter Site Leased On Mt. Wilson

Hollywood—NBC has signed a long lease for a half acre site of Mt. Wilson, with location having a height of approximately 5,700 feet. Plans call for erection of a modern transmitter building, complete with latest RCA equipment and living quarters for engineer personnel, at a cost of about \$750,000.

Station and facilities are to be built on NBC property at Sunset and Vine, Hollywood.



## Active Radio Role In Edison Foundation

(Continued from Page 1)

Officials who head the manufacturers, broadcasters and artists divisions, respectively, are John Ballantine, Philco Corp. president; Edgar Kobak, president of Mutual; and Paul Whiteman, ABC director of music, artists. Another trustee of the Edison Foundation, but not a member of the fund committee, is David Arnoff, president of RCA.

These officials are now making plans for soliciting contributions from radio manufacturers, broadcasters and radio personalities. The fund raising campaign will have the support of 30 different industries which were benefited directly by Edison's discoveries and inventions. Harvey S. Firestone, Jr., president of the Firestone Tire and Rubber Co., is national chairman of the fund committee. Another member is Phil D. Reed, board chairman of General Electric.

The objectives of the foundation are three fold: (1) To acquire and preserve the Edison library and laboratories at West Orange, N. J.; (2) To establish there the Edison Center for invention, discovery and research; (3) To restore the nationwide Edison scholastic competition which was sponsored by Edison during the last two years of his life.

Commenting on the late inventor's contribution to radio, Woods stated, "Although all industry is indebted to Mr. Edison, there are certain ones that are more directly descended from his accomplishments than others. Radio is one of them."

Edison's name is not ordinarily associated with radio, Woods pointed out, but the underlying phenomena had been noted by him many years in advance of DeForest and Marconi. In fact," Woods added, "Edison's early discoveries in the field provided DeForest with the basic means to introduce voice into wireless and permitted Marconi to expand his experiments with wave lengths." Woods' first civilian job after World War I was that of an accountant with the Thomas A. Edison Industries at West Orange, N. J.

Edgar Kobak, who had personal association with Edison, recalls three other contributions the inventor made to radio. Edison erected the first aerial which he patented and later sold to the Marconi Wireless Telegraph Co. In 1875 he came upon the phenomenon called "Etheric Force" which led to the tuning of the radio receivers by adjusting the set to the same wave length as the transmitter. Edison also patented the carbon transmitter for telephone, the same type which until recent years has been used in broadcasting.

### Bundy Signs With Agency

Jack Bundy of WINS "Bundy Time" (12:30-1 p. m. across the board) has signed a two-year management pact with the Morrison Novel Agency, it was announced yesterday by Martin Fleer, head of WINS's radio department.

## FCC Nixes WOKO Rehearing Despite Reorganization Plan

(Continued from Page 1)

turndown. At the same time, the FCC denied the application of Van Curler Broadcasting Co., for immediate grant of WOKO's facilities and invited other applications for the station's setup. All such applications, the Commission said, will be consolidated with Van Curler for a hearing.

While agreeing with the majority's general opinion in the denial of WOKO's petition, Commissioner Clifford J. Durr said the station should be given only a month to get off the air. Dissenting from the Commission's opinion on the Van Curler applications, Durr said the FCC should give immediate consideration to this applicant's plea for WOKO's facilities.

In a separate opinion, Commissioner E. K. Jett, concurred in general with the WOKO decision but called for "further study" of the case before WOKO was turned down.

The majority FCC opinion rejected WOKO's proposed reorganization plan as grounds for reconsideration. After the U. S. Supreme Court upheld the Commission's denial of WOKO's license renewal, the station proposed a reorganization. The case was decided on the "misrepresentation" of ownership of stock in the station.

In carrying out the reorganization plan, WOKO has already purchased unconditionally the 240 shares of stock owned by Sam Pickard in the name of R. K. Phelps for the sum of \$108,000.

### Sought Reconsideration

In its opinion, the FCC said: "WOKO is asking for reconsideration of a case which has already received exhaustive consideration from us and has now reached the end of litigation. We have three times passed on the merits; first, in issuing our proposed report, after lengthy hearings, looking toward denial of the application; again, in finally denying the application after hearing oral argument; and once again in denying the applicant's petition for rehearing. We have considered and rejected 'reorganization' plans previously offered by WOKO. Our action in denying WOKO's application for renewal of license has been found by the United States Supreme Court to have been an appropriate exercise of our authority, and pursuant to the mandate of that court the case has been remanded to us for final disposition.

"In its present petition, WOKO, Inc., in effect, seeks a repudiation of the action we have taken denying its application for renewal. It proposes a relicensing of the corporate entity which we have found to be unqualified; such relicensing is sought upon the basis of a readjustment of the stockholdings and positions in the corporation in a manner allegedly designed to eliminate the influence of the persons whose activities constituted the basis for the Commission's refusal to renew the

license. Quite apart from the matter of the finality with which we regard our decision, we find nothing in this proposal which persuades us to alter our previous conclusion. We hold to our views regarding the responsibility of licensee corporations, and to our finding that WOKO, Inc., is not qualified to receive a renewal of license."

### Van Curler's Application

In calling for consideration of Van Curler's application, Durr said:

"The Commission has concluded that because of the 'uncertainties' as to the availability of these facilities, a proper regard for the public interest requires us to defer action on the Van Curler application until any person desiring to file for the facilities to be vacated by station WOKO is afforded a reasonable opportunity to do so. But do not 'uncertainties' as to the availability of facilities exist in the case of all broadcast applications filed with the Commission, particularly where an applicant is seeking a radio frequency in use by an existing station? I can see no peculiar 'uncertainties', either in law or in fact, which set this particular case apart from all others.

"The logic of the Commission's memorandum opinion and order, as I understand it, would mean that because of these 'uncertainties' any successful applicant for a frequency used by an existing station would, even after his case had been carried to the Supreme Court of the United States and there sustained, and notwithstanding the merits of his own application, be thrown into a second competitive hearing with all who might see fit to apply, merely because doubts had previously existed in their minds about his chances of winning his case. The sheer cost and delay of two—and perhaps even more—runs through the administrative and judicial mill would be so burdensome as, in practical effect, to nullify the rights which the Communications Act has given."

Although pointing out that the Supreme Court agreed that the FCC has the clear legal right to deny WOKO a license, Commissioner Jett said "it is equally clear that it is our responsibility to determine whether this legal power should be exercised to put the station off the air. Serious consideration should be given to this question before the Commission entered its original order."

### Gromyko Films on WNBT

First films of Andrei Gromyko, Russian delegate to the United Nations, delivering his attack on President Truman's policy of aid to Greece and Turkey will be shown over WNBT tonight on the "NBC Telescope" at 8 p. m., EST.

Shown as background for the speech will be pictures of the UN Commission investigating conditions in Greece and films of actual guerilla fighting in Northern Greece.

## State Dept. Compares Int'l Shortwave Radio

(Continued from Page 1)

lional broadcasting time for the world, with additional small percentages for Radio Australia and the Canadian Broadcasting Corp.

The United States was second with 9.21 per cent, Soviet Russia third with 6.09 per cent and France fourth, with 3.83 per cent.

Great Britain, according to the survey, was broadcasting in 46 languages, Radio Moscow in 20 and the United States in 24 languages at the end of the year. The U. S. A. began broadcasting in Russian on Feb. 17 and soon will broadcast in Greek, Turkish and Arabic.

Commenting on the need for continuing United States broadcasts abroad, the State Department said that "in the present world situation centralized activity in international voice broadcasting is essential to the protection of the United States interests and commitments abroad and to the building of a peace built upon mutual understanding."

### "True Story" Renewed

Chicago—Libby, McNeill & Libby, through the J. Walter Thompson agency, has signed a 52-week renewal contract with ABC for sponsorship of "My True Story," five-a-week morning, dramatic series, effective April 14.

## CONTROLLING A REMOTE

Baltimore, Md. WFBR did a remote recently. Nothing elaborate—just from a local theatre. But it had been a year or more since a remote was done from that particular theatre—so WFBR engineers and production chief went for a look-see *three weeks in advance of broadcast date!* That is typical WFBR handling—details are of paramount importance.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audience—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

★ ★ ★ COAST - TO - COAST ★ ★ ★

—MASSACHUSETTS—

GREENFIELD—Given FCC authorization for a new FM station, WHAI may have it in operation this fall, according to John W. Haigis, owner. Work on new transmitting towers, and installation of new broadcasting facilities, will begin as soon as materials are received. . . . PITTSFIELD—Robert G. Holmes, of WHAI, Greenfield, has been named chief announcer of WBEC, and Robert T. Gage and Leonard C. Pray have been named engineers. Holmes has been musical director of WHAI and formerly was with WONS of Hartford and WMAS, Springfield. . . . NORTHAMPTON—Edward R. Murrow, vice-president of CBS, will be the commencement speaker at Smith College in June, it has been announced by the office of the president. Murrow will address members of the graduating class and their guests on June 16 on the subject: "America As An Island."

—MICHIGAN—

DETROIT—Booth Radio Stations, Inc., announced last week that their Detroit stations WJLB-AM and WLOU-FM will again serve Detroit with the complete coverage of the Tiger Baseball games sponsored by Goebel Brewing Co. and covered by Harry Heilman, veteran baseball expert and sports announcer. Out of state coverage will employ some 20 stations thru the state via the medium of the Michigan Radio Network. . . . Ernest Bacon, 17, of Mt. Morris, Mich., gum-chewing champ, broke his own record of 100 sticks by cramming 101 sticks of gum into his mouth while appearing on a recent "Anything Goes" musical-variety broadcast over WJR. His assistant, Paul Runnals, 16, of Clio, Mich., aided by offering moral support and unwrapping the sticks. Bud Guest, WJR's special events reporter kept tally on the contest and then tried to get the youngster to whistle "Yankee Doodle" without success. Ron Gamble, emcee, stood by with a scale, ready to weigh the gum.

—MINNESOTA—

MANKATO—What is believed to be a record in coverage of a city election was established the evening of April 1, by KYSM. Within 25 minutes after the polls closed at 8 p.m., the station had checked precincts and notified the new mayor, Rolande Johnson, of his success in the election. By 9 p.m., one hour after voters ended their balloting, the station

broadcast complete returns on the mayor's race, and complete returns on voting for a site for the new Mankato high school. The new mayor gave his acceptance speech to the public at 9:25 p.m. over KYSM. . . . MINNEAPOLIS—The inaugural program of the first FM radio network in the upper midwest was the broadcast of the play-by-play accounts of finalists in the Minn. State High School Basketball Tournament, directed from the Field House of the University of Minn. recently. Dick Siebert handled the first "network" transmission from WTCN-FM, which was picked up via standard FM receiver by KROC-FM in Rochester, Minn. In turn, the signal was then piped to the KROC-FM transmitter for re-broadcast to its listeners.

—MISSOURI—

ST. LOUIS—KMOX was recently presented a citation for distinguished service by the National Conference of Christians and Jews. Award was in recognition of "The Land We Live In" program, a weekly, half-hour historical broadcast sponsored by Union Electric Co. of St. Louis, who shared the honors. The four programs on which award was based were written by Kensington Jones and directed by Jack Sexton, KMOX program director. . . . KANSAS CITY—Latest addition to the news staff of KCMO is Tony Williams, formerly with the news dept. of KFRU, Columbia, Mo. . . . E. K. Hartenbower, general manager of KCMO, was host last week to the Third District Regional Meeting of the ABC stations.

—MONTANA—

BILLINGS—KGHL recently took an active part in warning citizens of eastern Montana of floods which swept that part of the state for two weeks. Special news bulletins were sent out every hour to sufferers from 60 to 150 miles east of Billings. News was kept up-to-date by on-the-spot phone calls from the Sheriff of Yellowstone County. . . . MISSOULA—New account executive at KGVO is Les Sollers, who was formerly with the Wash. National Bank in Kansas and served KGPO in the accounting department before joining the sales force. . . . Two new shows are currently being aired on KGVO. "Missoula Labor News," 10 to 10:15 p.m. Mondays, sponsored by the Missoula Central Trades and Labor Council and "According To The Record," BMI script feature.

—NEBRASKA—

OMAHA—"Tip" Saggau is the new sports editor of WOW. He reports for duty April 14, and succeeds Tom Dailey who resigned to accept a position at Station KWK, St. Louis. . . . Frank Epperson, district construction manager for the Office of Housing Expediter, has announced approval of construction of a new building to house the transmitter of KOAD. Delivery of the new transmitter to replace the temporary one is expected during the year. . . . FREMONT—Dave Phillips has joined the staff of KORN as news editor and special events director.

—NEW JERSEY—

NEWARK—WAAT recently aired "What Should We Do About Our New Foreign Policy?" on their "Junior Town Meeting Program" which is presented every Wednesday, 8:05 to 8:45 p.m. . . . ASBURY PARK—WCAP announced recently that it has inaugurated a new local news program, commencing April 8, five nights a week at 10:45 under the name "Night Extra." The newscaster will be John Gibbons, Ocean Grove, one of the shore's best-known newspapermen. . . . PATERSON—WPAT will carry President Truman's broadcasts on the afternoon of April 12 and April 21, at 1:45 p.m., when he will speak from the main ballroom of the Hotel Waldorf-Astoria, it was announced by James V. Cosman, president of the station.

—NEW YORK—

ELMIRA—New additions to WELM's staff are Ross H. Beatty as sports editor, and Herb Graham as announcer. Beatty was formerly with WSOY, Decatur, Ill. Graham was associated with WEDC and WBEZ, Chicago. As a member of the AFRS, he was chief announcer at the network's Berlin outlet. . . . SYRACUSE—Neal Moylan, program director of WFBL-FM has resigned that post to accept new

duties as program supervisor, Radio Bureau, N. Y. State Dept. of Commerce. . . . Newest addition to the sales staff, WFBL is Smith Binning. . . . UTICA—The prize winning script "Party Line" which won the Dr. Christian Award, was broadcast over WIBX on April 2. Paul Williams of Utica, author of the script was congratulated on his achievement. Williams is currently employed at the Utica Observer-Dispatch.

—CANADA—

MONCTON—Personnel scored twice in recent popularity polls conducted by Radio World, Canadian radio magazine. Joan Marshall, commentator on women's affairs, won the title of "First Lady of Maritime Radio" while Berk Brean, sportscaster, was proclaimed "Most Popular Maritime Announcer." Both will receive plaques as awards. . . . CORNWALL—Newest member of CKSF announcing staff is Richard Hynes of Hamilton, Ont. Hynes recently completed a radio announcer's course at the Rehabilitation Training Center in Toronto. . . . VANCOUVER—The appointment of Jack L. Sayers, formerly commercial manager of CKCF, Regina, as sales manager of CKWY has been announced by Frank Elphicke, manager of the station.

"...for outstanding achievement in program creation and promotion"



To be selected as winner of a Plaque Award by the City College of New York is an honor which KGFJ deeply appreciates. In acknowledging this outstanding Award, we wish to express our thanks also to the following for their splendid cooperation in bringing the Award to "Hollywood House":

LOS ANGELES COUNTY MEDICAL ASSOCIATION  
Stanley K. Cochems, Executive Secretary and Narrator of "IF THEY HAD LIVED"

LOS ANGELES BAR ASSOCIATION  
"THE LAW IS YOUR SERVANT"

David Ballard, Narrator  
Les Ecklund, Writer

PAUL FORREST, Promotion

SUDLER COMPANY  
Advertising Agency who so ably assisted with the presentation

THELMA KIRCHNER, Manager



THE TWENTY-FOUR HOUR STATION • 1230 ON THE LOS ANGELES DIAL

Send Birthday Greetings To —  
April 10  
William B. Dolph Fred Hall  
Haven MacQuarrie Eddie Rubin  
Sigmund Spaeth Mark Warnow  
Eugene Patterson

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 39, NO. 9

NEW YORK, FRIDAY, APRIL 11, 1947

TEN CENTS

## FCC Changes FM Rules

### Additional Grants OK'd By Commission

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday awarded conditional grants to 28 applicants for new FM stations in scattered sections of the country. In addition, the FCC granted a CP for a new FM station to The Huntsville Sales Co., Inc., Huntsville, Ala. Conditional authorizations went to the following:

On Grange Broadcasting Co., La Grange, Ga.; Fulton County Broadcasting Co., Canton, Ill.; Queen City Broadcasting Co., Inc., Boise, Idaho; Western Broadcasting Co. of Baton

(Continued on Page 6)

### Crosley Corp. Gets CP For Dayton Tele Outlet

Washington—The FCC yesterday granted Crosley Broadcasting Corp., CP for a new commercial television station at Dayton, O. Commissioner Clifford J. Durr voted for a ruling in the case. Under the grant, Crosley will operate the tele station on channel No. 5, with visual power of 10 kw., and aural power of 25 kw. At the same time, the Commission authorized conditional grants to eight applicants for new FM stations;

(Continued on Page 4)

### Amusement Park Spots On Six N. Y. Stations

The minute spots and segments in his jockey shows have been bought in total of six New York and New Jersey stations by Palisades Amusement Park for a campaign starting April 14. The Cliffside, N. J., entertainment center opens on Saturday,  
(Continued on Page 2)

### Good Neighbors

NBC International Spanish-language "La Pagina Femenina" will feature a special program, originating from the home of General and Mrs. Dwight D. Eisenhower in Fort Myers, Va., today. Interviewing Mrs. Eisenhower, Mrs. Robert Peterson and other prominent matrons of the nation's capital, the program will be beamed to Latin America at 5:15 to 5:30 p.m.

### Innovation

First press conference ever held by Charlie Chaplin sked Monday at the Hotel Gotham, will be recorded verbatim by WNEW. Ted Cott, station's program director, will observe the off-the-record requests and if needed, edit it for the air, and broadcast over the station at 9 p. m. Otherwise, it will ride exactly as taken place with all questions and answers. Chaplin's new pix, "Monsieur Verdoux" premieres tomorrow.

### ANA Endorses BMB; Start Second Study

Following official endorsement of the BMB by the Association of National Advertisers during its annual convention in Chicago on Wednesday, the BMB yesterday announced five new directors and appointed a committee to carry out its second study. Second study to obtain nationwide uniform measurement of  
(Continued on Page 7)

### E. M. Webster Sworn In As FCC Commissioner

Washington Bureau, RADIO DAILY  
Washington—Edward Mount Webster yesterday was sworn in as a member of the FCC, nominated by President Truman on March 7, to fill the vacancy caused by the resignation of Paul A. Porter, whose term expires June 30, 1949. Commissioner Webster attended his first Commission meeting yesterday.

### "Suffering From Ratingitis" Crossley Tells Market Assn.

In a luncheon speech yesterday titled "This Radio Research Controversy," Archibald M. Crossley, president of Crossley, Inc., said that, "In the use of radio ratings it seems to me that we are not seeing the forest for the trees." Pointing out that the industry is suffering from what he termed "ratingitis, an unhealthy condition," Crossley added that "people gasp for ratings almost like a thirsty man in a desert, and when

### New National Allocation Plan Proposes Class B Outlet On Every 4th Band, Separated By 800 Kilocycles

### FMA Regional Meet Plans Strong Agenda

Some 400 attendees are expected at the first regional meeting of FM interests, to be held Monday in Albany, N. Y., under the auspices of the FM Association. Election of officers for Region No. 1 of the FMA will also take place at the headquarters of the meet in the Ten Eyck Hotel. Additional reservations are reported from both broadcasters and  
(Continued on Page 6)

### Telecast From Submarine Is Successfully Tested

Limitless uses for television in naval warfare were predicted last night by Rear Admiral James Fife, Jr., USN, during an NBC television broadcast from a submarine at the Brooklyn Navy Yard.

Making the prediction in connection with the test  
(Continued on Page 7)

### Networks-RWG Confer; Former To Consider Move

Network and Radio Writers Guild delegations met yesterday to discuss the status of free lance writers with the webs asking for a clarification of  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—In a major decision, the FCC yesterday proposed widespread changes in its FM rules and standards and offered a new nation-wide allocation plan for Class B FM stations.

In general, the new allocation plan provides for a Class B FM station on every fourth  
(Continued on Page 5)

### Major Webs—Outlets Sked FDR Memorial

Three major networks and numerous independent outlets are scheduled to carry memorial services in commemoration of the second anniversary of the death of Franklin D. Roosevelt, which will be broadcast from Hyde Park tomorrow at 4:30 p.m., EST. Broadcast will be under the auspices of the Franklin D. Roosevelt Memorial Foundation.

Program will consist of an open  
(Continued on Page 7)

### KHJ's 25th Anniversary To Be Celebrated Sunday

West Coast Bureau, RADIO DAILY  
Los Angeles—KHJ, which is headquarters for the Mutual Don Lee System in Los Angeles, will celebrate its 25th anniversary April 13,  
(Continued on Page 2)

### Makes Good

Oklahoma City—Never been in radio before and only four days associated with WKY, as promotion director, Paul Hood, together with P. A. Sugg, station manager, and other staffers aired a dramatic account of the devastating tornado which swept across part of Texas and Oklahoma and claimed over 150 lives. Mobile unit was used for the purpose.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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★ COMING AND GOING ★

SYDNEY H. EIGES, manager of the press department at NBC, will return tomorrow from a business trip to San Francisco and Denver.

TED OBERFELDER, assistant director of promotion and advertising at ABC, leaves tomorrow on a business trip of one week in Miami, where he will confer with executives of American network affiliates. Then he'll go to Chicago on a similar mission and will return to New York Thursday, Apr. 24.

ROGER FORSTER, announcer on "Linda's First Love," goes down to Winston-Salem, N. C. today. He'll be back in time to resume his chores on the program next Monday.

BEN SELVIN, head of artists and repertoire for Majestic Records, Inc., off today for Chicago, where he will spend four days recording George Olsen and his orchestra.

ROBERTO UNANUE, assistant director of Latin-American relations for CBS, is back at the network following a two-week motor trip to Florida.

FRANK M. LOKEY, formerly program director at WKLX, Lexington, Ky., has arrived in Staunton, Va., to take over his new duties as announcer on the staff of WTON.

GERTRUDE BERG is spending some time in Boston.

BILL TODMAN, co-producer with Mark Goodson of "Winner Take All" heard on CBS, is back in town following a vacation spent in Miami.

BILL SCHUDT, eastern division manager on the station relations' department of CBS, has left on a trip to the midwest that will keep him away for about a month.

GORDON GRAY, who recently took the post of assistant general manager and director of sales at WIP, Philadelphia, and MURRAY ARNOLD, program director of station, which is the Mutual outlet in the Quaker City, spent yesterday in New York.

DORIS CORWITH, assistant to the manager of NBC's public service department, with her husband, WILLIAM CORWITH, New York real estate agent, and niece, JOY CORWITH, of "Look," leave tomorrow by plane for a vacation of one week in Bermuda.

JAMES MELTON, FRANK BLACK and other members of the "Harvest of Stars" program company, are in Seattle, from which point Sunday's shows will be broadcast.

DON LERCH, director of agricultural broadcasts at CBS, has arrived in town from Washington, D. C., to address the annual meeting of the Agricultural College Editors Assn., which will be held today at the Hotel Commodore.



260 Years of Safety

That's a shot of the lighthouse at St. Agnes Island, Isles Scilly. It was built in 1680 and some time ago it was converted into a home.

That's a lot of years to guide ships away from reefs . . . and to keep them on the deep-water route.

And maybe we're a little far headed to compare our radio "safety" record with such an old time beacon . . . we've only been at it for six years.

But smart radio time buyers know that to play safe in Baltimore . . . all they've got to do is put W-I-T-H on the list. It delivers.

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

And Baltimore, in case you didn't know, is a 5-station radio town and the 6th largest city.

You'll get to port safely . . . with W-I-T-H. Try it and see.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-R

FINANCIAL

(Thurs., Apr. 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

KHJ's 25th Anniversary To Be Celebrated Sunday

(Continued from Page 1)

and at the same time Lewis Allen Weiss, vice-president and general manager of Don Lee will celebrate his 25th wedding anniversary. Among the historical "firsts" is "California Melody" which started on KHJ in 1930, and is still on the air for that station, and the fact that that was the first station to present a variety show, also first in presenting the weather reports, a sponsored symphony orchestra, a quiz show, and a program of the Children's Hour.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 Kc.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

Networks-RWG Confer: Former To Consider Move

(Continued from Page 1)

the guild's request that it be recognized as bargaining agent for free lancers. Although there are several new policies the guild is advocating, the most immediate is that the webs open negotiations for a guild shop covering free lance writers.

No decisions came out of the meeting yesterday but the networks were reported to have promised to contact guild representatives by next Thursday, April 17, possibly for setting up another session. Whereas RWG maintains that it represents practically all radio writers the networks point out that the guild is not certified by the National Labor Relations Board as being a bargaining agent for free lance writers and that so far it does not recognize RWG as representing a unit. The webs told the guild yesterday, however, that they would consider the matter further.

SRL Show On WNEW

WNEW in co-operation with the Saturday Review of Literature begins a Sunday night series, 6:35 p.m., on April 13 titled, "Let's Balance the Books." Louis Untermeyer will serve as moderator each week. Format is somewhat of an "Information Please" type of show adapted to a program on books. A three-man panel every week will consist of both book authorities and laymen and the studio audience will also participate.

New Distributors Set

Announcement has just been made by Charles Weisser, sales manager for the Emerson Radio and Phonograph Corp., of the appointment of three new distributors for the distribution of Emerson Radios in their respective territories. The firms are: Brown, Rogers, Dixon, Columbia, South Carolina; Edgar A. Brown Co., Cleveland, Ohio; and Hughes, Peters Co., Cincinnati, Ohio.

Amusement Park Spots On Six N. Y. Stations

(Continued from Page 1)

April 19. The 13-week contracts were placed by Robert Feldman, Inc.

In addition to spots on WOR and the Art Ford record show on WNEW, the sponsor is using three 15-minute periods a week on "Ted Husing's Bandstand" over WHN and three 10-minute segments weekly on WMCA via the Wain and Baruch stanza. Account placed with WAAT, Newark, calls for six 10-minute periods a week during Paul Brenner's program. Bob Carter's record show on WPAT, Paterson, will devote 5-minute daily stanzas to the amusement park. All of the disk jockeys will make guest appearances at the park during opening night on April 19.

Brewery Renews On Yankee

Boston—Beverwyck Breweries, Inc. for Beverwyck Beer has signed with the Yankee Network to renew its sponsorship of the 11 to 11:10 p. m. edition of the Yankee Network News Service broadcasts on Monday, Wednesday and Friday nights. Contract calls for a renewal for the full year.

WHERE'S CASEY?



**RADIO CAMPAIGN  
FOR 1947**



**TWENTY SECONDS SPOTS**

John Reed King  
Len Sterling  
Dan Seymour  
Ford Bond  
Tom Shirley  
Ed Herlihy  
Harry Wismer  
Richard Stark  
W. Van Voorhees  
Charles Stark  
Bill Stern  
Jackson Beck  
Win Elliot  
Frank Gallop  
George Hicks  
Tony Marvin  
Milo Bolton  
Johnny Olson  
Hugh James  
Lyle Van

**ONE-MINUTE MESSAGES**

Kate Smith  
Eva LaGallienne  
Frederic March  
Jennifer Jones  
A. J. Cronin  
F. H. LaGuardia  
Ralph Bellamy  
Ralph Edwards  
Danny Kaye  
Mrs. F. D. Roosevelt  
Carole Landis  
Jack Dempsey

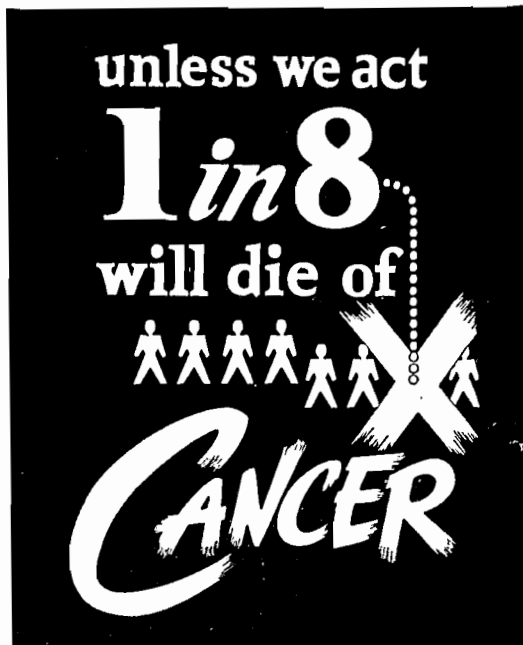
**FIVE-MINUTE MUSICAL  
PROGRAMS**

Boyd Raeburn  
Mills Bros.  
Buddy Clark  
Stan Kenton  
Elliot Lawrence  
Fred Waring  
Larry Adler  
Jean Sablon  
Vaughn Monroe

**SPECIAL FIFTEEN-MINUTE  
DRAMATIZATIONS**

Aldrich Family with Ezra Stone  
Mayor of the Town with  
Lionel Barrymore  
One Man's Family

**12 FOREIGN LANGUAGE  
ANNOUNCEMENTS**



**JOAN DAVIS**



**JAY JOSTYN**

**This year 184,300 Americans will die of  
cancer . . . one every three minutes**

*These are not "just statistics"  
—these are your neighbors*

As tragic as these figures are, it is even more appalling to know that many of these deaths will be needless.

**THOUSANDS MIGHT HAVE BEEN  
SAVED THROUGH KNOWLEDGE**

Even on the basis of today's knowledge, medical authorities tell us that 30 to 50% of cancer's victims may be saved through early recognition and prompt, effective treatment.

**WILL YOU HELP SPREAD THE  
KNOWLEDGE THAT WILL  
SAVE LIVES?**

By an Act of Congress, April has been designated as Cancer Control

Month. During April the American Cancer Society must raise at least \$12,000,000 to continue the vast program of RESEARCH . . . EDUCATION . . . SERVICE.

**USE THE TRANSCRIPTIONS  
WHICH HAVE BEEN  
SENT TO YOU!**

Join with the members of your own community who are enlisted in this life saving crusade.

*"This is more than  
public service of the highest order.  
It is a campaign to  
save lives"*

**AMERICAN CANCER SOCIETY**

*Norman Winter, National Director of Public Relations*

**47 BEAVER STREET, NEW YORK 4, N. Y.**

# LOS ANGELES

By RALPH WILK

COMEDY situation show recently auditioned plattered by Bernard J. Prockter Radio Productions, titled "Korn Koblbers Kornival," written by Alan Sands.

Craig Rice, authoress of ABC's "Murder and Mr. Malone," began a newspaper book review column, with the column appearing locally in the Los Angeles Daily News. The reviews will appear every two weeks.

Benson Inge, Director and Press Department of Ted Bates, Inc., received American Public Relations Association's "Anvil of Public Opinions" in field of personalities for 1946 at Association's Annual Award Luncheon in Waldorf Astoria, April 9. Bates campaign was on launching Dennis Day's radio program.

Ken Carson and Henry Russell are recording Russell's new song, "I Miss Those Little Things," for Coast Records.

Fred M. Jordan, executive vice-president of Buchanan & Company, Inc., announces the selection of Roland E. Jacobson as manager of the agency's Los Angeles office, to replace Robert Lee, resigned. Jacobson has been with the agency for three years, as account executive on Title Insurance & Trust Company, Paramount Studios, Hollywood, the Department of Water & Power, Los Angeles, and other accounts of the agency.

Hollywood Publicity Associates, studio press agent group, is going to have its own radio program to advertise itself and incidentally add to the exchequer. Format will be a screen gossip forum to dish the dirt on how are things in Hollywood.

Permanent crew will be several members of H.P.A., with guests including two studio publicists, a star or starlet and a leading columnist from a local daily or trade paper. H.P.A., is offering the package and reports several sponsors and agencies already nibbling at the bait.

## Crosley Corp. Gets CP For Dayton Tele Outlet

(Continued from Page 1)

they include the KCKN Broadcasting Co., Kansas City, Kans.; Binghamton Press Co., Inc., Binghamton, N. Y.; The Fort Industry Co., Lima, O.; Altoona Broadcasting Co., Altoona, Pa.; The Valley Publishing Co., Harlingen, Texas; Valley Evening Monitor, Inc., McAllen, Texas; Dairyland's Broadcasting Service, Inc., Stevens Point, Wis., and Wisconsin Rapids, Wisc.



### Broadway Bulletin Board. . . !

● ● ● The Walter Winchell-WNEW deal (whereby the station proposed to rebroadcast WW in transcribed form) has chilled, with ABC invoking an old FCC regulation which forbids the rebroadcast of a program without permission of the originating outlet. . . . Bob Crosby and his orchestra signed for summer Campbell show to emanate from the coast. . . . Mrs. Joseph Stillwell is turning down all bids at this time from publishers for her husband's diary. . . . Humphrey Bogart has signed a deal with Mark Hellinger whereby he gets 50 per cent of latter's future independent productions. . . . Spike Jones readying a radio package designed after his Musical Depreciation Revue (a 2½ hour Hellzapoppin' in music) with which he's been shattering records throughout the Midwest. . . . Film factories not the only ones who swap stars. Recording outfits are also on the quid pro quo, whatever that means. Columbia's Pearl Bailey moved over to Capitol for "St. Louis Woman" album, and Capitol's Pied Pipers hopped over to Columbia to keep Sinatra company on a discing. . . . "20 Questions," in our opinion, is making a big mistake in not sticking exclusively to people, instead of having questions on inanimate objects, etc. Who gives a hoot about the bed you get up on the wrong side of—the light in a refrigerator—or the chains that bound Columbus when he was being returned to Spain, etc.



● ● ● THOUGHTS WHILE DIALING: No place harbors more radio folk with their hair down than the NBC drug store, except maybe the luncheon spot in the CBS bldg. Strange how a celebrity becomes the guy who lives next door when he has a face full of tuna-on-rye. . . . No sustaining series of programs in chronological sequence ever approached the old CBS night time array that spotted Reis & Dunn, Kate Smith, Crosby and Downey in a row. . . . Radio has proven a very tough medium for some very funny men. Victor Moore, Bert Lahr and Groucho Marx, to mention a few, have yet to make the kilocycle grade. . . . There must be a feature story in the people who call up after-midnight microphoners and request certain recordings. . . . Can't understand why commentators who ape Winchell's delivery don't at least imitate some of the top-flight material he uses. Come to think of it, no fictional B'way columnist out of any movie looks, talks or acts more like a B'way columnist than double doubleyou.



● ● ● CUFF NOTES: Midge Polesi decided the other day to fly out to Calif. to surprise her brother, a lawyer, out there. Only trouble was that he got the same urge the same day and flew in to N. Y. . . . Bill Gernant, popular "County Fair" producer, in town with his new show tagged, "Moods By Laura," which has attracted plenty of agency interest. . . . Joe Hasel's book on the Dodgers, "Baseball's Beloved Bums," will be published by the Norman Weiser publishing outfit. . . . Betty Lee Hunt joining Will Yolen's publicity emporium. . . . Georgia Gibbs was offered the lead in "Finian's Rainbow," as Ella's replacement, on the strength of two Finian tunes she recorded for Majestic—"Glocca Morra" and "Necessity." She had to nix the offer on account of the coming Pabst show. . . . Mose Gumble's "April Showers" has zoomed to the top of the Peatman sheet—not bad for a revival.



● ● ● MAIN S-TREATS: Louie Sobel's great yarn on Joe E. Lewis in the April True mag. . . . Berry Kroeger's narration on "Big Story." . . . Bret Morrison's baritoning at La Martinique. . . . Jack Smith's version of "Guilty." . . . NBC's howlariou "Life of Riley." . . . Sen. Ford's breezy "Can You Top This?" . . . Angie Bond Trio at the Mermaid Room. . . . Lloyd Shaffer's musical master-minding on the Supper Club.

# CHICAGO

By NAT GREEN

FRANK De ROSA, formerly of the NBC central division general office, has been made assistant manager of the local sales traffic department.

Lowell Thomas, CBS newscaster currently on tour, is broadcasting from the WBBM studios here on April 10 and 11.

Zenith Radio Corporation has separated its sales promotion and advertising departments, and has appointed David H. Grigsby sales manager and William E. Macke, advertising manager.

The Jack Benny program will be broadcast from the Eighth Street Theater in Chicago on May 11.

A new music and sports program will make its bow on WBBM April 12, 6 to 6:15 p. m. Titled "This Week In Chicagoland," it will summarize the outstanding news and sports events of the week, with John Harrington at the mike. In the rhythm department the Bennett Sisters will offer novelty tunes and Jack Searl pop ballads. A four-piece instrumental combo will furnish musical background. Billy Leach will emcee the show, and John McCormick will handle the commercial announcing. Monarch Brewing Co. is the sponsor.

## NATURAL PROGRESSION

Baltimore, Md. When, through death, a top sales job was vacated at WFBR last year a basic WFBR principle went into effect. Everyone moved up a notch. Natural progression—no high-pressure "outsider" was brought in for the big job. That's the way things work at WFBR—and it's one of the big reasons WFBR's staff enjoys working here—they're "comfortable" in their jobs.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audience—product displays—all the pluses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

LEAVE IT TO MIKE  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N.Y. PE 6-8600

**NEW STATIONS**

**WBEC Joins ABC**

WBEC, Pittsfield, Mass., has gone on the air as an ABC affiliate. The station's official family includes: L. Spates, general manager; L. Coleman, Jr., chief operator; W. Wendell Budrow, commercial manager; John W. Williams, representative; Lucien E. Dupont, program director; Robert G. ... as, chief announcer; Dana W. ... as, James H. Queeney, and ... as B. Gilson, announcers; Leon ... Pray and Robert T. Gage, transmitter and studio engineers, and Arlene Wood, continuity writer.

**KTRM Operating**

KTRM, Beaumont, Tex., is now broadcasting daytime with a power of 500 watts on a frequency of 990 kc. The station is held by seven men, all formerly connected with KRIC. Staff members include Jack Neil, manager; ... Kirk, commercial manager; ... S. Trum, program director; ... D. Shotts, announcer; Ben F. ... as, chief engineer; Derrill ... pson and M. A. Lewis, engineer. Other staff members are Clark ... announcer; Virginia Moon, ... and Georgia Jackson, secre-

**KTYW Becomes KIMA**

Station KTYW, CBS affiliate in ... ia, Wash., has changed its call letters to KIMA, it was announced ... week by Robert V. Akerberg, vice-president in charge of sta- ... relations. As KTYW, station ... the network Jan. 1, 1945, and ... ed on 500 watts, full time, 1460 ... ation is owned and operated by ... cascade Broadcasting Co., with ... e Black as general manager.

**WENE Joining ABC**

Effective July 1, WENE, a new sta- ... under construction in Endi- ... inghamton, New York will af- ... with the American Broad- ... Company as a member of the ... rk's Northeast Group. ... ed by Empire Newspapers-Ra- ... nc., WENE will operate full ... with 250 watts on 1450 kc., and ... ve managed by Keith S. Field. ... affiliation of WENE will in- ... the total number of ABC af- ... s to 247.

**"Blackie" Shifting To WOR**

"Blackie," sponsored by ... ston Blackie," sponsored by ... beer weekly over WJZ, will ... to WOR on May 7 and will ... aired Wednesday nights from ... p. m., it was announced yes- ... by R. C. Maddux, WOR sales ... e, and Edmond Acree, director ... ertising for the beer company. ... show, featuring Richard Koll- ... is now broadcast over WJZ ... ay nights from 7:30-8 p. m. ... y is Paris & Peart. ... ston Blackie" made its debut ... WOR in April of 1945. It moved ... JZ in September of the same

**New Nat'l Allocation Plan For FM Proposed By FCC**

(Continued from Page 1)

channel, instead of on every other channel as exists now. Class B stations will be separated by 800 kc. instead of 400 kc. as at present. "In no case," the FCC said, "has the number of Class B channels in an area been reduced in this proposal from that listed in the previous plan."

The Commission scheduled a hearing on the proposed changes on May 8 and 9.

The major reason for the changes was the present and anticipated interference of FM stations under the present channel separation. At the present time, 34 stations in 13 cities are in operation on channels that are 400 kc. away from other stations operating in the respective cities. Although listeners have reported few cases of interference to the FCC, the Commission said, several broadcast stations have reported such cases in their cities. In some instances, the FCC said, interference has not been reported but "difficulty has been experienced in identifying stations close together on the dial."

**Would Intersperse Class A and B**

The changes proposed in the FM rules and standards would intersperse Class A and Class B stations in order to provide a normal minimum separation of four channels or 800 kc. between Class B stations in a city or immediate area. A minimum of 400 kc. separation would be used between Class A and Class B stations in adjacent cities in a few areas where the demand requires. It is expected, however, that only in a few areas will it be necessary to employ this minimum separation. In these cases it is expected that the difference in power between the two classes of stations will limit the interference to the Class B station to a small area around the Class A station, and will permit the Class A station to serve its community and adjacent area.

The proposed changes would provide for the allocation of Class A stations in the same manner as Class B stations with respect to interference contours, instead of the simpler mileage separation method now used for Class A stations.

The proposed changes in the rules and standards, the FCC said, would improve the performance of FM receivers now in use and would "in no way retard FM receiver production." Likewise, the FM transmitters in use would require readjustment only, and new station construction would be only slightly affected. In view of the limited number of FM stations that have completed full construction, the Commission said, it appears that changes in frequency assignments may be made at this time without causing substantial expense to the stations now on the air or under construction.

At the present time, approximately 200 stations are either licensed or authorized to operate on an interim basis, and of these, between 20 and 25 per cent have completed full antenna construction. Since FM trans-

mitting antennas normally may be used for any channel in the FM band, readjustment or retuning is usually all that is required. With respect to stations operating with temporary antennas, it is not contemplated that frequency changes would have to be made in most cases until the permanent antenna is installed. The expense involved, therefore, would usually be limited to that required for transmitter crystals and recalibration of the frequency monitor, the FCC stressed.

The reservation of Class A and Class B channels would not be affected by the adoption of the proposed changes in the rules and allocation plan, except that the four Class A channels to be reserved would be 224, 240, 272 and 288, instead of 297, 298, 299, and 300.

Pending final adoption of the proposed amendments to the rules and standards, stations which are now in operation or which request authorization to begin operation may request special temporary authorization for a frequency assignment under the proposed allocation plan. In cases of conflict in such requests for channels, preference will be given to stations now in operation, except where transmitter location makes it desirable, from an engineering viewpoint, to assign another channel, the FCC ruled.

New channel assignments proposed by the Commission include those in the following major cities.

New York City area channels, 234, 238, 242, and so on through 298, every fourth channel; Chicago, 222 through 290; Los Angeles metropolitan district, 222 through 294, and channel 299; San Francisco-Oakland metropolitan district, channels 227 through 295; Boston, including Waltham, 225, 233, 241, 245, 253, 273, 277, 281, 269, 294; Philadelphia, 223, 227, 231, 239, 243, 251, 271, 275, 279, 287, 291, 295; Washington, D. C., 230, 242, 246, 254, 258, 262, 266, 278, 286, 290, 297.

**Movie Dramatization Offered As 2-Hour Show**

A two-hour transcribed radio dramatization of "Arch of Triumph," featuring the voices of all principals of the Enterprise release, will be offered for purchase or a network dramatic show. Designed for two consecutive weekly broadcasts, the show will be set for the weeks prior to release of the David Lewis production in the U. S. Ingrid Bergman, Charles Boyer, Charles Laughton, Louis Calhern, Ruth Warrick and Roman Bohnen are to participate in the recording.

**Marble Subs For Godfrey**

Harry Marble, CBS announcer, will pinch hit for Arthur Godfrey's early morning show over WCBS when the latter begins a month long vacation April 23. Program is heard daily from 6-7:45 a.m.

**AGENCIES**

THOMAS C. FLYNN has joined the radio staff of V. I. P. Service, Inc., to handle publicity and production, William Murphy, the company's secretary and treasurer announced yesterday. Flynn was formerly with CBS and Sheldon, Morse, Hutchins and Easton, public relations firm.

MARTIN FLEER, publicist, has been appointed radio director of the Morison Norrell Agency.

McCANN-ERICKSON'S Rio de Janeiro office has been appointed by the First National Bank of Boston to handle the advertising of their first Brazilian branch, to open in Rio around April 15th. The same division of the agency has been engaged by Companhia Brasileira de Artefatos de Metais to place the advertising of their silverware and aluminum cooking utensils.

DIVISION OF INDUSTRIAL SHOWMANSHIP, Maldwin & Mermey, has been retained by Carl Reimers Agency to design and execute the Horvath Mills, Inc., exhibit scheduled for the International Textile Exposition, Grand Central Palace, New York, June 2-7. Under the Division's director, Alfred Stern, the Horvath exhibit will be designed by Morton Haack of Hollywood. It will dramatize the wide variety and uses of Horvath fabrics.

THE GOLD MEDAL, presented annually to the student who writes the best essay on "What I Got Out of the Advertising and Selling Course, of the Advertising Club of New York," was won by Ralph P. Stephens, New Yorker magazine; Henry A. Shull, Pharma-Craft Corporation, won the silver medal, with the bronze medal going to Eugene H. Kummel, John Hudson Moore, Inc.

M. H. SCHRADER has resigned as director of promotion and public relations for the magazine, United Nations World. He will remain in association with Fred Smith, Inc., advertising and public relations consultants.

**Davoll On WOR May 4**

Alan Davoll & Co., plastics firm using the trade name Alda Products, begins its sponsorship of the 2-5:45 a.m., record show over WOR on May 4. The 13-week contract was placed by Levy Advertising Agency in Newark. Disk jockey Eddie Newman has been signed to handle the show, replacing Bill Berns, who took over from Barry Gray. Berns will leave the all night show on April 20 but will be given another spot by WOR.

**WPDQ's**  
**TIME-BUYERS JACK POT**  
 THIS WEEK'S WINNER  
**LILLIAN SELB**  
**FOOTE, CONE & BELDING, INC.**  
 Next Week ? ? ? ?

## FMA Regional Meet Plans Strong Agenda

(Continued from Page 1)

manufacturers indicating a strong interest in the future of FM broadcasting, according to J. N. Bailey, executive director of FMA.

Bailey, already in Albany taking care of last minute details, said the meeting, which starts at 10:30 a.m., and continues throughout the day, will be one of widespread interest and that several important announcements vital to the FM situation are expected to be made by participants.

Following an address of welcome by Leonard L. Asch, temporary chairman, and the response by Roy Hofheinz, president of the FM Association, those attending will witness the premiere of General Electric's technicolor film, "Naturally It's FM." This will be followed by an FM broadcast of a special NBC Symphony program from WGFM, Schenectady, after which Prof. Edwin H. Armstrong, inventor of FM, will speak on "Development and Future of FM."

### Panel Discussions

A panel on FM concludes the morning session. Participants will be Jack Gould, radio editor of The New York Times; Fritz Updike, publisher of the Sentinel, Rome, N. Y.; Bruce Robertson, senior associate editor of Broadcasting magazine; Carlos Franco, of the Young & Rubicam agency, New York; Richard P. Davis, general manager of H. S. Barney Company, Schenectady; Helen Wood, managing director of WIBX and WIBX-FM, Utica, N. Y., and a Schenectady housewife.

Harold E. Blodgett, vice-president of WBCA, Schenectady, will be toastmaster at the luncheon, where the principal address will be made by George E. Sterling, chief engineer designate of the Federal Communications Commission.

Remarks will follow by Hofheinz, Leonard H. Marks, general counsel of the FM Association, and Bailey, after which Everett L. Dillard will speak on "Potentialities of an FM Network." Dillard is president of the Commercial Radio Equipment Company, operators of WASH, Washington, and KOZY, Kansas City.

### Fax Panel Scheduled

A panel on facsimile will follow, the participants being John V. L. Hogan, president of Radio Inventions, Inc., and Capt. W. G. H. Finch, president of Finch Telecommunications, Inc.

Before the election of officers of Region No. 1 of the FM Association, which concludes the meeting, a panel on FM programming will be conducted by Elliott Sanger, WQXQ, New York; Morris Novik, radio consultant; Raymond F. Kohn, WFMZ, Allentown, Pa., and Thomas F. McNulty, president of WMCP, Baltimore.

### Joins WLIB Sales Staff

Milton Lasker, formerly with the sales department at WORL, Boston, has joined the sales staff of WLIB.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Sam Fox Music Publishing Co., publishers of the "Brigadoon" score has a definite Hit Parader in the tuneful "Almost Like Being In Love." . . . ● Naomi Wright, cheerful earful of the WHN "Gloomdodgers" series, is a protege of Connie Haines. . . . Naomi got her big break when she won an Arthur Godfrey "Talent CBScouts" program several months ago. . . . ● You'll soon be hearing this ditty a-plenty . . . titled "Sunday Kind of Love," it was originally published by Ork Pilot Louis Prima and now the plug tune at Peter Maurice & Co. . . . songs like this make Happy Godday, happy-go-lucky. . . . ● Dorsey Brothers Music have a new Don George-Allie Wrubel ballad which can make the grade . . . song is "To Me," featured in the Charles R. Rogers-United Artists flicker, "The Fabulous Dorseys." . . . ● Credit Scriptor Matty Brooks with sparkling lines . . . we mean the easy-to-listen-to chatter of Eddie Foy and Eddie Duchin on the NBC Coast-to-coaster "Kraft Music Hall," Thursdays. . . . ● The two Maxies—Baer and Rosenbloom—will moirer the King's (the Queen's and everyone else's) English starting next Friday when they open in the new Spring Revue at the Vanity Fair in Gotham. . . . ● Howard Phillips and Bob (Jimmy Dorsey Vocalist) Carroll have placed their riff-ballad "I Ain't Talkin'" with Leeds Music.

☆ ☆ ☆

● ● ● Now that Barry Gray is on during the day, he's stopped his destructive type of criticism which was the feature?? of his all-night program . . . he has a long way to go, however, to live down his reputation as "Razz" Barry Gray. . . . ● Peerless Music has just printed copies of "Have a Cigar," written by Jimmie Franklin, Abe Frohman and Jimmy LaMarge. . . . ● Dennis Morgan will warble "Don't Care If It Rains All Night," in the forthcoming Warner Film, "Two Guys From Texas." . . . ditty was pounded out by Sammy Cahn and Jules Styne. . . . ● Martin Block, whose firm had several hits including "Waiting For The Train To Come In" and "This Is No Laughing Matter," before becoming inactive, plans to re-activate his music firm . . . he'll move his main office to the coast. . . . ● Harold Spina's new ditty "Santa Catalina," sounds to us like another "San Fernando Valley."

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● ● ● Clarence Gaskill has placed his "Close The Door, Dora" (sound effects and all) with Paul-Pioneer Music Corp. . . . Clarence, who made "Minnie" (the Moocher) an international favorite, thinks the world will learn to adore Dora. . . . ● At the Waldorf's Wedgewood Room they were discussing a phony Hollywood producer . . . "The only film he ever produced," remarked Tito Guizar, "is still on his teeth" (biting sarcasm, no?) . . . ● Ten Finalists have already been chosen in the Paul Lavalle National Music Scholarship Contest . . . the winning student will be identified late this month via the "Highways In Melody," NBC Commercial. . . . ● Hobo News, refers to songwriter-singer Bobby Gregory, as the "Sinatra of the Hoboes." . . . Incidentally, Bobby's "Hobo Album" for Apollo is nearing the 50,000 mark in sales.

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● ● ● **ON AND OFF THE RECORD:**—Have yourself a chuckle . . . Joan Brooks' initial platter for Diamond is "Take Your Shoes Off, Baby," backed up by "Tonight You Belong To Me." . . . Germaine Sablon, sister of Jean, has been signed to an exclusive contract by Don Gabor of Continental Records. . . . ● Chalk up as a brisk-disk Sarah Vaughn's Musicraft platter of "Time After Time." . . . flip-over is an instrumental version of "Moon-faced, Starry-Eyed," featuring Teddy Wilson's piano magic. . . . ● Arthur Murray predicts the early return of the Tango so Coda Records will release a Tango Album featuring the music of Ramon Littee's Orquest Tipica. . . . ● Stan Freeman Trio's first pairing for Rainbow Records, "Glow Worm" reversed with "Kitten On The Keys," easy on the ears. . . . ● Louis Jordan's Decca platter of "Choo Choo Ch'Boogie" has hit the million mark.

## 28 Additional Grants OK'd By Commission

(Continued from Page 1)

Rouge, Inc., Baton Rouge, La.; Wil H. Miller, Painesville, Ohio; Coston Broadcasting Co., Roscoe, Cal.; James B. Littlejohn, of Ogden, U. J. E. Richmond, et al., doing business as Tulare-Kings Counties Radio Societies, Fresno, Cal.; Amphlett Printing Co., San Mateo, Cal.; Clinton Broadcasting Corp., Clinton, Ind.; Broadcast Management, Inc., Bethesda, Md.; R. Doss, Jr., Tuscaloosa, Ala.; McClatchy Broadcasting Modesto, Cal.; Birney Imes, Jr., Meridian, Miss.; Gale Broadcasting Inc., Oak Park, Ill.; Batavia Broadcasting Corp., Batavia, N. Y.; C. Associates, Inc., Buffalo, N. Y.; I. Wyszatcki, trading as Greater Broadcasting Co., Buffalo, N. Wyoming Valley Broadcasting Wilkes-Barre, Pa.; Greenville Broadcasting Co., Greenville, Tenn.; Valley Broadcasting Co., Chattanooga, Tenn.; Robert W. Rounsaville, Cleveland, Tenn.; Citizens Broadcasting Co., Abilene, Texas; Claudia T. Johnson, Austin, Texas; Sky Broadcasting Service, Dallas, Texas; Arlington-Fair Broadcasting Co., Inc., Arlington, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.; Central Broadcasting Co., Wausau, Wis.

## WBRK Sets Tie-In Plan With MBS' "Amer. Forum"

Community participation in Mutual's "American Forum of the Air" (Tuesday, 9:30-10:15 p.m., EST) is being plugged by network executives as a result of a local-forum experiment conducted recently by WBRK Pittsfield (Mass.) affiliate and considered to be "most successful."

WBRK experiment consisted of organization of 24 civic, social, religious and labor-management groups discussing, for themselves prior to work air time, the topic scheduled for the "Forum." Special time-period, ranging from 15 minutes to half-hour, depending on the extent of local opinions offered, is given WBRK to a representative unit from these groups to present their "Pittsfield" forum after the web program has been aired.

Format of the MBS affiliate plan being sent to all 400 stations of network to use as a basis for public service shows. Web officials are of the opinion that with formula local views of national issues can be resolved "more satisfactorily" for all American communities and in this way provide a "truly accurate sounding board on public opinion."

### New Automatic Turntable

Arnold B. Hartley, WOV program director, and Hillis W. Holt, manager of technical operations, have received a patent on their new invention, the Hartley-Holt automatic turntable. Device allows playing either 78 rpm or 33 1/3 rpm records without changing the turntable speed.



## ANA Endorses BMB; Start Second Study

(Continued from Page 1)  
 bn and network audiences, is scheduled for March 1948. Preliminary preparations are now under way.  
 The new directors represent three elected by the NAB and two by the NAB's members are: Hugh Beville, Jr., director of research for NBC; E. P. H. James, manager of operations for Mutual, and a Terry, manager of KLZ, Denver. Beville and James have previously served on the BMB technical committee. The two ANA representatives are: R. E. Davis, manager of research for Goodyear Tire & Rubber Co., and Albert S. Dempe, assistant to the director of advertising sales promotion of the Celine Corp., of America. These two observed on the BMB technical committee. Lowry Crites, director of media of General Mills, whose term expired, was re-elected. Recommendations have been made on the technical committee.  
 A six standing committees for the second study have been re-

**ANA's Resolution**  
 Text of ANA's resolution follows: **RESOLVED** that ANA is grateful to the broadcasters who, by having placed BMB, evidence their desire to provide advertisers with factual, unbiased, uniform audience information and be it further **RESOLVED** that ANA advertisers will make extensive use of BMB to increase the effectiveness of radio advertising; and be it further **RESOLVED** that ANA thank its representatives on the BMB and committees for their effort toward solving the numerous problems involved in making the study; and be it further **RESOLVED** that ANA endorses the spirit of self-analysis, which uses continuing improvement of BMB; and be it further **RESOLVED** that ANA regards continuation of BMB and the making regular nationwide audience measurements an absolute necessity for efficient and effective use of radio advertising and urges every broadcaster to subscribe to the second study, to be made in March 1948, in act of enlightened self-interest and be it further **RESOLVED** that a copy of this motion be sent to NAB with a request that it be distributed to broadcasters as evidence of ANA's esteem and their support of BMB."

**"Charade" Show Packaged**  
 Wyn Elliot, MC of "County Fair" has a new packaged radio adaptation of his game charades called "The Charade," which NBC has auditioned for summer replacement. Auditions have already been cut at New York and teams on the program include Candy Jones, Ogden Nash, Stoopnagle, Danny Ocko, Phil Hildge and Shirley O'Hara. Elliot is MC of the program.

## "Suffering From Ratingitis" Crossley Tells Market Assn.

(Continued from Page 1)  
 minute is 93 or 94. The speaker stated that radio and agency execs should get down to the serious analysis of what radio does not offer the advertiser, rather than too much emphasis on what it does provide. "Too many conclusions," he said, "cannot be drawn from a mere counting of noses."  
 Speaking of a more comprehensive program for radio research, Crossley suggested the first essential is a true cross section of individual men and women in the U. S. of all ages, locations and economic levels. He said that radio is a medium bought to cover markets for goods and that those markets divide into classes depending upon the goods. "When an advertiser pours hundreds of thousands or millions of dollars into the clinking tills of the broadcasting companies," Crossley said, "he has a right to a lot more than he has been getting in the way of information. Market coverage studies and many more things have got to come, and soon."  
 The second essential, the speaker

continued, is a sound approach to the research program in the light of real needs—not high powered salesmanship but help to the advertiser. He said, "Directly upon the networks the responsibility lies to determine whether their research will be designed to paint the rosier picture for them or the truest picture for the advertisers."  
 In opening his speech, Crossley stated that, "So far as talent and general publicity are concerned, the principal controversy today seems to be whether you are a Hooper-droop or a super-duper-Hooper." He added, however, that "As Hooper well knows, I am not and never have been among those who wanted to see him out of business. He has done a magnificent job and deserves full credit and great success." The speaker implied that if he said anything against the Hooper system it was intended only as a difference of opinion. Crossley ended his speech with the note, "A great deal of this radio research controversy is unnecessary if we get back to fundamentals."

## Telecast From Submarine Is Successfully Tested

(Continued from Page 1)  
 tion with the telecast, which was the first ever made from a submerged submarine, Admiral Fife pointed out that video's military possibilities have already been demonstrated by the medium's use in airplanes. "Now we see that it can be taken under the sea in our submarines," he said, and "the implications are tremendous." Visual communications between submarines in enemy harbors and bombers attacking those harbors, target data supplied from the periscope of one sub to others, were among the uses forecast for tele in naval warfare.

**Four Cameras Used**  
 In the telecast, described as one of the most difficult and elaborate ever made, NBC image orthicon cameras covered the complete operation of the USS Trumpetfish as the ship submerged, conducted a simulated torpedo attack and finally surfaced. Three cameras were installed inside the sub and one on the dock beside it. Program was arranged in connection with the Navy's first contract to purchase a submarine on April 11, 1900.

Viewers in four Eastern cities witnessed the telecast as it was relayed via coaxial cable to Washington (in the NBC studios there and over WTTG and via radio relay to Philadelphia WPTZ, and Schenectady, WRGB). In New York it was seen over the NBC's Station WNBT.

During the telecast, Vice-Adm. W. H. P. Blandy, commander of the Atlantic Fleet, announced the appointment of Rear Admiral James Fife as Commander of Submarines, Atlantic Fleet. The two admirals spoke from the NBC Television studio in Manhattan.

## N. Y. "Tele Workshop" Will Have Phila. Branch

Television Workshop of New York, established in 1943, announced this week the formation of the Television Workshop of Philadelphia, with Robert L. Jawer as executive producer. Graduate of the University of Pennsylvania, and a former manager of the University's radio station, Jawer trained with the New York group last year, later becoming its production-traffic manager. At WPTZ, Philco tele outlet, Jawer has assisted in several musical productions. For the past two months he has been production assistant to Irwin A. Shane, head of the New York tele group who will supervise over-all operation of the Philadelphia Workshop.  
 Philadelphia video group will offer five evening courses starting in September with industry execs scheduled to participate. Ernest Walling, manager of WPTZ; Roy Meredith, tele director of WPEN; David Arons, tele director of Gimbel's; Richard Hooper, RCA, and Paul Knight, formerly of Philco, are scheduled to assist in various phases of the instruction.

## Isabella Beach Leaving WMCA

Isabella Beach, WMCA women's commentator from 9:03-9:30 a. m. daily, has resigned from the station, effective April 11. Her future plans have not been announced but deal is pending for her to join another New York station.

New program to fill the spot being vacated on WMCA is titled "Dr. Walter Eddy Speaks," which begins Monday, April 14. Dr. Eddy is an authority on nutrition and home making. Show will have a studio audience several times a week.

## Major Webs—Outlets Sked FDR Memorial

(Continued from Page 1)  
 ing prayer rendered by Chaplain Frank Wilson who was rector of St. James Church in Hyde Park during the late President's lifetime; talk by Henry Morgenthau, Jr., President of the Foundation, to be followed by Mrs. Franklin D. Roosevelt. Concluding the broadcast will be a five minute talk by President Truman which will be piped in from Washington.  
 Networks carrying the program are ABC, NBC and MBS. Local New York stations carrying the program are: WMCA, WNYC, WQXR, WHN. WINS and WHN will rebroadcast the program at 6:30 p. m.  
 The program will be televised by WNBT, NBC outlet.

Washington Bureau, RADIO DAILY  
 Washington — WQQW tomorrow will devote a full hour to the memorial of the late Franklin D. Roosevelt. The program will be heard from 3 to 4 p. m. The program will consist of a cavalcade of the highlights of President Roosevelt's career in the White House, carrying recordings of his voice of excerpts from all major speeches—from the first inaugural address in 1933 through the State of the Union message in 1945.

## WPEN Announce Increase Of Public Relations Staff

An expanded publicity department has been placed in operation at WPEN, Philadelphia, under the direction of Wm. B. Caskey, who currently handles promotion, public relations and advertising for the Evening Bulletin's station.  
 Named to the position of Publicity Director is Gil Babbitt who moved into WPEN a few months ago as Special Features Director. Babbitt has been identified with radio publicity in Philadelphia for many years and at one time was on the production staff of Dave Elman's "Hobby Lobby" show.  
 Also added to the expanded department is Howard "Hank" Enders, writer of station public service in-school listening daily stanza, "WPEN Sports School." Enders becomes assistant to Babbitt and will specialize in feature stories concerning station activities.

**CREATIVE IDEAS IN SPOT RADIO**

If you want a musical commercial custom-made for your needs, call on the Gordon M. Day organization . . . You're assured expert creative ideas and expert production, — radio spots that sell merchandise — scientifically designed to achieve maximum results per dollar . . . Write or phone for details.

**GORDON M. DAY**  
 Advertising Service

producing radio spots and shows for advertisers and their agencies  
 115 E. 53 St., N.Y.C. PL 3-3460  
 120 Boylston St., Boston, IAN 9343

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## — NORTH CAROLINA —

**CHARLOTTE**—WBT—FM is now being heard seven hours daily, from 10 a.m. to 5 p.m., continuously. WBT—FM's present broadcast schedule allows for an hour's break—being off the air from 1 to 2 p.m. . . . **FAYETTEVILLE**—WFNC recently received a Certificate of Appreciation from the U. S. War Veterans Administration in recognition of their outstanding service to U. S. War Veterans through the medium of radio. Certificate was presented to station manager Victor W. Dawson, during the weekly broadcast presented by the representatives of the local VA.

## — OHIO —

**STEUBENVILLE**—John J. Laux, managing director of WSTV and the Friendly Group, has been named publicity chairman for the forthcoming Steubenville Sesquicentennial and Veterans Homecoming to be held in Steubenville the first week of July. . . . **CINCINNATI**—WLWA, Crosley Broadcasting Corp. FM station, is now broadcasting continuously from noon until 11:30 p.m., seven days a week, Ralph Brown, program director has announced. New schedule will add 26 and a half hours to broadcasting time each week. . . . **CLEVELAND**—Walter Kay, announcer at WJW, has inaugurated a different type of record show. He introduces British band arrangements of England's and America's top tunes on "Midnight Frolics," when one full hour of imported Decca records are aired weekly over WJW.

## — OKLAHOMA —

**TULSA**—Dick Campbell, KOME program director, is producing a new series of shows called "The Voice of Tomorrow," under the auspices of the Tulsa Junior Chamber of Commerce. Program features four contestants, who discuss current problems of local, state and Federal Governments from a youth standpoint. Superior talks, which are judged by school officials, are presented with merchandise awards contributed by Tulsa merchants. . . . **OKLAHOMA CITY**—Bob Duane, assistant program director of WKY, has left that station to return to WSAI, Cincinnati. Duane will do a one-man show, singing, playing and talking.

## Send Birthday Greetings To —

April 11	
Carroll Carroll	Paul Douglas
Johnny Welsh	Alvina Vogel
Stephen Chase	Ed Darlington
April 12	
Herman Bess	Bill Edmonds
Leo Miller	Margaret Gardner
Henry Peterson	Howard Phillips
April 13	
A. L. Ashby	Cecil H. Hackett
Lily Pons	Bob Stanley
Arthur W. Ingoldsby	

## — PENNSYLVANIA —

**PITTSBURGH**—Mrs. Victoria Corey, education director of KDKA, will be the speaker at today's (April 11) General Session of the 36th Annual Convention of the Eastern Arts Assoc., being held in Philadelphia, April 10, 11 and 12. Mrs. Corey will discuss "Art on the Air for United Nations," and will offer a suggested procedure for participation in an international radio and art project as one method of stressing the need for co-operation among nations. . . . **PHILADELPHIA**—An expanded publicity department has been placed in operation at WPEN under the direction of William B. Caskey, who currently handles promotion, public relations and advertising for the station. Gil Babbitt has been named to the position of publicity director and Howard Enders, writer, has also been added to the department.

## — TENNESSEE —

**MEMPHIS**—A new sponsor has taken over WHBQ's disc request show "Juke Box Session," increasing program time from a once-weekly 30 minutes to a six-day 15 minutes, and 30 minutes on Saturday. New sponsor is the local distributor for Admiral radios, and the program is being presented in co-operation with all local dealers who handle the product. . . . **JOHNSON CITY**—Bill McDonald has been appointed continuity chief of WJHL. Other new additions to the station's roster include Frank Lowe, to the continuity staff and Jim Friedman to the announcing staff. . . . **REIDSVILLE**—W. E. "Bill" Williams, formerly general manager of WJZM, Clarksville, has accepted the position of manager of WFRC, which expects to commence broadcasting in the near future.

## — TEXAS —

**SAN ANTONIO**—As a means of encouraging Texans to plant more and larger flower gardens, KABC is offering free, enough flower seed to plant a giant flower bed. . . . Tex Looney, cowboy singing star of KTSA, has been signed by the Poultry Journal for a series of three quarter-hour programs per week over KTSA. . . . **FORT WORTH**—"Should Radio Have An Editorial Policy?" was the topic of ABC President Mark Woods' main address to a meeting of ABC regional affiliates on April 2. Meeting was held at the Texas Hotel, Fort Worth, and aired over KGKO, local ABC outlet and a special network of ABC stations of Oklahoma and Kansas, as well as Texas ABC outlets.

## — UTAH —

**SALT LAKE CITY**—KDYL's new Centennial Anagrams contest on "The Something for the Ladies" show every weekday morning is hitting the jack-pot in popularity with the feminine audience. The average daily mail pull up to April 1 was 125 letters. . . . Miss Darlene Reeder, better known to KDYL listeners as "Judy Dell of the Wishing Well," will become the bride of Ray B. Sheffield of Salt Lake City. . . . **LOGAN**—What is thought to be the first broadcast of an

entire Grand Operatic Production with an all-amateur cast, was made early in March by KVNU, when the opera "Carmen" was broadcast, which is the annual Operatic Production of the Utah State Agricultural College Music Dept., under the direction of Professor Walter Welti. Broadcast was handled by Carroll Secrest, KVNU chief engineer, and Dick Barber, program director, with Tom Wayman, staff announcer, doing the air work.

## — VIRGINIA —

**ALEXANDRIA**—Announcer Chas. Warren, has returned to the staff of WPKI, after an absence of six months, and has resumed his original duties as emcee of the 7:00 to 9:00 a.m. "Morning Show." . . . **NEWPORT NEWS-NORFOLK**—WGH has formed a Station Advisory Council, for purpose of getting cross-section opinions on program policies and operations. In his letter to the group, which numbers approximately fifty, Edward E. Bishop, general manager, stated that "although we will not feel bound by your decisions, we will, however, lean heavily upon your advice." Identity of membership remains secret and all transactions are by mail.

## — DISTRICT OF COLUMBIA —

**WASHINGTON, D. C.**—WWDC-FM expects to take to the air some time next week. Station will operate on only about three kilowatts, whereas by next fall it will be up to the allotted power of 20 kw. The 375-foot tower will not be delivered to the station for erection until some time in June. In the meantime the station will take to the air with a temporary rig. . . . The new half-hour WOL-Mutual public opinion program "Opinionaire" makes its bow April 9 at 8:30 p.m. with an all-star cast, including the State Department Greek mission's chief, Paul A. Porter, and Senator Ed Johnson taking sides on whether or not the U. S. should contribute aid to Greece and Turkey.

## — INDIANA —

**FORT WAYNE**—Paul E. Mills of WOWO, has become a member of the Chicago Radio Management Club, group of agency time buyers, directors, and advertising men who meet weekly in Chicago. . . . **INDIANAPOLIS**—Hailed by the press of the Hoosier State as a "history making broadcast," WIBC's "Speak Up, Indiana" public service series, hit a feverish high of interest during the final week of the state basketball tournament when it presented the coaches of the four finalist teams as guests on its round-table discussion. Appearance of the coaches was arranged by the Kiwanis Club.

## — COLORADO —

**DENVER**—KFEL's Frank Bishop and Jack Fitzpatrick will conduct a series of broadcasts from an Army B-29, one of a formation of 40, the largest single flight of that type ship ever assembled in the U. S., flying over the area east of Denver on April 9, during observance of Army Week. KFEL's broadcast from one of the planes will be picked up and rebroadcast by stations in Dodge City, Wichita and Garden City, all in Kansas and La Junta, Pueblo, Denver and Greeley, Colorado.

## — CONNECTICUT —

**HARTFORD**—Paul W. Moran, vice-president of the Travelers Broadcasting Service Corp., and general manager of WTIC, is state radio chairman for the Connecticut Cancer Raising Campaign. . . . "Earth's Best Day," a story in commemoration of the Crucifixion, was presented over WTIC on Good Friday afternoon. Written and narrated by Edward Mullins, story has been presented on Good Friday for several years. . . . **NEW HAVEN**—Women's editor had unusual experience of missing a spot on her "Woman's Point of View" show one other day. What made it so unusual was that of all the announcers for her to miss, she had to pick one for Porter's Super Market which is owned by her father.

## — WASHINGTON —

**YAKIMA**—Harrison A. Miller, of SKIT, has started his annual "Mar First" program in anticipation of opening game. Miller has collected from Yakima merchants which will be from a \$15 hat for the first home run an all-expense-paid weekend for a mountain lake for the first 3-base. Over 15 other gifts will be awarded various other "firsts." . . . **PULLMAN**—KWSC has added a course for co-students on "Radio Fundamentals" Taught by Chief Engineer George F. classes are limited to thirty-five qualified students and are held at the KWSC transmitter and in the Dept. of Electrical Engineering buildings at the State College of Washington.

## Donovan Appeals To Radio On Rehabilitation Drive

An appeal to New York radio stations, networks, advertising agencies and women commentators enlisted their aid in the campaign to provide funds for the establishment of the Institute of Rehabilitation and Physical Medicine, as part of the proposed New York University-Bell Medical Center, has been made in a letter mailed this week by Major General William J. Donovan, chairman. Campaign, which gets underway April 14, will require \$2,500,000 to build, equip and endow the Institute for the first year.

## KSYL Joins NBC Web; Beats Phone Deadlines

Officials of KSYL, Alexandria, made arrangements for telephonic transmission lines which permit affiliation with NBC network April several weeks ahead of schedule, according to Easton C. Woolley, KSYL director of stations departments. The station, which is owned by Fox Broadcasting Co., operates 250 watts and 1400 kilocycles. It will be a supplementary station to NBC's South Central Group.

## NAB Honors 24 Stations

### NAB Districts Group for Big Chi. Meeting

Chicago—Les Johnson, of Rock Island, Ill., director of NAB district 9, is in Chicago this week arranging for the regional NAB meeting to be held at the Palmer House here May 14-15. At a trade press conference Johnson said an attendance of around 250 is expected. Three districts will be represented; District 8, comprising Indiana and Michigan; District 9, comprising Illinois and Wisconsin, and District 11, comprising Minnesota, part of Wisconsin, and the Dakotas.

Among the executives who are expected to attend are:

(Continued on Page 2)

### Mobile Units In Use In Lieu Of Phone Lines

Network programs were still unaffected by the telephone strike as the service came to a close although two mobile transmitting units were put into service yesterday in the absence of a line installation. Both MBS-2 and WNYC used mobile transmitters to pick up dedication ceremonies at the United Nations new building in Manhattan. Program included speeches by Gov. Thomas E. Dewey, Mayor William O'Dwyer and Secretary of State Acheson.

(Continued on Page 15)

### "Business Reporter" ETs Offered Outlets By NAM

The first fifteen-minute recorded program of "Your Business Reporter," now series prepared by the NAM, being shipped to 1050 radio stations throughout the United States and Hawaii. The series, released for the first time, broadcast on or after today, will be a regular feature.

(Continued on Page 14)

### New Wrinkle

A radio commercial "rocked the countryside" for the first time last week on KIST, Santa Barbara, when Tom Duggan, disc jockey on the station was signing off his funkist program. At the exact moment he uttered the deathless words a slight earthquake shook the studios, whereupon to all within hearing he yelled "Hey—who's rockin' the boat?"

### Soviet Reaction

Washington — Criticism of the State Department's "Voice of America" programs by a Soviet writer has been hailed by Assistant Secretary of State William Benton as evidence that Russia is listening to the broadcasts. Benton said it was an indication of "greater progress" than he had realized. Scathing criticism of the broadcast to Russia as a "false voice" of reaction was made by the Soviet writer, Ilya Ehrenburg, recently a guest in America.

### Ten New AM Stations; Other Activity By FCC

Washington Bureau, RADIO DAILY—The FCC over the weekend granted CP's to 10 applicants for new AM stations. In addition, the Commission took favorable action on nine requests for power boosts and other changes in facilities.

CP's were awarded to the following: Carl Phillips, et al, doing business as Pass Broadcasting Co., Banning, Calif., to operate on 1490 kc., 250 watts, unlimited; Smoky Mountain Broadcasters, Waynesville, N. C., to operate on 1490 kc., 250 watts, unlimited.

(Continued on Page 13)

### New Shampoo Of P & G To Use Big Spot Drive

Procter & Gamble's new tube shampoo "Prel" will be launched via a nation-wide campaign today including evening spot announcements on 77 stations. Radio campaign will also include newspaper advertising.

(Continued on Page 2)

### 20-Year Club Elects Officers At First Annual Dinner-Meet

First official dinner and meeting of the Twenty-Year Club of Radio Pioneers, held at the Harvard Club, Friday night, elected a board of officers and committees, following nominations which met with the approval of the members present. Speakers included Brig. General David Sarnoff, George Hamilton Combs, Charles Hodges of New York University, Francis Marling (Pure Oil Co.); Lyle Van, Frank Mullen and

### Safety Council's Awards Go To Outlets Which, For Five Years, Broadcast Accident-Prevention Programs

### Canada Trade Plans 13 Annual Citations

Toronto—"Queen of the Canadian Networks" will be presented, and 13 individual awards made for outstanding service to radio in this country during the past year will be made at the annual industry dinner-dance at the King Edward Hotel here next Friday, it was announced over the week-end. Presentation of awards and "coronation" of Peggy Loder as queen.

(Continued on Page 2)

### FCC Reveals Policy On Multiple Owners

Washington Bureau, RADIO DAILY—Stating that it would adopt no "ironclad" rule, the FCC on Friday announced that it would consider each multiple ownership case on "its own merits." In each case, the Commission will consider the public interest.

(Continued on Page 13)

### Mutual Appoints Benson Eastern Sales Manager

George Benson, who joined the Mutual network's sales organization in December 1945, has been appointed eastern sales manager, by Jess Barnes, vice-president in charge of the network's sales.

(Continued on Page 2)

The National Safety Council announces that it has selected 24 radio stations which have broadcast a regularly scheduled safety program for five years or more to which will go the council's award of merit for exceptional services to safety. In announcing the awards, Ned H. Dearborn, of Chicago, president of the council, said safety leaders had felt for some time that special recognition should be given to radio stations which consistently have supported safety programs.

(Continued on Page 14)

### Southwest Radio Aids Stricken Tornado Area

Altus, Okla.—Radio stations in western Oklahoma and West Texas joined Friday in broadcasting appeals for help for Woodward, tornado victims. KWHW at Altus organized relief trucks, broadcast appeals for good clothing and cots as well as embalmers, nurses and doctors for the stricken area. Similar appeal was made by KASA at Elk City, Okla.

(Continued on Page 2)

### Seek Annual "Oscars" For Ascap's Members

West Coast Bureau, RADIO DAILY—Hollywood—Group of Hollywood composers, authors and singers led by Margaret Whiting, suggests that Ascap establish its own musical "Oscars" to honor its members.

(Continued on Page 14)

### Three-Time Winner

Tom Breneman, WJZ-ABC's "Breakfast In Hollywood" host, has been elected to serve his third term as Honorary Mayor of Encino, Cal. Norris Golf, Abner of ABC's "Lum 'N' Abner," read the proclamation notifying Breneman officially of the news that he had been unanimously elected to serve as Mayor of the California municipality for a third term.

# RADIO DAILY



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## FINANCIAL

(Apr. 11)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9	8 3/4	8 3/4	— 1/4
Am. Tel. & Tel.	165	164 3/8	164 5/8	— 3/8
CBS A	24 1/2	24 1/2	24 1/2	—
Farnsworth T. & R.	7 1/8	6 3/4	6 3/4	— 3/8
Gen. Electric	35 1/8	34 3/4	34 3/4	— 5/8
Philco	25 3/4	25 1/2	25 3/4	— 1/8
Philco Pfd.	96 1/2	96 1/2	96 1/2	—
RCA Common	8 1/2	8 1/2	8 1/2	—
RCA First Pfd.	75 1/8	75 1/8	75 1/8	— 1/2
Stewart-Warner	17 3/8	16 3/4	17	— 1/4
Westinghouse	24 3/4	24	24 1/8	— 1/4
Westinghouse Pfd. A.	99 3/4	99 1/2	99 3/4	+ 3/4
Zenith Radio	19 7/8	19 3/4	19 3/4	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	— 1/8
Nat. Union Radio	3	2 7/8	3	—

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6	6 3/4
Finch Tele Comm.	7	8
Stromberg-Carlson	14	15 1/4
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	38	—
WJR (Detroit)	16	—

## NAB Districts Group For Big Chi. Meeting

(Continued from Page 1)

pected to attend are President Justin Miller, Vice-president Willard; Dick Dougherty, labor relations; Harold Fair, program man; Bob Richards, national public relations director, and possibly C. E. Arney.

Labor relations will be one of the important topics to be discussed. Program has not yet been announced.

At this meeting Districts 9 and 11 will elect directors.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

## ★ COMING AND GOING ★

WILLIAM S. HEDGES, vice-president of NBC, will return today from Chicago, where yesterday he participated in the anniversary program of WMAQ.

HUGH FELTIS, president of the Broadcast Measurement Bureau, is in Kansas City to address the meeting of Area C, NAB, comprising Districts 10, 11 and 12, to be held today at the Hotel Muehlbach.

JAMES M. GAINES, manager of WNBC, has returned from Chicago, where he spent a week on business.

EDWARD R. MURROW, vice-president of CBS and director of public affairs for the network, will return today from Washington, D. C., where during the past week he had conferred with members of the web's news bureau in the Nation's Capitol.

GEORGE BALL, program director of WGBR, Goldsboro, N. C., a visitor Friday at the Mutual network, with which the station is affiliated.

ARTHUR SIMON, general manager of WLIB, week-ended in Atlantic City and then left for Albany, N. Y., to attend the FM regional meeting. He'll be back tomorrow.

BOB KELLER, president of the radio sales promotion organization bearing his name, is leaving today by plane for Kansas City, where he'll attend the meeting of NAB's Area C.

KING TYLER, manager of field construction for CBS, off to Chicago, where he'll complete plans for a new antenna at WBBM.

HORACE STOVIN, of the Canadian station-rep organization bearing his name, was in town Friday from Toronto. Chatted for a while at the offices of BMB.

TOMAS PEREZ, supervisor of the Spanish section in the shortwave division of CBS, left Friday for three weeks in his native Venezuela.

ROBERT SAUDEK, director of public affairs for ABC, is back at his desk following a short visit to Detroit, where he addressed the Michigan State Federation of Women's Clubs.

RAY BARRETT, of the NBC announcing staff, left yesterday for three weeks in Miami.

ARTHUR HANNES, Columbia network correspondent, is expected back in New York today after four months with Admiral Byrd's expedition in the Antarctic.

GEORGE BIGGAR, general manager of WIBC, Indianapolis outlet of MBS, arrived Friday for a few days on station and network business.

ROBERT D. SMITH, announcer at WABI, Columbia network affiliate in Bangor, Me., conferred at the offices of the web last Friday and then left to attend the dinner of the 20-Year Club.

FRANK LAW, publicist, will fly to Buffalo today to arrange radio guest shots for Margaret Phelan, vocalist now appearing at the Statler Hotel.

WILLIAM B. LODGE, director of general engineering at CBS, and ARTHUR HULL HAYES, manager of WCBG, to Albany for the FM regional.

BILL GERNANNT, package owner of Borden's "County Fair," has arrived from Hollywood by plane for a few weeks in Gotham.

RICHARD C. HOTTELET, Columbia correspondent in Berlin, is expected back today at the New York headquarters of the network.

## Canadian Radio Industry To Make 13 Ann'l Awards

(Continued from Page 1)

will be aired on half-hour broadcasts over CFRB and CKEY.

Top execs of the Canadian industry will be on hand for the occasion, which will be highlighted by the presentation of the La Fleche trophies for top achievement in the respective fields of the industry. Awards will go to Ernest Bushnell, CBC exec, who celebrates his 25th year in radio; CFRB on its 20th anniversary of operation; and to John Drainie, Wayne & Shuster, Evelyn Gould, Bert Pearl, John Fisher, Andrew Allan, "Stage 47" (drama show), Northern Electric Hour (commercial program), Samuel Hersenhoren, Lucio Agostini and Wes McKnight.

Guests of honor will include: Sir Ernest MacMillan, Premier George Drew, Davidson Dunton, CBC; Dr. A. Frigon, CBC; Michael Barkway, CBC; Earle Gray, ACRA; W. M. Murdoch, Marcel Provost, Bernie Braden and Mona Ahearn.

## Mutual Appoints Benson Eastern Sales Manager

(Continued from Page 1)

sales. Benson was in the sales department of NBC for seven years before transferring to the Blue Network in 1941, where he served as eastern sales manager for a period of 18 months just prior to his enlistment in the Naval Reserve. Before his NBC affiliation, he was employed for three years in the sales department of the McGraw-Hill Publishing Co.

## Southwest Radio Aids Stricken Tornado Area

(Continued from Page 1)

Oklahoma. In West Texas KFDA at Amarillo, sent Bill Land to tornado scene at Higgins, Texas, for an on the spot broadcast. All stations in area broadcast casualty lists throughout the day as relatives and friends made frantic search for victims of the disaster.

Open telephone wire was kept for calls to Red Cross to check on emergency needs.

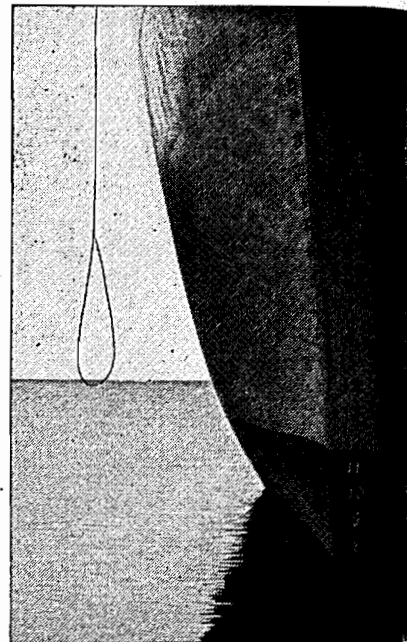
## New Shampoo Of P & G To Use Big Spot Drive

(Continued from Page 1)

tie in with P&G's web shows, including the opening commercial on "Life of Riley," which is broadcast Saturdays, 8-8:30.

Benton & Bowles is the agency handling the account.

**WBNX**  
FOR THE LATEST IN MUSIC SPORTS AND NEWS  
2:00 to 6:00 P. M.  
Monday thru Friday  
5000 WATTS — 1380 ON THE DIAL  
**WBNX**  
280 E. 161st ST., NEW YORK 5, N. Y.  
ME 1000 5-0333



## TOWLINE

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

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

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

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

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

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



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

# WPEN

**and no other station**

WPEN was selected by five big national advertisers to carry their radio campaigns in Philadelphia.

The products they advertise include a nationally famous watch, an equally well-known name in chocolate products, cigarettes, soap, and a new soft drink.

There's a reason! WPEN's well-balanced program schedule provides *good listening* to a big daily audience of men, women and children in the nation's third largest city. *Radio-wise advertisers with an eye on this market are finding WPEN an increasingly desirable buy.*

950  
**WPEN**  
PHILADELPHIA

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

THE EVENING BULLETIN STATION

## CHICAGO

By NAT GREEN

**D**ON ELDER has succeeded Moulton Kelsey as newscaster on WMAQ and WCFL.

Holland Engle, WGN announcer and actor, has turned disc jockey on the new Holland Engle Show which made its bow on WGN Monday, 9:15-9:30 a.m., five a week. Show consists of recorded music and chatter aimed at the housewife. Engle will choose a "Woman of the Week" to be interviewed on the program.

Lowell Thomas, CBS newsman, was guest speaker at the Founders Day dinner of the Headline Club of Chicago Friday, April 11. Thomas was introduced by Richard J. Finnegan, editor and publisher of the Chicago Times.

Chicago area Ford dealers were shown a televised film feature, "Video Reports To America," Monday by ABC, which produced the film in cooperation with the Auto Manufacturers Association of Detroit. The film was telecast over WBKB.

Holiday magazine will sponsor a special program to be broadcast over WENR on April 16 to promote interest in the story of Chicago (46 pages) appearing in the May issue of the magazine.

CBS is again picking up the music from the Hotel Sherman's College Inn, where Herbie Fields' orchestra, Jan August, the Harmonicats and Jayne Walton, all well-known recording artists, are appearing.

At the request of army hospital authorities, Bing Crosby recorded his radio show Wednesday (9) at Vaughan Hospital instead of at the ABC studios in the Merchandise Mart. The change was made so the convalescent veterans, who were Bing's guests, would not have to make the long trip to the Loop.

WGN observed the start of Army Week with a special program, "Target, Chicago," broadcast via short wave from one of the B-29 bombers which made a simulated raid on Chicago on April 7. Hal Totten will make broadcasts over several Mid-Western cities and WGN will rebroadcast highlights of a special Army ceremony to be held at the Chicago City Hall. WJJD also covered the simulated bombing attack on Chicago, using a wire recorder, an airplane and a parachute. Frank Sweeney, Walt Myers and Ed Short joined the B-29 formation and Sweeney's description of the event was recorded, and the recording was parachuted from WJJD plane to the station's transmitter at Des Plaines, Ill.



### California Chatter...!

• • • Creative Radio Prods., which was recently organized by Jim Hook, who was with KFVB for several years, is producing a series of 52 quarter-hour programs, starring Wade Lane, singer-philosopher, as "Strollin' Tom." The programs will be transcribed and they are being waxed at the International Recording Studios. Four Canadian stations and several United States outlets have already contracted for the programs. . . . Hal Bock, manager of television for NBC in Hollywood, will speak on "Television Is Here" at the meeting of the San Diego Advertising and Sales Club April 16. . . . KFVB is now presenting news to the public in three dimensions. In addition to regular airings of news from the studios, KFVB flashes news headlines and stories from the Flashcast at Hollywood and Vine. Since last Monday, from 6:30 to 9:30 p.m., a Goodyear blimp has been touring the Hollywood night skies, beaming bulletins from high on specially constructed neon tubing on the blimp. This latest combination completes the circuit, on the ground, on the air and in the air.

### Los Angeles

• • • Joan Davis, her co-starring role with Eddie Cantor in RKO-Radio's "If You Knew Susie" completed, is vacationing in Palm Springs. She'll commute for her Monday night radio shows. . . . Leith Stevens, musical director and composer, has purchased the show-place home of the late Edgar Rice Burroughs at Tarzana. . . . Busy CBS newscaster Bob Garred will have the advantage of his pre-war amateur flying experience when he narrates a monologue for a film subject, which has as its title "Anyone Can Fly." The short, a semi-training film for general release, is designed to arouse the interest of teen-agers in amateur flying clubs. . . . Phil Baker will emcee the annual Matrix dinner at the Hollywood Roosevelt May 16. Other honored guests will include Dinah Shore, Joan Davis and Henry Morgan. . . . Earle Ross, "Gildersleeve" actor, last week celebrated his 35th wedding anniversary. . . . Evelyn Knight, featured songstress on the Tony Martin show, has three film studios bidding for her services.

• • • Bill Moyes, radio editor of the Portland Oregonian, and boasting a new trailer, is in Hollywood on his annual junket. Last year he brought along a trailer, too, and before departing for Portland sold it for twice the amount he had paid. . . . The newest addition to the list of Hollywood Brown Derby caricatures is one of Don Searle, major domo of ABC's Western division. It was drawn by Bob Moore of the Los Angeles Daily News. . . . Radio Row is wondering whether "Breakfast in Hollywood" may some day be changed to "Breakfast in the White House." It all started when attendants at the parking lot adjoining Tom Breneman's restaurant suggested to women patrons that they greet Tom with "See you in the White House," and it would not be surprising if Tom tossed one of his famous hats "into the ring"—at least for publicity purposes.

• • • John F. Whitehead and Associates, new Los Angeles advertising agency, is well pleased with the reaction to date to its campaign over KGFJ to show the true place of advertising in the national economy. A recent Whitehead program pointed out that in some countries there are no commercials, but instead offer "regulated programs." However, Whitehead's announcer emphasized that "regulated programs" do not fit into the American way of life. "We prefer our commercials," he continued, "and the right to listen to what we choose to hear. In the final analysis, radio commercials constitute advertising. They sell goods and merchandise. These sales mean employment, and employment means that you and your family can have the comforts of a full life, the American Way of Life. Remember that the next time you listen to a radio commercial."

## SOUTHWEST

**T**HE Early Birds, the southwest's oldest continuous morning show has this week started on its 18th year of broadcasting over WFAA, Dallas. There have been a total of 53 broadcasts made during their 18 years on the air. Some famous alumni of this original breakfast show include Dale Evans, Fred Lowry, Jimmy McClain, Eddie Dunn, the Cass County Kids, Harry James, Peppermint Frisco, and Gershwin Levin. The local breakfast show antedates Don McNeill's by three years.

The Paso Broadcasting Co., at Paso Del Norte, has been granted license by the FCC to operate a standard broadcast station there daytime hours with 1,000 watts on 920 kilocycles. Group is an equal partnership composed of Edward Mead; Lewis O. Seibert, general manager of KGKL, San Angelo; J. T. Carroll, third owner of WEAU, Pensacola, Florida, and Robert I. Jackson, editor of the Corpus Christi Texas Caller-Times.

Coleman Barber has been added to the engineering staff of KTSA, San Antonio.

Kermit S. Ashby, former sales manager of KVOP, Plainview, has been named general manager of KPET, Lamesa.

The FCC has granted Doyle Collup license to operate a new standard broadcast station at Stephenville to operate daytime hours on 1510 kilocycles with 250 watts power. Collup is a former engineer serving with several Texas stations and was a Civil Service radio engineer during the war.

Sigmund Romberg, famous musician and composer, was interviewed by Max Reiter, conductor of the San Antonio Symphony Orchestra on WOAI, San Antonio when the conductor appeared here in a concert. Reiter is heard each week in a half hour program titled "Musical Interpretations" sponsored by Frost's Department store.

Earnest Pratt has been named Farm and Ranch Director for KTSA, San Antonio and will be heard in daily half hour "Farm Forum" program. Pratt will go out in the KTSA area and make wire recordings of talks with farmers and ranchers. It will also cover various stock and farm shows via KTSA mobile unit.

\* **9 OUT OF 11**  
FAMILIES IN THE  
GREAT POMONA VALLEY  
(200,000 POP.) LISTEN TO  
KOCs REGULARLY.  
\* Survey figures available

AM **KOCs** FM  
ONTARIO CALIFORNIA

SCRAMBY-AMBY  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N.Y. PE 6-8600

# TELEVISION DAILY

Trade Mark Reg. U. S. Pat. Off.

★ SECTION OF THE RADIO DAILY • APRIL 14, 1947 ★ ★

## Predict Heavy Tele Output

### Wide Use Of Tele Expected By Retail Ind.

The of television's heaviest potential advertisers, and the nation's top clear volume business over the past decade—the retail industry—is expected to allocate “well over a million dollars” in the new medium in activities increasing existing beyond the experimental stage, according to retail and industry executives.

First “sizeable” expenditures in television will be made next year and are emphasized by plans currently being made by the larger stores and trade associations throughout the country. Retailers in cities serviced by television are reported making intensive surveys of the available audience, and early reports

(Continued on Page 7)

### New Tele Install. Course Under Way At Viewtone

Based on the success of its first series of demonstration lectures to dealers last fall, Viewtone has inaugurated another schedule of sessions on installation and servicing of television receivers at its plant in Brooklyn, first of which was held Thursday.

Each subject as the alignment of

(Continued on Page 7)

### Engines Buys Spot Time For 52 Weeks On WABD

Engines-Wittnauer Watch Co., has signed a 52-week contract for television time spots over WABD, Du Mont outlet in New York, it was announced last week. Of 60 second spots, spots will be aired three times each week.

Negotiations for the sale were carried out with Alan Cartoun, television manager of Longines, and Miss M. Kennedy of the Du Mont sales office.

### Double Trouble

WCBS-TV's remote crew will attempt to set a new kind of endurance record next Saturday with pickups of two major events. Crew and equipment will be on hand for the Wood Memorial at Jamaica from 4 to 4:30 and will then scurry back to town in time to set up facilities to air the Circus from Madison Square Garden.

Washington—Joint House-Senate hearing on a bill limiting erection of television and radio towers in Washington is expected to be held soon, it was indicated over the week-end. Introduced by Rep. O'Hara (R., Minn.), the bill would ban erection of radio and television towers in restricted or semi-restricted residential zones and would limit erection in other parts of the city.

### Return Of BB To Tele Cues Comm'l Activity

Arrival of the major league baseball season this week brought with it reports of heavy interest on the part of national advertisers to sponsor entire schedules or portions thereof in Chicago, New York and Philadelphia. In addition to their importance as television cities, the three are key points of baseball interest and industry executives look for quickly expanding audiences as the flow of receivers increases.

Ford Motor Co., already sponsoring

(Continued on Page 8)

### Baseball Opener To Key Wash. Tele Demonstrations

Washington—Telecast of the opening of the major league baseball season here today will begin a series of general television demonstrations in the capital it was revealed over the weekend.

Hundreds of television receivers

(Continued on Page 7)

### 500 Industry Execs To Attend Tele Institute At Commodore

Over 500 industry executives in all phases of television will gather today at the Hotel Commodore for the two-day “Television Institute” to discuss the progress of the medium to date, and the problems to be solved in programming, production, station operation, advertising and commercials. In addition, “Institute” is opening the exhibit section to the public for the first time, and officials expect that some 5,000 persons will make a tour of the various set manufacturers' booth, at which live demonstrations

### Transmitter And Receiver Production Put At \$200,000,000 For 1947; Say 25,000 Sets In NY Area

### Colleges Expand Skeds To Include Tele Study

Increasing importance of television as a business as well as an “art” is reflected in the expanding number of colleges and universities throughout the country adding tele to the regular curriculum, most of which are providing students with official credits upon satisfactory completion.

With the universities of Southern California, Fordham University, Syracuse

(Continued on Page 8)

### WCBS-TV In Film Deal With Europe Newsreelers

Looking to the expansion of its European film coverage, WCBS-TV, video outlet of the Columbia Broadcasting System in New York, has signed a long-term agreement with A. F. Films, Inc., guaranteeing ex-

(Continued on Page 7)

### RCA Reported Planning European “Jeep” Tour

European countries will get their first glimpse of American television operations this spring and summer, according to a report that RCA is

(Continued on Page 9)

Television production of receivers, transmitters and allied equipment for this year will probably approach the \$200,000,000 figure, according to unofficial estimates and plans made by manufacturing executives during the past 30 days. The receiver phase of the industry is expected to produce equipment valued at half that figure, or in excess of 500,000 sets. Distributors say that New York and its environs now have “upwards of 25,000 sets.”

With the go-ahead of black-and-white television provided by the FCC decision last month, major manufacturers are expected to increase earlier production plans by 15 to 20 per cent, and the turn-out of transmitters, studio equipment, etc., is said to be “just as encouraging.”

Of the major manufacturers, RCA is said to be planning to turn out

(Continued on Page 7)

### Early Settlement Seen On Antenna Problem

Settlement of the television antenna installation problem in multiple dwellings in the metropolitan New York area is expected this week as realty executives are expected to approve plans submitted by the Television Broadcasters Association.

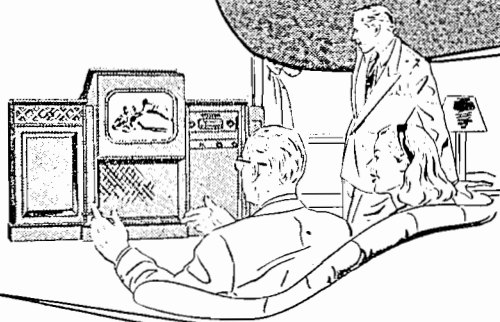
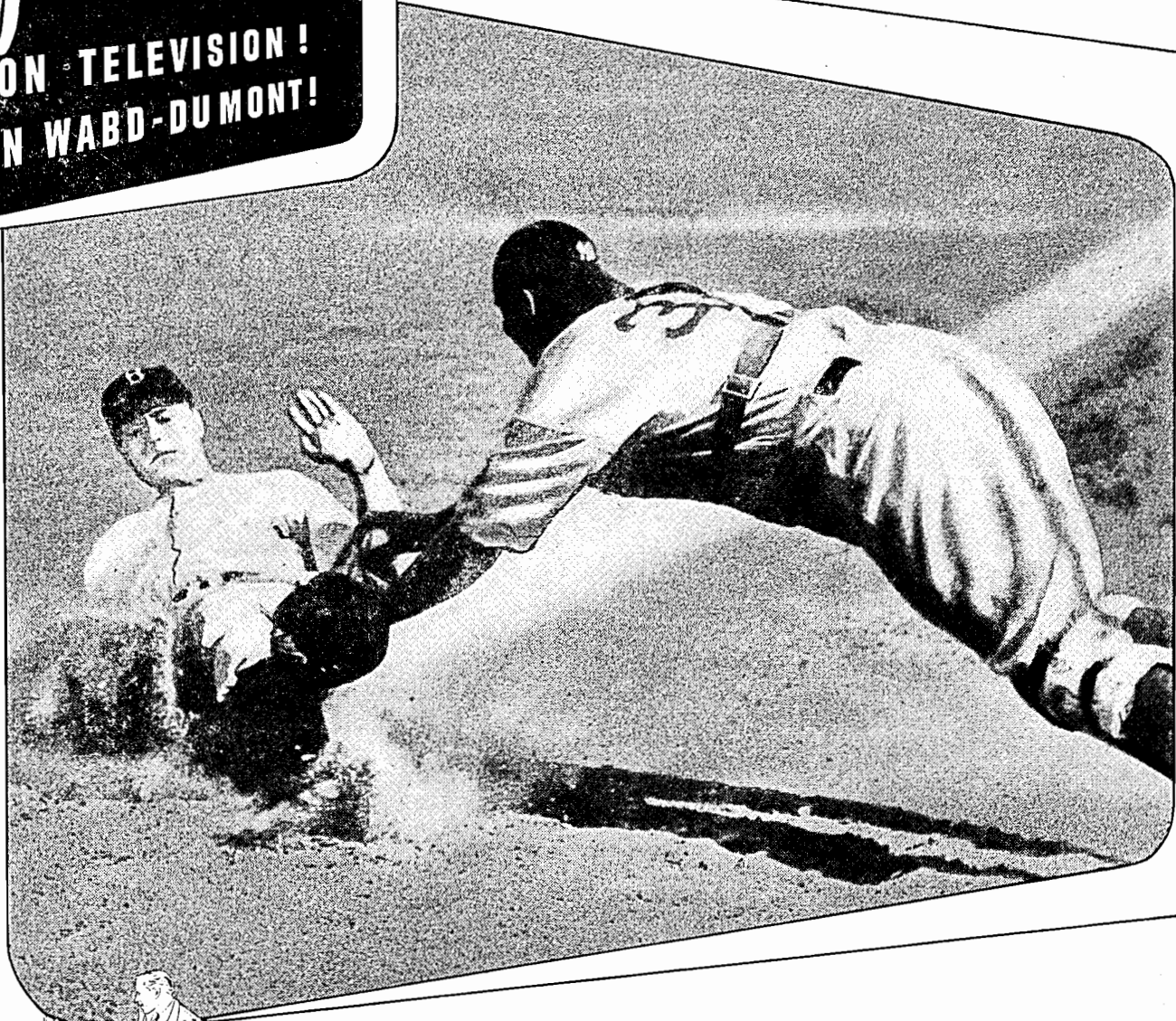
Later offered an “interim plan” which covers all legal angles of the problem, to the Real Estate Board of New York City last week as worked out by Ernest A. Marx, chairman of the Association's subcommittee on apartment house antennas and other TBA executives. Marx indicated last week that realtors

(Continued on Page 7)

### Unprogrammed

ABC got an unexpected break last week when it demonstrated (with Eastman-Kodak) a new rapid-developer of films for tele, designed to aid special events, etc. Only planned “news incident” was the filming of a simulated Coast Guard rescue, but when films were aired it showed the real McCoy—a forest fire.

IT'S THE *Yankees!*  
 THEY'RE ON TELEVISION!  
 THEY'RE ON WABD-DUMONT!



This season WABD, Du Mont's New York Station will telecast all the Yankees' home games—all 77 of them; and as many of the away-from-home games as are possible with existing facilities.

Du Mont's sports coverage also includes racing, boxing, wrestling, football, basketball—every sport with a big following.

Du Mont's sports program means more interest in sports—more interest in television—and a golden opportunity for the advertiser.



*First with the finest in Television*

Copyright 1947, Allen B. Du Mont Laboratories, Inc

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., N. Y. 22, N. Y.  
 DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, N. J.



## Heavy Tele Production Seen In Sets, Equip.

(Continued from Page 5)

approximately 30 per cent of the over-all production figure, or 150,000 sets for 1947. Industry execs consider that RCA is currently turning out about 90 per cent of the entire amount of sets on the market. Remainder of the output will be shared, according to trade estimates, by Philco, Du Mont, Telicon, United States Television, General Electric, Farnsworth and Viewtone. Philco is expected to debut its new projection model some time this month at dealer meetings, while GE began delivery of its post-war model to dealers in television cities early in April.

When the FCC decision was handed down last month, eliminating color tele for the present, RMA officials predicted "a great spurt" in production and frankly expected that earlier predictions of 320,000-360,000 sets would be sharply increased.

Manufacturers are equally enthusiastic regarding production of transmitters and studio equipment, and point to the number of stations currently in possession of construction permits.

Du Mont, which recently announced a new "low-cost package" video station, reports that response has been gratifying. Station, which will cost approximately \$90,000, is complete from camera to transmitter, and is expected to attract many broadcasters into tele who had previously been hesitant due to high costs, etc. In addition, Du Mont execs feel that many tele enthusiasts, who had withdrawn black-and-white plans to wait for color, are eager to get back to the monochrome picture, particularly with the "economic" station available.

RCA is said to have delivered transmitter equipment to at least 25 cities by the end of this winter, which include, Philadelphia, Chicago, Albany, Washington, Los Angeles, Detroit, St. Louis, Buffalo, Cincinnati, Baltimore, Richmond, Boston, Minneapolis, Cleveland, Columbus, San Francisco, Providence, Fort Worth, Dallas and Fort Wayne.

## WCBS-TV In Film Deal With Europe Newsreelers

(Continued from Page 5)

clusive television rights to the latter's newsreel footage on Western Europe, Jugo-Slovakia, Czecho-Slovakia, Poland, The Balkans, and other countries, it was announced Friday.

A. F. Films, Inc., is a subsidiary of the French Government and was the only newsreel outfit to operate in France during World War II, according to CBS.

Current Big Four conference in Moscow has been seen on WCBS-TV through its A. F. tie-up. Other recent film coverage on European events included fighting in Greece and Palestine; winter in Europe; fighting in French Indo-China, and signing of French-British Friendship Treaty, and many others.

## Wide Use of Tele By Retailers Seen With Expanding Audience

(Continued from Page 5)

by at least one major association indicate that results have been "gratifying and encouraging."

America's largest department stores and specialty stores, such as Macy's in New York, the Gimbel Bros. chain, Marshall Field and The Fair in Chicago, whose individual annual sales volume ranged last year from 75 to \$150,000,000, are said to be casting a highly enthusiastic eye on video as a strong advertising and merchandising medium. Retailers are said to be sharply aware of the advantages of tele advertising, which hits both parts of the market: the outside audience, and the intra-store audience. Several store officials were staunchly holding back plans for tele until color arrived, according to retail advertising execs, but with the arrival of color now some years off they've decided to "get the feel" of the medium while there's still time to experiment.

Significant of the attitude of retailers toward tele is the highly favorable response to questionnaires sent by the National Retail Dry Goods Association to member stores in cities

where tele is operating now, or where construction has begun. Largest retail trade association, NRDGA has 7,500 members, and includes virtually every important store in the country.

To questions of whether retailers intended to use tele immediately or later, replies were almost all in the affirmative, according to the NRDGA. To questions regarding the success of experimental video advertising campaigns, replies were 99 per cent enthusiastic, with only a few replying that audience limitations, and present day costs of video programming shaded their enthusiasm.

### Further Activity

Also considered of some significance by industry execs is the report that William Young, an official of the John Wanamaker store in Philadelphia, is a member of the board of the new WIBG-Philadelphia News Corporation which recently filed a joint application for a station. Station, which is expected to become a Du Mont affiliate, will have studios in the Wanamaker store as well as in WIBG.

## Early Settlement Seen On Tele Antenna Problem

(Continued from Page 5)

might render a decision before this Friday, April 18.

Problem arose some weeks ago when it came to the attention of industry execs that landlords in several sections of the City were refusing tenants permission to install video antennas on roof-tops. Realtors went further on the subject and sent letters to other tenants advising against the purchase of television receivers "until a master antenna system could be developed."

TBA immediately created a subcommittee to study the problem and a meeting was held with a delegation from the Real Estate Board to air the matter, the result of which was TBA's "interim plan." Plan is described by TBA as designed to overcome some of the objections raised by realtors and "which would permit a large percentage of the 2,000,000 apartment house dwellers to enjoy a television service until such time as master antenna systems could be installed."

## New Tele Install. Course Under Way At Viewtone

(Continued from Page 5)

television receivers, locating and repairing trouble, and installation problems are covered in the weekly sessions. Robert Stuhler, Viewtone's vice-president, emphasized that information provided dealers attending the sessions covers installation of all receivers, and not just his company's models. Viewtone has manufactured and installed over 4,000 receivers, Stuhler added.

## Baseball Opener To Key Wash. Tele Demonstrations

(Continued from Page 5)

have been poured into Washington and will be set up in about 50 stores scattered throughout the metropolitan area. The public has been invited to witness the telecast of the baseball game and other events scheduled for the week.

Tele demonstrations are being arranged by RCA Victor and Allen B. Du Mont laboratories, operator of WTTG, only tele station now in service in Washington.

Programs relayed from New York over the coaxial cable will be shown the public. In addition to Monday's opening ball game between the Washington Senators and the New York Yankees, ball games on Friday and Saturday of next week also will be telecast.

## Edwards On "Gulf News"

Douglas Edwards, CBS news correspondent and pivot on the network's morning news roundup from the world's capitals, is now handling the regular weekly Thursday "Gulf News" over WCBS-TV (8:15-8:30 p.m.) Program recently entered its fourth 13-week cycle and has been on the CBS station since June 20, 1946.

Edwards, who succeeds Larry Lesueur as newscaster, joined CBS in 1942, and prior to that was assistant news editor at WSB, Atlanta, Ga. and a newspaper reporter.

## Stasheff Addressess Workshop

Ed Stasheff, writer for CBS' television department, guest lectured Friday on the "Practicalities of Television Writing" at the Production Seminar of the Television Workshop.

## Tele "Institute" Opens Two-Day Meet In N. Y.

(Continued from Page 5)

speakers, including J. R. Poppele, president of the Television Broadcasters Association, C. E. Hooper, Dr. Alfred N. Goldsmith, Harry R. Lubcke, and William C. Eddy. Panel session speakers include Charles J. Durban, U. S. Rubber Co., David Arons, Gimbel Brothers, Philadelphia.

As an added attraction, industry execs and the public will be able to see television at work as the opening game of the American League baseball season is aired over WTTG, Washington, and WABD, New York. Highlight of the broadcast, which is scheduled for 2 p.m., will be the traditional "toss" of the first ball by President Truman.

## Heavy KTLA Sports Shows Offers 40 Hours' Programs

Hollywood—KTLA inaugurated last week a heavy schedule of remote pickups of sporting events which will bring the Paramount outlet's schedule to approximately 40 hours of programming operations each week.

Opening of the harness racing schedule at Hollywood Park last Saturday was telecast by KTLA and plans are to continue to air the races each week. On the same day, the Paramount station began a regular schedule of baseball broadcasts of the Hollywood stars and the Los Angeles Angels from Wrigley Field. KTLA will air approximately four games per week throughout the entire season.

Telecasts are now on a sustaining basis but station officials report considerable sponsor interest. In addition to the new outdoor sports schedule, KTLA has been airing professional boxing from its studios one night each week, with outdoor boxing pickups planned for late spring or summer.

Remote broadcasts from such points as Hollywood Park or Wrigley Field are beamed by radio relay to the Mt. Wilson transmitter, some 25 miles away, and then aired to listeners in the Los Angeles area.

## Philco Video Station Planning Celeb. Programs

WPTZ is planning "celebrities" programs with the recent debuts of Vivian della Chiesa, Jim Ameche and Jose Ferrer on television at the Philco station. As an example, "Pleased to Meet You" will present Sascha Siemel, noted "tiger man," who killed 281 jaguars with spears in South America, showing his technique on next Friday night's show.

## General Electronics Appointment

Robert Welker, production manager for Pacific Electronics of Los Gatos, Cal., has been appointed to the staff of General Electronics, Inc., of Paterson, N. J.

# TELEVISION DAILY

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

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## Allied Stores Reported Setting Nat'l Tele Tour

Evidence of increasing interest in television as a strong advertising and merchandising medium in the retail industry, i.e., department stores, specialty shops, etc., is emphasized in the report this week that Allied Stores Corporation is planning a series of intra-store demonstrations in numerous cities throughout the country. It's also reported that the demonstrations will be under the supervision of Sam Cuff, formerly general manager of WABD, the New York Du Mont outlet, and Louis Sposa, who was formerly the station's commercial manager.

### To Use RCA Equipment

Allied Stores and Cuff are said to have arranged for the rental of RCA television equipment, which includes cameras, several receivers and the additional gear required for intra-store operation. As in other demonstrations of this type, notably the Gimbel Bros., undertaking last year in Philadelphia, equipment will be spotted in various departments to highlight and attract consumer traffic to specific merchandise.

Cities to be covered by the demonstrations, which, according to reports, will take about a year in all, include Boston, Mass., Reading, Pa., Chicago, Ill., Seattle, Wash., Wichita, Kans.

### Retailers Interested

Allied Stores, and Walt Dennis, director of radio and television activity, are said to be "highly enthusiastic" about television, and as such are anxious to get member stores as fully acquainted and schooled in the possibilities of the medium within the shortest time. It's felt that retailing, regarded as one of the most competitive of American industries, will be able to make better use of tele as an ad medium than any to date, what with the advantage of "visual advertising." Retail execs were said to be more favorable to color tele than "black-and-white, for the obvious advantage of showing off fashions, etc., but this attitude has been dropped following the FCC decision against color now.

## Colleges Expanding Schedules To Include Television Study

(Continued from Page 5)

cuse and Iowa planning the addition of television as a permanent part of the schedule next Fall, approximately 12 institutions of higher education will be offering instruction in all of the principal phases of video.

Despite the increasing number of organizations, both educational and commercial, currently offering tele instruction, "the opportunities are far below the need," according to industry execs. Demand for instruction in the new medium has increased to the point wherein some areas throughout the U. S. classes are "booked solid" far in advance.

In the eastern states, where television is most active, student response has been "gratifying," according to college officials. In New York City, New York University, City College and Columbia University are currently offering television as well

as radio courses, the latter in co-operation with NBC. Fordham is reported set to provide a six-week trial course this summer, with a possibility of establishing it on a permanent basis. With the addition of Fordham, television instruction will be available in four of New York's major schools.

Ithaca College, in upper New York State, offers a two-term television course of approximately 32 weeks with students eligible for three points toward matriculation totals. Course here, which like most others, uses outside lecturers and augments classroom study with regular trips to WRGB studios in Schenectady.

Syracuse University, in co-operation with General Electric, is also reported set to start a full-year course next Fall, and will also use WRGB for productions and programming studies.

## Feiner Lists "Musts" For Television Writers

Stressing television's crying need for writers to do adaptations, original short stories and one-act plays, Ben Feiner, acting program director of WCBS-TV, outlined seven essential requirements for this type material in a "Television Workshop" address before the Radio Writers Guild last week at the Midston House.

"Our primary object," said Feiner, "is to obtain material which is of a relatively high standard and which we can produce within our limitations." With this in view, he listed seven "musts" which should be kept in mind. "They pertain whether the material is original," stated Feiner, "or whether we are considering pre-tested one-act plays or short stories." "Even though the remuneration for scripts is small at this time, the experience gained now," Feiner pointed out, "will pay much higher dividends in the future."

The list of "musts" revealed by Feiner for television writers includes:

(1) Plays should be limited to those which can be presented in one major set and one minor location; (2) if possible, no cast should contain more than eight or nine characters; five characters are better than six, four are better than five, and so on; (3) costume plays require more elaborate setting and propping than contemporary stories, and, therefore, unless a costume play is unusually strong the chances are that we will be forced to turn it down because of practical considerations; (4) because of lack of audience, either in the studio or in the living room, comedy is by far the most difficult thing to present in television. This does not mean we want to preclude comedy; it does mean that, all things being equal, dramatic plays have a better chance to score; (5) it is almost impossible to do exterior scenes with any high degree of authenticity. Occasionally, we can resort to a styl-

## Remote-Mobile Pickup Made Via WBKB News Test

Chicago—For the first time in video history, a completely mobile, remote pickup at ground level was made by WBKB last week via a test involving a telecast from a moving truck on State Street here. To accomplish the assignment, remote crew towed a gasoline-powered generator behind the truck containing the portable transmitter and control unit.

## Morris Gets UST Post

Myron J. Morris has been appointed head of the installation and maintenance department of United States Television Mfg. Corp., it was announced last week. Morris comes from the Electronic Corporation of America, where he was service manager.

At U. S. Television, Morris will handle the New York and New Jersey divisions, the Philadelphia area, and maintain liaison with the service groups in Washington, Albany, Chicago, Detroit, St. Louis and Los Angeles, in all of which area UST now has "big picture" sets in distribution.

## Stork News

James Anthony Leddy, Jr., a 7-lb., 14-oz. son, was born to Mary Leddy, former assistant to Charles Holden, production manager at WCBS-TV, at the Bay Ridge Hospital, Brooklyn, Thursday, April 3.

ized set, but only in very special instances; (6) dramatic lighting is extremely difficult in this stage of television. We, therefore, are unable to consider any play in which changing lighting effects are of major importance; (7) live musicians are precluded from television. Any scene which calls upon a character to play a musical instrument will, therefore, either have to be faked or eliminated."

## Return Of BB To Tele Cues Comm'l Activit

(Continued from Page 5)

approximately 25 games of the Brooklyn Dodgers home schedule via WCBS-TV, New York, is reportedly buying a similar portion of the Chicago Cubs lineup over WBKB-TV Balaban & Katz station in Chicago. Sponsorship, which is reportedly starting next week, is said to be week-end and holiday games primarily, with Ford and J. Walter Thompson execs making the choice. Remaining portion of the Cubs' schedule has been sold to Commonwealth Electric Company according to reports this weekend.

### Philly Activity

Tele-baseball situation in Philadelphia also cleared up somewhat over the week-end, with the announcement by Ernest B. Loveman that Phillie and Athletics' schedule will be telecast by WPTZ.

Home games of both the major league teams will be sponsored on alternate days by two companies. Loveman revealed, one of which is the Philadelphia Division of Philco Distributors, Inc., distributors of radio, television, refrigerator-freezer and air conditioner equipment. Reports were current Friday that Atlantic Refining Company, long-time sponsor of sports events on WPTZ, has bought the other half of the schedule, although this could not be confirmed.

Image orthicon television cameras will be used by WPTZ to televise viewers play-by-play action of baseball games to be played this season at Shibe Park by the 16 major league teams. Because virtually the complete schedule will be telecast during six weeks the Philco television crew will have cameras and mikes on the field all seven days of the week in the most ambitious program of sports coverage by television yet attempted.

## Three New York Stations Set Tele Show For 4/15

WNBT, WCBS-TV and WABD will cooperate in a special 45-minute program specially prepared for airing at the annual meeting of the American Association of Advertising Agencies, designed to offer latest developments in programming and production to visiting top agency execs.

Special show will be telecast from the Waldorf-Astoria Wednesday night (6-6:45 p.m., EST) to some 70 agency execs who are members of the old and new board of directors of the AAAA attending a cocktail party given by the Association's New York council.

Television is not on the official agenda of the AAAA meeting, which runs through Wednesday and Thursday but showing is considered of special significance as more stations are going on the air and the set market is expanding. Industry execs at the AAAA meet is an ideal time for show visiting ad chiefs how New York has progressed in the new medium.

## Army, Navy To Change Rule On Film Releases

Army and Navy films, released to newsreel companies on a "first preference" basis for some time, will shortly be made available to television broadcasters at a more rapid rate, as a result of efforts made last week by industry execs to eliminate obstacles now inherent in the process.

Representatives of the four New York video companies met in Washington last week with Army and Navy officials to urge a change in the system of releasing such films, which currently provides that telecasters obtain possession within 24 hours after newsreelers. Broadcasters complained that the 24-hour ruling has been ignored, and that in some instances films have been held up for a week or more.

Result is that military officials accepted several suggestions made to sharpen the operation, some of which were that (1) films be provided to newsreelers and video broadcasters on an alternating basis and (2) that Army and Navy film chiefs "police" their rulings.

Representing the New York tele interests were: Ed Evans, WCBS-TV; Jack Hartley, WNBT; Bud Pearce, ABC; and Roger Coelos, WABD.

## RCA Reported Planning European "Jeep" Tour

(Continued from Page 5)

readying a video jeep unit and crew to tour approximately 12 countries across the Atlantic.

RCA jeep equipment, which has been used in several demonstrations in cities throughout the United States, consists of two cameras, 12 receivers and the necessary gear for transmitting programs.

Countries on the tour list are said to include Italy, France, Greece, Belgium and six or eight others.

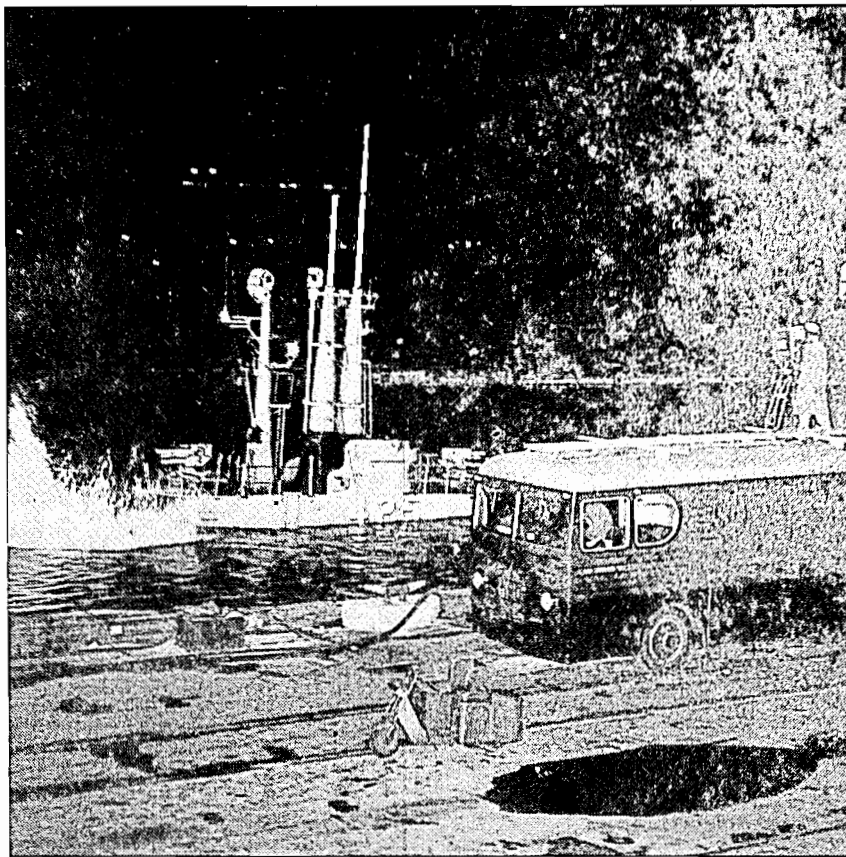
## WNBT Opens Tele Sked Of Giants BB Friday

Baseball marked its return to WNBT as a major part of the station's programming activities with the airing of two exhibition games over the weekend from the Polo Grounds.

This Friday, April 18, WNBT will pickup the official opening of the National League season as the Giants meet the Brooklyn Dodgers, also at the Polo Grounds.

NBC will use its "new engineering and production techniques throughout the year in airing the games to viewers in the New York City area. Bob Stanton, NBC tele sports announcer, will handle the play-by-play for all the Giants games, and Burke Crotty, network's director of field programs, will supervise production.

## Tele View of the Month



An NBC television cameraman covers the USS Trumpetfish as the submarine blows ballast to surface in a special demonstration at the Brooklyn Navy Yard last week. Three other cameras inside the ship recorded all phases of the operation, which was telecast over WNBT.

## Hoge Sees Wide Tele Market In Rural, Outlying Sections

Television's appeal as an entertainment medium increases with the distance from cities or towns, in the opinion of Hamilton Hoge, president of United States Television, who feels that the rural areas are potentially vital markets.

"We feel that the appeal of television increases in direct proportion to the distance from the transmitter," Hoge said in an interview last Friday. "For instance, there are many areas within the 60 to 75 mile radius of the New York transmitters in which UST sets are located that are definitely rural in character, at some distance from sources of entertainment such as movies, bowling alleys, etc., to whom television opens up a whole new vista of entertainment." He gave as an example a local shop-keeper or doctor who "seldom or never finds time to make the 40 to 60 mile trip to New York, involving trains and taxis at both ends, to see a ball game, suddenly presented with a view of

chooses to see every day in the week." Races, fights and variety shows added to this and "you truly have presented that man with a 'window to the world'."

"Again," he added, "as an old-line resident of Scarsdale for years, I know how much trouble the typical executive, having a home in the suburbs, finds it to go to the theater in New York, or even to the local movie, particularly on rainy and snowy nights. Give that man, his family and his friends the opportunity to see all kinds of dancers, fighters, political figures, plays, etc., in a 'theater' in his home and you have an enthusiastic customer for television. It just means much more to these people, with fewer competing forms of entertainment at hand, than to a city-dweller with every sort of amusement competing for his favor." And the installations in the country are easier to handle, too, with fewer "ghosts" from neighboring skyscrapers.

## British Develop Mirror Of Plastic For Tele Sets

London — British-made television receivers, both domestic and commercial, as well as motion picture television projectors, will be greatly improved through the use of newly-developed plastic mirrors, which produce "bigger and much clearer images," according to an announcement by the British Information Service last week.

The possibilities of the new plastic mirrors for video operation were demonstrated recently at the Institute of Physics at the Royal Institution here by Dr. David Starkie, of Imperial Chemical Industries.

The London News-Chronicle reported that a three-and-one-half inch television tube, using a 14-inch mirror, threw a picture seven-and-a-half times as big as the tube-image on a flat screen six feet away. In the motion picture version, image was thrown 42 feet, and was said to be 37 and one-half times as big as the tube-image. "In both cases," the Chronicle reported, "the picture was well lighted and clear."

Mirror, called "Transpex" is a special kind of transparent material used in place of glass in all British aircraft. By a process, developed and perfected over a six year period called "surface finishing," it is possible to obtain optical components with an accuracy comparable with the best achievements of glass. Transpex can be molded into complicated optical forms which would be impossible by glass-grinding methods, according to British experts.

Parts will be cheap enough to make them adaptable to domestic sets, it was said, and will have the measure of precision that is obtained in the most expensive modern telescope systems. Television tube throws the image on a convex mirror, which reflects it through a "corrector" plate of the same material on to the screen.

Imperial Chemical Industries is setting up a factory which will be in mass production of the plastic mirrors by the end of the year.

## WCBS-TV Sets New High For Week's Hourly Total

Four sporting events from Madison Square Garden last month enabled WCBS-TV to set a new high in the number of hours on the air for a single week. Station was on the air 16 hours and 14 minutes, eclipsing the previous high mark of 14 hours for a week's work.

Sports events were: hockey on March 23, basketball pickups on March 24, 25 and 29, plus four hours of studio programming.

## Stork News

Geoffrey William Lind, 9-lb., 3½-oz. son, was born to Barbara and Bill Lind, Thursday, April 3, at the Fifth Avenue Flower Hospital, New York City. Bill is assistant manager of the WCBS-TV accounting department.

## Program of the "TELEVISION INSTITUTE"

HOTEL COMMODORE, NEW YORK CITY

MONDAY, APRIL 14, 1947

Morning Sessions: (10 A. M. to 12 Noon)

**I. PROGRAMMING PANEL: Studio Shows—(West Ballroom).**

Thomas H. Hutchinson, Chairman

1. Converting Sound Programs to Video—Harvey Marlowe, ABC.
2. Putting Showmanship Into Television—Max Fleischer.
3. What Are the Tricks of Better Production?—Bud Gamble.
4. Does the Tele Drama Have a Future?—Rudy Bretz.
5. What Every Producer and Director Should Know—Helen Rhodes, WRGB, Paul Knight, Thomas H. Hutchinson, Harvey Marlowe.

**II. STATION OPERATION PANEL: (Room A).**

Dr. Alfred N. Goldsmith, Chairman

1. Problems Facing New Stations—Dr. Alfred N. Goldsmith.
2. What About Unions?—by J. Dupuy.
3. How Can the Cost Problem Be Licked?—Paul Mowrey, ABC.
4. Planning for Your Community—Richard Hubbell, Consultant.
5. What About Color?—Dr. T. T. Goldsmith, Du Mont Labs.

**III. LUNCHEON (12:15 to 1:45 P. M.) Grand Ballroom.**

Dr. Alfred N. Goldsmith, Toastmaster

**SPEAKERS**

- |                                  |                                |
|----------------------------------|--------------------------------|
| J. R. Poppele, TBA.              | Mrs. Clara Burke, Housewife.   |
| C. E. Hooper, C. E. Hooper, Inc. | David P. Lewis, Caples Advt'g. |

**GUESTS OF HONOR**

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| Dr. Allen B. Du Mont, Du Mont Labs. | George Shupert, Paramount.      |
| Dr. Lee de Forest.                  | Worthington C. Miner, WCBS-TV.  |
| Ernest B. Loveman, Philco.          | Ralph Austrian, RKO Television. |
| Paul Raibourn, Paramount.           | Will Baltin, TBA.               |

Afternoon Sessions (2:00 to 4:30 P. M.)

**IV. PRODUCTION PANEL: Remote Pick-Ups (West Ballroom)**

Thomas H. Hutchinson, Chairman

1. Use of Remotes in Programming—A Special TELEVISER Report.
2. Problems of Doing Remotes—Ernest Walling & Ralph Thoman.
3. How U. S. Rubber Co. Uses Remotes—Harry Mackey.
4. Equipment for Remotes—Walter Lawrence.
5. Personnel for Remotes.

**V. STATION MANAGEMENT PANEL: (Room A)**

Dr. Alfred N. Goldsmith, Chairman

1. How About the Smaller Stations?—Dr. A. N. Goldsmith.
2. Problems of Equipping a Station Today—Philip G. Caldwell.
3. Operating Costs and Budget Problems—Richard Rawles, ABC.
4. Training Operating Personnel—Albert Preisman.
5. What About Antennas? Ernest Marx, Du Mont Labs.

**TUESDAY, APRIL 15, 1947**

Morning Sessions: (10 A. M. to 12 Noon)

**I. ADVERTISING AND COMMERCIALS: (West Ballroom)**

(Lee Cooley, Chairman)

1. An Ad Agency's Experience in Television—Jose di Donato.
2. Television Commercials Need Improving—Charles J. Durban, U. S. Rubber Co.
3. Problems in Preparing Good Visual Commercials—Chet Kulesza.
4. The Television Serial—David P. Lewis.
5. What About Commercial Films?—Ralph Austrian.

**II. PROGRAMMING PANEL: Films for Television—(Room A)**

(Irwin A. Shane, Chairman)

1. Films' Role in Television—John Flory, Grant, Flory, & Williams.
2. Putting Showmanship into Pictures—Max Fleischer.
3. News, Documentary and Special Events Films—Harvey Marlowe.
4. Demonstration of the Zoomar Lens—Bud Gamble.
5. Booking Films for Video.

**III. LUNCHEON (12:15-1:45 P. M.) (Grand Ballroom)**

J. R. Poppele, Toastmaster

**GUESTS OF HONOR**

(Giving Five-minute Reports on Television in Their Cities)

- |   |
|---|
| Les Arries, WTTG, Washington, D. C.           |
| Harry Bannister, WWDT, Detroit, Mich.         |
| Joseph Beck, WTCN, Minneapolis, Minn.         |
| Robert Cochrane, Baltimore Sun, Md.           |
| J. B. Conley, Westinghouse, Report on Boston. |
| William C. Eddy, WBKB, Chicago, Ill.          |
| Klaus Landsberg, KTLA, Los Angeles, Cal.      |
| Harry R. Lubcke, W6XAO, Los Angeles, Cal.     |
| Worthington Miner, WCBS, New York City        |
| Helen Rhodes, WRGB, Schenectady, N. Y.        |
| Ernest Walling, WPTZ, Philadelphia, Pa.       |

Afternoon Sessions: (2-4:30 P. M.)

## The Month in Television

By JIM OWENS

Manufacturers, broadcasters and advertisers hastened video planning following elimination of the black-and-white vs. color bottleneck. Industry execs, evaluating plans for heavy activity following the FCC decision, predict '47 will mark the "official" birth of television.

Society of Motion Picture Engineers set to urge FCC action on the reservation of experimental channels for theater television. Industry knows theater tele is not "around the corner" but is fearful that unless the FCC is pressed on a decision this important phase may be seriously hampered. . . . Du Mont outlet WABD resumed studio program operation last week following a two-month shut-down for antenna improvements. Tele's all-out in sports set on New York's three stations, with baseball on WABD, WNBT, WCBS-TV. Only baseball sponsor scheduled at press time was Ford-General Food's splitting of the Brooklyn Dodgers home schedule of 77 games. Stations also aired the opening of the Jamaica track season, featuring the Paumonok Handicap April 5, with other turf events scheduled.

Philco expected to debut its long-awaited projection receiver, said to provide a picture "four times the brilliance" of any set on the market. It will be recalled as creating something of a sensation at the color-tele hearings in Princeton last January. . . . Ham radio operators causing picture trouble on the WCBS-TV channel (N. Y. No. 2). Amateurs' signals reach up to the 54-60 mc. band, creating a "blanking" effect on the picture. . . . General Electric began "sample" delivery of its first post-war set, a console direct-view model with AM radio selling at \$549.50, plus installation. . . . RCA will demonstrate color on a screen measuring 7 by 10 feet in Philadelphia April 30. Showing will be made

at the Franklin Institute.

TBA and RMA pressure, plus industry protests, brought about cancellation of the 20 per cent amendment tax on video by the Bureau of Internal Revenue. Bureau agreed that tele sets in restaurants, bars, etc. were no different from juke boxes, radios. . . . Du Mont Labs announced development of a new "low-cost" television station to be sold for under \$90,000. . . . NBC closed a deal for exclusive tele rights to Russian news reels, documentary films, etc. . . . Also wrapped up film rights in Brazil, Uruguay and Puerto Rico. . . . United States Television shipped over \$4470 in video sets up to February. . . . Du Mont showed a new projection screen for home receivers said to be two-to-one-half times brighter than others on the market.

Sam Cuff and Louis Sposa, resigned as general manager and commercial manager, respectively, of WABD. West Coast-to-coast tele may be a reality before the end of next year. A coaxial cable is in the ground, not only the Atlanta-Charlotte gap but between New York and L.A. . . . WGNA, new Chicago television station, will be ready for commercial operation by October. Carl J. Meyer, station exec, predicts the Windy City will have 60,000 video sets by the end of '47.

Apartment house antenna problem was expected to be amicably settled for the moment via a proposal offered to New York realtors by TBA. . . . West Coast had its "T-Day" March 10, with broadcasters and dealers working hand-in-hand to hypothesize interest—and sales activity. Orders for new receivers far exceeded the number on hand, according to Coast executives. . . . A surgical operation was televised for the first time by RCA. Company demonstrated the event to 10 doctors, used 10 receivers in Johns Hopkins Hospital, Baltimore.

**IV. PRODUCTION DEMONSTRATIONS: (West Ballroom)**

Irwin A. Shane, Chairman

1. Demonstration of an "Improvisation" by members of Lee Wallace's improvisation group. Performers will demonstrate technique of presenting a television performance without the need of memorizing lines and long rehearsals.
2. Presentation of a scene from "The Playwright," a psychological drama written and directed by Peter Strand, a Television Workshop staff member, as produced on Television Station WRGB, Schenectady, N. Y., on April 10, 1947.
3. Rehearsal of "Guess-A-Song," a half-hour variety program sponsored by "The Televiser," with actors in full costume and make-up, directed by Van Hallack, Television Workshop program manager. Members of the audience will have the opportunity to operate dummy cameras and equipment, take shots and ask questions of Television Workshop staff directors and production assistants.

(A Question-and-Answer Period Will Follow the Demonstrations.)

**V. "ROUND-TABLE" SEMINARS: (Rooms E & F) Limited to 25 persons each**

1. Writing (2:15-3:15 P. M.) Room E. Edward Stasheff, Chairman.
2. Advertising (2:15-3:15 P. M.) Room F. Chet Kulesza, Chairman.
3. Jobs in Television (3:30-4:30 P. M.) Room E. Judy Dupuy, Chairman.
4. Television for Retailers (3:30-4:30 P. M.) Room F. Dave Arons, Chairman.

DISPLAYS AND EXHIBITS IN ROOMS B AND C

TELEVISION SECTION

Tele Execs. To Speak At 2-Day "Institute"

Industry leaders in all the major phases of television will be heard today and tomorrow as the 2nd Annual Meeting of "Television Institute" convenes at the Commodore Hotel.

Discussing programming, station operation, production, commercials and the other important phases of television operation will be such "name" industry chiefs as Dr. Alfred Goldsmith, Dr. Allen B. DuMont, R. Poppele, Klaus Landsberg, Paul Lowrey, Dr. T. T. Goldsmith, Ernest Loveman and others.

Expected to receive particular attention from all members of the in-



DR. ALLEN B. DuMONT



NEST B. LOVEMAN



KLAUS LANDSBERG

Industry are the talks on color television, video antenna installation, advertising and commercials. At the luncheon session tomorrow, reports on station operations will be made by representatives from WTTG, Washington; WWDT, Detroit; WTCN, Minneapolis; WBKB, Chicago; KTLA, Los Angeles; W6XAO, Los Angeles; CBS, New York; WRGB, Schenectady; and WPTZ, Philadelphia.

Simpson Electric Manual Issued Re Equipment

The Simpson Electric Co., manufacturers of electrical measuring instruments, including radio and television test equipment, has just published the first in a series of Operator's Manuals for their various instruments. This first manual deals with their model 260, Volt-Ohm-ammeter, containing unusually complete and detailed diagrams, with a carefully organized and definitive text. Manual is of handy size, 5"x7", with an exceptionally durable cover whose imprinting has been accomplished by the long-wearing silk-screen process. Text is printed on the quality map paper which will prove to give the manual long wear through handling. Several other manuals are now in production and will be published shortly.

Miss Buss Gets Award

Frances Buss, one of the few women directors in television, has been selected as one of St. Louis' "Women of Achievement" for her outstanding work in television.

Who's Who At The Television Institute

Advance Registrations April 14-15, 1947

Mr. Robert B. Cochrane, A. S. Abell Co. (Baltimore Sun), Baltimore 3, Md.; Carlton G. Nopper, A. S. Abell Co. (Baltimore Sun), Baltimore 3, Md.; Donald Withycomb, A. S. Abell Co. (Baltimore Sun), Baltimore 3, Md.; Donald B. Langan, Aitkin-Kynnett Co., Philadelphia 2, Pa.; Robert K. Garver, Alley & Richards, Inc., New York, N. Y.; Kathleen MacIntyre, American Cyanamid Co., N. Y. C.; John P. Atherton, Atherton & Currier, Inc., N. Y. C.; Zach Baym, Brooklyn 12; M. B. Lamont, Bendix Radio Div., Bendix Aviation, Towson 4, Md.; J. M. Allen, Bristol-Myers Co., N. Y. C.; H. T. Hamilton, Bristol-Myers Co., N. Y. C.; R. C. Whitman, Bristol-Myers Co., N. Y. C.

Harry B. Henshel, Bulova Watch Co., N. Y. C.; William L. Wernicke, Bulova Watch Co., N. Y. C.; Donough Prince, Lee Burnett Co., Inc., N. Y. C.; R. B. Burrows, Pratt Institute, N. Y. C.; Kenneth Young, Campbell-Ewald Co., of N. Y., N. Y. C.; J. A. Ouimet, Canadian Broadcasting Co., Montreal, Que., Canada; H. G. Walker, Mgr. Dominion Net Work, Canadian Broadcasting Corp., Toronto, Ontario, Can.; Morrie E. Coshaf, President, Canadian School of Electricity, Ltd., Montreal, P. Q., Can.; Mrs. Morrie E. Coshaf, Canadian School of Electricity, Ltd., Montreal; Abraham Richmond, Canadian School of Electricity Ltd., Montreal; Lawrence Lowman, V.-P. in Chg. of Television, Columbia Network, New York; Worthington Miner, Dir. of Tele., WCBS-TV; T. H. Kewley, Corning Glass Works, Corning, N. Y.; Charles Hotchkiss, Dancer-Fitzgerald-Sample, N. Y. C.; Gordon M. Day, Gordon M. Day Advertising Serv., Boston 16, Mass.; Joseph B. Marker, Dept. of Justice, Brooklyn, N. Y.; Jose di Donato, Doherty-Clifford-Shenfield, N. Y. C.; Chester MacCracken, Doherty-Clifford-Shenfield, N. Y. C.; J. A. Mullen, Dir. Doherty-Clifford-Shenfield, N. Y. C.; Wm. A. Cushman, M. P. Prod. Mgr., Photo Products Dept., E. I. DuPont de Nemours, Wilmington 98, Del.; C. D. Ford, Dir. of Sales Research, E. I. DuPont de Nemours & Co., Wilmington 98, Del.; Nathan Pinsley, President, Espey Manufacturing Co., Inc., N. Y. C.; Jack Rosenbaum, Espey Manufacturing Co., Inc., N. Y. C.; Harry Sussman, Espey Manufacturing Co., Inc., N. Y. C.; Kendall Foster, Tele Director, William Esty & Co., N. Y. C.

John J. Fitzgibbons, President, Famous Players Canadian Corp., Ltd., Toronto, Ont., Can.; Norman Winter, Dir. of Tele & MP, Foote, Cone & Belding, N. Y. C.; Don J. Phelps, V.-P. in Chg. of Sales, General Instrument Co., Elizabeth, N. J.; Mrs. Esther B. Hendrie, Glen Ridge, N. J.; Walton Butterfield, H. B. Humphrey Co., N. Y. C.; Annabella Dean, International Nickel Co., N. Y. C.; Walter Krysto, Jordan Marsh Co., Boston, Mass.; Doris M. Scott, Jordan Marsh Co., Boston, Mass.; Martin Beck, The

Katz Agency, N. Y. C.; Eugene Katz, The Katz Agency, New York, N. Y.; T. E. Kruglak, Radio Station Salesman, The Katz Agency, N. Y. C.; Thomas Carpenter, Jr., Kenyon & Eckhardt, Inc., N. Y. C.; Ellis Sard, LaRoche & Ellis, N. Y. C.; Powell Ensign, Asst. Mgr., J. P. McKinney & Son, N. Y. C.

John R. Allen, Marschalk & Pratt, 535 Fifth Avenue, N. Y. C.; Gordon E. Page, Marschalk & Pratt, N. Y. C.; Curt Peterson, Marschalk & Pratt, N. Y. C.; William Vilas, J. M. Mathes, N. Y. C.; John T. Mitchell, Morse International, Inc., N. Y. C.; Victor Welman, Cleveland Moving Picture Operators Union, Cleveland, Ohio; A. Bernstein, Buyer, Namm's, Inc., Brooklyn, N. Y.; Namm's, Inc., Brooklyn, N. Y.; G. W. Johnstone, National Assoc. of Manufacturers, N. Y. C.; F. A. Wanckel, Eastern Div. Eng., NBC, N. Y. C.; Julian Gross, Pres. & Gen. Mgr., New Britain Broadcasting Co., Hartford, Conn.; Gene Martel, Paramount Pictures, N. Y. C.; Edith Kelly Porter, Schenectady, N. Y.; Paul Girard, Press Association, N. Y. C.

Merrill A. Trainer, Radio Corp. of America, Front & Cooper Sts., Camden, N. J.; Raymond W. Bristol, V.-P., Radio Inventions, Inc., 155 Perry St., N. Y. C.; Samuel Carliner, Radio Television, Inc., Baltimore 2, Md.; Morton L. Silberman, Radio Television, Inc., Baltimore, Md.; Otis Riggs, scene designer, N. Y. C.; Genevieve Ryan, Paterson 4, N. J.; Barnard Sackett, Gen'l Mgr., Sackett - Prince Production, N. Y. C.; Merv Schulman, Sackett & Prince, N. Y. C.; R. H. Crum, Standard Oil Co. of N. J., New York; F. W. Mansfield, Dir. of Sales Research, Sylvania Electric Products, Inc., N. Y. C.; H. A. Vosburg, Sylvania Electric Products, Inc., N. Y. C.; Jay H. Johnson, John Volkert Metal Stampings, 141 Spencer St., Brooklyn, N. Y.; Jack Kleinoder, John Volkert Metal Stampings, N. Y. C.; Wm. G. Beal, Walker & Downing, General Agency, 532 Oliver Bldg., Pittsburgh 22, Penna.

Victor Seydel, Eastern Radio Supv., N. Y. Office Walker & Downing, N. Y. C.; R. C. Woodruff, Walker & Downing, Pittsburgh, Penna.; Mrs. Olga Gordon, John Wanamaker Co., N. Y. C.; Paul Zeisner, John Wanamaker Co., N. Y. C.; John J. Dickman, WBAL, Baltimore, Md.; Thomas O'Connor, WBAL, Baltimore, Md.; George W. Goman, West Coast Sound Studios, N. Y. C.; West Coast Sound Studios, N. Y. C.; Robert Martineau, Radio Station WKNB, 213 Main St., New Britain, Conn.; Lester H. Gilbert, Station WBNF, Binghamton, N. Y.; Jack Rubin, Wolf Assoc., N. Y. C.; Herbert Wolf, Wolf Assoc., N. Y. C.; Eugene H. King, WOR, N. Y. C.; Leonard J. Reinsch, Managing Dir., Stations WSB, WHIO, WIOD, Atlanta, Ga.; N. A. Woodford, North American Phillips, New York City.

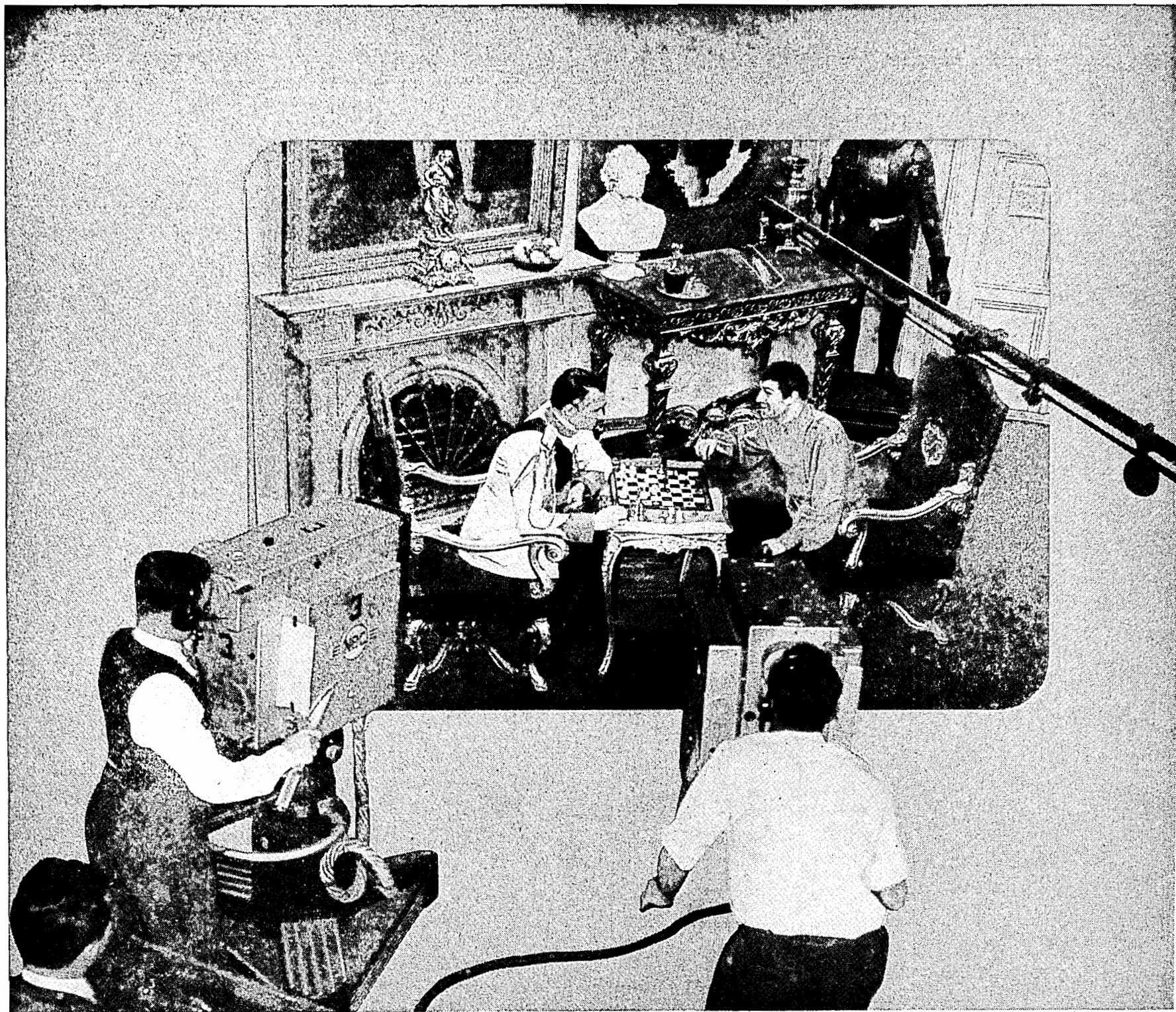
F. Van Konynenburg, V.-P. & Gen. Mgr., WTCN—Minnesota Broadcast-

ing Corp., Minneapolis 4, Minn.; Russell Wernekin, Actors' Equity Assn., N. Y. C.; I. B. Robinson, The Yankee Network, Inc., Boston, Mass.; Jesse H. Haines, Cliff Beach Studios, Tacoma, Wash.; Edwin F. England, National Broadcasting Co., New York City; Berne Fisher, Chief Engineer, General Instrument Corp., Elizabeth, N. J.; Alvin Fixler, Chicago, Ill.; Sam Norris, V.-P. & Sales Mgr., Amperex Electronic Corp., Brooklyn 1, N. Y.; Ferne Noreen, Katz Agency, New York City; Wm. P. Pence, Pence & Co., Johnson City, Tenn.; Henry Schlosser, Tele Art Service, Philadelphia, Pa.; W. R. Ringson, WROW, Augusta, Ga.; E. B. Lyford, NBC, New York City; Fulton Arnold WTTM (NBC), Trenton, N. J.; Ray W. Sims, Radio Assoc., Trenton, N. J.

Sylvia Galder, Associated Merchandising Corp., N. Y. C.; W. R. Ringson, Augusta Broadcasting Co., Radio Station WRDW, Augusta, Ga.; William H. Hamilton, E. I. du Pont de Nemours & Co., Wilmington, Del.; Ferne Noreen, The Katz Agency, N. Y. C.; Richard Manville, Consultant, New York City; E. B. Lyford, Station Relations, National Broadcasting Co., N. Y. C.; N. A. Woodford, Mgr. Tube Div., North American Philips Co., N. Y. C.; Wm. P. Pence, Pence & Co., Johnson City, Tenn.; W. Ray Sims, Radio Associates, Trenton, N. J.; Fulton Arnold, Radio Station WTTM, Trenton, N. J.; Henry H. Schlosser, Tele-Art Service, Philadelphia, Pa.; A. Donovan Faust, V.-P., Television Advertising Productions, Inc., Chicago, Ill.; Television Advertising Productions, Inc. (second ticket), Chicago, Ill.; Elizabeth G. White, New York City.

Hamilton Hoge, president, Lance Ballou, promotion mgr., John Hoge, v.-p. and treasurer, Michael Morris, service manager, Richard Scanlon, sales rep., William Higgins, ass't sales mgr., United States Television Corp., N. Y. C.; Sylvia Galder, N. Y. rep., Associated Merchandising Company, N. Y. C.; Chester Miller, dir. of radio & tele., Calkins & Holden, N. Y. C.; Ira Kamen, Conlan Electric Corp., Brooklyn, N. Y.; Walter Ware, tele dir., Duane Jones Co., N. Y. C.; Constance D. Heyworth, N. Y. C.; Paula K. Petty, writer, N. Y. C.; Haven M. Powers, Leland Powers School, Boston, Mass.; Armand Hunter, educa. consultant, Louis Littlejohn, chief engineer, Jack Steck, program director, Kenneth W. Stowman, dir. of tele., WFIL, Philadelphia, Pa.; Pauline Sharpe, Sackett & Prince, N. Y. C.

David Owen, general supv., daytime radio, Dancer-Fitzgerald-Sample, Inc., N. Y. C.; James N. Manilla, Eastman Kodak Co., Rochester 4, N.Y.; Jesse Levine, v.-p., Fashion Advertising Co., N. Y. C.; Patrick M. Conley, American Tele-Film, N. Y. C.; Sylvia Dowling, Young & Rubicam, N. Y. C.; Alexander Kroll, Young & Rubicam, N. Y. C.



## the picture is brightest at NBC

However you look at television, whether it's from a viewer's seat at home, or a broadcaster's position behind the studio scenes, the picture looks bright for 1947.

With new television stations coming into operation; television networks serving the East and poised for expansion; television sets already moving off production lines and programming advancing steadily in hours and excellence, it's becoming more and more apparent this year will be the biggest yet for television—and NBC.

The same program, production and technical expertness that today receives trade and audience applause for NBC television is ready to win NBC leadership for 1947. For NBC directors and producers

writers, camera crews, technicians and engineers know their television well. They have skill, ingenuity, an understanding of showmanship and a practical knowledge of the fast-growing medium. They are backed by the finest facilities in television broadcasting and the longest, continuous experience in the business.

Reflecting the features of leadership and the reputation for consistent excellence in performance, no wonder the television picture looks brightest at NBC.

**NBC TELEVISION**

**NATIONAL BROADCASTING COMPANY**

# AGENCIES

**JUTHRAUFF & RYAN, INC.**, has selected Daniel M. Gordon as vice-president and director of media. Gordon, who has been with the agency more than 25 years, has been president of the Media Men's Association of New York and is a director of the Controlled Circulation Audit.

**MAURICE PERELES**, representing the Committee on International Trade of the Advertising Club of New York, appeared before the Senate Banking and Currency Committee in Washington, D. C., on April 8th, in its invitation, to testify with reference to Bill 414—an Act for Government Insurance of Foreign Credits.

**ARTHUR H. (RED) MOTLEY**, an authority on selling, will be guest speaker at tomorrow's luncheon of Advertising Women of New York at the Hotel Astor, at 12:30 p.m. Miss Mary McClung, president of Advertising Women of New York, will preside. Miss Virginia Paige, luncheon chairman, will introduce speakers.

## FCC Reveals Policy On Multiple Owners

(Continued from Page 1)

Commission said, consideration will be given to the following:

(1) The extent of overlap of service areas, (2) the degree of common ownership, operation and control, and (3) all other pertinent factors, including location of centers of population, distribution of population, other competitive service to the overlap areas and populations, location of the areas, metropolitan districts, political boundaries.

Also areas and populations to which services of stations are directed (as indicated by commercial business of programs, news broadcasts, sources of programs and talent, nature of programs, coverage claims, and listening audience), and location of main and secondary studios.

## Haverlin Takes Office As New Prexy Of BMI

Earl Haverlin, formerly vice-president in charge of station relations for the Mutual network, takes over his post as first paid president of the industry-owned music firm. Haverlin, who joined Mutual in 1932, delivered a special half-hour red-circuit broadcast last Friday to all network stations, expressing thanks and gratitude for their support during his tenure of more than 15 years at MBS.

**EXPERIENCED SALESMAN WANTED**  
You have a successful sales background in the newspaper, preferably outside N.Y.C. Must be hard working, imaginative, aggressive, and able to sell a high class program. Compensation for New York City independent station. If you are interested, please send your resume to: **Radio Daily**, 31 Broadway, New York 18, N.Y.

## Ten New AM Stations; Other Activity By FCC

(Continued from Page 1)

to operate on 1400 kc., 250 watts, unlimited; "Show 'Me" Broadcasting Co., Rolla, Mo., to operate on 1340 kc., 250 watts, unlimited; Broadcasters Associates, Paris, Tenn., to operate on 910 kc., one kw., daytime; The Bridgeport Broadcasting Co., Bridgeport, Conn., to operate on 1300 kc., one kw., daytime; Southern Broadcasting System, Inc., Thomasville, Pa., to operate on 730 kc., one kw., daytime.

Also R. W. Calvert, et al, doing business as Coleman County Broadcasting Co., Coleman, Texas, to operate on 1,000 kc., 250 watts, daytime; The General Broadcasting Corp., Altoona, Pa., to operate on 1430 kc., one kw., unlimited; Ewing Co., Vicksburg, Miss., to operate on 1490 kc., 250 watts, unlimited.

The following were granted power boosts and other changes: Palestine Broadcasting Corp., KNET, Palestine, Texas, from 100 to 250 watts; Southwest Broadcasting Co., KASA, Elk City, Okla., from 100 to 250 watts; Ralph D. Epperson, Mount Airy, N. C., 250 watts to one kw.; Wilbur C. Fouts, KSFA, Nacogdoches, Texas, from 500 watts to one kw.; Coeur d'Alene Broadcasting Co., KNVI, Spokane, Wash., one to five kw.; The Monocacy Broadcasting Co., WFMD, Frederick, Md., from 50 watts to one kw.; City of Jacksonville, WJAX, Jacksonville, Fla., one to five kw.; Hirsch Battery and Radio Co., KFVS, Cape Girardeau, Mo., change frequency from 1400 to 960 kc., power from 250 to 500 watts; Plattsburg Broadcasting Corp., WMFF, Plattsburg, N. Y., frequency from 1340 to 960 kc., power from 250 watts to one kw.

The FCC over the week-end proposed to grant the application of W. Albert Lee, hotel owner, for a new AM station in Houston, Texas. Turned down in the proposed decision was the application of KHTN, Inc. President of KHTN is Robert T. Bartley, director of NAB's FM department. In a dissenting opinion, Commissioner E. K. Jett said the grant should have been made to KHTN.



"Now that Bing Crosby is on WFDF Flint, this would have to happen to me on a Wednesday."



## "Sample" ratings for the Fulton Lewis, jr. program

Here are some recent local ratings for the Fulton Lewis, jr. program:

- WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVFD, Ft. Dodge, Ia. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.



COOPERATIVE PROGRAM DEPARTMENT  
**MUTUAL BROADCASTING SYSTEM**



1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.

## 24 Stations Honored By Natl. Safety Council

(Continued from Page 1)

ported accident prevention by broadcasting a safety program continuously through the years.

"Safety leaders salute these stations while recognizing the substantial contributions other stations and networks are making in the Green Cross for Safety campaign to prevent accidents," said Dearborn.

Stations which will receive the awards during the week of April 14 are: KFXM, San Bernardino, Calif.; KSCJ, Sioux City, Iowa; KFH, Wichita, Kan.; WBAL, Baltimore; WQAM, Miami, Fla.; WINN, Louisville, Ky.; WFDF, Flint, Mich.; WDAF, Kansas City, Mo.; KXOX, St. Louis; KMMJ, Grand Island, Neb.; WHK, Cleveland; WHKC, Columbus, O.; WHIO, Dayton, O.; WING, Dayton, O.; KOAC, Corvallis, Ore.; KOIN, Portland, Ore.; KABR, Aberdeen, S. D.; KTSM, El Paso, Texas; WLOG, Logan, Utah; KFIZ, Fond du Lac, Wis.; WGAL, Lancaster, Pa.; WIZE, Springfield, O., and WORL, Boston.

## "Business Reporter" ETs Offered Outlets By NAM

(Continued from Page 1)

run for a fifty-two week period, according to G. W. Johnstone, director of the radio department of NAM's public relations division, under whose supervision the series is being produced.

Each program of "Your Business Reporter" features a "down to earth," talk by William S. Rainey, radio writer, director and producer, on topics of the day and reports of what is happening in the business and industrial world. Rainey, for many years national production director of NBC, is a member of the NAM Radio Department.

Offered to radio stations without charge as a weekly public service feature, "Your Business Reporter" is prepared by NAM's Radio Department and "tells what is happening now in business, what is likely to happen and what it means to every wage earner, housewife, farmer, student or any other individual in this country and the world."

"The series," according to NAM, "will deal with information, not propaganda."

## "Ozzie And Harriet" Set For Next Season Series

Los Angeles — Ozzie Nelson and Harriet Hilliard's option for their CBS "Adventures of Ozzie and Harriet" program, has been picked up by International Silver two months before they begin their summer hiatus. Renewal certifies that Ozzie and Harriet will be back for same sponsor August 31 for their fourth season. They start vacationing in June, being replaced for summer by "Silver Theatre," which will emanate from New York.

## ★ PROMOTION ★

### Awards To NBC Employees

A total of \$115 was awarded to 13 National Broadcasting Company employees during February and March for suggestions on company operations, it was announced recently by Ernest de la Ossa, NBC Director of Personnel. Largest award, \$25, went to Margaret Moran of the NBC switchboard, for her suggestion that a blackboard be placed in the switchboard room for the posting of important service notes. Paul E. Anderson of the Engineering Department received \$15 as the first employee to suggest free inoculations against influenza for NBC employees. Other awards of \$5 and \$10 went to: Vincent Barger, Engineering; Douglas Butler, Radio-Recording; Hugh McDermott, Guest Relations; A. W. Christopher, Engineering; Kathryn M. Collins, Traffic; Mildred Joy, Research; C. Edwin Read, Engineering; Margaret Hadley, Traffic; Edward Steiner, Jr., Guest Relations; Marjorie Loeber, Public Service, and Murray Harris, WNBC.

### "You And Alcohol"

CBS is mailing 6000 copies of a 40-page booklet titled "You and Alcohol," containing 14 programs of the series under that name recently aired by the network, to educators, clergymen, Congressmen and other public opinion leaders throughout the country. The radio series examined the problem of alcoholic consumption in the U. S. and its effects upon the people and their institutions.

In a foreword to the booklet, CBS points out that "since alcohol touches the lives of large numbers of people, it seemed logical to Columbia to consider it a problem in which radio's special functions could be usefully employed to translate the problem into plain, arresting terms and to bring it directly to the attention of millions of the Columbia network listeners."

### Ex-Mayor Honored

Edward J. Kelly stepped down from his office as mayor of Chicago on March 31 by appearing on ABC's "Ladies Be Seated" program which made the Windy City its permanent home as of that date. Johnny Olsen, the program's emcee, placed the ex-mayor in an easy chair, gave him a big black cigar, and cameramen from the city's newspapers took pictures.

The next day the story was carried by AP, and the Times and Sun carried two-column photos of Johnny and the ex-mayor. ABC publicity men almost swallowed their flak, however, when they read the day's Herald-American. The paper carried an eight-column, fourteen-inch cut of the mayor relaxing in the studio but with Olsen's picture deleted, and a box inserted which read: "Sitting This One Out. Stretched out in an easy chair with his feet propped on a stool . . ." etc.

### WEEI Outstanding Program

"The Story of Sex on the Air in Boston" is the title of a four-page brochure issued by WEEI, Boston, Mass. Booklet is attractively executed, containing an embossed picture of a bird, a bee and flower on the cover with spread pages devoted to a number of paragraphs dealing with the presentation of the series of nine programs dealing with sex problems confronting youngsters and adolescents; the way in which the station approached the problem for siring and the tremendous response to the program by the various groups in and around Boston and in other states. Folder is carried out entirely in white with black printing and is presented in excellent taste throughout.

### Contest Winners

A school teacher and three pupils from schools in the area served by Station WCHS of Charleston, W. Va., who submitted the best letters telling why they liked CBS' American School of the Air programs, were guests of WCHS and the Columbia Broadcasting System on a trip to New York City. They arrived April 4, and departed Monday, April 7.

As a result of the contest sponsored by WCHS in which 14 prizes were offered, including the four all-expenses-paid trips to New York, the Charleston area gave "School of the Air" programs their highest Hooper rating in the country—11.8.

### Air-Line Plugs

To merchandise the current Eastern Airline spot campaign on KABC, San Antonio, Jerry Spengler, head of the merchandising and promotion department, has made use of the airline's various publicity shots for a series of displays which have been set up in the luggage department of various downtown stores. The display features views of the planes, views of various cities on the airline route, and pictures of pilots and hostesses with a message containing call letters of KABC, dial setting and how vacations can be made more enjoyable through the use of airplanes in reaching the destination quickly and safely.

### Cues On WNBT Film Show

Places to go, things to do, events to cover in and around New York City are being rounded up once weekly in "This Is New York," five-minute film show over NBC's television station WNBT. (Thursday, 9 p.m., EST.) Program is built around new plays, movies, restaurants, places of interest and special events occurring in the metropolitan area.

### WENT To Adam Young

Gloversville, N. Y.—Station WENT, has appointed Adam Young Co., as its national representative. Appointment becomes effectively immediate.

## 20-Year Club Elects Herbert Hoover Gu

(Continued from Page 1)

laws, A. L. Ashby, chairman; chairman, Phillips Carlin; first vice-chairman, Lowell Thomas, chairman; chairman, Walter Evans; historical records, Charles Hodges, chairman; vice-chairman, Orrin Dunlap, program, M. H. Shapiro, chairman; vice-chairman, Joseph Barnett.

The more than 100 members present from all sections of the club were treated to a pleasant surprise when former President Herbert Hoover, unannounced previously, speaker, addressed the assembly, recalling the days of the old Federal Radio Commission, predecessor of FCC. Mr. Hoover recounted incidents of the 1921 era, paid tribute to radio companies and executives prominent in the first radio broadcasters conference, organization which during the next 25 years, "the finest example of self-regulation in the history of American industry." Sarnoff spoke of his "40—not 40 years in radio, told of his association with Guglielmo Marconi and his construction, in 1915, of the "radiob" actually the forerunner of the present day receiving set. Development, said, was arrested by the breakout of World War I.

RCA-NBC, said Sarnoff, during past three years has been compiling a history of radio, a work which has reached 30 volumes, with more still to go. The present material, the RCA president, will be made available to the historian of the Year Club should he wish to use it.

At the conclusion of the dinner, Pure Oil Co. and its advertising agency, Leo Burnett Co., presented Kaltenborn an RCA-television award with the expressed hope that it might give 20 years more of service to the industry and the public.

## Seek Annual "Oscars" For Ascap's Members

(Continued from Page 1)

car" awards for the outstanding composers of each year has been presented to Deems Taylor, president of the organization, in a telegram which stated "In view of awards made to motion picture stars, film studio producers, technicians, etc., we feel it opportune to recommend that Ascap establish annual awards for those persons who compose the music which America sings and loves. It is time that the public become aware of those talented men in the music field who contribute so much to the American way of life."

The suggestion was made that music awards be categorized in the following manner: Best new ballad of the year; best new novelty song; outstanding new rhythm song of the year; outstanding contribution to the field of classical music, and a special award to the most promising writer or writer-team of the year.

Other special citations also suggested.



# ★ THE WEEK IN RADIO ★

## Radio Unaffected by 'Phone Walkout

By JIM OWENS

NATION-WIDE telephone strike had no immediate effect on radio operations, but web chiefs were prepared for emergency. Only difficulty was in setting up remote broadcasts where no 'phone lines are installed . . . FCC denied a rearing petition by WOKO, Albany, N. Y. Commission had earlier been blocked by the Supreme Court in the argument . . . Gen. Omar Bradley, Veterans' Administration chief, lauded radio's contribution to the welfare of ex-GI's.

Latin-American countries will buy \$10,000,000 worth of U. S. radio receivers by the end of this year, according to the Department of Commerce . . . Bessie Beatty, veteran men's commentator and journalist died suddenly. WOR aired a special memorial broadcast Monday . . . and Stowe, foreign correspondent, starts a weekly series on Mutual April 23 for the United Electrical, Radio and Machine Workers union. Program will be the first web news program sponsored by a labor group.

"Television Institute" set elaborate plans for its annual two-day meeting which opens today at the Commodore . . . Election of Carl Haverlin, president of BMI was officially affirmed. He is currently vice-president in charge of station relations at Mutual . . . Emerson Radio Corp., demonstrated a new type of "multi-vision" system for broadcasting reception . . . FCC asked the U. S. District Court to dismiss a complaint lodged by Hearst Radio, licensee of WBAL, Baltimore. Radio Writers Guild in New York Hollywood voted to strike against

webs "at any time." Group seeks recognition of free-lancers and a guild shop . . . RMA prediction FM production this year would range from a million and three quarters to two million . . . ABC, Eastman-Kodak and Philco demonstrated a new rapid-film developer, said to be 40 times faster than current methods . . . Ohio State U's radio meet has scheduled a strong speaker list from radio's top drawer . . . BMB's prexy, Hugh Feltis, left on a three-month tour of talks to agencies, stations, etc. Day later the Association of National Advertisers gave official endorsement to BMB and urged a second study.

FCC proposed widespread changes in FM rules and standards, offering a new nation-wide allocation plan for class B stations . . . Archibald M. Crossley declared radio is suffering from "rating-itis" . . . Major webs scheduled special shows in memory of Pres. Franklin D. Roosevelt . . . Over 400 industry execs will attend the FMA regional meeting in Albany today . . . GOP informed the networks it may ask for air time equal to that offered to the President . . . WBKB completed extensive study of the video audience in Chicago . . . AAAA annual meeting opens a two-day meeting at the Waldorf Wednesday.

Broadcasting in Germany is now learning the "American Way," according to a former RADIO DAILY staffer . . . "Duel in the Sun" will spend \$100,000 in radio in key cities . . . Radio will play an active role in the campaign in support of the Edison Foundation.

## Networks, Indpt. Outlets to Carry Truman Speech

All four major networks and many independent stations will carry the minute address by President Harry Truman at the annual luncheon of the Associated Press at the Waldorf-Astoria on Monday, April 21. Time of the broadcast is tentatively set for 1:45-2 p.m., EST. The President will be introduced by Robert H. Lean, president of the Associated Press. The subject of the address has been announced but it presumably will make reference to freedom of the press.

Local New York stations which have already scheduled the broadcast are WCBS, WNBC, WJZ, WOR, WCA, WQXR, WNEW, WHN and WNYC.

## Mobile Units In Use In Lieu Of Phone Lines

(Continued from Page 1)

tary-General Trygve Lie. A few local programs had to be shifted last week so as to avoid any scheduled pickups where a telephone line had not been installed. In some cases, however, a live pickup was changed to a transcribed late broadcast. Instead of carrying the premiere of the Charlie Chaplin movie at the Broadway Theater on Friday night as a live program, WMCA transcribed the festivities and aired the show later in the evening.

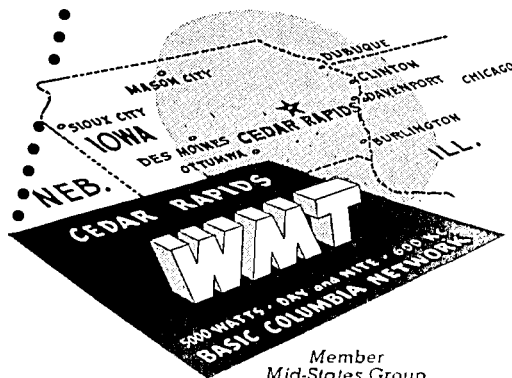
WNBC will be forced to shuffle its plans for a salute to Newark, N. J., next Friday if the strike continues. The salute will go on as scheduled but the station will not be able to make some of the remote pickups which it originally planned. Outlet plans, if necessary, to transcribe some of the programs ahead of time and on Friday bring Newark guests into WNBC studios in New York. Meanwhile, the question of how long network leased lines would remain in operation without the attention of maintenance crews shaped up as a wait and see policy. Although difficulties could arise at any moment, on the other hand the lines might stand up indefinitely.

## GET A "TWIN MARKET BASKET" AT NO EXTRA COST WITH WMT



### Buy a Basketful of Buying Folks in Eastern Iowa with WMT!

Iowa's income—highest per capita in America—is a happy 50-50 blend of the richest farm country in the U.S.A. AND steady, steady industries. WMT blankets both twin markets for you with farm and city-wise radio shows.\* Ask your Katz representative now about the biggest double buy in radio!



Member Mid-States Group

\* Only CBS outlet in Eastern Iowa.

## Send Birthday Greetings To —

April 14

Bill Green  
Robert Stanton

## COAST-TO-COAST

### — ALABAMA —

**BESSEMER**—Ground has been broken for the new studio-transmitter building of the Johnston Broadcasting Co., operators of WJLD. The company, whose plans were drawn by architect Wilmot C. Douglas, expects the building to be completed within three to five months. . . . **MONTGOMERY**—Thomas W. Martin, United Broadcasting Co. proxy was the Montgomery County Jefferson Day dinner chairman. . . . Owens Alexander, WSFA announcer and newscaster, was appointed assistant director of the Naval Reserve Montgomery unit. . . . Clifford J. Durr, FCC member, addressed the Huntingdon College students while on a visit at his former home here. He was introduced by his niece, Ann Durr, a senior at the college.

### — CALIFORNIA —

**OAKLAND**—Lena Horne, motion picture star, recently appeared in person on KROW, as a special guest of Russ Coughlan. . . . Cochran & Celli, home appliance store, has purchased a schedule of one-minute announcements on "Baseball Bandstand" starting April 1 over KROW, and continuing throughout the baseball season. . . . **SAN FRANCISCO**—Burt Leiper, staff writer in the KPO-NBC news dept. for the past two

years, has been transferred to the NBC news dept. in N. Y. Roger Wood will take over his spot on the KPO news staff. . . . The KGO-ABC detective program "Pat Novak For Hire" is now on its new time (Sundays 9 to 9:30 p.m.) with a new cast including Ben Morris, Jack Lewis and John Gailbraith. Program is written and produced in the KGO studios of Lou Hartman.

### — LOUISIANA —

**NEW ORLEANS**—Public service in the present critical telephone situation is being offered by WDSU, which will go on the air as the only official medium in this area for giving the return-to-work signal to the 3,000 telephone employees in New Orleans. Word of termination of the strike will be sent from national Union headquarters to the Southern Federation of Telephone Workers, local 410, who will notify WDSU immediately. . . . **SHREVEPORT**—Elizabeth Salassie, director of women's programs at KWKH, left recently for Hollywood, where she will spend the next several weeks visiting the major film studios and the West Coast studios of CBS. During her stay, Mrs. Salassie will record interviews with radio and screen celebrities for rebroadcast on her KWKH show, "It's a Woman's World."

### — MASSACHUSETTS —

**PITTSFIELD**—An across-the-board motion picture commentary has been inaugurated by WBEC, which recently opened here, with William T. Powell, district manager for Western Mass Theaters, Inc., as narrator. . . . **HOLYOKE**—WHYN has received a \$200 prize from the Yankee Network for best promotion of the picture "San Quentin." Money will go for a party for station's personnel. . . . **SPRINGFIELD**—Anita "Bunny" Barrows, receptionist for WSPR, is a brand new talent discovery of that station. Subbing for ailing Lorraine Guertin, emcee on the Albert Steiger disc show, "Platter and Patter," Miss Barrows did so well she won herself a permanent spot on the program. . . . **BOSTON**—Interviews with girls in the phone strike picket line at Boston's central office, made at 8:00 a.m. on April 7, the day the strike was called, were aired on WCOP's 8:15 a.m. news show. Special events director Ellie Dierdorff handled the feature.

### — MISSOURI —

**ST. LOUIS**—With Illinois Gov. Dwight H. Green, Gov. Phillip N. Donnelly of Mo., and Mayor Alois P. Kaufman participating in dedication ceremonies, station KMOX, CBS key station here, put into operation a new evening of April 7, with a special 50,000-watt standard transmitter the broadcast. . . . **KANSAS CITY**—All wholesale and retail grocers in the Greater Kansas City area have received postal card reminders drawing attention to KCMO's 7:00 a.m. News for Butter-Nut Coffee. . . . Madge Meredith and Bill Williams, RKO stars of the new motion picture, "Trail Street," appeared as guests on the "Home Town Gossip" program over KCMO.

## DON'T DUCK— THOSE ARE ROSES, NOT ROCKS!

Baltimore, Md. In their excellent report on WFBR's War service, the Maryland Historical Society used one sentence that we like. Here it is. "(WFBR) is a combination of hard-headed business and cheerful service." That's been our goal for about a quarter of a century—and it's as good a mark to shoot at as we know of—and we've been hitting the mark pretty consistently.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio city in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

# HHC Daytime Radio's Newest HIT Show

(A Buy to Sell the Women)



Willie Bryant, hottest MC in radio, pilots HHC—"Harlem Hospitality Club"—gives it freshness and great appeal.



Top vocalists like Lee Richard—son guest on show bringing smart musical interludes to gay audience participation.



Actress Butterfly McQueen, known to movie fans, is an HHC comedy highspot; Maceo Birch, "secretary" of make-believe Club-on-the-air, adds own brand of drollery. Variety says program has "uninhibited quality rare on the air," rates it high.



Loumel Morgan instrumental and vocal trio is another musical bright spot in Harlem Hospitality Club. This galaxy, plus gay studio audience and new twist in "participation" shows, results in 30-min. of wonderful setting for sales story.

HARLEM HOSPITALITY CLUB is heard on Mutual Monday thru Friday, 2:30 p.m. Catch this show: ask us for mail-pull story. There's something here.

## Mutual Broadcasting System

WORLD'S LARGEST NETWORK



# Blast FM 'Delinquents'

## FCC Surveying Costs of Building, Operating

Washington Bureau, *RADIO DAILY*  
 Washington—Survey of construction and operating costs of new radio stations was begun yesterday by the FCC. A one-page questionnaire seeking information on actual construction costs and monthly expenses and revenues was mailed to 11 stations authorized since October 1945. The Commission said the survey was undertaken because "considerable interest has been shown by construction permit holders and applicants in the current cost of entering the standard broadcast in-

(Continued on Page 2)

## Peabody Awards For 1946 to Be Announced By REC

The annual announcement of The George Foster Peabody Awards for 1946 will take place at a luncheon meeting of the Radio Executives Club on April 17, at the Hotel Roosevelt in New York.

Edward Weeks, editor of the Atlantic Monthly and chairman of the National Advisory Board for the Peabody Awards will act as master of ceremonies. Representing the Uni-

(Continued on Page 2)

## Canada Receiver Sales Show 100 Per Cent Rise

Montreal—With continued sharp gains in all provinces, sales of radio receiving sets in Canada totalled 104,191 sets, more than double the January 1946 total of 31,659, according to figures released by the Dominion Bureau of Statistics. Inventory figures show that 23,035 sets re-

(Continued on Page 6)

### Tele Figures

Dr. Allen B. Du Mont, president of Du Mont Laboratories, yesterday revealed that during a recent three weeks period the company delivered \$1,500,000 in new receivers and that the company has new orders for \$2,500,000 worth of sets. Dr. Du Mont made the statement during a tour of the exhibits at the Television Institute at the Hotel Commodore yesterday.

## New York Indie Offers Vaccination Services

WHOM, joining the city-wide effort to combat a recent outbreak of smallpox, has set up a vaccination center in its studios and starting tonight, Tuesday, will offer free treatment to any of its listeners. The station has obtained the services of doctors and acquired vaccines which will be available every night and all day Saturday and Sunday until the con-

(Continued on Page 2)

## New Television Receiver Introduced As 'Videorama'

Chicago—Floyd D. Masters, sales manager for the radio division of Stewart-Warner Corp., reports that enthusiastic public interest greeted the opening demonstrations and promotional campaigns introducing the new Stewart-Warner "Videorama" television in St. Louis, Detroit, Los

(Continued on Page 2)

## FMA Prexy Sees Many Licensees Amiss In Not Going Ahead With Stations; Big Turnout At Regional Meet

## Vandals Cut Lines Of St. Louis Station

St. Louis—Cutting of the telephone cables from the KXOK studios in St. Louis to its transmitter near Venice, Illinois shortly after 5:00 p.m., Sunday forced the station off the air momentarily and created havoc in the regular program structures.

Vandals cut the cable carrying 50 pairs of wire, apparently with an

(Continued on Page 6)

## N. Y. State Radio Bureau Increases Its Personnel

Three additions to the New York State radio bureau in Albany include Neal Moylan, appointed production supervisor, and Frederic Carr and William Tompkins, who were added to the writing staff. Moylan was a

(Continued on Page 6)

## House Group's Subpoena Halts Petrillo Trip Abroad

Washington Bureau, *RADIO DAILY*  
 Washington—Chairman Fred Hartley (R. N. J.), of the House Labor Committee, said yesterday he had subpoenaed James C. Petrillo, AFM president, to appear before the com-

(Continued on Page 2)

Albany, N. Y.—Holders of FM construction permits who are holding back, waiting to "take off the cream," were roundly attacked here yesterday by Roy Hofheinz, president of the FM Association, at the organization's first regional meeting, held at the Ten Eyck Hotel. Nearly 300 broadcasters and manufacturers interested in FM were in attendance,

(Continued on Page 8)

## WOV Shows Increase Over 1946 Business

An increase of 27 per cent in time sales for March this year over the same period in 1946 and 18 per cent increase for the first three months of 1947, was announced yesterday by Ralph Weil, manager of WOV, New York indie station.

New sponsors on WOV include the Drydock Savings Bank, "Mylo,"

(Continued on Page 6)

## Theater Co. Granted Station In Indiana

Washington Bureau, *RADIO DAILY*  
 Washington—The FCC yesterday announced its proposed decision looking towards the grant of the application of Syndicate Theatres, Inc.,

(Continued on Page 2)

## 'Institute' Hails Tele Progress; Sees Rapid Strides In Future

By JIM OWENS  
 Staff Writer, *RADIO DAILY*  
 A highly optimistic appraisal of the progress of television, in which the audience currently viewing programs was estimated at 3,000,000 persons, and the assertion that production bottlenecks are being eliminated to the degree that "tens of thousands of receivers" are being turned out, was made yesterday at the opening session of Television Institute at Hotel

Commodore, morning and afternoon. Joseph B. Elliott, RCA exec., who made the estimates, explained that information currently available has established certain facts regarding the television audience in which the audience ranges from 6 to 8 persons, at a home receiver to "at least 50" at commercial receivers (bars, restaurants). "Production lines are rolling along" Elliott said, and predicted that

(Continued on Page 7)

### Baseball Ballyhoo

Labeled a "ball and bat-on," WQXR, New York, sent out a souvenir package to the press yesterday which contained a regulation big league baseball and an orchestra leader's baton. Exploitation stunt called attention to the New York Yankees sponsored musical matinee program daily from 4:05 to 5 p.m., on the indie station every afternoon.

### "Singee" Commercial

Gerald Tannenbaum, executive director of the China Welfare Fund, back in the U. S. from China, reports that the Chinese version of singing commercials are old and are given directly to the audience in the open air, instead of via the mike. Seems that welfare workers tour the provinces and in response to questions of health and child care, give out in lusty sing-song.

# RADIO DAILY



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## FINANCIAL

(Mon., Apr. 14)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 7/8	8 1/4	8 1/4	— 1/2
Am. Tel. & Tel.	164	163 3/8	163 3/8	— 3/4
CBS A	23 7/8	23	23	— 1 1/8
CBS B	24	23 1/4	23 1/4	— 3/4
Farnsworth T. & R.	6 3/4	6 1/4	6 3/8	— 1/8
General Electric	34	33 3/8	33 1/4	— 7/8
Philco	25 1/2	24 1/8	24 1/8	— 1 1/8
RCA Common	8 3/8	8	8	— 3/8
RCA First Pfd.	74	74	74	— 1 1/8
Stewart-Warner	16 3/4	15 3/4	15 3/4	— 1 1/4
Westinghouse	23 5/8	23	23 1/8	— 1/2
Westinghouse Pfd.	99 5/8	99 1/2	99 5/8	— 1/8
Zenith Radio	19 3/8	17 3/4	18 1/4	— 1 3/8

### OVER THE COUNTER

	Bid	Asked
U. S. Television	2	2 3/4
WCAO (Baltimore)	42 1/2	
WJR (Detroit)	15	17 1/2

## Theater Co. Granted Station In Indiana

(Continued from Page 1)

for a new station in Columbus, Indiana, to operate on 1130 kc., with 500 watts, daytime, and denial of the application of Universal Broadcasting Co., Inc., for a new station at Indianapolis, to operate on 1130 kc., with 10 kw., unlimited.

The Commission also announced its proposed decision looking toward the grant of the application of Tri-City Broadcasting Co., for a new station at Newport, Ky., to open at 1110 kc., 1 kw., daytime, and denial of the application of Moraine Broadcasters, Inc., for a new station at Dayton, Ohio, requesting the same facilities.



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

## New Television Receiver Introduced As 'Videorama'

(Continued from Page 1)

Angeles and San Francisco during February and March. Distributors in all four cities, according to Masters, said the first advertising, publicity and displays brought a public response indicating those communities are "definitely ready for television."

In Los Angeles the Videorama made its debut just before and during "T-Week," the week of March 10, when special day and night programs were beamed from the two operating television stations atop Mount Wilson. On March 11 it was presented before the Academy of Television Arts and Sciences meeting in the NBC studios in Hollywood's Radio City, and for three days there were special showings of the set for Stewart-Warner dealers, their families and guests.

## FCC Surveying Costs Of Building, Operating

(Continued from Page 1)

dustry and in the average revenue and expenses of new AM stations."

The Commission said that overall results of the survey will be made public, but individual station data will not be disclosed.

## Phillips Joins Du Mont In Management Dept.

Lawrence Phillips, executive vice-president of USO Camp Shows, has become associated with the Allen B. Du Mont Laboratories, Inc., as consultant in management, Dr. Allen B. Du Mont, president, announced yesterday. Phillips organized the live entertainment program of the Citizens Committee for the Army and Navy in April, 1941, and later handled all the activities for the USO Camp Shows.

## To Reorganize Radio Council

Local station representatives and delegates of community and civic groups will meet at CBS at 4 p. m. today to plan a reorganization of the New York City Radio Council. The council was first set up several years ago but its function was interrupted during the war years. Mrs. George Fielding Eliot is chairman of the reorganization committee.

## New York Indie Offers Vaccination Services

(Continued from Page 1)

tagious disease has been checked in New York.

WHOM yesterday began announcing the free service in all of its different foreign language broadcasts. The first batch of vaccine, enough to treat 1,000 persons, was obtained through a local medical supply house and city authorities have promised to supply the station with another 500 doses today. Fortune Pope, station general manager, announced that although it could not be determined just how much response would be forthcoming from listeners, WHOM was prepared to give vaccination treatments to all who called at the station. Meanwhile, all local stations are publicizing the three weeks campaign in which health authorities hope to vaccinate every person in the city. Dr. Israel Weinstein, city health commissioner, has already broadcast warnings and instructions over several stations, including WNBC, WJZ, WOR and WNYC, and will be heard on others throughout the week. All local outlets yesterday began giving free vaccinations to their employees as a precaution.

## Peabody Awards For 1946 To Be Announced By REC

(Continued from Page 1)

iversity of Georgia School of Journalism, which administers the awards under the will of George Peabody, will be Dean John E. Drewry and a group of local Georgia alumni, who have been invited to attend.

The luncheon is scheduled for 12:30 p.m., in the Grand Ballroom of the Hotel Roosevelt.

## House Group's Subpoena Halts Petrillo Trip Abroad

(Continued from Page 1)

mittee. Hartley said the subpoena would prevent Petrillo from sailing for Europe on April 27. The committee chairman said committee investigators had been looking for Petrillo for several weeks. No specific date for Petrillo's appearance can be set until after the Supreme Court hears the Government's appeal from a lower court's ruling that the Lea Act is unconstitutional.



# "CLEAR!" "CLEAR?" "CLEAR!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineers and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too — every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!



# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-R

**MUSIC has power**

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

# TYRRELL KRUM

LIEUTENANT COMMANDER U.S.N.R. (RETIRED)

NATIONAL BROADCASTING COMPANY'S

## "VETERANS' ADVISER"

**BEGINS THE THIRD YEAR OF HIS COAST-TO-COAST WEEKLY DISCUSSION OF VETERANS' RIGHTS, PRIVILEGES AND BENEFITS NEXT SATURDAY, APRIL 19, SAYING:**



"TY" KRUM

**"THANKS, ALL YOU FINE N B C FOLKS, FOR THE LOYAL SUPPORT YOU'VE GIVEN MY EFFORTS DURING THE PAST TWO YEARS. AND THE BEST O' LUCK TO ALL OF YOU."**

Commander Krum was a buck private of Marines in the First World War and was among the first group of Reservists to return to Active Duty prior to the Second World War back in 1940—eighteen months before Pearl Harbor.

He has worked for over 25 years on top-notch newspapers and was the Washington Army and Navy analyst for "NEWSWEEK" magazine. He is nationally-known and recognized as an all-round authority on veteran's rights and benefits.

Commander Krum was the very first to present a nation-wide network radio program devoted entirely to a definitive discussion of Veterans' Affairs (originating 1:30 p.m. each Saturday) from the Nation's Capital where all such benefits and rights are put into law and administered.

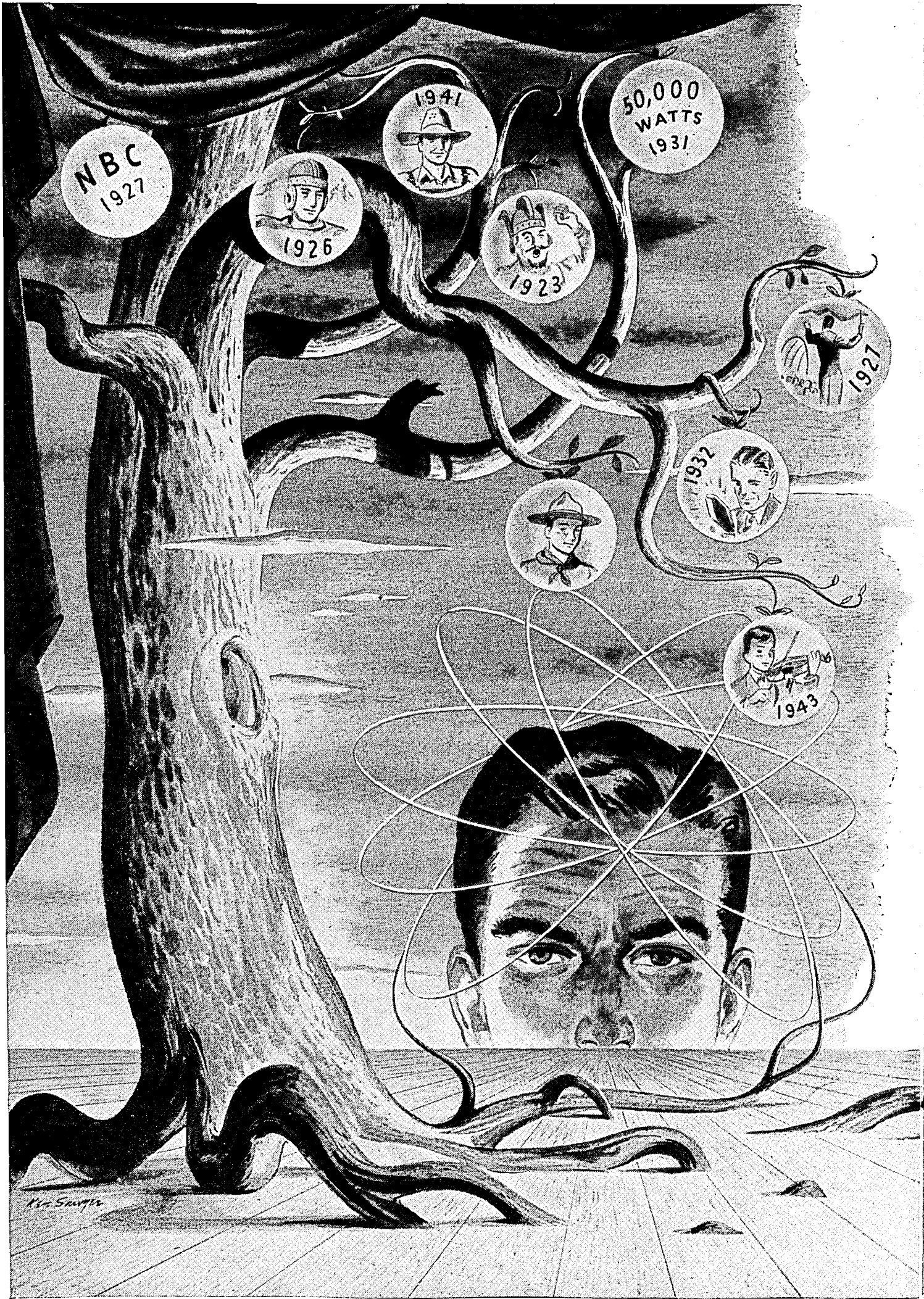
"Veterans' Adviser" today is carried on more than 100 NBC stations and is shortwaved overseas through AFRS.

During his first two years of broadcasting, Commander Krum personally handled more than 350,000 separate mail, telegraph and telephone requests for advice from war veterans and their families. He has aided more than 15,000 servicemen's widows to secure pension rights, assisted thousands of disabled veterans to obtain hospitalization and other GI rights, advised countless veterans on reinstating and converting their wartime government insurance to peacetime policies—to mention but a few highlights of his free public service to war veterans, their families and their survivors.

Commander Krum speaks with authority based on his own experiences as a veteran of both World Wars.

He is truly the nation's "Veterans' Adviser."

(NOTE: "Veterans' Adviser" is offered by NBC on a co-operative basis.)



# IMAGINATION

Though it isn't our custom to boast, quite a few of our birthdays (this is our 25th) have also been milestones in the Radio business. The KF "I's" have it below and in the column on the right, but we've saved one for the last. We've coined a word that typifies KFI thinking. It's the one that has given us the vision to see... the courage to pioneer. The one that dictates our policies —and results in our programming balance between the best in nationwide entertainment and the best local public service broadcasts in the West... it's the one that keeps us young! KFI *Imagination!*

## KFI Items

- 1922—**KFI Introduction** with a 5-watt home-made transmitter.
- 1923—**KFI Impresario** demonstrated radio's possibilities by presenting a Wagner Opera in its entirety from the stage of the Los Angeles Opera House.
- 1924—**KFI Installs** a 5000-watt transmitter.
- 1925—**KFI Instrumental** in establishing West Coast network broadcasting by initiating a hook-up with KPO in San Francisco.
- 1926—**KFI Innovates** Pacific Coast football broadcasts.

1927—**KFI Introduces** listeners to NBC network.

1927—**KFI Inaugurates** the first broadcast of the Hollywood Bowl summer concert season.

1931—**KFI Increases** transmittal power to 50,000 watts.

1932—**KFI Initiates** Pacific Coast listeners to the now world famous Richfield Reporter.

1941—**KFI Influences** the vast Pacific Southwest Growers Industry by employing a full time Farm Director.

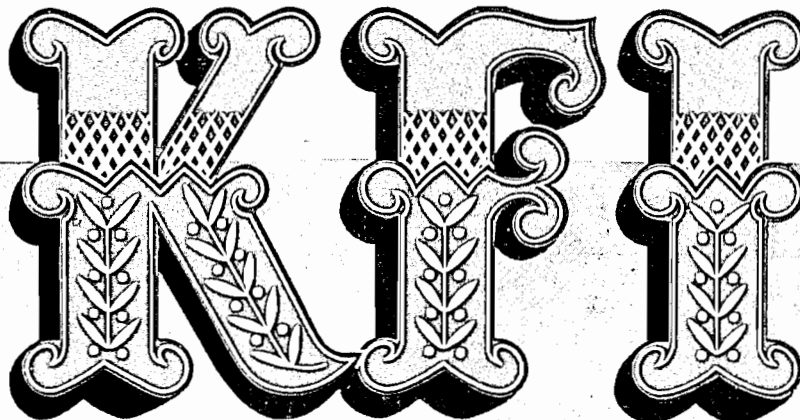
1943—**KFI Inspires** talented young vocalists and musicians to great heights by establishing a continuous competition for young artists.

**Now—KFI Interest** in the public welfare is demonstrated by the regularly scheduled public service programs which reflect the best thinking of Los Angeles' leading citizens and officials.

**KFI Integrity** Our standard of advertising acceptance permits only such advertising as is in the interest of the general public, presented with good taste.

**KFI Ideals** include the desire to keep pace with the times—to keep faith with our listeners—to see that our programming is in the interest of *all* the public, and to provide the best in radio entertainment.

*25<sup>th</sup> Anniversary*



BC FOR LOS ANGELES 50,000 WATTS • CLEAR CHANN'L • 640 ON YOUR DIAL • *Earle C. Anthony, Inc.*  
EDWARD PETRY & COMPANY, INC. • NATIONAL REPRESENTATIVES

## Vandals Cut Lines Of St. Louis Station

(Continued from Page 1)

axe, near a railroad culvert in Illinois. Engineering personnel at the transmitter aired phonograph records and made necessary announcements until the arrival of studio personnel a half hour later. The transmitter is 14 miles from the studio.

Network (ABC) shows were transcribed at the studio and transported by car to the transmitter every half hour. The programs were aired one hour later than usual using an emergency studio for the transcriptions. Special KXOK programs were also aired. Rumors which Southwestern Bell Telephone Co., would not confirm said that supervisory personnel attempting to repair the broken lines met resistance. East St. Louis police said that immediately after the cables were cut picket lines at the East St. Louis telephone exchange were reinforced and extra police detail was called out to gain entrance for the supervisors.

### Listeners Concerned

The KXOK telephone switchboard was jammed with calls from listeners unaware of the difficulties and program and sales personnel were called in to assist in the emergency. The KXOK station wagon with its new radio telephone equipment was used to maintain contact between the studio in St. Louis and transmitter in Illinois.

KXOK engineers worked all night Sunday readying a short wave relay transmitter and normal operations were resumed at sign-on-time Monday with programs shortwaved to the transmitter and then aired.

## Canada Receiver Sales Show 100 Per Cent Rise

(Continued from Page 1)

remained in the hands of producers at the end of the month. Substantial gains were recorded in the imports and exports of radio receiving sets in January, exports showing the most pronounced expansion. During the month, 8,338 sets were exported, as against only one set in January 1946, and imports 3,749 sets as against 391. There were 319,318 radio tubes imported as against 104,687 a year ago.

Producers' sales of radio receiving sets in January were as follows by provinces, totals for January 1946 being in brackets: Maritimes, 5,511 (3,030) sets; Quebec, 12,643 (5,615); Ontario 29,638 (13,767); Manitoba, 4,565 (2,432); Saskatchewan, 3,079 (1,546); Alberta, 4,456 (1,994); British Columbia 6,149 (3,275).



## Notes From An Aisle Seat. . . !

● ● ● Looks like MCA is leaning disc-ward, with an interesting deal on the fire involving Jules Stein and a Detroit, whose four factories could just as soon turn out platters. Seems Stein is convinced that there's plenty of dough in the biscuit biz, especially with his talent roster and facilities. . . . "Exploring The Unknown," which loses its bankroller on Mutual in June, will prob'ly stay on the air for another sponsor on a different network. An insurance company is interested in it for CBS, while NBC is trying to clear the right time for an automobile firm. . . . Campbell Soup has bought "Double or Nothing" and will spot the quizzer five times a week on CBS. . . . Coca-Cola hasn't closed the amateur hour deal with Billy Rose, we hear, and is shopping around for a family type ailer. . . . Ella Logan, star of "Finian's Rainbow," has no intention of quitting the show due to poor health, as has been reported. Incidentally, she just made a Columbia album of the Finian score. . . . Since Ham Fisher came out with that blacksmith character called Humphrey in the "Joe Palooka" strip, all of Toots Shor's pals are calling him Humphrey, the resemblance is that close. . . . Art Franklin wants to know if anyone, influenced by the Sinatra-Mortimer affair, referred to the crooner as a sock performer. . . . Big reports from John J. Anthony's audition the other night (via Mutual) of his new audience participation thing called "Opportunity Hour." . . . John Crosby, Herald Trib radio ed, penning a book for Simon & Schuster. . . . Josef Cherniavsky has joined M. T. Lanser and a group of Chicagoans in a new firm called Tele-Radio Creations, Inc. . . . WOR's "Luncheon at Sardi's" getting plenty of network inquiries. . . . Bev Kelley again doing an expert publicity job for the "Big Show" at the Garden.

★ ★ ★

● ● ● Slow to see the light re advantages of co-op bankrolling, CBS is now pulling out all stops and readying an intensive campaign to convince potential sponsors how economical and effective multiple sponsorship really is. Taking a leaf from the transcription boys' book, the web is planning to offer the customary quarter-hour news segs but with a twist. Instead of the 15 minutes straight network news, the web plans to allow for a 5-minute cue-in of local happenings. In addition, insiders hear that CBS would love to offer a night-time show for co-op billing. One hitch here is, of course, Mr. Petrillo's veto of musickers on multiple sponsor shows.

★ ★ ★

● ● ● We listened to an audition platter of Bill Gernannt's new show, "Moods By Laura," the other night. Here is a show radio's been crying for—or, at least, audiences have been. A soothing series of real-life vignettes strung together in a manner that is custom-built for late-hour listening. However, with the agencies, it's a horse from a different stable. They'll no doubt say it isn't commercial—prob'ly have already told Gernannt that. We hope Bill sticks to his guns with this show. So it isn't commercial. So it hasn't any gimmick, or mail-pull or give-aways. But it is sheer delight—high-grade entertainment—almost therapeutic in its choice and treatment of subject matter. And, by the way, we seem to recall some years back that the agencies told Gernannt that quiz shows were impractical (when he was trying to peddle Prof. Quiz.)

★ ★ ★

● ● ● ONE MAN'S POINT OF (RE)VIEW: Combine the Burns, Allen and Dennis Day characters with the best of the moron gags, and you've got "My Friend Irma," which premi-aired on CBS last Friday. Despite unoriginal gags and situations, show made br-easy listening, thanks to skillful performances by Marie Wilson and Cathy Lewis. . . . We find "The Whistler" mighty tough competition for the Groaner Wed. nights at 10. Wish CBS could spot that mellow-drama at another hour. . . . To break the monotony of caustic comments on commercials, we'd like to pin a grace note on the musical novelty plugging Molle on the Mystery Theater.

## WOV Shows Increase Over 1946 Business

(Continued from Page 1)

United Fruit, American Chick, Adam Hats and Savarin coffee renewals include National Southern Cotton Oil, Pepsi, Palumbo cigars and Roman Macaroni.

"This is a healthy start for Mr. Weil said, "and according to indications, it will continue. We have noted that buyers are becoming more and more particular about station and segment they purchase for advertising their products. This seems to follow the general 'cut buying' trend which is so prevalent these days. Some of our language time advertisers have taken additional time on our E programs, and the results have been mutually gratifying."

Mr. Weil added that "It is expected that mid-summer will see a further increase in WOV sales. Of course, there usually is some seasonal rise here anyway, because of the siesta in big-time programming on the networks, but this is to our advantage, too. Many advertisers had planned on summertime independent advertising have discovered the excellent localized sales potential of a good indie station — and we realized that a part of their advertising budget belongs here throughout the year. So it goes . . . and we are looking forward to a banner 1947."

## N. Y. State Radio Bureau Increases Its Personnel

(Continued from Page 1)

writer and producer for several years at WFBL, Syracuse, and more recently managed WFBL-FM.

Carr was formerly a producer and director for CBS and has written and produced scripts for network programs. Tompkins comes to the state bureau from WKBN, Youngstown, Ohio, where he was news editor. Previously he was an announcer and writer for WOKO, Albany, N.Y.

## Joins Mutual

Wichita Falls, Tex.—KTRN, FM voice of the Wichita Falls Times, has joined the Mutual Broadcasting System and increased its broadcasting schedule to 10 hours per week. Announcement was made by Howard, secretary and treasurer of the publishing company.

KTRN is the first FM station in the southwest to become a national network outlet. Wichita Falls has a standard broadcast affiliate with Mutual.

## JACK ROURKE Productions

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GRAnite 1950



THE BETTER HALF  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



# Institute' Hails Progress Of Video; Sees Bright Prospect For Future

(Continued from Page 1)

output would soon reach the area of hundreds of thousands." Though picture the RCA exec painted a favorable one, he inserted a note of warning in which he cautioned that "production efforts could be checkmated by poor programs." Audience today is "tolerant with things," he said, but current offerings will not long be accepted. He also called for more daytime program hours, particularly to extent where dealers and retailers have an opportunity to sell receivers.

Further to add the generally optimistic outlook for the industry was a discussion of operating costs and budget problems for stations by Edward Rawles, ABC video exec, who envisioned an annual billing of \$100,000 for the industry "within five years."

**Advertising Figure High**  
Total advertising expenditure for 1946 was over three billion dollars, Rawles recalled, and while some of it may find its way into tele, much of the industry's income will be in the form of money, or that not now allotted to existing media. This, he explained, may come from advertisers who do not find radio or newspapers give for their particular products. While he discussed the topic "Accounting Television's Challenge" at a luncheon session, J. R. Poppele, president of the Television Broadcasters Association, preferred to talk on the words "inspiration and opportunities." The new medium, he declared, combining as it does all of the qualities inherent in radio and motion pictures, "is an inspiration to all those who possess the ingenuity and insatiable desire to mold out of its present comparatively shapeless form a model which will have lasting value, both as a commercial vehicle and also as a means of uniting all peoples. The industry also outlined the opportunities available in the industry, and thought that "all the craftsmanship that contributed to the development and expansion of the photograph business, radio and motion pictures will be needed before

television attains its ultimate perfection."

Poppele described television as "the eventual co-ordinator of all three crafts" and declared that it stands out as "the most opportunity-laden invention of the present era." As to its immediate future, tele is a "magnet" for advertisers, Poppele said, and with the rapid spread of stations and receivers, "we may reasonably assume that by the time the presidential campaign comes around next year, television service will be within the reach of well over 40 per cent of the nation's population."

### Housewife Angle Cited

A significant opinion, and one which may be construed as reflecting the attitude of today's video audience, came from Mrs. Clara Burke, a suburban housewife, whose home entertainment for the past year, she explained, has been centered largely on her television receiver. A luncheon speaker, she outlined preferences programwise, included sports events among the favorites but felt that they would not appeal to all women for a great length of time. She made the significant criticism that "too little attention has been paid to the child audience," and that few film shows aimed at them were satisfactory or proper. In addition, Mrs. Burke pointed out, children's programs should be aired at a more favorable time of day. Present day commercials also came into some criticism from the housewife who described them as ranging from "amusing or boring" to "revolting." On the other hand, she said, "as a consumer, I envision unlimited possibilities in televised selling. Instead of being necessary evils," she added, "commercials could be not only interesting but educational."

### Goldsmith Talks Color

Despite the recent setback of color television, and predictions that a five year wait is in order before it emerges from the laboratory stage, "it is not dead, and the entire industry is interested in color," Dr. T. T. Goldsmith of Du Mont Labs declared at the morning session. As an example of the current efforts put being put forth he revealed that RCA will install color video equipment on the Empire State Building for experimentation. In this regard he outlined the advantages of simultaneous color transmission, the arrival of which "will not seriously affect current black-and-white operation." Goldsmith also was of the opinion that the complete transition of color tele—when it's commercially available—to black-and-white, will be spaced by an interim period during which both systems will work together. "Color television will add to our bag of tricks," he said, "and will be an added tool to black-and-white."

Among other problematical phases of television discussed yesterday at the panel session was the apartment

house antenna problem. Ernest Marx, general manager of the television division of Du Mont Laboratories, Inc., and chairman of the TBA committee studying the problem, told the group that a decision is expected by Friday of this week on a proposal made to the Real Estate Board of New York. The proposal, he explained, offers a solution to most of the objections raised a month ago by landlords regarding apartment house installations. It includes a multiple system and an interim system. Marx said that the TBA proposal would provide landlords with the necessary "legal protection" and is currently under consideration by the members of the realty group.

The decision of the Real Estate Board, Marx said, is expected to be favorable to the TBA proposal.

### St. Louis Printers Strike; Stations Augment News

St. Louis—Seizing the opportunity for real and needed public service, many extra news broadcasts were added to the radio stations here Monday, April 14, when an unauthorized strike of St. Louis web printing pressmen kept the three St. Louis daily newspapers off the street. Regularly scheduled programs were cancelled in order to present St. Louisans with an up-to-the-minute news coverage. Other regular features of the St. Louis Star-Times were also presented, including comics, obituaries and feature stories.

The city desk of the Star-Times, while being prepared to publish in the event the striking pressmen returned to work, directed their efforts to supplying KXOK with the latest news, both local and world-wide. Other stations were similarly active in offering world and local news to their listeners.

## -WANTED-



## PACKAGE DRUG ACCOUNTS

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**Successful WAAT** packaged drug advertisers—

**Successful** in cash register results—

**Successful** because they know that—

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.



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IS COMING TO  
WARNER BROS. **KFWB**



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

# Blast FM 'Delinquents'

## Hofheinz Demands Quick Action On Construction

(Continued from Page 1)

as Hofheinz, of Houston, Texas, declared that there were some "hip pocket" licensees bent on waiting until the new system of broadcasting was in full swing, and then hoping to obtain quick and easy profits. His scorching address, made at the luncheon session, climaxed a morning of enthusiastic reception for a number of speeches which pointed to the speed with which FM is being accepted publicly.

Hofheinz called upon the FCC to closely scrutinize every applicant for a license and urged that the governmental body act to cancel construction permits within a period of from 30 to 60 days in cases where no evidence is shown of the licensee going ahead.

The president of the FM Association asserted he knows of several large manufacturers who have low cost FM sets beyond the blueprint stage and called for concerted efforts of licensees to promote FM to the fullest extent.

### Officers Elected

Officers of Region No. 1 elected yesterday are: Chairman, Leonard L. Asch, WBCA, Schenectady; vice-chairmen, Helen Wood, WIBX-FM, Utica; John C. A. Watkins, Providence, R. I. Journal; Richard G. Evans, WIZZ, Wilkes-Barre, Pa.; secretary, James A. Hardman, WMFM, North Adams, Mass.

Nearly three hundred men and women interested in FM broadcasting registered for the regional meeting, which was the first of eight to be planned for immediate organization. Region No. 1, comprises the New England states, New York, New Jersey and Pennsylvania.

At the morning session Dr. Edwin Howard Armstrong, inventor of FM, compared the progress that has been made in the new type broadcasting since the first experimental station was built 15 years ago, and provided the audience with demonstrations of actual broadcast pick ups of programs by a chain of stations, after which H. C. Bonfig, vice-president of the Zenith Radio Corp., spoke on set

production. He declared that when the American public today buys "a radio without FM it is buying something already obsolete."

Leonard Marks, general counsel of the FM Association, urged the members to use the national headquarters of the organization at Washington as a clearing house for their problems.

Leonard Asch was general chairman of the sessions.

Practically all large receiver manufacturers had elaborate displays of FM sets.

### Sterling's Address

George E. Sterling, chief engineer designate of the FCC, said in part:

"The rapid growth of FM can be seen from the following statistics. At the present time 530 FM construction permits have been authorized and an additional 208 conditional grants have been made; together with the 53 pre-war FM licenses and construction permits this totals 792 FM stations now authorized. 227 applications for additional FM stations are pending before the Commission, of which 110 are hearing cases (due principally to more applicants than channels in some cities). Approximately 200 stations are now on the air, and this figure is increasing weekly. . . . The 14 stations in four cities that were in operation on alternate channels before the war had no apparent difficulty from interference. The post-war FM standards developed during the 1945 engineering hearings also proposed alternate channel operation, and it appeared that receiver manufacturers and others were satisfied that it would be satisfactory. Accordingly, this standard of separation was adopted by the FCC in September 1945.

### Little Interference Reported

"Since that time a considerable number of stations have been placed in operation on alternate channels, and at this time total some 34 stations in 13 cities. While the Commission has received few reports of interference immediately upon receipt of the first reports that some difficulties were being experienced because of alternate channel operation Mr. Braum, chief of the FM division, aided by John Duane and other members of his staff initiated studies having for their purpose the extent, cause and remedy if one was necessary. These studies necessarily included receiver design and performance, transmitter location and power as well as frequency separation. These studies led Mr. Braum and his staff to conclude that greater frequency separation was desirable wherever possible.

"The results of the Syracuse tests served to confirm this and after a consideration of several plans the 800 kc., separation of class B stations was considered the best solution to the interference and receiver timing problems. We then presented the nouncement of April 10th."

Among those in attendance at the meeting were:

Earl B. Abrams, Radio News Bureau, Washington; Philip Agisim, The Crowell-Collier Pub-

lishing Co., New York; Roy L. Albertson, WBNY-FM, Buffalo, N. Y.; Armine E. Allen, Philco Corp., Philadelphia; Addison Amor, NBC Radio-Recording Div., N. Y.; John Andrew, Associated Program Service, N. Y.; John Edward Arens, WFAS and WFAS-FM, White Plains, N. Y.; Leonard L. Asch, WBCA, Schenectady; Bill Bailey, FMA, Washington; Stuart Bailey, Jansky & Bailey, Washington; David Baltimore, WBRE and WBRE-FM, Wilkes-Barre, Pa.; Graeme C. Bannerman, Mayer, Bannerman & Rigby, Washington; William L. Barlow, FMA, Washington; Ellis Barrett, WPTL, Providence, Rhode Island; Joseph Behr, WREL, Long Island City, N. Y.; A. G. Belle, WSYR-FM, Syracuse, N. Y.; Walter Bligh, WNDR, Syracuse, N. Y.

Clayton Boddy, FM Station WLOB, Claremont, New Hampshire; Willard E. Bowman, Radio Projects, Inc., Newark, N. Y.; Cyril S. Braum, Chief, FM Section, Engineering Dept., FCC, Washington; G. H. Browning, president, Browning Laboratories, Inc., Winchester, Mass.; Louis G. Buisch, WWHG, Hornell, N. Y.; Clifford M. Chafey, manager, Station WHEP, Reading, Pa.; Sol Chain, manager, WBIB, New Haven, Conn.; Anton Chmela, WTOE, Elizabeth, New Jersey; Edward Codel, publisher, FM Business, New York; Peter Corson, WKWC, Lockport, N. Y.; W. R. David, general sales manager, Broadcast Equipment, General Electric, Syracuse, N. Y.; Everett L. Dillard, president, Commercial Radio Equip., Washington and KOZY, Kansas City, and WASH, Washington; John Doane, FM Section, Engineering Dept., FCC, Washington; James B. Dunbar, WHAV-FM, Haverhill, Mass.; Hudson Eldridge, business manager, Commercial Radio Equip., Washington; Richard Evans, president, WJZZ, Wilkes-Barre, Pa.; H. J. Frank, WSLB, Ogdensburg, N. Y.; Arthur Freed, vice-president, Freed Radio Corp., New York; E. R. Gamble, WBTA, Batavia, N. Y.; C. E. Gatchell, manager, WGAN-FM, Portland, Me.; Bert Georges, general manager, WFMI, Portsmouth, N. Hamp.; Stanley Gerstin, editor, FM Business, New York; Norman R. Glenn, publisher, Sponsor Publications, N. Y.; Jack Gould, radio editor, New York Times, N. Y.; Rev. R. F. Grady, S. J., director, WFUV, Fordham University, N. Y.; Emyln Griffith, WRUN-FM, Rome, N. Y.; Walter Griswold, program director, WIBX, Utica, N. Y.; Frank A. Gunther, vice-president, Radio Engineering Laboratories, Long Island City, N. Y.

John W. Haigis, Jr., manager, WHAI-FM, Greenfield, Mass.; James A. Hardman, WMFM, North Adams, Mass.; Robert Hardman, WMFM, North Adams, Mass.; Arthur Hull Hayes, manager, WCBS-FM, CBS, New York; Alvin Hirschmann, vice-president, WABF, N. Y.; E. J. Hodel, manager, WCFC, Beckley, West Virginia; Thomas C. Holston, president, WLEB-FM, Lebanon, Pa.; Jash L. Horne, owner, WCEC-FM, Rocky Mount, North Carolina; Herbert House, chief engineer, WMBO, Auburn, N. Y.; James L. Howe, president and general manager, WCTC, New Brunswick, N. J.; Earl C. Hull, general manager, WHLD-FM, Niagara Falls, N. Y.; Ed. James, New York Editor Broadcasting Magazine, N. Y.; Sydney Jurin, sales promotion manager, Pilot Radio Corp., Long Island City., N. Y.; Frederick L. Keesee, general manager, WMBO, Auburn, N. Y.; Robert A. Kelley, sales manager, WFMI, Portsmouth, N. H.; George B. Kelly, president, WRNY-FM, Rochester, N. Y.; James Gordon Keyworth, WMFM, North Adams, Mass.; L. D. Kimble, assistant to the publisher, Corning Leader, (WKNP) Corning, N. Y.; Lewis A. King, vice-president, WFMO, Jersey City, N. J.; Joseph Koehler, editor, Sponsor Publications, New York; Melvin Lahr, WSAR, Fall River, Mass.; R. P. Lamons, the Andrew Co., Chicago; Lester W. Lindow, general manager, WRNY-FM, Rochester, N. Y.; Lansing B. Lindquist, FM manager, WSYR-FM, Syracuse, N. Y.; William B. Lodge, director of general engineering department, CBS; John M. McKenzie, Westinghouse

## Geo. Sterling, Lauds Progress Of Medium

Supply Corp., Rochester, N. Y.; Thomas McNulty, president, WMCP, Baltimore; W. K. Macy, vice-president, WFSS, N. Y.; J. Woodrow Magnuson, WBEN-FM, N. Y.

Leonard H. Marks, general counsel Washington; William Maron, WTOE, El N. J.; B. M. Marshall, WHWL, Sunbu J. Gerald Mayer, Radio Consultants, Inc., ington, D. C.; Edward L. Merritt, WFM Bedford, Mass.; Felix Meyer, program sup WFIL-FM, Philadelphia, Pa.; Robert Moore, vice-president, Transradio Pre vice, New York; N. Blair Munhofen, se WFSS, Coram, Long Island, N. Y.; Louis ray, manager, WPAM - FM, Pottsville Horace W. Nichols, commercial manager, FM, Greenfield, Mass.; Morris Novik consultant, New York, N. Y.; A. William er, associate editor, Tide Magazine, Ne N. Y.; Sol Paul, advertising director, casting Magazine, New York; W. N. chief of bureau, Associated Press, N. Y.; Leon Podolsky, WBRK, Pittsfield, L. R. Rawlins, manager of industrial re Westinghouse Radio Stations, Inc., Phila Pa.; Carl Rice, secretary, WHWL, Sunbu N. S. Rounsley, manager, WEEF-FM, Pa.; Ed Sandford, president, New B Broadcasting Service, New Rochelle, Frank A. Seitz, vice-president and m Director, WFAS-FM, White Plains, N. Y. Shriver, Altac Lansing Corp., New York, Edmund Sieminski, treasurer, WFMO, City, N. J.; George L. Sisson, Jr., gener ager, Narragansett Broadcasting Co., Fal Mass.; Milton B. Sleeper, publisher, FM vision, Great Barrington, Mass.; James L. manager, WBEC, Pittsfield, Mass.; Geo Steffy, vice-president, Yankee Network, Mass.

George E. Sterling, chief engineer-des Federal Communications Commission, W ton, D. C.; Al L. Taylor, Jr., program d WHAV-FM, Haverhill, Mass.; S. P. manager, Distributor Sales, Western Co., Inc., New York, N. Y.; Thomas B. station manager, WJLK, Asbury Park, Mrs. Thomas B. Tighe, WJLK, Asbury N. J.; Edgar H. Twamley, manager, V FM, Passaic, N. J.; Fritz S. Urdike, manager, WRUN-FM, Rome, N. Y.; Valerius, manager, WKNP, Corning, I Edward Volz, radio editor, Retailing Ho nishings, New York, N. Y.; M. J. Warner, ger, WCEC-FM, Rocky Mount, N. C.; Waterbury, treasurer, WOPT-FM, Oswego, Carl M. Watson, station relations, N Broadcasting Co., N. Y.; Charles M. time-buyer, Ruthrauff & Ryan, Inc., New N. Y.; David Williams, executive repr tive and radio editor, Associated Pres bany, N. Y.; Francis Carter Wood, Jr., dent, WFMO, Jersey City, N. J., and Wood, managing director, WIBX-FM, N. Y.

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Send Birthday Greetings To — April 15 Dave Alber Marian Jordan David Driscoll Earl Ferris Oliver W. Nicoll Philip Porterfield

SALES DOLLARS TRAVEL FAR... Ben Ludy, GEN'L. MGR. .. when you use them on WIBW The Voice of Kansas TOPEKA

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 39, NO. 12

NEW YORK, WEDNESDAY, APRIL 16, 1947

TEN CENTS

## Tele-FM Permits To N.Y.

### Tele 'Institute' Closes On Note Of Optimism

Two-day meeting of the Television Institute came to a close yesterday at the Hotel Commodore on a note of confidence and optimism regarding the early and rapid growth of the industry as a permanent service in major cities, as reflected by reports of the progress of stations now on the air, or preparing to make their commercial debut within a short time.

Reports were made by representatives of WBKB, Chicago, WWDT, Detroit, W6XAO and KTLA, Los Angeles, WPTZ, Philadelphia and

(Continued on Page 7)

### Joscelyn Resigns Post As Manager Of WCCO

E. Joscelyn, general manager of WCCO, Minneapolis-St. Paul, yesterday tendered his resignation to officials in New York to accept post as vice-president in charge of sales for the Northwest Linseed Co., headquarters in Minneapolis. Joscelyn will take up his new post May 1.

Prior to entering radio Joscelyn

(Continued on Page 6)

### Educational Consultants Meet With CBS Officials

Annual meeting of the national board of consultants for the Columbia network's "School of the Air" is scheduled for web headquarters April 18 at which time programs will be planned for the 1947-48 season. The current 30 weeks seasons ends on April 25. "School of the

(Continued on Page 2)

### Related

When Secretary of Labor L. B. Schwelienbach spoke on "The Telephone Strike" over ABC from the studios of WMAL, Washington, last night, ABC staffers learned for the first time that the program's announcer, Baxter Ward, was really Baxter Schwelienbach. He is a nephew of the Secretary of Labor and a law student at Georgetown University.

### Tele Hosts

Tele manufacturers played host to dealers of the New York area at the Television Institute at the Hotel Commodore yesterday with 1,000 showing up for a telecast of the Yankees-Philadelphia baseball game. The game was viewed on receivers provided by RCA, Du Mont, U. S. Television and Telicon.

### ABC Co-Op. Sales Rise; 26% Increase Noted

An increase of 26 per cent in number of co-op program sales for the month of March as compared to the same period a year ago was announced yesterday by Murray Grabhorn, supervisor of the ABC co-op sales department. A total of 66 sales were made the past month as compared to 53 new sales reported for the same period a year ago. During the past three months 245 new program sales were made.

Leading the network's co-op programs from the standpoint of volume

(Continued on Page 6)

### Eiges Reports Increase In Radio News Columns

Radio columns in newspapers are increasing both in number and popularity, Syd Eiges, manager of NBC's press department, reports on his return to New York from a cross-country swing.

This growth, he added, has brought

(Continued on Page 2)

## Feltis Evaluates Progress At Combined NAB Meeting

Kansas City, Mo.—Hugh Feltis, president of Broadcast Measurement Bureau, addressing the combined NAB District (10, 11, 12) meeting here this week, told his audience that there could be no backward step for the industry in its sponsorship of the organization and its work.

"Two years ago you might have deferred the forward step represented by BMB. But having taken that step, you cannot now go backward," Fel-

## FCC Approves 4 Video Applications, Also Okays Five Requests For FM; N. J. Area Given Consideration

Washington Bureau, RADIO DAILY

Washington—In long-awaited decisions, the FCC yesterday proposed the granting of the remaining television and FM stations in the New York City area.

Television awards went to Bamberger Broadcasting Service, Inc.; American Broadcasting Co.; Bremer Broadcasting Corp., and News Syndicate Co. (N. Y. Daily News). The only video applicant turned down was Debs Memorial Fund, Inc. WLIB (New York Post) withdrew its application before the Commission handed down its decision. The grants bring New York to its full quota of seven television stations.

### FMA Resolutions Urge Survey By Commission

Albany — Formal resolutions asking the FCC to take steps to review the status of all outstanding conditional grants and construction permits for FM facilities were adopted by the Frequency Modulation Association at closing session Monday.

The resolutions follow:

"Whereas, the FMA has been ad-

(Continued on Page 3)

### Radio Pickups Planned From Special UN Session

Special session of the UN General Assembly on Monday, April 28, will receive strong radio coverage, not only in the New York area, but by

(Continued on Page 3)

New York's five remaining FM channels went to WMCA, Inc.; ABC; Unity Broadcasting Corp.; North Jersey Broadcasting Co., and News Syndi-

(Continued on Page 8)

## Radio Manufacturer Reduces Price Of Sets

First reported drop in the retail price of radio receivers since President Truman urged general price reductions has been announced by Emerson Radio and Phonograph Corp., which yesterday made markdowns

(Continued on Page 6)

### Brand Names Sponsor Clinics In New York

Advertising and public relations execs will attend the special clinics staged by the Brand Names Foundation April 18 at the Waldorf-Astoria

(Continued on Page 2)

### Milestone

Emil Coleman celebrated his 30th anniversary as a band leader last night with Wedgewood Room (Waldorf Astoria) festivities that started early in the evening with a "dance cavalcade" by Tony and Sally De Marco and culminated with the maestro's 11:30-midnight Mutual network program, in which he featured the popular-song "Immortals" of the past three decades.

# RADIO DAILY



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

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## Brand Names Sponsor Clinics In New York

(Continued from Page 1)

to discuss and plan methods of perpetuating the brand names system of distribution. Two of the six clinics scheduled will be devoted to advertising agencies and advertising media.

George W. Wallace, manager of sales promotion for NBC, will be the chief speaker at the ad media clinic. His subject is "How to Use Radio Advertising to Tell the Broader Brand Names Story."

David E. Robinson, veepee in charge of research for La Roche & Ellis, has been named chairman of the advertising agency clinic. Speakers include Harold B. Thomas, executive veepee of Pedlar & Ryan; Edwin Cox, Kenyon & Eckhardt veepee; Charles L. Whittier, Y&R veepee; and Frank R. Coutant, managing director of Fact Finders Associates, Inc.

The clinic sessions will be preceded by a luncheon. Edward S. Rogers, board chairman of Sterling Drug, Inc., is scheduled as chief speaker.

## Educational Consultants To Meet With CBS Officials

(Continued from Page 1)

"Air" is heard daily from 5-5:30 p.m., EST.

Robert B. Hudson, CBS director of education, will preside at the meeting and Lyman Bryson, acting chairman of the board of consultants, will speak on the role of the group. Following an address by Edward R. Murrow, network veepee and director of public affairs, Leon Levine, producer of "School of the Air," will report on activities of the current season.

Other board members scheduled to deliver special talks are Frank Ernest Hill, chief editor of the series; Werner Mitchell, CBS assistant program director, and George Crothers of the CBS education division.

## Canel To Puerto Rico

E. B. (Buck) Canel, director of Latin-American programs for the National Broadcasting Co., International division, has accepted an executive position with station WNEL, San Juan, Puerto Rico, an affiliate of NBC's Pan-American network. He will leave for his new post May 1.

### ATTENTION TRANSCRIPTION BROKERS AND SALESMEN

Hollywood firm has just completed 104 quarter-hour programs in new transcribed musical series looking for live wire brokers and salesmen to handle territories. If you know the transcription business and have contacts in a specific territory, this property will add greatly to your income. No commitments yet made. All territories open. Write at once outlining backgrounds and terms desired. All inquiries are confidential. Box 348, Radio Daily, 6425 Hollywood Blvd., Hollywood 28, Calif.

## Eiges Reports Increase In Radio News Columns

(Continued from Page 1)

with it an expansion of press-radio co-operation in many sections of the country. Eiges visited Chicago, Atlanta, New Orleans, Dallas, Houston, Los Angeles, Hollywood, San Francisco and Denver on his tour, conferring with radio editors, newspaper publishers and station publicity directors. He also spoke at the six regional meetings of NBC network affiliates.

"Newspaper managements," Eiges said, "are becoming increasingly aware of the extremely high readership of radio columns and listings as shown by their own surveys. Only the severe newsprint shortage is retarding the inauguration of additional radio columns and the enlargement of newspaper space devoted to radio photographs.

### Cites Two Particular Columns

"Among the news columns, those by Paul Speegle in the San Francisco Chronicle and Ken White in the Denver Post have been eminently successful and their progress is being watched with keen interest by other publishers."

At the regional NBC meetings, several additional stations reported the establishment of fan magazines in communities where radio news was not given adequate press coverage. These station magazines, Eiges reported, have won almost immediate popularity and with the charging of a small subscription fee have become self-sustaining. The stations generally, he said, were not anxious to enter the publishing field and did so only reluctantly after surveys showed a popular demand for this type of information.

## Baksi Victory On ABC

The broadcast of the seventh round of the Baksi-Woodcock bout in England, in which the former knocked out the latter, was picked up and recorded by ABC and re-broadcast last night over Joe Hasel's network program at 11:15 p.m. The American won on a technical knockout.



# Spotlight

There's a gang of skaters on the ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers attention down there in Baltimore

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listener-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.

# FINANCIAL

(Tues., Apr. 15)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/4	7 5/8	7 5/8	- 5/8
Am. Tel. & Tel.	163 1/2	162 3/4	163 1/4	- 1/8
CBS A	24 1/4	23	23	...
Farnsworth T. & R.	6 3/8	6 1/4	6 1/4	- 1/8
Gen. Electric	34 3/8	33 1/2	34 1/4	+ 3/4
Philco	24 3/4	24 3/8	24 3/8	+ 1/4
Philco Pfd.	96 1/2	96 1/2	96 1/2	...
RCA Common	8 1/8	7 7/8	7 7/8	+ 1/8
RCA First Pfd.	73	70	70	- 4
Stewart-Warner	16	15 1/2	15 1/2	- 1/4
Westinghouse	23 1/2	22 3/4	23 1/4	+ 1/8
Westinghouse Pfd. A.	99 1/2	99 1/2	99 1/2	- 1/8
Zenith Radio	19 1/2	19	19	+ 3/4

### NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 3/4	2 3/4
OVER THE COUNTER		
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	6 1/2	7 1/2
Stromberg-Carlson	13 1/2	15
U. S. Television	2	2 3/4
WCAO (Baltimore)	42	...
WJR (Detroit)	15	17

## Wallace On CBS Program

Bob Trout on CBS' "News Till Now," last night interviewed Henry A. Wallace speaking from England. Wallace answered some of the criticism directed toward him for his recent speeches in Britain.

## Will Make Award

Rear Admiral Belkamp, representing the Layman's National Committee will award the committee's award to "Superman" this Thursday, when the program is aired by Mutual. Award is being presented the "Superman" program for being the best children's program on the air.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

**Universal**  
RECORDING CORP.  
42nd Floor • 20 N. Wacker  
Amb. 2142 • Chicago 6 Sta. 5635

**KMLB**  
Monroe Louisiana

Has more listeners in Monroe and North-eastern Louisiana than ALL OTHER STATIONS COMBINED!

REPRESENTED BY  
TAYLOR-HOWE-SNOWDEN  
Radio Sales  
AFFILIATED WITH  
AMERICAN BROADCASTING CO., INC.

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

# FMA Resolutions Urge Survey By Commission

(Continued from Page 1)

Be that the transmitters for regular FM broadcast operation are immediately available, and further, in view of the reasonable expectancy of receiver manufacturers that approximately 2½ million FM receivers will be produced during the coming year.

Be it resolved that the board of directors of FMA urge the Federal Communications Commission to review the status of all outstanding additional grants and construction permits for FM facilities, with the objective of establishing as soon as possible a nation-wide FM service."

### Thank Commission

Resolution No. 2:

Be it resolved that the board of directors of FMA convey to the Federal Communications Commission its sincere appreciation for the expeditious manner in which the Commission studied the interference arising out of the 400 kc., separation, and for the speed with which the commission announced its plan for the reassignment of channels to eliminate this interference.

Be it resolved that region No. 1 of FMA express its appreciation to the Federal Communications Commission for sending to this organizational meeting at Albany its top engineering personnel, including its chief engineer, George E. Sterling, FM chief, Cy Braum, and his assistant, John Doane; and further that the group convey its thanks to these men for the candid and thorough manner in which they answered all questions.

Be it resolved that a vote of appreciation be extended to acting chairman Leonard L. Asch and his associates for the excellent work which they have performed in organizing this convention and preparing an interesting and informative program."

# Radio Pickups Planned From Special UN Session

(Continued from Page 1)

networks as well. It is expected that after the phone strike will have been settled by that time or the session declared an emergency and thus the installations of lines provided. However, the latter is not absolutely assured.

Exact time for the various pickups have not been set, due to some outlets waiting on the list of speakers so that they can arrange their programming accordingly. This list will not be known until later and possibly not long before the session convenes at Flushing Meadows.

### WANTED

Room or larger apt.; preferably furnished; east side above 50th or village near Wash. Sq.; Sublet OK; Call Walter Gorman, PL 3-0700.

# Feltis Evaluates Progress at Combined NAB Meeting

(Continued from Page 1)

tune because the many new and changed stations can start out on the right foot with BMB. You have proved to yourselves and to your customers the value of this uniform measurement. You cannot permit the irreparable harm to the entire industry that would result if this work were not continued."

He traced the need for a uniform measurement of radio station and network audiences that led to the formation of BMB, explained the BMB reports and gave a brief financial accounting of the Bureau's activities.

Explaining the need for continuing service and experimental research, Feltis said that every expenditure since BMB's inception had been made "with a view to permanency and continuing operation. All our planning has been undertaken from the long range point of view.

### Deprecates "Half Measures"

"Had we taken any other viewpoint," he continued, "study No. 1 would have been seriously impaired. The fundamental concept of this kind of measurement would not have been fairly tested. Your investment in the Bureau would have been endangered by the use of half measures and by conducting the Bureau as merely a temporary organization." Such an organization would not have been able to attract the calibre of personnel required to make a successful measurement, he said, and added that a full accounting of Study No. 1 would be made when it was completed.

Commenting on broadcasters' reactions to BMB, he quoted from a survey conducted by Audience Surveys, Inc., for Broadcasting Magazine, which showed that a large proportion of subscribers found BMB consistent with other data and with their own opinions of their stations' performance and that they are using BMB data for local and national selling, program promotion, merchandising and rate analysis.

Feltis said that a comparison of March 1947 radio station advertising in one periodical with the previous March showed fewer unsupported coverage, circulation or audience claims. BMB was cited more frequently than any other evidence, he said.

### Sees BMB Use Extended

Feltis said that advertisers and agencies are extending their use of BMB data and quoted from several such advertisers. A food advertiser said, "We use BMB data in considering application of the various media to the particular trading area involved. BMB is the first constructive step by radio to give advertisers dependable data comparable to ABC and other sources on publications. If radio is to be used and considered by advertisers in the intense competitive period ahead, with scientific accuracy and sureness, BMB studies must be perfected and extended. . . ."

The BMB president answered broadcasters' questions on the use and

validity of BMB. He explained the Alfred Politz sample evaluation study of BMB, showed the similarity of results between the BMB respondents and a true probability sample and quoted Politz as saying "the BMB response sample should be considered very satisfactory."

Feltis said present BMB activities were progressing on three fronts: servicing subscribers, advertisers and agencies; engaging in analytical and experimental research; and preparing for Study No. 2, scheduled for March 1948.

The research activities include analyses of urban, rural and farm listening; audience data by economic status; relationship between the number of available stations and number of stations listened to and daily listening frequencies. Concerning this last topic, he said that the next survey may be able to report "the average number of days per listener to each station by counties."

Active preparation for the second study will begin in July, the speaker said. Quotas must be set, samples prepared and radio ownership re-estimated.

He said the need for another study in March 1948 is evidenced not alone by the use of the present data but also by the changing radio picture. Feltis pointed to the 178 new AM stations licensed in the twelve months since the first BMB survey. He said 505 FM stations changed power or frequency or both and 151 changed network affiliation.

### Advertising Men Speak

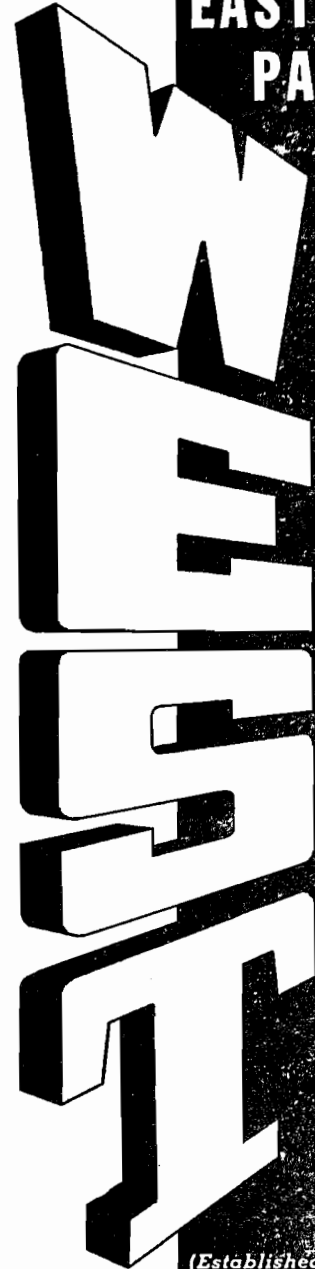
Broadcasters in attendance had subscription contracts for Study No. 2, the cost of which is expected to approximate that of the first survey.

Following Feltis' talk, William B. Hill, manager of Compton Advertising, Inc., Kansas City office, spoke on behalf of the AAAA and John T. McLean, advertising manager of Hall Bros., spoke for ANA. Both spoke on their use of BMB data.

Feltis will discuss BMB with Kansas City advertisers and advertising agencies tomorrow before proceeding to Dallas for an advertiser-agency meeting April 18th and another NAB district meeting in Houston April 21.

IT PAYS TO COVER THIS RICH MARKET

EASTON, PA.



(Established 1936)

A STEINMAN STATION



Sales Representative  
**RADIO ADVERTISING COMPANY**

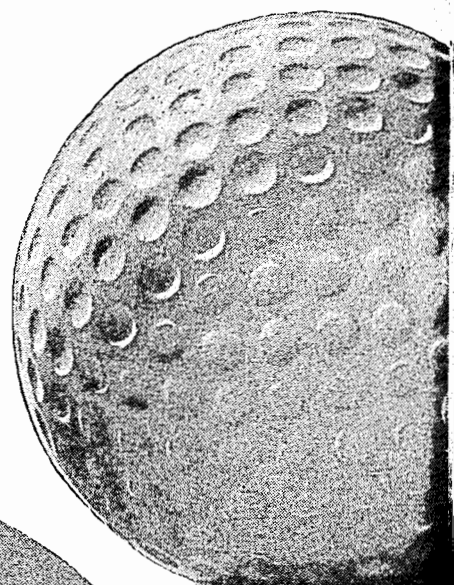
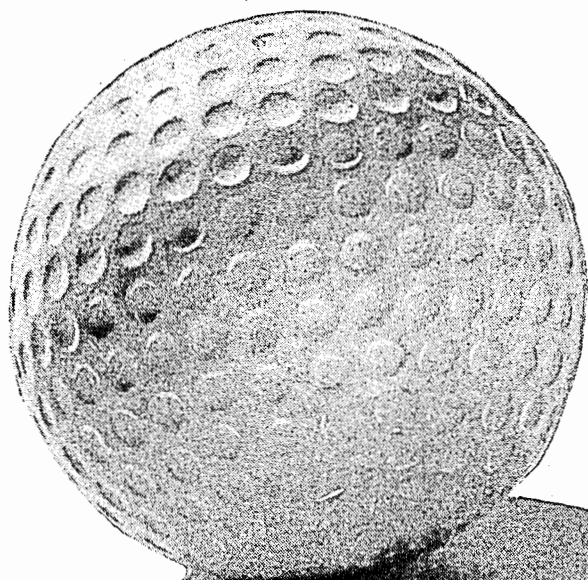
New York • Chicago • San Francisco  
 Dallas • Hollywood

## CREATIVE IDEAS IN SPOT RADIO

If you want a musical commercial custom-made for your needs, call on the Gordon M. Day organization . . . You're assured expert creative ideas and expert production — radio spots that sell merchandise — scientifically designed to achieve maximum results per dollar . . . Write or phone for details.

## GORDON M. DAY Advertising Service

producing radio spots and shows for advertisers and their agencies  
 145 E. 53 St., N.Y.C. PL 3-3460  
 120 Boylston St., Boston, HAN 9343

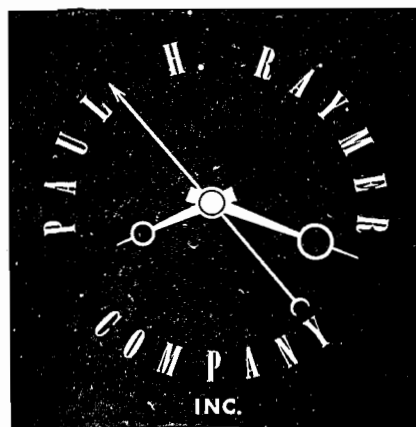




# It is your choice in golf balls?

You can use either one of these balls. At first glance they look alike. One of them is precision made, with a fine balata cover. It has a liquid center and is tightly wound with pure rubber thread. It gives you better response, balance and control. The other has some of these qualities but not all of them. *It costs a little less and looks like a bargain, but is it?*

Like golf balls, station representatives may look pretty much alike—at first glance. We are proud of our fifteen year successful record, of our consistent adherence to the same principles and policies of operation. These things are more than just plans and promises—they give you positive proof of performance.



*Paul H. Raymer Company Inc. • Radio Advertising*

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

## Radio Manufacturer Reduces Price Of Sets

(Continued from Page 1)

of from \$3 to \$20 on nine different models. Benjamin Abrams, president of the company, said the action was taken to help bring component and production costs and retail prices to levels which "will be more consistent with the economic needs now confronting the consumer, the trade and the country as a whole."

The price reductions cover radio and combination models previously selling above \$30. Three of the combinations have been scaled down from \$99.95 to \$89.95 while another was reduced from \$119.95 to \$99.95. The five table models, formerly priced all the way from about \$33 to \$37 were reduced to \$29.95.

### Sees Little Immediate Profit

Abrams said that the price reductions mean that his company will not for the time being derive any profit from these models but that it is expecting a drop of 10 to 20 per cent in the price of component parts within 30 to 60 days. He revealed that Emerson's production is now hitting 9,000 sets a day and that it will rise to 10,000 within a short time. The manufacturer's backlog of orders, he said, totals about one million sets, greater than at any time since the end of the war.

Price reduction by Emerson is expected to have general effect throughout the radio industry, although no other companies have yet announced their plans. Abrams said he expected his company's action would have a salutary result not only throughout the radio trade but also upon other industrial and consumer enterprises. "I agree with President Truman," he added, "that now is the time to stop the senseless merry-go-round of rising costs and rising prices."

## Joscelyn Resigns Post As Manager Of WCCO

(Continued from Page 1)

was an advertising executive with the New York office of the Chicago Tribune and later sold space for the New York Times and Journal American. He was the first salesman for Free & Peters in 1934, and in 1938 joined radio sales with CBS in New York. He later became Eastern sales manager for the network and in 1940 went to Charlotte as manager of WBT. Two years later he became manager of WCCO succeeding Earl Gammons and has served in that capacity ever since.



### Broadway Bulletin Board. . . !

● ● ● Horace Heidt and a new commercial show are closer than a tie game at this writing. . . A two-hour transcribed dramatization of "Arch of Triumph" (featuring the stars from the film—Ingrid Bergman, Chas. Boyer and Chas. Laughton) is being offered for two consecutive broadcasts. . . With comic Jack Paar summer-subbing for Jack Benny and Esty agency's Tom Luckenbill still on the qui vive for a young comic for Camels, insiders aren't surprised to find the recently emancipated Garry Moore in a huddle with Tom. . . When the Hit Parade returns to NBC April 26th, the Hooper-bait may be listening to that old fast tempo that the late G. W. Hill preferred so strongly. And speaking of this stanza, stories reach this desk that the Andrews Sisters may have a permanent spot on the airer come fall. . . Erskine Johnson drops gueststars from his Mutual series after April 21st, to devote his programs to "more controversial matters." . . Peggy L. Mayer, writer of "Nick Carter," and Walter John McGraw II, director of NBC's "Story To Order," will tie the knot today. . . Ace publicist Jack Perlis wants to know, in the event that Campbell signs up Perry Como, will the program be known as the Campbell Soup-er Club?

★ ★ ★

● ● ● THOUGHTS WHILE DIALING: Never could understand why radio stars (with only one show a week) are so insistent on vacations. Look at some of our stage stars who work-horse every day and manage without summer replacements. . . Nostalgia certainly had a field day Monday nite on the Supper Club with Ruth Etting and Norman Brokenshire on as guests. La Etting was the Chesterfield star back in '33 and "Broke" was her announcer. The show Monday nite opened up exactly as it did then, with Etting tingling your spine with her theme song, "Harvest Moon." . . Judy Canova is always good for a laugh. Telephoning Ciro's on the coast, she said: "If I come right over, will I be in time for the main bout?"

★ ★ ★

● ● ● SMALL TALK: Mike Vallon off to the Coast Friday to set up the new Woody Herman show (summer fill-in for "Hour of Charm") with Peggy Lee and Dave Barbour's ork. . . Those sexy cosmetic ads due for blue-pencilling soon. . . New trade journal, Humor Business, makes its debut in June. It'll be a monthly tabloid, with editorial comedy consultants including Milton Berle, Jan Murray, Henny Youngman, Alan Young and Jay Burton. Dick Randall is publishing. . . Henry Schein's Ambassador Telesonic model will be out the first week in May, retailing for \$275. . . Nancy Walker, star of "Barefoot Bay," may soon have her own air series. . . In spite of his medico's orders to take a 10-week layoff, Stan Kenton has decided to continue his band chores. . . John H. MacDonald, NBC veepee in charge of finance, became a grandpop Sat., his daughter, Mrs. James E. Fifield, giving birth to a son. . . 24 hours after Evelyn Knight preemed on the Tony Martin show, she had three film offers to start celluloid work immediately. . . Kraft Music Hall passing up the summer hiatus. . . Members of Press, Advertising and Radio Chapter of AVC fuming at Henry Morgan's failure to show up at their recent Carnival after they had given his promised appearance much publicity.

★ ★ ★

● ● ● AH, THOSE MISTAKES (By Meyer Davis): I paid a big gal \$7.50 a night to sing during intermissions in one of my Washington ballrooms. I refused to sign her to sing with one of the bands. I'll gladly exchange my biggest bowling alley for a 5 per cent piece of the big gal—Kate Smith! . . . He came to my office with a note from Rudy Wiedoft. He pointed his finger at me when he talked, and dropped ashes on my carpet. I chased him out. That was Rudy Vallee. . . This one said: "For so much and so much, I'll open a Hollywood office for you." I didn't like his idea of "so much" and that was that. His name was Darryl Zanuck; . . . But that was yesterday.

## ABC Co-Op. Sales Rise 26% Increase Noted

(Continued from Page 1)

ume of new sales reported during the first three months of 1947 is America's Town Meeting with 76 new sponsors. Department and clothing stores headed the sponsor classification buying Town Meeting participation.

Martin Agronsky added 25 new sales, Ethel and Albert, 22 new sponsors and Dick Tracy, 21 while Elmer Davis and Harry Wismer tied for fifth place, each gaining 19.

The 169 new sponsors for the other 11 ABC co-op programs break down as follows: auto and auto supply dealers—42, department and clothing stores—22, bakeries—17, furniture stores—16, cleaners and laundries—14, grocery firms—9, banks—8.

Orders also were received from dairies, brewers, bottlers, financial insurance and real estate agencies, jewelers, drug stores, public utility construction and machinery companies, sporting goods stores, hardware and shoe stores, etc.

*Are pleased to announce our association with*

**davis-weiss**  
INCORPORATED  
EXPLOITATION  
BUSINESS M'G'M'T  
626 N. Robertson Blvd.  
Hollywood 46, Calif.

MOVIE MATINEE  
Audition records available

**COMMERCIAL PROGRAM SALES**  
1440 Broadway, N. Y. PE 6-8600



# Tele 'Institute' Closes On Note Of Optimism

(Continued from Page 1)

ORGB, Schenectady which outlined the increase of program activity, broadcast schedules, improvement of present facilities, and the definite engagement of the respective audiences within the past half-year. Typical of the progress of stations in major cities, and significant in that it comes from Chicago, generally considered a key tele center—was the report on WBKB, the Balaban & Katz outlet. Bill Eddy, director of the station, recalled the results of an intensive survey recently completed, in which the viewing audience at present was estimated at 33,000 persons. Total sets on the market was put at 2,071, he said, representing an increase of 700 per cent over the pre-war figure. Effective this week WBKB will be on the air six days and seven nights per week, with the average broadcast time approximately 35 hours. The highest number of hours aired by the station thus far has been 54 and one-half hours, Eddy said. As to the business aspect of WBKB, Eddy declared the station would be in "the black" by July.

In Philadelphia, television has surged ahead "by leaps and bounds," according to Ernest Walling, program director of WPTZ, the Philco station, emphasizing the statement with the report that the number of sets in the area has increased from 800 to 4,000. He pointed out that one sponsor, Sears-Roebuck has been on WPTZ since last September, and is preparing to enlarge its schedule. The sharp increase in the sale of receivers, Walling considered, was "probably" due to the fact that WPTZ has recently inaugurated a day-time schedule to aid dealers and retailers.

In a review of tele activities at ORGB, the GE station in Schenectady, Helen Rhodes, executive director and producer, reported that the audience is currently "more than double the pre-war figure," and that commercial activity from local advertisers is on the promising side. Station's program department has developed several package shows for local sponsorship, she added.

Harry Bannister, general manager of WWDT, Detroit's first video outlet, made a satirical revue of the difficulty his station encountered in obtaining equipment, but was nonethe-

## NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of April 4-10, 1947

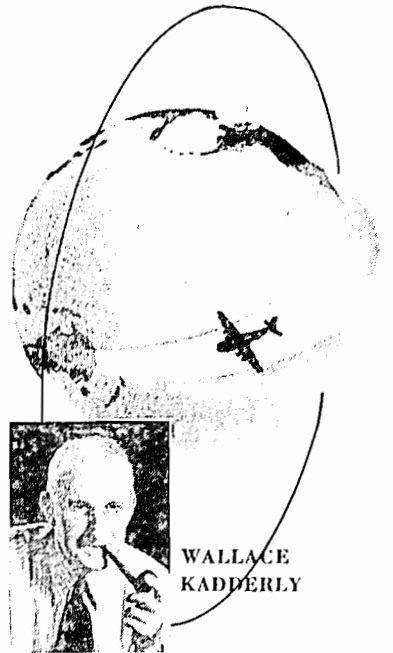
TITLE	PUBLISHER
A Gal In Calico.....	Remick
Alexander's Ragtime Band.....	Berlin
Anniversary Song.....	Mood Music
April Showers.....	Harms
At Sundown.....	Feist
(I Love You) For Sentimental Reasons.....	Duchess
Guilty.....	Feist
Heartaches.....	Leeds
How Are Things In Glocca Morra.....	Crawford
I Gotta Gal I Love.....	Famous
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
It's Dreamtime.....	Santly-Joy
It's The Same Old Dream.....	Sinatra Songs
Linda.....	E. H. Morris
Mam'selle.....	Feist
Managua, Nicaragua.....	Encore
Maybe You'll Be There.....	Triangle
Midnight Masquerade.....	Shapiro-Bernstein
My Adobe Hacienda.....	Southern
My Heart Goes Crazy.....	Burke & Van Heusen
My Number One Dream Come True.....	Melrose
My Pretty Girl.....	Republic
(There Is) No Greater Love.....	World
Roses In The Rain.....	Barton
That's Where I Came In.....	Robbins
We Could Make Such Beautiful Music.....	Broadcast Music
What Am I Gonna Do About You.....	Paramount
You Can't See The Sun When You're Crying.....	George Simon
You'll Know When It Happens.....	Bourne

less enthusiastic on the future of television in his city. There are some 2,000 sets in the area now, Bannister reported, and pointed out that some sources "conservatively" estimate a spread of 20,000 by the end of the year. He made the personal prediction of the possibility of 50,000 sets being delivered in Detroit by the end of '47. Initial program activity on WWDT, which is owned by the Detroit News, will importantly include sports and special events, Bannister said, with considerable emphasis on local live shows. As for outlook of the television industry itself, Bannister felt that "it will grow and flourish in the same circumstances as radio—through the commercial sponsor."

At a morning session of the Institute on Advertising and Commercials, the future of films in television was outlined by Ralph Austrian, president of RKO Television Corp., who flatly predicted that they "will be the backbone of television programming."

### New MBS Series

Cecil Brown, MBS commentator starts his new series of Saturday evening broadcasts beginning April 26th at 6:30 to 6:45 p.m.



WALLACE KADDERLY

**THE U.S. DEPT. OF AGRICULTURE SENDS A RADIO REPRESENTATIVE TO AUSTRALIA....**

## KGW'S WALLACE KADDERLY

When the U.S. Dept. of Agriculture decided to send a special consultant on farm radio programs to Australia and New Zealand, the inevitable choice was Wallace Kadderly, KGW Farm Program Director.

Mr. Kadderly's years of experience as director of radio service for USDA, and before that in similar capacities for NBC and Oregon State College, uniquely qualify him for the assignment.

Clinton P. Anderson expressed the general feeling when he wrote to Wallace:

"We in the Department of Agriculture are glad that you are going and that Station KGW is helping to make the trip possible... It gives me great pleasure to be able to count on you to act as the Department's radio representative in your contacts with the Australian radio people. This department has been happy to work with the Department of State to make your trip possible."

We of KGW wish Wallace Kadderly a pleasant stay in Australia. We know that, when he returns, his vast KGW farm audience will enjoy hearing about his experiences on the other side of the world as much as the Aussies and Anzacs will enjoy having Wallace with them.



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## "CRISIS in RADIO"

Conference

1st Session: **Whose Air?**

Chairman: BEN GRAUER

2nd Session: **Program of Action**

Speakers:

WILLIAM SHIRER

FRANK KINGDON

CLIFFORD DURR (FCC Commissioner)

LEN DE CAUX (CIO Publicity Director)

And Others

**SATURDAY—APRIL 19—1-6 P.M.  
CAPITOL HOTEL**

Adm. \$2.00

Phone, Come In For Tickets or Purchase At Door

Sponsored by RADIO DIVISION,  
New York State Progressive Citizens of America  
205 E. 42nd St., N. Y. 17 Murray Hill 3-5580

1906 **Henri** 1947  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR  
Famous French Candies  
15 East 52nd St.  
AIR CONDITIONED

# Tele-FM Permits To N. Y.

## Building-Operating Estimates Offered By Tele Firms

(Continued from Page 1)

cate. Turned down for FM grants were WBNX Broadcasting Co., Debs Memorial Fund, Frequency Broadcasting Corp., Bernard Fein, WLIB, Inc., Peoples Radio Foundation, Metropolitan Broadcasting Service, NMu Broadcasting Co., Amalgamated Broadcasting System, North Jersey Radio, Inc., Radio Projects, Inc., and Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

At the same time, the majority of the Commission denied the petition of the American Jewish Congress to incorporate in the tele record evidence of allegedly anti-semitic bias on the part of the New York Daily News.

### Commission Gives Its Reasons

In its television decision, the FCC said that grants to the four successful applicants named would better enable establishment of a "prompt and satisfactory television service for the entire New York metropolitan area."

"In this connection" the FCC said, "we give weight to the fact that Bamberger and ABC have engaged in extensive television research from both technical and programming standpoint and are equipped with trained staffs to carry on their proposed operations."

In a dissenting opinion, Commissioner Clifford J. Durr said that evidence presented by the American Jewish Congress against the Daily News should be incorporated into the record and "considered adversely" to the News' application. Durr thus favored a grant to Debs Fund.

The FCC majority, however, sharply criticized the commercialism of the Debs standard station, WEVD, and pointed out that while other tele applicants would direct their programs at New York City as a whole, Debs would concentrate on Jewish and Italian-speaking groups. The majority of the Commission had similar criticism of WEVD's commercialism in the denial of the Debs FM application.

Another thread tying the two decisions together was the Commission's inclination to give applicants from New Jersey a bigger voice in the huge New York area. In its tele grant to Bremer, the FCC pointed out that this applicant would locate its studios in Newark and its transmitter in West Orange, N. J. The pro-

posed station, the FCC said, would thus "place its television facilities at the service of, and render its programming primarily to, some 3,000,000 persons living in New Jersey."

The successful tele applicants indicated their construction and operating cost for the first year as follows: Bamberger: construction \$643,500, with estimated cost of operation for the first year on a 28-hour-per-week basis at \$1,175,604; Bremer: construction \$211,679, with operating costs estimated at \$200,300; ABC: construction \$922,170, operating expenses \$2,005,955.

With 17 applicants for the five re-

### WOR Planning

*The new television station of W O R, Bamberger Broadcasting Company, will be located on the 45th floor of the building at 44 Madison Avenue, which at present houses the station's FM outlet, WBAM. It was estimated last night that \$650,000 will be spent on studios and transmitters.*

maining FM channels, the FCC admitted that a choice was "difficult."

"A factor weighing even slightly in favor of any applicant may be sufficient ground for preferring such applicant," the Commission said.

Accenting the need for further facilities in New Jersey, the FCC stressed that "fairness and equity require that one of the five channels to be assigned at this time be allocated to the New Jersey area." The FCC said the New Jersey grant should be made to Paterson, rather than Newark, since Newark already has one class B channel, while Paterson has none.

### Criticizes Time-Broker Sales

In denying the applications of WBNX and Debs, the FCC made much of the large amount of broadcast time sold on WBNX and the Debs station through "time brokers."

"Thus," the FCC said, station WBNX has maintained a policy of permitting as much as 6 1/4 minutes of commercial spot announcements in a single 15-minute participating program, and Debs Memorial Radio Fund, Inc., permitted as many as 40 separate commercial spot announcements in single 15-minute participating programs sold on a time brokerage basis. In addition, station WBNX operates during evening hours with 96.9 per cent of its time commercial and intersperses programs devoted to horse racing information at half hour intervals of every afternoon throughout each week day. In our opinion, these applicants are less likely to program their FM stations in a manner calculated to meet the needs and interests of the New York listening audience than are the successful applicants in this proceeding."

The FCC skipped the mention of politics in its FM decision, but among the applicants turned down were People's Radio Foundation, National Maritime Union and the Amalgamated Broadcasting System. Two of

these are far to the left, NMU and People's Radio Foundation, the third is a left-of-center union, the Amalgamated Clothing Workers.

Commenting on the turndown of People's Radio, Radio Corp. of the Board of Missions, and NMU, the FCC had this comment:

### Dislikes "Weighted" Programs

"While the statistical breakdown of program material offered by these applicants indicates diversity in types of programs to be presented, we believe that in view of the avowed purposes for which these applicants seek radio stations, their programs will tend to be weighted along the lines of their particular interest. Accordingly, we do not have the assurance that those applicants will offer as balanced and diversified a program service as the applicants which we prefer herein, and on a comparative basis, we conclude that their applications should be denied."

In choosing between the News Syndicate (Daily News) and WLIB (NY Post), the FCC pointed out that WLIB already has a radio outlet in New York.

As evidence of the "difficulty" of the FM decision, the Commission split widely on the grants. Commissioner Jett concurred in the proposed grants

### Prediction

*Paul Mowrey, ABC television executive, speaking yesterday noon at the Television Institute at the Hotel Commodore, said that the network would start construction of their first television station in New York just as soon as the FCC granted the web a license. Two hours later the commission announced the grant in Washington.*

to the American Broadcasting Company, WMCA, Inc., the News Syndicate, Inc., and North Jersey Broadcasting Company, Inc. (Paterson). He favored a grant of the remaining available channel to WLIB, Inc.

Chairman Denny concurred in the proposed grants to the American Broadcasting Company, WMCA, Inc., and North Jersey Broadcasting Co., Inc. (Paterson). He took the view that one of the two remaining channels should, under Section 307 (B) of the Communications Act, be assigned to Newark so as to make possible a grant of one of the Newark applications. He favored the grant of the remaining channel to WLIB, Inc.

Commissioner Durr concurred in

## Members Of FCC Differ On Subject Of FM Grants

the proposed grants to the American Broadcasting Company, WMCA, Inc., Unity Broadcasting Corp., of New York, and North Jersey Broadcasting Co., Inc. (Paterson). In addition, he favored a grant to Amalgamated Broadcasting System, Inc. On the question of the News Syndicate Company's application, Commissioner Durr believes that the evidence presented by the American Jewish Congress is entitled to weight and should be considered adversely to that applicant in a competitive hearing of the kind.

### Local Executives Pleased

New York—The television Commission granted ABC yesterday for a New York station is for Channel 7, the same band held by the web in four other cities.

Commenting on the construction permits received by ABC, Marjorie Woods, president, said, "We are delighted that the FCC has seen fit to grant these licenses. In both television and FM the American Broadcasting Company has done intensive research and with the receipt of these grants will present to the public the greatest in public service, news and entertainment programs."

Woods added that the ABC considers the new grants as the key stone of its prospective nation-wide television and FM networks.

Newark, N. J.—The granting of New Jersey's first television license to the Bremer Broadcasting Corp. Newark, inaugurates a new era in communications in New Jersey and opens up an entirely new vista of entertainment and information for residents of the densely populated North Jersey-metropolitan area, declared Irving R. Rosenhaus, president of the Bremer Broadcasting Corp., owners and operators of WAAT and the frequency modulation station, WAAW, when informed of the FCC action.

### FOR SALE: COUNTRY COTTAGE FOR TWO

One woody acre, gardens, pine paneling, insulated, electricity, water, bath, big stone fireplace, bookshelves, refrigerator, coal range, large windows, porch, spectacular view overlooking valley, Putnam County, commutable, occupancy immediately, \$3,800. Owner. Box 347, Radio Daily, 1501 Broadway, New York 18, N. Y.

Send Birthday Greetings To —

April 16

- Milton J. Cross
- George Ludlam
- Les Tremayne
- Joe McCauley
- W. Wright Esch
- Jack Negley
- Norman Weill
- Joseph C. Meehan

**Baltimore's Listening Habit**

**MUTUAL BROADCASTING SYSTEM**

**FREE & PETERS, Inc.**  
Exclusive National Representatives

**JOHN ELMER**  
President

**GEORGE H. ROEDER**  
General Manager

**WCBM**

# Radio Covers Disaster

## Chicago FM Grants Draw Durr Criticism

Washington Bureau, *RADIO DAILY*  
 Washington—Flaying the FCC majority for failing to follow through on its Blue Book standards as a matter of general policy, Commissioner Clifford J. Durr yesterday specifically charged the Commission with "low-lying" FM standards in its Chicago decision.

The peg for Commissioner Durr's ringing dissent was the proposed decision of the majority of the Commission to grant the applications of NBC, the Drovers Journal Publishing Com-

(Continued on Page 7)

## West Coast Court Denies Setting Aside Judgment

West Coast Bureau, *RADIO DAILY*  
 Hollywood—Judge Roy Rhodes in Superior Court Tuesday denied motions made by defendant Columbia Broadcasting System, Inc., for judgment notwithstanding verdict and for a new trial of action in which Jack Stanley was recently awarded a unanimous jury verdict of \$35,000. The entire day was spent in argument by attorneys representing Stanley and CBS contending that jury ver-

(Continued on Page 7)

## Spot Business Up With Chicago Stations

Chicago—Brisk spot sales were announced this week for WMAQ by Over Morton, manager of the central division national spot sales department. Orders for 225 station spots and 12 one-minute announcements were signed. They included the W. B. Caldwell Co., division of

(Continued on Page 6)

## Tele Record

Los Angeles—Klaus Landsberg, managing director of KTLA, believes his outlet established a record for a tele station April 12, when it handled three remotes—harness racing at Hollywood Park, baseball at Wrigley Field and the sportsmen's show at Gilmore Field; also when it instantly switched its remote from the baseball game to the race track.

## Commendation

Kansas City—Members of the 10th and 12th Districts NAB at the closing session of the regional meeting here yesterday adopted a resolution commending the work of Broadcast Measurement Bureau. The resolution declared that facts of value to agencies, advertisers and broadcasters alike had resulted from the first survey and urged continuance of the studies.

## Schmid And James Promoted By MBS

Robert A. Schmid has been appointed vice-president in charge of station relations for Mutual Broadcasting System. He succeeds Carl Haverlin who resigned last week to become president of Broadcast Music, Inc., Edgar Kobak, president of MBS, announced yesterday.

It was also announced that E. P. H. (Jimmy) James will assume responsibility for advertising, promotion and research and Alma Graef was named manager of sales service. Charles Godwin, manager of station

(Continued on Page 3)

## Holmes Travel Pictures Signed For Television

Chicago — Burton Holmes has signed an exclusive contract with Green Associates, Chicago radio and television production company, making the Burton Holmes library avail-

(Continued on Page 4)

## 4-A Meet Opens At Waldorf; Cornelius Heads Directorate

J. C. Cornelius, executive vice-president for the West of BBD&O, was elected chairman of the board of the American Association of Advertising Agencies yesterday as the 29th annual meeting of the association opened a two-day session at the Waldorf-Astoria. Thomas D'Arcy Brophy, president of Kenyon & Eckhardt, Inc., was elected vice-chairman and Clarence B. Goshorn, president of Benton & Bowles, was named secretary-treasurer. Cornelius, vice-

## Webs And Texas Stations Break Skeds To Give Full Coverage To Details Of Explosion In Texas City

## Shirer-Murrow Debate Takes OPC Spotlight

With "Freedom of the News" as its topic, the bi-monthly meeting of the Overseas Press Club, held its luncheon session yesterday in the Elysian Room of the Hotel Elysee, New York, with the two principal talks falling upon William L. Shirer, commentator and author, and Edward R. Murrow, vice-president and direc-

(Continued on Page 6)

## New Television Lens Demonstrated By NBC

New television lens that will offer greater utility in camera work, may cut production costs of remotes by one-third and will ultimately "become standard equipment in all television cameras" was demonstrated publicly for the first time yesterday

(Continued on Page 3)

## Class B Action Deferred On Applications For FM

Washington Bureau, *RADIO DAILY*  
 Washington—The FCC yesterday announced it would defer action on class B FM applications in nine cities pending final approval of proposed

(Continued on Page 7)

Regular programs of networks and stations were yanked yesterday to make way for the biggest spot news story since the war, a series of explosions and fires in Texas City, Tex., which killed upwards of 1,200 persons and injured thousands. While no networks had affiliates nearer than 10 to 20 miles from

(Continued on Page 5)

## NBC Announces Site For Chi. Tele Station

Chicago—The National Broadcasting Company has completed negotiations for leasing 6,215 square feet of floor space in the Chicago Civic Opera building for the housing of FM and Television engineering facilities. The newly acquired space is located on the 42nd, 43rd and 45th floors of the building and, according to present plans, will be used exclusively for engineering facilities;

(Continued on Page 5)

## Outlook For Facsimile Reviewed In Canada

Montreal — Facsimile may be just around the corner, as some experts suggest, or it may not come into general use for a few years yet, says Quebec Chronicle-Telegraph. When

(Continued on Page 6)

## Award

Lord & Taylor, New York department store which makes annual awards for the advancement of the arts, will make its first such award in the field of radio on Friday at a luncheon at the Waldorf-Astoria Hotel. Award, which carries with it a \$1,000 cash prize, will be made to Bernard Herrmann, who conducts CBS' "Invitation to Music."

# RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Wed., Apr. 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/8	7 7/8	7 7/8	+ 1/4
Am. Tel. & Tel.	164	163 1/8	164	+ 3/4
CBS A	23	22 7/8	23	.....
CBS B	23 1/4	23 1/4	23 1/4	.....
Farnsworth T. & R.	6 1/2	6 1/4	6 1/2	+ 1/4
Gen. Electric	34 3/4	34 1/8	34 5/8	+ 3/8
Philco	24 7/8	24 1/8	24 7/8	+ 1/2
Philco Pfd.	96	96	96	- 1/2
RCA Common	8	7 7/8	8	+ 1/8
RCA First Pfd.	70	70	70	.....
Stewart-Warner	16	15 3/4	16	+ 1/2
Westinghouse	23 7/8	23 1/8	23 7/8	+ 5/8
Westinghouse Pfd.	99 1/4	99 1/8	99 1/8	- 3/8
Zenith Radio	19 1/4	19	19 1/4	+ 1/4

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/2	6 1/4
Finch Tele Comm.	6 1/2	7 3/4
Stromberg-Carlson	13 1/4	14 3/4
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	38	.....
WJR (Detroit)	16	.....

### Beg Pardon, Mr. Boggs

The 1947 edition of Radio Annual through error listed WLOL, Minneapolis-St. Paul, as being a 1,000 watt station instead of having 5,000 watts power, Norman Boggs, general manager, reported. Radio Annual regrets the error and reports that WLOL is a 5,000 watt station.

### WFBL Reports Increase

Charles F. Phillips, commercial manager of WFBL in Syracuse, reports a 33 per cent increase in local sales for the first quarter of 1947 over the corresponding period last year.



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

## ★ COMING AND GOING ★

**WILLIAM J. WAGNER**, owner of KFQD, Anchorage, Alaska, and president of the Alaska Broadcasting System, is in New York on station business and for conferences with his national representatives.

**G. A. RICHARDS**, president and owner of WGAR, Cleveland; WJAR, Detroit; and KMPC, Los Angeles, left the West Coast late last week and now is in Detroit, where he and Mrs. Richards will celebrate their silver wedding anniversary on April 22.

**DOROTHY LEWIS**, the NAB's co-ordinator of listener activities; **MRS. GEORGE FIELDING ELIOT**, director of the Women's Action Committee, and **HENRIETTE K. HARRISON**, radio director for the YMCA, are back in New York following a trip to Washington, D. C., where they appeared on a public relations panel chaired by Mrs. Eliot.

**PARKS JOHNSON** and **WARREN HULL**, of the Columbia network's "Vox Pop" show, are in San Antonio, Texas, where this week they broadcast from the Gunther Hotel, interviewing residents and describing the "City of Missions" as it prepares for its annual April fiesta.

**G. T. C. FRY**, eastern sales manager for the American network, and **CHARLES C. BARRY**, director of programs for the web, are spending a week in Chicago on business.

**GEORGE MOORAD**, commentator on world affairs for KGW, Portland, Ore., is back at the station after having flown to Hollywood to address the members of the Motion Picture Alliance on the subject, "Pattern of Soviet Conquest."

**JOAN DAVIS**, of CBS and RKO's "If You Knew Susie," is vacationing at Palm Springs, Calif.

**ERNE SHOMO**, sales manager of WBBM, Chicago, is in town this week for conferences at the headquarters of the Columbia network.

**GENE WILKY**, program manager of WCCO, Minneapolis-St. Paul, chatted for a while Monday with officials of CBS.

**RALPH BRUNTON**, president of KQW, Columbia network affiliate in San Francisco, a visitor yesterday at the New York offices of the web.

**BILL CULLEN**, emcee on "Winner Take All" on CBS, has returned from a vacation in Bermuda, and now is deep in his plans for the program's April 23rd debut as a nighttime feature over the full Columbia network.

**ROBERT B. JONES, JR.**, station relations manager for ABC's central division, left his Chicago headquarters Sunday for a two-week tour of network affiliates in Kansas City, Oklahoma City, Houston, Fort Worth and Dallas.

**J. R. "DICK" HEATH**, president of the Sun Country Broadcasting Co. of Arizona, is on a business trip to Los Angeles, Chicago and New York. He attended the annual dinner of the 20-Year Club in New York last Friday.

**AL MOREY**, of the program department at WBBM-CBS, Chicago, was a visitor this week at the Radio Sales division of the network in New York.

**AL BARKER**, scripter on ABC's "Terry and the Pirates," left yesterday for a vacation in Bermuda. He'll be away for three weeks.

**LYMAN BRYSON**, Columbia network counselor on public affairs, has left for Boston, where he will address the Advertising Club of that city on the subject, "What Shall We Do With Radio."

**SYMPHONY SID**, all-night disk jockey heard on WHOM, has left on a short business trip to Hartford, Conn.

**WILLIAM BOGEL**, of Kiplinger Magazine, Norwalk, Conn., paid a call Tuesday at the headquarters of CBS.

**ROBERT STERRETT**, formerly announcer on WTON, Staunton, Va., has arrived in Roanoke to take over similar duties as staff member of WROV.

**ARTHUR GAETH**, Washington commentator for the Mutual network, is visiting briefly in New York.

**L. S. MITCHELL**, general manager of WDAE, Tampa, is returning to Florida following a week in New York conferring with officials of CBS, with which the station is affiliated.

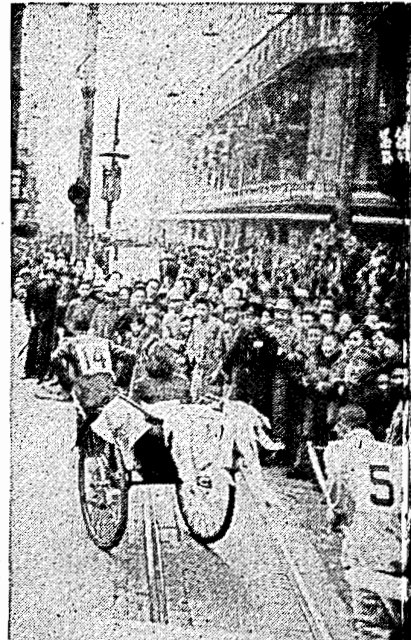
**SYLVIA ANSEN**, of WLIB's sales department has returned from a two-week vacation spent in Hollywood, Fla.

### New Fort Wayne Station Will Join Mutual Web

Fort Wayne, Ind.—WKJG, new 5,000 watt station under construction for the Northeastern Indiana Broadcasting Co., will join the Mutual Broadcasting System as a full-time affiliate when the station goes on the air around July 1. William A. Kunkel, Jr., publisher of the Fort Wayne Journal Gazette, is president of the company and George Hatch of KALL, Salt Lake City, is among the shareholders.

### WJZ Names Walter Dunn As Promotion Manager

Walter Dunn has been appointed promotion manager of WJZ, New York key station of ABC. He succeeds Delphine Carpenter, who has resigned. Dunn joined the ABC promotion department as a staff writer in February, 1946. Prior to the war, he had been Southern promotion representative for Metro-Goldwyn-Mayer and advertising director of Paramount-Richards Theaters, Inc., of New Orleans.



## China derby

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

But it seems in November, 1943 a million and a half people saw this Shanghai rickshaw race. What tough time, we thought, that guy must have had in getting through the crowd.

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

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

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

Facts are available.



# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-

**Within Your Reach**

*Philadelphia's*

# WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

# Schmid And James Promoted By MBS

(Continued from Page 1)

relations since November, 1943, will continue in the same position. "Bob" Schmid, for the past two years vice-president in charge of advertising, promotion and research, joined the Mutual promotion department in 1936, following previous associations with Young and Rubicam and CBS. During the past 11 years the department has expanded from one-man operation to its present size under Schmid's creative guidance.

### James Is Veteran

James has been with MBS in the capacity of manager of sales operations since September, 1945. He is a pioneer in network radio advertising and is credited with developing many radio advertising techniques. In addition to supervising the advertising, promotional and research activities of the network, James will coordinate the research work of the relations and engineering departments with that of the research department. He will also continue to assist Mr. Kobak and Robert D. Gezey, MBS vice-president and general manager, in special assignments, as well as heading up all studies in connection with Mutual's future planning in FM and television. Launching his radio career in 1927, James has been instrumental in the development of network sales, rates, advertising and merchandising principles and policies. He is co-author of "The Technique of Market Research" and was a founder-member of the American Marketing Society, the American Marketing Association. Last week, James was named to the board of directors of Broadcast Measurement Bureau. Miss Graef, now assistant manager of sales operations, becomes the sales vice manager, and will be in complete supervision of Mutual's sales vice, contract and estimate functions, reporting directly to Jess James, MBS vice-president in charge of sales.

### Joins WLIB Sales Staff

Ferry Bess has joined WLIB's sales staff. He was formerly in the traffic department at Emil Mogul Co.

## ★ AGENCY NEWSCAST ★

**B**ERNARD ESTES, industry public relations consultant, has been named associate director of Sindicato De Prensa Latino Americano, it has been announced by Stanley Ross, director of North American activities. The news syndicate supplies news and service to some 750 newspaper, magazine and radio clients through its 14 offices in the principal cities of Latin America. Estes, former correspondent for AP, Universal Service and several U. S. dailies, is a member of the Inter-American Press Committee and editor of the Overseas Press Club's recently published book, "Deadline Delayed."

**E**D CONNOLLY, recently resigned from NBC's advertising and promotion department, has been appointed advertising sales manager of the Rorabaugh Report on Spot Radio Advertising. The appointment, announced by N. C. Rorabaugh, president and publisher, follows the publication's recent decision to open its pages to general trade advertising. Prior to working for NBC, Connolly was promotion manager of WBT, Charlotte, N. C., and copy writer for Columbia network Radio Sales in New York.

### New Television Lens Demonstrated By NBC

(Continued from Page 1)

by NBC and Jerry Fairbanks Productions, Coast film company.

As outlined in these columns recently, the new lens, called the "Jerry Fairbanks Zoomar," and perfected by Dr. Frank G. Back, provides closeups to long focal-length shots in one continuous action, thus eliminating the somewhat cumbersome and time-taking turret-lens switches used today in video camera work. "Its incorporation in the RCA image orthicon camera obviates the necessity for the present battery of turret lenses," O. B. Hanson, NBC vice-president and chief engineer, pointed out, explaining that "in this one lens a choice of many lenses of different focal lengths is available." He added that two cameras using the new lens may be sufficient to do the work of three under present conditions.

Yesterday's demonstration of the new lens included two short entertainment skits in which the ability of the Zoomar to capture closeups was satisfactorily displayed. Test used two video monitors and two image orthicon field cameras, one equipped with the new lens and mounted on an immovable pedestal. Desired effect of showing closeups was achieved, although the picture it produced was considerably inferior in definition,—a defect later attributed to imperfect conditions.

Lens, an adaptation of the Fairbanks 16mm motion picture camera lens, was described by John F. Royal, NBC vice-president in charge of video, as "an outstanding contribution to tele-

**E**DWARD LOOMIS, president of Radio Reports, Inc., announces the appointment of Granger Tripp and George W. Loomis to the sales department of the organization. Tripp formerly was copy chief of Radio Reports and also served as manager of the company's Detroit branch. Loomis was assistant to the manager of the production department. Tom Kelly, formerly sales manager, has resigned and is no longer connected with the company in any capacity. The sales department will continue under the direction of Dick Rieber, vice-president, in charge of sales and research.

**E**RNEST P. ZOBIAN, vice-president in charge of drug advertising at Pedlar & Ryan, Inc., has joined the New York offices of Dancer-Fitzgerald-Sample, Inc., in charge of Kolynos Tooth Paste, Kolynos Tooth Powder, Hill's Cold Tablets, Heet Liniment, Freezone, Mystic Hand Cream and other products of the Whitehall Pharmaceutical Company Division of American Home Products Corporation. He was previously manager of the New York offices of the H. W. Kastor Company and before that, was with Zonite Products Corporation as advertising and sales promotion manager and in charge of clinical development.

### New Programs Set For 'Frisco Stations

San Francisco—New programs are continuing to reach the airwaves from local stations. Among these new ones originating in San Francisco studios is KGO's weekly half hour of ballads and poetry titled "Musical Closeups." It features Nadia Cannon, vocalist with E. Ray Walpole supplying the poetic interludes and organist Dave Quinlan furnishing the musical accompaniment. Prizes are given for identifying a "mystery tune" played by Quinlan. The show is produced by Gil Thomas and goes to the ABC Pacific net.

KPO is producing two new programs. A new dramatic show, "KPO Radio Playhouse" is aired Tuesdays at 9:30 p.m. It features original three-act plays of comedy, mystery, romance or melodrama, with a cast composed of the best in San Francisco acting talent. Scripts are written and produced by Dave Drummond.

The other new KPO program is a half hour religious presentation Sunday nights at 7:30 with the co-operation of the Federation of Churches, an eight voice choir, a harpist and an organist. Max Hutto is the producer.

vision technique." Fairbanks explained that the method of distribution of the lens to tele-broadcasters has not been determined, but that it would probably be on a rental basis.

Hanson said that NBC will probably make initial use of it in airing remotes of sports events, etc., in the near future, although no definite date has been set.

# Complete

## SPORTS COVERAGE

in the

### Great Northeast

THE

# WGY

# SPORTS RECORD

Six nights weekly between 6:30 and 6:45 p.m., sports-minded listeners in the WGY area (Central and Eastern New York and Western New England) tune to WGY for the "WGY Sports Record" with George Miller and Bill Pope. Pope and Miller know what they're talking about—they're editors of the Northeast's only all sports newspaper—"The Dorp Sporting News."

Currently sponsored two nights weekly, the four remaining programs will be at a premium with the 1947 baseball season opening soon. For complete details write WGY or your nearest NBC Spot Sales office, today.



Represented Nationally  
by NBC Spot Sales

# WGY

50,000 watts  
NBC Affiliate

# GENERAL ELECTRIC

Schenectady, New York

5000 WATTS 1330 KB

# WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

RADIO DAILY

LOS ANGELES

By RALPH WILK

PAT CAMPBELL, Don Lee station relations manager, left Sunday, April 13th, for a three weeks tour of Don Lee affiliate stations in Oregon, Washington and Idaho.

Ralph Fitkin, president of Aloha network, Mutual-Don Lee affiliate in the Hawaiian Islands, left Hollywood April 11th for Honolulu. He spent two days in Hollywood enroute to his home from a trip to Washington, D. C.

Red Skelton has been elected honorary fire chief of the city of Riverside, California. It's a reward for giving up Easter-eve to do a benefit for the firemen of that city.

Edgar Bergen and Charlie McCarthy are pitching in to aid the American Cancer Society's drive when they take their NBC program to Denver, Colo., May 11th. The show will originate in Denver's Civic Auditorium.

Bill Anson and Ted Mossman have been commissioned to write a concerto called "Central Park at Midnight."

Art Linkletter, emcee of CBS' "House Party," has passed his final naturalization examinations and will become an American citizen on May 9. Linkletter hails from Canada.

May Boyd & Associates have been signed to handle the radio exploitation for Eagle-Lion's "Lost Honey-moon," starring Franchot Tone, Ann Richards and Tom Conway.

James Mathews, CBS announcer, has been chosen to announce the Jean Sablon show during its stay in Los Angeles.

The Amos 'n' Andy" show, perennially one of the 10 most popular programs on the air, will continue to work for the same sponsor next year. This week, without fanfare, the Tuesday night NBC show's option was renewed for another season on the airwaves.

Bob McAndrews of Young & Rubicam publicity department spoke on advertising principles at Retailers Institute, conducted by State Department of Education at Fontana, California, April 11th.

Tom Lewis, vice-president of Young & Rubicam, will spend the entire month at the agency's New York office. Sharing responsibility for Hollywood operations in his absence are Bruce Eells on the business side and Martin Work in radio production.

Harry Lubin has been handed a new two-year contract as musical director and special arranger for "Glamour Manor" program. Deal was pacted with "Manor" for Lubin with Benton & Bowles Agency.



Windy City Wordage. . . !

Plans for the WBBM-CBS "Hint Hunt" to visit radio stations in Baltimore and Washington this month have been postponed. . . Virginia Evans has left Mutual's publicity department to join Public Relations Affiliates. She will head the firm's woman's events department.

Chicago . . . Horace Schwerin, of the Schwerin Research Corporation, has spent several days in Chicago meeting with agencies and NBC network clients. . . The revived recording of "Heartaches" by Ted Weems and his ork, a recording made over a decade ago, is getting top rating in the musical polls. . . Gene Autry will broadcast from the WBBM studios here on May 11. With him will be the Cass County Boys, the Pinafores, girl trio, and Carl Cotner and his ork. . . Robert B. Jones, Jr., station relations manager of ABC's central division, is making a two-week tour of affiliated stations in Kansas City, Oklahoma City, Houston, Fort Worth and Dallas. . . Bev Dean, young Chicago radio producer with a background of 15 years in radio showmanship and acting, has joined the WBBM production staff.



The annual AFRA Antics, to be held May 11, will be a two-and-a-half hour variety show with Garry Moore as emcee and a cast that will include Don McNeill, Jack Owens and the "Breakfast Club" gang, Marion Claire, Two-Ton Baker, Herbie Mintz, Dave Bacal and others. Earl Bronson, assisted by Burr Lee and Jim Billings, are producing the show, and Lew Diamond will furnish the music. Cute gimmick will be awarding some unusual door prizes, such as one of Bing Crosby's pipes, Don McNeill's alarm clock, and one of Paul Whiteman's batons.



Kay Turpin, for four years with the ABC promotion department, has resigned to go with Schoenfeld, Huber & Green, ad agency. . . Rose Marie Petrillo, daughter of WBBM music director Caesar Petrillo, married Stanley Reed in Chicago April 12. . . Everett Mitchell, NBC director of agriculture, will address the annual Career Conference at the U. of Oklahoma, Norman, on April 24. . . "The Bobby Doyle Show" made its debut over ABC, from Chicago, April 14. Doyle, featured soloist, sang for 26 weeks with Ray Block's ork on a network variety program last year and he has recorded 18 sides for Signature records. New program is produced and directed by Hunter Reynolds, written by Mike Brown, and announced by Jack Lester. . . William Ray, manager NBC news and special events department, attended the district 10 NAB meeting in Kansas City Wednesday (16) and spoke on wire recorders for local news coverage. . . Al Morey, WBBM promotion manager, spending the week in New York on business. . . .



As part of WCFL's program expansion policy, Howard Keegan has been appointed program consultant. Keegan recently returned to Chicago from New York, where he was NBC director of "Travelin' Man," "Men at Sea," "Archie Andrews," "Joyce Jordan," and "Lights Out." With a CP for 50 kw. operation granted, WCFL has assigned Keegan the job of preparing for expanded program operation. Keegan formerly directed a number of top network programs. . . "Majestic Musical Caravan," a new program of recorded music, sponsored by Majestic Records, Inc., will bow on WENR May 6. This is among the first instances of a record company sponsoring a local program of recorded music. . . ABC is now airing bands from three leading Chicago hotels. Don McGrane's ork is heard from the Stevens, Griff Williams from the Palmer House, and the Wagner Trio from the Graemere.



SOUTHWEST

GEN. JONATHAN WAINWRIGHT, Commanding Officer of the 4th Army in San Antonio opened the San Antonio observance of Arm Week with a special talk on WOA. San Antonio on the regular Friday evening program "The 4th Army Presents."

William S. Newkirk, former program director of KEYS, Corpus Christi, and KPAC, Port Arthur, has been named program director for KATL, Houston, which is scheduled to begin operation sometime this month operating with 1,000 watts of 1590 kilocycles daytime hours.

Harry L. Reading, Jr., has purchased the one sixth interest of J. Clements in KIOX, Bay City, which is slated for early opening. Station will operate with 1,000 watts on 11 kilocycles daytime hours. Sales price was said to have been \$6,200.

The Magnolia Petroleum Co., via the Ratcliffe Advertising Agency, are the new sponsors of the daily 5:30 p.m., Monday through Saturday newscasts over KABC, San Antonio. Programs feature KABC news editor John W. Scott giving the world news; assistant editor Robert Ferris on Texas and local news broadcast direct from the editorial rooms of the San Antonio Light; and KABC sports editor Alec Chess presenting a roundup of the late sports news.

The FCC has granted the Trinity Broadcasting Co., of Oak Cliff near Dallas, license for a standard broadcast station to operate on 1190 kilocycles, with 1,000 watts power. Principals are Barton R. McLendon head of Tri State Theaters, his son Gordon McLendon owner of KNEE Palestine and J. R. Euler.

Fred Bennett, disk jockey heard twice daily on KTSA, San Antonio presented a 30-minute non-broadcast show of some of the impersonations he does on airings before students of the Thomas Jefferson High School. He also appeared before meeting of the local Lions and Optimist Clubs.

Holmes Travel Pictures Signed For Television

(Continued from Page 1)

able for television. The library now contains more than 500,000 feet of film collected from all over the world. Plans call for selling the library to one television station in each city on a service basis. Film will be supplied in 10-second to one minute segments so that the newcaster will have scenes from all places in the world on the television screen at the same time he is doing his reporting.

Program Time Change

Effective April 28th, "Heart's Desire," Mutual program, heard at 3:15 to 3:30 p.m., changes to the 11:30 to 12 noon spot, when Philip Morris takes over sponsorship. Program heard Mondays to Fridays.

CRIME CLUB Audition records available COMMERCIAL PROGRAM SALES 1440 Broadway, N. Y. PE 6-8600

# AMA Confab Opens; Melius Board Head

(Continued from Page 1)  
 Writers' Guild, AFM and the Directors' Guild, were discussed at the morning session. Report on the agency business made by John L. Anderson of Cn-Erickson in which he said "sharp decline in profits" expected by large agencies through may now be catching up with smaller agencies, according to preliminary figures gathered by the Fairly representative returns of the Annual Association Analysis of Agency Costs indicate that average profits after taxes for medium-sized agencies (billings between one and five million) may be as little as 10 percent of the over-all billing," the speaker said.

Directors elected were: Directors-at-large: Fairfax M. Cone, chairman of executive committee, Cone & Belding, Chicago; John Cunningham, partner, Newell-Bitt Co., New York; James H. S. Kuder Agency, Inc., New York.

Directors representing the AAAA regional councils: New York Council, Ed B. Thomas, vice-president of Hill & Ryan, Inc., New York; New England Council, Joseph T. Coenen, vice-president of Alley & Richards, Boston; Atlantic Council, Lee E. Ed, vice-president of the Richard Fley Advertising Agency, Inc., Philadelphia; Central Council, A. W. Ed, president of the Cramer-Krasnow Co., Milwaukee; Pacific Council, Ed E. Kraft, vice-president of Ed-Cooper Company, Seattle.

City's sessions will discuss, among other research topics, the Broadcast Measurement Bureau, highlighted by Ed tonight at which Sen. Warburton will be guest speaker.

## Wedding Bells

Eleanor Hurley, publicity director for WQXR, is being married on Thursday, to Walter Tenenbaum Gassenheimer of the station engineering staff.

Peggy L. Mayer, radio writer, and Walter Mr. Mayer of St. Louis, Mo., son of Mr. and Mrs. J. McGraw of Detroit, were married at the Marble Collegiate Church, New York yesterday.

Koblentz, who recently joined the Frederic W. Ziv Co., to transcribe and live radio broadcast, has been married in Chicago to Brothy E. McGlone. The bride was formerly a travel expert for the S.O. They are now residing in New York City where Koblentz has his headquarters with the Ziv company.

## Hoopers As Usual

E. Hooper, Inc., yesterday announced that the ratings for the week of April 15-21, will be made as usual, the organization relying on dial meters in all Hooper cities.

# Explosion Brings Radio Cover Of Devastated, Evacuated City

(Continued from Page 1)

the devastated area, special-events crews were broadcasting direct from the scene within a few hours. The battered city, virtually razed to its foundation, and reports that gas was seeping over the area, did not hamper announcers, engineers and other special events personnel.

On-the-scene broadcasts, however, were halted shortly after 8 p.m., last night when the authorities decreed that the entire city be evacuated. This move, it is believed, was prompted by the presence offshore of

### 'Hams' To Aid

Washington—The FCC yesterday authorized the setting up of an emergency amateur radio network in Texas to assist the Red Cross in handling the critical explosion in that state. The Commission authorized the network on the frequencies 3840 to 3860 Kc., and in addition, assigned 7050 Kc. as a spot frequency for amateur use.

one or more munitions ships which were likely to blow up.

First interruption in network programs came around noon when bulletins announcing the disaster were aired. While web news department chiefs picked special spots for piping in reports direct from the scene, they dispatched top correspondents, flying in chartered planes, from such points as Washington, New York and Chicago. To emphasize the pace, some of these radio reporters were on the air direct from Texas City early afternoon, only a few hours after they left their eastern headquarters.

One of the first radio men to fly over the scene was Lee Clough, general manager of KLUF, a Mutual affiliate in Galveston. Clough, holder of a private pilot's license, took off in his plane shortly after the explosion, which was felt 100 miles away. Back in the station studio at 2:30 p.m., EST., he gave an eye-witness account for the Mutual audience. He was assisted with the story by KLUF staff announcers who had also visited the scene. Last night Mutual carried inserts, direct from Houston, in the Fulton Lewis program at 7 p.m., and during Gabriel Heatter's show at 9 p.m.

### NBC Uses Two Outlets

NBC used facilities of two affiliates to cover the story—KPRC, Houston, and WOAI, San Antonio. Bud Thorpe, NBC newsman in Chicago, and an engineer were also dispatched by plane to Houston. First report from KPRC, with Hal Coley, staff newsman, reporting was carried by the network at 1:45 p.m., EST. An on-the-scene account was broadcast over NBC from 4:15-4:30 p.m., EST., cancelling out a commercial program. Report was handled by Pat Flaherty, former NBC war correspondent now with KPRC. The first Alka Seltzer commercial was killed in the 7:15 p.m., newscast to handle

more news and pickups from Houston and St. Louis, the latter being Red Cross district headquarters. Bill Sprague of the KPRC staff made the 7:15 p.m., report. At 11 p.m., NBC aired an account from its San Antonio affiliate, WOAI.

Ray Conaway of KXYZ, ABC affiliate in Houston, was on for two-minute reports over that web at 1 p.m., and 2 p.m., EST. An on-the-scene description was aired from 4-4:15 p.m., EST., by Lee Hendricks, Art Finger and Jack Edmunds, all special events men from KXYZ. Finger gave an account as witnessed from a plane circling the wrecked area. ABC made other pickups during its 7 p.m., news program and also did a special 15-minute show at 8:30 p.m., from Houston with a roundup by several correspondents. Colin Herrle, national director of disaster service for the Red Cross, was interviewed from Washington on "Headline Edition." Also from the capital, Tris Coffin, ABC newsman, was dispatched by plane earlier to Houston.

CBS sent John Daly flying to the scene from his New York headquarters and he was heard this morning at 8 a.m., and 9 a.m. Following the first bulletins yesterday, CBS did a roundup at 2 p.m., and followed from 3:30-3:45 p.m., cancelling the regular program, with on the spot reports by Ted Nabors of KTRH, CBS affiliate in Houston. The Bob Trout show at 6:45 p.m., carried an interview with a survivor of the explosion.

# NBC Announces Site For Chi. Tele Station

(Continued from Page 1)

the lease also provides for roof space on the building for transmitter towers. The start of actual construction will be determined by the delivery of equipment now on order. FM and Television broadcast will originate from NBC studios in the Merchandise Mart. I. E. Showerman, NBC midwest general manager, said the Civic Opera building was chosen as an ideal site for FM and television transmission after an exhaustive survey of available spots in the downtown area. The building is located on the western edge of the Loop, affording a minimum of interference for transmission.

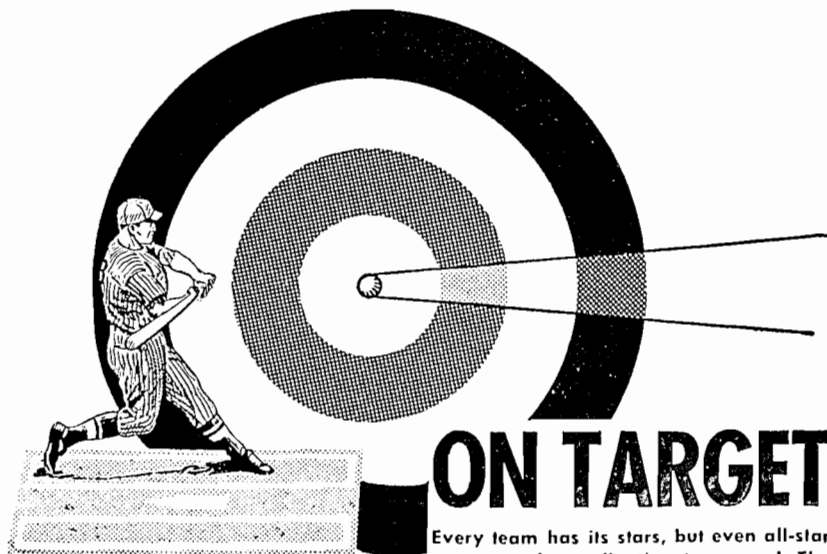
## Cancel Newark Salute

Due to unavailability of telephone lines, WNBC all-day salute to Newark, N. J., scheduled for Friday, April 18, has been postponed until June, it was announced by James M. Gaines, manager of the station. The new date for the WNBC salute to Newark will be announced when arrangements are completed.

The next community to be honored by WNBC will be the Borough of the Bronx on Friday, May 2.

## Magnetic Tape Standards

MP Arts and Sciences and SMPE are holding conferences with Cy Ainsworth representing American Standards Association on plans pointing to a standardization of oxide coated ribbon, final obstacle to be hurdled before magnetic tape method of sound recording is to be started by screen and radio companies.



# ON TARGET

Every team has its stars, but even all-star teams need coordination to succeed. The teamwork of Weed and Company gives each of its men full benefit of the knowledge and experience of this highly coordinated organization.

RADIO  
STATION  
REPRESENTATIVES

**WEED**  
AND COMPANY

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

## Shirer-Murrow Debate Takes OPC Spotlight

(Continued from Page 1)

tor of news for CBS. W. W. Chaplin, president of the Club, presided. Approximately 200 attended.

Shirer gave his version of how he saw the ax fall on his sponsored commentary 5:45 p.m., Sundays over CBS and thought it had been rather abrupt, since he had no previous intimation. He said he did not want to rehash what had already been said and printed, but believed that the new time offered him was not conducive to building as large an audience as he had in his former slot. CBS, he stated had apparently objected to his saying at the final broadcast that perhaps the sponsor or other pressure, he was being removed. Shirer said time was an important element on radio and since the new show wanted to inject five minutes of news and some music to attract a younger audience in part, another commentator was proposed for the 5:45 p.m., Sunday time. As for the "real reason," Shirer said he "was still in the dark." However, he thought that the Peabody Award to be made him, would indicate what type of commentary he had been offering. Mention of this award had already been made by a previous speaker.

### Murrow's Position

Murrow, in answer to Shirer, said he had come with a prepared speech, but since his predecessor had chosen the topic "l'affaire Shirer," he would continue along that line instead. Murrow congratulated Shirer on winning the 1946 Peabody Award, but recalled he also had won it a few years ago, even though he had not been a commentator along those lines for three years previous. Murrow pointed out that CBS had made no announcement of Shirer's cancellation until after Shirer had himself mentioned it first on the air.

While Shirer had a contract with CBS, Murrow said, he also had an independent contract with the sponsor. When the sponsor decided not to renew its option on Shirer, CBS had to decide one of three things: whether to continue Shirer on a sustaining basis; replace him with another program, acceptable to the client, or replace him with a man who, because of his news sources, background etc., could do a better job. Murrow also read a part of the standard CBS news contract and what is required of a commentator.

### No Rebuttal

CBS he said never objected to any "liberal" content of Shirer's talks. Last fall he said, they requested Shirer to tour the country before election and pick up background material, but Shirer elected to broadcast for some time from Lake Placid, which place was not considered a good one for a commentator to pick up and analyze news. Decision to switch Shirer was one to improve generally the "sum total of the CBS news analysis and news broadcasts. Shirer did not add rebuttal to Murrow's talk.

## Spot Business For Chicago Increasing, Networks Report

(Continued from Page 1)

Sterling Drugs, Inc., 125 station breaks to be aired five per week, April 4 to September 26; American Tobacco Co. (Lucky Strike), 15 station breaks per week for six weeks which started April 7; Central National Bank, six station breaks; the Kroger Co., food stores, four station breaks and two one-minute announcements, and Hudson Motor Car Co., 10 one-minute announcements to be aired five per week for two weeks which started April 8.

WGN business included Central National Bank, 15 station breaks for a three-day period, and International Laboratories' sponsorship of "Who Is It?" new WGN quiz program, for 13 weeks, effective April 7.

The WENR sales department reports a large number of renewals and heavy spot business for the past week. Among the renewals are F. L. Klein Noodle Co., one-minute participation in "Waltz Dreams" for 10 weeks, ending May 31; Stewart & Ashby Coffee Co., 15-minute news period featuring Paul Harvey, for 26 weeks ending September 21; Colgate-Palmolive-Peet Co., participation in the Beulah Karney program for 33 weeks ending December 31, and General Foods, participation in the Beulah Karney program for nine weeks ending June 10. New participation business included Curtis Publishing Co., "Rhythm at Random" program for 52 weeks ending March 28, 1948; United Fruit Co., "Rhythm at Random" for 52 weeks ending March 12, 1948, and General Foods (Minute Rice), Beulah Karney program for 45 weeks ending December 31.

Spot business included Hawthorne-Melody Farms, five live chainbreaks weekly for 13 weeks; Colgate-Palmolive-Peet Co., five weekly one-minute spots for 36 weeks; American Tobacco Co., (Lucky Strike), 12 chainbreaks weekly for six weeks; Sun-

shine Biscuit Co., five chainbreaks weekly for 17 weeks; Atlantic Brewing Co., (Tavern Pale Beer), three one-minute announcements weekly for 13 weeks; F. L. Klein Noodle Co., (Potato Chips), renewal of their one-minute participation; Procter & Gamble, renewal of one chainbreak weekly for 52 weeks; Commonwealth Edison Co., renewal of five chainbreaks weekly for 52 weeks; RKO Radio Pictures ("The Best Years of Our Lives"), five chainbreaks weekly for two weeks, and Dad's Old Fashioned Root Beer, one additional chainbreak weekly continuing their current schedule through August 31.

### NBC Network Sales

The NBC sales department was quite active last week on both new and renewal business. Highlighting the new business was the sale of the 30-minute transcribed dramatic program "Theater of Famous Radio Players" to the L. D. De Martini Co., (vacuum-packed peanuts and mixed nuts) for 52 weeks starting April 29, and a 15-minute program of recorded music with Louis Roen as emcee to Pollyanna Town and Country Shop for 13 weeks. Program started April 5 and is tentatively called the Louis Roen Show.

Other new business included Rit Products Co., three one-minute announcements per week for 11 weeks; Colgate-Palmolive-Peet Co., three one-minute announcements per week, April 21 through December 31, and Lever Bros. (Rinso and Lifebuoy), six one-minute announcements a week, April 28 through December 31.

The network sales department reported two important renewals. Pure Oil Co., renewed "Kaltenborn Edits the News" for 52 weeks, effective May 5, and the American Meat Institute ordered a 13-week renewal of the Fred Waring program, effective July 15.

## Barlow Gets FMA Post As Director Of Publicity

Washington Bureau, RADIO DAILY

Washington—Appointment of William L. Barlow as director of publicity of the FM Association was announced by Bill Bailey, FMA executive director. Barlow will report for work immediately.

A native of Shelbyville, Indiana, Barlow has a long background of newspaper, radio and promotion experience. For several years he served the United Press and various newspapers in Ohio. In 1932 he was named director of public relations for the Kroger Grocery & Baking Company, Cincinnati, a post he held until 1939, when he resigned to accept an assignment in the publicity department of WLW, Cincinnati.

Two years later, Barlow was named director of publicity for WLW and when the Crosley Broadcasting Corporation purchased WINS, New York, from Hearst Radio, Inc., Barlow was transferred to New York

## "Breakfast Club" Stopoff Set For Buffalo, April 19

Don McNeill's "Breakfast Club," en route to New York to air their program starting April 21 on the Erie Railroad's "Meadeville," crossing New York harbor, will stop off in Buffalo on April 19, to broadcast from that city, in co-operation with Junior Chamber of Commerce.

While in New York, the show will originate from the ABC studios in Radio City, with the exception of the May 1 broadcast, which will be aired from the stage of the Brooklyn Paramount Theater.

Cast includes Don McNeill, toastmaster; Patsy Lee, songstress; Sam (Clowning) Cowling; Ed Ballantine, maestro; Jack Owens, crooner, and Aunt (Fran Allison) Fanny.

in August, 1946, as publicity chief for WINS. He resigned last January 14, following a break in his health. During the past three months he has been vacationing in Florida.

## Facsimile Outlook Reviewed In Canada

(Continued from Page 1)

it eventually does arrive it will have a bearing on distribution of. For it will be possible in a home or office to have a set that pick up facsimile news broadcasts and convert them into print, keep subscribers on top of the latest comments at home and abroad 24 a day. Probably for a good while, the cost of such a set will hold it in the luxury class, the rank and file will continue to depend on daily newspapers, a lot of people must be won over what will happen to these papers, not because of fact competition, but because of Canadian Broadcasting Corp.

Facsimile is a form of radio that will be under CBC jurisdiction; it is also a form of publishing, the CBC on the fringe of the publishing business, via facsimile it try to extend to newspaper same iron-bound control it exercises over its radio competitors, the independent stations? Healthy competition has kept newspapers entering and free. But, backed by tatorial authority from the Federal Government, the CBC has a little inclination to let healthy competition flourish in radio, and a inclination to straitjacket the independent stations.

Competing with these stations, one hand, it tells them on the other hand what they may and may not do, what they may and may not broadcast. If it considers that facsimile constitutes its debut in the publishing industry, what will the CBC take toward news competitors? And if it treats them the same way as it has treated private radio stations, what happens to the freedom of the Press?

## Tele Opens In Washington

Washington—Despite heavy an estimated 80,000 persons with television broadcasts in Washington stores during opening "T" week here. WTTG, DuMont here, has arranged for afternoon and evening programs to be broadcast daily throughout the remainder of the week totalling 30 hours—a record for this area.

## Gets Publicity Post

Steve deBaun, former member of the Press department of the has been appointed publicity director of the RCA showroom which scheduled to open soon at 36 49th Street, New York. DeBaun joined NBC in 1938 and remained with the network until he entered the Army in 1941.

## Cardiac-Home Talks On WNYC

Harry Hershfield, Fanny Field and Alfred McCosker will be principal speakers at the funding drive for the McCosker-Hershfield Cardiac Home on Tuesday, April 22 (WNYC 1:40-2:00 p.m.)



## Class B Action in FM Applications

(Continued from Page 1)

FM standards and allocation proposed changes, if finally adopted, would have the effect of increasing the number of class B FM channels in certain communities, including Cleveland-Akron, Ohio; Cincinnati-Springfield, Ohio; Indianapolis; Providence, R. I.; Atlanta, Ga.; Mansfield, O.; Baltimore, Md.; San Diego, Calif., and Springfield, Mass.

### Hearings Already Held

Hearings have been held upon applications for class B FM channels in these cities, and in each proceeding, there have been more applicants for channels available under the allocation plan in its present state. In view of the proposed modification, should provide enough channels in all but two of the cases pending, grants could be made to all of the applicants if they are to be qualified in the two remaining cases involving applications for class B FM channels in Cleveland-Akron, Ohio, and in Baltimore, Md. The proposed change in allocation plan would permit a grant to at least one more qualified applicant than would be possible under the allocation plan in its present form.

Changes proposed in the FM allocation plan would not provide additional channels for Boston, Mass.; Hartford, Conn.; Philadelphia, Pa.; Los Angeles, Calif. Accordingly, in the hearing cases involving applications for channels in these cities will not be affected by the proposed change, the FCC said.

### Canadian FM Situation

Montreal—Commenting on the expansion of FM radio station activity throughout Canada during the current year, K. G. Chisholm, V.A.-Victor Co., Ltd., reports "The number of available FM channels is highly beyond any conceivable limit so far as Canada is concerned. This means that in any given city it is hardly likely that any applicant will ever be refused an FM broadcast station license on the ground that no frequency is available," he stated.

Canadian radio manufacturers are expressing their views on the expansion of FM expected in Canada during 1947 and are optimistic in their predictions. With only three stations presently operating, it is expected that by the end of the year Canadians in Southern Ontario and as in Montreal and Vancouver will be aware of FM. At present, a station operates in Toronto and one in Montreal, with a fourth at Montreal ready to commence broadcasting shortly. It is expected that by the end of this year 12 FM stations should be in operation. This prediction is based upon equipment orders now being filled by manufacturers.

About 1100 broadcasting stations in Canada and the U. S. are now op-

## PICTURE OF THE WEEK



*"In keeping with the policy of 'old or young, rich or poor' etc. in offering its facilities, WBIG, Greensboro, N. C., a CBS affiliate herewith depicts a recent 'concert' by a group of Negro Nursery School children which is part of A. & T. College and one of seven major colleges in the Greensboro area which is regularly allotted time by the station."*

## West Coast Court Denies Setting Aside Judgment

(Continued from Page 1)

The court's decision was excessive and not sustained by evidence. Judge Rhodes held, however, that there was abundant evidence to sustain Stanley's claim that his original radio program entitled "Walter Wanger Presents" had been misappropriated by CBS in a series of 50 Pacific coast regional broadcasts of radio program re-entitled "Hollywood Preview." Stanley testified during trial that his radio program idea was worth \$100,000 and that value had been entirely destroyed by Columbia's unauthorized use. Harold A. Fendler, Stanley's attorney stated after trial that case sets an important new legal precedent throughout country for protection of radio program ideas, and case provides a method of having value of radio ideas judicially determined.

Operating on AM bands that occupy the 106 channels, with considerable overcrowding. Interference of one station with another is heightened by the fact that radio waves bounce back from the skywave or layer in the atmosphere.

The frequencies assigned to FM, from 88 to 108 megacycles, have a much shorter listening radius than present AM broadcasting. FM broadcasters can be heard for only about 100 miles. This means that although only about 100 channels have been provided FM broadcasting, every channel can be used over and over at intervals of about 250 miles.

"Live" radio programs will not be

## Stewart-Warner Earnings Show Increase For 1946

Stewart-Warner Corp. reported net earnings for 1946 of \$1.65 per share, amounting to \$2,095,187 which compares with \$1.28 per share or \$1,634,202 net earnings in 1945. Dividends of \$1 per share were paid in each of the two years.

In a letter to stockholders, president James S. Knowlson, stated that the backlog of orders for the coming year was a substantial one, but shortage of certain materials and possibility of wage increases were cause for some concern.

### Moore Signs With Morris

Garry Moore has signed a two-year radio management contract with the William Morris agency. Moore was formerly handled by the National Concert & Artists Corp. He is expected to be starred in his own radio show next fall, but no deal has been set.

heard at long distance with FM sets unless arrangements are made for chain rebroadcasting of FM stations. FM has such high fidelity of transmission that existing wire lines used for transmission of "live" radio shows would be unsuitable. "Most good shows will be on transcription," Chisholm said.

New radios combining AM and FM reception are now on the market in Canada. "The early sales will be in the Montreal, Toronto-Windsor area, and Vancouver," Chisholm declared. "As more FM broadcasting stations are set up, the trend to FM receiving sets will be accelerated as it has been in the United States."

## Chicago FM Grants Draw Durr Criticism

(Continued from Page 1)

pany (WAAF), and Radio Station WGES for FM stations in Chicago.

Durr was sharply critical of the program content of the AM stations now operating in Chicago by these three applicants. He blasted in detail the Commission's decision to grant these applications and then charged that as a general policy the FCC falls short of the standards set up in the Blue Book.

"The grant of the three applications to which I am objecting," Durr said, "does not in my opinion contribute in any way to the 'public interest, convenience or necessity.' Such grants do serve to 'protect' the facilities of the applicants. But they also foreclose the possibility of later grants to worthy newcomers who are lacking in financial resources necessary to carry their stations through until sufficient FM receivers are in the hands of the public to permit economically sound operations."

### "Should Not Now Retreat"

Pointing to the importance placed on program content in the Blue Book, Durr said that "having clearly recognized that responsibility, we should not now retreat from it."

Durr charged that the majority decision in the Chicago FM grants "involves more than mere laxity in the enforcement of the principles" of the Blue Book. "The standards themselves are being lowered," Durr bluntly stated. "We are here laying the groundwork for an entirely new type of broadcast service in one of the largest centers of population in the United States. The minimum standards laid down in this proceeding therefore become the maximum standards which the Commission will have the right to demand of any applicant or licensee, because it must treat all alike. Thus, by its grant in these cases, the Commission has substituted the program standards of Station WGES for the principles of the Commission's report. I do not think this is fair either to the public or to able and conscientious broadcasters who have a high sense of public responsibility and who set high standards for their own operations, but must meet the competition of stations applying the low standards upon which the Commission has now set its stamp of approval."

### Cites Commercial Time Used

"I find it impossible," Durr said, "to reconcile the program service proposed by these three applicants with the principles set forth in the Commission's report."

Durr stressed the high amount of commercial time on each of the stations granted permits, and also singled out for mention the many daytime serials on WMAQ. He charged that these considerations cannot be "outweighed by the importance of Chicago to the National Broadcasting Company as a point of origin for network programs. The record shows that in recent years, the company's use of Chicago as a network originating point is steadily decreasing."

# ANYBODY GOT A STADIUM TO RENT?



Underwood-Stratton

**WFBR  
IS  
BALTIMORE**

Just recently at WFBR, Baltimore, the backlog of ticket requests for the Gunther "Quiz of Two Cities" had piled up to 6,000 for this high rated show (Ratings from 35 low to 78 high in the past eight years).

So WFBR has had to hire the Lyric Theatre

(capacity over 3,000) to take care of this extraordinary demand. Although this show is currently a success in pairs of cities across the nation, it *originated* at WFBR and enjoys its highest rating here.

This is just further proof that WFBR is radio in Baltimore. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

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

**WFBR**

# World Radio Conference

## Pickups By Webs From Tex. Blast Area

An unofficial total of 46 direct pickups from the Texas City, Tex., devastated area and Houston were carried by the four major networks from 1 p.m., Wednesday until midnight last night, an average of more than one per hour. Newscasts from Houston and on the spot reports continued to get top play all day yesterday as new explosions and fires raged and seared the battered city. One of the most dramatic moments in radio's coverage of the disaster came at 1 a.m., Thursday when

(Continued on Page 6)

## Business Outlook Bright, GE's President Reports

Poughkeepsie — General Electric Company's performance in the first quarter of this year "is evidence of a dynamic pattern for the year," Charles E. Wilson, president, told shareholders at the annual meeting this week. He cited examples of many products made and delivered in a remarkably greater volume than a comparable pre-war quarter. The GE's proxy also revealed that

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## Double Bendix Shift Making FM Receivers

Bendix Radio is now working two shifts each on its assembly lines producing FM radios in order to meet the up-and-coming demand of potential FM audiences, according to J. T. Dalton, general sales manager for radio and television. Dalton stated that production on Bendix FM was doubled following

(Continued on Page 6)

### Versatile

Milton Reynolds, whose specialty in the past has been the making of pens for writing under water, made a surprise appearance last night on NBC's tele station, WNBC, and told of his riding over water and land this week, girdling the earth in his plane, the "Bombshell." It was a special program, broadcast by the station shortly after 11:15 p.m.

### Topical

Table conversation at the luncheon meeting of the Radio Executives Club of New York yesterday at the Roosevelt Hotel centered on "How's your vaccination?" From reports, networks, station, agency and newspaper staffs have received smallpox vaccinations the past week in New York's crusade to prevent an epidemic.

## Commission Okays AM And FM Grants

Washington Bureau, RADIO DAILY

Washington — Fifteen CP awards to applicants for AM stations in small cities, 16 conditional FM grants and 12 CP's for new FM stations, were announced by the FCC yesterday.

The AM CP's were as follows:

Lake Worth Broadcasting Corp., Lake Worth, Fla., to operate on 1490 kc., 250 watts, unlimited; O. J. Falge, Ladysmith, Wis., to operate on 1340 kc., 100 watts, unlimited; Monongahela Valley Broadcasting Corp.,

(Continued on Page 3)

## Cosgrove To Preside At IRE's Spring Banquet

Cincinnati — R. C. Cosgrove, general manager of the Crosley Division of the AVCO Manufacturing Corp., and president of the Radio Manufacturers Association, will preside at the official banquet of the spring technical conference of the Insti-

(Continued on Page 4)

## Annual Peabody Citations Made At REC Luncheon

Recognition for outstanding performance in seven phases of radio programming, and one special citation for contribution to the industry as a whole, was made yesterday with presentation of the George Foster Peabody Radio Awards before approximately 400 members of Radio Executives Club at Hotel Roosevelt. Awards, and citations which originated in 1940 to "recognize the most disinterested and meritorious public service rendered each year by the

## Called For May 15 By U. S. State Dept. To Revise Existing Int'l Regulations Promulgated At Cairo In 1938

## Ciggy Sponsors Set New Spot Campaigns

Spot campaigns by leading cigarette brands, all carrying network programs of long standing, continue on the upgrade with the latest to further expand its spot being Liggett & Myers Tobacco Co., for Chesterfield. Through Newell-Emmett agency, Chesterfield is making inquiries of availabilities in various parts of the country although it is

(Continued on Page 5)

## New ET Technique Introduced On WHN

A transcribed participating program involving the use of several turntables has been built by WHN by expanding the five-minute Tom Howard and George Shelton series, "Fun at Breakfast," into a 25-minute show through the addition of other

(Continued on Page 6)

## Camel "Bob Hawk Show" Eyes 10:30 P. M. Stanza

Reliably reported that "The Bob Hawk Show" sponsored by R. J. Reynolds Tobacco Co., for Camel cigarettes on CBS, will drop the

(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington — The Department of State announced yesterday that there will be convened at Atlantic City on May 15, an International Radio Conference, which will be attended by almost all the governments of the world. Its objective will be a complete revision of the existing international general radio regulations adopted at Cairo in 1938. At the same place on July 1, 1947 a plenipotentiary Telecommunications Conference will be convened for the pur-

(Continued on Page 8)

## 4A Adopts Resolution To Extend BMB Study

The American Association of Advertising Agencies, which ended its 29th annual meeting at the Waldorf-Astoria yesterday, unanimously adopted a resolution urging the Broadcast Measurement Bureau to continue its audience measurements, and stated the belief that agencies "will make extensive use of BMB material to increase the effectiveness of radio

(Continued on Page 8)

## "Sam Spade" Show Wins Edgar Allan Poe Award

The annual Edgar Allan Poe award for the best mystery radio program, as selected by the Mystery Writers of America, goes to "The Adventures of Sam Spade," heard over CBS every

(Continued on Page 8)

### New High

Columbus, Ohio — Spurred, probably, by the FCC's "Blue Book" on radio's public-service responsibility, plus the post-war return of manpower and materials, Ohio State University's 11th annual exhibition of radio programs, May 2-5, this year will set a new record with over 500 local and regional entries in 15 classifications. Previous high was 406, last year.

## LOS ANGELES

By RALPH WILK

**R**ADIO NEWS CLUB of Southern California has called a special meeting Wednesday to set up definite code of new standards for broadcasting news from stations in this area.

Authoress Craig Rice will be heard as the guest star on the Victor Borge show, starring Benny Goodman, April 21, NBC.

Orchestra leader Jerry Brent has been signed to the post of music adviser for Modern Records by Jules Bihari, plattery chief. Brent, whose waxings of "Steel Guitar Rag" and "Yiddishe Mama" are scheduled to go on the presses shortly, will coordinate scoring and orchestrations for the Modern label. Pact will allow him to continue fronting his band on dance and air-shots as before. Spot of musical adviser has been added by the Modern waxery in line with organization's expansion as marked by recent purchase of the defunct ARA plant.

Margaret Whiting's Capitol record version of "Time After Time" being used by Loew's theaters as intermission entertainment and to hypo score of the M-G-M "It Happened in Brooklyn" picture.

Father Patrick Peyton, producer of "Family Theater," has announced the appointment of Mel Williamson as director of the series. John Rider will act as executive assistant to Father Peyton and Mr. Williamson. "Family Theater" is heard Thursdays at 7:00 p.m., (P. S. T.) over Mutual, starring motion picture and radio personalities with Meredith Willson and his orchestra.

### Cosgrove To Preside At IRE's Spring Banquet

(Continued from Page 1)

tute of Radio Engineers to be held here at the Hotel Alms on May 3, it was announced yesterday. Kenneth W. Jarvis will be consultant speaker.

Conference sessions, dealing entirely with television, will be held in the Engineering Society headquarters.

Paul F. G. Holst, chief television engineer of Crosley, will address one of the morning sessions on the topic "A New Approach to Television Input Circuits." Other speakers at the morning sessions include Andrew Alford, consultant; Stuart W. Seeley, RCA and R. W. Sanders, Farnsworth Radio and Television exec.

Persons attending the conference will make an inspection tour to the "Voice of America" transmitters at Bethany, Ohio.



### Manhattan Memoranda. . . !

● ● ● Stan Kenton just wired from Tuscaloosa, Ala., that he's too sick to go on and has busted up his band. Stan had recently disregarded his medico's orders to take a 10-week layoff. . . . Decision expected on Y & R's "Big Time" ainer for Borden's within a week or ten days. . . . Newell-Emmett execs willing to cover all bets that Perry Como will be on the Supper Club again come fall. (We'd like a hunk of that bet). . . . Frank Waldecker, announcer on "20 Questions," learned he was a pop the hard way. Unable to get a 'phone call through, the news was broken to him on the show by Herb Polesie who said: "It's okay if you slip up on one tonight, Frank, old boy, your missus just gave birth to a son". . . . While on the subject of the stork, it's a baby girl at the Jim McGarrys (he's radio promotion head of BBD&O). Mom (or should we say McGarry's mouse?) is the former Eunice Dickson, BBD&O time buyer. . . . Bill Vaughan points out that we should all strive for versatility. Ted Williams plans to hit to left field this year—and the rumor is that Lauren Bacall uses two expressions in her next film. . . . Phil Brito due back in California in late June for another movie for Monogram. . . . Monica Lewis off to play Chicago's Riocabana. . . . Tim Marks says the newspapers are facing it this week. The Lip, the Jaw and the Eyebrows took over most of the headlines.

★ ★ ★

● ● ● THOUGHTS WHILE DIALING: Wonder how a guy like Prof. Quiz would ask questions of a traffic cop or a department store floor walker? . . . For some reason, newscaster Radcliffe Hall sounds like a girls' dormitory at Vassar—his name, that is. . . . Things I'd Like To See: Diminutive Billy Rose actually pitching horseshoes. . . . Listening to his smile style on the air, you can't understand why Jack Smith has never been sponsored by a toothpaste outfit. . . . Watching Fritz Kreisler walk through the halls of NBC, the thought strikes you that here is the living portrait of the kindly music master so many artists have tried to put on canvas. . . . Things I'd Like To Hear: Joan Davis, Cass Daley, Martha Raye and Judy Canova quartetting a ballad. The ending of all blending. . . . Riddle: Wonder if Betty Crocker really knows how to cook and bake?

★ ★ ★

● ● ● SMALL TALK: If Todd Russell doesn't go to California with "Double or Nothing" in June when Campbell Soup takes over, it won't be because they don't want him—but because they couldn't get together on a deal. Russell proved his big league proportions as a quizmaster by driving the Hooper on the quizzer up from 4 to 9.7 in less than a year. . . . Bill Perry huddling with both Signature and Pilotone about recording an album of standards. . . . "Must" reading for writers: Jessyca Russell's Writers Newsletter. . . . Somebody in the script department of "Cavalcade of America" must be clairvoyant. "The Doctor and the President" (skedded for airing a month ago, but which will be heard Monday night) concerns itself with the introduction of smallpox vaccine into this country by Dr. Benj. Waterhouse in Jefferson's administration. . . . Carleton E. Morse has written and produced eight 15-minute platter shows called "So You Want To Stay Married," with such names as Francis X. Bushman, Jeanette Nolan and John McIntyre. Series tackles problems of modern family.

★ ★ ★

● ● ● MAIN S-TREATS: Photoplay's ABC ainer, "Hollywood Tour," with movie news by Cal York. . . . Louis Prima's Majestic platter of "Mah-zel". . . . Ray Bloch's "Bloch Party Album" for Signature. . . . Jackie Kell's solid clowning in "Tenting Tonight". . . . The two Maxies (Slapsie and Baer) at the Vanity Fair. . . . Herb Sheldon and Ed Herlihy's lively handling of that swell quizzer, "Honeymoon in New York". . . . Virginia Maison's AH-tistry at the Elysee's Monkey Bar. . . . Jack Lawrence's Rainbow platter of "Don't Cry, Little Girl"—veddy bobby-sexy.

## CHICAGO

By NAT GREEN

**D**ONALD A. GOTZ, formerly with the A. C. Nielsen Co., market research firm, has joined the sales promotion staff of WGN.

"The Listening Post," regular Tuesday through Friday ABC feature, was broadcast from the network's Chicago studios Wednesday (16), presenting a special program to honor Chicago, the city featured in the May issue of Holiday magazine, which is published by Curtis Publishing Co., sponsors of the show. WBBM, in co-operation with the midwest office of the Save the Children Federation, has launched a personalized campaign to provide food and clothing for 25 children of Finland.

The New York Philharmonic Orchestra will broadcast from Chicago over WBBM-CBS on May 4. The orchestra is making a guest appearance in Orchestra Hall, Chicago, on that date.

The Chicago Motor Club has been granted a permit by the FCC for the operation of an FM radio station and 20 mobile units. These units will enable the club to provide 24-hours-a-day road service from radio-operated service trucks.

### Camel "Bob Hawk Show" Eyes 10:30 P. M. Stanz

(Continued from Page 1)

Monday, 7:30 p.m., broadcast effective April 28, and thereafter continue only in the current repeat slot 10:30 p.m., EDT., and make that the regular broadcast. Stations of the 7:30 time will be included the Understood that the sponsor does not plan to resume the early period even after daylight saving time is discontinued where it is prevalent, next fall.

Problem of clearing eastern stations at 10:30 p.m., confronts CBS which, working out a list of stations available. Wm. Esty agency handles the Camel account. Program is a come quiz show, built around the initial of the product.

With the 10:30 p.m., time to include the Eastern territory, the show is considered in a good position since the Lux Radio Theatre and Screen Guild Players, preceding will permit heritage of a good audience.

### WHERE'S CASEY?



THE MYSTERIOUS TRAVELER  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

# Peabody Radio Awards Presented In Seven Phases Of Programming

(Continued from Page 1)  
 following categories: public service by a regional station; public service by a local station; reporting and interpretation of the news; entertainment in drama; entertainment music; educational program; children's programs, and a special citation for contribution to radio through programming.

**Distinguished Dais**  
 In addition to those mentioned above, were: Bennett B. Fishers; John Benson; Leonard Rich, WSB, and radio advisor to President Truman; Brad Crandall; John L. Gillen, Jr., WOW; E. Jayne, WELL; Michael R. Wita, WHCU, Ithaca, N. Y.; William Shirer; Martha Rountree, MBS; Mary Morgan, ABC; Niles Trammell, NBC; Frank Mullen, vice-president, NBC; Nathan Strauss, WMA; Dexter Masters; Robert Sauer, ABC; Mark Woods, president, WJLB; Mrs. J. King Hoyt; John Cross, N. Y., Herald-Tribune; Davidson Taylor, vice-president, CBS; and William S. Hedges, vice-president, NBC.

**Citations Announced**  
 Citations read with the presentation of each award indicate the contributions which made each winner distinctive in its field and merited this honor. These commendations follow:

**Operation Big Muddy**—"In its series entitled 'Operation Big Muddy' radio station WOI, Omaha, Nebraska, has emphasized one of the great achievements of our time—the rearing of the Missouri River. It has brought to the meaning of this vast undertaking in virgin, flood control, soil conservation and electric power to those who will be most affected. To WOW in recognition of its enlightenedness the George F. Peabody Award for outstanding public service by a regional station."

**The Harbor We Seek**—"And to Station WUP of Atlanta, Georgia, and its director, Earl Reinsch, a Peabody Award for the clarity and clear-mindedness in presenting the series 'The Harbor We Seek,' a series which strove to combat juvenile delinquency and to pacify racial intolerance and hysteria when riding high."

**Our Town**—"Never has the American air been so full of controversy; never has the American public been so keen to learn the truth. In its program, 'Our Town,' radio station WJLB of Battle Creek, Michigan, has stimulated the thinking of a vigorous community. We congratulate the station and its manager, E. Jayne, for presenting both sides of controversy in programs which are provocative, but not preachy; informative, but not dull."

**Radio Edition of the Weekly Press**—"We let the year pass without saluting a station which has shown such enterprise and public interest in programs devised for its area; to station WHCU of Ithaca, New York, and to its manager, Mr. Michael Hanna, the Peabody Award, for 'The Radio Edition

of the Weekly Press,' which has admirably linked together the editorial ability of 74 country editors in presenting material of social significance and interest."

**Commentator Cited**

William L. Shirer—"One of that great team of news gatherers enlisted by Paul White for CBS—William L. Shirer won the gratitude of American listeners for the truth he told us about Hitler and Germany despite the opposition of censors during those crucial years, 1938-41. We are equally grateful to him as a commentator for his recent warning of the trouble arising in Central Europe. To Mr. Shirer—and may his voice be heard again!—the Peabody Award for the outstanding interpretation of the news in 1946."

**'Meet the Press'**—"A citation to the Mutual Broadcasting System for the initiative and editing of its program, 'Meet the Press' in which an individual who has been making news is encouraged to tell, however controversially, his own side of the story. This program is definitely in the interest of free speech on the air."

**Hedges Nominated**

William Hedges, vice-president in charge of station relations of NBC, was nominated for the presidency of the Radio Executives Club of New York at yesterday's luncheon meeting at the Roosevelt Hotel. Nomination is tantamount to election and Hedges is expected to succeed Robert Suezey as president of the club at the next luncheon meeting which will be held on May 1.

Nominated with Hedges were Regina Scheubel of Duane Jones for vice-president; Louise (Pat) Spaulding of J. Walter Thompson as secretary and Ralph N. Weil, manager of WOV, as treasurer.

Warren Jennings, chairman of the nominating committee, reported on the committee's selections.

**Other Programs**

**'Columbia Workshop'**—"It has not been easy to make an award in drama for the year past. The Committee feels that ever since the war American broadcasting has been too much given to imitation and too little interested in the new. We make our Award in drama to the 'Columbia Workshop' because of its willingness to experiment, because of its skill in adaptation, and because of its audacity in believing that nothing was too hard—not even Gertrude Stein or the poems of T. S. Eliot—if they be rightly presented on the air."

**'Suspense'**—"Has the war made Americans bloodthirsty for crime and detection? How otherwise can we explain the ever-increasing number of mystery dramas which flood the air. The Committee believes that there are too many Whodunits for the good of radio; it also believes that in this overworked and melodramatic field there is one program which for its casting, its music, and its suspense is head and shoulders above the competition. A Special Citation therefore to 'Suspense' of CBS and to William Spear, its producer and director."

**'Henry Morgan Show'**—"A Special Citation in the field of drama goes to Henry Morgan, a humorist who learned radio as office boy, disk jockey, and announcer, and whose skill in burlesque, mimicry, and deadpan makes him a delightful one-man show. In going big time we hope he will not lose the surprise and impertinence with which he started."

**Musicals Included**

**'Orchestras of the Nation'**—"By bringing to its large network audience the music of symphony orchestras throughout the nation and thereby extending the range and appreciation of our local musical talent, the National Broadcasting Company again makes a major contribution to the enrichment of our cultural life in its program, 'Orchestras of the Nation.'"

**'Invitation to Music'**—"A citation in the

field of music goes to Columbia Broadcasting System for our delight in listening to its program, 'Invitation to Music,' for the education which that program extends, and perhaps best of all, for bringing to the air compositions and composers who deserve but who might not otherwise have received the hearing."

**'One World or None'**—"Radio, and incidentally civilization, will fail to survive unless we are all better educated in the control of the atomic bomb. At a time when, more and more, we must look to the local stations for originality in broadcasting, it is fitting to award the Peabody Medal for Education in broadcasting to Station WMCA of New York City. On questions of public urgency, its programming is as alert as it is courageous. Its playing down of racial intolerance in its series, 'New World A-Coming' and its pointing up of the life and death use of nuclear energy in its series, 'One World or None' are especially noteworthy. Keep up the good work!"

**'Hiroshima'**—"We feel that a citation in the field of Education should go to the American Broadcasting Company and to Robert Saudek, the Director of Public Service, for its adaptation in four broadcasts of John Hersey's fateful story of Hiroshima. We give this citation with a preliminary bow to John Hersey and the New Yorker for their scoop of the year."

**'Books Bring Adventure'**—"No Award is made this year for an outstanding Children's Program for the simple reason that the Committee could not find one which lived up to that adjective. We do, however, wish to give a citation in the Children's Field to the Junior League of America for sponsoring the series 'Books Bring Adventure,' 26 adaptations of well-loved books which were skillfully dramatized for young listeners."

John Crosby—"Radio is one of the liveliest of the popular arts, and as such it deserves more intelligent and unrestrained attention in the Press. If it is to be a great art, it must stimulate and challenge great critics. The Peabody Committee congratulates the New York Herald Tribune for the space accorded John Crosby; it congratulates Mr. Crosby in this special award for the liveliness and pertinence of his radio criticism. More power to his elbow!"

**Boston Peabody Dinner**

Boston—As a follow up to the national Peabody Award ceremonies held in New York, the first annual Peabody Award Dinner in Boston, for the purpose of making regional citations, is scheduled at the Copley Plaza Hotel April 24. Other states are also expected to make regional presentations for programs of merit which did not get national recognition. The Peabody Awards Committee in Massachusetts has announced the following citations:

Category 1: "Sex Guidance for You," WEEL, Boston.

Category 2: "News," Robert W. Kroegelch, WSPR, Springfield.

Category 3: 1st choice: John Barry, commentator, WBZ, Boston; 2nd choice: "News Digest of the Air," WLAW, Lawrence.

Category 4: "Theater Guild of the Air," WCOP, Boston.

Category 5: Arthur Fiedler's "Sunday at 4:30," WBZ, Boston.

Category 6: 1st choice: "Listen and Learn," series, WBZ, Boston. 2nd choice: "Let Freedom Ring," WBZ, Boston.

Category 7: "The Children's Songbag," WCOP, Boston.

Mrs. Dorothy Kraous is state chairman of the Peabody Awards committee. Other members include Mildred Bailey, WCOP, and AWB veepee, and Kelsey Sweatt, radio division of the Massachusetts department of education.

## Ciggie Sponsors Set New Spot Campaigns

(Continued from Page 1)

already using considerable time on disk jockey and other programs, particularly in the middle west.

Having its latest inception with Camel cigarettes last fall, new cigarette spot campaigns are now in progress by Philip Morris concentrating on daytime for the most part, but still using announcements here and there at night, in fact fairly late. Lucky Strikes recently started its million dollar campaign with the Sportsmen quartet for the third big brand and with Chesterfield expanding, it covers four of the leaders. Old Gold for one is doing its daytime plugs via baseball, particularly the Brooklyn Dodgers games.

It is expected that Chesterfields will now cover the Coast more and also shortly inaugurate its announcements and participating spots in the East. Riley Bruff, of Newell-Emmett is account exec on Chesterfield.

**Prichett, McCullough Subbing**

Florence Prichett, regular member of "Leave It to the Girls," and Dan McCullough, WOR producer and announcer, are subbing for "Dorothy and Dick," WOR, 8:15-9 a.m. daily, while the latter pair vacation in Bermuda. Program still originates in the apartment of the Kollmar's. They will return May 1.

## LATE SPORTS FOR SPORTS UP LATE

Baltimore, Md.—In response to popular demand WFBR has set up a late evening Sports Round-up at 11:15 for fans who like to know the night's results before they hit the sack.

There's nothing too unusual about this new program other than it again proves WFBR is always alert to what Baltimore wants and to supply it.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audience—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

**FOR SALE, SACRIFICE**  
**Warwick, N. Y.**

Country Home—Secluded—Large Cape Cod for the year round. Built 1941, all modern improvements. Also guest house, about 20 acres. High elevation, magnificent view, woods. Good roads, excellent buy, must be seen, details upon request, 55 miles from New York City. Price \$20,000. Write Box 3, Radio Daily, 1501 Broadway, New York 18, N. Y.

# 4A Adopts Resolution To Extend BMB Study

(Continued from Page 1) advertising and further the welfare of radio broadcasting."

Resolution was passed at the conclusion of a report on BMB by Carlos Franco, Young & Rubicam; D. E. Robinson, LaRoche & Ellis, and Linnea Nelson, J. Walter Thompson, all 4-A representatives on the BMB board. Following the resolution, J. C. Cornelius, vice-president of the western division of BBD&O, and newly elected chairman of the board of the AAAA, lent his support to Franco's statement, that "BMB is not only important, it is necessary."

Miss Nelson told the agency execs that "When we discuss radio audience figures and say to an advertiser that 'these are BMB figures' no one raises questions such as were previously raised as to method or possible exaggerations." With respect to her own agency, she said that "uses to date have been very valuable."

Robinson explained the station and network audience data reported by BMB and the various forms and publications in which it is available.

### "Accepted," Says Franco

Franco said that BMB "has been accepted, its research is valid and its uses numerous. By 1948 there will be a great need for another study." He told agency execs that "we must be ever mindful of our responsibilities to media" and urged them to make known to the radio industry their use of BMB and desire for second study.

Text of the resolution follows:

"Resolved that the American Association of Advertising Agencies appreciates the co-operation and foresight evidenced by broadcasters in supporting and financing BMB. We believe agencies will make effective and extensive use of BMB material to increase the effectiveness of radio advertising and further the welfare of radio broadcasting; and be it further

"Resolved that the AAAA Directors of BMB be instructed to continue to work with their fellow-Directors in BMB, analyzing and seeking to improve BMB techniques and operations; and be it further

"Resolved that the AAAA considers it important for BMB to continue and to conduct regular nationwide audience measurements on a uniform basis; and be it further

"Resolved that a copy of this resolution be transmitted to the National Association of Broadcasters as further evidence of AAAA support and continued confidence in BMB on behalf of advertising agencies."

Other BMB directors on the platform were Melvin Brorby of Needham, Louis & Brorby, and C. Burt Oliver of Foote, Cone & Belding.

### FOR SALE:

A 250 Watt, Mutual Affiliate, located in the Southeast Section of the U. S. Price for quick sale — \$85,000.00 — \$35,000.00 cash, balance financed. This station clearing at present, better than \$20,000.00. Write or wire box 350, Radio Daily, 1501 Broadway, New York 18, N. Y.

# COAST-TO-COAST

### — ARIZONA —

**PHOENIX**—Paul L. Minchin, former announcer and combat correspondent of the U. S. Marine Corps, will join the program department of the Sun Broadcasting Co., station KTSC and KTSC-FM, on June 1, upon graduation from the University of Arizona. . . . Edward de Forrest, formerly with WVTM, AFRS in Manila, has joined KRUX as sports director. De Forrest will handle all play-by-play mike chores of ball games originating from Municipal Stadium. . . . Howard Pyle, KTAR's program director, broadcast an eye-witness account from the "piggy-back" position of a P-51, one of a group of fighter craft, which took off from Williams Field, near Phoenix, to intercept bombers from a neighboring base, during simulated bombing attacks on Arizona cities and towns as part of Army Week observance.

### — FLORIDA —

**ST. AUGUSTINE**—WFOY, CBS affiliate, carried Columbia's "Church of the Air" program on Easter Sunday from the Shrine of La Leche, the National Shrine of Christian Motherhood in St. Augustine, which was the spot that the first Easter Service ever held in the U. S. took place at in 1566. . . .

**MIAMI**—WQAM received the Award of Merit last week from the National Safety Council of America and was the only station in the Southeast to be chosen for this recognition and one of the twenty-four in the nation to be so honored. . . . **JACKSONVILLE**—Frank Taylor, commercial manager of WPDQ, was general chairman of the recent \$10,000 Jacksonville Open Golf Tournament. Station did the exclusive broadcast of the tournament for all five days with Jack Cummins, director of sports, doing the play-by-play.

### — ILLINOIS —

**EAST ST. LOUIS**—WTMV will broadcast all Cardinal games—home and away—and will be the key station for the baseball network, covering three Mid-Western states. Opening broadcast takes place today, when the Cards play three straight days at Cincinnati. . . . "Camera Club of the Air," WTMV's program especially for camera owners and photography fans, will be heard at a new time, beginning April 19, at 8:45 a. m. . . . Jack Sulser, WHBF night-time announcer, was one of four Augustana College students chosen to attend the international relations conference at Butler University, Indianapolis. . . . Ray Hampton, sports director, WHBF, served as toastmaster at the Midwest Midget Auto Racing Association Convention in Cedar Rapids on April 12.

### — SOUTH CAROLINA —

**CHARLESTON**—Owing to the telephone strike, WCSC is giving the telephone number of Charleston's new station WHAN to folks who can't get it from Information. . . . **COLUMBIA**—Mike Cannon, formerly with WCTS Breenwood, and Allen Brown, former WTMA, Charleston, mikeman, have joined the WIS announcing staff. Harold Bourgeois has been added to the continuity department and Jayne Parker is the station's new receptionist.

### — NEW HAMPSHIRE —

**MANCHESTER**—Governor Charles M. Dale, owner of WKXL, delivered an address on "The Chief Executive and the Legislature," but over station WMUR. . . . Crawford's Furriers is sponsoring a \$1,900 "Fortune in Furs" contest over WKBR, with the first prize a silver fox. . . . WFEA has launched "Moore's Melody Mart" featuring Roger Barrett at the keyboard. . . . **LACONIA**—Robert Duffy, WNLH sports announcer, claims he entered radio as a result of winning \$5 on a Man in the Street Broadcast. . . . **BERLIN**—WMOU, new FM outlet, has placed birch bark around the ground wires and has noted improved reception, though still troubled by mineral deposits. Warren Greenwood is station manager. . . . **CONCORD**—"Heavenly Days" was staged by the WKXL Radio Workshop Teen-Agers on April 9, the first production of the youth group.

### — MICHIGAN —

**DETROIT**—WJLB has introduced a new form of record show for Saturday afternoon listening. Two hours of music and commentary, employing the combined talents of three disc jockeys, who hold an informal sort of round-table called "Record Wrangle." . . . In its continued effort to combat juvenile delinquency, station WJR's Harry Wismer, assistant to the president, conferred recently with J. Edgar Hoover, FBI head, and President Truman, in Washington. Meetings were held to discuss what further part radio may play in crusade against juvenile delinquency. . . . **ANN ARBOR**—Bob Ufer, sports director of WPAJ, is the proud papa of a baby girl, Pamela Sue. . . . **LANSING**—WJIM took to the air to rescue two rowboats, when the recent rising waters of the Grand River threatened 2,500 residents of Lansing in the early April floods. Appeals for food, clothing and medical supplies by the station brought immediate response, according to the local ARC.

## "Sam Spade" Show Wins Edgar Allan Poe Award

(Continued from Page 1) Sunday from 8-8:30 p.m., EST. The announcement was made today by Hugh Pentecost, president of MWA. Award for the best mystery film went to "The Killers."

"Edgars," porcelain busts of Edgar Allan Poe, for the radio show will go to William Spier, producer, and script writers, Bob Tallman and Jason James. Dashiell Hammett, creator of Sam Spade, was not cited for an award. The judges ruled that the material on which the decisions were based was the work of the radio writers and producer.

The "Edgars" will be presented at an Edgar Allan Poe dinner at the Henry Hudson Hotel, New York, on April 21. Radio and film awards will also be made at a West Coast banquet of the Hollywood chapter of the MWA, although Davidson Taylor, CBS program veepee, will accept an "Edgar" at the New York dinner.

# World Radio Meeting Called By State Dept

(Continued from Page 1)

pose of revising the International Telecommunication convention was adopted at Madrid in 1932. . . . Following the International Radio Conference there will be held in Atlantic City, a high frequency broadcasting conference to settle outstanding questions in the field of world wave broadcasting. These three conferences are being convened by Government of the United States in view of the "extreme urgency" of resolving many telecommunication problems resulting from the conditions of the war and the rapid time advancements in the telecommunication art.

President Truman yesterday pointed the following as chair of the three American delegations which will represent the United States at these conferences:

For the International Radio Conference: Charles R. Denny, Jr., chairman; for the international primary telecommunication conference, Garrison Norton, assistant Secretary of State; for the high frequency broadcasting conference, William Benton, assistant Secretary of State for Public Affairs.

Meanwhile, the State Department revealed that FCC Commissioner McNaughton, and a Commission engineer, have arrived in Havana at the request of the department to open negotiations on the provisions of the North American Reg Broadcasting Agreement.

In consultation with the American Embassy, Commissioners Hyde and McNaughton will negotiate with Cuban officials in an endeavor to amplify, by means of bilateral agreement, the provisions of this agreement with respect to the establishment of a new or expanded procedure by means of which potential radio interference on broadcast channels may be calculated.

From Cuba, Hyde and McNaughton may proceed to Mexico City for similar talks before returning to Washington.

## Send Birthday Greetings To

April 18  
Page Gilman Leopold Stokowski  
Chas. La Torre Muriel Haynes  
Edgar Kobak

April 19  
Louis Katzman Ann Shelle  
Ronny Sherwood Liss  
Murray Salberg Ge Ge Pearson  
John Sinn

April 20  
Betty Lou Gerson Bud Lins  
Merritt W. Barnum Matt Bar  
Marshall Neal Ann M. Wright  
Arthur Pine

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



39, NO. 15

NEW YORK, MONDAY, APRIL 21, 1947

TEN CENTS

## Plan Tele Caravan Tour

### NAB Counsel Opposes AM-Tele Restrictions

Washington Bureau, **RADIO DAILY**  
Washington—Opposition to a bill authorizing installation of radio and television towers in Washington was passed before a joint Senate-House district subcommittee on Friday by Don Petty, NAB general counsel.

Petty was joined in opposing the measure by Worthington Lent, consulting engineer who represented four companies which have received tele licenses here. The proposed bill would give powers in residential areas, also. Petty told the Senate-House group (Continued on Page 8)

### Crosby Arrives In N. Y.; Allen, McNeill To Guest

Big Crosby was reportedly expected in New York over the week-end to record approximately five radio shows completing his stint for the season, which ends on Wednesday, June 18. Advance staffers, including writers and production men, are said to have arrived Friday. He is included as guest stars of the new set for the remaining broadcasts are Fred Allen and Don McNeill, it was said.

### FCC Approves 3 CP's, Also 3 Power Increases

Washington Bureau, **RADIO DAILY**  
Washington—The FCC on Friday authorized CP's for three applicants for new AM stations. They include the Broadcasting Co., Barnwell, S. C. to operate on 1240 kc., 250 watts, limited; Aberdeen News Co., Aberdeen, S. D., to operate on 930 kc., one kw., unlimited; Rocky Mountain (Continued on Page 2)

### Presidential Greetings

The four major networks are planning to air President Harry S. Truman's official greeting to President Aleman of Mexico at the National Airport, Washington, on Tuesday, April 29, from 9:30 to 9:45 p.m.

### CCNY's Radio Confab Has 1000 Registrants

Third Annual Radio and Business Conference, sponsored by the City College of New York, School of Business and Civic Administration, will hold its opening session Tuesday at 8 p.m., in the Pauline Edwards Theater of the school at Lexington Ave., and 23rd Street. Sessions will continue Wednesday afternoon and evening, when the annual awards will be presented.

Attendance indicated for the Conference is 100 per cent over that of last year. Over 1,000 radio and advertising executives and others have already registered and requests for (Continued on Page 7)

### Says USSR Dismantling German Radio Equipment

Russian engineers have dismantled considerable radio equipment in Germany and set it up again in the Soviet Union, according to Richard C. Hottel, CBS correspondent just returned to New York via Berlin after leaving Moscow last December. The radio newsman left (Continued on Page 2)

## \$500,000 Open-End ET Deal Set By Ziv-Ronald Colman

Biggest deal in the history of open-end transcriptions has been concluded between the Frederic W. Ziv Co., and Ronald Colman, wherein the motion picture star will head the cast in a dramatic series of unrelated but complete stories, half-hour each, for 52 weeks. Titled, "Favorite Story," the Ziv company has set a \$500,000 budget for the first 52 programs, with Colman slated to receive

## Allied Stores Corp. In Co-Op With RCA To Show Video Coast To Coast From May 20 To Oct. 18

### Trade-Mark Benefits Cited At BNF Confab

In a warning against "demagogues" who try to discredit trade marks and advertising, Theophil H. Mueller, president of Julius Kayser & Co., told some 600 advertising and business men at a Friday luncheon that "without brand names a free press and a free radio would not long survive." The speech was made during a clinical session, to promote clearer understanding and benefits of trade (Continued on Page 4)

### Special Spot Campaign For "Egg And I" Movie

Innovation in a co-operative tie-up between a new motion picture release and a network is being developed by ABC and Universal-International wherein the "Egg and I" will be the basis for a series of (Continued on Page 6)

### FM Broadcasters To Meet In North Carolina Today

Wilson, N. C.—Fifty North Carolina FM broadcasters will meet here today to form a regional association of the FMA, Allen Wannamaker, a (Continued on Page 6)

Organization of a series of nationwide television demonstrations by Allied Stores Corporation, in cooperation with RCA, was announced Friday, confirming reports in these columns last week. Tour, known as a "television caravan," will take in 22 cities coast-to-coast and will officially open May 20 at Reading, Pa.

Purpose of the "caravan" is to "bring television to millions of people in the United States who have heard and read lots about television, but who have never seen it," (Continued on Page 4)

### TBA's Antenna Plan Declined By Realtors

An "interim plan" for installation of television antennas in apartment houses offered by the Television Broadcasters Association to the Real Estate Board of New York City a month ago has been declined, it was announced over the week-end. Notice of the realtors' action had been learned "informally", TBA said, and (Continued on Page 8)

### New Sets In 1st Quarter Totaled 4,231,415—RMA

Washington Bureau, **RADIO DAILY**  
Washington—Radio set production for the first quarter of this year totaled 4,231,415, the RMA reported over the week-end. Final tabulations of sets produced for four weeks of (Continued on Page 7)

### Tele Topic

Chicago—Captain William C. Eddy, managing director of the Balaban & Katz television station, WBKB, will be the principal speaker at the opening luncheon session today of the semi-annual convention of the Society of Motion Picture Engineers at the Drake Hotel. Tomorrow night members of the SMPE will visit the studios of WBKB and witness the production of television.

### Teenagers' Troubles

Malibu—Tri-Teen Council, which represents 2,000 organized teenagers, has thrown in the towel in a month-long bout with James C. Frillo's American Federation of Musicians. At a meeting here the council decided to air its own radio program over a local station on April 26—but without live musical content, chief issue in the feud. Instead, they will play recordings.



★ COMING AND GOING ★

Vol. 39, No. 15 Mon., Apr. 21, 1947 Price 10 Cts. JOHN W. ALICOATE : : : Publisher FRANK BURKE : : : : : Editor MARVIN KIRSCH : : Business Manager

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E. R. BORROFF, vice-president of the American network in charge of the central division, and ELL HENRY, publicity manager for the web in Chicago, plan to visit briefly in New York this week.

ERNEST SHOMO, sales manager of WBBM, Chicago, and AL MOREY, of the station's program department, are back in the Windy City following completion of a business trip to New York.

VIVIAN DELLA CHIESA, soprano star of radio and opera, on Saturday went down to Trenton, where she sang the role of Santuzza in the Trenton Opera Association's production of Mascagni's "Cavalleria Rusticana."

VERA VAGUE, comedienne with the NBC "Bob Hope Show," is planning a personal appearance tour in Rio de Janeiro, Santos and Buenos Aires during the program's Summer vacation. She'll also make several guest appearances on the air.

HERMAN FAST, general manager of WKRC, Columbia network affiliate in Cincinnati, is back at the station following conferences at the CBS headquarters in New York.

CHARLES B. BROWN, program manager of KFI, Los Angeles, and RON OXFORD, the station's executive producer for FM and television, are on a trip to the East, during which they will observe video developments in Chicago, Detroit, New York and St. Louis. They'll return to the West Coast around the middle of May.

BOB KELLER, head of the sales promotion service bearing his name, has returned from Kansas City, where he was one of the speakers at the NAB regional meeting.

BOB REUBEN, reporter for NBC with the Byrd Antarctic Expedition, who spent three months in the South Pole area, is back in New York following a short trip to Washington, D. C.

Says USSR Dismantling German Radio Equipment

(Continued from Page 1) Moscow upon orders of Edward Murren, CBS veepee, when the Russians banned broadcasting by foreign correspondents.

The Soviet has also imported, says Hotelet, vast quantities of RCA equipment. The country has few land lines or telegraph systems and radio is the major means of communication. As for radio programs, Hotelet estimates that 25 per cent of-air time is filled with editorials, news and comments on the news. But every single program, news or otherwise, is fashioned according to a political directive. Fifteen-minute editorials, read word for word from Pravda, are broadcast daily by Moscow stations.

No Networks Hotelet relates that there are no radio networks in Russia and each station broadcasts its own programs. As for the number of stations or receiving sets in the country, no one knows except a few Soviet authorities. Once Hotelet tried to find out about Russian television operations, which do exist, but to this day he's never seen a video studio in Moscow nor even a receiver.

The CBS correspondent has heard of no attempt by Russian government authorities to prevent the Soviet people from listening to foreign broadcasts beamed to the country. Hotelet also believes that when Russians hear these programs they discuss them with friends and neighbors.

Before Russia stopped foreign correspondents from going on the air, Hotelet's newscasts, and those of other newsmen, were censored twice before they were broadcast. At times the second censor would cut an item which the first had passed. Actually, the script was given a third censoring since a Russian announcer stood by to see that correspondents mentioned not a word except those written in the script. Hotelet has no opinion as to whether broadcasts will be banned again once the Foreign Ministers conference is ended. He answered the question by saying that Russian officials can change their minds just like anyone else.

WHCU Sets \$500 Awards To Weekly Newspapers

Ithaca, N. Y.—Cornell University station WHCU, following up on its Peabody Award for "distinguished public service" via "The Radio Edition of the Weekly Press," a Sunday afternoon program, on Saturday night announced an annual prize of \$500 to the weekly papers doing the best job in their communities.

Cornell invited the editors of the weekly papers to a special dinner Saturday evening and the announcement was made there. Speakers included, Dr. Robert D. Leigh, Director of the Commission for Freedom of the Press. Others included Michael R. Hanna, manager of the station and Sam Woodside, who does the 15-minute Sunday program which won the Peabody Award. Woodside among other items quotes the weekly editors, selecting those from New York state and adjacent areas.

FCC Approves 3 CP's, Also 3 Power Increases

(Continued from Page 1) Mountain Broadcasting Co., Pueblo, Colo., to operate on 930 kc., one kw., night, five kw., day, unlimited.

At the same time, the Commission granted power boosts to three stations. They include Pensacola Broadcasting Co., WCOA, Pensacola, Fla., Brown Radio Service and Lab., Rochester, N. Y., and Porto Rican-American Broadcasting Co., Inc., WPAB, Ponce, P. R.



Unborn kangaroo

See that little fellow's head sticking out of his mother's pouch? kangaroo science he hasn't been born yet. But there he is!

We think there's a parallel to the story behind that picture in the radio business. A lot of times sales message is put in the incubator... then advertisers hang around waiting for something to happen. It can be fast or slow.

Down here in Baltimore we think we hatch sales quicker than almost anybody.

It's based on one fact: W-I-T-T's successful independent, delivers more listeners - per - dollar spent than any other station in the big five-station town.



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

FINANCIAL

(Apr. 18)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Westinghouse, Westinghouse Pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Nat. Union Radio.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes Du Mont Lab., Finch Tele Comm., Stromberg-Carlson.

Ambassador On WOV

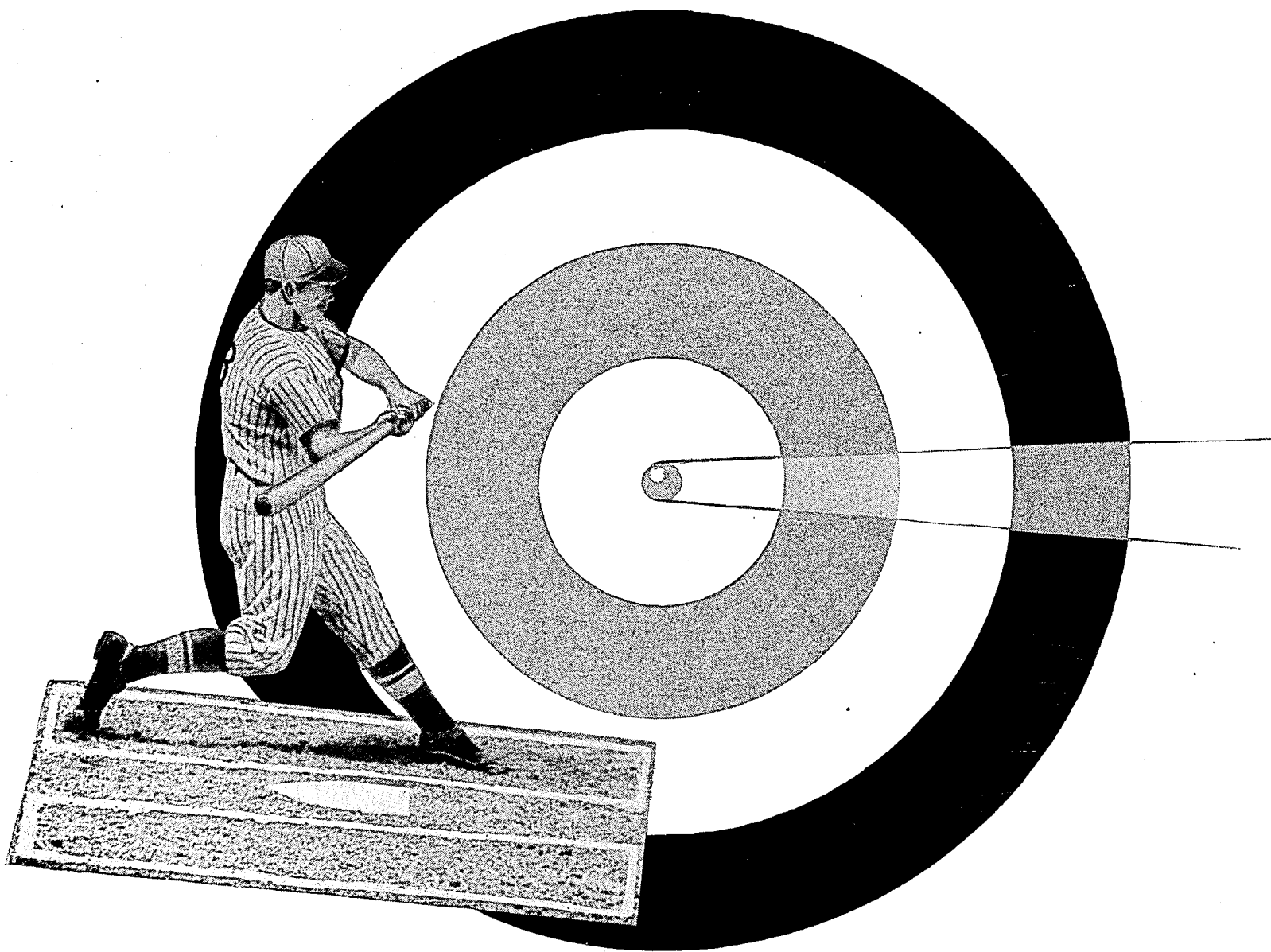
Greetings from Hon. Alberto Tar-chiani, Ambassador from Italy to the United States, were included in Saturday's programming of WOV when the station celebrated its 20th anniversary in the Italian-language field. An hour-long birthday party, which included a pickup from Rome, was staged between 2:30 and 3:30 p.m., with Italian artists participating. Some of the operatic personalities who were heard over WOV early in their careers returned to the station for the special occasion. Among them were Edward Albano, baritone, and Madame Amelia Sanandres, operatic soprano.

IN CLEVELAND IT'S



WBNX FOR THE LATEST IN MUSIC SPORTS AND NEWS 2:00 to 6:00 P. M. Monday thru Friday 5000 WATTS - 1380 ON THE DIAL WBNX 280 E. 161st ST., NEW YORK 5, N. Y. W E I r o s s 5-9533





# ON TARGET

Every team has its stars, but even all-star teams need coordination to succeed. The teamwork of Weed and Company gives each of its men full benefit of the knowledge and experience of this highly coordinated organization.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

## Tele Caravan Tour Will Visit 22 Cities

(Continued from Page 1)

in addition to educating store personnel in the medium, Russell A. Brown, vice-president of Allied said. He also confirmed the fact that Samuel H. Cuff, formerly manager of WABD, would supervise the tour, with Louis A. Sposa, also formerly with the Du Mont station, as production manager. Bernard Brink will be chief engineer.

Approximately \$100,000 worth of RCA video equipment will be used in the demonstrations, handled by 12 persons, and transported in six cars specially built for the trip.

"Stars" of the caravan, reportedly contributing to the over-all cost of the demonstrations, are three national magazines, Charm, Pic and House Beautiful, and the products of Westinghouse, Hickok, B.V.D., Koroseal, Sherwin-Williams, Hoover and U. S. Rubber.

### Will Visit 22 Cities

Caravan will spend a week in the Allied store in each of the 22 cities and provide about 14 intra-store shows during that week. Programs will consist of televising demonstrations prepared by each of the 10 companies participating in a special studio set up in the store. Receivers will be located throughout the store, in windows and in special settings.

"The Caravan differs from all previous television demonstrations in several respects," Brown said. "Principally, it differs in that we are going to reproduce as faithfully as possible actual studio conditions. In addition to the live televising of the product demonstration and local people who visit the store, we will show films prepared for television purposes of sport and other events just as people will view them in their homes on television sets."

The television tour will extend from May 20 to October 18. Following is a list of the cities and stores the Caravan will include: Pomeroy's, Reading, Pa.; Laubach's, Easton, Pa.; Gertz, Jamaica, L. I.; Jordan Marsh, Boston; Dey Bros., Syracuse; Quackenbush, Paterson, N. J.; Pomeroy's, Harrisburg, Pa.; Herpolsheimer's, Grand Rapids, Mich.; Morehouse Martens, Columbus, Ohio; Rollman's, Cincy; Mass Bros., Tampa, Fla.; Muller's, Lake Charles, La.; Joske's, San Antonio, Tex.; Titcher-Goettinger, Dallas; Black's, Waterloo, Iowa; The Golden Rule, St. Paul; C. C. Anderson, Boise, Idaho; The Bon Marche, Seattle; Anderson's, Spokane; The Paris, Great Falls, Montana; Donaldson's, Minneapolis; and Polsky's, Akron, O.

ROBIN MORGAN—AGE 5  
Children's Record Jockey

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600



### California Commentary . . . !

• • • Jimmy Wallington, Jay Stewart, Bev Barnett, Lou Cook, Rollo Hunter, Don Wilson, Murray Pratt and Pinky Parker are among the members of the radio colony who are members of Sigma Chi and who are showing much interest in the meeting which will be held April 26, at which time a chapter will be installed at UCLA. . . . Esther Fanning has joined the Hollywood office of Davis-Weiss, Inc., while Mike Elliott has been made director of the New York headquarters for the firm, operating at 521 Fifth Avenue.

. . . The Page Cavanaugh Trio has waxed the Crawford Music standard, "Walkin' My Baby Back Home," for RCA-Victor and it will be released nationally on May 1. . . . Much interest is being shown in "Hollywood Presents," which is being produced by Sunset Radio Prods. It will offer a 30-minute dramatic show weekly, with Barbara Luddy, for several years star of "The First Nighter," as co-star and mistress of ceremonies. Each show will be a radio adaptation of a "B" picture, with the male star of the picture co-starring with Miss Luddy.

★ ★ ★

• • • John Wildberg, Broadway producer, is reading "Dear Listener," new play, authored by Sam Carter, Lux Theater writer, and Eleanor Beeson, free-lance writer. It deals with events happening in a Hollywood radio studio over a period of 24 hours. . . . Western Music has bought "Rollin' Along," written by Rose Cooper and Martin Kotel. Firm bought the number for Gene Autry, chief owner, who will groove it for Columbia. . . . Jerry Devine and his "This Is Your FBI" gang, who recently moved from New York to Hollywood, are already missing the "poker" games they used to have weekly with ABC's "Gangbusters" cast. Seems that the Devine crew usually came out on top. . . . Chet Lauck (Lum) and Norris Goff (Abner) celebrate their 17th year on the air as Lum and Abner April 26.

★ ★ ★

• • • Dale Evans goes on record two ways at once. She becomes a recording star through a deal pacted by agent Danny Winkler with Dave Shelley, West Coast executive of Majestic Records. And she has just cut a 15-minute audition record for a transcribed radio show with "the story behind the song" as its theme. Dale does the vocals and traces the song backgrounds conversationally with Robert Bailey. The show is produced and directed by Ted Sills, motion picture and radio director, with music arranged and conducted by Dale Butts of Republic Pictures' music department. . . . Comely Frances Robinson is versatile, to say the least. Although she has just been signed as story editor for the Benedict Bogeaus-Ida Lupino Prods., she will continue to enact the role of "Clare" in "Let George Do It," over Don Lee.

★ ★ ★

• • • Marvin Miller has been set by the Walgreen Drug Co. to emcee its annual one-hour variety show for broadcast April 26 and 27. The show is being recorded for release over more than 300 stations on those dates. . . . Bill Hayworth, Don Lee staff announcer, and his wife, who was formerly in Don Lee's traffic department, became the parents of a baby girl April 13. . . . Ray Noble, Edgar Bergen's music director, was written into today's broadcast of Mutual's "The Casebook Of Gregory Hood," and after reading the part, insisted on playing himself. He "convinced" the director that he was "the type"—and got the part. . . . Art Gilmore, announcer of ABC's "Murder And Mr. Malone" and co-author of "Radio Announcing," text book, introduced a new method of final exams in the course he is teaching at USC. He gave all the students scripts, had their voices recorded, and graded them on their improvement.

## Trade-Mark Benefits Cited At BNF Conf

(Continued from Page 1)

marks and advertising, sponsored the Brand Names Foundation at Waldorf-Astoria. Mueller is chairman of BNF's executive committee.

The business official reviewed history of the Foundation, pointed out that it began in 1943 when C tried to introduce mandatory government grade labeling of underwear, which, he said, would have meant grade labeling of all products. BNF today, he added, still has stiff opposition in proponents of planned economy and the abolition of trade marks.

Edward S. Rogers, Sterling D. board chairman and newly elected 1947 chairman of BNF, said that "some businessmen feel that they are doing the whole job when they tell how good their products are. That alone," he continued, "will create public confidence in an institution or in an idea." Rogers said that an advertiser should emphasize to the public that in labeling his product he assumes all responsibility as to the quality of the product.

In the clinic on "advertising medicine" George W. Wallace, NBC sales promotion manager, said that "we, sellers of media, can, on occasion encourage the use of the brand name philosophy in advertising."

At BNF's annual directors meeting Friday morning during which Rogers was elected chairman for 1947, succeeding A. O. Buckingham, vice president of Cluett Peabody, Henry E. A managing director of the Foundation, was named president, a new office created by a revision of the laws. Frank M. Folsom, RCA executive vice president, was elected vice chairman along with Donald B. Douglas, vice president of Quaker Oats Co. George MacBain, Bristol-Myers treasurer and Theophil H. Mueller were turned to office as treasurer and chairman of the executive committee respectively.

New directors are Paul West, Allentown, Pa., president, and Robert M. Gang, vice president of Geyer, Newell & Gang. Additional board members are Julius Ochs Adler, New York Times, and George E. Frazer, president of National Transitads, Inc.

\*  
**9 OUT OF 11**  
FAMILIES IN THE  
GREAT POMONA VALLEY  
(200,000 POP.) LISTEN TO  
KOCs REGULARLY.  
\* Survey figures available

AM **KOCs** FM  
ONTARIO CALIFORNIA

**★ THE WEEK IN RADIO ★**

FCC Grants N. Y. Tele, FM Licenses

By JIM OWENS

LONG-AWAITED decisions on retaining television and FM channels in New York were made by the FCC... Texas City disaster, one of the nation's major catastrophies, received all-out coverage from networks and local stations. Four major networks made a record number of pick-ups—46—in a period of 36 hours... Radio Institute at the Commodore Hotel attracted 500 industry execs, with a focus on a rapidly expanding audience and production in the next few years... Hofheinz, proxy of the Frequency Modulation Association, blasted licensees who hold back plans to improve operation. Group held its first annual meet at Albany... AAAA held its 29th annual meeting at the Waldorf, elected J. C. Cornelius of KGO as chairman of the board and passed a resolution re extending its audience study... Robert Schmidt succeeds Carl Haverlin as general station relations chief. E. P. James takes over Schmid's post as director of advertising, sales promotion, etc... Spot business heavy in Chicago stations. WMAQ reported a record for 225 station-breaks... NBC demonstrated a new lens for telecasting developed by a Coast film company... Spotlight was on William L. Shirer and Edward R. Murrow's speakers at the Overseas Press Luncheon.

Large Foster Peabody Awards—this year's "oscar"—were presented Saturday at the Radio Executives Luncheon. Entries this year were the highest in history... Leading circuit manufacturers expanding spot campaigns. Liggett & Myers is latest to increase its spot budget, using \$1 million... ABC's co-op department reported increase of 26 per cent for the month of March... W. H. Feltis, BMB president, outlined plans for a study in 1948 to the effect of radio on the NAB district meet-

**KPO Anniversary**

San Francisco — KPO celebrated its 25th anniversary April 17, with a special broadcast starting at 10:15 p.m. The program, marking a quarter-century of broadcasting since its first 100-watt signal on the air April 17, 1922, including both present-day stars and some of the pioneers who made their radio beginnings on KPO. Among those who participated were Armond Girard, Lois Hill, Glen Hurlbut, Herb Caen, Edward Murdock, Hal Peary (The Great Mule-sleeve), Meredith Willson, and others, from both San Francisco and Hollywood.

ing... A. E. Joscelyn, resigned as general manager of WCCO, Minneapolis-St. Paul (CBS)... Emerson Radio & Phonograph reduced set prices from \$3 to \$20.

Department of State set May 15 as opening date of the International Radio Conference at Atlantic City. Meet will revise existing rules set forth in Cairo 10 years ago... New York indies offered heavy support of the vaccination drive. WHOM opened a clinic in its studios... WOV showed a 27 per cent increase in March sales over last year... KXOK, St. Louis, forced off the air temporarily by cutting of phone cables from studios to transmitter... FCC began a survey of construction and operating costs of new stations... New York State radio bureau increased its personnel staff... NBC's Chicago television station will locate in the Civic Opera Building. Web will use three complete floors.

FCC announced 15 new grants for AM stations, with several approvals on power boosts, etc... Twenty-Year Club of Radio Pioneers elected officers and held its first official dinner meeting at the Harvard Club... Canadian radio industry made 13 awards at an annual meeting Friday in Toronto... George Benson named eastern sales manager of Mutual.

**ANY  
UNSUNG  
HEROES  
TODAY?**

*Baltimore, Maryland—Each Thursday night on WFBR's Scholastic Scrapbook, a watch is given to the unsung scholastic sports hero of the previous week. Donation is made by Charles McCormick, nationally famous for employee-management relations and a civic leader in Baltimore. Another timely idea by WFBR's forward thinking Program Board. Scholastic Scrapbook is open for smart sponsorship. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.*

**Fulton Lewis, jr.**



**available now\* on  
WAGC—Chattanooga**

Get aboard for Chattanooga. Fulton Lewis, jr. is now available on WAGC.

Local and national advertisers on 254 stations from coast to coast find it profitable to sponsor Lewis. His program—the biggest co-op on the air today—now offers sponsors a ready-made audience in the Tennessee valley.

Wire, phone or write us immediately 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.

IN CLEVELAND IT'S

**WHK**

## PROMOTION

### The National Pastime

WHN, New York, has just sent out a booklet, with cover letter, over the signature of Jo Ranson, station's publicity director, concerning the opening of the official baseball season at Ebbets Field, Brooklyn, when the Dodgers played their first game on April 15. Packaged in an envelope, bearing a sprig of forsythia across the face of it (Brooklyn's official flower), the attached booklet is entitled "Baseball's Beloved Bums," and is a detailed accounting of their past performances, containing all baseball data any fan might want to know as well as a picture gallery of the team and past great players. Primary purposes of this promotional piece is to draw attention to WHN's broadcast of all the Dodger games by Red Barber and Connie Desmond, who will handle the play-by-play chores.

### Winner On Air

Winner of the First Annual Kate Smith Boys' Club Junior Citizenship contest, Daryl Koch of Dubuque, Iowa, arrived in New York and appeared on the Kate Smith program Sunday, April 13, at 6:30 p.m. on CBS. Selected from over one thousand letters received from Boys' Clubs throughout the nation, Koch, who is 13 years old and has an outstanding public service record, was selected for the appearance on Kate Smith's program and for the all-expenses-paid one week trip to New York.

The panel of judges, headed by Miss Smith, included Hank Greenberg, baseball star; Roy Rogers, cowboy actor; and Bert Rubin, president of the Tootsie Roll Company.

### WGAR's Report

WGAR, Cleveland, Ohio, has just published a little eight-page booklet entitled: "WGAR In Nineteen Forty-Six," which goes on to relate what the station accomplished during that year, by highlighting some of their various programs and special coverage features. Listing of the station's staff is contained on inside of front cover. Inside of back cover contains a list of agencies who accepted WGAR's "invitation to use its facilities in public interest during 1946."

### Will Address Graduates

William H. Fineshriber, CBS assistant director of broadcasts, has been invited to address the 400 graduating students of WTAG's course in radio production and programming on Wednesday, April 23. The graduation will be held in the Worcester Little Theater. Fineshriber will speak on "Network Programming and Production."

#### FOR SALE:

A 250 Watt, Mutual Affiliate, located in the Southeast Section of the U. S. Price for quick sale — \$85,000.00 — \$35,000.00 cash, balance financed. This station clearing at present, better than \$20,000.00. Write or wire box 350, Radio Daily, 1501 Broadway, New York 18, N. Y.

## \$500,000 Open-End ET Deal Set By Ziv-Ronald Colman

(Continued from Page 1)

year minimum with options for an additional two years.

Promotional angle and showmanship slant on the series is the basis for selection of the scripts to be used on each half-hour program. Celebrities throughout the country have been asked to vote and their ballots are already in for the first year's series as chosen by these headliners. Thus it is expected that many people will be curious to hear the choice of a Fred Allen, Orson Welles, Capt. Eddie Rickenbacker or Ed "Archie" Gardner.

#### Diversified Fare

Colman will appear as either actor or narrator on each show, depending upon the content and direction of the scripters—directors, Jerry Lawrence and Bob Lee. In the first two of the series, Colman will be used as a builder-upper, but for instance will not star in "Cyrano de Bergerac," which is his own selection.

### Special Spot Campaign For "Egg And I" Movie

(Continued from Page 1)

six, one half-minute and four, one-minute transcriptions to be heard over the 240 ABC outlets.

Claudette Colbert co-star of the film will be heard relating a highlight of the picture and at the end of the spot, will recommend an ABC program and add that ABC is her favorite network. Each ET will be a compact piece of continuity with an announcer interviewing Miss Colbert after introducing her.

Various ABC affiliates and owned and operated stations will do special promotion on the spot endorsements, with KECA, Los Angeles, planning to use five large billboards with Miss Colbert's picture and a printed credit for "The Egg and I." Same outlet is also printing 400 dash cards for busses and street cars in the Los Angeles area, using the same photo and content.

Apart from this particular tieup, Universal-International is buying spots around the country, including ABC stations such as the key outlet WJZ in New York and others.

Recordings are being made on the Coast by the network and the promotion for ABC programs will be heard over a two-month period.

### First Set Deliveries

First deliveries of the new Stewart-Warner FM-AM radio sets began this week and are being heralded by distributor and dealer sales meetings in 10 eastern and southern cities. In addition to familiarizing distributors and dealers with the new sets, J. R. Brandenburg, assistant sales manager of the firm's radio division, and Edward Rutledge, eastern sales manager, are conducting discussions of current problems and developments in account coverage, merchandise supply, sales, advertising, promotion.

Introductory shows will be "Diamond Lens" a thriller by Fitz-James O'Brien, chosen by George Antheil and "Little Women," chosen by Shirley Temple.

Although a great majority of the ballots are for major and minor classics, there is a decided accentuation on popular fare. Among other voters are Irving Berlin, Gene Tunney, Bennett Cerf, Alec Templeton, Alfred Hitchcock, Jack Dempsey, Sydney Greenstreet and many others.

Music is composed and directed by Claude Sweeten, with Bob Mitchell assisting. Lawrence and Lee are doing the adaptations in Hollywood where a permanent cast has been assembled, and which includes, Janet Waldo, William Conrad, Edmund MacDonald, Ben Alexander, Norman Field, Frank Lovejoy, Joan Loring, Frank Graham, Earl Robinson, Adele Longmire, Jeff Corey, Joe Kearns and Peggy Webber.

### FM Broadcasters To Meet In North Carolina Today

(Continued from Page 1)

member of the steering committee for the organization reported. FM broadcasters scheduled to attend the meeting include:

Bryce P. Beard, WSTF-FM, Salisbury; E. J. Gluck, WSOB-FM, Charlotte; Richard H. Mason, Henry Hulick, Jr., R. W. Youngsteadt, WPTF-FM, Raleigh; Frank S. Lambeth, Robert Moore, WMFR-FM, High Point; W. H. Goan, A. L. Chaney, WAYS, FM, Charlotte; Victor W. Dawson, WFNC, Fayetteville; Henry Sullivan, WDSC-FM, Dillon, S. C.; Warren Palmer, Melvin J. Warner, WCEC, Rocky Mount; Walter F. Hester, John M. Rose, WHPE-FM, High Point; E. J. Hodel, WCFC, Beckley, W. Va.; J. R. Dalrymple, Jr., Scotland Company, B/C, Laurensburg; Leland B. Nelson, Daniel Trueblood, WGBR-FM, Goldsboro; S. S. Hodges, Jr., WGTC-FM, Greenville; W. R. Roberson, Jr., T. H. Patterson, WRRF-FM, Washington; E. Z. Jones, (one other), WBBB-FM, Burlington; Charles B. Britt, WLOS-FM, Asheville; Allen Wannamaker, Bill Malone, Harry Severance, WGTM-FM, Wilson; S. L. Braxton, T. H. Walrod, T. N. Broek, WENC, Whiteville; Harold Essex, Phil Hedrick, C. M. Smith, Jr., WSJS-FM, WMIT, Winston-Salem; W. R. David, General Elec. Co., Schenectady; R. L. Chapman, W. D. Yount, Lloyd Lands, Chapman & Wilhelm Co., Charlotte; J. W. Shackelford, Stromberg-Carlson Co., Charlotte; E. H. Morris, Jr., R. F. Trant, Inc., Norfolk; J. N. (Bill) Bailey, FMA, Washington, D. C.; John C. Hanner, WCPB, Tarboro; J. Roy Parker, WPNB, Ahsokie; W. B. Taylor, Winchester & Raytheon, Signal Mountain, Tenn.; Gaines Kelly, Ted W. Austin, WFMV-FM, Greensboro; Keith Byerly, (one other), WBT-FM, Charlotte; Dick Dunles, WMFD, Wilmington.

### "Twelfth Night" On Tele Sponsored By Borden Co.

The Borden Co., through Kenyon & Eckhardt, will sponsor a one-hour version of Shakespeare's "Twelfth Night" over NBC outlet WNBT, Sunday April 27, at 8:30-9:30 p.m. Ann Burr will head a large cast of artists. "Twelfth Night" is another step in the experimental video programming of Borden Co., which has from time to time used drama, variety and comedy shows as well as films.

## BEHIND THE MIKE

By SID WEISS

BERRY KROEGER profiled in current issue of Radio Mirror.

Radio actor, Jack Lloyd, was rushed out to the coast last fall to do a picture. Along came the studio strike so all he accomplished out there was a few radio appearances. Now that he's back on the local scene again he's been signed for a role in "The Story of Miklos Gafni," being filmed here for Columbia release.

It's a boy for the Welbourne Kelley, (he's the writer of Basin St. and Benny Goodman show) after ten years of wedded bliss.

Court Benson's ice hockey broadcasts from Toronto wind up this week, freezing him out of a thousand miles of week-end commuting.

Audition script for the Helen Hayes mother-daughter series, which we understand will be shelved until fall was written by Lillian Schoen, whose by-line also will be on Saturday's "Famous Jury Trials" on ABC—"The People vs. Fairfield."

Gene Hamilton brought his ma into town for first time in five years.

Dee Parker, Jimmy Dorsey's pretty red-haired thrush, just turned in her notice to the ork leader—six months notice so he'll have plenty of time to find a replacement. When she winds up with Dorsey, Dee and her husband (WXYZ musical director in Detroit), will do a husband-wife show from that town.

The other afternoon, John Reed King (who's subbing for the vacationing Bill Cullen on "Winner Take All") reported ill, so co-producer Mark Goodson jumped into the gap as quiz-master. Not bad, either, Mark.

Beatrice Kay claims there's a romance at the Madison Sq. Garden circus. The tattooed couple have designs on each other.

Mose Gumbel's "April Showers" has zoomed to the top of the current Peatman sheet index. Not bad for a revival.

Victor Seach, staff artist with Eagle-Lion, will show seven canvases in his first art exhibit since his army discharge a year ago.

The Doles Dickens quintet, currently at the Zanzibar, getting five shots a week via Mutual.

### Ferryboat Ride Off

Special ferryboat ride scheduled for this morning by Don McNeill and his ABC "Breakfast Club" guests was cancelled late Friday. Broadcast was shifted to the 58th Street theater.

Send Birthday  
Greetings To —

April 21

Lois Collier	Max Jordan
Paula Nicoll Carter	
Ed Yocum	Arthur Hineit
Ken Schon	Josephine Dea

# Alaskan Stations Plan Pickup With Networks

Alaskan radio listeners may be getting U. S. network shows on a regular daily schedule for the first time starting within 30 days from now, according to William J. Wagner, president of the Alaska Broadcasting System. Wagner is in New York visiting his national representative, Pan American Broadcasting Co. and talking with network officials about the proposed plans. Opening of web shows to Alaska, development discussed even before the war, will be made possible by reduction in transmission charges to Seattle to the northern counties. This service is offered by the Alaska Communication System, operated by the War Department, whose rates have been prohibitive for Alaska radio. ACS did not offer commercial service until after the war when set a rate of \$200 an hour. However, ACS authorities in Seattle have set up a new rate structure of \$100 an hour, encouraged to no small extent by Wagner and the Alaska Communications, and final approval is expected shortly from Washington.

A new RCA transmitter is being installed in Seattle by the War Department's ACS. Under the plan this transmitter would be leased to the Alaskan stations so they could bring in network programs. Wagner has made no decision as to what network will be heard in Alaska or whether several will be heard. The matter has been under discussion with officials of the Alaska chain and Wagner is in New York specifically to confer with network representatives.

### Radio Is Expanding

The radio industry in Alaska, according to Wagner, is expanding in several ways. Number of stations is on the increase, the audience is growing and commercial business is increasing. One reason for the expansion is that the U. S. Government is pouring millions of dollars into Alaskan developments and the population is far greater now than before the war.

Currently there are three stations on the air comprising the Alaska Broadcasting System, one of them operated by Wagner. He has also filed application with the FCC for two additional stations. Another radio station, the Midnight Sun Broadcasting Co., which now has one station on the air, is building another operation late this year.

### Local Sponsors

A large portion of the radio sponsorship in Alaska are local firms although stations are sharing in the increased use of spot radio by na-

## ★ AGENCY NEWSCAST ★

**RICHARD MARVIN** has joined Grey Advertising Agency, Inc., New York, as radio and television director. He was previously radio director at Ward Wheelock, William Esty and the Chicago office of J. Walter Thompson.

**SCHOENFELD, HUBER & GREEN**, Chicago agency, now is handling the account of the Patricia Stevens School for Models. Radio, newspapers and magazines will be used.

**RUTHRAUFF & RYAN, INC.**, has elected Sam Pierce as vice-president. Pierce has been with the agency since 1942 in the radio department of the agency's Hollywood office.

**ELEANOR POLLOCK**, who was woman's editor of the Philadelphia Record and recently publicity director of Wesley Associates, has been appointed editor of Cue. Miss Pollock formerly was associated with J. M. Mathes, Inc., and N. W. Ayer & Son.

**THE THIRD ANNUAL** advertising exhibit sponsored by the Women's Advertising Club of St. Louis, will be held in the Gold Room of the Hotel Jefferson, St. Louis, from May 12-14. Purpose of the show is to display the most outstanding ads created in the city during the last year in the following categories: radio, trade papers, newspapers, magazines, point of sale, direct mail and outdoor advertising. Jeanne Dunaway is chairman of the exhibit.

**FRUIT INDUSTRIES, LTD.**, California winery, is expanding its FI wines spot radio campaign to include several Ohio markets, starting April 20. Schoenfeld, Huber & Green are handling the account.

**LT. GEN. HAROLD L. GEORGE**, president and general manager of the Peruvian International Airways, announces the appointment of Ruthrauff & Ryan, Inc., as their advertising agency, effective immediately.

### New Sets In 1st Quarter Totaled 4,231,415—RMA

(Continued from Page 1)

March ending March 28 showed overall set production to be 1,377,269, of which 67,264 had FM reception facilities and 6,635 were radio-television receivers.

Quarterly tabulations revealed that 18,329 television receivers and 172,176 FM-AM sets had been produced during the first three months of 1947 by RMA set manufacturers.

Auto radios manufactured during the quarter numbered 567,736; portable receivers totalled 482,569.

The proportion of table models showed a decline since 1946 with a corresponding rise in radio-phonograph combination consoles.

Table models, excluding radio-phonograph combinations and battery sets, accounted for about 53 per cent, or 2,220,986, of the over-all production, while consoles accounted for about 11 per cent, or 465,931, of the total.

Of the quarter's output of television receivers, 15,498 were radio table models, 2,761 were radio consoles, and 56 were radio-phonograph combinations. In addition, 14 converters were produced.

national advertisers. The biggest buyers of air time, says Wagner, are airlines which, in addition to spots, use newscasts and programs. There are 12 to 14 different air line companies operating in Alaska, all locally owned except two. People in Alaska are said to use air lines like New Yorkers use taxis.

Although Wagner would not quote figures, he said that his Anchorage station, KFQD, does considerably more commercial business than the city's daily newspaper. One reason, he claimed, is because radio reaches a much larger audience. Radio's preferred commercial time is said to be sold out across the board and sponsors are on the waiting list.

### RKO Tele Corp. Moves To Larger Quarters In N. Y.

Removal of the RKO Television Corporation offices from the RKO building to larger quarters in the Pathe Building in New York City to take care of the expanding television operations of the company was announced Friday by Ralph B. Austrian, president of the corporation.

"The increasing television programming activities which have occurred since the FCC's color ruling has dictated this move," Austrian said. "We now not only have increased space, but are located in the same premises as our affiliated company, RKO-Pathe, Inc. We now have at our disposal all the facilities needed to produce television films."

Austrian also revealed that the new RKO-Pathe motion picture studio and laboratory located at Park Avenue and 106th street is now available to produce everything "from minute movies to multireel subjects for the television sponsor or his agency."

### Stowe's MBS Program Going On WMCA Via ET

Leland Stowe, whose Mutual network (without WOR) commentary is sponsored Wednesdays by the United Electrical and Radio Machine Workers of America from 7:30-7:45 p.m., will also be heard on WMCA by transcription on Wednesdays from 9:30-9:45 p.m., also under UERMWA sponsorship. The new arrangement goes into effect April 23.

### Connect in Connecticut

**WDRRC**  
HARTFORD 4 CONNECTICUT  
WDRRC - FM

## CCNY's Radio Confab Has 1000 Registrants

(Continued from Page 1)

press coverage is triple that of the two previous years.

Strong list of speakers and events has been arranged for all of the sessions, with panel discussions of topics important to the industry. Sessions have been timed to give the attendees the advantage of caring for their usual duties, with the Wednesday conferences scheduled for 2:30 p.m., and at 8 p.m.

Conference theme is, "Radio and Its Public," and all discussions and talks will revolve around this topic. Purpose of the conference is, "the interchange of opinions, experiences, information and ideas of mutual interest to listeners, advertisers, agencies and the radio industry." Agency and broadcasting executives are acting in advisory capacity for CCNY in carrying out the theme. This advisory committee comprises: Elon G. Borton, of the AFA; Earl Bunting, O'Sullivan Rubber Corp.; Dr. Augustin Frigon, of the Canadian Broadcasting Corp.; William S. Hedges, vice-president of NBC; Ira A. Hirschmann, Metropolitan Television Corp.; Bernice Judis, WNEW; Robert E. Kintner, executive vice-president of ABC; Al Paul Lefton, of the agency which bears his name; H. L. McClinton, N. W. Ayer & Son, Inc.; Thomas L. Norton, Dean, CCNY; Vergil D. Reed, J. Walter Thompson Co.; Ted Streibert, WOR; Robert Swezey, Mutual, and A. D. Willard, of the NAB.

### CBM Starts Today

Montreal—CBM will go on the air Mondays through Saturdays at 6:00 a.m., beginning today.

## Do You Need MANPOWER?

If you can use a man who knows his way around in many branches of the show business; whose reputation and standing is of the highest; who is not too old or too young; who possesses imagination, executive ability; who thinks clearly; who is conscientious; who knows talent; who is press, advertising and exploitation conscious and who possesses a good, solid background in all of these fields and whose asking price to start is moderate you can do far worse than giving me an opportunity to speak for myself in person. I should make an excellent assistant to the head of a large theatrical enterprise. Box 351, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

IN CLEVELAND IT'S  
**WHK**

## TBA's Antenna Plan Declined By Realtors

(Continued from Page 1)

formal protest of the action will await a study of full details.

TBA's plan was devised by the sub-committee following objection on the part of landlords to installation of video antennas in multiple dwellings, as a "temporary expedient" until a master system could be fully developed and approved. TBA had advised the realtors that the plan "will permit thousands of New York families living in apartment houses to enjoy a television service until the master system could be installed." It was pointed out, TBA said Friday, that "at least three companies were working on such a system, but that they would not be ready for demonstration immediately."

Plan, which offered 15 separate provisions designed to protect landlords and tenants, included agreements whereby apartment house owners would agree to permit the installation of "as many conventional dipoles as he feels can be properly erected on an apartment house building, without impairing the appearances of the building or creating radiation between antennas, which would adversely affect images being received by television set owners on the premises." Plan also requires a set owner to permit other owners of receivers to attach "lead-ins" on one or more of the dipoles erected on the building, provided that images received on previously installed receivers attached to the same antenna were not degraded either visually or aurally.

A spokesman for the Real Estate Board told RADIO DAILY that the TBA plan was "merely a legal document" and offered "no solution to the original problem." He emphasized that the plan, as proposed, would "not eliminate conflict between landlords and tenants, since only four or five sets could be plugged into a single antenna." He questioned the effectiveness of such a system when requests on the part of tenants made it necessary to keep adding antennas on rooftops, etc.

"The only real solution," he stated, "would be a service wherein a master system could be installed, that would remove all responsibility from the landlord." The realty exec said the problem was "solely the broadcasters," and declared that "they have put the cart before the horse." He said that "several hundred" apartment house owners had been queried on the subject and that the TBA plan had been studied by attorneys for the Real Estate Board.

## COAST-TO-COAST

—ALABAMA—

**MOBILE**—By the end of this year, Mobile will have five FM and four AM stations, if all permits are utilized. . . . WKAB is building an FM tower in Toulminville. . . . WKRG has applied for nighttime broadcasting. . . . WMOB is erecting new antenna in Toulminville. . . . **ANNISTON**—WOOB, owned and operated by W. S. Weatherly, took to the air on April 1, with a power of 250 watts and 1490 kc. Studios and offices are in the Weatherly Bldg. and transmitter is at 16th and Boynton Streets. Station operates full time. . . . W. J. Keown, formerly with WWL, New Orleans, and one-time account executive of J. M. Lenz Adv. Agency, Hollywood, Calif., has been employed as general manager of the station.

—CALIFORNIA—

**SAN DIEGO**—KYOR has announced the appointment of Pete Watts as commercial sales manager. Watts formerly served as account executive and sales manager with the Los Angeles Broadcasting Co., and more recently was sales manager with NBC in Sacramento. . . . **OAKLAND**—John K. Chapel, KROW news chief, is giving a series of 12 lectures on "The International Pattern" at San Mateo Junior College. . . . Stan Kenton, band leader, appeared recently on KROW, in a special interview with Russ Coughlin. . . . **SAN JOSE**—A new news program, stressing local news, has been started on KQW at 5:15 p.m. daily, with Carol Hansen as newscaster.

—CANADA—

**MONTREAL**—Cecile Bouchard, MBE, daughter of Senator T. D. Bouchard, is off on a four months trip to Europe, where she will interview celebrities for CJAD, from which station she has been giving twice weekly broadcasts of that nature. In N. Y. recently she interviewed Edward Johnson, general manager of the Metropolitan Opera and Lin Yutang, author. European interviews will be recorded on the spot and flown to Montreal. . . . **EDMONTON**—CJCA will celebrate its 25th anniversary on April 27, at which time station will increase its power from 1000 to 5000 watts.

—COLORADO—

**DENVER**—Evadna Hammersley, last week began her sixth year as "Lora Price" on the Home Forum show over KOA. . . . Harold Russell, handless veteran, who won two "Oscars" for his work in the film, "The Best Years of Our Lives," recently flew to Denver on behalf of the 1947 Cancer Drive, and was honor guest and speaker at a banquet-broadcast over KLZ. . . . KMYR's girl disc jockey has finally been given her new name, through a contest conducted by the people of Denver. On March 31 she went on the air over KMYR at 2:15—"Spinnin' and Chinnin' with Miss Candy Caine"—the name selected by the judges as the best among the more than 300 entries.

—CONNECTICUT—

**HARTFORD**—WHTH carried John L. Lewis' appearance before a Congressional Committee in two broadcasts and when Capt. Eddie Rickenbacker ap-

peared before a joint session of the Conn. General Assembly earlier in the same week. WHTH recorded his address and played it back that same evening. . . . The Easter egg-rolling competition, sponsored by the Conn. Society for Crippled Children, which was postponed a week because of rain, was held this past Sat. at Keney Park in Hartford, with a wire-recorded broadcast by WDRC. . . . WTIC orchestra leader Rudy Martin, music librarian John De Lisa, and studio engineer Charles FitzGerald exchanged birthday greetings with each other on the same day. Each celebrated a birthday on March 27.

—DISTRICT OF COLUMBIA—

**WASHINGTON**—Hollis Seavey, WOL production manager, moves up to the post of director of special events at WOL and for the Mutual network in Washington, with Larry Frommer, WOL producer, moving into the spot formerly held down by Seavey. William Traynor takes over some of Frommer's former duties and will become WOL continuity chief. . . . Four assistants to J. Edgar Hoover, of the FBI, will appear in an exclusive series of four broadcasts over WWDC on the program, "Your Government and Mine," which is conducted by Carl C. Berger. Broadcasts began on April 17 and continue for four successive weeks, each Thursday at 10:15 p.m.

## NAB Counsel Opposes FM-Tele Restriction

(Continued from Page 1)

that the bill is "completely restrictive" and enactment of the measure would adversely affect the development not only of television, but of FM and facsimile throughout whole country.

"Under existing laws" Petty says "the public is fully protected." FCC determines the location of towers and transmitters in the light of public and technical requirements relating to the public connection with air transportation and the District Government in light of good and safe city planning.

Cites High Costs

Lent told the legislative group that "no broadcasting company deliberately goes into a residential area build a television tower."

"For one thing," he said, "in such areas are very high, exhaustive investigation in the district has shown that adequate service can be provided only from towers which are in residential sections. There are only four possible television channels in the District at this time and the facilities must be located in the comparatively high ground areas because of extreme noise and other interference that would be encountered closer to the center of the city."



## A HOOPER HOLIDAY AT KQV!

KQV's Hoopers are as healthy as ever on local programs! October through February ratings show the Juke Box with a 5.7 average, 4 to 4:45 p.m.; the Radio Newsreel with a 5.2, 6 to 6:30 p.m.; Sum Fun a 4.8 at 9:15 a.m.; Louis Kaufman a 7.0 at 9 a.m. and a 9.9 at 1 p.m. This is additional proof, in our books, that KQV's aggressive promotion pays dividends for sponsors and station alike.

**KQV** PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network • Natl. Reps. WEED & CO.

IN CLEVELAND IT'S

**WHK**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 39, NO. 16

NEW YORK, TUESDAY, APRIL 22, 1947

TEN CENTS

# Sees Pix-Tele Competition

## Tyler Evaluates Radio In Postwar Germany

Columbus — Radio has the most unique opportunity in history to prove its worth as a great educational medium in present-day Germany—"the key to peace in Europe." Dr. J. Keith Tyler, director of radio education at Ohio State University here, made this statement upon returning recently from a 60-day special mission in Germany for the War Department. His assignment was to make a survey and report on social conditions as they relate to ra-

(Continued on Page 8)

## Radio On AFA Agenda For Boston Meeting

Radio will play an important part in the 43rd Annual Meeting of the Advertising Federation of America which gets under way in Boston, May 25 to 28 inclusive, at the Hotel Statler in that city. Heading a strong list of speakers and panels will be that of Broadcast Advertising on Monday, May 25, in the Georgian Room, 9:30 a.m., with Frank Pellegrin, president.

Pellegrin, director of Broadcast Advertising for the NAB, has set up

(Continued on Page 8)

## Confections, Inc., Starting National Spot Campaign

Chicago — Confections, Inc., Chicago firm, will release a national spot campaign in support of a nationwide contest merchandising its caramel covered popcorn. Snacks, the contest starts the middle of May with radio spots in over 70 markets. Hoenfeld, Huber & Green, Chicago agency, is handling the campaign.

## Der Bingle's Day

Pittsburgh—Opening home baseball broadcast at Forbes Field, Pittsburgh over WWSW, found Bing Crosby doing his first play-by-play sports broadcast when he substituted an inning for regular baseball announcer, Rosey Rowswell. Crosby is a part-owner of the Pirates. The crowd of 70,000 had their heads shifting back and forth trying to watch Crosby.

## New Business?

Coca-Cola is reported readying a new half-hour musical show featuring Morton Downey, a name band, and guest artists for fall presentation on either Mutual or the CBS network, RADIO DAILY learned Friday. The new show, according to reports, will be designed for teenager appeal.

## Ontario Premier Hits Canada's Radio Setup

Montreal—A scathing attack on Canada's radio system was delivered over CBC by Premier George Drew of Ontario at a dinner at Toronto given by a Montreal paper which presented awards to radio artists. The attack took the large radio trade audience and the CBC also completely by surprise and was received by a mixed salvo of cheers and interruptions.

The gathering had heard from Harry Sedgwick, president of CFRB, Toronto, and chairman of the Can-

(Continued on Page 6)

## Bristol-Myers Drops Show But Retains Three Others

Alan Young program is being given up by Bristol-Myers Co., when it completes its current cycle Friday June 6, over NBC. Program has been heard for some time in the 8:30-9 p.m., time. Sponsor, through Young & Rubicam, Inc., has also notified

(Continued on Page 2)

## Video Opposes Movie Theatres Today, And Its Potential Grows Steadily, Larsen Tells SMPE Meet

## Cowan Making Bid In Transcribed Field

Transcription division of Louis G. Cowan, Inc., undergoing a two way expansion, has appointed five new sales representatives simultaneously with the announcement that the company has been granted exclusive sales rights for two new recorded programs. Addition to the national sales organization include James Gregory, Marvin A. Kempner, A. D. MacMorran, Robert Sawyer and

(Continued on Page 2)

## Allen Reported Feuding On Content Of Script

Feudin' of a sort between Fred Allen and NBC, because the latter insists on a program being through on time, and also certain gags considered detrimental to radio being avoided, resulted Sunday night in

(Continued on Page 2)

## WINS Extends Schedule To 24 Hours Coverage

WINS becomes a 24 hour station this week when Jack Eigen emcees a record show from the Copacabana supper club from 12:30-4 a.m., start-

(Continued on Page 7)

Chicago—The motion picture theaters today are definitely up against the competition of television, Paul J. Larsen yesterday told the board of governors of the Society of Motion Picture Engineers meeting here at the Drake Hotel. Larsen, the society's chairman on theater television, suggested the formation of an SMPE committee to meet with the Motion Picture Producers Assn. to discuss the subject at the MPPA confab in New York May 8.

Small television transmitters, said

(Continued on Page 6)

## RMA Lists Speakers For Seminar In N. Y.

Washington Bureau, RADIO DAILY  
Washington—Edgar L. Warren, director of the Conciliation Service, U. S. Department of Labor, will be one of two luncheon speakers at the third RMA Industrial Relations Seminar to be held May 7-8 at the Hotel Pennsylvania, New York City. Warren will speak Wednesday, May 7, on "The Role of Conciliation in Modern Labor Relations."

Abraham A. Desser, of the National

(Continued on Page 8)

## 'Winner Take All' Replaces Bob Hawk Show On CBS

"Winner Take All," CBS quiz show heard five days weekly at 3:30 p.m., will add the vacated "Bob Hawk Show" time April 28, at 7:30 p.m.,

(Continued on Page 7)

## 400 Attend Philly Tribute To Sports Sponsor-Agency

Staff Correspondent, RADIO DAILY  
Philadelphia—The City of Brotherly Love reflected its spirit last night as 400 broadcasters, sports leaders, sportscasters and others gathered at the Hotel Warwick for a testimonial dinner to the Atlantic Refining Co., as sponsors and N. W. Ayer & Son, agency, as a public acknowledgment of appreciation for excellence in programming. Atlantic has broadcast 2,200 football games and more

than 10,000 baseball games during the past 11 years.

Frank R. Smith, general manager of WWSW, Pittsburgh, as chairman of the broadcasters' tribute committee, presented a trophy to Robert H. Colley, president of Atlantic, in recognition of the high standards of broadcasting maintained during the past 11 years. Another award in the form of a plaque was given to Harry

(Continued on Page 7)

## Tele Artists

WABD, Du Mont tele station, in a tieup with the Chicago Sun syndicate will present comic strip artists in television programs for three days starting today at 1:30 p.m. Milton Caniff, creator of Steve Canyon, will be among the cartoonists. Program will be viewed on a receiver at the Sun exhibit at the ANA convention at the Waldorf-Astoria.

# RADIO DAILY



## ★ COMING AND GOING ★

Vol. 39, No. 16 Tues., Apr. 22, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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TED MALONE, human interest story-teller heard over the American web, yesterday went up to Poughkeepsie, N. Y., where he was the principal speaker at the Smith Brothers Centennial Dinner.

JACK LAWRENCE, announcer, and ROSEMARY THOLL, engineer, of WMFF, Plattsburg, N. Y., are honeymooning in New York.

EDWIN FISHER, promotion manager for KMOX, Columbia network affiliate in St. Louis, is visiting for a few days at the headquarters of the network.

G. T. C. FRY, eastern sales manager for the American network, and CHARLES "BUD" BARRY, director of programs for the web, are back in town following a week in Chicago on business.

PARK G. PARKER, manager of KTSC, Tucson, Ariz., is back at his desk after having spent a week in Los Angeles and Phoenix on business.

PAUL JONAS, director of sports for the Mutual web, has returned from a short trip to Cincinnati.

CHARLES GRENIER, network engineer for CBS, returned yesterday from Worcester, where he handled Sunday's broadcast of the "Hour of Charm."

C. R. JACOBS, director of construction at CBS, is back from Birmingham, where he conferred with officials of the University of Alabama on its proposed expansion of radio facilities and curriculum.

GEORGE F. BISSELL, manager of WMFF, Plattsburg, N. Y., spent last week in Albany and Gloversville.

JAMES H. FASSETT, director of the serious music division at CBS, leaves tomorrow for New Orleans, where on Sunday he will handle the New York Philharmonic broadcast, which will originate at WWL.

### Allen Reported Feuding On Content Of Script

(Continued from Page 1)

about 25 seconds of the Allen show being cut off the air. The cut came soon after the program got under way and the gag not heard by the radio audience revolved around the the program being cut off at the end at the previous week.

At Friday's rehearsal Allen's script made reference to "the NBC vice-president in charge of time the seconds' gainer" etc. Allen was asked to delete it and the matter came before the agency. C. L. Menser, vice-president in charge of programs said the gag would be okay if the NBC veepee was changed to "agency executive." Allen then said he would change it to the "little man in charge" etc. The comedian was told he would be cut. Soon after the program opened Sunday night, when Allen got to the point where he said "little," the show was off the air for 25 seconds or more. Allen of course didn't know it until after the program was over.

Invitation from Putnam

George Carson Putnam, WOR, New York City, newscaster, invited Fred Allen on his 6 p.m., program last night to tell what the NBC audience did not hear Sunday evening but the comedian declined. However, Putnam told the story of the incident and wrapped it by saying, "You

### Cowan Making Bid In Transcribed Field

(Continued from Page 1)

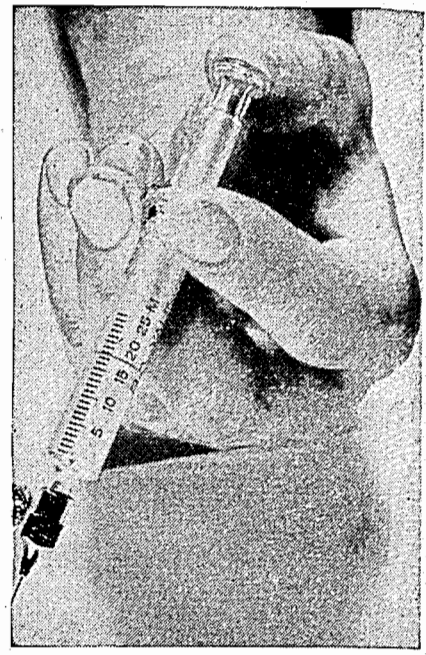
Edwin McCormack, Chief of the transcription division is Robert S. Michels.

Two new recorded shows now being distributed by Cowan are "Joe McCarthy Speaks," a 5-minute across the board series, and "Gaslight Harmonies," quarter-hour musical series of barber shop harmony which can be used from one to five times weekly. Both programs are produced by Robert Mendelson, Buffalo, N. Y., and are presently heard on about 25 stations. "Joe McCarthy Speaks" features baseball anecdotes by former manager of the Yanks.

Cowan's transcription division has also set a deal with All-Canada Radio Facilities, Ltd., giving the latter sales rights for "Murder at Midnight" in Canada. Show is a half-hour program and 35 new stations in the U. S. and Canada have signed for it in recent weeks. Cowan office has deals in the works, involving name personalities, for two new transcribed shows which may be announced in early May.

might call vice presidents 'Allen's allergy'."

Dan McCullough, conductor of WOR's "Listen Hear Ladies," will reveal a new idea in his broadcast today whereby he plans to sell dead air, in 10 and 15-second segments, to advertisers at bargain rates.



## Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to be laid down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.



# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Red

## FINANCIAL

(Mon., Apr. 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/4	8	8	0
Am. Tel. & Tel.	164 1/2	164 1/8	164 1/8	+ 1/4
CBS A	25	24 1/2	24 1/2	+ 1/8
CBS B	24	24	24	+ 1
Farnsworth T. & R.	6 1/8	6 1/4	6 1/4	0
Gen. Electric	35 3/8	34 7/8	34 7/8	+ 1/8
Philco	25 3/4	25 1/4	25 1/4	+ 1/2
RCA Common	8 1/4	8	8 1/8	+ 1/4
Stewart-Warner	16 7/8	16 1/2	16 1/2	+ 3/4
Westinghouse	24 7/8	24 3/8	24 5/8	+ 3/8
Westinghouse Pfd. A.	99 1/4	98 1/4	99	- 1/4
Zenith Radio	19 1/4	19	19 1/4	+ 1/4

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/2	6 1/4
Finch Tele Comm.	6 1/2	7 1/4
Stromberg-Carlson	12 3/4	14 1/4
U. S. Television	2 1/8	2 5/8
WCAO (Baltimore)	39	42
WJR (Detroit)	15	17 1/2

### Bristol-Myers Drops Show But Retains Three Others

(Continued from Page 1)

the network that it is relinquishing the time.

Bristol-Myers retains Ed Gardner (Duffy's Tavern) and "Mr. District Attorney" on NBC and "Break the Bank" on ABC. Understood the sponsor took all four shows into consideration. Both Gardner and "Mr. D. A." being strong stuff that will probably be held on to for some time to come, while "Break the Bank," on ABC is a lower overhead as to network and total cost of the program, despite the fabulous cash to contestants.

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO

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

FOR RESULTS IN THE Philadelphia MARKET

# WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



**RADIO STATION WHP**  
*Harrisburg*

*Central Pennsylvania's*

*Most Powerful Advertising Medium*

*Takes Pleasure*

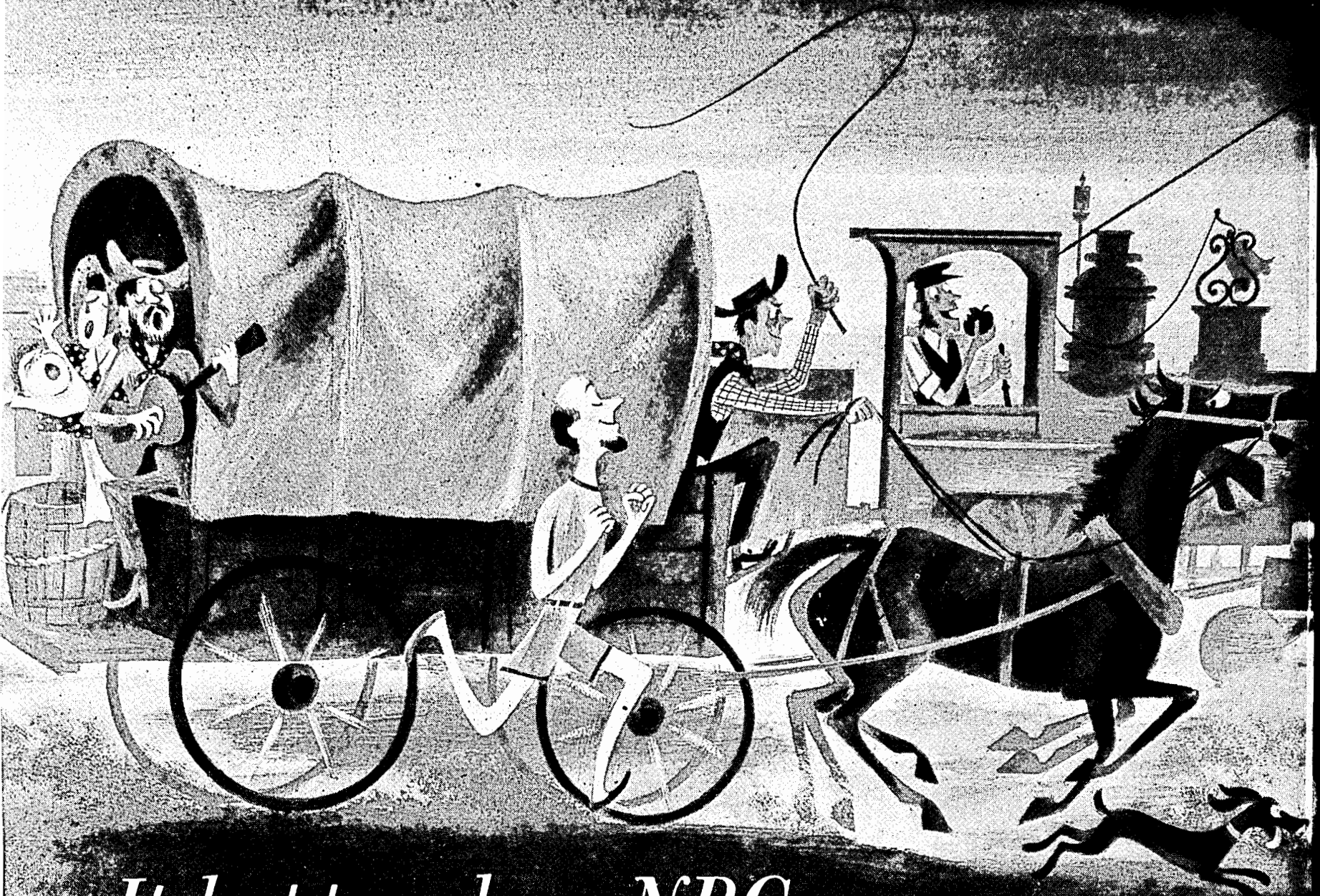
*In Announcing the Appointment of*

**The BOLLING COMPANY, Inc.**

*as*

*Exclusive National Representatives*

*Effective July 1, 1947*



## *It happened on NBC*

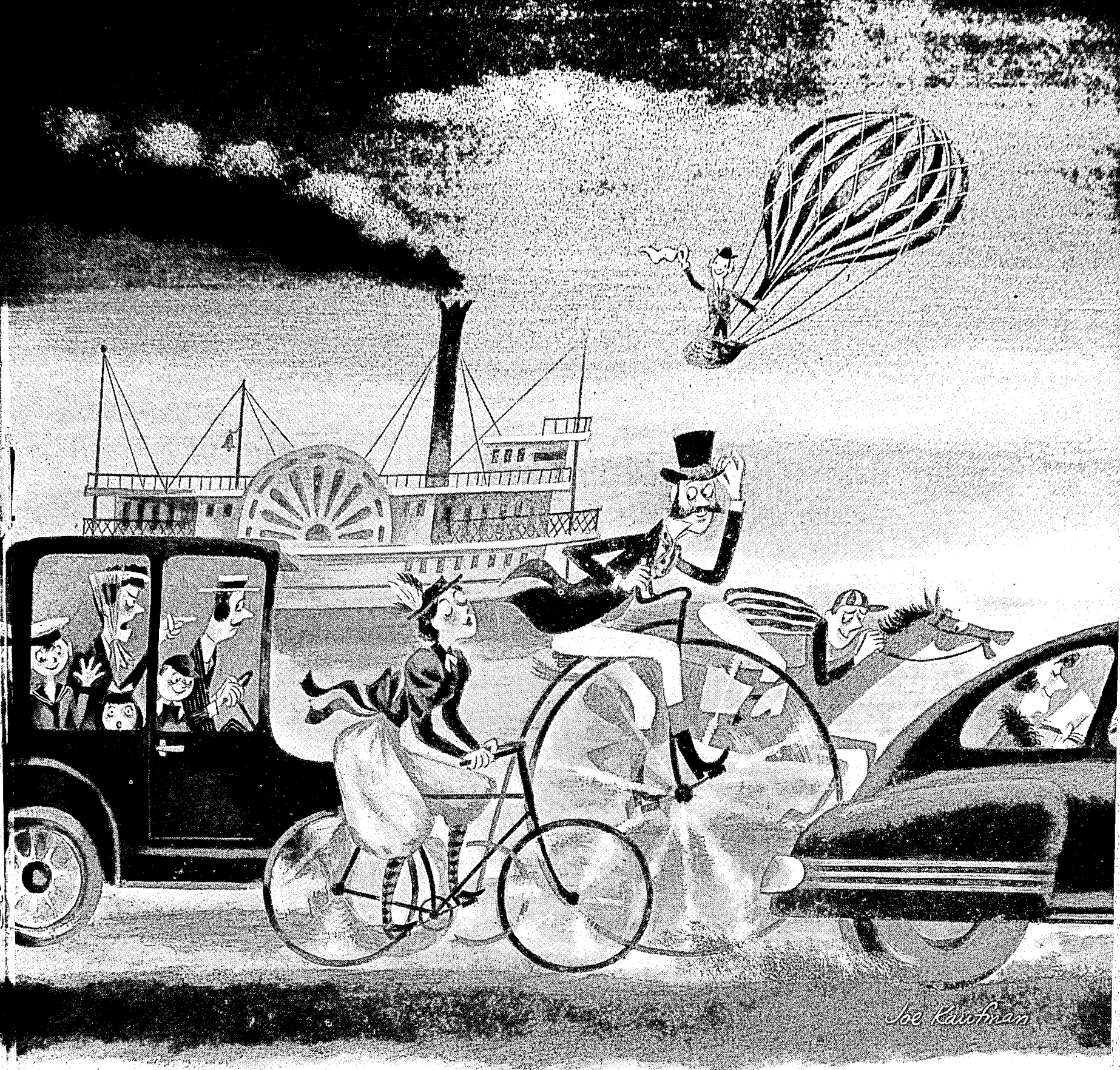
STORY OF AMERICA ★ From Christopher Columbus to Admiral Byrd . . . from George Washington to General Eisenhower . . . from Yankee Doodle to the Missouri Waltz . . . from 1492 to 1947.

Cavalcade of America sweeps from the Atlantic to the Pacific, from the Rio Grande to the Canadian border. It moves with magic facility through time and space, retelling the stories of a continent and its people from

wilderness days to the twentieth century.

Cavalcade of America's Monday night stars shine as brightly as those in the American flag. Since its first curtain rose in the autumn of 1935, most of the great names of radio, screen and stage have blazed from its continental wide marquee—Gregory Peck, Irene Dunne, Herbert Marshall, Helen Hayes, Robert Young, Ida Lupino, Humphrey Bogart, Jean Arthur—are only a few.

AMERICA'S NO. 1 NETWORK



How to dramatize America? Write the stories from the lives of the nation's millions, great and small, who have contributed something of the essence that makes America what it is. Cast the production with the finest talent available. Lead the cavalcade of great dramas and great talent carrying to every part of the country via the powerful capabilities of the NBC Network. Put it in the parade of other great stars heard on NBC. Give the production

the sponsorship of a company that for many years has produced "Better Things for Better Living... through Chemistry," for everyone—the E. I. duPont de Nemours & Company, Inc. Let the vast NBC audience listen.

The result: a dramatic experience bringing to millions of Americans a renewed responsibility and an increased pride in playing their roles in the never-ending drama of the American story.



... the National Broadcasting Company

# Tyler Evaluates Radio In Postwar Germany

(Continued from Page 1)

dio. He was the first radio education specialist to tour and study in the American zone of occupation. Another group of radio educators, now in Germany, is scheduled to return in May.

The Ohio State faculty member, now arranging final details for the 17th annual Institute for Education by Radio to be held in Columbus May 2-5; apportioned his time in Germany among the five American radio centers. He said he was amazed to find how much had been accomplished "by a handful of men" in literally rebuilding radio broadcasting there in less than two years time.



DR. I. KEITH TYLER

The five radio stations at which he worked — Frankfurt, Stuttgart, Munich, Bremen and Berlin—have from 300 to 600 employees each. Since the American Military Government made a complete house-cleaning of all personnel in the former Nazi-controlled stations, nearly all of these present employees are relatively new to radio.

### Better Programming Vital

To really prove its worth in the over-all occupation program, radio in Germany must organize and present better programming and there is a tremendous need for new receiving sets, Tyler reported. "Only 15 to 25 per cent of the schools are equipped to receive programs and this in spite of the fact that teaching loads average 80 pupils to one teacher; there is an average of only one book to three pupils; and an appalling shortage of slates, paper and pencils."

Dr. Tyler believes a priority system should be set up, if necessary, to allocate a portion of all new radio broadcasting and receiving equipment to Germany, "particularly to cover the schools where minds are in the formative stage."

Some American educational programs, beamed for elementary and secondary grades, are broadcast from Stuttgart and Frankfurt. School broadcasts are planned to start this

## CCNY CONFERENCE AGENDA

### Opening Session Tonight 8 P. M.

Highlights of the opening session of the 3rd Annual Radio and Business Conference, sponsored by The City College School of Business, Lexington Avenue and 23rd Street, follows:

**THE LISTENER SPEAKS TO RADIO**, session created and produced in radio show form by Joseph Carleton Beal, participants including Elaine Stern Carrington, radio author.

**"WHY ARE SO MANY COMMERCIALS ON THE AIR AND WHY ARE THEY SO LONG?"** Participants, Grace Johnson, head of ABC Continuity Acceptance, and William B. Lewis, vice-president in charge of radio, Kenyon & Eckhardt.

**DRAMATIZATION**, labor and management speak on attitude of radio toward their particular causes. Participants include Robert Saudek, ABC. Other dramatizations include listeners plea for more programs they like and more new original shows. Adrian Samish, of ABC is a participant. **QUESTION**, "Speech in Radio—is it good or bad?" with Elissa Landi. **DRAMATIZATION** on give-away audience participation shows; participant Robert Schmid, of Mutual. "Talking over radio commentators and their styles," participant, A. A. Schechter, Mutual. **QUESTION**: "Why do radio stations allow sponsors and networks to monopolize their time, disregarding their community responsibility?" Participant, Theodore C. Streibert, president, WOR.

**TAKING OVER THE LOCAL STATION**: Leon Goldstein, WMCA and Ted Cott, WNEW. **QUESTION** on more radio columnists and space to radio, has as participant, William E. Haskell, assistant to the president, New York Herald-Tribune. **DRAMATIZATION**, political. Participant, Wm. S. Hedges, NBC vice-president. Ken R. Dyke, NBC vice-president, will participate in a dramatization and his talk will be, "Borderline misrepresentation in radio advertising."

Others to be heard in either talks or dramatizations, in order, are: Mary Margaret McBride, Allen Kent and Ginger Johnson, Henry Morgan, Walter Craig of Benton & Bowles, Dr. Lyman Bryson of CBS, on educational programs, E. A. Roberts, Walter Hoving and Basil O'Connor on radio's assistance to charity and health drives.

**QUESTION** on whether the U. S. should control radio more rigidly will be discussed by Robert K. Richards, of the NAB. Ferdinand Pecora, Supreme Court Justice, State of New York, will be heard in conclusion and Ben Grauer, making the closing announcement.

## Dept. Of Interior Cuts May Affect Radio Dept.

Washington Bureau, RADIO DAILY

Washington—An unprecedented '47 cut in Department of Interior funds proposed yesterday by the House Appropriations Committee threatens the Department's radio section. Interior's radio section is part of the division of information and carries out extensive recording work for many government offices, including the Department of State. The section also handles considerable radio broadcast material. There is a considerable chance, however that the radio section may not be touched, since it is nearly self-supporting, due to its recording work for other government offices.

fall from Berlin, Munich and Bremen. The British, employing 19 school educators at their Hamburg station, "have done the best job so far in this field. Russian programs over radio Berlin are 'hit-and-miss,' reflect poor planning and direction.

### "Juicy Chance" Outside Schools

"Outside of the schools, radio in Germany also has a juicy chance," said Dr. Tyler. "Most stations carry youth-type programs such as quiz shows, hobby and adventure programs. But there is need for more youth and adult educational broadcasts—roundtables and forums and town-meeting programs. Youth is the hope in Germany today and radio can help mold thinking in the proper channels. German radio must have people who know educational programming."

He heard little talk about the possibility of another war, particularly in Berlin which Tyler described as "probably the most international city in the world today, with Four Power compromises and agreements being worked out every day."

## Radio On AFA Agenda For Boston Meeting

(Continued from Page 1)

An attractive program for the advertising men in attendance from all parts of the country. Three important features will be covered in course of the session, which is scheduled for a half-day in duration.

Included in the presentations will be the Denver University Survey, "The People Look at Radio," (with slide film) by Dr. Kenneth Baker, the NAB's director of research. The Joske Department store study will be featured and followed by a talk on the work of the Broadcast Measurement Bureau, by Hugh Feltis, president.

Other angles will be tied in by Pellegrin as they pertain to radio advertising. Subsequent sessions on Monday will include talks by Elon G. Borton, president of the AFA; a retail advertising conference; premium advertising, industrial advertising conference, direct mail confab and the Annual Brunch, on Sunday, sponsored by the Council on Women's Advertising Clubs, of which Allured Prudence, is chairman. Other speakers will include heads of concerns and associations.

New England advertising men will be represented in full strength, according to George C. Wiswell, president of the Advertising Club of Boston and Philip J. McAteer, governor of the Federation's first district, embracing New England ad clubs.

### McNeill To Guest

Don McNeill, emcee of ABC's "Breakfast Club," will be the guest of Fred Allen next Sunday night, April 27 (8:30 p.m., NBC.) Regularly heard from Chicago, McNeill is currently in New York for his annual spring visit.

## RMA Lists Speakers For Seminar In

(Continued from Page 1)

Industrial Conference Board, New York City, will speak at three-day luncheon, May 8.

Glenn W. Thompson, president of Noblitt-Sparks Industries, Inc., Columbus, Ind., who is chairman of RMA committee on industrial relations, will open the seminar 10:30 a.m., on May 7. The first speaker at the first session will be Dr. M. S. Viteles, director of personnel, research and training of Philadelphia Electric Co., Philadelphia. A world authority on psychology training. Dr. Viteles will speak "The Selection and Training of Personnel."

Dr. Newman L. Hoopington, professor of business psychology at School of Commerce, Accounts, Finance, New York University, will speak Wednesday afternoon in "Psychology of Handling People Applied to Industrial Relations."

On Thursday, Albert Ramond, president of Albert Ramond and Associates, Inc., New York, will speak the second session with a talk "Philosophy and Practices of Incentive." Ramond was former president of the Bedaux System which the Bedaux System derived name.

The second morning talk will be made by Edward N. Hayes, editor of "The Personnel Journal" and president of the firm of E. N. Hay and Associates, Philadelphia.

## Reply To Truman Telegram By NAM Prexy

Earl A. Bunting, president of National Assn. of Manufacturers, will be heard in a special broadcast WOR and Mutual tonight from 10:30-11:30. Bunting's subject will be "Industry's Reply to President Truman Message Urging Price Controls." The program will cancel out the one which was scheduled for the same date only.

# WANTED

Girl or young woman for radio station promotion staff. Must be crack writer, idea originator. This is a top job for person with right qualifications. Excellent salary. Write Box 52, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Send Birthday Greetings To —

April 22

Eddie Albert	Edmund J. Holden
Bert Roggen	Phil Stewart
Robert Waldrop	G. Richard Shafto
	Patrick J. Montague

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 39, NO. 17

NEW YORK, WEDNESDAY, APRIL 23, 1947

TEN CENTS

## Summer Substitutes Set

### Networks Making Ready Daylight Time Skeds

All four major networks have arranged daylight saving time plans which go into operation next Sunday, April 27, and run through Sept. 27. There is similarity in the plans of CBS and NBC, which in general merely shift to daylight saving time with no playbacks, but ABC and CBS schedules specify rebroadcasts in regional areas which do not advance their clocks one hour. According to a CBS directive, the network will operate on current New York time all the way across

(Continued on Page 6)

### New FM-Tele Towers Planned In Pittsburgh

Pittsburgh—Ground breaking ceremonies for KDKA's new 500-foot FM television tower atop the hill overlooking Pittsburgh Stadium is scheduled for Thursday, April 24, the occasion being marked by a special broadcast over the AM outlet from 10:15-10:30 a.m. The steel tower, when completed, will be the highest in the Pittsburgh district.

The shovel used by Dr. Frank Converse Westinghouse radio pioneer who

(Continued on Page 2)

### Woods And Noble To Host 11 Communications Men

Edward J. Noble, chairman of the NBC, and Mark Woods, president of the American network, will be tonight at a dinner honoring leading officials of the International Communications Union in the Mont Suite at the Waldorf-Astoria Hotel. Members of the FCC will be in attendance.

### Anniversary

Chet Lauck and Norris Goff, known to radio as "Lum 'n' Abner," will begin their 17th year on the air with their broadcast on ABC tomorrow at 8 p.m., EST. The famed duo, sponsored by Miles Laboratories, Inc., are heard on the network Monday through Thursday and have been with the same firm since 1941.

### Political Planning

Kansas City—Indicating the importance that television will play in the 1948 national political conventions is the report that Roger W. Clipp, president and general manager of WFIL, Philadelphia, and Paul Mowrey, ABC television director, promised to deliver a television network covering 13 Eastern states for the Republican National Convention. It was pointed out to GOP leaders that television would have 20 stations in operation by June, 1948, and that an Eastern seaboard network would be in full swing by that time.

### 7 AM Station Grants Heads FCC Activities

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted licenses to seven applicants for new AM stations. They include Capital City Broadcasting Co., KCBC, Des Moines, Iowa, operating on 1390 kc., 1 kw.; Jose Ramon Quinones, WAPA, San Juan, P. R., operating on 680 kc., 10 kw., unlimited; Atlantic Shores Broadcasting, Ltd., WBAY,

(Continued on Page 7)

### "Author Meets Critics" Starts May 25 On NBC

"Author Meets the Critics" moves to the NBC network (also WNBC) from WQXR starting Sunday, May 25, (4:30-5 p.m.) with the Book-of-the-Month Club continuing as sponsor.

(Continued on Page 4)

### Interest In FM On Increase, N. Y. Area Survey Reveals

By ERNEST STERN  
(Staff Writer, RADIO DAILY)  
Growing interest in FM in the New York area with increasing sales of new receivers and stepped up program planning by broadcasters is revealed in a survey of the FM situation by RADIO DAILY the past week. Manufacturers of FM sets report increasing demand for FM receivers with little or no bottlenecks being met to hold up production. While definite figures concerning FM re-

### Twelve Major Network Shows Announce Summer Programs With Dramatic Fare Leading The Categories

### N. Y. Radio Executives Address CCNY Confab

Seeking to answer some 20 odd questions and opinions most frequently voiced by radio listeners, radio and advertising executives last night joined in panel discussions and dramatizations at the opening session of the 3rd Annual Radio and Business Conference, sponsored by the City College School of Business. New York Supreme Court Justice Ferdinand Pecora, presided.

In response to the conference theme,

(Continued on Page 6)

### United Nations Officials To Aid KFVB Celebration

Benjamin Cohen, assistant secretary general of the United Nations organization, and Christopher Cross, U. S. radio liaison officer, will fly to Hollywood tomorrow to participate

(Continued on Page 6)

### Gen. Hodges Pays Tribute To Radio's Army Week Aid

Letters of appreciation have been sent to stars in the entertainment world by Gen. Courtney H. Hodges, First Army commander, in commen-

(Continued on Page 4)

Approximately 12 major network shows have been set with summer replacements to date, revealing automatic holding of the time for the coming season, while half as many of the important programs have not made up their minds, although usually ready at this time of the year. Dramatic fare, not

(Continued on Page 6)

### Radio Strongly To Fore At ANPA's Convention

The subject of radio practically dominated the opening morning session yesterday of the American Newspaper Publishers Association's annual convention at the Waldorf-Astoria Hotel. First day's session primarily was for newspapers of less than 50,000 circulation, although representatives of much larger dailies were present.

Among the 300 publishers at the morning session, a count showed that

(Continued on Page 7)

### 'Freedom Of Information' Subject Of Treaty Draft

Chicago—The draft of a proposed treaty for international freedom of radio, press and motion pictures has been completed by Richard J. Finnegan, editor and publisher of the

(Continued on Page 5)

### Will Power

KSU, Stamford "U" station of the Intercollegiate network, debuted a new show last week titled "Stanford Sadie," patterned after Tokyo Rose—and with the same objective. Gal is a 5th columnist of the scholastics, and attempts to lure students from their books with records, etc. Faculty doesn't seem to object either.

(Continued from Page 5)



Vol. 39, No. 17 Wed., Apr. 23, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tues., Apr. 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Columbia Records Plant Shaping Up In Mexico

Expansion of the manufacturing and distribution of Columbia Records, Inc., in Mexico and Central American markets was forecast by Edward Wallerstein, president of Columbia, upon his return from Mexico City last week. Wallerstein said the new plant would be in operation and pressing records by the end of the summer. Michael S. Kestler is director of the new plant which will supply the Mexican and Central American market.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., Cincinnati, in New York this week to represent WLW at the City College award ceremonies. He is accompanied by DAVE PARTRIDGE, director of sales promotion for WLW.

DR. GEORGE CROTHERS, director of "Opinion Please" on CBS, has returned from Richmond, Va., from which point the most recent stanza of the program emanated.

ROBERT T. MASON, general manager of WMRN, American network affiliate in Marion, Ohio, is in New York for conferences with officials of the web.

JOHN DALY, special events reporter for CBS, has returned from Texas, where he covered the recent explosion for the web.

KITTY BLAKE, commentator on WJOB, Hammond, Ind., writer and director of "Listen and Learn," is in Gotham for a short vacation and for a look around the New York studios.

W. AVERA WYNNE, manager of WEED, Rocky Mount, N. C., a visitor yesterday at ABC, with which the station is affiliated.

RICHARD C. HOTTELET, Berlin and Moscow newsman for CBS who now is in the States, left town yesterday for a visit at the Washington bureau of the network.

HY SIEGEL, president of Apollo Records, is back from the West Coast, where he signed Charlie Barnett to a recording pact.

BILL MURPHY, head of W. I. P. Service, Inc., is in Cincinnati for conferences with WKRC's Byron Taggart.

CHARLES P. HAMMOND, director of advertising and promotion for NBC, is back in town after having attended network-affiliate meetings from coast to coast.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and GORDON GRAY, assistant general manager and director of sales for the station, spent yesterday in New York.

WILLIAM FINESHRIBER, assistant director of broadcasts at CBS, is in Worcester, Mass., to address the students of the course in radio production at WTAG.

G. W. "JOHNNY" JOHNSTONE, director of radio for the National Assn. of Manufacturers, today is in Boston to assist in the broadcasting of the NAM regional meetings over NBC's New England web and the Yankee Network.

HENRY JOHNSTON, managing director of WSGN, Birmingham outlet of ABC, is spending a few days in Gotham on station and network business.

ELINOR INMAN, Columbia network director of religious broadcasts, is in Charleston, S. C., where yesterday she addressed the members of the Ministerial Union at their Religious Radio Institute.

JACK M. WYATT, JR., director of radio for Cecil & Presbrey, Inc., leaves tomorrow for Hollywood in connection with the new Philip Morris show, "Heart's Desire." He'll also look over new talent and program material in the film capital.

CAROL AMES, vocalist, is back in Gotham after having visited with her family in Philadelphia.

New FM-Tele Towers Planned In Pittsburgh

(Continued from Page 1)

helped make broadcasting possible when ground was broken for KDKA's big standard wave transmitter, will be used again for this event. Other participants in the ceremonies will be A. W. Robertson, Westinghouse board chairman; Walter Benoit, vice-president of Westinghouse radio stations; Chancellor Rufus Fitzgerald, University of Pittsburgh; Joseph E. Baudino, KDKA general manager; T. C. Kenney, chief engineer; and Franklin A. Tooke, program director. Until television comes to Pittsburgh, the new tower will be used only for FM broadcasts. KDKA-FM is designed to serve an area of 8400 square miles with a population of 2,100,000 persons. Present temporary FM antenna continues in operation until the new one is completed.

WBAL Decision Due

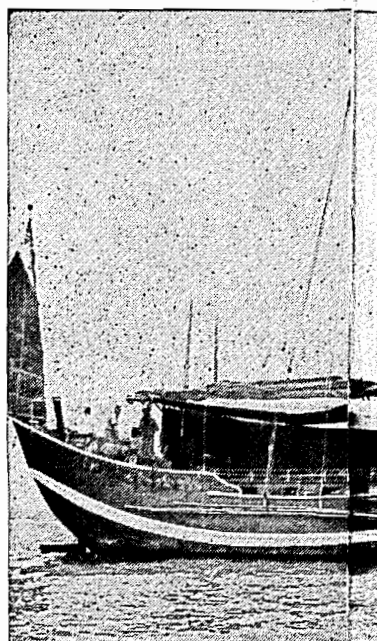
Washington—Decision is due in the District court here late this week on the motion of the FCC for dismissal of the court's recent injunction against the Commission from acting upon the renewal application of WBAL, Baltimore, with any reference to the controversial Blue Book. WBAL, 50-kilowatt Hearst station, is sought by newsmen Drew Pearson and Col. Bob Allen on the grounds that Hearst failed to provide meritorious program service.

Wedding Bells

George Scher, account executive, motion picture department of Foote, Cone & Belding was married on Friday to Betty Lee.

Joe Kelly Shoots Burglar Ransacking His Home

Chicago—Joe Kelly, quiz master of the Quiz Kids radio show shot and killed a young burglar in his home last night. Kelly, his wife Mary, and their son, Joe, Jr., were conferring in the living room of their home when they heard a noise in the pantry. Joe, Sr., with gun in hand opened the door and found two young burglars at work. He commanded them to stay where they were, but they ran and he fired four shots, killing one of the men, later identified as Harold G. Fransen, 23, an ex-convict with a long record.



Long time been around

That's the Chinese junk 'Ton lei' as seen when it arrived at the Atlantic Coast some time ago.

This fundamentally designed ship has been part of Chinese culture for thousands of years.

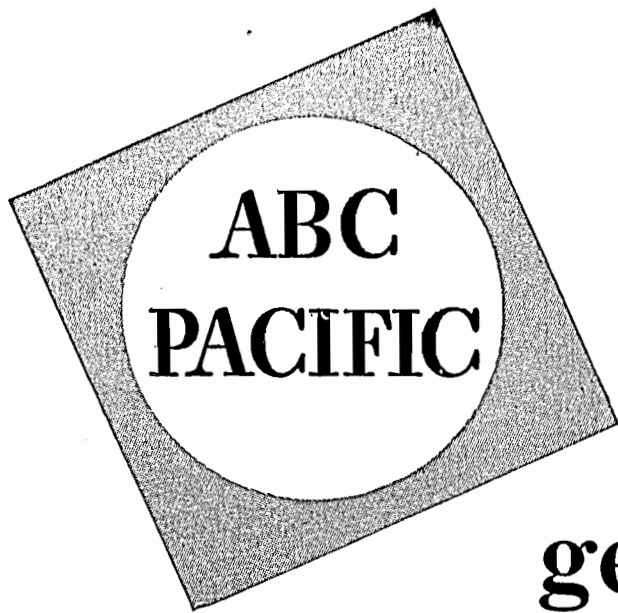
"Fundamental" . . . that's the word that is the answer to enduring, successful ships in countries . . . businesses . . . radio stations!

Down here in Baltimore relying on stuck to fundamental programming. We've never deviated. What we do seems as solid as a rock, because W-I-T-H draws more listeners - per - dollar - per than any other station in this five-station town.

W-I-T-H is the successful independent.

KMLB Monroe Louisiana Has more listeners in Monroe and Northeastern Louisiana than ALL OTHER STATIONS COMBINED! REPRESENTED BY TAYLOR-HOWE-SNOWDEN Radio Sales AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

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



gets 94.6% coverage  
 yet costs Less than  
 any other network  
 on the Pacific Coast!

**"PAT NOVAK  
 FOR HIRE"**  
 (Half-hour mystery)  
 SAYS DAILY VARIETY:  
 "We're passing along to you a  
 tip on a bang-up mystery show  
 that has the trade talking. It's  
 a whodunit called Pat Novak."  
**MARCH HOOPER  
 6.7**

1 A network of 31 strategically located West Coast Stations.

2 No other network gets better coverage! In eleven Metropolitan districts on the Pacific Coast are:

- 70.5% of population
- 72.6% of retail sales\*
- 73.5% of radio homes
- 77.6% of Effective Buying Income\*

ABC Pacific covers these and eight

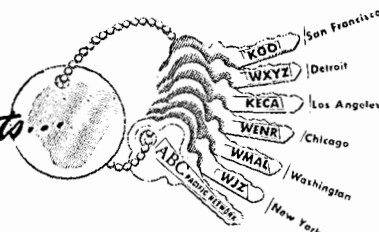
other Metropolitan markets from within — plus surrounding outside markets. Total coverage (primary areas):

- 94.6% of Coast daytime listeners
- 92.5% of nighttime listeners

\*Sales Management Survey of Buying Power, May 10, 1946

3 One half hour evenings \$972.00. Quarter-hour daytime strip (5 times per week) \$280.00 (per broadcast)

*The Sales Keys to  
 America's 7 Great Markets...*



SPOT SALES DIVISION

**ABC**

American Broadcasting Company

NEW YORK 33 West 42nd St. CHICAGO Civic Opera Bldg. SAN FRANCISCO 155 Montgomery St. LOS ANGELES 1440 Highland Ave. DETROIT Stroh Bldg.

## LOS ANGELES

By RALPH WILK

DAVID LYON, Philip Morris account executive for Cecil Presbrey, and Bob Mattern, Mutual's account executive, are in Hollywood for two weeks to cover the kick-off of "Heart's Desire" and "Queen For a Day," being sponsored by Philip Morris.

Glenn Hardy, Don Lee's "Alka-Seltzer's Newspaper of the Air," announced the birth of his third child, a boy born April 17th, weighing 10 pounds, 5 ounces.

Harry Kronman, scripter of "The Dick Haymes Show" starts his first vacation in five years when the Haymes opus leaves the air sometime in June. He plans a deep-sea fishing trip to Tahiti.

Donald O'Connor, comedy star of the Ginny Simms Show, stars with Pat O'Brien and Keenan Wynn in one-hour transcription, distributed by International Artists and Recording Studios as fund-raiser for Alcoholics Anonymous. Platter is condensation of live show by trio which produced \$4,000 for AA in Los Angeles.

Alan Young represents Hollywood comic contingent on consulting board of "Humor Business," new monthly tabloid trade journal published by Dick Randall. New Yorkers concerned include Milton Berle, Henny Youngman, Jan Murray and Jay Burton.

CBS' Ginny Simms is slated to make the presentations at the first annual Frances Holmes Memorial Awards for Advertising achievements by women, sponsored by Los Angeles Advertising Women at the Hollywood Roosevelt Hotel today.

## Gen. Hodges Pays Tribute To Radio's Army Week Aid

(Continued from Page 1)

ation for their radio appearances during Army Week, April 6-12. Letters commended stars who, "with the end of the war, are still eager to honor the men and women who brought victory to our nation."

Saluted for their recorded Army Week spot announcements issued to 127 stations in the First Army area, were Ralph Bellamy, Kay Francis and Jay Jostyn. Other letters went to Walter Abel, for his appearance on Dolores Craig's program over WINS; Norman Cordon of the Metropolitan, who was heard on the Adrienne Ames program via WHN, and Ella Logan, who made an Army Week contribution through Nancy Craig's WJZ program. Participation was arranged by Howard Warwick, First Army radio director.

SCRAMBY-AMBY  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



## Manhattan Memoranda . . . !

● ● ● Fred Allen's burn-up (on being cut off the air for 25 seconds last Sunday) was not only because the censors suggested cutting out certain lines—but mainly because they had written in the revised lines themselves. Everybody wants to get in the act, hey, Fred? . . . Bob Hope heads for the east next month—then off to Europe with his wife for his first vacation in years. (Although he'll prob'ly wind up entertaining the boys stationed overseas). . . Officials of ILGWU expected to sign contracts today for \$400,000 worth of RCA equipment for six FM stations planned for Chattanooga, St. Louis, New York, Boston, Philadelphia and Detroit. . . Ferry boat origination of the Don McNeill "Breakfast Club" skedded for last Monday was reportedly called off when insurance companies balked on coverage of the fan-laden seafaring promotion. . . "Suspense" being dropped by present sponsor but should have no trouble in picking up another bankroller. . . Ralph Edwards, of "Truth or Consequences," has a new hobby—psychiatry. . . Eddie Cantor flies east May 2nd to head the testimonial dinner for Sophie Tucker. . . H'wood still gabbing about that wonderful shindig Mark Hellinger tossed for Toots Shor at Dave Chasen's. . . When Der Bingle gets here for his show, only servicemen will be allowed in studio audience.

★ ★ ★

● ● ● Lucy Monroe, the Star-Spangled soprano, is the latest star to volunteer for a USO-Camp Shows assignment to entertain disabled men in Army, Navy and Veterans Administration Hospitals. Seriously ill herself for over a year, Lucy recently received her medico's permission to go back to work. She promptly called talent bookers in charge of Camp Shows' Hospital Circuit and told them she wanted to devote the rest of '47 to entertaining hospitalized servicemen and discharged vets.

★ ★ ★

● ● ● SMALL TALK: Todd Russell new emcee of Mutual's "Married for Life". . . Rob't Q. Lewis, pinch-hitting for Arthur Godfrey on his 11 ayem CBS airer, will soon have his own comedy show on the same web. . . "3 Indelicate Ladies" (in which Ann Thomas drew such sensational raves) folded quietly out-of-town, but will be rewritten and revised. Meanwhile, Ann is back on the local radio scene again. Hey, Nat Hiken! What a natural Ann would be for the Milton Berle show! . . . Newly-formed package firm of Ted Corday and Wiff Roberts have ten shows lined up—hottest being a comedy series called "My Friend Mulrooney," authored by Al Williams, radio critic of the Sat. Review of Literature. . . Suggested for membership in H. V. Kallenborn's "20 Year Club"—photog Harold Stein who took the first photo ever taken at WEA (with some beginner known as Graham McNamee). Also went to GE in Schenectady to pose Owen D. Young and Dave Sarnoff with Steinmetz. . . Gale Meredith, one of our better warblers, up for a big summer series. . . Three gals and two lads connected with the Dennis Day airer have dated the Stork. Mothers-to-be include the script girl, Sharon Douglas, and Bee Benaderet. The floor walkers are agency manager, Austin Peterson, and producer, Bill Harding.

★ ★ ★

● ● ● Jack Barry is lining up an imposing list of guest star talent tomorrow to help him celebrate the finding of the 1000th apartment for a veteran within one year on his "Daily Dilemma" stanza via WOR. Headed by Mrs. Eleanor Roosevelt and Fredric March, the celebs will appear on his show to congratulate Barry for his efforts and to urge the public on to even greater co-operation. Working in close conjunction with the N. Y. Veterans' Housing Bureau, Barry has devoted a 3-minute spot each day to presenting a veteran whose housing problem is particularly acute and to appealing to the public to 'phone in any housing tips. In this manner, he has helped find living quarters for an average of three vets a day since he first began his appeal last May.

## SOUTHWEST

LILY PONS, coloratura star of Metropolitan Opera, screen, radio recordings, will sing in a recital at the Municipal Auditorium in San Antonio on April 25.

A new series of western music being aired each Saturday on KMAC, San Antonio. Airing a known as the "TX Ranch" all sponsored by Reeves Steak House.

Merrill Meyers, program director has instituted an "Opening Prayer" on KTSA, San Antonio which airs each day following the station's sign-on. Prayers, a minute or so in length have been submitted by pastis all faiths in the city.

Steve Wilhelm, the Grand Prix Beer commentator heard nightly on stations of the Texas Quality Network, program originating at PR Houston, has written a book of fact which he has presented on his radio titled "Texas, Yesterday and Today."

A day long salute to various communities in the trade area of San Antonio, has been instituted by Charles W. Balthrope, station manager. Programs throughout the day publicized the commercial, industrial, agricultural and scenic attractions of the city honored. Highlight of the day is the "680 Parade of Stars," an hour and a half broadcast which originates from the station itself. This program features the talent as well as talks by the local town mayor and county agent. The broadcasts offer many residents the opportunity to see a radio broadcast. Programs usually originate from the local high school auditorium or theater.

## "Author Meets Critics" Starts May 25 On WQXR

(Continued from Page 1)

sor. Show will end its still on WQXR May 15, having started on May 23, last year. New contract is for two weeks.

"Author," produced by Larry Stone, was also heard on about 10 Mutual stations (though not on WQXR while set on WQXR, coming through outlet from WHN).

First book to be discussed during NBC show will be John Gubler's "Inside U. S. A." with John Gubler McCaffrey continuing as emcee.

1906 197

Henri  
CONFISEUR

FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR

Famous French Cakes  
15 East 52nd St.  
AIR CONDITIONED



# Survey Shows N. Y. Interest In FM, With Sales Of Receivers Stepped Up

(Continued from Page 1)

low priced FM sets, which will sell in the neighborhood of \$50 to \$75, making them available to most home users.

**Leaders Estimate**  
Jack Poppele, president of TBA, estimates that about 2,000,000 FM receivers will be turned out by manufacturers this year and that approximately 500,000 sets were in operation throughout the nation prior to the war, of which about four per cent have been converted to the new bands.

Jack Hirschmann, president of the Metropolitan Television Co., station WABF, estimated that there are between 150,000 and 200,000 FM receivers in the New York metropolitan area of pre-war make which are still adequate to receive FM broadcasts from certain stations which as yet have not switched to the higher frequencies. However, when these stations make their switch-over, the majority of these sets will have to be converted to receive the broadcasts on the new bands, or else become obsolete and be replaced by the new models which are set for the new bands.

**Stores Report Sales**  
Retail stores, both chain and independent outlets, report fairly vigorous buying of FM sets by the public. The Davega stores in New York City, a chain outlet, report sales of several hundred sets weekly while Liberty Music Shops claim that approximately 40 per cent of all potential buyers request the FM feature in their radio. This means that out of every 10 persons purchasing a radio today in the New York metropolitan area want FM incorporated in their set. Retailers claim that manufacturers are adequately supplying their present demand for sets, but that there is a definite market for the lower priced receiver retaining the FM feature, which as they are not receiving in sufficient quantity.

Advertising agencies alike, are gradually becoming aware of the importance of FM and are already at work interesting clients in FM broadcasting and working in close co-operation with FM stations in order to develop the best possible programming for this medium.

The network FM station, WNBC, while broadcasting 42 hours weekly at the present time, is not as handling any sponsored FM programs. Their programs consist of transcribed and recorded music. WJHF, the Finch FM station in New

## Commercial Sponsor

First contract by a leading national advertising agency for purchase of time on an FM station in the New York Metropolitan area, was negotiated between Ira A. Hirschmann, president of WABF and Ruthrauff & Ryan, Inc. for the Baldwin Piano Co. Programs will be identified with a series of live piano recitals by the well known Baldwin artist Sari Biro.

Hirschmann is of the opinion that the Baldwin account "signals the beginning of agency recognition of the manifold advantages of staticless and true fidelity FM over the narrow limits imposed by AM broadcasting." Harold Morse, Eastern manager for Baldwin said that FM was selected after exhaustive study of the demonstrated possibilities of FM and that he was convinced that only FM can faithfully reproduce the complete sound cycle of the piano.

Biro piano recitals is the second in the live talent program series planned by WABF. First was introduced recently by Emanuel Vardi and Jerome Rappaport, embracing violin and piano literature. Other advertisers who have sponsored programs over WABF include: Dynamic Electronics, Haynes-Griffith Music Shop, London Gramophone, Corday Perfumes, Lektron Corp., Sherry Wine and Spirits Co., Alan Berry Ltd., Freed-Eisemann, Zenith Radio, Bloomingdales and Abraham & Straus department stores.

New York, broadcasts 36 hours weekly, six days per week and at the present time is carrying two sponsored programs, one by Arnold Constable, N. Y. department store, the other by the Mike Manufacturing Co., which sponsors "Meet the Model Builder." Programs consist mostly of classical and semi-classical music and the station expects before long to be broadcasting about 30 per cent of their programs "live." WGHF is now conducting FM program experimentation in order to better develop the medium.

## 49 Hour Week Skeds

The Interstate Broadcasting Company's station, WQXQ broadcasts 49 hours weekly, but has no sponsored programs at present. However, the station broadcasts several of their AM station programs, WQXR, making mention of the sponsor, at no additional cost to him. This simply means that the regular AM program, broadcast over WQXR, is picked up by their FM station and rebroadcast without sponsor's name being deleted from the program. However, this does not constitute a sponsored FM program, since original program was for AM broadcasting.

WJHF's FM station, WMGM, now

broadcasts 49 hours of weekly programming, none of which is sponsored. Programs consist of classical music and news. Metropolitan Television, Inc., WABF, carries the greatest amount of sponsored programs of any FM station in the metropolitan area of New York, broadcasting a total of 42 hours each week, with six sponsored programs by various music houses with the exception of one program, sponsored by the Sherry Wine & Spirits Co. In December 1946, station reached an all-time peak of sponsored FM programs, with spot announcements and regular programming used for Christmas selling. WABF contemplates consistent increases in FM programs by sponsors before the year is out. Programs now consist of classical music with six live programs being aired each week.

WCBS programs 42 hours of FM listening each week, consisting in the main of transcribed music, with no sponsorship as such, of any FM programs. However, as in the case of WQXQ, station airs AM programs via FM in which the sponsor's name is mentioned and programming, insofar as possible, is confined to repeat broadcasts of AM programs via FM.

All information made available to RADIO DAILY in conducting the survey points towards greatly increased activity by networks, independent stations, advertisers and manufacturers insofar as FM is concerned. Set owners report back to stations and retail outlets of their great satisfaction in owning FM sets and every indication is that by the end of this year, FM will be well over the initial hurdle of getting its start.

## New Jersey Station

The first commercial FM station to go on the air in New Jersey will be WFMO, Jersey City, which expects to be ready around June 1, A. Louis King, vice-president and general manager, reported.

## 'Freedom Of Information' Subject Of Treaty Draft

(Continued from Page 1)

Chicago Times and has been forwarded to leaders of the radio, film and newspaper fields. Finnegan, in drawing up the draft, acted on the suggestion of William Benton, Assistant Secretary of State. Leading figures in the fields involved have been asked for their comments and suggestions.

The treaty draft provides that properly accredited correspondents from each nation shall have free ingress and egress from the territories of other nations for the purpose of carrying on their activities. Copy from correspondents would be permitted free egress without censorship, deletion or editing, and copy would be transmitted at the rates applying to the correspondents of the most favored nation.

## BEHIND THE MIKE

By SID WEISS

**J**OE HASEL has been notified by Armed Forces Radio Service that his 11:15 p.m. ABC sports show is being picked up and beamed to the boys still overseas.

Phil Clarke, who lives out in Baldwin, L. I., has developed a novel way of beating the 'phone strike. Living out on the Island with no way of his telephone service reaching him, he's rigged up a chain of candy stores en route, who relay the message right along (via dial 'phone) until they finally reach him at his home.

MGM Records have signed Four Chicks and Chuck.

Larry Finley has added a flock of stations to the heap already using "Myrt & Marge" and "Flight With Music."

Phil Hanna organizing a tennis tournament among radio stars. Phil is 11th ranking eastern amateur tennis player.

Record-mended: D'Artega's Sonora album of tunes from "Carnegie Hall."

Bill Tabbert, leading man of the Ray Bolger show now in Chi, planned in over the week-end to discuss a musical for the fall.

## Promotion And Research Separated By Mutual Web

Research and promotion departments of Mutual have been established as separate, autonomous units of the network, with Harold M. Coulter, made director of promotion and Richard J. Puff, director of research. Appointments were made yesterday by E. P. H. James, MBS executive supervising these and related activities. James said that while both departments will work in close co-operation, research will not function as a division of the other department.

Coulter has been with Mutual since 1943 and prior to that was with WKRC, Cincinnati and KYW, Philadelphia. Puff started his research career with Daniel Starch in 1935 and joined Crossley two years later. He came to Mutual in 1942.

In Worcester, WTAG delivers 147% more audience than Station B, 209% over Station C, 298% over Station D, and 368% over Station E. (Hooper Index Jan.-Feb. '47)



IN CLEVELAND IT'S

**WHK**

## N. Y. Radio Executives 12 Network Replacements Address CCNY Confab Announced For Summer

(Continued from Page 1)

"Radio and Its Public," broadcasting executives stoutly defended radio and expressed the views that it must not cater to any one group and that equal opportunity to be heard be given all sides of a controversy. Delegates were assured that despite the seeming length of commercials, time limits were prevalent on all networks. Along this line, talks were heard by three ABC executives, Adrian Samish, vice-president in charge of programs and television; Robert Saudek, director of public affairs, and Grace Johnsen, head of continuity acceptance.

### Stresses Local Service

Ted Streibert, WOR president stated that there was no doubt but that network programs were the backbone of American radio, yet, where there are four network stations in a town, and no local or independent outlets, it was incumbent upon the management to balance the needs of the local community. Streibert stressed four points for such local services. William E. Haskell, assistant to the president of the Herald-Tribune, declared radio "offered splendid supplemental promotion" for great newspapers of record. His newspaper he said availed itself of radio to a great extent and that 12 people in the paper's promotion department, concerned themselves with radio only.

### Quiz Show Defended

Robert Schmid, recently Mutual promotion head and now vice-president in station relations, defended the quiz show generally as a medium for gaining knowledge and also favored the prizes on the programs. Using "Truth or Consequence" as an example with its "Mrs. Hush's" stunt he said the show gained six points on the Hooper as a result. Also that the giveaways increased the size of the daytime audiences. Schmid readily agreed that some outside chisellers created embarrassing situations for the networks on the prize situation, despite some legitimate organizations. He quoted a letter from the undesirable factions. (Letter was reprinted in RADIO DAILY some time ago in an expose of the chiseler faction.)

### NBC Executive Heard

William S. Hedges, NBC vice-president spoke on the methods of apportioning political time and quoted a section of the Communications Act of 1934, governing such broadcasts. Ken Dyke of NBC spoke of borderline misrepresentation in advertising, and was followed by Walter Hoving and Basil O'Connor, both of whom lauded radio for its generosity in aiding various campaigns considered in the public interest.

### AVAILABLE

Position sought with Radio Advertising Agency in production department. Applicant has 12 years New York broadcasting background. Write RADIO DAILY, Box 354, 1501 Broadway, New York 18, N. Y.

(Continued from Page 1)

too expensive, is the rule in about 50 per cent of the summer replacements, yet in at least three instances where music is concerned, the interim programs will be of ambitious nature and possibly turn up later on their own.

### Five Subs for NBC

NBC has five definite replacements set. These are:

JACK PAAR, comedian, replacing Jack Benny program, June 1, from Hollywood. Paar is a former USO comedian and is signed by RKO studios. With Paar will be Jerry Felding as musical director; Page Cavanaugh Trio, backed by special music; writers will be Larry Marks, Larry Gelbart and Sid Dorfman; announcer Hy Auerbach. Foote, Cone & Belding is the agency. Week previous to starting on his own, Paar and Fred Allen will be guests on the Jack Benny show, May 25.

VAN HEFLIN, will head a mystery series, "The Adventures of Philip Marlowe," as the Bob Hope replacement, effective Tuesday, June 17. Stories by Raymond Chandler will be the base of the dramas produced by James Fonda. Milton Geiger will do the scripts and Wendell Niles, the announcing.

### Romberg Replaces Skelton

SIGMUND ROMBERG and a 58-piece orchestra will do the honors in the Red Skelton time for the summer, effective Tuesday, June 10. Same title as heretofore will be used, "An Evening With Romberg." Keith McLeod will produce and Rod O'Connor announce. Two young singers will also be on the show.

ALEC TEMPLETON, fills in for the summer for Edgar Bergen-Charlie McCarthy show in the usual Sunday 8-8:30 p.m., spot on NBC and is scheduled to start in June, or possibly a little later.

TEX BENEKE and FRANKIE CARLE orchestras will sub for Perry Como and Jo Stafford in the NBC "Supper Club" (Chesterfields) for 13 weeks starting Monday, June 9, Monday through Friday. Beneke with the old Major Glenn Miller band, will be heard Monday, Wednesday and Friday, while Carle will do the Tuesday and Thursday shots.

### Five Set on CBS

On CBS there are five definitely set. These are:

"SILVER THEATER," for the "Ozzie and Harriet" time starting June 8, dramatic shows with guest stars coming from New York, Sundays 6 p.m., EDST. Young & Rubicam, is the agency for International Silver. "LAWYER DAN TUCKER," with Parker Fennelly, and troupe replaces the Dick Haymes-Helen Forrest program, effective Thursday, June 12. This is also a dramatic production, but with an eye to comedy as well.

"DAN CARSON'S STORY," dramatic fare with Pat O'Brien and Lynn Bari, starts July 4, in the Jimmy Durante-Garry Moore time, as the Rexall replacement. As previously

announced, Durante and Moore splitting up will result in a somewhat altered format for the Durante stanza next season.

WOODY HERMAN, as a singing emcee and Peggy Lee as singer will be heard in the Phil Spitalny "Hour of Charm" slot for eight weeks start-

### New Sponsor

General Electric has signed to sponsor "The Tales of Willie Piper," half-hour comedy program over ABC's coast-to-coast network. Time of broadcast and starting date of the network's newest comedy program will be announced later.

"Willie Piper" is currently broadcast over ABC Sunday, at 7 p.m., EST.

ing July 14. Dave Barbour's orchestra will hold forth.

On ABC only thing set so far is the Detroit Symphony Orchestra in a short festival of popular compositions, from May 4, to June 1. Walter Poole, assistant conductor will wield the baton, on the Sunday program.

On Mutual there has been no decision as far as the web knows as to what Helbros watches plans for "Quick as a Flash," and what will be done with "Treasure Hour of Song" sponsored by Conti Products. "The Shadow" will be off for the hot weather, but no definite date of departure has been made known.

Understood that deals are in the making for additional replacements on the networks, with the possibility that the Johnson Co., will again sign Fred Waring for the summer, to replace Fibber McGee & Molly.

Fred Allen program goes off for the summer and sponsor is relinquishing the time during this period. NBC will fill in with a sustainer.

## United Nations Officials To Aid KFWB Celebration

(Continued from Page 1)

in KFWB's mass meeting Friday in commemoration of the first U. N. meeting in San Francisco. Cohen who must be in New York for the opening of the general assembly on Monday will return over the week-end and Cross will remain on the west coast for two weeks for the purpose of exploring the possibilities of movie stars making special U. N. transcriptions for radio usage.

### Flamm Wins Verdict

Albany—The Court of Appeals, reversing the decision of the lower courts, has ruled unanimously that \$107,508.33 in interest must be added to the \$350,000 damages awarded Donald Flamm in his suit against Edward J. Noble which grew out of the sale of WMCA to Noble by Flamm. The interest is for the period between January 17, 1941, date of the transaction, and the date of the court award.

## Webs Making Ready Daylight Time Shift

(Continued from Page 1)

the country." In all areas which shift to daylight saving time program will be heard at the same hour but areas which don't change the clockface a change of program time. CBS has a policy preventing affiliates from transcribing shows and rebroadcasting later except in the case of public service programs. Network is also adding one hour to the broadcast day which it will fill with root band pickups.

### Network Plans Outlined

NBC's summer time plan is the same as that of CBS except that National adds one hour to the broadcasting day from Chicago westward in the east. NBC also has a bag of transcribed rebroadcasts by affiliate.

ABC, by using special line service recordings, will maintain all programs in all time zones at the same hour the year around. Programs will be sent live to ABC outlets operating on DST and recorded in Chicago and Hollywood for rebroadcast one hour later by stations still operating on standard time.

Whereas ABC announces that listener in any area or any time zone will have to change his listening habit," Mutual directs that its broadcasting be adhered to "wherever possible in all time zones." Special line facilities have been installed by Mutual to handle rebroadcasts in areas which do not put the clock ahead. MBS, however, is expecting little difficulty since all but about 2 of its affiliates shift to daylight saving time.

### Addressing Women's Club

Dorothy Kemble, Mutual's Vice President and Director of continuity acceptance will speak before the Women's University Club in New York today. Her subject will be: "Radio and the Woman Listener."

## STATION REPRESENTATIVE WANTS CHICAGO MAN

Position of responsibility with real opportunity open in Chicago for young man 25 to 30 with an established and growing representative firm. The man we want must be industrious and adaptable. Though some familiarity with radio advertising is necessary, we want the right man far more than the experience.

Will interview in Chicago April 28 through May 3. Address reply, giving background experience, to Box 353, Radio Daily, 1501 Broadway, New York.

# Radio Strongly To Fore ANPA's Convention

(Continued from Page 1)

of them owned radio stations, 25 which have gone on the air within the last 12 months. Nine of these 25 so have FM outlets while the others are AM only. Another 15 publishers expect to begin broadcasting within the next few months and 10 of these will be AM-FM.

Major consideration of publishers branching into radio is facsimile which they consider as a precautionary measure against being frozen out of the field when the new art comes into its own a few years from now. Both Finch Telecommunications, Inc., and Radio Inventions have facsimile equipment on demonstration, and in operation, at the convention. Radio Inventions, which helped stage a public demonstration at the Miami Herald in the Florida city last month, brought in an editorial and production staff from that paper to handle the display copy at the convention. Group is headed by Timothy J. Sullivan, facsimile editor of the Miami Herald, probably the first such title ever used by any newspaper.

While publishers showed tremendous interest in radio, it was reportedly discussed generally at the closed meeting and no finer points were entered into. One question on the agenda, prepared ahead of time, in reference to radio-newspaper competitive situation today did not raise any mild debate and it was agreed that at the present time there is tough business for both industries. One publisher, operating the only daily in a town with one station, said that he was on the friendliest of terms with his competitor.

To emphasize the publishers elaborate curiosity about radio, another question brought up was whether or not small town newspapers would be practical in placing radio telephones in cars used by reporters. Answer to this question was decided in the negative.

### AP Elects Directors

Just prior to the ANPA convention, the Associated Press in its annual meeting re-elected five members to the board of directors, three of them controlling papers which also operate radio stations. The directors, their papers and stations are: Robert McLean, Philadelphia Evening Bulletin, WCAU, WPEN; George F. Booth, Worcester Telegram, WTAG; Edward H. Butler, Buffalo Evening News, also president of WBEN; Josh L. Horne, Rocky Mount Telegram, and Paul Patterson, Baltimore Sun. Norman Chandler of the Los Angeles Times, which has a television P, was elected to the AP board of

## NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of April 11-17, 1947

TITLE	PUBLISHER
A Rainy Night In Rio.....	Witmark
A Sunday Kind of Love.....	Peter Maurice
Alexander's Ragtime Band.....	Berlin
Anniversary Song.....	Mood Music
April Showers.....	Harms
Guilty.....	Feist
Heartaches.....	Leeds
How Are Things In Glocca Morra.....	Crawford
I Believe.....	Sinatra Songs
I Can't Believe It Was All Make-Believe.....	Bregman-Vocco-Conn
I Gotta Gal I Love.....	Famous
I Tipped My Hat And Slowly Rode Away.....	Robbins
I'll Close My Eyes.....	Peter Maurice
Illusion.....	Pemora
It's A Good Day.....	Capitol
Linda.....	E. H. Morris
Mam'selle.....	Feist
Managua, Nicaragua.....	Encore
My Adobe Hacienda.....	Southern
(There Is) No Greater Love.....	World
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
Old Devil Moon.....	Crawford
Possum Song.....	Harry Warrer
Roses In The Rain.....	Barton
Stella By Starlight.....	Beverly
That's Where I Came In.....	Robbins
To Me.....	Dorsey Bros.
We Could Make Such Beautiful Music.....	Broadcast Music
When Am I Gonna Kiss You Good Morning.....	Martin Music
You Can't See The Sun When You're Crying.....	George Simon

directors, succeeding the retiring Frank B. Noyes. Latter is only surviving founder of AP and is president of the Washington Evening Star which operates WMAL.

AP's annual report pointed out that during the last year the board authorized use of its service for television and facsimile experiments, but that in granting permission, the company had made no commitments. Board members feel that the experience gained will be valuable to members who later engage in such activities.

The board during the year also gave further consideration to AP news service to broadcasters. A radio assessment formula is still being worked out after years of study, the report stated, and far more rapid progress has been made in this field than was made in the early years of the present assessment plan for newspapers.

### Keystone Adds Affiliates

Seven new affiliates are announced by the Keystone Broadcasting System, bringing the total outlets to 256. The additions are WTBF, Troy, Ala.; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KBIO, Burley, Idaho; KAVR, Havre, Mont.; KJAM, Vernal, Utah; and KSEM, Columbia Basin, Wash.

### Stork News

Victor Seydel, producer-director of Mutual's "Fishing and Hunting Club of the Air," is a father for the second time. Mrs. Seydel gave birth to a girl, Victoria Ann, at Huntington Hospital, Huntington, L. I., yesterday.

*Send Birthday Greetings To —*

April 23

Bob Campbell	Elsie French
Edwin C. Hill	Gwen Jones
Bill Maloney	John W. Baier
John Edwards	

**FOR SALE:**

A 250 Watt, Mutual Affiliate, located in the Southeast Section of the U. S. Price for quick sale — \$85,000.00 — \$35,000.00 cash, balance financed. This station clearing at present, better than \$20,000.00. Write or wire box 350, Radio Daily, 1501 Broadway, New York 18, N. Y.

# 7 AM Station Grants Heads FCC Activities

(Continued from Page 1)

Coral Gables, Fla., operating on 1490 kc., 250 watts, unlimited; Big Bond Broadcasters, KVLB, Alpine, Texas, operating on 1490 kc., 250 watts, unlimited; Mississippi Broadcasting Co., Inc., WMBC, Macon, Miss., operating on 1400 kc., 250 watts, unlimited; Hopkins County Broadcasting Co., KSSST, Sulphur Springs, Texas, operating on 1230 kc., 250 watts, unlimited; Copper City Broadcasting Corp., WKAL, Rome, N. Y., operating on 1450 kc., 250 watts, unlimited.

The Commission announced its order vacating and setting aside its proposed decision issued February 6, in re applications of Charles W. Baltrope, San Antonio, Texas, Express Publishing Co., San Antonio, Texas; Gonzales Broadcasting Co., Gonzales, Texas; and Taylor Broadcasting Co., Taylor, Texas; further ordered that the record herein be reopened for the purpose of incorporating therein such portions of the proof of performance filed with the Commission by station WACO in connection with its application for a standard broadcast license, as are pertinent to a determination of the soil conductivity along the path between Waco, Texas and Taylor, Texas, and upon such incorporation the record herein is closed.

FCC action denying Van Curler Broadcasting Co. application for the facilities of WOKO, Albany, N. Y., sets a "dangerous precedent," the company said yesterday in a petition filed with the Commission. Van Curler said the FCC's opinion will "certainly undermine future administration of the Commission's functions."

In its opinion, the Commission stood fast on its refusal to grant WOKO a license renewal despite a reorganization of the station following an adverse Supreme Court decision. At the same time, the FCC denied Van Curler plea for WOKO facilities.

The effect of the Commission's decision, Van Curler said, "will be that no one will file for the frequency of a station whose renewal application has been denied until litigation concerning that denial has been finally concluded."

*Baltimore's Listening Habit*

**WCCBM**

**MUTUAL BROADCASTING SYSTEM**

**FREE & PETERS, Inc.**  
*Exclusive National Representatives*

**JOHN ELMER**  
*President*

**GEORGE H. ROEDER**  
*General Manager*

**IN CLEVELAND IT'S**

**WHK**

## PROMOTION

### "Opinion-Aire"

Station KQV, Mutual outlet in Pittsburgh, Pa., has had copies of "Opinion-Aire" prepared, which is an up-to-the-minute public opinion poll, originating with the Mutual Broadcasting System and utilized exclusively by that net. This report details the breakdown of completed telephone calls in the Pittsburgh area, showing how residents voted, the question asked and the final tabulation. It is a comprehensive report on how "Opinion-Aire" functions and should prove of interest to all research-minded individuals. This report is an exact copy of the information utilized by Dr. Arthur Rayhawk in his presentation to the Pittsburgh Chapter of the American Marketing Association and which has already been presented to research experts of four of America's largest industrial corporations.

### Window Displays

"Boosting Your Sales With Effective Window Displays" is the title of a colorful new brochure published by Decca Records, Inc. The 24-page publication is designed to help record retailers develop interesting window displays and contains dozens of suggestions for helping the dealer to help himself. Decca uses the new manual to present views and comments on sixty effective window displays from all over the country, ranging from department stores to small retail shops. The material is grouped into ten classifications, including mass displays, movie-tie-ins, holiday windows, etc. It points up the sales potential in each group and suggests ways for the retailer to improve his own windows by adapting the ideas presented. Copies of the manual may be had on request to the Decca branch offices.

### Nabisco Tieup

Five window displays in leading chain grocery stores, featuring NABISCO Shredded Wheat, have been arranged by assistant merchandising manager Earle Hawley of KABC, San Antonio to tie in with the Monday, Wednesday and Friday "Radio Clock" program currently being aired over KABC with Alec Chesser.

Windows feature dominant signs stressing copy theme of NABISCO; picture of the product; the time, name, dial setting and station on which the "Radio Clock" is aired. Large displays of Shredded Wheat and multi-colored decorations complete the over all effects of the window display.

IN CLEVELAND IT'S

# WHK

## COAST-TO-COAST

### —MAINE—

**PORTLAND**—An eye-witness account of the 6,000-ton, coal-laden Oakey L. Alexander's beaching, during New England's recent record storm, was aired over WGAN. The story was told by two survivors who were transported from the scene to WGAN's studios by program director, Richard Bates. . . . **WATERVILLE**—The complete performance of Mendelssohn's Elijah, announced by Tim Osborne and directed by Charles Halsted, was recently heard over WTVL. One hundred seventy voices of the Colby College Glee Club and the Portland Oratorical Society, combined with the New England Conservatory of Music's string orchestra, were featured.

### —TEXAS—

**BEAUMONT**—KFDM has one of the nation's youngest regular radio stars, if not the youngest. He is four-year-old Davey Russell, who edits the funnies, each Sunday morning, for thousands of listening youngsters whose fan mail has made him one of KFDM's most popular artists. . . . **FORT WORTH**—Stimulated by the U. S. cattlemen's interest in the campaign to eliminate foot and mouth disease from Mexico, Mexico City will make a special broadcast on the subject, originating through KGKO and carried nationally by member stations of the ABC network. . . . **PLAINVIEW**—Rial L. Campbell has been appointed sales manager of KVOP. He replaces Kermit S. Ashby who left KVOP to join KPET, Lamesa as general manager.

### —OHIO—

**CINCINNATI**—Dwight Martin, vice president and assistant general manager of WLW, has been appointed chairman of the Cincinnati American Aid to France campaign. . . . **WJW**, in co-operation with neighborhood record dealers and wholesale distributors, inaugurated a disk-twirling venture, designed to tap the terrific number of would-be disc jockeys. Contestants will audition platters at their neighborhood shops, select three discs for a 15-minute record show, and submit them along with a 400-word script to emcee Walter Kay who will allow three contestants, each week, to spin a 15-minute show on the Amateur Disc Jockey program. . . . **TOLEDO**—New FM station has just acquired the call letters WTRT, which stand for "Tomorrow's Radio Today."

### —NORTH CAROLINA—

**CHARLOTTE**—WBT recently inaugurated, "RCA and You," a new fifteen minute program designed to acquaint the public more thoroughly with radio and particularly FM operation. It will consist of a round-table discussion led by a local RCA distributor, guesting RCA dealers throughout the area. Also included will be five minutes of recorded music, featuring the newest RCA Victor record releases of the week. . . . **FAYETTEVILLE**—Recently added to the WFNC staff is William H. Alford who is taking over the position of chief engineer, formerly held by Owen A. Lehr.

### —OKLAHOMA—

**OKLAHOMA CITY**—Sports announcer Pat Ryan and engineer,

Lester Tucker of the WKY staff have received "Citations for Bravery" in connection with their on the scene broadcast of the annual rattlesnake hunt in the gyp hills near Okeene. . . . **TULSA**—Former Wave, Estelle Blonar, has joined the staff of KVOC as secretary to Jim Randolph, manager of the Program Department. . . . **KOME** has added Harry Guntheroth to its announcing staff and Joyce Kaplan has become the station's new receptionist.

### —NEW YORK—

**SYRACUSE**—A small new two and a half watt FM transmitter, which the General Electric Company has proposed be used in non-commercial educational broadcasting, is now on the air with test programs from the Radio Workshop at Syracuse University. It will be studied by G-E and University officials for operational and application experience and its experimental call letters are WJIV. . . . **ELMIRA**—Radio Station WELM, new 250 watt ABC affiliate voice, has announced that it will give Elmira citizens a chance to "sound off" on a round table discussion program to be aired on Sundays.

### —CALIFORNIA—

**OAKLAND**—For the 11th consecutive year, KROW will broadcast the full schedule of Pacific Coast League baseball games in which the Oakland "Oaks" participate. Sportscaster Bud Foster will do the play by play. . . . **SAN FRANCISCO**—The influence of free American radio in the Orient was recently described in a special shortwave broadcast from Tokyo and Manila over KPO, on the occasion of the station's 25th anniversary. . . . Steve Robertson has been named KGO vacation relief announcer. He was formerly with KOA, Denver; KPO, San Francisco, and KROW, Oakland.

### —NEW JERSEY—

**ALPINE**—WBIB joins the nation's first FM network, the Continental, to bring its listeners the Wednesday evening programs of the United States Air Forces Band, directed by Major George S. Howard. Featured soloist is Technical Sergeant Abrasha Robofsky, 37-year-old Washington baritone. . . . **NEWARK**—Rick Mardell, WAAT singing star, is currently appearing as vocalist with Dave Dennis' orchestra at New York's Vanity Fair. . . . Tom Durand of WTTM has inaugurated a "Yours for the Asking" show, with a record response.

### —MISSOURI—

**KANSAS CITY**—Esco LaRue, Ice-Capades, comedian, recently guested on the Hometown Gossip program heard over KCMO. . . . Karl Koerper, vice-president and managing director of KMBC has announced the appointment of Tom Rucker as director of promotion for that station. . . . **ST. LOUIS**—WIL claims one of the greatest sports scoops in the history of St. Louis radio, due to its exclusive broadcasting of the opening City Series game between the St. Louis Browns and the Cardinals direct from Sportsman's Park, when the telephone strike and other labor difficulties prevented a normal pickup. Transmission was accomplished through a special antenna erected atop the grand stand.

**5 PROFIT MARKET**  
it pays  
you to cover!

**WGAL**  
Lancaster, Pa.  
Established 1922

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WRWA**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**WEST**  
Easton, Pa.  
Established 1936

STEINMAN STATIONS



Available individually to  
suit your needs. Write:  
Sales Representative

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ADVERTISING  
COMPANY**

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# Disc Jockeys Riding High

## FCC Orders Station Off The Air In Boston

Washington Bureau, *RADIO DAILY* Washington—Charging a “planned program of deception,” the FCC yesterday issued a final ruling ordering WROL, Boston, off the air by August 1. It was the second such drastic action by the Commission within two weeks. WOKO, Albany, also has been ordered to wind up its business and leave the air. Commissioner E. K. Bennett issued dissenting opinions in both cases.

On March 25, 1937, the FCC said, Harold A. LaFount, Sanford H. Cohen

(Continued on Page 3)

## New Tele Tuning Device Shown By Viewtone Corp.

A new tuning device for television receivers, which permits satisfactory reception at a distance of 80 to 100 miles from the transmitting station, was demonstrated Tuesday by Viewtone Television and Radio Corp. at Middling River, L. I.

Using a factory model, said to be priced at \$225, plus installation charges, Viewtone picked up a show on WABD, the Du Mont station,

(Continued on Page 2)

## Enthusiastic Interest In Capital High, “T-Week” Reveals

Washington Bureau, *RADIO DAILY* Washington — Enthusiastic interest in television was demonstrated here last week as “T-Week” came to a close with many retailers reporting complete sell-out of their entire stock of RCA Victor receivers and “an accumulation of orders,” according to Irving Dalo, sales manager.

(Continued on Page 3)

## Debate

Justin Miller, NAB president, and Mack Gould, radio editor of the New York Times, will discuss the question, “Is Radio Doing a Good Job?” over CBS tomorrow from 8:30 p.m., EST. Miller will be heard from Roanoke, Va., and Gould from New York. Students representing college members of the Intercollegiate Broadcasting System will also be heard.

### Shortwave Sleuths

In an effort to combat television set interference in the New York area, FCC engineers under Arthur Batcheller are investigating complaints about activities of amateur shortwave operators in the New York area. Complaints have been issued in some instances involving “hams” operating in Brooklyn.

## Old Gold Dropping Frank Sinatra Show

Frank Sinatra program over CBS, Wednesdays, 9-9:30 p.m. will not be renewed by P. Lorillard Co., manufacturers of Old Gold cigarettes after the current 39-week cycle is ended, according to the sponsor's agency, Lennen & Mitchell, Inc. Sinatra has been under the Old Gold sponsorship for the past two years. Under terms of the contract calling for six weeks' notice on non-renewal, Sinatra's show will lose its present sponsor after the final program, June 4, of this year.

Ray Vir Den, executive vice-president

(Continued on Page 8)

## Report RCA To Deliver 100 FM Trans. This Year

Optimistic outlook for FM equipment production and operation of new stations throughout the country, both commercial and educational, etc., was emphasized yesterday with the report that RCA expects to deliver

(Continued on Page 2)

## “L'affaire Allen” Publicity Piling Up For Allen And NBC

Fred Allen's “feud” with the NBC brass may or may not have had its inception with the episode of the eagle some years ago. However, it came to a head following last Sunday night's show and it takes on all the appearance now of the whole thing being turned in to a great source of publicity and the addition to the Allen roster of listeners. More listeners, that is.

Chronologically speaking, Allen had some dead air rung in on him Sun-

## ABC Plans Full-Hour Platter Spinning Show With Paul Whiteman, June 30; Other Disc Programs Built

## \$250,000 FM Deal By RCA And ILGWU

Contract for the delivery of approximately a quarter-million dollars worth of FM transmitters and studio equipment for six proposed stations was signed yesterday by The International Ladies Garment Worker's Union (Unity Broadcasting Corp.) and RCA. Contract was said to be one of the largest orders for FM equipment ever placed, accord-

(Continued on Page 6)

## United Press New Clients Over 50% Broadcasters

United Press officials, holding an annual meeting in New York this week, have announced a total of 145 new clients, more than half of them being broadcasters. Breakdown showed a total of 74 new radio clients on

(Continued on Page 2)

## OIC Programs Overseas Believed Definitely Out

Washington Bureau, *RADIO DAILY* Washington—The report that the entire shortwave broadcasting program of the State Department Office of International Culture, with the

(Continued on Page 6)

Disc jockey trend gained momentum in New York this week with the announcement that Paul Whiteman's full hour of platter spinning will be heard on the ABC network starting June 30th, and that the National Biscuit Company has bought a 15-minute segment of the show with options

(Continued on Page 8)

## CCNY Hears Shouse On Radio's Problems

Concluding sessions of the CCNY 3rd annual Radio and Business Conferences were held yesterday afternoon and evening, with the awards, citations and plaques presented at the latter session, with A. D. Willard, Jr., executive vice-president of the NAB presiding. Awards went to various stations, agencies and others, a full listing of which ap-

(Continued on Page 3)

## Babe Ruth Day On MBS To Be Heard At Games

“Babe Ruth Day” festivities in Yankee Stadium, New York, on Sunday, April 27, are now scheduled to be heard in every major league ball park through the facilities of local Mutual outlets, the network which

(Continued on Page 4)

### G. I. Winner

Joe E. Grenzeback, New York City, free-lance radio writer and a Purple Heart veteran of the European invasion in the recent war, was announced as the winner of the \$500 second annual YMCA radio script award, offered for “the radio script which most effectively stimulates in individuals a desire to live their everyday lives in a way that will help promote peace.”

# RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Wed., Apr. 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/2	8 1/2	8 1/2	- 1/4
Am. Tel. & Tel.	165 3/8	164 3/8	164 7/8	+ 3/8
CBS A	25	25	25	+ 1/2
CBS B	25	25	25	- 1/4
Farnsworth T. & R.	6 1/2	6 1/4	6 1/4	- 1/8
Gen. Electric	35 1/2	35 1/8	35 1/4	- 1/2
Philco	25 3/4	25 1/4	25 3/4	+ 1/8
Philco Pfd.	95 3/4	95 3/4	95 3/4	- 1/4
RCA Common	8 1/4	8	8 1/8	- 1/8
RCA First Pfd.	72	72	72	+ 3/4
Stewart-Warner	17	16 1/2	15 5/8	- 1/8
Westinghouse	24 7/8	24 1/2	24 5/8	- 1/8
Westinghouse Pfd.	99 1/8	99 1/8	99 1/8	+ 1/4
Zenith Radio	17 1/2	17 1/2	17 1/2	- 1/2

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3	3	3	
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### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	6 1/2	7 1/2
Stromberg-Carlson	13	14 1/2
U. S. Television	1 1/2	2
WCAO (Baltimore)	38	
WJR (Detroit)	16	

## Report RCA To Deliver 100 FM Trans. This Year

(Continued from Page 1)

liver approximately 100 transmitters this year.

Further to add to the promising situation is the fact that, in regard to low-power FM transmitters, equipment is on hand and can be delivered almost immediately, it was said.

Transmitters, ranging in power from 250 watts to 10,000, are priced from \$4,500 to \$95,000.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

**Universal**  
RECORDING CORP.  
42nd Floor • 20 N. Wacker  
Sta. 5635  
Amb. 2142 • Chicago 6

## ★ COMING AND GOING ★

**LOWELL THOMAS**, Columbia network commentator, has arrived in New York, having concluded an extended cross-country tour.

**DORIS S. CORWITH**, assistant to the manager of NBC's public service department, is in Scranton, Pa., where today she will address the eastern division of the National Music Educators Conference.

**ARTHUR HANNES**, correspondent for CBS who served with the Byrd Antarctic Expedition and returned recently to the States, has left on a short trip to Washington, D. C.

**JACK LAWRENCE**, singer heard on Rainbow Records, is back from Chicago, where he aided in promotional work for the new disk firm.

**MAX CONDON**, tenor heard on WLW, has left Cincinnati for two weeks in Kansas City, after which he'll come on to New York.

**WALTER BROWN**, president of WSPA, Columbia network outlet in Spartanburg, S. C., chatted for a while yesterday with officials of the web.

**HARRY WISMER**, director of sports at the American network, is expected in town today from Detroit. He'll leave shortly for Philadelphia, where on Saturday he'll broadcast the running of the Penn Relays.

**THEODORE C. STREIBERT**, president of WOR, has returned from a vacation in Bermuda.

**WALTER LURIE**, executive producer for the Mutual network, is in Hollywood, where yesterday he handled the premiere of "Johnny Madero."

**JOSEPH K. CLOSE**, president of WKNE, Keene, N. H., paid a call yesterday at the station relations department of CBS, with which the station is affiliated.

**MAURICE B. MITCHELL**, sales manager of WTOP, Columbia's owned-and-operated station in Washington, D. C., in New York for conferences at the Radio Sales division of the network.

**ANN MARLEAU**, Canadian singer, has arrived by plane from Montreal.

## United Press New Clients Over 50% Broadcasters

(Continued from Page 1)

a world-wide basis. UP is now serving more than 800 stations, according to Al Harrison, radio sales manager.

The meeting, chaired by Hugh Baillie, president and general manager, brought out the point that UP is not only serving more radio clients but also is making greater use of radio itself in transmission of news to its bureaus. Harry Flory, foreign news manager and director of communications, reported that transmission of news around the world by radio increased by 30 per cent during the last year. UP now utilizes 170 transmitter hours daily, via facilities of Mackay Radio & Telegraph Co., compared with 132 hours a year ago. Transmissions are made point to point, being sent from one bureau and received simultaneously in other bureaus at multiple destinations. Flory added that "the day may not be far distant when it will be possible to extend this type of transmission to the whole world."

## ABC Sells "Green Hornet"

ABC will originate a transcribed version of "The Green Hornet" from New York under the sponsorship of General Mills on June 1. Network is also reported considering a deal for sponsorship of "Famous Jury Trials."

## New Tele Tuning Device Shown By Viewtone Corp.

(Continued from Page 1)

in which the new improvement was outlined. Company officials explained that experiments had shown that satisfactory reception could be made from point up to 100 miles, a range considerably more distant than predicted by industry engineers.

## Arthur O. Dillenbeck

Arthur O. Dillenbeck, retired advertising executive, died Monday at his home at Great Neck, L. I. Sixty years ago he entered the employment of the Allen Advertising agency, New York, and later was a partner in the Hanff-Metzger agency. When the Hanff-Metzger agency was absorbed by the Buchanan & Company, Dillenbeck became vice-president and served in that capacity until 1940.

*Send Birthday Greetings To —*

April 24

Paul Munroe      Helen Baughman  
Mal Furman      Betty Rhodes  
Bob Allison



## Playing for keeps

The time's coming. The time... when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore... and radio is part of the scheme... we suggest you put W-I-T-H at the top of your list.

This is the successful independent that delivers more listener-per-dollar-spent than any other station in this big 5-station town.

Yes... pretty soon the marbles will be down... and you'll be the W-I-T-H listeners in Baltimore.



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

**MUSIC has power**

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"

## CNY Hears Shouse On Radio's Problems

(Continued from Page 1)

appeared in the March 31, issue of RADIO DAILY. John Gray Peatman, wards chairman, handled this portion of the program.

Afternoon session was presided over by George Hammond, executive vice president of Carl Byoir Associates. Topic was, "Whither Radio and the Public" and the session was devoted to a "working public relations" confab. Panel members included Mark Woods, president of WJBC; William B. Lewis, vice-president in charge of radio for Kenon & Eckhardt, and James D. Shouse, president of the Crosley Broadcasting Corp. Lewis spoke on the topic, "Radio's Future," its objective to shoot down obstacles to be overcome and the advertising agency viewpoint. Woods said the same but from the network viewpoint.

### Lewis Has New Proposal

Lewis outlined a new proposal for closer co-operation and understanding between listeners and the industry. He suggested the appointment of sub-committees, which will make a survey and later report to the committee-as-a-whole. The complete findings then will be forwarded to the NAB, which will proceed to put the findings through on a national scale. The outline also provided for the setting up by the NAB of a permanent public board.

Shouse attacked the problems from the viewpoint of the "individual station" and went into detail on the matter of criticism of radio, the FCC's position and the responsibility of the broadcaster in raising even higher the standards of American radio. Shouse stated he saw no harm in the setting up of rules indicating precisely the duties of the FCC than broad ones which failed properly to guide the broadcaster in his duties to the public. Some of the criticism coming from the FCC, he saw as having its good points, despite the fact that "it has become fashionable in broadcasting to resent any attempt on the part of the Commission to concern itself with anything excepting allocation of facilities . . ."

### Ohio University Cited

As to the educator, where part of the criticism of radio comes from,

**5000 WATTS 1330 KO**  
**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.

## FCC Orders Station Off Air For "Program Of Deception"

(Continued from Page 1)

and George Cohen, acting jointly, acquired 700 shares, or 70 per cent, of the voting stock of Broadcasting Service Organizations, Inc., licensee of WORL, and since that time have been in "full control" of the station.

The Commission charged that for six years following March 25, 1937, WORL filed over 17 reports and applications, "knowingly misrepresenting" the real owners of the station.

"Even if we could assume, as we cannot," the FCC said, "that LaFount and the Cohens honestly, if mistakenly, believed that transfer of the shares of stock to the Cohens had not been completed, in that the certificates were still made out in the name of Nordblom, there would be no excuse for the repeated and successful efforts to conceal information from the Commission as to the new status of the stock as a result of the transactions of March 25, 1937, and September 24, 1940.

### Questionnaires Explained

"The Commission questionnaires, requesting information as to the beneficial ownership of any stock and as to any oral or written contracts or understandings concerning the voting rights, or ownership or control of such stock, are specifically intended to call to the attention of the Commission any transfer of an interest less than complete ownership in any shares of stock in a licensee. But the principals failed to make these required disclosures.

"While the purpose which may have led the principals in this case to conceal the full extent of the various stock transactions is not entirely clear, and under the ruling of the U. S. Supreme Court in the WOKO case would, in any event, not excuse the wilful misrepresentations to the Commission, some comment on the alleged purpose of the Cohens in attempting to insulate themselves from a possible law suit or law suits may be in order."

The station was given a temporary license until August 31 in order to wind up its affairs. The Commission

Shouse mentioned the Ohio U annual institutes for education by radio and believed them a good thing, but cited for example the fact that the university's own station failed to come in better than third in its area as to listening audience. FM eventually would probably do better by such educational institutions than AM, he believed.

In the aggregate, Shouse saw the critical groups as posing for radio's independently owned stations a public relations problem that will in the future require most careful thought and consideration. The Crosley prexy also took time out to defend the "soap opera," because in his own Cincinnati area, WLW carried them solid from about 2 to 6 p.m., in the afternoon, but despite the availability of other fare on several stations a great majority apparently preferred the series on his outlet.

also ruled that it will take no action prior to June 1, 1947, on any application for WORL's facilities.

### Com. Jett Dissents

In his dissenting opinion, Commissioner Jett said the majority action was too drastic. He stressed that it "was not clear" what the reasons were for the "deception" in the naming of true owners of the station, and added, "In the WOKO case, I concluded, in view of our mild measures to others in the past, to which the Supreme Court refers in its opinion, that an order designed to deal appropriately with the guilty parties and to give the innocent parties an opportunity to continue the service of WOKO would serve adequately to give notice to licensees and applicants that leniency in dealing with false statements and concealments of fact can no longer be expected from the Commission and would at the same time preserve from destruction the interests of the innocent parties and of the listeners who now receive WOKO's service.

"In WORL, however, I am not convinced that any of the parties are guilty of having made false statements and concealments which were designed to mislead the Commission. Accordingly, I do not concur in the Commission's drastic decision deny-

## Tele Interest High In Nation's Capital

(Continued from Page 1)

ager of the radio and television department of Southern Wholesalers, Inc., local RCA distributors. Dalo said that 25 per cent of the receivers in stock were sold on the first day.

"T-Week" opened with a heavy advertising and promotion campaign on Sunday, April 13, highlighted by newspaper ads and window displays by the 65 franchised RCA outlets in this area. Dalo said this week that displays attracted crowds "running into the hundreds" at the various afternoon broadcasts, which were aired over WTTG.

ing absolutely the application for renewal of WORL's license; nor do I concur in the decision which gives this station until August 31, 1947, to wind up its affairs and go off the air. Instead, I would favor a grant of the application for renewal of license and also the pending application of WORL for voluntary transfer of its facilities to the Bitner Broadcasting Company. If, however, it would be determined that there is a legal barrier to this action due to the recent filing of an application from a third party for WORL's facilities, I then would favor a hearing on the mutually exclusive applications with a view to determining on a comparative basis which of the three applications should be granted."

*We* are proud  
to announce that

**The Baldwin Piano Company**

*through their*

*Advertising Representative*

**Ruthrauff and Ryan Inc.**

*have purchased time on Station*

**WABF**

New York's First  
Frequency Modulation Station

# RADIO DAILY

## LOS ANGELES

By RALPH WILK

**J**OHAN T. BRADLEY has been added to the staff of KFI, filling position of account executive vacated when Haan Tyler took over as KFI's sales manager. Bradley has been affiliated with KFRU, Columbia, Mo., WTMV, St. Louis, Mo., WMBO, Peoria, Ill., Allied Advertising Agencies in Los Angeles, and most recently, KECA. He will start at KFI on the 1st of May.

Writer Maurice Zolotow arrived in Los Angeles to confer with Jack Benny and obtain material for a three-part story on Benny for Cosmopolitan Magazine.

Wendell Noble, Steve Allen and Eddie Truman of Mutual's "Smile Time" program supplied the luncheon entertainment for the Los Angeles Tobacco and Confectioners' Association meeting at the Biltmore Hotel, April 18th.

Hugh Brundage has been spotted as the announcer of the Philip Morris portion of the "Queen for a Day" program. Fort Pearson continues to handle mike chores for the Alka-Seltzer half of the show heard over KHJ-Mutual Don Lee.

### Station Rep's Luncheon Honors Memphis Outlet

Forjoe & Company, radio station representatives, tendered a luncheon yesterday to Herbert Herff, president and owner of station WHHM, Memphis, Tenn.

The luncheon, attended by some 30 radio department managers, time buyers, etc., of the various advertising agencies in New York, was held at the Empire Room of the Hotel Biltmore, New York City, with Joseph Bloom, president of Forjoe & Company, acting as host.

At the conclusion of the luncheon, Mr. Herff addressed the gathering, describing briefly WHHM's progress, since taking to the air in July of 1946, the Memphis radio market in general and stated that WHHM is "well on its way" towards completing plans for FM broadcasting. Mr. Herff made specific mention of the Hooper rating that his station has been enjoying, which on several programs, outranks the network stations in Memphis. Besides owning WHHM, Herff has the 6th largest Ford dealer agency in the United States, of which there are some 6000.

Among those attending were, William C. Dekker, McCann-Erickson, Inc., and James Rescor of the same agency; Betty Brunf and MacDonald



### Windy City Wordage. . . !

● ● ● Television will be put into theaters within the next two years, it is believed by many members of the Society of Motion Picture Engineers, meeting in Chicago this week. Considerable progress has been made toward that end, and the society's board of governors

Chicago voted to appoint a committee which will co-operate with all other sections of the industry to speed television in theaters. According to the engineers, pictures would be televised to theaters from a central broadcasting station in each city. . . . An interesting experiment in televising a stage play will be made Sunday by WBKB when a play written by Howard Bauerfind, young Chicago writer, and presented at the Eighth Street Theater will be televised. The telecasting equipment will be set up on either side of the stage and the play will be televised without disturbing the audience.



● ● ● This and That: Pat Burton, WBBM's gal newswriter, leaves next week for a two-week vacation in San Diego, Calif. . . . That new disc jockey show, "Creighton vs. Oliver," which made its bow on WGN last Saturday, is arousing considerable interest. Bill Oliver and Harry Creighton, the disc jocks, each chooses his own selections, staging battles between Betty Hutton vs. Lily Pons, Freddie Martin vs. Tchaikowsky, etc. . . . Frank B. Falknor, WBBM general manager, in New York this week on business. . . . Daylight saving time will shift two of NBC's popular programs. The National Farm and Home Hour, heard at 12 noon Saturdays, will move to 1-1:30 p.m., and Smilin' Ed McConnell and his Buster Brown Gang move from 10:30 p.m. to 11:30 p.m. . . . Pat Buttram, former WLS artist now on the West Coast, has received an offer to join the "Grand Ole Opry" at WSM, Nashville.



● ● ● Ruth Ashton of the CBS documentary unit staff has been in Chicago this week conducting research on atomic energy for a forthcoming network program. . . . Walter Lanterman, NBC maintenance supervisor, has completed revision and rewriting of a 20,000-word article on radio broadcasting for Encyclopaedia. . . . WGN will mark Babe Ruth Day, April 27, by putting a special Mutual Babe Ruth broadcast on the public address system at Wrigley Field during the pro-game warmup. . . . When Ralph Edwards meets the Quiz Kids Sunday he'll get a dose of his own medicine when the Kids spring "Mrs. Hush Hush" on him. . . . Bing Crosby's aloofness during his recent recording session here didn't set well with the press, some members of which made some caustic comments. . . . Jack Ryan, NBC publicity head, back from a California vacation, reports one can't walk ten steps in Hollywood without bumping into former Chicagoans who have made names for themselves on the West Coast. . . . Wendell Hall has just made a new series of spots for the F. W. Fitch Co. in which he sings the Fitch theme song.

Dunbar of Ted Bates; Patricia Fennell of the Biow Co.; Jerry Sill, J. D. Tarcher; Vera Brennan, Duane Jones Co.; Tom Lynch of Donahue & Coe; Mary McKenna, Benton & Bowles; C. L. VanDoren, Hixson-O'Donnell Adv., Inc.; Anabelle Anderson, Robert Orr Associates; Frank Silvernail; BBD&O; W. D. Edourde, Badger & Browning & Hersey; John Hymes, Biow; Chet Slaybaugh, Morse International, Inc., and Mort Bassett of the same agency; Joe Ruggiero of Newell-Emmett Co.; Carl Mark, Al Paul Lefton Co., Inc.; George Castleman, Birmingham, Castleman & Pierce, Inc., and Harold Kaye, Olian Adv. Co.

### George A. Ward

George A. Ward, member of the WNYC announcing staff for 10 years, died suddenly following a heart attack, April 22, at his home on Long Island. His age was 46. The "Town Hall" luncheon club broadcast over WNYC yesterday, which Ward had handled every week, carried a tribute to the announcer made by Adelaide Hawley. "Star Gazer," a Sunday 8 a.m. poetry and musical program via the city owned station, which Ward also conducted, will render a memorial salute next Sunday.

Ward is survived by his wife, daughter, and father.

## AGENCIES

**R**OSS V. CUNNINGHAM, president of the American Marketing Association has announced the membership committee. Robert F. Elrick, manager of market research and product testing of the Pepsodent Division of L. E. Brothers Co., Chicago, was named chairman. Other members of the committee are: Rene Pepin, vice-president and director of research, Stockwell West, Burkhart, Inc., Cincinnati; Robert C. Story, Seattle Chamber of Commerce, Seattle; Casilda Atkinson, director of research, Farm Journal Inc., Philadelphia; William Apostolbaum, Stop & Shop, Inc., Boston; Stahrl W. Edmunds, Northwestern National Life Insurance, Minneapolis; Katherine Grimm, Edward G. Doherty Co., St. Louis; Harry Gould, The Week Magazine, 420 Lexington Avenue, New York, N. Y.; Nancy Brunf, Western Auto Supply, Kansas City, Mo.

AL PAUL LEFTON CO., Inc., New York and Philadelphia advertising agency is handling the account of Ocean City Fishing Reels and M. S. Tague Rods on WOR's "Hunting and Fishing Club of the Air."

### Babe Ruth Day On MBS To Be Heard At Game

(Continued from Page 1)

will broadcast the ceremonies from 1:50-2 p.m., EDST. Program will be opened by Cardinal Spellman, and in addition to the appearance of Babe Ruth, will include Father Gilroy who helped guide the baseball idol in his earliest years, Albert B. Chandler, Ford Frick, William Harridge, and Barrow and 13-year-old Larry Grier, All-America in the American Legion baseball league. Plan for the broadcast was worked out by baseball's Commissioner Chandler and Paul Jonas, sports director for MBS.

By use of public address system, the broadcast will be carried live at Ebbets Field, Brooklyn, and at a ball park in Cleveland with feeds coming from WOR and WHK, respectively. Due to difference in time, the following stations will provide playback in the other five major league cities: WIP, Philadelphia; WCDW, Cincinnati; WGN, Chicago; WNEP, Boston; and KWK, St. Louis.

## CREATIVE IDEAS IN SPOT RADIO

If you want a musical commercial custom-made for your needs, call on the Gordon M. Day organization . . . You'll assured expert creative ideas and expert production — radio spots that sell merchandise — scientifically designed to achieve maximum results per dollar. Write or phone for details.

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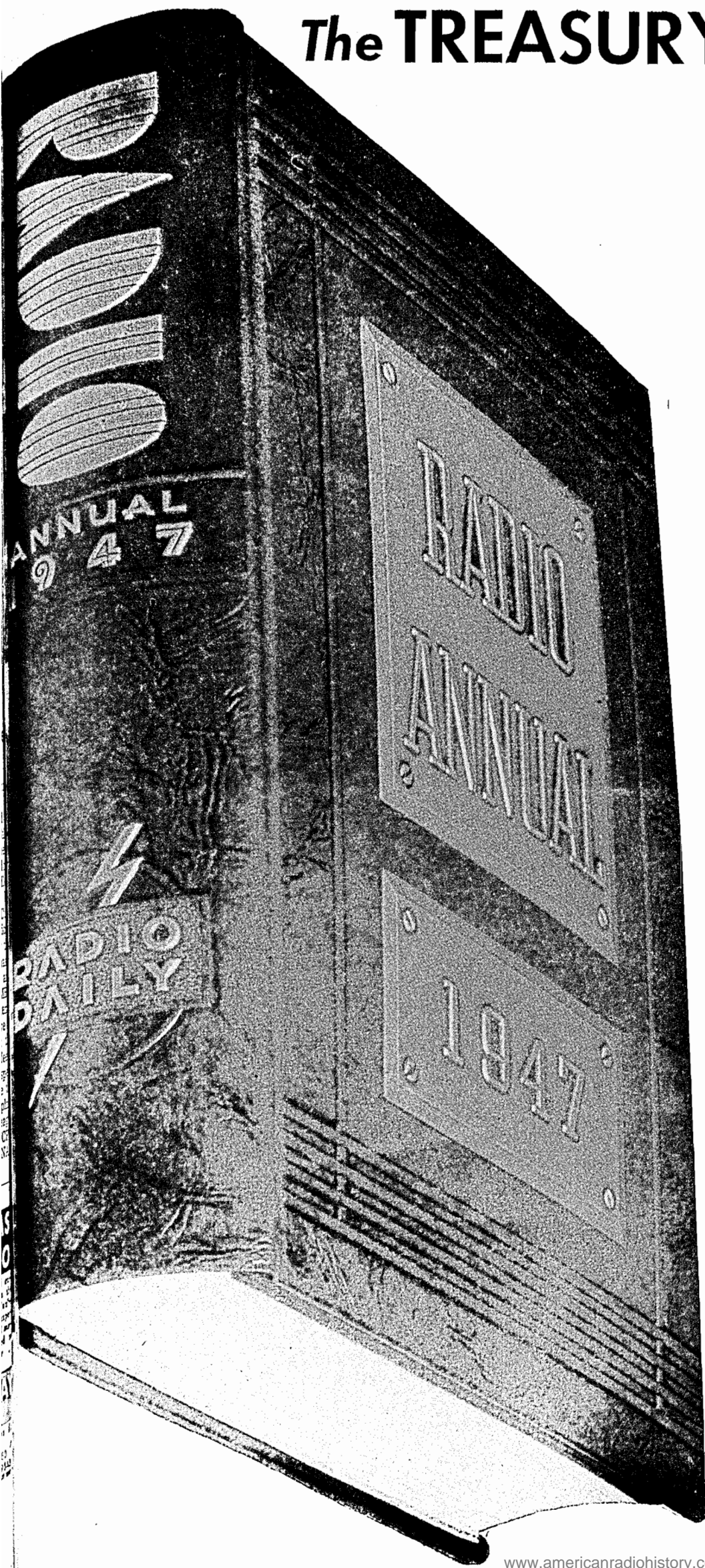
THE BETTER HALF  
Audition records available

## COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



# The **TREASURY** of **REFERENCE**



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OF THE 1947

## **RADIO ANNUAL**

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SUBSCRIBERS  
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ONE YEAR SUBSCRIPTION  
(260 ISSUES) \$10.00

— ■ —  
RADIO'S RECOGNIZED  
BOOK of INFORMATION  
COVERS EVERYTHING  
GOES EVERYWHERE

## \$250,000 FM Deal By RCA And ILGWU

(Continued from Page 1)

ing to W. W. Watts, vice-president in charge of RCA engineering products department, which will build the equipment in its Camden (N. J.) plant.

Frederick F. Umhey, executive secretary of the ILGWU and secretary of Unity, who signed the contract, said the stations will be located in Chattanooga, St. Louis, Los Angeles, New York, Boston and Philadelphia, Chattanooga will be the first to receive its equipment, with construction scheduled to start May 1 and expected to be ready for broadcast operations by Labor Day. Land has already been purchased for the St. Louis station, Umhey added, and construction here is expected to begin in 30 days. Construction permits have already been granted to Unity in Los Angeles and New York, in addition also to Chattanooga and St. Louis, with the other cities awaiting approval from the FCC.

Equipment includes five FM transmitters of 10,000 watts, and one 1,000 watter, as well as the necessary studio control and audio equipment for each outlet. Transmitters are completely new in design, according to RCA, and employ post-war circuits, newly developed tubes and a new kind of unit construction. Studio equipment includes microphone, audio amplifiers, monitoring loudspeakers, and audio console control equipment.

Engineering and studio personnel for the six stations will be drawn from the respective local areas, according to Morris Novik, ILGWU radio consultant. Also present at the signing in the union's offices were: T. A. Smith, general sales manager, RCA engineering products department, and Paul A. de Mars, of Raymond M. Wilmette, Inc., who have been commissioned to design and build the Unity stations.

### Hill Hospitalized

Edwin C. Hill, who gives the "Human Side of the News" via ABC at 3:30 p.m., EST, daily, was taken to the West Side Hospital in New York last Friday suffering from a kidney ailment. George Fraser handled the newscast Friday and John B. Kennedy is scheduled for this week.



## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY OOPS:**—With Executives of New York key outlets and AFM Local 802 each awaiting the other's next move, there meanwhile exists a dearth of local musical sustainers . . . and the music publisher as usual finds himself "in the middle." . . . ● Johnny Burke and Jimmy Van Heusen have delivered an interesting score in the current Paramount flicker "Welcome Stranger" starring Bing Crosby . . . especially the ballad "As Long As I'm Dreaming." . . . Burke and Van Heusen is the publisher. . . ● Maestro Frankie Laine's Mercury disc of "That's My Desire" is responsible for that ballad getting a number one plug at Mills . . . written by Carroll Loveday and Helmy Kresa, it was originally published by Pat Flaherty's Sterling Songs back in 1931 and subsequently acquired by Mills. . . ● If plans jell, former screen star Richard Barthelmess will be starred this summer in a series of adventure yarns heard via NBC. . . ● Comes mid-June and Perry Como will vacation from the NBC Chesterfield Supper Club on a theater tour, starting at the Gotham Paramount. . . ● Chalk up a sure hit for Emery Music's latest ditty, "New Moon In New Mexico" . . . song was written by Marjorie Goetschius, co-writer of "I Dream Of You" (More than you dream I do). . . ● On its way to becoming a hit for the third time in a generation . . . Irving Berlin's standard "Alexander's Ragtime Band," which received its latest revival due to the re-release of the Fox musical of the same name.

★ ★ ★

● ● ● For the past decade he's been producer of some of NBC's top musical programs . . . before entering Radio, he wrote sketches, vaudeville acts and songs, and is one of the charter writer-members of ASCAP . . . in 1927 he became accompanist to Grace Moore and played for her when she made her vaudeville debut at the Palace Theater in New York where she featured "Rhapsody In Blue" . . . he thus became the first musician (excluding of course Paul Whiteman) to publicly perform that jazz classic . . . he became known as the "Dean of Accompanists" after several seasons with Miss Moore . . . among some of his better known compositions are, "In the Heart of a City That Has No Heart," "Chicken Reel," "What Do You Mean You Lost Your Dog" and "Scented Roses" . . . his name—JOE DALY.

★ ★ ★

● ● ● Mutual Music has a fine ballad in "The Man Who Paints The Rainbow in the Sky" . . . written by Larry Stock, Irving Melsher and Cy Coben. . . ● Roy Jordan, former Chicago rep for Jefferson Music has joined the Gotham staff at Bregman, Vocco & Conn. . . ● Chappell & Co. is setting a nation-wide "Memorial Day" plug on its classic "A Soldier's Prayer," written by Harry S. Miller and Leo Rusotto. . . ● That thrilling tenor note, nine-year-old Bobby White, who recently scored on the Fred Allen Show, is a real chip off the old block . . . his dad is Joe White, who some years ago, was nationally famous as "the Silver-Masked Tenor." . . . ● Last week, Sir Stork dropped a little bundle named Paula at the Morrey (International Artists exec) Davidsons. . . ● Happened to tune in recently on the NBC Cupid show, "Honeymoon In New York." . . . Don't know when we had more laughs for breakfast . . . there were eight bachelor girls from Toronto, celebrating their club's 25th anniversary, and that was all emcee Ed Herlihy and announcer Herb Sheldon needed. . . ● Lady Luck has invaded the alley but from every angle . . . in the past year we had "I'm A Lucky So and So," "Happy-Go-Lucky," and "If I'm Lucky" . . . now Feist is working on the novelty "Mahzel," (which is Yiddish for Lucky) and Manor Music is setting some major recordings and plugs on "Lucky."

★ ★ ★

● ● ● **ON AND OFF THE RECORDS:**—Maestro-Composer Emery (Play, Gypsy Play) Deutsch has reorganized his orchestra and will wax eight sides of Gypsy Airs for Majestic. . . ● Basso Norman Cordon of "Street Scene," has just made his third album for Victor Red Seal . . . a group of Oratorio Arias. . . ● Texas Jim Robertson's newest Victor disk of "A Home of My Own," sounds like a natural and will get plenty of Juke Box play as well as activity from disk jockeys . . . flip-over is the livelier "Ida-Idaho."

## Overseas Programs Of OIC Believed

(Continued from Page 1)

exception of that portion paid solely to Latin-America, having been endangered was confirmed yesterday by Assistant Secretary of State William B. Benton. Benton, testified before the House Committee on Appropriations in the executive departments, stated that the House Appropriations Committee has decided to rule out funds for the OIC.

**Withholding All Funds**

Benton pointed out that because no legislation authorizing the international information program yet been enacted, members of the appropriations group are insisting upon the withholding of all funds to be used for those purposes which currently, are unauthorized.

### Sports Clinics

Stan Lomax, WOR sportscaster will conduct two clinics on radio writing and broadcasting for reporters and editors of high school publications in the metropolitan area April 26 and May 3. Well known sports celebrities will be on hand to grant interviews to the school editors and WOR will award a U. S. Savings Bond for the best story presented. Clinics will be held at 10:30 a.m. on Wednesdays at the WOR Radio Theater on West 52nd street.

## FOR 12 YEARS HE'S TOLD THEM TO GET UP

Baltimore, Maryland—

Marylanders are swell fellows to wake up, according to Ralph Powers, now in his 12th continuous year on WFBR's Morning in Maryland program. During that time Ralph has maintained supremacy as a salesman who really sells. For WFBR is a living, breathing radio station not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want to buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

# open letter to FREE & PETERS

---

31 March 1947

Dear Colonel:

It's generally the outfit that comes out on top of a survey that hastens to publicize the findings. We're the exception to the rule.

Your January 1947 survey of the trade paper reading preferences of advertisers and agency executives deserves a hand. The fact that over 100 replies were tabulated speaks well for the simplicity of the questionnaire and importance of the sample.

SPONSOR didn't show up first, or second, or even third. But here's the fact that stopped us. Of the first 10 trade magazines listed some were 50 years or older. None was less than 11 years old . . . except one. The single exception was SPONSOR. And SPONSOR was exactly two issues old.

We caught wind of the results when we called on KFAB, Omaha. Promotion chief Harold Roll said, "Quite a coincidence that you dropped in now. I've got two surveys on my desk bearing on SPONSOR. We've just finished one of our own and you didn't do badly at all. But it's this early-January F&P job that flabbergasts us. Here you fellows were just starting publication and you register 1198 points."\*

(Note: We didn't realize it at the time, Colonel, but when we checked your breakdown later we discovered SPONSOR ahead of four of the long-time favorites in one or more categories.)

Then Roll asked, "If SPONSOR showed so well among advertisers and agencies when it was still in diapers, what's the score now that you're veritable greybeards?"

That's our problem. Colonel F&P. Here we're crowding our seventh issue and we don't know. Please, Sir, would you mind making another survey?

Sincerely,

SPONSOR PUBLICATIONS Inc.

*Norman R. Glenn*

Publisher

Norman R. Glenn/ac

---

\* Besides SPONSOR, two other 100 per cent broadcast publications appeared in the first 10. SPONSOR (then two issues old) garnered 34 per cent as many points as A, 63 per cent as many as B.

## Publicity Piling Up For Allen And NBC

(Continued from Page 1)

bill the network for \$250 covering the 25 or more seconds deleted.

More, the American Civil Liberties Union wrote Niles Trammell, web president, that free speech and civil rights were involved. Trammell, expected back at his desk today, will write an answer forthwith.

### Chapter Two

Tuesday night Bob Hope decided to ad lib and said "Las Vegas is the only resort where you can get tanned and faded at the same time. Fred Allen can get faded"—zing, someone pressed the cut-off button and Hope lost a few seconds.

There followed one Red Skelton, who started to say "Fred Allen" and he got the same treatment. Skelton then remarked he had "joined the parade of stars, finally."

While listeners to some extent were mystified, a late news commentator, Grant Parr, at 12:55 a.m. started to tell the audience what had happened earlier and ran right into the NBC chimes, cutting him off automatically because he was overtime. Meanwhile British papers were running the story straight, on the front pages.

It struck NBC that this was going too far and the tide should be turned into the full publicity channel. Consequently Dennis Day and others last night made reference to the Allen debacle and no itching fingers pressed any buttons. They had their full say.

Sunday night should be a big one for Fred Allen, or is that why NBC ordered a special Hooper survey of the expected augmented audience?

Flash! NBC offers Fred Allen an honorary vice-presidency in NBC. Fred may formally accept it during course of his program, when Don McNeill is scheduled for a guest shot.

## Mansfield, Of Sylvania, In RMA Committee Post

Frank T. Mansfield, director of sales research for Sylvania Electric Products, Inc., New York City, has been appointed chairman of a reorganized RMA industry statistics committee by the RMA president, R. C. Cosgrove. Mansfield succeeds the late Fred D. Williams, of the Philco Corp. He formerly was vice-chairman of the RMA committee and has been succeeded in that position by H. P. Alspaugh of the RCA Victor Division, Camden, N. J.

### Stork News

A seven pound, one ounce daughter, named Ellen Roberta, was born to Mr. and Mrs. Robert Krieger last Sunday, April 20. Father is account executive at WQXR.

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO

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

## ABC Sets Recording Show; Disc Jockeys Riding High

(Continued from Page 1)

for another 15 minutes. The Whiteman package of records and commentary has been widely auditioned by ABC to agencies and sponsors the past few weeks. Package, according to reports, calls for talent costs of \$6,000 on a Monday to Friday schedule with \$4,000 of it going to Whiteman and the balance to the network.

In the agency field Whiteman as a platter spinner is regarded as a good buy while in the music booking field the proposal is characterized as a reflection on the name orchestra business and detrimental to the sale of name bands to commercial radio. The Whiteman platter deal, according to reports, was discussed by Music Corporation of America executives at their meeting with President Jules Stein in New York the past week.

First audition program of Whiteman as a record spinner was reported well received by the agencies. Working from a script, Whiteman introduces records made by singers and musicians who were formerly with his band with nostalgic asides about these associations.

Speculation in the agency field is that Whiteman has set a pace for himself in the first record spinning programs that may be hard to sustain after he exhausts his comments about the name personalities once associated with his band. The 'alumni' list includes Bing Crosby, Dinah Shore, Joan Edwards, Henry Busse, Morton Downey, Jane Froman, The King's Jesters, Jack Teagarden, Mildred Bailey, Red Norvo, Ramona, King's Men and Roy Bargy.

### Disc Jockeys Gaining

Coupled with announcement of the Whiteman platter show, RADIO DAILY learned in a survey of the disc jockey field that interest is growing in this type of show and that commercially more sponsors are participating in these presentations.

All New York stations, currently carrying recorded and transcribed programs, report a definite increase in the sponsorship of such programs, either through "live" or transcribed spot announcements or partial or complete sponsorship of the various programs. In some cases, stations are fully booked for "live" or transcribed spot announcement sponsorship on their transcribed shows, while others are showing anywhere from a 10 to 30 per cent increase in business over the same period last year. Particularly noticeable, is the interest being shown in the disc jockey programs, which have definitely come into their own in the last six months.

### Agencies Pleased

Advertising agencies are also reporting client interest in transcribed programs, particularly national sponsors, and in many cases, one particular program is carried by many independent stations throughout a single state. "Number Please," a public service program sponsored by the Michigan Bell Telephone Com-

pany is currently carried by 16 independent stations throughout the state of Michigan. In the territory of Hawaii, a half hour transcribed musical program, sponsored by the Hawaiian Pineapple Company, is now carried by two stations there, KGMB, Honolulu, and KHBC, Hilo. The nationwide picture is much the same, with local and national sponsors mentioning their products on transcribed programs aired by stations in every state.

### RCA-Victor Package

RCA-Victor now has a record program available to any station, in the form of a record library, entitled "Music You Want," which is a half-hour transcribed program of classical music on Victor Red Seal Records and is presently carried by 50 independent stations throughout the U. S. In addition, suggested airscripts are supplied with the recordings. Columbia's "Masterworks Album" is a similar service, open to all subscribers.

The same trend prevails in the New York metropolitan area, with most ET and disc jockey programs well filled with "live" and transcribed spot announcements of name brands and items of local sponsors. Outstanding of this type program is "Ted Husing's Bandstand," aired by WHN, containing many live spot announcements by various sponsors which is broadcast for a total of 21 hours weekly. WHN carries a total of 78 hours of weekly transcribed and recorded programs and 34 hours of fully transcribed programs each week, during which time some 500 transcribed spot and some 170 "live" spot announcements are made.

WINS has two disc jockey programs, one running a total of 12 hours each week, the other a total of six hours weekly, in addition to the "Singing Battle Royal" program, which is broadcast one and a half hours daily, six days per week. Station claims a 25 to 30 per cent increase in the sponsorship of transcribed programs for the first quarter of this year as compared to the same period in 1946 and that March of this year they reached the highest peak in sponsorship of transcribed programs in the station's history. Mail pull for the station's total transcribed programs averages between 2,000 to 2,700 letters each week, with a number of letters making mention of the sponsor or the product.

The New York Times station, WQXR, which broadcasts "long-hair" music predominantly, reports

## Old Gold Dropping Frank Sinatra So

(Continued from Page 1)

dent and general manager of *Billboard* & Mitchell, indicated that the cancellation was purely cold business reason, in view of the fact that each renewal, Sinatra received a substantial increase in money, but the program rating was not kept up with the rising scale. In the show's current rating is held lower than the average of the preceding year. Since Sinatra has gone into it, the agency could see its way clear toward making improvement.

Check on Sinatra's Hooper for 1945-46 season from September to April, reveals a low of 9 and a high of 13.9. For the 1946-47 season from September to April, it reveals a low of 8.4 and a high of 11.6.

several of their programs filled so far as sponsorship is concerned. This is one of the few stations that does not have any disc jockey programs, since all transcribed and recorded programs are spun by station's engineers and "live" announcements made by staff announcers.

WOR currently has two disc jockey programs and an all-night recorded program sponsored by Alda Products, plastic manufacturer, which runs from 2:00 a.m. to 5:45 a.m., and a substantial mail pull. Together with station's three transcribed programs averages about 2,000 letters each week.

Types of sponsorship vary, according to locality, station's audience, etc., but in the main, drug companies appear to be the top sponsors of transcribed and recorded programs and around the New York City area Candy manufacturers, clothing, tobacco firms, soft drink companies all rank high in sponsorship of such programs. In fact, there is hardly a product today, that is not made a mention of on some ET or disc program throughout the country.

Beautiful

## HOME FOR SALE

Large Bungalow style home available for immediate occupancy. Suitable for all year round. Situated on half-acre of high, dry ground at Lake Oswego (N. Y.), one hour from Grand Central. All modern improvements, including heat, hot water, artesian well, electricity, telephone, etc. Completely furnished. Completely insulated, fully screened, newly painted and decorated. New 7 cubic foot refrigerator. Lake privileges. Perfect home or retreat for Radio executive, writer or producer. Price: \$10,000. Write

Box No. 339, RADIO DAILY  
1501 Broadway, New York 18, N. Y.  
or phone YOnkers 5-3913



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 39, NO. 19

NEW YORK, FRIDAY, APRIL 25, 1947

TEN CENTS

## Publishers Buying Fax

### Major Webs To Cover Opening UN Session

All major networks, have assigned two or more men to cover the United Nations General Assembly at Flushing Meadows on Monday when the Palestine question will be up for discussion. Also, portions of the proceedings will be telecast by both NBC and CBS through their respective outlets, WNBT and CBS-TV. In some instances, exact schedules have not been worked out due to webs desiring to pick the most desirable portions of the assembly. In addition to network

(Continued on Page 5)

### License Renewals Given To Forty AM Stations

Washington Bureau, RADIO DAILY—Washington—The FCC yesterday granted license renewals to two score stations, the largest such list in recent years.

The following stations were granted renewal of licenses for the period ending May 1, 1950:

WMN, Fairmont, W. Va.; KPAC, Arthur, Texas; WSIX, Nashville; KLV, Denver; KPRC, Houston; WDC, Meridian, Miss.; WCSH, Portland, Maine; WELI, New Haven;

(Continued on Page 8)

### TV ET Company Launched In Chicago

Chicago—Josef Cherniavsky, music director in charge of production of Tele-Radio Creations, Inc., announces that Jim Ameche will arrive in Chicago next week to begin work for the firm under an exclusive long term contract. Ameche

(Continued on Page 5)

### Double Play

Carl Haverlin's last official act as president of BMI involved WMID, a radio station in Atlantic City. Haverlin signed papers making WMID the 400th affiliate in the BMI chain, and a few moments later added his signature to the station's BMI license. Paul Hankin, WMID, formerly served under Haverlin at Mutual.

### Telephone Survey Surprises Listener

Washington—The hour was 8 p.m. and WOL switchboard operator Mrs. Margaret Scheer was idly listening to the station breaks go by when she was jarred from her reverie by the persistent R-R-ring of the private phone in General Manager Jones' office.

Margaret left her board to walk into Jones' office and as she lifted the phone, a voice with a smile in rapid fire asked two questions and made one statement. "Are you listening to your radio? What station are you listening to? And this is a national radio survey." Your guess is right—Margaret had all the answers.

### John G. Paine Dies; Was Ascap Gen'l Mgr.

John Gregg Paine, general manager of Ascap, died suddenly Wednesday night in Detroit where he suffered a cerebral hemorrhage after delivering a speech to the National Federation of Music Clubs. He was 57 years old.

Long a specialist in copyright law,

(Continued on Page 5)

### Aleman Arrival Next Week To Get Pooled Tele Cover

Washington Bureau, RADIO DAILY—Washington—Arrival of Miguel Aleman, president of Mexico, at National Airport in Washington next week

(Continued on Page 2)

### Television Outlook Bright, Thomas Tells Movie Crowd

Television "easily may be the most powerful advertising medium ever known" and within three to five years from now "may carry the major advertising load of some companies," Eugene S. Thomas, sales manager of WOR and president of the Advertising Club of New York, told the Associated Motion Picture Advertisers at its 30th anniversary dinner this week at the Astor Hotel. Reviewing the recent introduction

### Manufacturers Report Facsimile Sales During Publishers Convention; New Demonstrations Set

### FCC Acts Favorably On 24 FM Applicants

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday took favorable action on 24 applications for FM stations and facilities.

The following were given FM conditional grants:

Nied and Stevens, Inc., Warren, Ohio; E. Anthony and Sons, Inc., West Yarmouth, Mass.; WHDL, Inc., Olean, N. Y.; Copper City Broadcasting Corp., Rome, N. Y.; Woodrow Miller, doing business as

(Continued on Page 6)

### GI's Follow Radio Plea To Reinstate Insurance

Washington Bureau, RADIO DAILY

Washington—Radio alone is responsible for 36.6 per cent of the reinstatements of GI insurance in Chicago, according to information released by Charles Dillon, chief, Ra-

(Continued on Page 4)

### Considine Named Head Of Overseas Press Club

Robert Considine of International News Service was elected president of the Overseas Press Club of America at the club's annual meeting last

(Continued on Page 2)

Increasing interest by newspaper publishers in radio facsimile was pointed up yesterday when it was learned that some 12 to 14 publishers have placed orders for equipment after seeing it demonstrated here at their annual convention. The orders were said to have been placed with Radio

(Continued on Page 3)

### D. Of J. Urges Court To Approve Lea Act

Washington Bureau, RADIO DAILY

Washington—The Department of Justice yesterday asked the U. S. Supreme Court to uphold the constitutionality of the Lea Act.

The U. S. Court of Appeals declared the Act unconstitutional because it was directed at James C. Petrillo, president of the AFM. In a brief

(Continued on Page 3)

### Radio And Movie Stars To Give Texas Benefits

Radio and motion picture stars are flying to the Texas gulf coast area this week-end for a series of shows to benefit victims of the recent Texas City disaster. Gen. Jonathan Wainwright, U. S. Fourth Army commander, is sending a C-54 to Hollywood to transport the performers to

(Continued on Page 2)

### Spot Coverage

The Yankee Network, Boston, sent a special events crew equipped with a wire recorder to Newburyport, Mass., to interview merchants, housewives and civic officials on the community's decision to reduce prices on all goods. Interviews included one with Mayor John M. Kelleher who sparked the price reduction drive now gathering national momentum.

(Continued on Page 6)



Vol. 39, No. 19 Fri., Apr. 25, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Thurs., Apr. 24)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	164 7/8	164 1/4	164 3/4	- 1/8
CBS B	25	25	25	.....
Farnsworth T. & R.	6 3/8	6 1/4	6 1/4	.....
Gen. Electric	35 1/8	34 1/2	35	- 1/4
Philco	25 1/2	25 3/8	25 1/2	- 1/4
RCA Common	8 1/8	8	8	- 1/8
RCA First Pfd.	71 1/4	71 1/4	71 1/4	- 3/4
Stewart-Warner	16 7/8	16 1/2	16 1/2	- 1/8
Westinghouse	24 7/8	24 3/8	24 7/8	+ 1/4
Westinghouse Pfd. A.	99	99	99	.....
Zenith Radio	17 3/8	17 3/8	17 3/8	- 1/8
NEW YORK CURB EXCHANGE				Net
Nat. Union Radio	3	2 7/8	2 7/8	- 1/8
OVER THE COUNTER				
Du Mont Lab.		Bid	Asked	
Finch Tele Comm.		5 3/4	6 1/2	
Stromberg-Carlson		13	14 1/4	
U. S. Television		1 1/2	2	
WCAO (Baltimore)		38		
WJR (Detroit)		16		

## Aleman Arrival Next Week To Get Pooled Tele Cover

(Continued from Page 1)

Tuesday, and his address to a joint session of Congress on the following day, will be televised in a pooled broadcast by Du Mont, NBC and CBS, it was made known yesterday.

Both events, which are in the nature of a return to President Truman's visit to Mexico last Fall, will be aired by WTTG in the Capital, and transmitted via co-axial cable to WNBT, WCBS and WABD in New York. Actual time of the telecasts have not been set as yet.

IN CLEVELAND IT'S

# WHK

# ★ COMING AND GOING ★

**WILLIAM DRIPS**, director of agriculture at NBC, has left on a 2,000-mile airplane survey of soil resources in northwestern United States as guest of Friends of the Land, civic organization sponsoring the trip.

**EDGAR KOBAK**, president of the Mutual network, is back at his desk following a business trip to the midwest.

**MURRAY CARPENTER**, vice-president of WPOR, American network affiliate in Portland, Me., is in town for conferences at the headquarters of the web.

**JOSEPH F. MacCAUGHTRY**, president of the Cardinal Co., program producers, is back at his New York offices after having attended the NAB regional meetings in Kansas City and Houston.

**ROBERT B. HUDSON**, Columbia network director of education, up to Bronxville to address the students of Sarah Lawrence College on the subject of "Modern Communication."

**CLARENCE WHEELER**, vice-president of WHEC, Rochester, N. Y., a visitor yesterday at the station relations department of CBS.

**JOHN PFEIFFER**, science director at CBS, has left for a week-end at New Hope, Pa.

**JOHN CHURCHILL**, director of research for the Broadcast Measurement Bureau, left yesterday for Toronto, where he will confer with officials of the Bureau of Broadcast Measurement, Canadian counterpart of the BMB.

**RALPH BRUNTON**, owner and president of KQW, San Francisco, is back at the station following an extended trip to New York.

**WENDELL B. CAMPBELL**, general manager of KMOX, who was in New York this week for the station-managers' meetings at CBS, has returned to St. Louis.

**TYRRELL KRUM**, whose weekly network feature, "Veterans' Advisor," is heard on NBC, is in town from Washington, D. C., for talks with ex-soldier groups here. Tomorrow's stanza of the program will originate at Radio City.

**RICHARD HUBBELL**, television consultant, will leave New York this week-end for Cincinnati, where he'll spend two weeks.

**RALPH EDWARDS** and his "Truth or Consequences" program company, are in Chicago. Ralph will broadcast tomorrow's program from the International Amphitheatre in the Windy City.

**WALTER SCHEFF** has arrived in New York to be featured as singer on the Jack Bundy program over WINS starting next Monday.

**MRS. MARY VAN DOREN**, whose "Exploring Music" is heard on WIP, Philadelphia, is back in the Quaker City after having attended the conference of music teachers in Scranton, Pa.

**ELSIE DICK**, Mutual network's director of education programs, went up to Croton-on-the-Hudson Wednesday to address a meeting of the Parent-Teachers Assn.

## Radio And Movie Stars To Give Texas Benefits

(Continued from Page 1)

Galveston for a show Monday, April 28, at the city auditorium and to Houston the next day for a benefit at the Music Hall auditorium.

Stars who have volunteered for the benefits include Jack Benny, Phil Harris, Alice Faye, Eddie (Rochester) Anderson, Frank Sinatra, Gene Autry and Marjorie Reynolds. Jimmie Fidler, who will also be in the troupe, will originate his ABC broadcast at 9:30 p.m., EDT, on April 27 from a network affiliate near the stricken city. On his broadcast last Sunday, Fidler offered to lead a group of stars through Texas in a series of benefits.

Gov. Beauford H. Jester, upon learning of the scheduled performances, wired the Hollywood stars: "Have just learned of your gracious offer for the people of Texas and Texas City. Let me express genuine appreciation to all of you for bringing your shows to Galveston and Houston for the benefit of the disaster victims of Texas City."

## Schechter On NAB Com.

Washington—A. A. Schechter, vice-president of Mutual in charge of news and special events, has been named to replace Carl Haverlin as member of NAB's Public Relations Executive committee, it was announced yesterday. Haverlin, former Mutual veepee, recently was elected president of BMI.

## Presidential Pickup

Major networks have been notified that President Harry S. Truman's official greeting to President Aleman of Mexico will be available for pickup from the National Airport, Washington, at 4 p.m., Monday. President Aleman will be a White House guest.

## Considine Named Head Of Overseas Press Club

(Continued from Page 1)

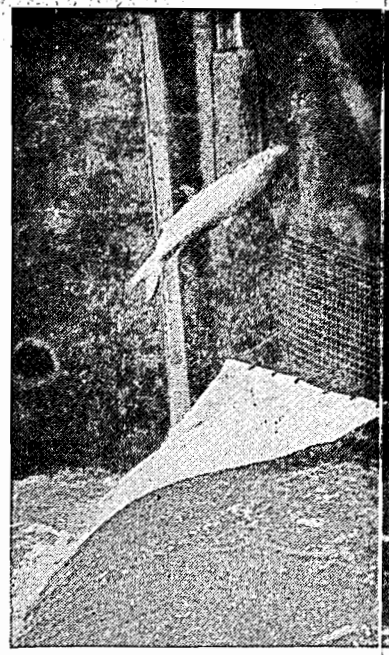
night at Town Hall Club, 123 West 43d Street, succeeding W. W. Chaplin. Vice-presidents elected were Egbert White, publisher of United Nations World; Leo Branham, of Associated Press, and Larry Leseuer, of Columbia Broadcasting System. Hester Hensell was re-elected secretary and Ralph Jules Frantz, treasurer.

Members elected to the Board of Governors were: Frederick K. Abbott, Richard Tregaskis, Bruno Shaw, Al Newman, John Charles Daly, Sonia Tomara, Gregory Ziemer, Col. David P. Page, Joseph B. Phillips, Lee Carson, Ruth Cowan, William P. Carney, Bernard Estes and Thomas M. Johnson.

The club passed an amendment to the constitution making all past presidents in good standing automatically members of the board of governors. Past presidents are Wythe Williams, Eugene Lyons, Lowell Thomas and Lucian S. Kirtland.

At the dinner preceding the business meeting the speaker was General Carlos P. Romulo, Philippines delegate to the United Nations.

WHERE'S CASEY?



# Upstream

That Chinook salmon finny counting five feet to get over tit board at Bonneville Dam.

That's a fightin' species for ya.

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

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

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

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

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

# Publishers Eying Fax With Greater Interest

(Continued from Page 1)

ventions, Inc., which along with Finch Telecommunications, Inc., has exhibits in operation at the publishers' meeting.

Names of newspapers placing orders for facsimile scanners and recorders were not learned since the publishers, due to the competitive nature of the project, do not wish to reveal their plans until a later date. The orders, however, will be filled by Temco Corp., New York, which now is assembling component parts. Two other radio and electronic manufacturers are also expected to tool up for facsimile within the next few weeks. One of them is reported to be a big name manufacturer. Another corporation giving consideration to facsimile is Westinghouse but has set no starting date for production.

### Philly Demonstration Set

Meanwhile, the Philadelphia Inquirer has announced that it will hold a public demonstration of facsimile from May 5-9 through facilities of WFIL-FM. Technical set up will be arranged by Radio Inventions, which will provide a demonstration similar to the one held last month by the Miami Herald and WQAM-FM. The inquirer is now assembling a facsimile staff and has named Merrill Bennett facsimile editor. The paper is one of those which ordered facsimile equipment from General Electric last fall. Another public demonstration of facsimile may be staged in Rochester, N. Y., soon by the Gannett newspapers and WHEF-FM.

### Facsimile Course Planned

While facsimile industry officials at the publishers convention in New York revealed that interest in the medium was 20 times greater than ever before, it was learned that the University of Miami is planning to inject facsimile studies into its journalism course next fall. There will be three hours of lectures a week and four hours of laboratory work. Lab will be set up at the Miami Herald although the equipment is being supplied by the university. By this time the Herald and its FM outlet expect to have facsimile in daily operation, thereby allowing students to observe actual working conditions. University of Miami, in co-operation with the Herald, will also offer a short course in facsimile publishing next fall especially for editors and other newsmen recommended by their newspapers. Purpose of the course is to afford newsmen background knowledge necessary to publication of a newspaper facsimile edition.

## ★ AGENCY NEWSCAST ★

**B**OB MEEKER, general manager of Radio Advertising Company, national station representatives, announces that effective May 1, 1947 Tracy Moore, formerly of NBC's sales staff, subsequently manager of ABC West Coast sales, and a veteran of 15 years' service in West Coast radio circles, will take over as western sales manager for Radio Advertising Company with offices at 6381 Hollywood Blvd., Los Angeles, and 79 Post St., San Francisco.

**S**CHOLARSHIPS have been announced by the Advertising Women of New York, Inc., to five students in the organization's 18th annual Survey of Advertising Course. A total of 449 students took the course. The five awarded scholarships are: Catherine McCarrick, secretary to the media director of Lloyd, Chester & Dillingham, Inc., who received a \$100 scholarship and an Antoine week-end bag; Dorothy Menadier, stenographer, of Charles W. Hoyt Co., Inc.; Margaret Carreno, receptionist and telephone operator at Lloyd, Chester & Dillingham, Inc.; Beverly Brice, of the food merchandising department of "Life," and Frances R. Mallin, assistant to the traffic and production manager of the foreign traffic department of McCann-Erickson, Inc. The latter four all received \$50 scholarships. Dorothea R. Murphy, of Kenyon & Eckhardt, Inc., received an honorable mention.

### WNYC Adding Time For Summer Season

WNYC is adding one hour to its broadcasting day starting Sunday, April 27, when daylight saving time goes into effect. The daytime station, which for several years has had permission to remain on the air until 10 p.m., EST., will broadcast during the summer until 11 p.m., EDST. FCC has also granted authority for WNYC to continue broadcasting beyond this hour at any time that United Nations pickups are scheduled. WNYC-FM is adding another hour to its schedule starting April 27. Outlet will be on the air from 12 noon to 12 midnight. Sunday schedule will be from 9 a.m., to 12 midnight.

### WGAY-FM Starts Sunday

Washington — WGAY-FM, Silver Spring, Md., will begin broadcasting on Sunday, it was announced yesterday. Opening-day ceremonies will include officials from the Government, leaders in the field of frequency modulation broadcasting and civic leaders from Prince Georges County, Montgomery County and Washington, D. C.

### Polk In Tel Aviv Hospital

George Polk, CBS correspondent in Cairo, Egypt, is hospitalized at Tel Aviv, Palestine, as a result of injuries sustained in a plane crash at Cyprus, the network was informed yesterday.

**H**ELEN F. BOND, formerly associated with Buchanan & Company, has joined Emily Ross Personnel Service, Inc., as placement manager of key personnel for advertising, publishing and allied fields.

**B**ARON FOOD PRODUCTS CORP., specializing in kosher food products, has assigned its advertising to Raymond E. Nelson, Inc., effective immediately. Radio, newspapers, television and demonstrators are being considered, with the accent on the foreign language field.

**B**URN-SMITH COMPANY has been engaged as national advertising representatives of Radio Kentucky, Inc., operating WKYW, Louisville, effective May 1.

**C**HAS. BLOOM, INC., New York, manufacturers of drapery fabrics with the trade names "Bloomcraft" and "Saison," has engaged Cecil & Presbrey, Inc., to place its advertising.

**R**OBERT LUSK and HENRY O. PATTISON, Jr., have been elected to the board of directors of Benton & Bowles, Inc., it was announced this week by Atherton W. Hobler, chairman of the board. Lusk, and account exec, joined the organization in 1933, and Pattison, agency's copy chief, in 1942.

# D. Of J. Urges Court To Approve Lea Act

(Continued from Page 1)

filed with the Supreme Court, the Department of Justice said:

"There was ample basis for Congress to believe that its legitimate goal of preventing coerced compliance with wasteful demands upon interstate broadcasting could not be achieved unless the Act extended to coercion through strikes, which are the normal means used by a monopolistic union to attain its objectives. The Lea Act does not prohibit picketing, as such, but coercion."

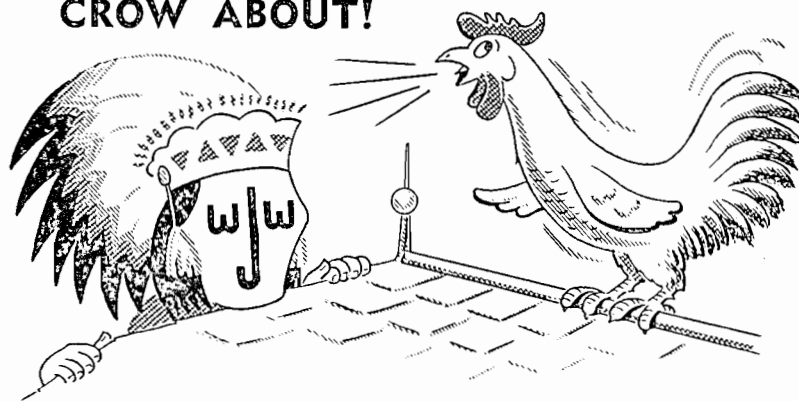
### 'Postscript To Moscow' Plans European Pickups

Five different pickups from European capitals and Washington will be made by CBS tomorrow, when it airs "Postscript to Moscow" from 6:15-6:45 p.m., EST. Program will be devoted to aims and results of the Foreign Ministers conference just concluded in the Russian capital with ensuing opinions from London, Paris and Washington.

Charles Collingwood will open the program in New York and will be followed by Howard K. Smith, Moscow; Eric Sevareid, Washington; Stephen Laird, London; David Schoenbrun, Paris; Alex Kendrick, Moscow; and Richard Hottelet, D. C.

## CLEVELAND'S Chief STATION

### SOMETHING TO CROW ABOUT!



WJW mornings are something to crow about! According to many consecutive Hoopers . . . morning listeners prefer WJW to any other Cleveland Station!

And—advertisers know what the Hoopers show . . . that morning or afternoon WJW delivers more listeners per dollar than any other Cleveland Station . . . delivers more profit dollars in sales!

**BASIC ABC Network CLEVELAND, O. WJW 5000 WATS DAY AND NIGHT REPRESENTED NATIONALLY BY HADDENBARTLET COMPANY**

IN CLEVELAND IT'S

# WHK

## FCC Acts Favorably On 24 FM Applicants

(Continued from Page 1)

San Bernardino Valley Broadcasters, Colton, Cal.; Monterey Bay Broadcasting Co., Santa Cruz, Calif.; McClatchy Broadcasting Co., Fresno.

The following were authorized construction permits:

Luther E. Gibson, Salinas, Cal.; Owensboro on the Air, Inc., Owensboro, Ky.

The following were authorized construction permits in lieu of previous conditions:

KRED, Redwood Broadcasting Co., Inc., Eureka, Cal.; KMGH, Metro-Goldwyn-Mayer Studios, Inc., Los Angeles, Cal.; KKLA, Echo Park Evangelistic Assn., Los Angeles, Cal.; KFAC-FM, Los Angeles Broadcasting Co., Inc., Los Angeles, Cal.; WMGA-FM, John F. Pidcock, Moultrie, Ga.; KSBS, Sunflower Broadcasting System, Kansas City, Kans.; KFH-FM, the Radio Station KFH Co., Wichita, Kans.; KYSM-FM, the Southern Minn., Supply Co., Mankato, Minn.; WJLK, Asbury Park Press, Inc., Asbury Park, N. J.; KGBS-FM, Harbenito Broadcasting Co., Harlingen, Texas; KISS, the Walmac Co., San Antonio, Tex.; KTEM-FM, Bell Broadcasting Co., Inc., Temple, Texas; WRVA FM, Larus and Bro. Co., Inc., Richmond, Va.; WRNL-FM, Richmond Radio Corp., Richmond, Va.; WCOD, Havens and Martin, Inc., Richmond, Va.

The Commission also adopted an order designating for hearing the following applications for new class A FM stations in the vicinity of Los Angeles, Cal.

San Pedro Printing and Pub. Co., San Pedro; So. Calif., Associated Newspapers, Glendale; Walter Muller and Frank Muller, doing business as Muller Bros., Hollywood; Don C. Martin, trading as School of Radio Arts, Beverly Hills; Robert Burdette, San Fernando; William R. Haupt, Inglewood; Airtone Co., Long Beach; California Broadcasting Co., Santa Monica; Arthur H. Croghan, Santa Monica; Rodgers and McDonald Newspapers, Inc., Inglewood; Nichols and Warriner, Long Beach; San Fernando Valley Broadcasting Co., San Fernando; Centinela Valley Broadcasting Co., Inglewood; Alhambra Broadcasters, Inc., Alhambra; Angelus Broadcasting Co., Temple City.

The Commission further ordered that applications of So. Calif., Associated Newspapers, Inc., Alhambra, and San Pedro Printing and Pub. Co., San Pedro, be heard upon additional issue involving overlap of service; and that applications of Muller Bros., Hollywood, and San Pedro Printing and Pub. Co., San Pedro, be heard on the additional issue whether a grant would be in contravention of Sec. 3.203 (B) of the rules.

### Stork News

Philadelphia—It's a daughter for the Paul F. Harrons. He's president of WIBG. Baby was born at Presbyterian Hospital, Philadelphia Thursday morning.

## ★ PROMOTION ★

### WRC Area Sampling Study

Station WRC, Washington, D. C., has just published a comprehensive study of the radio listening habits of adults living in Washington, D. C. It is probably the most intensive study of its kind ever to be undertaken by a single station and entailed months of research and compilation in order to produce the report, which is contained in an eight page booklet entitled "Facts About the Washington Radio Audience." Opening with an introduction on page one, which details the methods used in obtaining the report and continuing on through the next seven pages with facts and figures concerning the exhaustive survey, the booklet should be of great interest to sponsors, as well as all stations interested in surveys.

### WTMJ Phone Survey

WTMJ has just completed a telephone listening survey that station believes is the largest survey of its type ever attempted in one community in the United States. Within a two-week period, 104,488 telephone calls were attempted, and 74,414 calls were completed, with results tabulated by fifteen-minute periods. All calls were made to telephone numbers listed in Milwaukee County.

These results are tabulated in a booklet, "1947 Listening Habits of Greater Milwaukee," which makes a report on this entire survey, with a complete breakdown by quarter hours and by days of the week. The surveys were made by and under the constant supervision of experienced members of The Journal Company's research staff, using telephone operators supplied and trained by the Wisconsin Telephone Company.

### Cancer Fund Tieup

To aid the cancer drive, WDRC, Hartford, on three major local shows—"Market Basket," "Shopping by Radio" and "Music Off the Record"—is conducting a write-in contest of 25 words or less on why one should aid the cancer fund. Big prizes are to be awarded on all three shows each week during the length of the drive, including Saturday calls at two homes by the "Market Basket" microphone. Those sending letters are asked to include contributions for the cancer fund, but a donation isn't necessary to win.

### Window Displays

Two full-sized show window displays promoting NBC programs heard on WMAQ, Chicago, are being rotated bi-weekly among Chicago retail druggists under a scheme co-sponsored by the NBC central division advertising and sales department and the Illinois Pharmaceutical Association. The displays tie in NBC programs and stars with the products advertised and offered for sale in the individual stores. In addition to the rotating displays, a typical promotional show window will be shown at the annual convention of the Illinois Pharmaceutical Association at Peoria on May 20 to 22.

### WHN Baseball Broadcasts

The WHN promotion department, under the direction of Robert G. Patt, is again issuing posters, to be displayed at tobacco counters throughout the New York metropolitan area, which will call attention to the play-by-play broadcasts of the Dodgers games being sponsored by Old Gold Cigarettes. In addition, P. Lorillard Co., through its advertising agency, Lennen & Mitchell, Inc., began a series of newspaper advertisements, plugged the broadcasts on National League opening day, which ran in every major New York daily. The sponsor also uses window displays again, featuring the photo of Red Barber who, with Connie Desmond, reports the play-by-play. Broadcast, which started with the recent exhibition game at Ebbets Field, were announced to the trade by "Relay" messages which were distributed by hand. "Today's Baseball," Bert Lee's capsule play-by-play version of each day's most important game, is again promoted by means of window streamers appearing in every store of the program's sponsor, Nedick's Stores, Inc. A new WHN sports advertiser, this year, Golver's hair preparations, is also co-operating in the distribution of window streamers to drug stores, inviting listeners to tune in "Sports Extra" which follows each Dodgers game broadcast. 12,500 such streamers will be distributed in the station's primary coverage area.

### "Hit Parade" On NBC Network

"Your Hit Parade" is the title of a rather elaborate promotional piece that NBC has just published, plugging this popular musical show on the NBC network. Aimed primarily at station affiliates in order to assist them in the promotion of stimulating more and more interest in this program, a colorful folder in brilliant red, white, black and yellow accompanies a complete kit containing glossy 8 x 10 photographs of the Hit Parade stars as well as mats to be used for newspaper announcements, etc. Two small plastic mats are also contained in the kit, of the NBC symbol and a number of suggested on-the-air announcements and suggested press releases devoted to the "Hit Parade" together with biographies on Andy Russell, Mark Warnow and Ginny Simms.

### CBS Program News Letter

The first issue of a new CBS program news letter, "CBS programs available for sponsorship" is being sent out by Herschel Williams, CBS director of commercial program development. The four-page letter contains a selected check list for advertisers and agencies of various types of programs available for sponsorship. This April letter devotes a number of lines to comedy, drama, news, musical, daytime and miscellaneous programs, briefly describing the program, running-time, artists, etc. CBS will publish this news letter monthly.

## Thomas Sees Video Strong Adv. Medium

(Continued from Page 1)

mately 200,000 people; that there are 73 stations "operating or applying for" in 38 cities "which can bring television to one-third of the nation's population"; and predicted that "play-by-play" television service should be a reality by five years from now. The WOR exec further predicted that there should be about 100,000 sets in the U. S. "by next Christmas" to 1,000,000 by that same time later and 25,000,000 by 10 years from now—according to indications from surveys made by the FCC, television manufacturers, and trade publishers.

### Gives Examples

Further exploring the advertising potentialities of video, Thomas outlined several instances in which advertisers had achieved definite returns and response from television programs, albeit with the current limited audience. One advertiser, he said, had a return of one order for every 25 sets in the New York area at the time the program was first shown. Another had a return of one for every 28 receivers in the area, and a third which experienced a 4 per cent return which prompted the advertiser's manager to state that "this is a better percentage of returns than I have ever received from a radio spot in any other medium."

"These tests," said Thomas, "show with an audience numbering in the thousands instead of millions only primitive measures, but they do indicate that video is about to see and benefit from the rise of what easily may be the most powerful advertising medium yet known." Television is not a single new medium, he added, but a combination of at least two and sometimes four existing media." Adding that the medium will cost more to use than most other single media, Thomas pointed out that "Television combines the advantages of all other media, it should set new records for motivating customers and therefore, prove itself to be an economical and profitable instrument for American business."

Send Birthday  
Greetings To

April 25

Joseph Bell Mitchell  
Phyllis Altschuler  
Florence Warman  
Virginia Lee Dodge

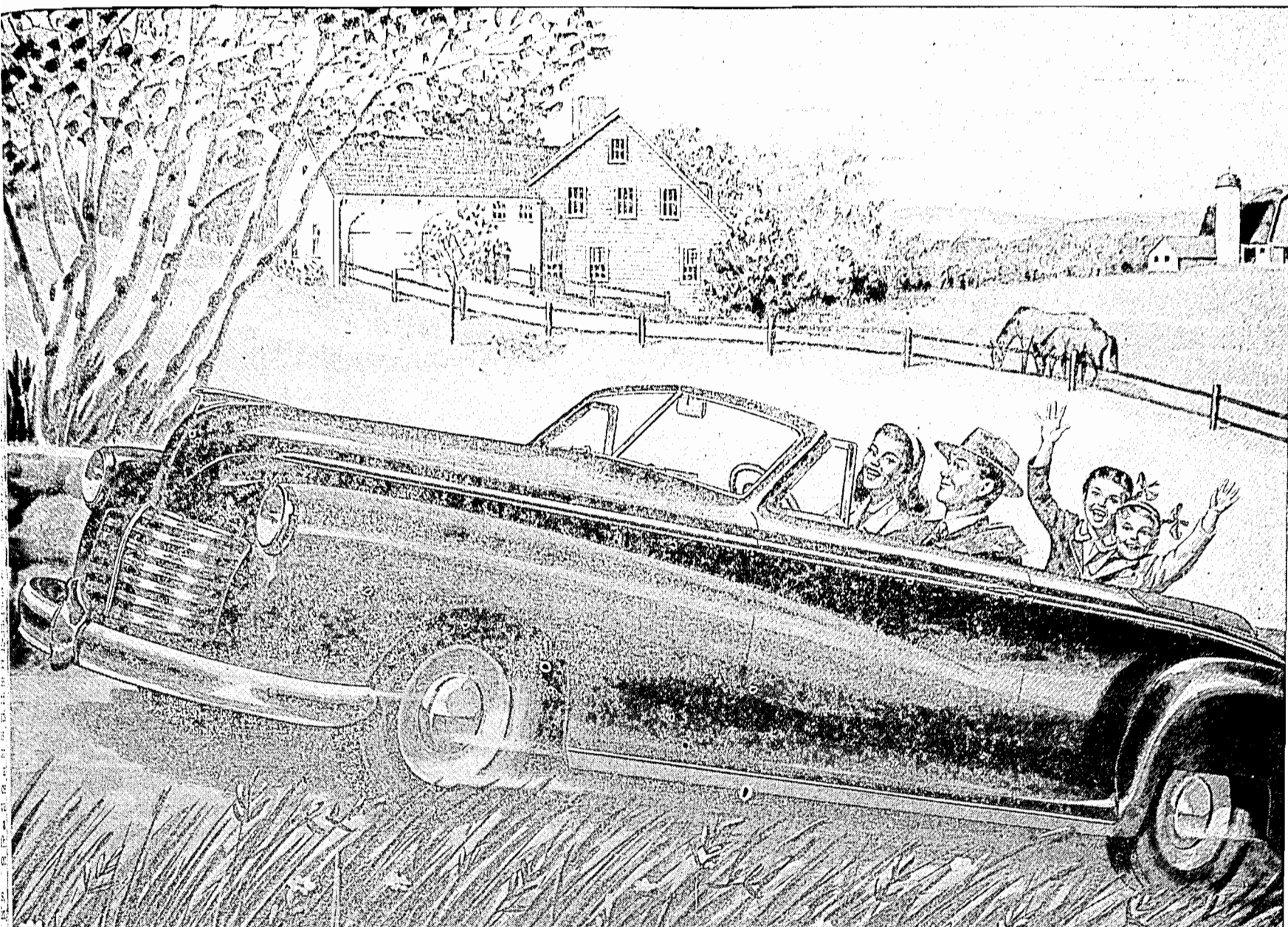
April 26

A. L. Alexander Eugene J. C.

April 27

Lew Crosby Mel Roach  
J. Franklyn Viola  
Ned Wever Ben Peck  
Martha Torge





## This car is running with an "EMPTY" gas tank!



Even after the gas gauge says "empty" a modern car can keep going for a good many miles. Here's why.

Automobile manufacturers know human nature. They figure that, sooner or later, we'll get careless, or misjudge how far we have to go. So the gas gauge is set to show "empty," while there are still a couple of gallons left in the tank.

**This reserve supply** is a swell idea that has kept many a family from getting stuck.

It's an even better idea for a family's budget!

A *reserve supply of dollars* is a lifesaver in case of financial emergency. It will keep your family going if sudden illness strikes, or unexpected expenses show up.

And one of the easiest ways to build just such a cash reserve

is *buying U. S. Savings Bonds on the Payroll Savings Plan!*

**Millions of Americans** have discovered that *automatic* Bond buying is the quickest, surest way of piling up an emergency fund. And of saving money for other things, too—important things like college for the kids, or a home in the country, or a cash income for later in life.

What's more, the money you save in Bonds buckles right down and starts *making more money*—in just 10 years you get back \$100 for every \$75 you put in today.

**So keep on buying Bonds** on the Payroll Plan. Buy all the extra Bonds you can, at any bank or post office. And remember, you're helping your country as well as yourself—for every Bond you buy plays a part in keeping the U. S. strong and economically sound!

# Save the easy way..buy your bonds through payroll savings

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



## COAST-TO-COAST

## — MASSACHUSETTS —

**H**AVERHILL—Larry Howard, formerly WCOP and WORL, Boston, has joined the announcing staff of WHAV. . . . **LAWRENCE**—Ceremonies attending the presentation of the U.S.S. Lexington's flag to the town of Lexington, were recently broadcast over WLAW. Governor Robert F. Bradford, and other dignitaries, including Army and Navy officers, were present. . . . **NORTH ADAMS**—A permit for a full-time, 100-watt station, operating on 1230 kilocycles, has been granted the Northern Berkshire Broadcasting Co., by the FCC. . . . **WORCESTER**—"The Veteran Takes The Land" is the title of a new series of 12 weekly broadcasts, on WTAG's "Nature In New England" program, designed to aid returning veterans and their families who want to build and establish homes in this congested post-war period.

## — WASHINGTON —

**PULLMAN**—"Cosmopolitan Club," a weekly quarter-hour show which features interviews with people from all parts of the world, was recently introduced over KWSC. Handled by Joan Gough and Warren Durham, each show centers around a different country. . . . **SEATTLE**—Al Amundsen, Seattle free-lance writer, formerly with the OPA, has joined the KOMO continuity department as a script writer of the new public interest series "I Want the Police". . . . **TACOMA**—KTBI recently moved from 1490 to 810 kilocycles and has changed its watts from 250 to 1000.

## — TENNESSEE —

**BRISTOL**—Edmund S. Daly, area engineer for the Tennessee Valley Authority, has announced the installation of a weather station on White Top Mountain, Virginia, operating in conjunction with WOPI-FM, whose engineer, Warren Gilpin, will act as observer. . . . **KNOXVILLE**—General R. R. Neyland, athletic director and head coach of the University of Tennessee, has just awarded WNOX broadcasting rights for the 1947 schedule of U. T. football games. . . . **MEMPHIS**—Former southeastern station relations supervisor for the Mutual Broadcasting Company, Harry Le Brun, was named station director and commercial manager of WMPS.

## — COLORADO —

**DENVER**—KOA's announcer, Tor Torland, was recently selected as the commanding officer of the 383rd Translator Team, Military Intelligence, United States Army Reserve. . . . Prominent citizens and city and state officials are being quizzed on current problems, by a panel of local newsmen, on "Such Interesting People," a new series of weekly, half-hour programs, produced by KFEL.

## AVAILABLE

Position sought with Radio Advertising Agency in production department. Applicant has 12 years New York broadcasting background. Write RADIO DAILY, Box 354, 1501 Broadway, New York 18, N. Y.

## PICTURE OF THE WEEK



*E. L. McDonald, Ruthrauff & Ryan account executive, is shown signing a contract with WABF-FM, New York, for the Baldwin Piano Company. Looking on are Sari Biro, pianist, Harold Morse, Eastern manager of the Baldwin Piano Company, Ira A. Hirschmann, president of WABF, and John Ortez, artist manager. Deal marked the first contract signed by a leading national advertiser with an FM station in the New York area.*

## License Renewals Given To Forty AM Stations

(Continued from Page 1)

WHA, Madison, Wis.; WLBL, Stevens Point, Wis.; WRRF, Washington, N. C.; WSAZ, Huntington, W. Va.; WSBT, South Bend, Ind.; WTAD, Quincy, Ill.; WTAW, College Station, Texas; WTMA, Charleston, S. C.; WTRY, Troy, N. Y.; WSPA, Spartanburg, S. C.; KALL, Salt Lake City; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KLX, Oakland, Cal.; KMA, Shenandoah, Iowa; KPOF, Denver; KSEI, Pocatello; KSEL, Lubbock, Tex.; KUSD, Vermillion, S. D.; WAAF, Chicago; WABI, Bangor, Maine; WAPO and Aux, Chattanooga; WBAA, West Lafayette, Ind.; WCAE and Aux, Pittsburgh, Pa.; WCOP, Boston; KFKU, Lawrence, Kans.

The following were granted renewals for the period mentioned:

KVNU, care Cache Valley Broadcasting Co., Logan, Utah; WTSB, Robeson Broadcasting Corp., Lumberton, N. C.; WJOI, Florence Broad-

## Robinson Back Monday; WOR Promoting Return

Prescott Robinson returns to his three-a-day newscasts over WOR next Monday, April 28, after recovering from a ruptured blood vessel in his throat suffered 10 weeks ago and an operation which saved his voice. WOR is preparing an air and newspaper promotion campaign heralding the return of the newscaster. Station staff members are recording station break singing greetings to Robinson. His news reports are heard three times every morning at 8, 8:55 and 11 a.m.

## Ford Bond Elects Vice-Pres.

Julie Sorensen has been named a vice-president of Ford Bond Radio Productions. Announcement was made by the board of directors following its meeting yesterday.

casting Co., Inc., Florence, Ala.; WEOA, WFBM, Inc., Indianapolis, Ind.; WPAR, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

## NEW STATIONS

**Heavy Commercial Sale**  
WFAH-FM, Alliance, Ohio, into operation with more than a cent of its commercial time sold on a 52-week contract basis, according to Paul W. Reed, general manager. Station is on the air eight hours daily with a power of 250 watts. Application is pending before the FCC for an increase to 1,000. Staff includes William H. Propst, chief engineer; Robert K. Hill, production manager; Robert J. Music director; James Burnett, announcer; Arthur McCracken, Tary, engineers; F. A. Joseph, manager; and Elizabeth L. women's features. Station is served by United Press, World Broadcasting System and the NBC recording system.

## WLOB Names Program Head

Lawrence Freeman, formerly associated with WLIB and WNY in New York, has been named program manager of WLOB, Claremont, and will become associated with the new FM station on May 19, L. O'Brien, publisher of the Claremont Daily Eagle and owner of the station, announced. Freeman was a public relations officer with the Air Forces in Europe during World War II.

## Second New R. I. Station

Providence—In the second station action here within a week, The R. I. Broadcasting Co., has announced purchase of a site for 1200 meters. Construction will be started in a few days and the station, WPRO, is expected to be in operation by June 15.

The first new radio station in Providence since the war opened its operations earlier in the week. WPRO signed the call letters WHIM. The station is specializing in broadcast of Boston home baseball games.

## WCBS-TV To Air Show On Cancer Drive Sunday

WCBS-TV will air a special hour show in behalf of the cancer drive Sunday night (9-9:30 p.m. EDT) with Col. John Reed Kilpatrick and Dr. John R. Trunnell as guests.

Program will outline the objectives of the cancer drive, as explained by Dr. Trunnell, who is a member of the Sloan-Kettering Institute. Lawrence Lowman, vice-president of CBS television, is chairman of the cancer television division of the cancer committee.

## IN CLEVELAND IT'S

**WHK**

# Debate Radio's Good Job

## New World Series Deal Announced By Mutual

New radio contract signed between Commissioner A. B. Chandler, Mutual Broadcasting System and Gillette Safety Razor Co., for the rights to the World Series and the All Star Games, will enrich the Major League Baseball Players Annuity and Insurance Plan, it was revealed Friday night at a dinner tendered by Chandler. Edgar Kobak, president of MBS, said Chandler announced that Mutual would again broadcast the series exclusively under sponsorship of Gillette and the All-Star game each season through 1951. Chandler also said that since he assumed the Com-

*(Continued on Page 8)*

## Manufacturer Encourages Use Of Local Spot Radio

In a move to encourage use of commercial spot radio, the American Keblek division of the American Keshoe Co., manufacturers of the line, have produced a series of 8 transcribed, announcements, 45 and open-end spots, for local job or dealer. The transcriptions, produced by Brooke, Smith, French & Torrance, Detroit, are being of-

*(Continued on Page 2)*

## Stromberg-Carlson Shows Post-War Tele, FM Line

First complete line of television and receivers produced by Stromberg-Carlson since the end of the war shown yesterday to over 400 authorized dealers at a combination convention-exhibit at the Waldorf-Astoria. New line, which was high-

*(Continued on Page 7)*

## Own Medicine

When Bill Lewis, Kenyon & Eckhardt vice-president, accepted the ECNY Award and plaque for promotion excellence on "County Fair" on CBS, publicist Hal Davis was with him, sitting on the stage. When Win Elliot, emcee, demonstrated the business of "punching oneself out of a paper bag," husky Lewis was the subject—boxing gloves and no shoes—he got a workout.

## More New Biz?

Plymouth Motor Corporation, a division of Chrysler Corporation, are reported shopping for a new half-hour show for network presentation this fall. The N. W. Ayer agency, according to reports, have been commissioned to find an acceptable show and to ascertain available network time.

## BMB Network Report To Be Distributed

Advance copies of BMB's network audience report, showing the net unduplicated audiences of the four major webs and 10 subscribing regional chains, will be delivered tomorrow, April 29. The 544-page book is a companion piece of the previously issued BMB area report which showed the same information in terms of individual stations.

The network report lists audiences for ABC, CBS, MBS and NBC and the following regional webs: American Western, Columbia Pacific, Don

*(Continued on Page 6)*

## FCC Nod To 7 FM Pleas; Ohio AM Station Okayed

Washington Bureau, RADIO DAILY  
Washington—The FCC over the week-end awarded conditional FM grants to seven applicants for new FM stations. They include: E. Ogden Driggs, Berkeley, Cal.; The Copley Press, Inc., Aurora, Ill.; Elgin, Ill.

*(Continued on Page 6)*

## Allen Publicity 'Snowballs;' Stations Support Comedian

Universal gagging on "Open the Door Richard" and "Kilroy Was Here," was really in the lower rating bracket compared to the mounting continuity on networks and local stations anent "Freed" Allen and the vice-presidents. Allen himself was given carte blanche if he wanted to say anything last night with full promise of no dead air.

Everybody is getting into the act, to the extent that a 50,000 watter

## Justin Miller Declares Job Is Good One And Defends Role Of Advertisers; Gould Pleads For Minorities

## Ad Council Cites Radio For 5-Year Service Aid

The radio industry, with five years of public service advertising by American business estimated at a cost of \$400,000,000, and with a record of conducting over 175 different major information campaigns in behalf of more than 40 public and private agencies, has performed a service "of which every person in radio and every radio advertiser can be proud,"

*(Continued on Page 6)*

## WHN Music Hour Series To Have Etting, Teagarden

Ruth Etting and Jack Teagarden have been signed by WHN to help fill a new 9-10 p.m. live musical hour across the board which involves weekly talent costs reported to be between \$7,500 and \$10,000. Others to

*(Continued on Page 7)*

## ABC Officials To Attend Web Regional Meeting

Officials of ABC and affiliated stations in the Mountain District and the Pacific District will meet in Denver, Colo., on April 30 and San Fran-

*(Continued on Page 8)*

Question of whether radio "Is Doing A Good Job," was discussed here and on late Friday afternoon when NAB President Justin Miller, took the affirmative, speaking from Roanoke, Va., and broadcast over the CBS network. Jack Gould, radio editor of the New York Times, took up the cudgels for those who think radio can do much better. He was heard over the same network after Miller made his defense of the present system. Students representing college

*(Continued on Page 3)*

## New Series Of ET's Issued To Bankers

Advertising department of the American Bankers Association, following its first successful experiment with radio transcriptions, is issuing a second series of 26 programs to be sponsored by members on local stations. John B. Mack, Jr., ad department manager, said that the first series, started last October, was sponsored by over 60 banks on local

*(Continued on Page 8)*

## Special UN Program Presented On KFWB

West Coast Bureau, RADIO DAILY  
Los Angeles—In observance of the second anniversary of the first meeting of United Nations organization in San Francisco, KFWB Friday presented a two hour program between

*(Continued on Page 2)*

## Finance And Soccer

Sponsorship of the first regularly scheduled financial news program on television, and the first major international soccer match was announced over the week-end by WABD, the Du Mont outlet in New York. Initial program of the news series, sponsored by Bache & Company, nationally-known financial house, was broadcast last Friday night.



★ COMING AND GOING ★

Vol. 39, No. 20 Mon., Apr. 28, 1947 Price 10 Cts.

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

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RICHARD C. HOTTELET, Berlin and Moscow correspondent of the Columbia network, now in the States, is expected back today from a business trip to Detroit and Washington, D. C.

E. B. LYFORD, NBC asst. manager of the station relations department, is in Virginia to confer with network affiliates and to attend the regional meeting of the NAB at Roanoke.

ELINOR INMAN, director of religious broadcasts at CBS, has returned from Charleston, S. C., where she addressed the ministerial union of that city.

FRANK V. WEBB, manager of KULA, Honolulu outlet of ABC, is here from Hawaii for conferences at the American network. KULA will begin operations on May 14.

PETER DONALD has left for two days of leisure in Williamsburg, Va.

OLIVER DANIEL, music producer at CBS, and director of the network's "American School of the Air," leaves tomorrow for Cambridge, Mass., where "Invitation to Music," will originate at the Germanic Museum.

HUGH FELTIS, president of the Broadcast Measurement Bureau, is scheduled for talks this week at NAB regional meetings in Roanoke and Birmingham.

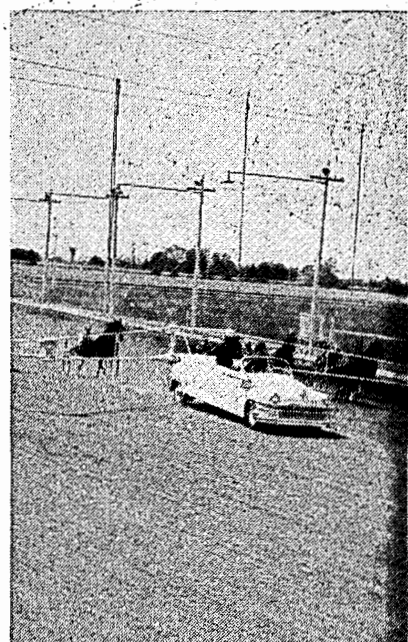
G. B. McDERMOTT, general manager of KBUR, Burlington, Iowa, in New York Friday for a very short visit, in fact, only a few hours.

FRANCES FARMER WILDER, Columbia counsellor on daytime programming, will speak today at a meeting of the Women's Advertising Club, Providence, R. I.

M. B. MITCHELL, sales manager of WTOP, Columbia's owned-and-operated station in Washington, D. C., is back in the Nation's Capital following a short trip to New York.

CECIL BROWN, commentator heard on the Mutual network, left Friday for a few days in Atlantic City.

ARTHUR GODWIN, manager of the station relations department at the Mutual network, is in Roanoke for the regional meeting of the NAB.



Special UN Program Presented On KFWB

(Continued from Page 1)

8 and 10 p.m., which featured the address of Benjamin Cohen, assistant secretary general of U. N., in charge of public information. Special messages were read from President Harry S. Truman, Jan Christian Smuts of South Africa, former British Foreign Secretary Anthony Eden, Herbert Evatt of Australia, Foreign Minister Molotov of Russia, T. V. Soong of China and Edward Stettinius, former Secretary of State.

Two New Affiliates Will Join ABC Network

ABC has announced the addition of two new stations as affiliates. WCOM, Parkersburg, W. Va., now under construction, will join the net's Northeastern Group on July 15 and will operate full time on 250 watts, 1230 kc. Station is owned by the Parkersburg Broadcasting Co., Carl Loose, manager. Effective June 15, WKWK, Wheeling, W. Va., will join ABC as a basic, operating on 250 watts, 1400 kc. Station is owned by the Community Broadcasting, Inc., and will be managed by John B. Reynolds. This brings the total number of ABC affiliates to 251, according to John H. Norton, Jr., ABC vice-president in charge of station relations. In addition, the web affiliate in Norfolk, Va., WGH, has been authorized by the FCC to increase its power from 250 to 5,000 watts, full-time and switch frequency from 1340 kc., to 1310 kc.

Will Honor Program

Members of the Cinema Lodge, B'nai B'rith will present a citation to the Schutter Candy division of the Universal Match Company, sponsors of "David Harding, Counter-spy" on ABC, at their dinner meeting tomorrow night at the Hotel Astor. Citation will be "for outstanding contributions to inter-faith understanding and universal brotherhood."

Manufacturer Encourages Use Of Local Spot Radio

(Continued from Page 1)

ferred for radio usage. Dealers and jobbers have been asked to contact Fred J. Kelly, American Brakeblok Division, American Brakeshoe Company, 4600 Merritt Avenue, Detroit, Mich., for sample recordings.

KOVO, Provo, Revises Operating Assignments

Washington Bureau, RADIO DAILY Washington—The FCC has announced its proposed decision looking toward a grant of the application of KOVO Broadcasting Company to change operating assignments of KOVO, Provo, Utah, from 1240 kc., 250 watts, unlimited, to 960 kc., one kw.

At the same time the Commission proposed to deny the application of KROW, Inc., to increase power of KROW, Oakland, Calif., from one kw., unlimited time, with full time directional antenna, to five kw., and change its transmitter location from Oakland to San Francisco, operating on 960 kc. The denial would be without prejudice to the filing by KROW of a new application for five kw. operation, either daytime or unlimited time, which will not cause objectional interference to KOVO's operation as proposed to be authorized, or to any existing station or pending application, the Commission said.

FINANCIAL

(Apr. 25)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

WGYN Shifts Frequency

WGYN, one of the two New York FM stations requested to temporarily shift its frequency due to possible interference with radio landing signals at LaGuardia Field, is now broadcasting on 98.1 mc., Channel 251. Its permanent frequency is 96.1 mc. on Channel 241. Station was off the air about three days while making the shift. WGYN operates from 7 a.m. to 10 p.m. daily and until midnight on Saturday, the longest broadcasting day of any of New York's FM stations.

WNYC-FM, which has offered to temporarily shift its frequency, is awaiting written authorization from the FCC before taking action.

IN CLEVELAND IT'S



Advertisement for WBNX featuring text: WBNX FOR THE LATEST IN MUSIC SPORTS AND NEWS 2:00 to 6:00 P. M. Monday thru Friday 5000 WATTS - 1380 ON THE DIAL WBNX 260 E. 161st ST., NEW YORK 5, N. Y. MEIrose 5-0333

Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you... even if you've seen it in the newsreels... it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start... the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar-spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!



W-I-T-H AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-R...

# Radio's "Good Job" Debated By NAB's Miller-Jack Gould

(Continued from Page 1)

Members of the Intercollegiate Broadcasting System also took part in the discussion.

Miller stoutly defended the American system of broadcasting and the programs presented to the listeners. Going into various angles, educational, advertising, public service and the lonely people whose only contact with the world is through radio, Miller stated radio was doing about the best possible job, with no other medium or comparable institution holding a candle to its progress for a short period.

Advertising, Miller said, is the lifeblood of American radio. We can have symphonies and news and church services and Charlie McCarthy as well, also the President of the United States coming into our homes, because advertisers pay for it. . . . aren't we willing to listen to the advertiser a minute or two while he tells us about his goods, as the price of the beautiful program of music and entertainment, or news—even though we could tell it better than he does. I think we are. And I think it is pretty poor sportsmanship on the part of the so-called intelligentsia who want to get it all or nothing."

In conclusion Miller said "Of course radio isn't perfect. But is anything human perfect? . . . the radio possesses a dial by which listeners can select the programs they desire . . . and can reject all that radio has to offer . . . as long as receivers are designed, the American system of broadcasting will bring to the people what the people want."

Gould decried the often made statement that the "American radio is the best in the world." Speaking from New York studios of CBS, the radio editor, said no one ever argues the contrary, but real questions concerning radio were being overlooked. Three of the most highly controversial points, Gould stated concerned the excessive programming of soap operas, the "cops-and-robbers" shows for children and the so-called horror and crime programs. While no one network carries all

three to excess, said Gould, each does carry at least one type and the basic problem raised by all three is the same.

While these three did find favor with many listeners, and he did not expect that they should all be taken off, the question of how much time should be allotted to them was important. However in the presentation of these to profusion, "a very substantial minority" has been overlooked as to its tastes. After more on the question of the majority wishing its programs on the minority, a most undemocratic method, Gould concluded:

### "Gadget to Nat'l Medium"

"I cannot believe that the men who elevated radio from a gadget to a national medium in 25 years have exhausted their stock of ideas and cannot uncover new talent to vary radio's present diet of sameness. In the past 12 months there have been notable, though isolated, improvements in radio's exercise of its responsibility and I am confident that there will be more.

"What is far more disturbing is the propensity of many spokesmen in broadcasting to insist complacently that all's well with radio and that its critics are merely conniving for devious reasons to rock the boat. To those despondent disciples of the status quo I would point out one rather obvious fact. That there is criticism of radio is the best possible evidence of radio's essential health. Should there be a stop to the interest which that criticism represents, then radio really will have reason to start worrying about its future."

### RWG, Nets Continue Talks On Status Of Free-Lance

The subject of free-lance writers was discussed by representatives of the Radio Writers Guild and the networks last Thursday and Friday and another session is scheduled for May 1 at NBC. No announcement has been made as to whether the meetings are considered "negotiations" or merely informal exploration of the subject.

Meanwhile, RWG headquarters has sent letters to all members pointing out a strike vote authorization by the membership a few weeks ago which was 983 to 33 in the affirmative. Guild also suggested two assessments—one, a straight \$5 per member, and the other an amount equal to every member's quarterly dues. RWG quarterly dues begin at \$4, amount paid by writers who earn up to \$500 during the period.

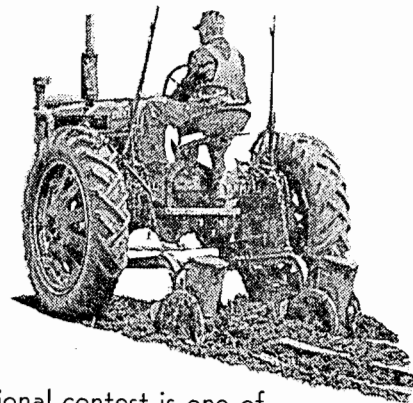
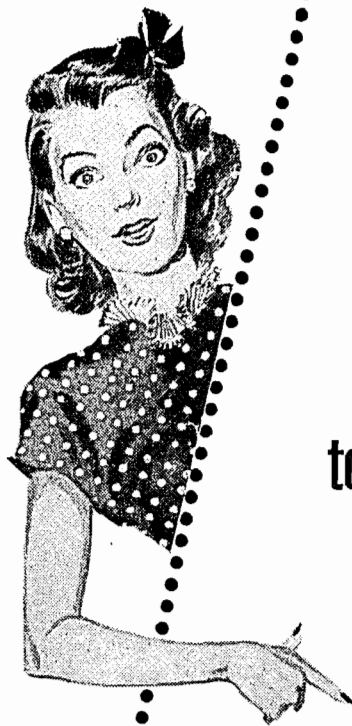
### Morgan Replacement

"Lights Out," mystery drama, will replace the Henry Morgan show on ABC July 23 to September 3, it was announced Friday. The Morgan show is heard Wednesdays at 10:30 to 11 p.m.

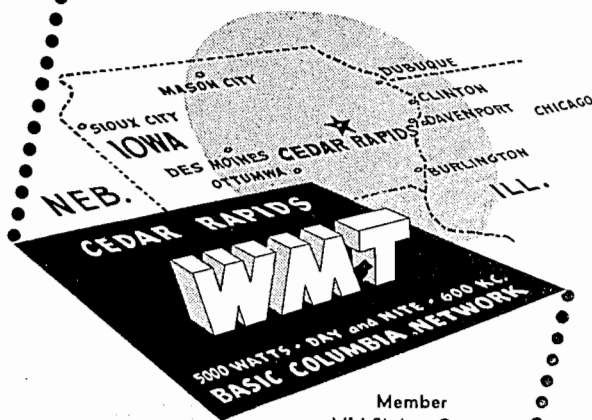
## Again WMT sponsors the Annual

# "CLEAN PLOWING CONTEST"

## to help Iowa Farmers



This traditional contest is one of the most talked-about and best-attended events in the Tall Corn State. Here is one more instance of how public service promotions make WMT your best bet to reach the richest agricultural market in America.



Member  
Mid-States Group

PS. But WMT never neglects Eastern Iowa's other half. Industrial Iowa produces half the prosperous income in WMTland's "twin markets". WMT, only CBS outlet in the area, is favorite city listening, too.

Ask Your Katz representative.



**9 OUT OF 11**  
FAMILIES IN THE  
GREAT POMONA VALLEY  
(200,000 POP.) LISTEN TO  
KOC'S REGULARLY.  
\* Survey figures available

**AM KOC'S FM**  
ONTARIO CALIFORNIA

## SOUTHWEST

"ONE DOZEN ROSES" is not only the title of a tune but a reality for three lucky listeners of the "Song Shop" program heard Monday, Wednesday and Friday for a quarter-hour over KGKO, Fort Worth. On each of the programs featuring vocalists Frances Beasley and Jim Burdette, a dozen roses are awarded a listener whose "story behind the song" is selected by the judges. Others in the cast of the show are Hugh Waddill, organist and John Allen as the post man.

Edward Tomlinson, authority on hemisphere affairs, is making a series of talks in Dallas, San Antonio and other Texas cities. The former author, magazine editor, radio commentator spoke in Dallas on "Democracies vs. Totalitarianism."

Bob Wills and the Texas Playboys, stars of radio, stage and screen will be the musical highlight on the closing day of the Fiesta de San Jacinto to be held in San Antonio this week. Wills will play for a Frontier dance at the Municipal Auditorium.

"Radio Frolics" regularly heard each Saturday over KGKO, Fort Worth and presenting students from various schools in the area was broadcast last Saturday as well over KERA, FM station of the Dallas Morning News. It was the first live show on KERA.

Bill Lister, billed as "Radio's Tallest Singing Cowboy" heard daily over KABC, San Antonio, played host to Dennis and Deanna Longoria, two children of Dr. and Mrs. E. M. Longoria, who journeyed 156 miles from Laredo, Texas to San Antonio to meet the cowboy singer.

New series of programs aimed at the tiny tots who stay at home while their older brothers and sisters go to school has been set for a daily quarter hour presentation over KTSA, San Antonio. Programs are titled "Tunes for Tiny Tots" and feature Bluett Smith of the KTSA staff playing story records and spinning stories of interest to the tiny tots.

Arthur Linder, tenor soloist of KRLD, Dallas was presented in a recital last Sunday in Dallas at the Dallas Museum of Fine Arts. Linder was also heard over WCCO, Minneapolis and WCFL, Chicago, prior to joining KRLD.

Frances Jervis has rejoined the continuity staff of KMAC, San Antonio. Miss Jervis was on the staff of an advertising agency.

Warren Chase has been named chief engineer of KURV, Edinburg, now under construction. Chase was formerly on the engineering staff of WINX, Washington.



### California Commentary . . . !

• • • Mayor William O'Dwyer of New York, who has been vacationing at his brother's ranch at El Centro, was among the guests at Tom Breneman's "Breakfast In Hollywood," aired as one of the special features of El Centro's annual festival. KREO, Brawley, an

Los Angeles ABC affiliate, used a special line to El Centro to air the show. . . . Henry Morgan will be unable to

attend the Matrix Club banquet in Hollywood May 16, as originally planned. . . . Fritz Blocki, former Chicago dramatic critic and radio writer-producer, sponsored an experiment at KFVB April 20 by breaking in "Rampage," a stage play he co-authored with Billy Bryant, well known riverboat impresario, as an audience-viewed production. Sound effects were used, but no scenery, with the cast reading lines from scripts. . . . Gene Autry's new Tucson station, KOPO, which will be affiliated with ABC, will have its grand opening June 1. The cowboy star will attend the festivities, inasmuch as he will be in Tucson at the time, making his initial independent picture, a Western musical for Columbia release.

★ ★ ★

• • • At the risk of earning the displeasure of the Chamber of Commerce, Jack Slattery, announcer on "House Party," reports that Laurel Canyon, where he recently purchased property, is not so civilized as he thought. When Jack and his wife visited the property last week to picnic under a large oak tree, their lunch was disrupted by a curious mountain lion. While Jack and a friend went home for shotguns, the cougar disappeared in the thick brush at the top of one of the Canyon's slopes. . . . Zuma Palmer is celebrating her nineteenth anniversary as radio editor of the Hollywood Citizen-News. . . . By the way, Art Linkletter's CBS "House Party" goes to a full half-hour broadcast, starting May 12. It is now heard from 1 to 1:25 p.m., PST. . . . Frank Webb, manager of ABC's new affiliate in Honolulu, was in Los Angeles recently lining up talent and equipment. He will return via New York and San Francisco. . . . Since Fred Allen said on his show that someone had shot down his picture of Zeke Manners, Zeke has sent Fred a photo of himself in an Army helmet.

★ ★ ★

• • • Following last week's broadcast of "Noah Webster Says," Haven MacQuarrie was stopped by Lt. Commander Murphy, who told him that following the Pearl Harbor bombardment he had been hospitalized with a complete loss of memory. During the officer's convalescence period, he chanced to hear "Noah Webster Says." The voice of his 17-year-old son, who was a contestant on the program, brought his memory back! . . . Commodore Productions, which is a radio packaging agency creating and building programs and which recently moved to offices on North Highland, has already been forced to expand its quarters. . . . Cottonseed Clark, formerly emcee for the Hollywood Barn Dance program, has been signed by Columbia Pictures for an important role in "Smoky River Serenade."

★ ★ ★

• • • Agnes Moorehead, of "Mayor Of The Town," was born in Massachusetts, educated in Ohio, Wisconsin and New York, and still owns the ancestral 320-acre Moorehead farm between Zanesville and Cambridge, Ohio. The property was a Western Reserve land grant to Miss Moorehead's great-grand-parents in two deeds, one signed by President James Monroe, the other, by President James Tyler. . . . Ted Hediger, writer of "I Deal In Crime," just bought a 32-ft. yacht with bunks for six people, because his doctors told him to get plenty of fresh air and sun. . . . H. Quenton Cox, manager of KGW, Portland, is a strong booster for the Portland club of the Pacific Baseball League, and when in Hollywood for meetings of the NBC affiliates, predicted his favorite team would end in the first division. At this writing the Beavers are tied for first place.

## PROMOTION

### WQXR Market Survey

WQXR, radio station of the New York Times, has once again published its market analysis survey with the 1947 survey. Entitled "WQXR 1947 Market Survey — Study of 1724 WQXR Families — the Brands They Buy," the book opens with a forward describing the methods used in compiling the survey by the WQXR Research Dept. The following page prints the questionnaire that was the basis for the report, which lists over a dozen trademarked brands that might regularly be used in the home. The balance of the survey is devoted to the individual breakdown by brands, showing the number of mentions and percent mentions of each brand. It is a comprehensive report which should be of particular interest to sponsors and is the first report of the study to be published in several years.

### Contest Winners

Winner of Bill Anson's "So You Want To Be a Disc Jockey?" contest conducted on the "Hollywood Bandstand" program over KFVB the past two months was announced as Lin Brooks, 26, former Air Corps photographer, of Los Angeles.

Brooks won out over ten finalists selected by the listening audience from hundreds of aspiring disc jockeys who entered the contest. He wins a two weeks' contract with KFVB and will appear with Anson on "Hollywood Bandstand," during which time he will be closely "scouted" by leading radio and advertising executives.

Other finalists were Evelyn N. Paul R. Ransom, Irwin Shadrow, Joe W. Cain, Roy Deighton and Gene Twombly of Los Angeles; Jim Peterson of the Naval Air Station, Santa Ana, J. E. Miller of San Monica, and J. B. Lang, Long Beach.

### Baseball Tieup

To promote the broadcasts of play-by-play descriptions of the San Antonio Missions of the Texas League, L. Jerry Spengler, merchandising and promotion manager for KABC, San Antonio, is distributing handy two-color blotter calendars giving home games in one color, road games in another, with the names of the opposing teams listed under each calendar date. A consistent newspaper schedule and promotional plug schedule, well as use of package and envelope stuffers, and large 14 x 22-inch two-color window placards are also being used to call attention to the broadcasts, which will be aired nightly at 10:15 p.m., via transcriptions.

IN CLEVELAND IT'S

# WHK

CRIME CLUB  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600

**THE WEEK IN RADIO** ★

**Whiteman Enters Disc-Jockey Field**

By JIM OWENS

CLARITY trend of disc jockeys gained momentum with announcement of a full-hour ABC platoon with Paul Whiteman. One minute segment of the show, which starts June 30, has gone to the Biscuit Co. . . . CCNY's 3rd radio conference ended with presentation of awards, and discussion of current industry problems by radio agency execs . . . FCC ordered WORL, Boston, off the air by June 31. Commission charged "deception" on part of station owners. Radio Stores Corp., announced plans for a "Television Caravan" of shows starting May 20 . . . TBA's antenna plan for metropolitan apartment houses turned down by the Real Estate Board of New York. Courts insist on a "master system" of tele for all apartments . . . ET deal in history closed by Radio W. Ziv Co., with screen actor Donald Colman. Colman will narrate 52 half-hour stories, for a \$150,000 plus percentage. The industry definitely threatened by television, Paul Larsen told a group of governors of the Society of Motion Picture Engineers. Larsen, chairman of theater tele division of the IATSE . . . 400 broadcasters, attended a testimonial dinner in Philadelphia. It was a tribute to AR's aid to the industry . . . Louis G. Cowan, Inc., is a bid in transcription field for grants of exclusive sales rights for new ET shows . . . Premier Drew of Ontario sharply criticized the CBC for lack of freedom regarding commercial programming. The program garnered heavy interest from a number of significant salesmen at the ANPA convention. Approximately 14 publishers were said to have signed contracts for fax equipment from Finch and Radio Inven-

tions, Inc. . . . Opening of the UN General Assembly today to be covered by four major webs, independent stations and television outlets. Tele will also cover arrival of Miguel Aleman, Mexico president, in Washington tomorrow and his address to Congress Wednesday. Cover will be on a pooled basis, with CBS, NBC and Du Mont co-operating.

John Gregg Paine, general manager of Ascap, died suddenly in Detroit . . . Department of Justice asked the Supreme Court to uphold constitutionality of the Lea Act . . . FCC made 24 grants for FM stations . . . Television may become the most powerful ad medium in history, Gene Thomas, WOR exec and prexy of the NY Advertising Club told motion picture ad execs.

Daylight saving schedules and summer replacements have been set by the webs for 12 major programs. Drama leads the list thus far . . . "Author Meets the Critics" starts on NBC and WNBC Sunday, May 25. Show will have same sponsor, Book-of-the-Month Club, it had on WQXR for the past year . . . FM activity in programming and receiver sales on the increase in New York, according to a RADIO DAILY survey . . . Overseas programs of the State Department may be dropped as a result of action by House Appropriations Committee. Group has ruled out funds for the OIC.

NBC-Fred Allen squabble regarding his cut-off resulted in much nationwide publicity for both. Other web comedians and newspapers gave it considerable mention . . . P. Lorillard drops the Frank Sinatra show (CBS) June 4 . . . ILGWU (Unity Broadcasting Corp.) contracted with RCA for quarter-million dollars worth of FM equipment. Union will build six stations, first of which will be on the air by Labor Day.

**Parks Replaces King on CBS-TV B-M Program**

Parks has succeeded John King as emcee of the weekly "L-M-Myers Party Line" over CBS-TV, effective with last night's (Friday, April 27) broadcast, it was announced over the week-end. Show aired from 8:30 to 9 p.m., EDT. Parks, 33, and a World War II vet, "young oldtimer" in radio, has spent 15 years as announcer, emcee and master of ceremonies. His radio schedule includes the "L-M-Myers Party Line" and "Here's the News" both on the CBS network. Parks is joining CBS Parks was with CBS network outlet in Atlanta, Ga.

**Hal Davis Named To Head All K & E Publicity Activity**

Radio and product publicity at Kenyon & Eckhardt will be merged into one overall function, with Hal Davis named to direct its activities, it was announced over the week-end by Dwight Mills, executive vice-president of the New York advertising agency.

Davis, who was formerly head of radio publicity, will be succeeded by Herb Landon. Jean Browne has been appointed to handle all product publicity for K&E.

**'Shadow' Renewed On MBS**

"The Shadow," heard on Mutual Sundays, 5-5:30 (EST) has been renewed by the DL&W Coal Company on the eastern portion of the network, it was announced on Friday by Jess Barnes, vice-president in charge of sales.

New contract is effective on Sept. 7, and was handled through Ruthrauff & Ryan.

**Fulton Lewis, jr.**



**available now\* on  
WIP-Philadelphia**

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's *biggest cooperative* on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately 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.

**AVAILABLE**

is sought with Radio Advertising Agency in production department. Applies for 12 years New York broadcasting background. Write RADIO DAILY, Box 354, 1440 Broadway, New York 18, N. Y.

## Ad Council Cites Radio For 5-Year Service Aid

(Continued from Page 1)

the Advertising Council declared over the weekend in a review of "Five Years of Co-ordinated Public Service Advertising By Business Through Radio."

Calling attention to the facts and figures produced by the various campaigns which started on May 1, 1942, and since which approximately "130 billion listener-impressions" have been made (one message heard once by one listener), the Council urged advertisers and broadcasters "to herald the anniversary and call attention to the record on their programs during the first two weeks in May." It is felt that listeners need to know why and how these messages are planned and conveyed, the Council emphasized, since "many believe that the government inserts these appeals, or that the announcer, through the kindness of his heart, tosses them in to fill time. Listeners should be told directly,—even proudly," the Council declared, "that these messages represent a voluntary co-ordinated use of commercial radio time in the public interest by advertisers who know that this country's national problems did not end with the war."

### War Brought Council Plan

At the outset of the war the radio committee of the Council organized a plan that made it possible, through the "solid co-operation" of advertisers, advertising agencies, networks, stations and programs, to utilize the established program structure of radio to reach the largest audiences possible, the Council outlined. The first week of the campaign, radio urged the American public to buy war bonds, salvage scrap metal and pool their automobiles, etc. Its impact was heavily felt, the Council said. Radio later undertook to aid in raising \$32,000,000 for the USO.

Organizations receiving the most support through these allocation plans during the five year period, the Council explained, were the War Department, Treasury Department, OPA, Department of Agriculture, American Red Cross and the Community Chests (National War Fund.) For next month, the beginning of the sixth year of this plan for public service by business, radio coverage has been mapped out for such campaigns as Student Nurse Recruiting, Homes for Veterans, Group Prejudice, Prevention of Forest Fires, Safety on the Highway, Fat Salvage and Army Prestige.

At present, the Council pointed out, 181 national and regional radio advertisers are participating in the radio plans. In addition to commercial shows, almost every sustaining program on the four networks also carries messages regularly under the industry's plan. Estimated circulation of the plan is currently running at approximately 300,000,000 listener-impressions each week, and the Council estimates that a total of more than 15 billion listener-impressions will be gained during 1947.

## WHO'S WHO IN MUSIC

### CARL HAVERLIN

**C**ARL HAVERLIN is the first full time paid president of Broadcast Music, Inc. He was elected to the job exactly seven years after he helped father the organization. In the interim he spent three years with the Mutual network guiding its growth from 250 affiliates to 412.

BMI's 46-year-old president is approaching his first quarter-century in broadcasting. Born in Globe, Ariz., he joined KFI, Los Angeles, as an announcer in 1924. Three years later he became sales manager for KFI and KECA, then under the same ownership. During his 15 years with the two stations, Haverlin engaged in all phases of broadcasting from announcing to production, publicity and management. He later became station relations manager for the music and transcription firm of Davis & Schwegler.



"Aggressive"

Haverlin was an original officer of BMI, arriving on the troubled scene in 1940. As vice-president in charge of station relations, he lined up support of broadcasters for the new organization, thus forging the decisive role in successful efforts of the radio industry to establish equality of bargaining with Ascap.

Haverlin jumped from BMI, in 1942, to the OWI where he was co-ordinator of domestic radio for that office. Following his two-year war time job he moved into Mutual's station relations department and was named vice-president in late 1945.

Outside of broadcasting, Haverlin's major hobby is studying history of the Civil War and the life and times of Lincoln, a subject on which he is considered an authority. Few years ago he wrote two series, of 26 and 39 weeks' duration, on the life of Lincoln which were broadcast by MBS.

Haverlin resides in Bronxville, N. Y. He is married and has three children—two girls and one boy.

## FCC Nod To 7 FM Pleas; Ohio AM Station Okayed

(Continued from Page 1)

and Joilet, Ill.; Southern Tier Radio Service, Inc., Binghamton, N. Y.; Washington Broadcasting Co., Washington, Pa., and Central Broadcasting Company, Eau Claire, Wis.

The Commission also acted favorably on several AM applications. CP's for new AM stations were authorized for San Angelo Broadcasting, San Angelo, Tex., to operate on 600 kc., one kw., night, unlimited; Yakima Broadcasting Corp., Yakima, Wash., to operate on 1400 kc., 250 watts, unlimited.

Power boost and other changes in facilities were given the following:

McClatchy Broadcasting Co., of Nevada, Reno, Nev., KOH, increase power from one to five kw., unlimited; Upper Michigan-Wisconsin Broadcasting Co., Inc., Ironwood, Mich., WJMS, change frequency from 1450 to 630 kc., increase power from 250 watts to one kw.; Richard Austin Dunlea, Wilmington, N. C., WMFD, change frequency from 1400 kc., to 630 kc., increase power from 250 watts to one kw.

The FCC on Friday announced its supplemental proposed decision looking toward the grant of the application of Lake Erie Broadcasting Co., for a new standard broadcast station at Sandusky, Ohio, to operate on 1450 kc., 250 watts unlimited. At the same time the Commission proposed to deny the mutually exclusive applications of the Sandusky Broadcasting Co., and the Bay Broadcasting Co., seeking the same facilities.

## Appoint RCA Engineers To Posts Of Section Heads

Appointment of six RCA engineers as new section managers was announced by M. C. Batsel, chief engineer of the RCA Engineering Products department. The new engineering section managers are Virgil E. Trouant, broadcast and industrial electronics engineering; Robert R. Welsh, communications and specialty section; William J. Morlock, distributed sounds products; Clarence A. Gunther, assistant chief engineer in charge of government equipment; Horace R. Dyson, government radiation section and Stanley W. Cochran, manager of government sound engineering.

## ABC's "Professor Quiz" Plans Six-Week Tour

Professor Quiz had begun a six-week road tour when he arrived in Florence, S. C., on Saturday, April 26, to present his question-and-answer program from 10-10:30 p.m., EST, over ABC.

Following his appearance in Florence, the genial showman will journey to Charleston, S. C., where the program will originate from the Citadel Armory on May 3. Other cities on the tour are Newark, N. J., May 10; Providence, R. I., May 17; Syracuse, N. Y., May 24, and Buffalo, N. Y., May 31.

After the tour, Professor Quiz, who is sponsored by the American Oil Company, will return to New York where the program will originate for 14 weeks.

## BMB Network Report To Be Distributed

(Continued from Page 1)

Lee, Intermountain, NBC, New England Regional, Oklahoma, Texas State, Wisconsin and the Yoke. The reader may look for a given county or measured circulation for each subscribing station, the number of families that listen to any of its stations, separately reported for day and night. A station that listens to two or more networks affiliated with the same network included in the audience report for that station but is counted only once toward the network audience.

General distribution of the work report starts May 9 and will be completed within a week. Copies mailed to subscribers and complimentary to the 400 members of the ANA, additional copies are available for \$25.

### Agency Men Okay BMB

Meanwhile, several advertising executives told the NAB District 1 meeting in Houston, Texas, last week that BMB should be continued. Mann of the Tracy-Locke agency in Dallas said that "BMB is having a decided effect on our buying plans," and he also reacted favorably from the Southwestern Association of Advertising Agencies endorsing the bureau. A. H. Adams, ad manager for Dr. Pepper Co., said he wanted to see BMB continue because of changes in power frequency and network affiliation and the effect of new stations. Discussion of the subject took place after Hugh B. BMB president, had made a

## 'Voice Of U. S.' Translated Going To 324,850 Abroad

Washington Bureau, RADIO DAILY—Washington—Program scheduled for the "Voice of the United States America," printed in six foreign languages, will be mailed to 324,850 overseas listeners who have written the Department of State requesting them. The program scheduled for being issued for the month of April are printed in French, German, Italian, Chinese, Spanish and Portuguese in addition to English.

Requests for the programs nearly doubled since they were first issued in French last November. Italian in January and in German and Chinese in February. The program previously had been issued in Spanish and Portuguese for American listeners.

Requests from Germany have increased at the rate of about 500 a month, and from France at the rate of about 8,000 a month. Recent reports from China that thousands of requests had been received at the eleven consulates in China for forwarding to the United States.

The June programs will go to 500 listeners in Germany, 25,000 in France, 35,800 in Italy, 17,600 in Spanish to Latin America and 38,200 in Portuguese to the state of Brazil.



**BEHIND THE MIKE**

By SID WEISS

Rainbow Record chieftains must be a very red-faced bunch these days. When they plucked Jack Benny out of the composing field and as their crooning star, they had his latest tune, "Linda," for record release. So what happened? Buddy Clark came along with his platter of the tune zooming back right back to where it was years back.

Mer Club's Lloyd Shaffer, dining with the Flamingo, pointed to a com- exec and quipped: "No wonder he specializes in package shows. He's wrapped up in himself."

Jean Tighe-Jimmie Brown, singing on their Angostura, has won them an MGM record contract.

Biologist Pieter de Witt besieged television offers to show off his publicized collection of rare antique jewelry.

Dian Daphne-Shamus," new hit by Fred Norman and Ira Berlin, very close to a sale.

Decca Records have signed Charlie and Connee Boswell.

Juan Cordon, singing star of "Scene," has three Victor Red-ums out currently—A Rud- Kipling album, Uncle Remus atorio Arias.

Italians who backed up Ella in her Columbia album of "Rainbow" claim you haven't heard "Glocca Morra" sung until you heard Ella's recorded version. Iris Mountbatten soon to in- radio under the sponsorship of Ballini, the dance man.

Three Suns' new airshow on Saturday afternoon has spon- sored magnetism.

When he leaves the Plaza for Wash- ington Statler, Hal Kanner will have his air time.

Billie Miles, who goes into the studio shortly, being sought for a replacement air show.

Dinner at Townley Restaurant (a place for Judy Canova) getting the best offers.

Bill Brisson has been agency-ap- pointed to revive his original role of "Under Bar" for the air.

Guest Must Go On Dep't: Shirley Temple's guest the other day had to be canceled in the studio for the in- terview. A circus performer, he had broken his ankle the preceding week.

Bill Sullivan, star of "Street Scene" will give two concerts at the Elvira Hall in May.

Selection dep't: It's a girl, not a boy, at the Welbourn Kelleys.

**Religious Award**

Radio and Mutual will broad- cast the proceedings of the luncheon given for J. Arthur Rank, the moving picture producer, by the World's Sunday School Associa- tion at the Commodore Hotel on May 1:45 p.m. On this occasion, Mr. Rank will be presented with an award in honor of his work with religious films.

**Allen Publicity 'Snowballs'; Stations Support Comedian**

(Continued from Page 1)

Allen incident brings forth laughter and applause, as though they were with the "underdog," which is readily explained in the realm of mass psychology.

The hatchet is buried insofar as Allen and NBC is concerned but the proverbial snowball is still rolling down hill and still meat for comedians, disc jockeys et al and of course the feature writers on newspapers.

Typical example is Gene Rayburn and Jack Lescoulie, who do a combination comedy and disc jockey job on WNEW in the ayem period, had an opportunity to plug their vice-president, Ira Herbert, in charge of sales and gagged it up for sometime, yet it would hardly have worked out if the Allen episode hadn't opened it up for them.

Meanwhile, on programs before studio audiences, the mention of the

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**Stromberg-Carlson Shows Post-War Tele, FM Line**

(Continued from Page 1)

lighted by two television models, was described as combining the "latest design and improvements in all phases of standard, FM broadcast and phonograph entertainment."

Although no prices were available, both television models are consoles with 10-inch tube, and one is complete with AM, FM and record changer; the other video model is a straight sight and sound instrument, described as "highly desirable for taverns and clubs, etc." All radio receivers of the new line, with exception of table models, are equipped with FM reception.

Dealer showing, which was arranged by Gross Distributors of New York, was attended by top management of Stromberg-Carlson, including Dr. Roy Manson, president, who outlined the future of FM and television. Also attending the meeting were Lloyd Spencer, vice-president and sales manager, and Cliff Hunt, national sales manager of the radio and television division of Stromberg-Carlson, who demonstrated the new sets to dealers. Occasion was described as the "first time Stromberg-Carlson dealers have been able to see the company's complete line since the end of the war."

Company officials explained that the showing of video sets was a "pre-view" and that actual delivery will not be made until the fall of this year.

**Godfrey Does Fund Film**

Arthur Godfrey, CBS network personality and director of the web show "Talent Scouts," made a short subject film last week to be used in theaters in the metropolitan area as his contribution to the annual campaign of the Greater New York Fund.

Film, produced by Fox Movietone, was directed by Mike Jablons, director of special events for the Greater New York Fund.

**WHN Music Hour Series To Have Etting, Teagarden**

(Continued from Page 1)

be featured in a series of four quarter-hour broadcasts are singers Betty Reilly, Larry Marvin and Bob Houston, all with their own shows.

"The Jack Teagarden Show" premieres tonight, 9:15-9:30 p.m., and will be aired Monday through Friday. Show features Teagarden and his newly organized Sextet consisting of Herbie Dawson, piano and tenor sax; Harold Keinz, tenor sax and clarinet; Charles Panely, trumpet and piano; Willie Rodriguez, drums, and Tony Dell, bass.

Ruth Etting's WHN premiere will be delayed a few weeks while the singer completes West Coast commitments. Her starting date is May 19, when she will be heard from 9-9:15 p.m. five nights a week. Her husband, Merle Alderman, will be musical director for the program.

Newcomers to radio spotted in the hour long studio broadcast are Betty Reilly, singer of Latin songs, who is scheduled from 9:30-9:45 p.m. on Monday, Wednesday and Friday, and Larry Martin, recently featured at the Embassy Club, who takes over from 9:45-10 p.m. on the same nights. Joel Herron, WHN musical director, will provide music for "The Betty Reilly Show."

Singer Bob Houston, previously heard on WHN's "Gloom Dodgers" and the "Morey Amsterdam Show," has been signed for the 9:45-10 p.m. slot on Tuesday and Thursday. One remaining period yet to be filled, to complete the hour, is 9:30-9:45 p.m. on Tuesday and Thursday and negotiations are under way for other performers.

With the exception of Ruth Etting the series goes into operation this week but tonight's broadcasts will be shuffled due to WHN carrying a special broadcast by Secretary of State George Marshall at 9:30 p.m. Instead of the regularly scheduled times, Betty Reilly will make her debut at 9 p.m. and Larry Marvin at 8:45 p.m.

**AGENCIES**

**H**OLLY KROMER has been named radio director of the Greek War Relief Association, Inc., U. S. A., with headquarters in New York City. A graduate of Ohio State University and the American Academy of Dramatic Art, Miss Kromer has done public relations work for various civic and national philanthropic agencies.

**THE CHANNING L. BETE CO.**, Greenfield, Mass., advertising and public relations firm, has announced its incorporation as the Channing L. Bete Co., Inc. Officers and owners are Channing L. Bete, president; Richard R. Bruce, vice-president and general manager, and Groverman B. Payne, treasurer.

**HOUSE AND LELAND**, Portland, Oregon, have been elected to membership in the American Association of Advertising Agencies.

**CHARLIE ANDREWS** of Chicago has joined Needham, Louis & Brorby, Inc., as a radio commercial writer. Andrews has done free-lance radio script writing on a number of local radio shows since his discharge from the army a year and a half ago, including some special work for "The Breakfast Club." During the war he prepared the text for several U. S. Air Corps training manuals and wrote scenarios for training films. The agency shows include "Fibber McGee and Molly" and "The Great Gildersleeve" on NBC, and "Sky King" on ABC, in addition to a number of local Chicago shows.

**Four MBS Daytime Shows To Reshuffle April 28**

New network time periods have been set for four Mutual week-day across-the-board programs effective today, April 28. Reshuffling is due to changing shows around the noon-hour, starting the same day. "Heart's Desire," move up from the afternoon to 11:30 a.m., to 12 noon, EDST, coincidental with the web adopting the time saving policy. Victor H. Lindlahr, food commentator moves from 11:45 a.m., to 12 noon, and the network's Washington news period moves from 12 noon to 3 p.m., and will be known as "Afternoon Edition," while "Smile Times" will be heard 3:15-3:30 p.m. This moves down from 1:15 p.m.

Network show from Boston, "Bobby Norris and His Singing Strings," moves to the 1:15 spot and will be presented prior to the 1:30 show from the Coast, "The Merv Griffin Show."

IN CLEVELAND IT'S  
**WHK**

# New World Series Deal Announced By Mutual

(Continued from Page 1)  
 missionership of baseball, two years ago, his negotiations with radio would benefit baseball by \$1,245,000 and that the Annuity and Insurance fund would be adopted in 1947, be specifically benefited in that a major portion of the proceeds of the Series and All-Star games would be used for the players pension fund.

It was also pointed out that in the six years of the All-Star games, the broadcasting rights would result in \$200,000 going to the players after they have retired from active baseball lists.

Kobak announced that Mutual network would have in excess of 425 stations this year when the World Series will be broadcast. And, that the additional outlet usually added by the sponsor during the series would make the classic available to every listener in the United States. Also, it will be heard by the Armed Forces and on Navy ships at sea. Kobak revealed that Mutual would co-operate to the fullest extent with baseball in keeping the game as the national pastime and that plans are being made enabling millions of boys to learn the fundamentals of baseball through radio in co-operation with leading big league stars and coaches.

Those present at the dinner held at the Waldorf-Astoria Hotel included leading sports writers and columnists, sports broadcasters, and officials of Mutual, and Gillette, the latter headed by Joseph Spang, Jr., president and A. Craig Smith, vice-president.

## ABC Officials To Attend Web Regional Meeting

(Continued from Page 1)  
 cisco, California on Monday, May 5. Mark Woods, president of ABC, John H. Norton, Jr., vice-president in charge of stations for the net and Ivor Kenway, director of advertising and promotion will address the regional meetings on matters of station and network operations.

Frank Carmen of KUTA, Salt Lake City, Utah, who represents the affiliates in the Mountain District, has called the meeting in that area, while Jack Gross of KFMB, San Diego, Cal., has called the Pacific District meeting. Both officials represent the web's stations planning and advisory committee for their respective districts. Francis Conrad, station relations manager for the Western Division will join the three net executives in Denver and also accompany them to the San Francisco meeting.



# COAST-TO-COAST

## —ALABAMA—

**BIRMINGHAM**—Thad Holt, WAPI prexy, has been named director of the Birmingham branch, Federal Reserve Bank of Atlanta. . . . WBRC's president, Eloise Smith Hanna, received for the station, a plaque from the U. S. Marine Corps for publicity in the recruitment drive in Alabama.

. . . **MOBILE**—The problems of two war brides in getting to Mobile, and their difficulties in adjusting to the American way, were recently heard on WKRK's "Naturally For Ladies" program. Ruth Phelps, of the station's staff, plied the questions, while Mrs. T. C. Turner, ex-Londoner and Mrs. H. W. Threlkeld, former Austrian and University of Vienna student, shot the answers. . . . **MONTGOMERY**—Servie Smith has been added to WSFA's engineering staff as special consultant.

## —VIRGINIA—

**ARLINGTON**—A policy of no commercials for a sustained period of four hours every Sunday, has been announced by WEAN. Music of every type to suit varied musical tastes will be featured in this uninterrupted period. . . . **Ex-Army Captain, William J. Heron, recently returned to this country, has been appointed commercial representative with WARL. . . .**

**LYNCHBURG**—Norman Thomas Simpson, formerly with Compton Advertising, Inc., has been signed as sport announcer for WWOD. . . . **NEWPORT NEWS**—WGH, in co-operation with the Newport News Junior Chamber of Commerce, is airing a weekly half-hour discussion program entitled, "Jaycee Roundtable." Forums thus far have covered the daylight saving, tourist and airline problems as related to the community.

## —COLORADO—

**DENVER**—Hugh B. Terry, manager of KLZ, was elected a representative of the National Council of the Boy Scouts of America at the annual meeting of the Denver Area Council. . . . East Denver High School student, Pat Eberhardt, who conducts a weekly column for teenagers in the Rocky Mountain News, recently started a weekly phonograph record show entitled, "Teen Time Tempos". . . .

**GRAND JUNCTION**—Warren E. Clark has joined KFXJ's staff as writer and announcer. John E. Wix, Jr., veteran of The Mountain Infantry, has been added to the station's news reporting staff.

## —INDIANA—

**FORT WAYNE**—Bill Bailey, formerly of WING, Dayton; WIRE, Indianapolis and WKBV, Richmond, Ind., and Dean E. Walker, WLBC, Muncie, have joined the announcing staff of WOWO. Both are former GI's. . . . WOWO saluted WBAA, Purdue, on its silver anniversary with a 15-minute program on April 4. Transcriptions of the program were presented to Purdue University. . . . A regular fan of WIBC's studio show, "PM Party" rang the bell with emcee Gene Kelly, when, on Kelly's recent birthday, she presented him with a hand-made pair of pajamas that were a perfect fit. Kelly, who has difficulty with clothing alterations, was

delighted to try on something that fit the first time. The WIBC announcer is six-feet-seven in height.

## —ILLINOIS—

**EAST ST. LOUIS**—Elmer Willrich, salesman with WTMV almost since its birth, has been appointed assistant manager to Frank J. Prendergast, the station's general manager. . . . **ROCK ISLAND**—Every morning, Quad City Cruise, WHBF's mobile unit, with skipper, Benne Alter and Sparks, Bob Sinnett aboard, travel Moline, East Moline, Rock Island and Davenport, Iowa, making wire-recorded interviews with people in downtown and residential districts. They are then aired in the afternoon, shortly after the unit's return.

## —IOWA—

**WATERLOO**—Approximately 400 farmers and agricultural leaders, the largest number ever present, were in Waterloo recently, to participate in the fourth annual KXEL Farm Forum sponsored by KXEL. Hugh Muncy, station farm director, was moderator for the hour-long forum, broadcast 7:30 to 8:30 p.m. Dean H. H. Kildee, director of Iowa's Agricultural Extension Service, was principal forum speaker, with speakers representing the state's other top farm groups also participating. . . . **DES MOINES**—George W. Webber, manager of the Iowa Tall Corn Network, announces the appointment of Taylor-Howe-Snowden as national representatives of the network and of the individual member stations. Appointment was effective March 28.

## —NEVADA—

**RENO**—All the home games of the Reno Silver Sox, of the Sunset League, will be broadcast this year by KOH of the McClatchy Broadcasting Company. Behind the mike will be Jack Lang of the station's announcing staff. . . . **LAS VEGAS**—Abby M. Ricker, New York radio and television author, producer and performer, has started a new series of radio programs called, "The Land of Reverie" to be heard over KENO. She is dedicating the first of the series to the Red Cross.

## —PENNSYLVANIA—

**BETHLEHEM**—WGPA-FM, the Lehigh Valley's first full-time FM station, recently opened with a remote from the local hotel of a Lions Club district meeting. International President Clifford D. Pierce, of Memphis, Tenn., made the principal address to an assembly of more than 450 Lions Club members. . . . **LEBANON**—Two announcers have been added to WLBR's staff. They are Paul Mitchell, of Philadelphia, and Jay Taub, of Stamford, Conn., both newcomers to radio. . . . **PHILADELPHIA**—Roy A. Meredith, WPEN production director, and author of "Mr. Lincoln's Cameraman, Mathew B. Brady," is the only "Yankee" author to be awarded honorary life membership in the Confederate Memorial Literary Society of Richmond, Va. Meredith has just completed "The Face of Robert E. Lee," a photographic history of the life and times of the famed Confederate General.

# New Series Of ET's Issued To Banks

(Continued from Page 1)  
 outlets and that even more are expected to use the new series.

Whereas the first batch of transcriptions was devoted to the of loans, the second is on the of sound money management. Recordings are 4-minute dramatic sketches built around present money problems with organ used for theme and background. Many banks have used the 4-dramas as the central feature of quarter-hour broadcasts, filling the remaining time with ET's.

Six sample transcriptions of new series are available to those who wish to make a pitch to local banks. Thirteen programs of new series are especially suited for sponsorship by mutual banks.

## Barbasol To Suspend Midnight Recorded Shows

The Barbasol Company will suspend its midnight to 1 a.m., recorded musical shows on 13 stations throughout the country, relinquishing time slots completely, effective May 2. Only program which they continue to carry will be "Man's Matinee," currently heard on WNEW, New York from midnight to 1 a.m., six days a week. Reason for the cancellation, according to I. Wasey & Co., Inc., who handle Barbasol account, is that Company expects to start extensive mail and newspaper campaign to promote new product. No plans have been set for any fall replacement.

Stations on which Barbasol programs are being dropped are, Boston, Mass.; WCCO, Minneapolis; KMOX, St. Louis, Mo.; WABC, Chicago, Ill.; KFI, Los Angeles, Calif.; KPO, San Francisco, Calif.; KDKA, Pittsburgh, Pa.; WJLA, Washington, D. C.; WBT, Charlotte, N. C.; WWL, New Orleans, La.; WISN, Milwaukee, Wis.; WISH, Indianapolis, Ind.; and WHOT, South Bend, Ind.

## Will Aid Fund Drive

ABC will air a special program on Tuesday, April 29, 10 to 10:30 p.m., EDT., as a part of the United Negro College Fund Program will cover both jazz and the classics with the Boston Symphony Orchestra, Maxine Sullivan, Golden Gate Quartette and others participating.

*Send Birthday Greetings To*

April 28

Lionel Barrymore     Joan Blum  
 Hugh McCartney     Jay Herd  
 Michael Fitzmaurice  
 Marion Taylor



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 39, NO. 21

NEW YORK, TUESDAY, APRIL 29, 1947

TEN CENTS

## Record Crowd Expected

### Woods Gives Views on Free Speech Issues

Lexington, Va. — Emphasizing the importance of freedom of speech on the air and the desirability of radio presenting as wide a range of viewpoints as possible, Mark Woods, president of ABC, spoke before the Intercollegiate Press Association on the campus of Washington and Lee university on Saturday.

Radio today," Woods said, "is upholding a tradition which, in the opinion of the press goes back to the nineteenth Century—a tradition of frank, open discussion and of objec-

(Continued on Page 8)

### Truman Lauds Business Re Public Service Ads

The role of business in using advertising to help solve public problems during the last five years was lauded by President Truman in a letter to the Advertising Council released yesterday, in which he decried the use of radio, newspapers, and magazines to provide information on social problems as "a highly significant new development in American life."

Letter, sent to Charles G. Mortimer, president of the Advertising Council.

(Continued on Page 6)

### KGO Buying Display Space for News in 'Frisco Papers

San Francisco — KGO is discontinuing their 24-sheet billboards, car cards and newspaper display advertising which has been the backbone of their promotion work the past year. In place of that advertising they are buying a three-times-a-week radio news column in six leading news-

(Continued on Page 4)

### NABET And WOR Sign New Contract

New contract agreement between WOR and the National Association of Broadcast Engineers and Technicians calls for a nine per cent increase across the board, with working conditions remaining the same. Contract is retroactive to last Feb. 1 and extends until April, 1949.

ABC, NBC and NABET resumed negotiations yesterday for the first time in a month and the sessions continue today. Negotiations were suddenly suspended last March 27 when the union announced that the networks' offer of a five per cent increase was unacceptable and that it would refer the matter to its membership. NABET contracts with ABC and NBC expire May 1.

### Experiment Measures Program 'Hearability'

Philadelphia — First in a series of experiments to measure the "hearability" of radio scripts, newscasts and commercials was demonstrated by WCAU, Columbia network affiliate here, last night in a report of a program analysis made by Robert Gunning, director of Readable News Reports. Experiment, which was made of a full day's programming on Jan. 15 of this year, was described as the first attempt by a station to improve program content by the "Readability Measurement" method originally developed to work with printed words.

Gunning's method, which has been used by WCAU, will be used by other stations.

(Continued on Page 8)

### Advance Registration At Ohio State U. Institute Indicates 1,500 To Attend; Sessions Will Open On Friday

(Special to RADIO DAILY)

Columbus—On the basis of advance registrations, approximately 1500 leaders in commercial and educational radio will attend the 17th annual Institute for Education by Radio here next week-end. (May 2-5.) This will be a new postwar attendance mark for the four-day event, sponsored by the Ohio State University.

(Continued on Page 3)

### Entertainment Unions Plan Labor-Bill Fight

The AFM and other entertainment unions affiliated with the AFL have joined in the Federation's nationwide drive against pending Congressional labor bills, it was announced yesterday.

At a meeting held in Washington yesterday at the headquarters of the AFL, representatives of the various affiliates met to map details of the campaign against the Taft and Hart-

(Continued on Page 4)

### Tele Amateur Hour Set For Debut On WABD Fri.

"The Open Door," considered to be one of the first amateur hours in television, makes its debut on WABD this Friday from the Du Mont Wanamaker studios (8 p.m.), with talent from the New York area.

(Continued on Page 3)

### RMA Board Holds Meeting; Discusses FM Objectives

The board of directors of the Radio Manufacturers Association approved this week a report of the special committee on liaison with the Federal Communications Commission.

(Continued on Page 8)

### Officers for Districts Announced By 4A's

New officers and governors of the American Association of Advertising Agencies, have been announced by Frederic R. Gamble, the association's president. These appointments follow the recent 29th annual convention of the AAAA held in New York at the Waldorf-Astoria Hotel. New officials are:

NEW YORK COUNCIL: Chairman, Harold B. Thomas, Vice-President and Treasurer, J. Edgar Hoover.

(Continued on Page 5)

### 23% Business Increase In 1st Quarter By WLOL

Declaring that business is at its highest peak in the station's history, Norman Boggs, general manager of WLOL, Minneapolis-St. Paul, revealed that business is at its highest peak in the station's history.

(Continued on Page 2)

### N. Y. Radio Receiver Market Reveals Stiff Competition

Official death knell of unknown-name radio receivers, whipped together at the first flow of wartime component parts, is now being sounded according to newspaper ads by such retail outlets as Vim, Davega and Times Square Stores, which in some cases announce prices slashed in half. While all stores deny any so called "price war" exists, such an occurrence may be in the offing with low price standard name sets returning

to the market in metropolitan area.

Investigation by RADIO DAILY showed that two policies govern the large price reductions. One official said that his chain was anxious to reduce its inventory of the unknown sets with the return of low price receivers in the name field. An official for another chain, however, revealed that his company is continuing to buy all outlaw sets it can get which it un-

(Continued from Page 5)

### New Tele Sponsor

St. Louis—Purify Bakeries, with headquarters in Chicago, have signed for commercial television broadcasts of the Cardinals and Browns baseball games over KSD-TV, the St. Louis Post Dispatch station. Deal marks the first time a baking concern has sponsored televised baseball games. St. Louis now has 500 tele sets, many located where baseball fans gather.

### The Figures

Special Hooper on the Fred Allen show Sunday night, sought by NBC because of the episode de la vice-presidente was not so bad, but not the top bracket either. Reported at \$2.4 last Sunday evening, the week previous is reported at having been \$5.3. It was believed that the extra publicity would do something extraordinary, but maybe enough is enough.



Vol. 39, No. 21 Tues., Apr. 29, 1947 Price 10 Cts.

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

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FINANCIAL (Mon., Apr. 28)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

Tele Preview Tomorrow The first demonstration of large screen theater-type color television will be conducted by Radio Corporation of America at the Franklin Institute, Philadelphia, tomorrow. It will be a private showing for the press with representatives of New York, Washington and Philadelphia trade press in attendance.

Kintner To Speak Detroit—Robert E. Kintner, executive vice-president of the American Broadcasting Company will be the featured speaker at the Detroit Free Press Newswriting Institute to be held at the Rackham Memorial Auditorium, here, on Friday afternoon, May 2.

REFERENCE RECORDINGS IN CHICAGO L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

★ COMING AND GOING ★

MARK WOODS, president of the American network; JOHN H. NORTON, JR., ABC's vice-president in charge of stations, and IVOR KENWAY, director of advertising and promotion for the web, have left for affiliate meetings scheduled for tomorrow in Denver and for Monday in San Francisco.

JOHN DERR, Columbia network's assistant director of sports, has returned from Philadelphia, where last Saturday he covered the Penn Relays.

ROBERTO UNANUE, assistant director of Latin-American relations for CBS, leaves today for Washington, D. C., where he will participate in the welcome to President Miguel Aleman of Mexico.

TED OBERFELDER, assistant director of advertising and promotion for ABC, has returned from a brief business trip to the West Coast, where he contacted network stations, clients and agencies.

RALPH DENNIS, national spot sales manager for ABC, is on a business trip to New England. He's expected back in New York on Thursday.

LOUIS A. SPOSA, director of the Television Caravan, leaves today by plane for Reading, Pa., where he'll make advance arrangements for the launching of the Caravan on May 20.

GORDON GRAY, assistant general manager and director of sales at WIP, Mutual outlet in Philadelphia, is spending today and tomorrow in New York on station business.

BILL HUMBERT and RAYMOND KANDEL are in town. Humbert is national sales manager of WMON, Montgomery, West Va., while Kandel is a member of Fayette Associates, owners of the station.

BOB SVENSSON, general manager of Smith, Bull and McCreary, Los Angeles, has left for a tour of Latin-American countries for clients of the agency. His tour will take him to Louisiana, Texas, Mexico, Guatemala, South America and Cuba.

JOHN MALONE, JR., has arrived in town from the Pacific Coast to join the executive staff of Roy S. Durstine, Inc., advertising agency. Malone formerly was with Geyer, Cornell and Ganger and J. Walter Thompson in New York.

Stars To Aid AFRA Variety Show In Chicago

With the addition of Lena Horne, Gloria Van and the Vanguards, Dave Bacal, and the Dorothy Hild Dancers to the talent roster of Chicago's AFRA Antics, May 11, this will be the biggest all-star radio variety show ever staged in Chicago. Garry Moore will emcee the show, proceeds of which go to AFRA's sick and benefit fund.

The list of autographed door prizes to be awarded now includes an apron from "Duffy's Tavern" sent by Ed (Archie) Gardner; a coat hanger from Fibber McGee and Molly's closet; a dollar bill from Jack Benny; a pair of socks from Perry Como, and a wishing ring from Tom Breneman. Johnny Olsen is donating his top hat; Bing Crosby a pipe, Joe E. Brown a replica of Harvey, and Gildersleeve, the "water commissioner," a bottle of water.

BBC Official Here

Mary Sommerville, Assistant Controller of Talks for the British Broadcasting corporation arrived in New York yesterday for a month's tour of American broadcasting with visits to Columbus, Chicago, Minneapolis, Boston, Cleveland and other cities. Miss Sommerville will attend the Ohio State University Institute for Education by Radio and participate in some of the institute's panels.

23% Business Increase In 1st Quarter By WLOL

(Continued from Page 1) yesterday that sales figures for the first quarter has the station running 23 per cent ahead of the same period in 1946. National accounts showed an increase of .91 per cent, Boggs said, and locals 31 per cent. The business increase was attributed to an "increase in power to 5,000 watts and the inauguration of a completely revitalized program format."

Twenty-three national advertisers have been added to WLOL's business this year. The accounts include: Koppers Koke, Worthington Foods (Choplets), Washington State Apples, LaBoheme Wine, Pearls in Wine Lipstick, Vess Cola, Good & Quick Readymixed Flour, Great Northern RR., Lifebuoy, Shredded Wheat, Oldsmobile, Realemon, Red Heart, Nil, DeSoto, Py O My, Rinso, Heet, Columbia Pictures, Lucky Strike, Adam Hats, United Fruit, Virginia Dare.

Baukhage Honored

H. R. Baukhage, ABC commentator and news analyst, will receive the 1947 award from the United Business Men's Association of Philadelphia for "outstanding radio news reporting" at the Association's annual dinner meeting at the Hotel Bellevue tonight. Baukhage is heard on ABC Monday through Friday at 1 p.m., EST.



Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few. And we didn't depend on the laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station. And this is a 5th station town.

If you want to join other outfit looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.

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

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

# AGENCIES

LOUIS DUGLIN has joined World Photo News Service Corp. as president, with offices at 358 Fifth Ave., New York. The Corp. specializes in radio station publicity via the medium of pictures.

DR. PETER LANGHOFF is named director of research for Young & Rubicam, Inc. He succeeds Dr. George Gallup, who is retiring from the agency field to devote full time to directing the American Institute of Public Opinion and its foreign affiliates, and Audience Research, Inc.

THOMAS F. CLARK CO., announces that they will represent the following new stations, KDWT, Stamford, Texas, MBS affiliate, operating at 250 watts, 1400 kc., which took the air on April 6; WMMW, Meriden-Middletown, Conn., operating on 1000 watts, daytime only, which will take to the air on May 1; WWSLA, Hammond, La., 250 watts, 1400 kc., expected to commence operation the week of April 28; KSGM, Bellevue, Mo., 250 watts, 1450 kc., start operations the week of April 29; and WTPR, Paris, Tenn., 250 watts, 1400 kc., no date as yet set for taking to the air.

CALIFORNIA SPRING GARDEN SHOW has engaged Ad Fried Advertising Agency, Oakland, to handle radio promotion for the 15th Annual Spring Garden Show, held in the Oakland Exposition Building, April 29 through May 4.

CONNEAUT LAKE PARK and the Hotel Conneaut have appointed the A. Ensign Advertising Agency, Eschburg, to handle their advertising. John H. Butler, account executive, plans to use radio and newspapers.

## Heads ET Company

P. Williams, chairman of the Board of Transcription Sales, Inc., Springfield, Ohio, has announced the appointment of Lin Mason as president of the company. Prior to assuming the presidency, Mason was vice-president and general manager of the organization and had his beginning in radio back in 1929 as a pianist with WALK, Zanesville, Ohio. Subsequently he served as announcer for both WBNS and WCOL, Columbus and then spent seven years with WKRC, Cincinnati, as production manager. During that period he produced the Barbasol show starring 'agin' Sam," as well as Jimmie Fieber's "Johnson Family" on the local network.

Expanding Coverage  
Expanding Mid-America

# KCMO



# Record Attendance Expected At Ohio State Radio 'Institute'

(Continued from Page 1)

State University. The Institute program will follow the plan of previous years, being broken down into six general sessions, including the annual Institute dinner, and more than two-score work-study groups, council meetings and clinics. However, the Institute this year will have a greater international air than ever and several new features will be introduced, including formal participation by the American webs in the Exhibition of Educational Radio Programs, winners in various classifications to be announced during the Institute.

BBC and CBC will send nearly a score of representatives to the convention and several of these individuals will take a prominent part on the program. The Chinese Embassy, in Washington, and the Egyptian government will have delegates present.

The large number of provocative questions scheduled for discussion, together with the listing of several knotty current problems in radio, also to be taken up at the Institute, are responsible for the great interest aroused, according to Director I. Keith Tyler, director of radio education at Ohio State.

For example, for the first time in history of the Institute, labor will be given a top spot at a general session. M. S. Novik, public service radio consultant and former director of the New York municipal broadcasting system, will be chairman. Major speakers on the topic: "Is Labor Getting a Fair Shake on the Air?"

## Tele Amateur Hour Set For Debut On WABD Fri.

(Continued from Page 1)

drawn from movie houses in the Metropolitan area.

Show, which is packaged and produced by David O. Alber and Louis J. Dahlman, will air winners of amateur nights in co-operating theaters each week, with Candy Jones as emcee. In addition to a studio audience, judges will include Earl Wilson and Ed Sullivan, Broadway columnists, and Ted Collins, who will be watching the show in their homes and will be contacted by 'phone for choices. Every fourth week top talent will be called back for finals, with grand prizes awarded to the winners.

Bob Emery will direct the shows.

## Three Midwest Renewals

Chicago—Oliver Morton, manager of the NBC central division spot sales department, announced the renewal of three news shows over WMAQ last week. Clifton Utley's weekly commentary (Sundays) was renewed for 13 weeks by Charles A. Stevens & Co., clothiers. The Fair Store ordered 52-week renewals of both the 12-12:15 p.m., and 5-5:05 p.m., Monday through Friday news-casts.

will be James Carey, CIO's secretary-treasurer; Phil Newsom, head of radio for United Press, and Bob Kintner, executive vice-president of ABC, the first web to give time to labor unions.

### Highlights of Agenda

A thumbnail schedule of the general sessions follows:

Friday, 7:45 p.m.—Origination of Mutual's "Meet the Press" broadcast, A. A. Schechter, vice-president of news, in charge;

Friday, 8:30 p.m.—Symposium topic: "What Is Public Interest, Convenience and Necessity?" with participants including Clifford Durr, FCC; Edward R. Murrow, CBS; and Robert K. Richards, NAB;

Saturday, 9:30 a.m.—Symposium topic: "UNESCO's Role in Radio and Film," a joint session with the Educational Film Library association, including an address by Howard Wilson, deputy executive secretary for UNESCO;

(Saturday afternoon and evening—section and group meetings);

Sunday, 12:15, noon—Origination of the "University of Chicago Round Table Program," NBC; also a panel discussion following on topic: "Radio and Higher Education—the Social Responsibilities of Radio;"

Sunday, 3:30 p.m.—Symposium on Labor and Radio, Novik, chairman;

Sunday, 7:30 p.m.—Annual Institute dinner, Edward Kobak, MBS President, as toastmaster; address by Barbara Ward, of BBC, on topic: "Radio in One World;"

Monday, 2 p.m.—Closing general session with symposium on topic: "Should Radio Have an Editorial Policy?"

Mrs. Ardis Wheeler, executive secretary of the Institute, announced the "greatest interest ever" in the annual judging of educational radio programs. More than 700 entries have been judged in the various classifications: (1) webs; (2) regional webs; (3) clear-channel stations; and, (4) programs sponsored by organizations.

The winners of first awards and honorable mention awards will be made by Institute officials immediately following the third general session on Saturday morning.

# WEVD

5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

A. A. STEINMAN STATION

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Wilmington Delaware Sells

5000 WATTS Day and Night

Sales Representative RADIO ADVERTISING COMPANY New York • Chicago • San Francisco Dallas • Philadelphia



# LOS ANGELES

By RALPH WILK

**M**ARCIA DRAKE was awarded the Frances Holmes Achievement Award, a gold statuette, by the Los Angeles Advertising Women's Club, for her work in television. Lewis Allen Weiss, vice-president and general manager of Mutual Don Lee, made the presentation. Miss Drake is television-writing consultant for Bergen-Cunning Television Productions.

In Hollywood for a few days were Jack Gross, owner of KFMB, affiliate in San Diego, Calif., and Arch Morton, general manager of KJR, ABC affiliate in Seattle, Wash.

Jeannie McKeon makes her second appearance of the season as guest songstress on "Sound Off With Mark Warnow, Friday, May 9th.

Jimmy Wakely, Monogram cowboy star, was set for guest-star appearance on two coast-to-coast radio shows. He appeared on "What's Doin' Ladies," over ABC, April 25th, followed by "All Star Western Theater" CBS, April 27th.

John Masterson, manager of ABC's "Breakfast in Hollywood" program, left here April 24th for New York City, where he will spend two weeks with ABC executives discussing program plans.

Garry Moore will fly to Chicago, following his broadcast with Jimmy Durante, May 9th, to preside as master of ceremonies at the annual AFRA Antics to be held there May 11th. He will return to Hollywood in time for his May 16th broadcast.

## Entertainment Unions Plan Labor-Bill Fight

(Continued from Page 1)

ley labor bills. Purpose of the meeting, according to the AFL, was to mobilize the stars of radio, films and theater to fight the legislation.

The committee, named to carry on an intensive series of radio programs, mass meetings and personal appearances from coast-to-coast, includes: Associated Actors and Artistes of America, Edward J. Michale; American Federation of Musicians, Harry Steeper; American Federation of Radio Actors, George Heller; Actors Equity Assn., Paul Dulzell; American Guild of Musical Artists, Lawrence Tibbett; Association of Theatrical Press Agents and Managers, Zac Freedman, and Radio Directors Guild, Ed Byron.

The committee will meet tomorrow at the New York headquarters of Actors Equity Assn. to make further plans for the campaign.



## Broadway Bulletin Board . . . !

• • • The Lionel Barrymore show, "Mayor of The Town," shifts from CBS to ABC in the Fall, preceding the Bing Crosby show on Wed. nights. . . . Biow auditioning Red Barber tomorrow for "Take It Or Leave It". . . . Ill feeling between Desi Arnaz and Bob Hope has apparently been neutralized. The bandleader is set to accompany Hope on latter's tour next month. . . . Universal-International must love that book. They've just plunked down \$175,000 for Frederick Wakeman's newie, "The Saxon Charm," which deals with a B'way theatrical producer. Interesting angle is that Wakeman has cut himself in for 10 per cent of the gross. . . . Among those that WOR is reported interested in as a Bessie Beatty replacement are Newsweek's Betty Forsling and Sally Lambert (Mackreth) publisher-editor of the Malverne, L. I. Herald, and no stranger to radio. (She had her own show on WGBB in Freeport for several years). . . . CBS has acquired the rights to a new daily strip with Bert Lytell. (Mutual auditioned it some time ago but couldn't come to terms on the deal). . . . Story of the N. Y. Daily News will be told in a new book, "Telling It To Sweeney," being prepared by drama critic John Chapman. . . . Dr. Frank Kingdon and his bride to do a Mr. & Missus stanza on WLIB. . . . The wags are saying that Sinatra's punching of that newspaperman was merely an advance buildup for his return to the Hit Parade.



• • • One of radio's best comedy buys will be wrapped up this week—Alan Young, who's been sought after by no fewer than seven prospective bankrollers. Young's draw is demonstrated in newest Hooperating which shows him 10.9—with fully 100% more listeners than the show preceding him. . . . "Boston Blackie" shifts from WJZ Tuesday to WOR Wednesday next week at 8:30 p.m. . . . Mel Torme opening at the Copa on July 7th as star of their summer revue. . . . Mike Kirk back in Hollywood with everybody concerned very happy with the Tony Martin show. Wouldn't surprise us a bit if the option was renewed 'way ahead of schedule. Incidentally, the Jolson show with Martin has been postponed until Al returns from the Kentucky Derby. . . . Something new in disc-jockey shows is five-year-old Robin Morgan, of "Juvenile Jury," who has a new stanza on WOR. She ad-libs her entire show—as she can't read yet. . . . Jackie Kelk going in for flying instruction. . . . Lanny & Ginger Gray pushing their latest "sentimental" ballad: "I Wish You A Happy Drop Dead". . . . Dick Manning, creator of the Weather Forecast Jingles, has written a concerto which Paul Whiteman will introduce on the air.



• • • Mutual will be the first net to air regular programs to Alaska, starting within a few weeks. Deal has been set between the web and Wm. J. Wagner, pres. of the three-station Alaska Broadcasting System. . . . Bea Wain and Andre Baruch not leaving WMCA as reported—but there is a shakeup due at the station, we hear. . . . Block-booking with a vengeance is promotion setup to acquaint coasters with discer Martin Block. The lad is skedded for appearances on about 30 different shows. . . . Alun Williams, free-lance announcer, writing and emceeing a new photo contest program, "Picture The Song," over WMCA Sat. ayem at 11. . . . Joel Hammil (he handled radio writers and properties) has resigned from Music Corp. of America. . . . Sound-alikes: Jimmy Atkins and Der Bing'e. Catch Jimmy on WNEW Sundays at 1 p.m. . . . Marty Goodman looking for an audience participation show for Arlene Francis, who's merely the top femme ad libber and emcee for our dough. . . . Two top bands going in for summer replacements have been signed at scale. . . . Beatrice Kay goes to work for Eagle-Lion films when she finishes her current run at the Carnival. . . . Metro making a pitch for Perry Como now that he's called it quits with 20th Century. . . . Television-Radio Enterprises, Inc., have signed up Col. Stoopnagle for a series of tele appearances.

# CHICAGO

By NAT GREEN

**H**ENRY WEBER, WGN music director, will conduct the "Voices of Strings" ork while Robert Tinsler, conductor of the program, returns to Florida for two weeks.

Everett Lande, WIND salesman, has been asked to serve on the National Committee of Music and Drama for Boys' Clubs of America. For several years Lande has spent his spare time as talent director for the Chicago Boys' Clubs.

WBBM marks its first anniversary on May 4, and the station's department of education is planning an anniversary dinner on May 10 at Riccardo studio restaurant, with those who have contributed to the success of the program as guests.

Virginia Parker, 26-year-old Chicago soprano who was winner of a central regional vocal contest conducted by the National Federation of Music Clubs in Kansas City, is competing this week in the finals in New York.

"State Street Symphony," composed by Earl Hoffman, NBC staff musician, will have its world premiere in Chicago shortly and is being given heavy promotional campaign.

## KGO Buying Display Space For News In 'Frisco Papers

(Continued from Page 1)

papers in this area. Each column is 126 lines and plugs the program. Starts on KGO programs. Copy is formal and of the popular column style. This change in promotion followed an intensive study of audience-promotion advertising by the agency, Batten, Barton, Durstine & Osborn. This study revealed that radio "reader-type" column ad receives more than twice the response of ads urging listeners to tune on programs. Bob Laws, KGO advertising and promotion manager, reports that there is already an excellent response to this new type of promotion.

## Wedding Bells

Marriage of Robert F. Anderson, sales promotion manager of WGN, to Leona Sawn, daughter of Mrs. William F. Sawn of Detroit, announced Saturday in Detroit.

## WANTED

Unusual and unique format for half hour Variety Program

Only material from established sources will be considered.

Box No. 356, RADIO DAILY  
1501 Broadway, New York 18, N.Y.

**THE MYSTERIOUS TRAVELER**  
Audition records available

**COMMERCIAL PROGRAM SALES**  
1440 Broadway, N. Y. PE 6-8600

## Retailers Cleaning Out Unknown-Name Sets

(Continued from Page 1)

Prices far below the price originally set by the manufacturer. As the spokesman put it, "We're helping a lot of small manufacturers who went too far to get out of business." Presumably the newcomer manufacturers, the many small fry who rushed into business over night and helped swell production to an all-time peak, are now eager to get out from under at any price.

### Drastic Price Cuts

Price cuts involve models ranging from the way from console combinations down to low price table sets. With full page ads Vim is currently announcing a \$199.95 console combination for \$109.95, a 45 per cent reduction. It also announces a saving of \$53 on a table model combination which has a regular price of \$112.94. Sylvania now has on sale for \$29.95 a portable formerly tagged at \$59.95, a price drop of one-half. Latter set, made by Electronic Corp. of America, is the only receiver to be identified in all the sale ads. Times Square stores are cutting down their inventory with price cuts of \$10 to \$20 on small table models.

### New Philco Model

Another factor putting unknown sets on the hot seat is the return of low price sets by big name manufacturers. Philco for the first time used page ads in the Sunday papers heralding its new \$19.95 receiver while Emerson already has one at the same price and RCA is offering a model for \$28.95. Name receivers in this price range are not yet flooding the market but they are beginning to go on sale. With keen competition even tapping up between big name manufacturers, the unknown name sets seem headed down a one way street.

## Replacing Cantor

David Rose, composer-conductor, and singer Georgia Gibbs will be starred in an all-musical program, "Blue Ribbon Music Time," beginning Thursday, June 26 (NBC, 10:30 a.m. EDT) as summer replacement for the Eddie Cantor Show.

The program will be sponsored by the Pabst Sales Co., through Wardick and Legler, N. Y. Cantor returns September 25.

## JOB WANTED

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

Ben Ludy, GEN'L. MGR.

**WIBW**  
The Voice of Kansas  
TOPEKA

## NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of April 18-24, 1947

TITLE	PUBLISHER
Alexandor's Ragtime Band.....	Borlin
Almost Like Being In Love.....	Sam Fox
Anniversary Song.....	Mood Music
April Showers.....	Harms
Dream Dream Dream.....	Thomas
(I Love You) For Sentimental Reasons.....	Duchoss
Guilty.....	Feist
Heartaches.....	Lodds
How Aro Things In Glocca Morra.....	Crawford
I Believe.....	Sinatra Songs
I Gotta A Gal I Love.....	Famous
I Want To Thank Your Folks.....	Oxford
If This Isn't Love.....	Crawford
I'll Close My Eyes.....	Peter Maurice
It Might Have Been A Different Story.....	Campbell-Porgie
It Takes Time.....	London
It's A Good Day.....	Capitol
Linda.....	E. H. Morris
Mam'selle.....	Feist
Managua, Nicaragua.....	Encore
Midnight Masquerade.....	Shapiro-Bernstein
My Adobe Hacienda.....	Southern
Oh, But I Do.....	Witmark
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
That's Where I Came In.....	Robbins
Time After Time.....	Sinatra Songs
Unless It Can Happen With You.....	Stevens
We Could Make Such Beautiful Music.....	Broadcast Music
What Am I Gonna Do About You.....	Paramount
You Can't See The Sun When You're Crying.....	George Simon

## Officers For Districts Announced By 4A's

(Continued from Page 1)

Pedlar & Ryan, Inc., New York; Vice-Chairman, Gordon E. Hyde, President, Federal Advertising Agency, Inc., New York; Secretary-Treasurer, W. K. Dingleline, Vice-President, Charles W. Hoyt Company, Inc., New York; Governors, Robert D. Holbrook, President, Compton Advertising, Inc., New York; George O. Muir, President, Muir & Company, Inc., New York; H. M. Montgomery, President, Hanly, Hicks & Montgomery, Inc., New York; L. Stanford Briggs, Vice-President and Manager of Eastern Operations, McCann-Erickson, Inc., New York.

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## New Bill Berns Show To Use WOR Mobile Unit

"The Bill Berns Show," interview program by Bill Berns will inaugurate a new series over WOR Saturday, May 3, at 6:15-6:30 p.m. Berns will use the new station mobile unit, "Johnny-on-the-Spot" covering various parts of the city. He will also use wire recorders for out-of-the-way spots. Berns, who recently filled in on an early morning show for WOR is a veteran of World War II, and did considerable wire recording while on General MacArthur's staff in the Pacific and Japan.

E. Sylvestre, President, Knox Reeves Advertising, Inc., Minneapolis; Earle Ludgin, President and Treasurer, Earle Ludgin & Co.; Fergus Mead, Vice-President, The Buchen Company, Chicago; Clyde Joice, President, Goodkind, Joice & Morgan, Chicago; Fairfax M. Cone, Chairman of Executive Committee, Foote, Cone & Belding, Chicago; Henry G. Little, Executive Vice-President, Campbell-Ewald Company, Detroit.

PACIFIC COUNCIL: Chairman, Warren E. Kraft, Vice-President and Manager, Honig-Cooper Company, Seattle; Vice-Chairman, Charles H. Ferguson, Vice-President, Batten, Barton, Durstine & Osborn, Inc., San Francisco; Secretary-Treasurer, Charles H. Devlin, Vice-President and Radio Director, Joseph R. Gerber Company, Portland; Governors, L. C. Cole, Owner, L. C. Cole-Advertising, San Francisco; C. Burt Oliver, General Manager, Foote, Cone & Belding, Hollywood.

Music and KGW

For 25 years KGW has considered its musicians an integral part of the station's staff. Since its first broadcast in 1922 KGW has provided through locally-originated and network programs the best in classical and modern music. In 1923 KGW aired the first broadcast of a Portland symphony orchestra performance. Since 1927 the station has had its own musical director and staff musicians.



REPRESENTED NATIONALLY BY EDWARD PETRY & CO

## EQUIPMENT

### New Zenith Farm Radio

H. C. Bonfig, vice-president of Zenith Radio Corp. announced that the Corp. has started production of a new set that provides complete reception of standard and shortwave broadcasts. The radio is an ultra-sensitive farm set with "big set" tone quality and is capable of operation on either battery or electric light power. Operating on power supplied by a Zenith battery pack or on 115-volt AC/DC current, the set is particularly desirable in areas toward which rural electric lines are headed. A telescoping whip antenna pulls in strong signals for both standard and international shortwave reception and permits use of this radio in any room of a farm home by eliminating the need for an outside antenna.

### Radio & Equip. Stores Exhibit

The first annual Store Modernization Show to be held at Grand Central Palace, New York, July 7-12, will display complete exhibits of modernization of radio stores, it was announced by John W. H. Evans, managing director of the exposition. Exhibition will display latest techniques of store exteriors, interiors and all the furnishings and decorations that make the modern store. Lighting fixtures, floorings, wall coverings, ceilings, paints, display cases, escalators, air conditioning, refrigeration and heating equipment, business machines, cash registers, mechanical and merchandising equipment, and all other related modern methods of winning and keeping customers will be shown.

### Takes Galvin Post

V. A. Kamin has been named merchandise manager for the home radio division of Galvin Manufacturing Corp., Chicago. W. H. Stellner, vice-president of the company announced yesterday. More recently, Mr. Kamin has been regional manager of the New York and New England territory for Motorola.

### Air King's New Model

Production of a new model—"Crown Princess Console" which combines a high fidelity radio with a dual automatic record player has been announced by Air King Products Company, Inc., a division of Hytron Radio and Electronics Corp. Cabinet features storage space for 180 records and the model is priced to sell at \$134.75.

### Albert Read Moore

Albert Read Moore, Jr., 33, assistant engineering supervisor for CBS Studio Playhouses, died at his home in Mt. Vernon, N. Y., April 25 from a cerebral hemorrhage. Funeral was held Sunday from the Burr Davis funeral parlor in Mt. Vernon. Moore, who joined CBS in 1937, was a graduate of Northeastern University in Boston and had studied at MIT. He published many articles on radio engineering. Moore is survived by his wife and two children.

## \* PROMOTION \*

### CBS "Talks" Magazine

Quarterly edition of "Talks," digest of addresses presented in the public interest by CBS network, came off the press today and was mailed to Congressmen, educators and other public opinion leaders throughout the country. Magazine had a "face-lifting," including streamlined page makeup and four additional pages, raising total to 58. Four-page folder was included, listing CBS education and cultural programs. Helen J. Sioussat, CBS Director of Talks, edits the magazine. Among the CBS broadcasts reprinted in part or in entirety are:

Quincy Howe, CBS news analyst, on "Why Help Greece and Turkey?"; sports writer Bill Corum and Congressman F. Edward Hebert on "Can Sports Be Protected Against Gambling?"; "Russia's Clowns," by Richard C. Hottelet, CBS foreign correspondent; Congressman Adolph J. Sabath and Col. John Thomas Taylor, American Legion, on "Do Lobbyists Serve the Public Interest?" and attorney Morris L. Ernst and editor Oxie Reichler on "Are Local Newspapers Losing their Influence?"

### WEEI And The Weather

WEEI, CBS affiliate, Boston, Mass., has capitalized on a reprint from the January 1947 issue of Coronet Magazine with an exceedingly attractive folder captioned "When He Says Rain." Concerning the uncanny and very accurate weather predictions of E. B. Rideout, who is heard over the station three times daily, six days per week, the reprint from Coronet gives details of Rideout's method of predicting weather and much interesting background information about him. Cover of the folder contains a brightly colored and amusing sketch of a little weather house, with a picture of man, holding an umbrella before a mike. Entire drawing suggests the usual wall-type of little weather gadgets for children.

### Anniversary Campaign

WPEN, Philadelphia, in connection with the Evening Bulletin's one hundredth anniversary, kicked off a week-long series of special promotional and program efforts with an ambitious all-day celebration on Saturday, April 12th. Substituting for the ringing of the Liberty Bell, usual identification for the Evening Bulletin's newscast, which has tolled 27,532 times since the station came under Bulletin management two years ago, is a transcribed message of happy birthday to you. These happy birthday spots introduced all every-hour, on-the-hour newscasts. On the half-hour breaks special birthday copy in connection with news such as "100 years ago we saw in the Bulletin that butter was 13 cents a pound," is being used. A special Evening Bulletin editorial, devoted to the paper's 100th anniversary and appearing that day, was read on the air and a transcribed statement by Robert McLean, publisher of Evening Bulletin.

### WMPS Stunt

In tune with the current promotion of the Ted Malone show heard over ABC, Matty Brescia, promotion manager of WMPS, Memphis, has organized a local women's club to help stimulate interest in the five-a-week programs. Stunt consists of weekly meetings in homes of the "Ted Malone" fan club members as well as a house-to-house phone "beat" conducted by the group just before Malone hits the air. Kay Allen, WMPS women's director, also has given the gimmick added push on her daily shows. In addition, Miss Allen conducts a personal survey along with Brescia of the Memphis women organization in order to augment the promotion.

### KGO Postcard Ticket

A souvenir postcard ticket that serves as admission to the show, as well as promotes audience and merchandises advertised products, has been created by KGO's advertising, promotion and publicity department for "Lady-Go-Lucky," local audience participation program. Ticket is a stub with printed instructions to detach postcard and "Mail to a friend today." The postcard itself, printed in red and blue, features a large picture of emcee Tom Paxton, a billboard-type plug for the show, and a border of individual pictures of products as advertised on the show.

### New Children's Series

"Bo-Bo Ske Deton Dotten" is the unique expression of Buddy Bear, whose likeness appears on the cover of an attractive brochure issued by Kasper-Gordon, Inc., Boston, Mass. Buddy is the hero of a new transcribed children's radio program entitled, "The Adventures of Buddy Bear," being nationally released on June 9th, which lends itself to the most complete merchandising campaign ever developed in the syndicated field. The campaign which calls for the production of "Buddy Bear Song Record Albums," a "Buddy Bear Club" with buttons, Buddy Bear movie cartoon shorts and the manufacture and retail sale of Buddy Bear story books, children's clothing, etc., is described in detail on the inside pages of the brochure which also contains a picture of the new radio character.

### "Town Meeting" Invitations

Listeners to "America's Town Meeting" co-operative show on ABC, are being invited by moderator George V. Denny, to participate in a nationwide poll based on the discussion of the question, "Does Our Foreign Policy Lead to Peace or War?"

Question will be the topic for next Thursday's broadcast which will originate in Oklahoma City. Result of the poll will be made known on the May 1 broadcast and is not intended to be a scientific study of the population of the country, but rather the opinions of "Town Meeting" listeners.

## SAN FRANCISCO

SPORTS programs are continuing to find ready sponsors here. KYA is giving complete coverage of Tanforan races under sponsorship of the Les Vogel Chevrolet Co., evening from on-the-spot transmissions, and also a direct broadcast of the daily feature race with Ac Breweries sponsoring this event.

In the baseball realm KYA is airing all the Pacific Coast League games of the San Francisco Seals 1st season. All home games will be given direct, and out of town ones will be done via Western Union. The Rain Brewing Company is the sponsor of these broadcasts.

Bob Laws, manager of KGO Publicity, has created a new promotion stunt for the "Lady-Go-Lucky" program, a local audience participation show. It is an admission ticket to the broadcast, one part of which is a postcard to be detached and sent to a friend. The other part a numbered coupon with a stub attached allowing the holder to participate in the daily drawings for prizes. The postcard section advertises the show and its sponsors.

David Lasley, Advertising and Promotion Manager of KPO-NBC, recently married to Mrs. Allen Will Fowler in the Swedenborgian Church and left for a honeymoon at Piedmont Springs.

## Truman Lauds Business Re Public Service Act

(Continued from Page 1)

chairman of the Council, was recognition of the fifth anniversary of the organized use of advertising for the public interest. Five years ago through the War Advertising Council as it was then known, American business began to sell War Bonds and other war projects with "the same techniques it uses to sell products."

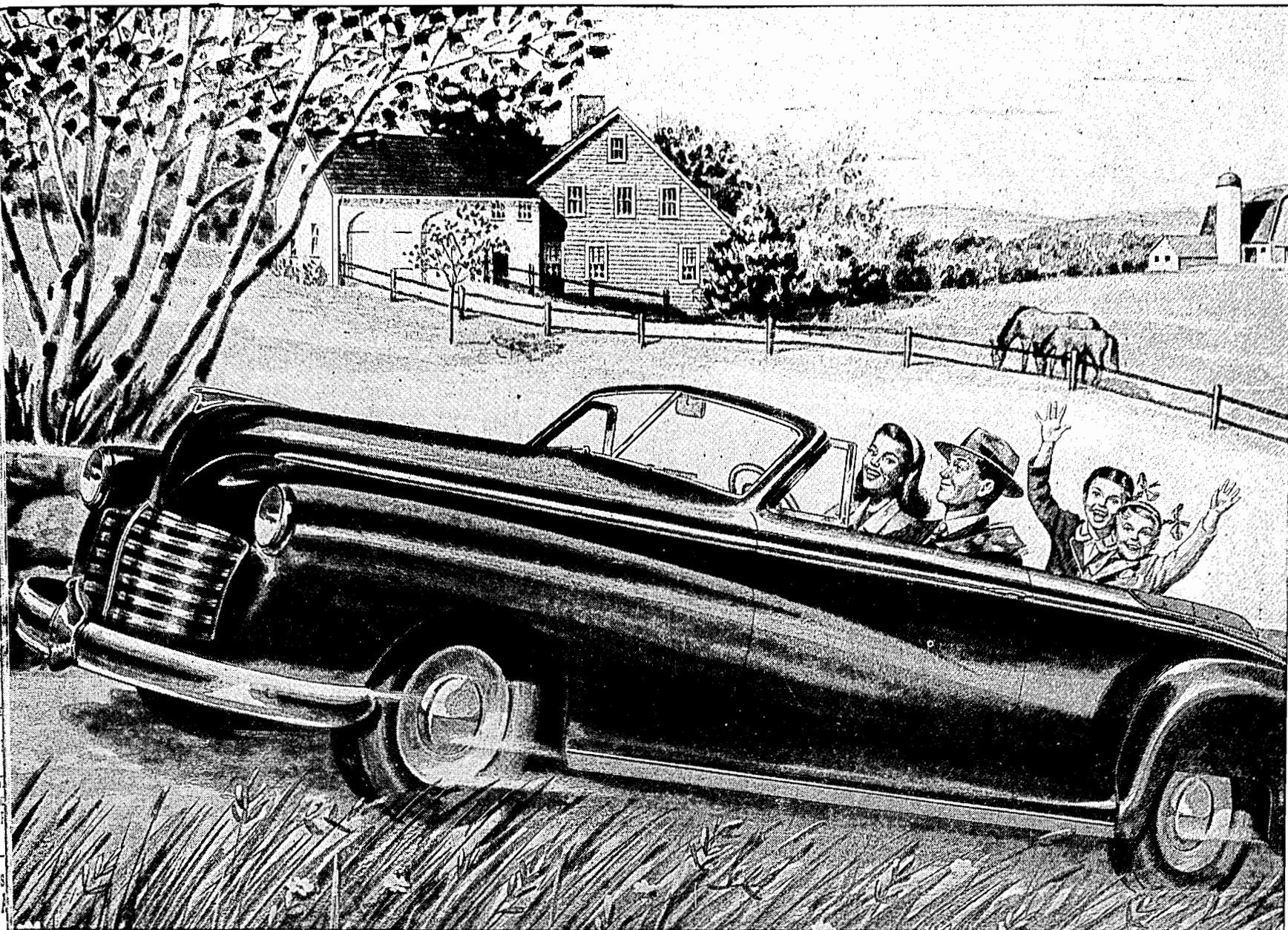
Pointing out that the work of business in public service advertising "demonstrates our ability to work together for a common goal," Chief Executive said: "In the past since the war, American business used its advertising to help secure housing for veterans, to sell billions of dollars worth of U. S. Savings Bonds, and to aid causes close to the hearts of Americans, such as the Cross and Community Chest. In fact he added, "the people of many nations have had reason to be grateful for this important new force in American life."

Send Birthday Greetings To —

April 29th

Duke Ellington Dick Leiber  
Harry N. Dittman Jan Martin  
Robert Eastman Mary Chase





## This car is running with an "EMPTY" gas tank!



Even after the gas gauge says "empty" a modern car can keep going for a good many miles. Here's why.

Automobile manufacturers know human nature. They figure that, sooner or later, we'll get careless, or misjudge how far we have to go. So the gas gauge is set to show "empty," while there are still a couple of gallons left in the tank.

**This reserve supply** is a swell idea that has kept many a family from getting stuck.

It's an even better idea for a family's budget!

A *reserve supply of dollars* is a lifesaver in case of financial emergency. It will keep your family going if sudden illness strikes, or unexpected expenses show up.

And one of the easiest ways to build just such a cash reserve

is *buying U. S. Savings Bonds on the Payroll Savings Plan!*

**Millions of Americans** have discovered that *automatic* Bond buying is the quickest, surest way of piling up an emergency fund. And of saving money for other things, too — important things like college for the kids, or a home in the country, or a cash income for later in life.

What's more, the money you save in Bonds buckles right down and starts *making more money* — in just 10 years you get back \$100 for every \$75 you put in today.

**So keep on buying Bonds** on the Payroll Plan. Buy all the extra Bonds you can, at any bank or post office. And remember, you're helping your country as well as yourself — for every Bond you buy plays a part in keeping the U. S. strong and economically sound!

# Save the easy way.. buy your bonds through payroll savings

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



## Experiment Measures Program 'Hearability'

(Continued from Page 1)

used by the Wall Street Journal, Look magazine, the Philadelphia Record and other publications, emphasizes the fundamentals of simplicity of style and of keeping material clear and understandable. The WCAU experiment is the result of applying this method to the measurement of radio broadcasts. "Inasmuch as there is a definite relationship between communication by the printed word and the spoken word," it was said, "WCAU hopes that this experiment will not only significantly contribute to radio as a whole, but will provide a graphic demonstration of how radio is trying to improve its program content."

In the demonstration, witnessed by the station's program-writing staff and members of the press, comparison was made of readability of newspaper and magazine articles as to various educational levels they reach. Typical scripts of programs were shown to illustrate their "hearability," as applied under the principles used in measuring the printed word.

Dr. Leon Levy, general manager of WCAU, said beforehand, that "we hope to contribute something to radio by this experiment," and added that a study had been made "to find to what extent if any, our shows are over the heads of the audience."

Experiments which will be conducted over an indefinite period, mark Gunning's first study in the radio industry.

## RMA Board Holds Meeting; Discusses FM Objectives

(Continued from Page 1)

quency Modulation Association and directed the committee to continue its conferences with FM broadcasters with the aim of "keeping the industry and the public well-informed on the progress of FM set and transmitter production."

Meeting of the RMA directors was the concluding business session of the four joint conferences of the Canadian RMA and the American RMA at the Seaview Country Club, Absecon, N. J. Representatives of both countries manufacturers discussed mutual problems at meetings held over the weekend, highlighted by a reception by R. C. Cosgrove, of the Crosley Corp., and president of RMA.

RMA board also considered a proposal to recommend the industry-wide adoption of a "uniform" system for marking FM receiver dials, "either in megacycles or in the channel numbers allocated by the Federal Communications Commission." It was decided, however, to defer a decision

### WRITER PRODUCER DIRECTOR

Young man, with 11 years' all-around experience at top New York City independent stations (continuity, production, directing, announcing, etc.) seeks connection with progressive agency or package firm, New York preferred.  
Box 355 — RADIO DAILY  
1701 Broadway New York 18, N. Y.

## COAST-TO-COAST

— MARYLAND —

**ANNAPOLIS**—Ian Ross MacFarlane, well-known reporter, commentator, lecturer and world traveler, recently opened an hour show, consisting of news, views and interviews of interest in the Annapolis section, on **WANN**. . . **SILVER SPRING**—One hundred apple pies, contributed by Washington, D. C. and Maryland listeners, and judged by five GI patients, were consumed by patients and guests at the Walter Reed Army Medical Center in Washington, following the prize contest at the hospital which was arranged by **WGAY's** "Homemakers' Gift Shop Program."

— NEBRASKA —

**OMAHA**—**WOW**, recently won a coveted **George Foster Peabody Award** for "outstanding public service," in presenting "Operation Big Muddy" on the air and in a color-sound movie. A series of six forum broadcasts which told about the economic and social aspects of the multi-million-dollar, Missouri River development project, constituted the show. . . Home games of the Omaha Cardinals in the revived Western League will be broadcast by **FM station KOAD** with **Phil Allen** doing the play-by-play.

— MINNESOTA —

**MINNEAPOLIS**—**Bob Bouchier**, for five years chief announcer at **WLOL** has been named program director of that station and **Jack Thayer**, former **WLOL** announcer has left the **Tel-Ex Corp.** to rejoin the station as account executive. . . **E. W. Ziebarth**, educational director, **Larry Haeg**, farm service director and **Sig Mickelson**, news director, of **WCCO**, will serve in official capacities at the annual **Ohio State University Institute for Radio**.

— DISTRICT OF COLUMBIA —

**WASHINGTON, D.C.**—The **WOL-Mutual** news staff recently broke Congressional precedent when, for the first time in the committee's history, it broadcast proceedings before the **House Un-American Activities Committee**. The proceedings included the partial testimony of the secretary of the **Communist Party in America**, **Eugene Dennis**, and the testimony of **FBI Director J. Edgar Hoover**. . . All **Washington Senators' baseball games**, in or out of town, will be broadcast over **WWDC-FM**. This announcement was made by **Ben Strouse**, general manager of the station.

and referred the matter to the RMA set division for recommendation at the RMA convention, June 10-12, in Chicago. **Cosgrove** and **Dr. W. R. G. Baker** of **General Electric**, with other directors, emphasized the advisability of the industry's adoption of the uniform system "before FM set production reaches volume proportions." **Baker** stated that from an engineering point of view "it did not matter which system of dial marking is adopted." **Cosgrove**, meanwhile, called attention to an RMA informational survey which showed that 47 set manufacturers favored the channel numbering system and 19 the megacycle markings.

— UTAH —

**LOGAN**—**KVNU** recently broadcast a 45-minute program featuring a debate on the question, "Should Tax Privileges Extended to Co-operatives be Renewed?" The debate, attended by some 500 business men and members of co-operatives, was sponsored by the **American Veterans of World War II**. . . **SALT LAKE CITY**—With announcer **Vern Bruggeman** doing the honors, **KALL** broadcast a house-painting stunt sponsored by the **Local Junior Chamber of Commerce** and **Salt Lake Painting Contractors**, one of a series of local antics spotlighting the **Utah Centennial "Clean-up and Paintup"** drive. While **Bruggeman** held the stopwatch, 100 painters swarmed over a scaffold, previously erected around a two-story frame house on one of the city's busiest thoroughfares, completing the job in nine minutes and twenty seconds.

— OHIO —

**AKRON**—**Tom Taylor**, formerly with **WICA**, **Ashtabula**, has joined the announcing staff of **WADC**. . . **CANTON**—**Julius Glass**, **WHBC** promotion director, is the proud papa of a seven pound, three ounce girl, **Lee Ellen**, born to **Mrs. Glass** on **March 29th**. . . **DAYTON**—"For exceptional service to safety," **WING** was presented an award of merit, based on its "Road Reporter" program, from the **National Safety Council**. . . **WARREN**—**Charles Cleaver** has been promoted to **News Editor of WRRN**.

— MASSACHUSETTS —

**BOSTON**—**Dr. I. A. Richards**, university professor at **Harvard** and foremost authority on **Basic English**, recently inaugurated a special radio adaptation of "The Iliad" of **Homer** over **WHDH**. Using modified **Basic English**, **Dr. Richards' new series** is an extension of "Your Ideas," presented by the **Lowell Institute** in cooperation with **Boston College**, **Boston University**, **Harvard University**, **Massachusetts Institute of Technology**, **Northeastern University** and **Tufts College**. . . **PITTSFIELD**—**WBRK** has offered a \$10 cash prize for the contestant who catches the largest fish in the first annual fishing derby to be staged by the **Parks and Recreation Department**. . . **WORCESTER**—**Robert Sherwood**, formerly associated with the **Howard-Wesson Advertising Agency**, has joined the sales staff of **WTAG**.

— CALIFORNIA —

**FRESNO**—**KMJ**, of the **McClatchy Broadcasting Co.**, will broadcast all the home games of the **Fresno Cardinals** of the **California State League**. . . **OAKLAND**—"Veterans' Forum. **KLX's** weekly feature, devotes part of its program to the interviewing of job-seeking veterans and veteran amputees. This service, sponsored by the **Veterans' Division** of the **California State Department of Employment**, has resulted in 80 per cent of the interviews being offered positions. . . **Nick Nicholson**, former disc jockey in the **San Francisco Bay Area**, has been added to **KROW's** announcing staff.

## Woods Gives Views On Free Speech Issue

(Continued from Page 1)

and unbiased presentation of news. Radio and newspapers have certain common characteristics. They are great media of mass communications. Both deal heavily in news information. Both are privately owned and operated.

"I believe in free discussion on the air," he continued. "I believe radio should continue to develop commentators whose stability and variety of viewpoints bring a wide range of editorial opinion to every station. They then speak for themselves, not their employer. I believe that station or network should give time to recognized groups for the presentation of individual viewpoints. I believe in forums, as 'American Town Meeting' where leaders thought face each other and an inhibited audience, to argue the merits of free issues.

Defines 'Editorializing'

Discussing the extent radio should editorialize, **Woods** said: "It is clearly in the public interest for the broadcaster to search out the dark and shadowy spots on his community and his nation and to throw the light of publicity on them and objectively to recommend corrective measures. I refer to issues such as public education, slum housing, public health, crime and the like. These are predominately social issues; and the radio licensee who acts in good faith has both the privilege and the duty to broadcast facts and solutions concerning them.

"This may be editorializing, but if it is, it is editorializing of the right sort and the only kind to which radio should subscribe," **Woods** declared.

## Equip New RR Trains With Radio Equipment

Latest significant step in the introduction of modern radio receiving equipment in modern railroading, evidenced this week in the announcement that three-purpose sound equipment, featuring "selective listening" to broadcasts, plus reproduction wire recordings and special announcements will be installed in the streamliner "Golden Rocket" with **Pullman-Standard** is building for **Rock Island Lines**. Railroad electronic engineers believe the sound system will give passengers "pretty much the type of sonic entertainment he desires."

### HOUSE FOR SALE

Immediate Occupancy

James Mahoney, Mutual Broadcasting System, 7 rooms, in near suburban Northfield, Ill.

Inquire of

McGUIRE & ORR, Realtors

Winnetka

Illinois

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 39, NO. 22

NEW YORK, WEDNESDAY, APRIL 30, 1947

TEN CENTS

## Wallace Incident Aired

### OKO In Last Appeal; Other FCC Activities

Washington Bureau, RADIO DAILY  
Washington—Still fighting for its broadcast life, WOKO, Albany, N. Y., yesterday again asked the FCC for a chance and offered a plan to eliminate all "evil doers" from station ownership and let employees purchase a block of stock. Under the first plan submitted to the Commission, WOKO would offer 250 shares of non-voting stock to employees of the station. The stock would be offered to all full-time employees who have served at least two years with  
(Continued on Page 6)

### Ex In Philadelphia Begun By Inquirer, WFIL-FM

Philadelphia—The Evening Bulletin and WPEN-FM on Monday began a week long public demonstration of facsimile in Philadelphia for the first time. Some 10 days ago the Inquirer and WFIL-FM announced the first demonstration of facsimile in the Quaker City was scheduled for May 5-9.  
Evening Bulletin and WPEN-FM are using two facsimile recorders on  
(Continued on Page 7)

### Theater-Tele Talk Today By SMPE, MPAA Reps

Washington Bureau, RADIO DAILY  
Washington—Eric A. Johnston, president of the Motion Picture Assn. of America, will confer today with top officials of the Society of Motion Picture Engineers on the Society's nationwide campaign for theater television.  
The whole question also is being considered by the FCC.

### Babe's Tele Set

Beginning today, Babe Ruth will be able to view all of the home baseball games in New York without leaving his apartment, through the medium of an RCA television set installed this morning. Set was a gift from Irving Sarnoff, president of Bruno-New York, local RCA distributors. Gift is in connection with Babe Ruth Day, observed Sunday in all ball parks.

### Steak Hunt

Maurice Dreicer, WWRL gourmet whose search for the "perfect steak" (you can cut it with a butter knife) has exceeded 400 tests, extended his mission nationwide over the week-end. DeLesseps Morrison, Mayor of New Orleans, heard of Dreicer's hunt, and invited him to sample the offerings of his city's local beaneries.

### La Guardia Takes Post With Radio-Tele Co.

Fiorello H. LaGuardia, formerly Mayor of New York and director general of UNRRA, has been elected a director of Metropolitan Broadcasting & Television, Inc., which operates FM station WABF and the experimental video outlet W2XMT, both in New York City. Lyman G. Bloomingdale, grandson of the founder of Bloomingdale Dept. Store, and  
(Continued on Page 6)

### WBKB Signs Contract For Rockets Grid Games

Chicago—WBKB's television coverage of major sporting events in this city was further expanded this week with the signing of a contract for broadcasts of the home games of the Chicago Rockets football team at Soldier's Field next season.  
Actual signing was witnessed by the viewing audience as cameras picked up a conference in the stadium.  
(Continued on Page 4)

## New Documentary Series Being Planned By CBS

CBS' Documentary Unit, which is planning a major programming effort to be titled "V-J Day," scheduled to be heard the week of August 14, the anniversary of the cessation of hostilities, will add a special dish for veterans of the Pacific and European theaters. Toward this end two network correspondents, James Hurlburt, already in the Pacific, and Bill Downs, en route to England now, will cover all of the territory won by the Americans and report back as to the current status. They will report

## Network's News Commentators Report Circumstances Of Radio Rebuff At Press Conference

### Radio-Tele Coverage Of Mexican President

Arrival of President Miguel Aleman of Mexico in Washington yesterday resulted in extensive radio and television coverage, with networks, independent stations, and television on hand when President Harry S. Truman greeted President Aleman at the National Airport.  
NBC and CBS in collaboration with the International Broadcasting divi-  
(Continued on Page 7)

### UJA Radio Programs Get Under Way On May 6

The radio campaign of the United Jewish Appeal will get under way May 6, when a dramatic presentation, "Barbed Wire Sky," will be presented over ABC at 9:30 p.m., EDT. This half-hour public service  
(Continued on Page 2)

### Four Summer Shows Set As Replacements On NBC

Fred Waring and his entire company of Pennsylvanians will substitute again this summer for Fibber McGee and Molly on NBC, Tuesdays  
(Continued on Page 5)

Highlight of the Washington press conference on Monday when Henry Wallace literally put his foot down on radio came at a time when Wallace is seeking network air time to broadcast a series of speeches which he will make during the next few weeks. And the Wallace ban against a WOL-Mu-  
(Continued on Page 5)

### New Speakers Added To Institute Agenda

Columbus—The addition of several notables as participants in the 17th annual Institute for Education by Radio, to be held here May 2-5, is announced by Dr. I. Keith Tyler, director. He also gave the names of those who will take part in the University of Chicago Round Table program which will originate from the Institute next Sunday.  
Australia and France will be represented.  
(Continued on Page 7)

### Russia Will 'Re-Examine' Ban On News To America

Russian authorities have agreed to re-examine their ban on American news broadcasts from Moscow, according to a report received from Paris last night from Henry Cassidy  
(Continued on Page 2)

### Settlement Near?

ABC, NBC and the National Association of Broadcast Engineers and Technicians were locked in day-long negotiations yesterday. Reports are optimistic for a quick settlement and a joint statement may be issued today. WOR settlement with NABET, calling for a nine per cent increase, is believed to be having effect on other negotiations.



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

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★ **COMING AND GOING** ★

**MORGAN BEATTY**, Washington commentator for NBC, was in Philadelphia yesterday to originate his "News of the World" from the United Business Men's Banquet at the Bellevue Stratford Hotel.

**WILLIAM S. PIRIE, JR.**, was in town yesterday from Norfolk, for conferences with officials of ABC, with which the station is affiliated.

**HARRY WISMER**, sports director at ABC, has returned from Norfolk, where he was principal speaker at the Annual Spring Sports Festival and also visited the two Navy hospitals in the Virginia city.

**DON FREDRICK**, announcer and producer at WOR, left last night on a pleasure trip to Chicago. He'll return Friday.

**OTTO P. BRANDT**, of the stations department at ABC, is expected back today from a business trip to Virginia.

**JAMES FASSETT**, director of serious music at CBS, has returned from New Orleans, originating point of last Sunday's broadcast of the New York Philharmonic Symphony.

**VERNE JAY**, formerly of KCBC, Des Moines, Iowa, has arrived in Cincinnati to take up his new duties on the continuity staff at WLW.

**JOSEPH K. CLOSE**, president of WKNE, Columbia network outlet in Keene, N. H., was a visitor yesterday at the station relations department of the network in New York.

**DONALD W. THORNBURGH**, vice-president of CBS in charge of the western division, also general manager of KNX, Los Angeles, has arrived in New York for conferences with web executives.

**VIC SHOLTIS**, station manager of WHAS, Columbia network outlet in Louisville, Ky., paid a call yesterday at the station relations department of the network.

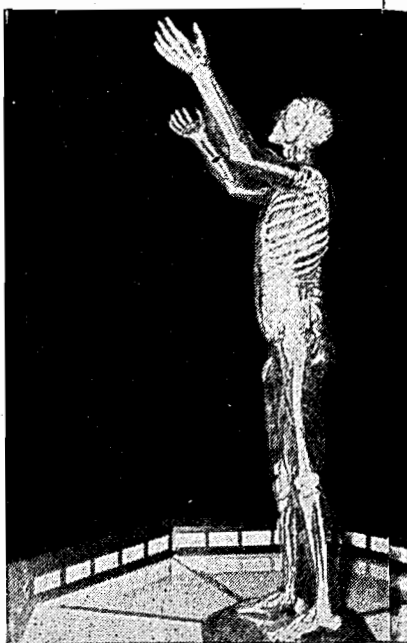
**BOB KELLER**, head of the radio sales promotion organization bearing his name, attended the NAB regional in Roanoke early this week and now is en route to Birmingham for the association's confab tomorrow and Friday.

**JOHN PFEIFFER**, science director at CBS, is back from a brief visit to New Hope, Pa.

**JOHN L. SINN**, vice-president of the Frederic W. Ziv Co., spent the past week in the firm's Cincinnati office conferring with Fred Ziv, president, on their new transcribed show, "Favorite Story," which features Ronald Colman.

**EDWARD S. GAGNON**, chief engineer at WMFF, Plattsburg, N. Y., is back at the station following a week in New York on business.

**RICHARD ERSTEIN**, writer-producer for the Lowell Institute Co-operative Broadcasting Council, Boston, spent last week-end in New York renewing acquaintances at the CBS education department, of which he formerly was a member.



**Transparent man**

That's a life-sized male figure whose bony structure and internal organs are seen through a "skin" of cellon. It's been in the New York Museum of Science and Industry in Rockefeller Center.

We picked the picture for two reasons. One, it's a reader stopper. Two, we've always been suckers for this "bring it out in the open" where our own station is concerned.

And for some time now we've laid it out on the line for everyone to see that W-I-T-H, the successful independent station, delivers more listeners-per-dollar spent than any other station in Baltimore, the country's sixth largest city.

Clear enough?



**W-I-T-H**  
AM and FM

**IN BALTIMORE**

TOM TINSLEY, President

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**FINANCIAL**

(Tues., Apr. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 3/8	8 3/8	8 3/8	- 1/8
Am. Tel. & Tel.	165 1/4	165	165 1/8	...
CBS A	25 1/4	24 3/4	25 1/4	+ 1/4
Farnsworth T. & R.	6 1/8	6	6 1/8	+ 1/8
Gen. Electric	34 3/8	33 3/8	34	+ 1/2
Philo	25 1/8	25	25	...
RCA Common	8	7 3/4	7 7/8	...
RCA First Pfd.	71 3/8	71 3/8	71 3/8	- 1/8
Stewart-Warner	16 1/4	15 7/8	16 1/4	- 1/8
Westinghouse	24 1/4	23 3/8	23 1/2	- 1
Westinghouse Pfd. B.	105 1/2	105 1/2	105 1/2	+ 1/8
Zenith Radio	17 1/8	16 5/8	16 5/8	- 7/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	6 1/4	7 1/4
Stromberg-Carlson	12 3/4	14
U. S. Television	2	2 1/2
WCJO (Baltimore)	38	42
WJR (Detroit)	14	17

**Ascap Elects Bernstein**

The Ascap board of directors, at their meeting yesterday elected Louis Bernstein as treasurer of the Society. All other officers remain the same. They are: Deems Taylor, president; Gustave Schirmer, vice-president; Oscar Hammerstein II, vice-president; George W. Meyer, secretary; Donald Gray, assistant secretary, and Ray Henderson, assistant treasurer.

**Bacon Takes New Post**

Milton Bacon has been named assistant general manager of WCBS, New York. Bacon has been featured since January, 1942, on such CBS network programs as "Time to Remember" and "God's Country."

**UJA Radio Programs Get Under Way On May 6**

(Continued from Page 1)

program will aid in the current campaign of UJA to raise \$170,000,000 for the relief, rehabilitation and resettlement of Jewish survivors of Nazi tyranny in Europe. Featured on the program will be Paul Muni, John Garfield, Edward G. Robinson and Sylvia Sydney. Victor Young and his orchestra will furnish the music for this documentary drama, written by Ronald McDougall, writer-producer of Warner Bros.

Ricki Englander, radio director of UJA reports that another network program is in the making now, which will be aired by NBC on May 18, 10:30 to 11:00 p.m., EDT. As yet, details have not been completed for this presentation. Miss Englander further stated that the lineup for various radio presentations on local stations throughout the Greater New York area will be announced within the next several days.

Henry Morgenthau, Jr., former Secretary of the Treasury, is general chairman of United Jewish Appeal.

**BMI Researcher Resigns To Study For N. Y. Bar**

Ottalie Mark, head of the BMI research department for the past seven years, has resigned that post as of May 1 in order to devote time to her studies for admission to the Bar, according to an announcement yesterday by Carl Haverlin, president of BMI.

No successor to Miss Mark has yet been appointed and the work will be continued by the present staff which she has developed.

**Russia Will 'Re-Examine' Ban On News To America**

(Continued from Page 1)

and broadcast over NBC network at 7:15 p.m.

Move by the Soviet officials, said Cassidy, followed an appeal made directly to V. M. Molotov by representatives of three American networks.

Only full time network newsman remaining in Moscow is Robert Magidoff who was stationed in the Russian capital prior to the conference. Howard K. Smith of CBS is returning to his London office.

**Repeating Circus Telecast**

A repeat performance of the Ringling Brothers and Barnum and Baily circus on CBS television is scheduled for Saturday, May 10, at 8:30 p.m., with Gil Fates handling the commentary. The first broadcast on April 19 was under sponsorship of Ford Motor Co., while the one scheduled for next Saturday is on a sustaining basis.

• THERE'S PLENTY OF BUSINESS IN



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WEED & CO. National Representatives

IN CLEVELAND IT'S  
**WHK**

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United Fruit Co.  
Last Year's Winner



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The only Producer of Transcribed Radio Programs to receive an Award at this Conference.

Two sets of Weather Forecast Jingles are supplied. One, twenty-five to thirty seconds, allowing thirty seconds for live commercial. The other, twelve to fifteen seconds, to be used as station breaks. Each set contains 66 spots. Cue index cards make selection of the appropriate forecast simple.

*Harry S. Goodman*  
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

LOS ANGELES

By RALPH WILK

**D**AVE WILLIAMSON, formerly vice-president of the Homer Griffith Company, and account executive with KFRC in San Francisco, joined the Don Lee Network sales staff as an account executive. He replaces Joe Jernegan, who is resigning May 1st to enter the local real estate business.

Glen Hurlburt, blind pianist-composer, made such a hit with Borden's when he guested with Ginny Simms two weeks ago that they've bought him as a five-a-week quarter-hour noon-day strip on KFRC, San Francisco.

Entire cast of CBS "Blondie" show was hosted at dinner last Sunday at Dave Chasen's by Penny (Blondie) Singleton, who had as guests of honor S. Bayard Colgate, chairman of the board of "Blondie's" sponsoring company and his wife.

Lyn Murray has been signed to do the musical chores on "The Adventures of Philip Marlowe," summer replacement for Pepsodent's Bob Hope show, according to announcement made by Foote, Cone & Belding.

Louis Wolf, Hollywood correspondent for the Chicago Tribune, is shooting a color layout of Dick Haymes and his photogenic family for the new color section of the Windy City newspaper.

Mauri Cliffer, who emcees "Teen and Twenty" over KMPC, and Frank Taussig have written a mystery comedy show titled "Joe Diggs" for a summer replacement on the networks.

**WBKB Signs Contract For Rockets Grid Games**

(Continued from Page 1)

tion's studios between John Balaban, executive head of Balaban & Katz here and James H. Crowley, vice-president and general manager of the Chicago All-American Football Club. Captain Bill Eddy, director of WBKB, presided over the interview with the officials, which also included O. O. Kessing, deputy commissioner of the All-American Football Conference.

Kessing predicted that the telecasts will increase attendance at Rockets games, and pointed out that new fans will learn the game through viewing it at home. Crowley announced that the first game will be that with the Los Angeles Dons on August 29. Schedule extends through November 21, it was added.



**Notes From An Aisle Seat. . . !**

• • • Borden has nixed Y & R's final pitch (Borden's Big Time, with Georgie Price) meaning that the remainder of the radio account will shift over to Kenyon & Eckhardt, who already have "County Fair" on the air for them. K & E have lined up a stanza called "Arthur's Place," featuring Arthur Moore, ex-vaudevillian and musician (and formerly a show-builder at Y & R) skedded to go in the Ginny Simms Friday nite CBS slot June 20th. Moore, who's yet to appear before the microphone, has been producer and director of the very successful "County Fair" series. His assistant, Leonard Carleton, will probably take over when the new show preems. Meanwhile, Y & R shouldn't have too much trouble disposing of "The Big Time" with the talented Georgie Price, as it's one of the fastest-paced variety shows we've caught in a long while. . . . Strange that in the some 800 applications WOR has received for a fill-in for the late Bessie Betty, there is included special (and high pressure) requests from such luminaries as Helen Hayes, Lois Long, Kay Vincent, etc.—people whom you've always supposed sort of frowned upon or looked down upon daytime radio. . . . Several months ago, reports along Radio Row had Jerry Colonna leaving Hope to strike out for himself. Reaction to these reports were fragrant whiffs of "no" de Colonna. Which makes the following interesting: Jerry, that mad lad, has already cut an audition platter for NBC (C for censor, that is). . . . Hear that when P & G returns Irma Phillips' "Guiding Light" to the kilocycles (in June via CBS), the soaper will do a Superman, emphasizing tolerance, love your neighbor, etc.



• • • Good news from Alan Courtney, who's been out at KMYR, Denver, all these months battling with Kid Sinus. Alan writes that he's finally flattened his opponent and heads back for these shores May 15th—ready and available for immediate delivery. In case anyone's memory is slipping, Alan is the lad who originated more record program ideas than anyone we know in the biz. We're not intimating he'd be an asset to any web—we're coming right out and saying it out loud.



• • • MAIN STREETCETERA: May 9th's Liberty profiling Chas. Luckman (soap-food-drug colossus) in an article tagged "A New Boss For the Hucksters," penned by Philip Gustafson. . . . Larry Finley has seen that musical so often that his pals are calling it "Finley's Rainbow". . . . Our old pal, Harry Wismer, will be on "Break the Bank" this Friday, assisting Bert Parks in tossing out those sticklers on sports events, etc. . . . Ironic that with this being the toughest year for fires (what with Texas City and the hotel tragedies) that the National Board of Fire Underwriters should cancel out on "Crimes of Carelessness"—the very show that is doing such a first-rate public service job of educating the public in fire prevention. Meanwhile, we feel the series definitely rates being carried on sustaining. . . . Deal in the works for CBS' Harrisburg outlet, WHP, to get its half-hour ainer, "World's A Stage," on to the web for the summer. Slant of show is international with emphasis on show biz's contribution to one-worldness. . . . Brian Sullivan on with Maggi McNellis May 8th.



• • • MAIN STREET SEEN-ORY: Billy Rose leaving Howie's and tenor Jack Smith commenting: "There he goes to his Holm Sweet Holm". . . . Emil Coleman and his offspring, Harry, father-and-sunning it near Central Park bridlepath. . . . Kate Smith, now in her 17th year in radio, already an American legend. . . . Margaret Truman entering Town Hall the other p.m. and saying to her escort, "It's all settled for August." A Town Hall concert? . . . Peggy Hopkins Joyce (America's best-"groomed" woman) in Townley's. . . . In the Simplon, Hedda Hopper's salad matches her hat—while Maggi McNellis' vegetable plate ditto.

CHICAGO

By NAT GREEN

**T**ED OBERFELDER, ABC's assistant director of advertising and promotion, spent several days in Chicago conferring with central division officials.

Walt Newton, WGN staff announcer, attended the annual meeting of the alumni association of Texas A. M. recently and was elected president.

Fred Shidel, NBC studio engineer, has been awarded the Belgian Croix de Guerre with palm for exceptional services rendered during the liberation of that country. Shidel, who was a colonel attached to SHAEF in charge of radio frequency assignments, previously was awarded the American Bronze Star and the French Croix de Guerre.

Earl Hoffman's prize-winning "Site Street Symphony" will be given its world premiere performance by the Chicago Philharmonic Orchestra under the baton of Henry Weber in a broadcast over WGN on May 6, from Medinah Temple, proceeds going to the American Cancer Society.

WBBM will receive a citation for outstanding service from the Veterans Administration on behalf of General Omar Bradley at a special broadcast at Downey Hospital, Downey, Ill., on National Hospital Day, May 12. WBBM and two of its announcers, Fay Flynn and Bob Cunningham, so will be given special recognition awards at the annual Loyola University Honors Day ceremonies May 23 for "outstanding contributions in promoting better race relations in the city of Chicago through the medium of interracial broadcasts."

**Sherman Replacing Warner**

Washington — Winthrop Sherman, of the WOL news staff, Washington, will replace Albert L. Warner as Veterans' Affairs commentator in Mutual's "The Veteran Wants to Know" series heard Sundays at 25 to 3:00 p.m., EST., beginning May 4.

On this show previously as moderator, Sherman is a World War I veteran, who served with the rank of major as a navigator with the Army Air Forces overseas.

Warner, WOL news chief, has carried the program since February 2nd of this year, but has asked to be relieved of the assignment on this series because of heavy week-day schedules.

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# SOUTHWEST

THE FCC has approved increase of power and change in wave length requested by KTHH, Houston of which Guy Hofheinz is president. Station will shift from 1230 kilocycles to 790 kilocycles and will increase power from 250 watts to 5000 watts day and 1000 watts night.

Gale Storm and Don DeFore stars "It Happened on Fifth Avenue" are interviewed by Jim Wiggins in front of the Majestic Theater in San Antonio over KABC, San Antonio prior to the opening of their film. This is the first of a series of appearances by the two stars in Texas cities. They are also scheduled to be heard over WFAA, Dallas when they reach that city.

## Four Summer Shows Set As Replacements On NBC

(Continued from Page 1)

10 p.m., starting June 24. Programs will originate from Shawnee-on-the-River, where the Waring troupe will spend the summer.

New series will be in addition to Waring's Monday to Friday show on the network which will also be aired on the same spot. Taking part in the day and evening shows will be Gene Wilson, Stuart Churchill, Joan Heatley, Joe Marine, Leonard Kronendonck, Gordon Berger, the Swingettes, glee club and orchestra. Bill Wens will announce and Tom Bennett will produce both morning and evening programs.

### Other Summer Substitutes

Other summer replacements on NBC announced yesterday are: "The Duke's Gallery" mystery-adventure series starring Barry Sullivan will take over for the Fitch "Bandwagon Show" on Sunday 7:30 p.m., effective June 8; and "Blue Ribbon Music" featuring Georgia Gibbs, Dave Sease and his orchestra, replacing the Eddie Cantor Show" Thursdays 10:30 p.m., effective June 26.

Burns and Allen show (NBC Thursday 8:30-9 p.m., EDT) will be replaced for the summer months by a new show starring Frances Langford with Carmen Dragon's orchestra starting June 13, it was announced yesterday. Show will continue under sponsorship of Maxwell House Coffee.

### London To Columbus

Howard J. London, radio director of The National Foundation for Infantile Paralysis, will attend the 17th Annual Institute for Education by Radio meeting, May 2-5, at Ohio State University, Columbus, Ohio. London is chairman of the National Organizations-Work Study Group.

IN CLEVELAND IT'S  
**WHK**

# Mike, Ground Underfoot, Records Wallace's Words

(Continued from Page 1)

tual wire recorder at his press conference, when he grabbed the mike and buried it under his foot, was the climax of a chain of repercussions between Mutual and the former Cabinet member within the last two weeks.

According to a Mutual spokesman, MBS and NBC wire recorder crews were greeted hospitably by a Wallace associate when they arrived for the Monday afternoon press conference and were shown where to set up their equipment. When it was set up and all newsmen were present, it was announced the conference had been changed to a room on the floor above. Then, the Mutual spokesman said, WOL newsman Macon Reed, Jr., and engineer Ray Kaplan, picked up their equipment and rushed up one flight. Threading their way through 150 reporters they placed the mike on a table in front of Wallace who said, "This is a press conference, sir." Wallace took the mike and planted it under his left foot where it remained throughout the press conference. However, Reed and Kaplan went ahead with the recordings although the quality was none too good. Excerpts were carried by WOL-Mutual last night at 11 p.m., with full explanation of the incident. Albert Warner, MBS news chief in Washington, pointed out: "Here was Mr. Wallace at this news conference complaining about inaccuracies in the news and at the same time frustrating the now normal radio reporting in which there can be no inaccuracy because the speaker's own words are presented."

### Incident Widely Publicized

After the story was widely reported on the radio and in the press, including an Associated Press photo of Wallace with his foot on the mike, Wallace defended his action yesterday with this statement: "My experience has been that a speaker cannot simultaneously talk to a press conference and a radio audience. That is unsatisfactory to the reporters and after all the press conference is their show. As a matter of record in yesterday's press conference a stenographer was present. I appreciate the courtesies of all the radio networks and as in the past I am always glad to appear on their programs."

A series of disagreements between

Mutual and Wallace began earlier this month when the web asked him to appear on "Meet the Press" from London in a two-way interview hook-up. According to a Mutual spokesman, Wallace suggested a delay until he arrived in Paris, some time between April 22-25. Web then made arrangements for the broadcast and announced it. On April 21, the network spokesman said, Wallace cabled from Oslo, Norway, that he would not make the broadcast, adding that he never committed himself definitely. Mutual claims he did and the debate is continuing as to whether or not Wallace actually broke his promise.

A few days ago, meanwhile Wallace forces began contacting networks for air time to broadcast a series of speeches he will make as a follow up to his European tour. The New Republic, which Wallace edits, asked MBS for air time on three different occasions, starting with a pickup from Cleveland next Friday. MBS answered it could not clear the time.

### Webs Get Time Requests

ABC was also asked to make a Wallace pickup from Chicago on May 14 but it replied that because of commercial commitments the time was not available.

The New Republic also contacted NBC but a web spokesman said the inquirer was not certain as to times and dates of the speeches so NBC could not grant time until the details were set. The NBC spokesman said, however, that his network will consider any official, detailed request for air time by Wallace.

Wallace is scheduled to speak over CBS tonight from 6:15-6:30 p.m., EDT, from its studios in New York. Broadcast was arranged several weeks ago by CBS on the premise that Wallace's first speech on his return to the U. S. would be very newsworthy. A CBS official said yesterday that the network has not been asked for air time to broadcast additional speeches by Wallace.

# SAN FRANCISCO

NICK NICHOLSON has been added to the KROW announcing staff.

Across the bay in Oakland station KROW is broadcasting all the Oakland games under the co-sponsorship of Signal Oil Company and Remar Baking Company. Bud Foster is handling the mike for the Oakland games.

Ralph Howard, KPO-NBC commentator, is airing a series of interviews with George Mardikian, noted food authority and owner of the Omar Kharyam restaurant. The famous chef recently made a tour of Europe as a War Department food advisor and will discuss his experiences. Beginning today the program is heard at 3:45 p.m. Pacific time.

Bill Gwynn took his weekly KFRC-Mutual Quiz of Two Cities program to Los Angeles to the American Bowling Congress meet, using two teams of bowlers as contenders.

The new "Cable Car Concerto" recording made by blind pianist Glenn Hurlburt and Greg McRitchie, sold over 25,000 copies in its first 21 days, and it hasn't hit national distribution yet. Hurlburt wrote the concerto recently after taking his first ride on the Powell street cable line. He is heard daily on his "It's Glenn Again" program over KFRC and Mutual.

Like all KMBC personalities, Bob Riley is nationally publicized and nationally known! Bob, as KMBC's official marketcaster, broadcasts direct from Kansas City's livestock terminal—another exclusive KMBC feature! Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

## KMBC OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

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MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.  
Exclusive National Representatives

JOHN ELMER  
President

GEORGE H. ROEDER  
General Manager

Send Birthday Greetings To —

April 30

Frank Abbott      Bea Wain

Ed Krug

## WOKO In Last Appeal; Other FCC Activities

(Continued from Page 1)

the station. Purchase would be on the basis of one share of stock each year of service beyond two years, up to a total of 12 years. Employees with 14 or more years of service could purchase one share in addition to the said 12.

In asking the FCC to modify its ruling ordering WOKO off the air by August 31, the station said such favorable action will "serve to avoid considerable needless expense as well as time and effort which would necessarily be incurred and involved if it became necessary to file a new application for a construction permit."

The station told the Commission that granting this relief would "protect to the fullest extent such persons who are dependent upon WOKO for their livelihood and who are the innocent victims of the misdeeds of two of its stockholders."

WOKO already has purchased the 240 shares of stock owned by Sam Picard, which was the basis of the Commission's charges of hidden ownership. The station previously had stated that Harold E. Smith, resigned as officer and director of the station, would exchange his voting stock for non-voting stock.

### WHDH Gets 50 Kw.

Matheson Radio Co., Inc., licensee of WHDH, Boston, yesterday was granted permission by the FCC to increase its power to 50 kw. The station was operating on 5 kw.

Four other applications for increased power were approved by the Commission. They include Ashbacker Radio Corp., WKBZ, Muskegon, Mich., from 250 watts to 1 kw., also change frequency from 1490 kc., to 850 kc.; Brenner Broadcasting Corp., WAAT, Newark, N. J., from 1 kw., to 5 kw.; Silver Broadcasting Co., KWAL, Wallace, Idaho, from 250 watts to 1 kw., also change frequency from 1450 kc., to 620 kc.; Pittsburgh Radio Supply House, WHJB, Greensburg, Pa., from 250 watts daytime to 500 watts night, 1 kw., daytime.

In addition, the Commission granted CP's to three applicants for new AM stations, including the following: Champlain Valley Broadcasting Corp., Albany, to operate on 850 kc., 10 kw., unlimited; Commercial Associates, Inc., Sioux City, to operate

# EQUIPMENT

## Studio Planning

Speaking before the Broadcast Engineers Conference at the Georgia School of Technology, Atlanta, Ga., on "Planning Sound and Television Broadcast Studios," George M. Nixon, assistant director of technical developments, National Broadcasting Company Engineering Department, declared that although data and instruments are used to obtain optimum results, the big need in the planning of studios is the subjective opinion of people, rather than the objective measurements by means of technical instruments. Nixon said further that studio planning is based on satisfying the opinions, wishes and desires of the people and that "it is not to be expected that any plant will completely satisfy everyone that uses it or views or hears the product of its output. The proper planning will satisfy about 75 per cent of the people..." he said.

## Goes "Mass Production"

Mass production of the WiRecording unit has been announced by Ralph C. Powell, president of R. C. Powell & Co., Inc., N. Y., sales representatives for the WiRecording Corp. of Detroit, Mich. First of five models employing the new unit is the Model B Recorder which is designed for general commercial use by recording studios, radio stations, schools, theaters, industrial plants, and other public address and recording systems.

on 620 kc. 1 kw., unlimited; Radio Santa Cruz, Santa Cruz, Calif., to operate on 1080 kc., 250 watts, daytime.

The FCC yesterday took action in four docket cases. Covering applications for facilities in a total of five cities, in a proposed decision, the Commission granted the application of Bullard, Metcalf and Goodlette for a new station in Hazard, Ky., to operate on 1340 kc., 250 watts, unlimited. Denied were the applications of the Hazard Broadcasting System and Universal Broadcasting Co., requesting the same facilities.

The Commission also announced final decisions in the following cases: Granting application of Commonwealth Broadcasting Corp., for a new station at Danville, Ky., to operate on 1230 kc., 250 watts, unlimited, and denying the application of Danville Broadcasting Co., seeking the same facility; granting application of Pueblo Radio Co., Inc., for a new station at Pueblo, Colo., to operate on 1230 kc., 250 watts, unlimited; and denying the application of Dorrance D. Roderick seeking the same facility.

Also granting applications of Kay Broadcasting Corp., for a new station at Baltimore to operate on 750 kc., 1 kw., daytime only and James M. Tisdale, for a new station at Chester, Pa., to operate on 740 kc., 250 watts, daytime, and denying application of Paul W. Delehanty seeking the same facility as Tisdale at Chester.

## Stewart-Warner Sets

The first deliveries of the new Stewart-Warner FM-AM radio sets, including two console type radio-phonograph combinations, began recently to dealers throughout the nation, it was announced by the Radio Division of the Corporation. The console type FM-AM radio-phonograph combination, known as the Musidora, comes in standard and deluxe models. The latter has an intermix record changer, which accommodates 10 and 12-inch records simultaneously, a slanting dial panel and two storage compartments for records. The other model has a standard changer, a straight panel and one compartment. Both sets cover the 540-1600 kc., AM band and the 88-108 mc., FM band and are for AC operation.

## Field Service Reps.

W. H. McKnew, manager of the Service Dept. of the Westinghouse Home Radio Div., recently announced the appointment of four additional field service representatives to administer Company service policy and procedure and to aid distributors and dealers in training sales and service personnel. The new representatives and their headquarters are: Fred L. Bartley, Sunbury, Pa.; Ralph S. Kerstetter, St. Louis; Alfred H. Kuttruff, Chicago; and Harold A. Loring, Atlanta. In making the announcement, Mr. McKnew said in part: "The increase in new radio receiver production makes the appointment of additional field representatives helpful to distributors and dealers at this time by developing a more extended sales and service force to assist in the care of those receivers."

## Standard Symbols

A "master" standard covering symbols used in drawings employed in wide sectors of the electrical field is now ready for distribution, P. G. Agnew, vice-president of the American Standards Association has announced. The new standard, "Basic Graphical Symbols for Electrical Apparatus," known as American Standard Z32.12-1947, was sponsored by the American Institute of Electrical Engineers and the American Society of Mechanical Engineers.

The standard provides "building blocks," consisting of 152 basic symbols for electric drawings, which in combinations can be used to describe on electrical diagrams an almost endless variety of circuits and other electrical devices.

## Named S-W Distributor

Appointment of the Andrews Distributing Company of South Bend, Ind., as exclusive distributor of Stewart-Warner radios in 18 counties of northern Indiana and southern Michigan was announced by Floyd D. Masters, sales manager for the radio division of Stewart-Warner Corporation.

## La Guardia Takes Post With Radio-Tele C.

(Continued from Page 1)

Samuel Wechsler, music patron, one of the original underwriters of the City Center, were also elected directors. Wechsler was formerly chairman of the music and entertainment division of the Red Cross executive vice-president of Metropolitan.

LaGuardia will aid in formulating policies to be adopted by the stations and participate later in a special type of news program he devised. In making the announcement, Ira A. Hirschmann, president of the company said that since receivers are being made available in quantities, the station was preparing to expand the program facilities. Station which has been on the air since 1941, is currently broadcasting quality music programs from 5 p.m. to midnight daily.

Hirschmann stated that LaGuardia's advice and counsel will be a valuable asset to the station and that his recent "One World Award," attests to his esteem in public service as a writer and broadcaster. The former Mayor and Hirschmann have been friends and associates for many years, the latter having served under LaGuardia on two special missions to Europe as special inspector general of UNRRA.

## 1097 LIKE APRIL

Baltimore, Md. "Why I like this month of April" was the subject of a pleasant contest conducted by pleasant Lonny Starr of WFBR's program "Shopping Fun."

A letter of 100 words was the requirement and the prize was \$250 "Circle of Light" diamond ring secured through VIP service.

Ten announcements only were made, yet the number of entries was 1097 letters of 100 words.

Again this is proof that it pays to advertise on WFBR. For WFBR is a living, breathing radio station—not just a speck on a dial. WFBR offers all the glamor of Radio City in a smaller replica, studio audience—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

## MEN GO FOR A New KIND OF VACATION!

to this beautiful 200-acre estate just 50 miles from Manhattan. Individual rooms, superb cuisine. Supervised exercise, steam room, massage, riding, tennis, golf, all included in weekly rate . . . \$135-\$150.

HEALTH FARM N. Y. OFFICE  
LO 5-4291  
**Bill Brown's**  
GARRISON-ON-HUDSON, N. Y.



# New Speakers Added To Institute Agenda

(Continued from Page 1)

...ent at the Institute in addition to Egypt, China, Canada and Great Britain. Mrs. Louise B. M. Dyre, director of the Lyre-Bird Press transcription service, Paris, will participate in a clinic on transcription for broadcasters.

Should Radio Have an Editorial Policy? is the provocative question at the closing general session on Monday, May 5. New participants in the symposium will be Robert Lee, director of the New York Commission on Freedom of the Press; and Rex Howell, KFXV editorial director, Grand Junction, Colo. Other speakers will be Allen Saylor, UAW-CIO radio representative; Paul Spearman, Washington attorney; and Commissioner Paul Walker, FCC, Washington.

### Fly Not Attending

James Lawrence Fly, director of the American Civil Liberties Union and former FCC chairman, who originally was scheduled on the symposium, will be unable to attend, Dr. Fly stated.

Robert Lewis Shayon, CBS producer-director, will participate in one of the two-score group meetings arranged.

Miss Mary Somerville, BBC director of talks, will take part in two of the work-study programs on Saturday and Sunday, May 3-4.

### Roundtable Pickup

NBC's national "University of Chicago Roundtable" program at noon, Sunday, will have as participants: Barbara Ward, BBC's talented speaker and member of its Board of Governors; Commissioner Ray C. Rockefeller, FCC; Prof. Louis Worth, University of Chicago sociologist; and Clarence Moore, KOA, Denver. The topic to be discussed: "The Social Responsibilities of Radio."

A great many of the discussion topics scheduled for the Institute's general meetings as well as smaller group sessions relate directly or indirectly to public service aspects of radio. In organizing the program for the annual Institute, emphasis was placed on this phase by the FCC's controversial "blue book."

One of the group sessions that will attract more than usual interest will be that chaired by Erik Barnouw, Columbia University, on the announced subject: "Social Responsibilities of Radio Writers." Among the participants will be Walter Krulwich, WHA program director, U. of Wisconsin; and Parker Wheatley, of Boston, director of Lowell Institute's Top Broadcasting Council. Barnouw wrote "Handbook of Radio Writing."

## PROMOTION

### Tele Script Writing Contest

John Wildberg, Broadway producer, who has formed his own television production company, currently is sponsoring a television script writing contest, which is open to amateurs and professionals throughout the country. In addition to cash awards, the winners will receive contracts on the producer's writing staff. The winning script will be televised. Leonard F. Cramer, executive vice-president of Du Mont, and Wildberg will be the judges. Entries should be sent to John Wildberg, at 206 East 30th Street, New York City. The contest closes June 15th.

### WBT Program Promotion

The Jefferson Standard Broadcasting Company's station in Charlotte, N. C., WBT, has come up with a smart bit of promotion in their two page folder, quoting thanks from advertisers for their program promotion. Entitled "Sure . . . We Accept Confederate Money" on cover, together with a photograph of an actual \$4.00 Confederate bill. Inside spread goes on to complete title with "Especially when it comes with such a good letter" and reproduces letter from Lambert & Feasley, N. Y., advertising agency, expressing agency's thanks for plug via the medium of the \$4.00 Confederate bill. Folder is a smart bit of promotion and makes good reading.

### Film For Tele

"Going Hollywood," full color sound film produced by Finders Manufacturing Co., for merchandising the Hollivood electric table broiler, was used as the feature commercial of the Fair Store "Telechat" show on WBKB, Chicago, on April 25. Use of this film was worked out by Kuttner & Kuttner, Finders' agency, after Lawrence Foster, sales promotion director of the store, had addressed remarks to the National Association of Manufacturers pointing out that he felt such an arrangement, the manufacturer producing a filmed commercial for use of department store television shows, was the logical solution to store advertising in this media.

### WJZ Photo Display

The 16 prize-winning photos in the WJZ Amateur Farm Photo Contest, conducted by Phil Alampi, WJZ Farm Program Director, are now on display at the Penn Camera Exchange, New York. A total of 3,525 entries from 24 states were sent in and \$1,000 in prizes were awarded the winners as determined by a board of judges. Winner of the grand prize was the photograph, "Cramp," a sensitive study of rural character, taken by John H. Vondell, assistant professor of Poultry Husbandry at Massachusetts State College of Agriculture, Amherst, Mass.

### Radio-Tele Coverage Of Mexican President

(Continued from Page 1)

Division of the State Department's Office of International Information and Cultural Affairs, will beam a series of shortwave broadcasts to Latin American countries during President Aleman's visit.

Luis Farias and Alvero Galvez, XEW special events announcers, were among the press party arriving by plane with President Aleman yesterday. The Mexican broadcasters will cover the Presidential party during the Washington visit, trip to New York and the inspection of West Point cadets.

Three television stations—WCBS-TV, WNBT-NBC and WABD-Du Mont, covered the arrival of President Aleman at 4:45 p.m., yesterday. Radio stations in New York carrying the arrival ceremonies included WJZ, WOR, and WNEW.

Major networks are planning to cover the address of President Aleman when he appears before a joint session of Congress tomorrow from 1:30 to 2 p.m., EDT. The appearance of the Mexican President before Congress will also be telecast by NBC, CBS and Du Mont through a pooled arrangement.

### Stork News

A daughter, named Bonnie Joy, was born to Mr. and Mrs. Sid Fine April 23. Father is a member of the WLIB engineering staff.

# Documentary Unit To Be Themed To GIs

(Continued from Page 1)

and the various islands and natives they may have met.

Total routes of both correspondents will exceed 50,000 miles and they will constantly be sending back program material in the form of cables, diaries, radio messages, recordings and photographs. All this will be collated with other program material which has already been eight months in preparation.

Traveling with the CBS team will be representatives of "This Week" magazine which will create its own version of the story. Both staffs will work in co-operation with the Army and Navy. "This Week's" coverage will be supervised and prepared by Jerry Mason, associate editor.

While "V-J Day" will be the most ambitious of the series by the documentary unit of CBS, other programs being prepared include a report on a unique experiment in democracy at one of the major universities; an exhaustive survey of the constructive uses of atomic energy; two programs based on the new Lincoln collection opened this summer for the first time by the Library of Congress, and a report on the crisis in education in the U. S. A.

### WCNC's Child Safety Drive Ends With Special B'cast

Elizabeth City, N. C. — WCNC's 26-week juvenile safety contest, conducted among the school children of this city, ended last week with the judging of over 600 individual entries of pupils in the first six grades on "ten commandments of safety."

Final and rallying point of the contest was aired on the weekly program "Juvenile Fun Time" on WCNC, sponsored by two leading dairies and supported by local educational, civic and business groups, as well as the National Safety Council. Bob Thomas emceed the broadcast, which is the culmination of a long record of public-interest shows created by Edd Harris, manager and part-owner of WCNC.

### Fax In Philadelphia Begun By Inquirer, WFIL-FM

(Continued from Page 1)

display in windows of Gimbel Brothers department store. One is an 18-inch recorder using a roll of paper 12 per cent wider than the average newspaper. The other is a four-inch recorder. The 18-inch machine is reported to be on demonstration for the first time in any city. Equipment is made by Alden Manufacturing Co., of Brockton, Mass., which is licensed to use patents of Radio Inventions, Inc. The Bulletin and its FM outlet have bought 50 recorders from the manufacturer.

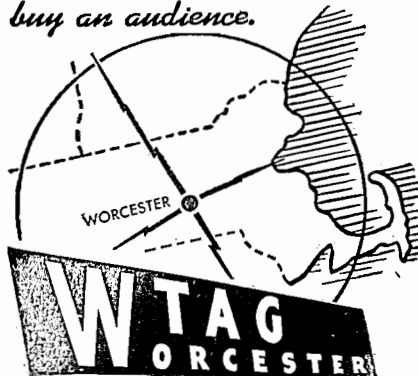
First page of the Evening Bulletin is being transmitted in the demonstration, along with news flashes, photos and weather maps. The Bulletin and WPEN-FM began their first experimental facsimile broadcasts early this month but the operation was not revealed until this week.

### Marshall Report Aired To USSR In Russian

The full text of Secretary Marshall's report to the nation was broadcast to the Soviet Union in the Russian language at 1:00 p.m., EST., yesterday from the New York studios of the "Voice of the United States of America," operated by the department's international broadcasting division.

### Only WTAG covers Central New England.

When you buy time—buy an audience.



IN CLEVELAND IT'S  
**WHK**

## BEHIND THE MIKE

By SID WEISS

LADY IRIS MOUNTBATTEN, famed as a record collector, will guest on Symphony Sid and Ray Carroll's WHOM all-niter Wednesday night. Lady Iris is bringing along ten of her favorite platters to spin over the show.

Carol Ames profiled in June issue of Radio Mirror.

General Music (Paul Kapp's firm) going all out on their new tune, "If I Had My Life To Live Over." They've already lined up dates with Kate Smith, Jack Smith, Judy Canova, the 3 Suns, etc.

Ford interested in Danny O'Neil as a summer replacement for Dinah Shore.

Peter Donald's switch - to - Calvert got the comic loads of space—with the ad even going into Life mag.

Elliott Lawrence and his ork join Gordon MacRae on the Teentimers this Saturday.

Vanity Fair's singing star, Bob Kennedy, attracting radio attention.

U. S. Steel's "Theater Guild on the Air" voted the "best and most painless drama course of the year for students," by the Inter-Collegiate Opinion Society, after a city-wide poll of all N. Y. colleges and universities.

General Omar Bradley, head of the Veterans' Administration, has awarded a special certificate for "outstanding service" to Arno'd Stang for a series of recorded comedy shows he did for war vets.

Eddie Kean and Bob Unger may have a hit in their new novelty tune, "Where is Sam?" It's just been recorded by Bob Smith and the Herman Chittison trio on the Victor label.

Mel Blanc claims the most distinctive program in radio. Hasn't been cut off the air all week.

Maurice Dreicer, WWRL "Cigar Forum" moderator, being plugged via 2,000 cigar store window posters through Cigar Institute of America promotion tie-up.

What's behind all those hush-hush meetings of a 5th Ave. radio firm planning to launch a South American network?

WWRL seeking to air Harold Ickes commentary, via transcription, exclusive in N. Y. area.

## Will Interview Durr

Commissioner Clifford J. Durr of the FCC will be interviewed by trade press editors on Mutual's "Meet The Press" program on Friday when the program originates at the annual Institute of Education by Radio which will be held at Ohio State University, Columbus. Program is heard from 10 to 10:30 p.m., EST.

IN CLEVELAND IT'S

# WHK

## COAST-TO-COAST

— MICHIGAN —

DETROIT—Sheila Nolan, former waitress at the Statler Hotel, is WJR's newest singing discovery. She was found by WJR's choral director, Don Large, through his Choral Clinic. . . . "Dizzy" Trout, colorful Detroit Tiger hurler, has turned part-time sportscaster with a 15-minute program every Saturday over WXYZ. Dave Abedasher, radio director of the Doner Agency, will appear with Trout on the radio show, which will feature baseball discussion and interviews with youngsters. . . . WWDT, Detroit's first television station, has announced the signing of a contract with the Detroit Tigers that will bring baseball to television set owners twice a week during the Tiger home stands this summer.

— OKLAHOMA —

OKLAHOMA CITY—Two tickets to the Oklahoma A. & M.—Temple University football game in Philadelphia, November 1st, plus round-trip fares to Philadelphia constitute the first prize in a new sports contest announced recently by Pat Ryan, WKY sports director. Purpose of the contest, is to select the winning teams in the American, National and Texas baseball leagues as of June 1st, 1947 and entrants must also estimate the percentages of the leading team in each league as of that date. The reason for their selection must accompany each entry. . . . Announcer Jim Todd, a favorite for many years, is leaving KVOC to manage KSIW, a new station at Woodward, Oklahoma.

— NEW JERSEY —

ASBURY PARK—Jessalyn Jones, former assistant director of the St. Louis Little Theater and director of several amateur groups in North Jersey, has joined the staff of WCAP as music and script librarian and assistant program director. . . . NEWARK—The Walter Reade Theaters and WAAT are conducting a 10-week Talent Quest on the stages of the Reade Theaters in Asbury Park, Long Branch, Red Bank, Morristown and Plainfield. Every Sunday, the winners of the previous week's contest appear over WAAT. From these the radio audience selects the semi-finalists and finalists who will appear on that station the twelfth and thirteenth weeks of this series. . . . William Blummel, WTTM engineer, has been elected president of the Delaware Valley Radio Association.

— VIRGINIA —

NEWPORT NEWS and NORFOLK—Frank Facenda, formerly of WRVA and WCNC, and Ed Strickland, veteran, formerly with the AFN in Japan, have been added to WGH's announcing staff. Facenda will also serve as musical director, replacing Boyd Harrier, now emcee on the WGH all-night, around-the-clock program. Mrs. Louise R. Perry is the station's new receptionist. . . . RICHMOND—Virginia's favorite organist, Eddie Weaver, recently inaugurated a new series of daily broadcasts over WRVA. The program originates from Loew's Theater where Weaver plays the Wurlitzer organ at each performance.

— WASHINGTON —

PULLMAN—Joe Jaeger, back at KWSC after four years, has been named head of the sports announcers-writers section. Additions to the station's publicity section are Derald Lyman and Jackie Parks. . . . SEATTLE—Realizing the need for programs directed to the youth, KOMO, in cooperation with the Associated Boys' Club of Seattle has designed a new show, especially for teenagers, called "Clubhouse Party." It originates directly from the Greenwood Boys Club and includes a quiz show, audience participating skits, songs and plenty of jumpin' jive, with prizes for all.

— WEST VIRGINIA —

BECKLEY—WJLS moves from the local station classification into the regional group on May 1st, when it increases its power from 250 to 1000 watts. The station broadcasts on a frequency of 560 kilocycles. . . . HUNTINGTON—New additions to the announcing staff of WSAZ are Marvin Amols and Merle Edwards. Joe Spina, who came to the station last November, is now disc-jockey extraordinaire in full command of the "Platter Party," nightly recorded jive session.

— TEXAS —

BEAUMONT—There have been two new additions to KFDM's staff. Ralph Ramos, veteran newspaper reporter and editor, has joined the news department and Conrad Bering has become assistant program director. . . . HOUSTON—The Veterans Broadcasting Company, consisting of Max H. Jacobs, Douglas B. Hicks and Thomas J. Harling, sharing equal partnership, has been granted a license by the FCC for a standard broadcasting station, utilizing the facilities vacated by KTHT, which has been granted an increase in power and a new wavelength. The new station will operate with 250 watts on 1230 kilocycles, full time.

— CONNECTICUT —

HARTFORD—Sterling V. Couch, traffic manager of WDRC, has been elected second vice-chairman of the Hartford Tuberculosis and Public Health Society. He has also become chairman of the 1947 Christmas Seal Drive. . . . WTIC production manager, George Bowe, and Glenn Rowell, well known radio personality, recently produced and emceed "Springtime Frolics," a benefit show, presented to raise funds for the Cancer Society. . . . NEW LONDON—WNLC, upon conclusion of its preliminary tests for frequency modulation operation, recently went on the air with a complete FM broadcast schedule. The station operates on 97.9 megacycles, daily, from 3 to 9 p.m.

## HOUSE FOR SALE

Immediate Occupancy

James Mahoney, Mutual Broadcasting System, 7 rooms, in near suburban Northfield, Ill.

Inquire of

McGUIRE &amp; ORR, Realtors

Winnetka

Illinois

## AGENCIES

JAMES D. NORTH has joined Fox Cone & Belding as vice-president and a member of the agency's ph board. He has been associated with General Foods for the last 10 years, serving most recently as sales advertising manager of the cereal division. During the war he served as a major with the Army Air Force.

OPERATIONS COMMITTEE of board of directors of the American Association of Advertising Agencies for 1947-48 has been elected. It is composed of the four officers and three directors-at-large. They are: chairman of the board, J. C. G. nelius, Batten, Barton, Durstine, Osborn, Inc., Minneapolis; vice-chairman, Thomas D'A. Brophy, Kenji & Eckhardt, Inc., New York; secretary-treasurer, Clarence B. Goshgobenton & Bowles, Inc., New York; president, Frederic R. Gamble, A.A.A.; three directors-at-large, Fair M. Cone, Foote, Cone & Belding, Chicago; James H. S. Ellis, Kuds Agency, Inc., New York, and Hel M. Stevens, J. Walter Thompson, New York.

MALCOLM HOWARD ADVERTISING AGENCY, Chicago, announces the removal of its offices to larger quarters at Suite 400, 203 North Wabash Avenue as of April 26, 1947.

## Albert H. Pollack

Newark—Albert H. Pollack, 55, Indian Lake, Denville, N. J., of Miami Beach, Fla., treasurer and member of the board of directors of radio station WAAT Newark, died yesterday in Florida following an illness of several months. Surviving his wife, Yetta, two daughters, Marcia Brezin of Miami Beach, and Mrs. Sarah Rosenhaus of Morristown, N. J., and two sons, Emanuel of Denville and Vorton of Miami Beach. Funeral services will be held Thursday morning in Florida.

# KMLB

Monroe Louisiana

Has more listeners in Monroe and North-eastern Louisiana than ALL OTHER STATIONS COMBINED!



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