

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 23

NEW YORK, N. Y., WEDNESDAY, MAY 1, 1946

TEN CENTS

CCNY Mulls Radio Biz

Rural Radio Only Part Of Picture, FCC Is Told

Washington Bureau RADIO DAILY
Washington—Warning against a "too narrow interpretation" of the importance of specialized rural service, Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit, yesterday told the FCC that "this is only a part of what radio, largely through clear-channel stations, has really brought the farmer." "I hope," he said, "that the issue of rural service is not being too narrowly interpreted. WJR has recognized the

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Ascap Board Meeting Reelects Its Officers

Board of directors of Ascapi at its meeting yesterday, re-elected all of the Society's officers with one exception. Those continuing in their respective offices are: Deems Taylor, president; Gustave Schirmer, vice-president; Oscar Hammerstein, second vice-president; George W. Meyer, secretary; J. J. Bregman, treasurer, and Donald Gray, assistant secretary. Ray Henderson, was elected as-

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ABC's Stations Committee Opens Confabs Tomorrow

The regular quarterly meeting of the station's advisory committee of the American Broadcasting Company, will be held for three days beginning tomorrow, May 2 on St. Catherine's Island, off the coast of Georgia. Those attending will be: Edward J. Noble, chairman of ABC; Mark Woods, pres-

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AFM Smacks Tele

"Television is not going to grow at the expense of the musicians. As television grows, we are going to grow with it, or we are not going to assist in its development," said James Petrillo, in the AFM's organ, The International Musician, released yesterday. The union, said Petrillo, will not permit its members to engage in television activity "until we find out . . . whether television will destroy our employment in radio . . . or put men to work."

Armstrong Tells Need Of Full FM Production

The future of frequency modulation broadcasting is so great that "no one can readily foresee its possibilities" Major Edwin H. Armstrong, its inventor said yesterday, and added, with emphasis, that "its life blood depends on getting sets into the hands of the public." In this way, he said, listeners will then be able to discern between present-day AM quality and

(Continued on Page 3)

Holbrook Named President Of Compton Adv. Agency

Robert D. Holbrook, until now executive vice-president has been elected president of Compton Advertising, Inc., and will assume the executive and management duties of Richard Compton, who has been elected chairman of the board.

Commenting on Mr. Holbrook's ap-

(Continued on Page 2)

The Future Of Broadcasting Discussed, Also Program Standards And How They Should Be Observed

Press Wireless Tests Under FCC Conditions

In acting on the application of Press Wireless, Inc., for authority to conduct domestic program transmission tests on an experimental basis, the FCC set up various basic and general conditions. The conditions cover the temporary authorization to the fixed public press stations at Hicksville, N. Y., and near Los Angeles, Calif. Conditions are:

1. Tests shall be conducted on an

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Radio-Press Institute Scheduled For Boston

Boston—A two-day Press and Radio Institute, designed to point the way to better use of the two media by private and public social services, will be held at the YWCA here May

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Sunday Bowling Quiz Sold On ABC For Year

Hastings Mfg. Co., Hastings, Mich., has signed a 52-week contract for sponsorship of the ABC program, "Right Down Your Alley," audience

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Second Annual Radio and Business Conference sponsored by the City College School of Business, got under way at the Hotel McAlpin yesterday with panel discussions on "New Stations and FM—Their Impact on Radio and Business," and "Program Standards and Their Observance." Consensus of the

(Continued on Page 6)

FCC Ends Relaxation Of Operator-Rules

Washington Bureau RADIO DAILY
Washington — The FCC yesterday announced adoption of a rule which will call for more stringent requirements for operators of radio broadcast stations. Effective August 1, the rule cancels the war-time relaxation of the Commission's requirements for such operators. Cancellation of Order No. 91-C will mark the close of a pe-

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American Ciggie Firms Using So. American Radio

Caracas, Venezuela—U. S. cigarette manufacturers spending plenty of money in Venezuela for radio advertising. Present heavy spenders are Philip Morris, Lucky Strike and

(Continued on Page 2)

NBC Gets Television Rights For Louis vs. Conn Fight

Television broadcast rights to the Louis-Conn fight at Yankee Stadium on June 19 and a deal whereby National Broadcasting Company will also have exclusive tele rights to all Twentieth Century Sporting Club fight promotions for the year ending June 1, 1947, was announced jointly by John Royal, NBC vice-president in charge of television and Mike Jacobs, president of the Twentieth Century Sporting Club, yesterday.

The Gillette Safety Razor Company will sponsor the television pick-up of the Louis-Conn fight, as well as the radio broadcast which will be carried by ABC.

Five cameras will be used to cover the Louis-Conn fight, O. B. Hanson, NBC vice-president and chief engineer, explained. Three will employ the super-sensitive RCA image orthicon camera tube and two will be

(Continued on Page 5)

Band Buildups

With 55 minutes added to broadcasting by daylight savings time, CBS is scheduling big-name bands from hotels and night clubs in principal cities as well as five minutes of news. Among bands to benefit are Les Brown, Woody Herman, Erskine Hawkins, Frankie Masters, Del Courtney and Eddie Rogers. Web broadcasting now shuts down at 2 a.m., instead of 1:05 a.m., EST.

Emphatic

When John Royal, vice-president of NBC in charge of television, announced exclusive NBC television rights for the Louis-Conn fight yesterday he emphatically said it would be "black-and-white television." He added that "this fight and several fights to come would be in black-and-white." Royal's statement got a nod of approval of O. B. Hanson, NBC chief engineer.



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

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FINANCIAL (Tues., Apr. 30)

Table with columns: High, Low, Close, Net. Chg. Rows include Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, DuMont Lab., Finch Tele Comm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Holbrook Named President Of Compton Adv. Agency

(Continued from Page 1) pointment to the presidency, Mr. Compton said: "In Mr. Holbrook, with whom I have worked tongue and groove for 13 years, we have an ideal executive officer who has well shown his ability to lead and inspire the organization. "I intend to work as hard as ever—perhaps harder," he continued. "But I mean to make the down-beat stronger on overall advertising strategy and overall advertising creation for all of our clients." In addition to Mr. Compton and Mr. Holbrook, Leonard T. Bush, Frank Griffin and T. L. Barnard, vice-presidents, were elected to the board of directors.

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

Coming and Going

BOB BROWN, member of NBC's Chicago announcing staff, leaves this week for Hollywood, where he will become assistant program manager of the network's western division.

GENE HOWE, partner in Taylor-Howe-Snowden Radio Sales, a recent visitor in San Antonio attending meetings of the Southwest Press Assn. Howe publishes the Amarillo Globe.

JOHNNY DESMOND, accompanied by his manager, DON W. HAYNES, is in Cleveland for the convention of the Ohio State Automatic Phonograph Owners Assn. They'll return to New York tomorrow morning.

RUSS CASE, director of popular music for RCA-Victor, is back from the West Coast after having supervised the recording of several shows in Hollywood.

SUSAN MILLER, radio, stage and screen star featured in the musical, "Windy City," off to Boston, where the "Boston Blackie" production plays this week.

DALE ROBERTSON, general manager of WENT, Gloversville, N. Y., a recent caller at CBS, with which the station is affiliated.

W. LEE COULSON, general manager of WHAS, Louisville, Ky., a visitor to New York during the past week for conferences at the offices of CBS, with which the station is affiliated.

OSCAR KATZ, associate director of research for CBS, yesterday went out to New Haven, where he addressed the Council of Churches on "Showmanship in Radio."

MICHAEL R. HANNA, general manager and station director of WHCU, Ithaca, N. Y., outlet of CBS, arrived in town late last week on a short business trip.

COURT BENSON has returned from Canada, where he made final arrangements for moving to New York. He's now announcing "Tennessee Jed" regularly on NBC.

REX PRIES, sales and commercial manager of K TSA, San Antonio, has left Texas on a business trip to Chicago and New York.

MOSE GUMBLE, of WPHC, has returned from Hollywood, where he spent the last three weeks on business, including arrangements to revive the song, "Remember Me?" in a new Errol Flynn picture.

Radio-Press Institute Scheduled For Boston

(Continued from Page 1) 7-8, under the sponsorship of the Greater Boston Community Fund and Community Council.

Radio sessions will be held on the eighth, with Mitzi Kornetz, radio director of the Community Fund, presiding. Relation of the station to the community and the question of common problems, common needs, and a common meeting ground between broadcasters and social services will be analyzed.

Speakers and topics include: A. N. Armstrong, general manager of WCOP, "The Man Who Sits in the Manager's Chair"; Fred Garrigus, WEEL, "Making Use of the Established Program"; Colton G. Morris, WBZ, "Education by Radio—A Challenge"; Ray Kierman, WHDH, "News on the Air"; Harvey P. Newcomb, of the Harry M. Frost Agency, "Copy for Radio Cubs."

A broadcast of WEET's "Listen Ladies," women's program featuring Priscilla Fortescue, will originate from the Institute, with the show built around the conference theme to demonstrate the role of the women's program as a constructive educational source.

MBS Power Increases

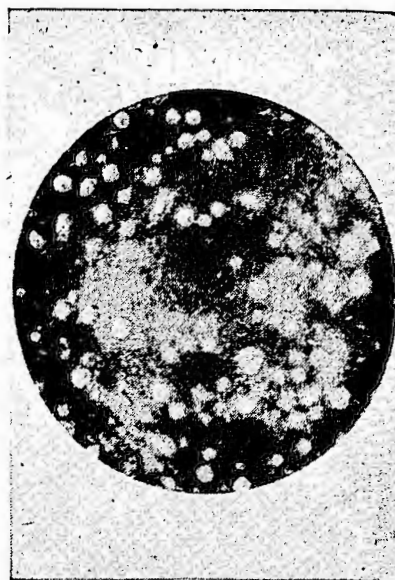
Three basic network stations of Mutual have been granted power increases to 5,000 watts by the FCC and will inaugurate new rates on May 1st, it was announced yesterday by Carl Haverlin, vice-president of Mutual. The stations are KQVE, Pittsburgh; WLOL, Minneapolis and WOL, Washington.

Ship-Blast ET On WOR

Transcribed interviews with an ensign and other survivors of the explosion which yesterday destroyed the USS Solar were broadcast last night over WOR in a special program heard from 10:10-10:30 p.m.

American Ciggie Firms Using So. American Radio

(Continued from Page 1) Camels, all with one or two shows on the air at once. Philip Morris is using a transcription program featuring music and a Spanish play, while Lucky Strike is using Pedro Vargas, Mexican singer, while Camels flew in Carlos Ramirez, Latin singer from Hollywood, for its program.



A fog particle

That's supposed to be one of the first photographs ever taken of a fog particle. That drop up there was about four ten-thousandths of an inch across. To us it looked like a big thick blob.

It's another proof that some things aren't always what they seem to be.

Just because a radio station's call letters sound glamorous . . . the affiliation sounds effective . . . it isn't always what you think it is.

Take Baltimore? In this five-station town it's the independent, W-I-T-H, that delivers the most listeners-per-dollar-spent.

Nothing foggy about the facts that back up that statement. You can pick up the facts in your hand.

ROSS FEDERAL RESEARCH CORPORATION Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations. Executive Offices 18 E. 48th Street New York 17, N. Y.

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

Armstrong Tells Need Of Full FM Production

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marked superiority of FM reception. Addressing 100 radio and advertising agency executives at a discussion at the Ritz-Carlton Hotel on the future relationship of FM to agency planning and thinking, Armstrong and C. M. Jansky, of Jansky and Bailey, Washington, radio engineers, appeared as guests of Thomas Tinsley and Robert Embry, WITH, Baltimore, to outline the possibility and use of the medium.

Armstrong traced the progress of FM since its introduction in 1935, when "all the problems contained in its natural substances were completely solved"—and declared that the only problems it has had to contend with since that time were "legislative" and the action of "vested interests."

He declared that if it were not for the war, production of FM sets would have reached 5 million today, and that "half of the sets on the market today would be FM." The war, however, "has set us back five years," he said.

Armstrong also regarded as "low" the recent FCC survey regarding manufacturers' plans, which allocates only 9 per cent of production to FM sets, and predicted that "within the next couple of months" production will be considerably more favorable than thus indicated.

Illustrating what FM can do "if it has the proper backing," the inventor explained that a quarter-million dollars worth of FM equipment was produced for the Armed Forces during the war. "Command cars, walkie-talkies, etc., were all equipped with FM after Tarawa," he said, and were used extensively in the invasion of Europe. He also accredited FM and its application with providing the great speed and facility with which General Patton conducted his decisive drive across the continent. "This struggle in electronics is not new, however," Armstrong said, and compared it to the battle for supremacy waged by proponents of AC and DC current some time ago.

Rural Radio Only Part Of Picture, FCC Is Told

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particular needs of the portion of its audience which is engaged in agriculture, through programs specifically designed to meet those needs and through maintenance of a full-time farm director. Without intending in any way to underrate the importance of this service, I must point out that this is only a part of what radio, largely through clear-channel stations, has really brought to the farmer, namely, the entertainment, religious and informational resources of the large centers of this country."

Following the lead of many clear-channel broadcasters, Fitzpatrick avoided a general discussion on the question and confined his testimony to WJR programming service.

Wilfred W. Woods, vice-president and general manager of WHO, Des Moines, told the Commission that radio programs should be aimed primarily at the needs of the majority of listeners. "Frankly," he said, "we do not think that any group in Boston, New York or Washington, D. C., can possibly judge the wishes of our audience as well as we can. We live with these people. We are of them. We use every means of ascertaining their wishes. Under such circumstances we are reluctant to alter our practices to conform to a theory. We feel morally as well as selfishly bound by the wishes of our audience."

FCC Ends Relaxation Of Operator-Rules

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period which commenced on Feb. 21, 1942, when Commission Order No. 91 was adopted. During this period the Commission, by its series of orders numbered 91, 91-A, 91-B, and 91-C (which superseded the earlier orders), has sought by temporarily relaxing its requirements for operators of radio broadcast stations, to relieve the critical nation-wide shortage of qualified operators which resulted from the war-time demand of the Armed Services for radiotelephone and radiotelegraph operators.

The action followed a careful study of operator availability from which the Commission concluded that, chiefly as the result of the release of large numbers of operators from the Armed Services and war industries, the shortage of commercial radio operators of the higher classes had been alleviated to an extent that would permit the cancellation of Order No. 91-C by Aug. 1, 1946.

The Commission is now making an "intensive" study of the whole operator situation as applicable to broadcast stations. It is expected that prior to Aug. 1, 1946, the effective date of the termination of Order No. 91-C, proposed modifications of the Commission's rules will be promulgated at which time ample opportunity will be given to all parties interested to indicate their approval or disapproval, or to suggest changes.




"SPECIAL HANDLING-

that's what your sales message gets at KGW. Our competent staff of announcers, artists, and technicians, backed by 24 years of broadcasting experience, are adequately prepared to deliver your message. You can't beat KGW for coverage, either. Its primary and secondary daytime area covers 29 counties in two states—goes into 425,452 radio homes... in Oregon alone!"

ONE OF THE GREAT STATIONS OF THE NATION




REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



74 percent

ask for more -

WLS advertisers numbered 153 in the year 1945 (not including network). 114 of them (74.5%) had used WLS in previous years. They *knew* from experience just what they were buying—and they came back for more because **WLS GETS RESULTS!**



890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

CHICAGO 7


The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

Represented by JOHN BLAIR & COMPANY

Out of 56..

... night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.

*WTAG has no money-give-away shows.



LOS ANGELES

By RALPH WILK

LOU HOUSTON has returned to the KMPC staff as a member of the production and continuity departments. He was recently released from the Army Air Forces in which he served three years as a member of the Intelligence Section, Headquarters, 7th Air Force. Previous to his military service, he was associated with KMPC as production manager.

NBC's Kay Kyser and Joe Pasternak have been engaged to produce the Hollywood Mardi Gras of stars at the Los Angeles Coliseum on May 9 to aid the American Veterans Committee in its battle for veteran's housing and welfare. Other NBC stars set to appear on the program up to date include Ish Kabibble, Dinah Shore, Eddie Cantor and Bob Hope.

Lucille Fletcher, frequent contributor to "Suspense," the author of the "theater of thrills" all-time hit, "Sorry, Wrong Number," authored another blood curdler, "Dark Journey," which was then broadcast on "Suspense" April 25. Nancy Kelly and Rita Johnson, co-starred.

Meredith Willson, maestro on the Burns & Allen program, signed to head the summer replacement for the comedy duo. He will air a half-hour of popular and operetta music, beginning June 6.

Veteran screen-stage-radio character actor Ray Collins has been signed to portray the role of "Mr. Edwards," important supporting part on the CBS Ann Sothern starrer, "Maisie."

Ascap Board Meeting Reelects Its Officers

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sistant treasurer, succeeding Irving Caesar. Caesar was returned to the board at the annual meeting and election of the membership held recently.

Goddard's New Sponsor

Don Goddard's news stanza on WMCA, 12:30 p.m., will be sponsored on Monday, Wednesday and Friday by Manhattan Soap Co., for Sweet-heart Soap, effective today. Contract, for 52 weeks, was handled through Duane Jones Agency.



Memos Of A Midnigher. . . !

• • • Danny Kaye's replacement next season will be Eddie Cantor, they tell us. We also hear that prior to that decision, Pabst were interested in a package deal with Hildegard and Andy Russell, altho' the existence of such a deal certainly comes under the head of news to this dep't. . . . Dinah Shore is a sicker gal than most of us had suspected. . . . Pete Jaeger, who found it's a long Lana that has no Turner, planning to open the world's biggest nitery right here in little old Manhattan. . . . "Duchess Hotspur," that's a name, son, is a tome due out this week which will make "Forever Amber" look like a man-hater. . . . Geo. Washington Hill's only comment about "The Hucksters," we hear, was that Freddie Wakeman oughta leave the country. As a matter of fact, he already had. He penned the book in Mexico. . . . When the new ratings come out next week, they'll show Bob Crosby almost a full point ahead of Frankie. In sum, now both the Crosbys are up on Sinatra. . . . Kay Roberts, former head of radio at Frederick Bros., joins Century Artists on May 15th and brings a bundle of good will along with her. The gal is one of the best-liked talent handlers on the Main Stem. . . . If you're looking for a small, one-room office call Milton J. Kramer at Med. 3-1595. . . . Kermit-Raymond resuming their "H'wood Open House" series this week.



• • • To the best of our knowledge, Y & R established mike precedent when press chief Lester Gottlieb was upped into the executive brackets last week. The movies have long taken their production brains from the ranks of the publicists—but for one reason or another, radio has seen fit to ignore the possibilities of press men being anything else but just that. Other agencies might well follow Y & R's strategy and learn that some publicity men can spot talent as quickly as they do a news item.



• • • Paulette Goddard and Burgess Meredith will kid the pants off the man-and-wife commentary teams tonite on the Hildegard stanza. On Saturday nite, Fred Allen will team up with Tallulah Bankhead along the same lines. However, all this kidding won't do the breakfast combos a bit of harm—giving nat'l publicity to what are mostly local shows. . . . Mark Goodson and Bill Todman have sold CBS their new half-hour across-the-board stanza, "Winner Take All," slated to start around June 3rd with Ward Wilson in the saddle. Mark is also readying another daily half-hour thing called "Meet Me At The Astor"—built along the lines of "Breakfast in H'wood." . . . Henry Morgan gets serious tomorrow nite when he discusses "Operations Housing" before the American Legion at the Capitol Hotel. . . . Bob Hope goes on the Bob Crosby ainer tonite. Maybe now we'll be seeing him riding down H'wood Blvd. in that new Lincoln he's trying to get. . . . Has the Vox Pop show been sold to a new sponsor? . . . Edgar Bergen's youngster is due in October—and Jeanette MacDonld will bet anybody that it's a girl. . . . Jack Smith show shifting to H'wood may 13th for four weeks. . . . Patrick Burkhardt has joined Mutual's promotion dep't and is working on "Married For Life," which started as a 'sleeper' and now threatens to rival "Queen For A Day." . . . Aside to Martin L. Straus and Irving Mansfield: The new Eversharp pen is nothing less than pensational. . . . A major transcription outfit wants Wm. Horne to disc a series of famous operettas.



• • • Our Hat's Off Dep't: Susan Reed's charming folk songs at the Cafe Society Uptown—plus those solid Golden Gaters. . . . Geo. A. Putnam's Paramount newsreeling. . . . Eileen Farrell's voice quality and clarity of diction. . . . Mutual's Bob Novak for his consideration toward new talent. . . . John M. Young's scripting on "2nd Mrs. Burton" and "Right To Happiness." . . . Helen McArdle's oldtime, bigtime singing at the Metropole.

CHICAGO

By BILL IRVIN

TIME orders for 301 live station breaks, including the 52-week renewal of a schedule of 260 live station breaks for the Armour Soap Works, was announced last week for WMAQ by Oliver Morton, manager of the NBC central division national spot sales department. Effective today, the Armour Soap Works will renew their schedule of station breaks to be aired five per week for 52 weeks for Chiffon Flakes. Foote, Cone and Belding is the agency.

The Chicago Herald-American, through the Jacobs Company, ordered 32 live station breaks to be heard May 1 through May 11. The Select Lake Theaters Corporation, through the Atlas Advertising Agency, Inc., ordered nine station breaks to be aired between April 24 and May 1, for the production "Up In Central Park."

The "Esquire Sports Parade," weekly half-hour program which will supplement and interpret all of the sports happenings of the nation during the week, will be presented by the American Network Wednesdays, 9:00 to 9:30 p.m., CDT, beginning May 15. The new program will originate in Chicago.



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

52%* more listeners . . .

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

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

WFPG
ATLANTIC CITY
ABC NETWORK

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

Press Wireless Tests Under FCC Conditions

(Continued from Page 1)

Engineering basis only, the details of which will be prescribed by the Commission;

The authority issued herein to the station near Los Angeles shall be limited to the re-transmission of programs originating at the Hicksville station in accordance with the terms of the experiment to be prescribed by the Commission;

There shall be no broadcast by broadcast stations of the material transmitted by the Hicksville station or re-transmitted by the Los Angeles station;

There shall be no charge for any services rendered under this authorization.

Eight additional conditions for general procedure for the tests are as follows: Tests are not to interfere with services normally rendered by Press Wireless, Inc.; Press Wireless shall have anyone arrange to participate in the tests and submit comment to the FCC; test transmissions to consist of 15-minute programs (approximately five minutes of music and 10 minutes of spoken material) identified by call letters, frequency, and a number assigned by the Commission; to be transmitted at the beginning and end of each program; certain transmission shall be to points in the northwestern part of the United States by relay via the station near Los Angeles; certain tests shall be of the "Moduplex" type whereby A3 transmissions are transmitted simultaneously with "frequency shift" telegraph emissions.

Also, "after a conference between members of the Commission and Press Wireless for the purpose of arriving at a definite test schedule and frequencies to be used, the representative broadcasting stations in the various areas will be requested to make observations and report to the Commission. The Commission's monitoring stations in and near the areas under test will also make observations. It is proposed to have about 15-minute transmissions per day, during ten days to two weeks to complete the tests within all areas; in the event that a scheduled test cannot be conducted, Press Wireless will notify the Commission promptly stating the reasons therefor. Test transmissions to be made at designated times between 9 a.m. and 11:45 p.m. EST, to points in the following areas: Maine, Eastern Massachusetts, D. C., Washington, D. C., Central North Carolina, Georgia, Southern Virginia, Southern Florida, Arizona, Southern California, Northern California, Oregon, Idaho, Montana, Wy-

★ AGENCY NEWSCAST ★

JOHAN McKAY heads the newly formed John McKay Company, Inc., which has opened offices at 515 Madison Avenue, New York. The agency will handle public relations. McKay for five years was manager of the publicity department of NBC and more recently advertising-promotion manager of King Feature Syndicate and its affiliated company, International News Service.

RICHARD K. JONES has been promoted to media director of the Ralph H. Jones Company, Cincinnati. He was formerly assistant to William Frietsch, Jr., director of media who recently resigned from the company to take a similar position with McCann-Erickson, Inc., Chicago. Jones is the son of Ralph H. Jones, founder of the agency.

FRED A. PARNELL has been appointed advertising and sales promotion manager for the General Electric Company's receiver division at Bridgeport, Paul L. Chamberlain, manager of sales for the division

announced. As an account manager at Maxon, Inc., in New York, Mr. Parnell for the past year has supervised the GE receiver division's advertising and sales promotion handled by the agency.

ADDITIONS to the creative staff of Earle Ludgin and Company, Chicago agency, are James T. Kelley, recently returned from the South Pacific, where he served as a lieutenant commander in gunnery and ordnance, account executive; B. D. Fisher, engaged in foreign liaison work with the Bureau of Aeronautics for the past three and a half years as a naval lieutenant, copywriter, and Kenneth Mason, recently discharged from the Army market research.

LT. JOHN McCLEAN, JR., USNR, has returned to Pedlar & Ryan after three and a half years' active duty, during which he served as aide to Commodore L. W. Busbey, Jr. He will be assistant account executive on Camay.

ABC's Stations Committee Opens Confabs Tomorrow

(Continued from Page 1)

ident of the network; Robert Kintner, Robert H. Hinckley, Keith Kiggins, E. R. Borroff and John H. Norton, Jr., all ABC vice-presidents.

Members of the ABC station's advisory committee who will attend are: H. Allen Campbell of WXYZ, Detroit, who is chairman of the committee; Roger Clipp of WFIL, Philadelphia; C. T. Hagman of WTCN, Minneapolis; Henry P. Johnston of WSGN, Birmingham; Harold Hough of KGKO, Dallas; W. Duncan Pyle of KVOB, Denver; Jack Gross of KFMB, San Diego, and W. C. Boehman of Columbia, S. C.

Samuels To Lecture At L. I. U.

Hartley L. Samuels, head of Production Associates and formerly program promotion director of NBC, will address the Retail Advertising class at Long Island University on Friday, May 3 and Monday, May 6 on the subject, "Radio for Retailers."

oming, Nebraska, Oklahoma, Southern Lake Michigan Area, Southern West Virginia, Western Penn., Ohio, Southern Penn., and Eastern part of New York State."

Send Birthday Greetings To

May 1

Howard Barlow Ina George
Jackie Heller Jack Parr
Kate Smith Helen Sutton Newman

Sunday Bowling Quiz Sold On ABC For Year

(Continued from Page 1)

participation series aired Sundays from 4:30 to 5 p.m., EDT, from the Roxy Bowling Center, New York. Bill Slater is M. C. Contestants bowl for prizes which are determined by the total number of pins which are knocked down.

Raymer Severing Relations With Two Upstate Outlets

Paul H. Raymer, Inc., announced yesterday that the firm is severing relations as representative with WSYR, Syracuse, and WTRY. Contract ends officially August 1. Raymer organization has represented the stations for the past 13 years. The break is reported due to a difference in matters of policy.

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roeser, General Manager
FRED & PETER, Inc., Exclusive National Representatives

NBC-Jacobs Tele Pact Includes Louis-Conn

(Continued from Page 1)

standard orthicon cameras. The new NBC television transmitter on the Empire State Building will transmit the fight, giving improved clarity and coverage. Thirty engineers and technicians will be used for the fight coverage.

Elaborate plans are being made to give the fight widest possible television coverage. Arrangements have already been made for coaxial cable to carry fight to WPTZ, Philco station in Philadelphia. In Schenectady, General Electric is reported working out a plan to provide the television events to fight fans in the Schenectady-Albany area.

Members of the FCC and other government officials in Washington will be invited by NBC to view the fight on television receivers which will be installed at points of vantage there. NBC plans to pipe the fight by coaxial cable to Washington television receivers.

It was explained yesterday by Hanson that the fight will be carried in the New York area on WNBT (Channel 4) and that most sets in this area will be able to pick up the image with present channel settings.

Both Royal and Jacobs denied a rumor that theater television would be used in showing the Louis-Conn fight. They said that no plans were underway for large screen display of the fight and that all television rights were exclusively in the hands of NBC.

Motion picture rights for the fight have been awarded RKO, Jacobs explained, and these rights would not permit the motion picture company to release the films for television usage.

NBC Program Shifting Time

"Home Is What You Make It," NBC program narrated by Ben Grauer, which has been heard Saturdays at 9 a.m., henceforth will be broadcast over the network from 11:30 a.m. until noon, also on Saturdays.

RADIO SHOW NEED A HYPO!

For a man who can inject "sell" into a commercial, "sparkle" in dialogue, and laughs in a gag—Write Box 168, RADIO DAILY, 1501 Broadway, N. Y. C.

Ten years pre-army experience. Adept at handling audience participation shows, ad lib, gag writing. Personal appearances. Latest operation at American Forces Network, Munich. Available for New York interview.

WRITER-PRODUCER AVAILABLE

6 years experience, New York stations. Top-notch commercials, program copy, scripts. 11 types. Competent all-around production work. Thorough working knowledge all phases broadcasting. New York City resident. Write Box 102, RADIO DAILY, 1501 Broadway, New York 10, N. Y.

CCNY Mulls Radio Biz

Boom In FM Seen, Also More Webs In Ten Years

(Continued from Page 1)

FM session was that a number of stations in the country will increase five-fold in the next ten years, and the number of national webs will double; that AM stations will be virtually extinct, with the exception of a few strategically located, super-power outlets; that a majority of the listening public expects FM to be included in the next receiver purchased.

Herman Hettinger, director of editorial extensions of Crowell-Collier Publishing Co., was moderator, and the panel consisted of Leonard L. Asch, president, WBCA, Schenectady; John V. L. Hogan, president, Interstate Broadcasting Co.; Frank W. Mansfield, director of sales research, Sylvania Electric Products Inc.; Linnea J. Nelson, chief time buyer, J. Walter Thompson Co.; Stuart Peabody, director of advertising, The Borden Co., and Seymour Siegel, director of programs, WNYC.

In his opening remarks, Hettinger forecast 5,000 stations, most of them FM, and eight or ten national networks by 1956. This huge increase, he said, will bring about "a dilution of the listener audience for individual stations or networks," and make necessary improved program schedules showing "more imagination and less complacency." He added, "the entire future of the medium will be more dependent upon programming than ever before in its history."

The shift of FM to the 88-108 mc. band was decried by several of the participants. Hettinger urged immediate "additional exhaustive tests" to compare the two bands; Hogan said "good service" was obtainable on both; Asch termed the move an "arbitrary" decision not borne out by engineering tests, and Mansfield said the switch is holding up production because of new equipment designs.

Both AM and FM will be in competition with television for audience, Hogan said, and the advent of FM and tele will increase listening hours from the present average of four hours daily perhaps as high as eight hours daily.

Because facsimile does not compete for immediate attention, he continued, it will have no adverse effect on FM, AM or tele. He described "fax," however, as helping FM since "fax" can be aired in conjunction with FM sound, and can be received in an attachment to an FM set.

While the principles of programming will not change because of a switch to FM, Siegel said, program innovation and competition will come from educational and labor groups and other newcomers to radio. "As the audience is presented with more opportunities to hear more stations," he said, "there will be a tendency toward greater diversification of pro-

gram types . . . a more judicious use of available program sources . . . more experimentation" on programs and program structures.

Consensus of the group on added costs for FM shows was that if an AM program was merely duplicated on FM, then no additional time costs should be paid; if, however, the FM brings additional audience, then more money should be paid the broad-

caster. If an outlet operates on FM only, and has an audience, then advertisers should help support it.

The evening session, on "Program Standards and Their Observance," was noticeably informal in tone. All questions discussed came from the floor, and there was free interchange between the audience and panel members.

Arthur Pryor, Jr., vice-president in

Need For Improved Programming Stressed

charge of radio of BBD&O, was moderator, and the panel consisted of Edward A. Byron, producer and author, "Mr. District Attorney Herschel Deutsch, account executive Gray Advertising Agency, Inc.; Dorothy Kemble, director of continuity acceptance, MBS; William McGrath, general manager, WHDH, Boston.

Miss Kemble opened the discussion by tracing the history of current radio standards from the inception of networks, and pointing out how these standards have changed constantly in accord with changing tastes and precepts of the public.

Consensus was that while there is a recognized need for improved programming, both on network and local level, and a need for elimination of various evils, radio on the whole, has done an exceptionally good job for both entertainment and educational standpoints, in view of the comparatively young of the medium.

A strong plea was made by Byron for more freedom for radio programs to assure the public its choice of programs. He asked for more networks so that listeners may have a choice more than four shows at one time.

At the same time, he said, radio should work to assure "freedom of listen" which is as important as freedom of speech. Radio is so powerful he continued, that "we shouldn't muck with it without serious thought."

A need for better radio writers and artists was described by Pryor, who decried the rush of talent from radio stations to New York and Hollywood. He took cognizance of the economic factors involved in this trend, said that many aspirants arrive at major production centers prematurely, and would have fared better getting more experience at the local level.

Highlights from portions of morning's session treating "The Veteran's Chances in Radio" will be recorded by WEA and the transcription will be broadcast over the station from 11:30 tonight until midnight.

Rockefeller Heads Group To Aid Jewish Relief

Nelson A. Rockefeller will host representatives of N. Y. radio stations at a luncheon at the Biltmore Hotel on Tuesday, May 7, to discuss an organization of the Community Committee of New York in behalf of United Jewish Appeal. The Community Committee, of which Mr. Rockefeller is chairman, was reformed "to enlist the support of Americans, regardless of creed, the destitute Jews overseas." It constitute a non-sectarian group to aid the United Jewish Appeal Greater New York.

TODAY'S AGENDA

2nd Annual Radio and Business Conference

MORNING SESSION 10 A. M.—BALLROOM

THE VETERAN'S CHANCES IN RADIO—Are There Jobs? . . . If so, where?
Presiding, Major Charles Baisson, Director of Information, National Association of Broadcasters.

"The Star Spangled Banner," Charles Hale, Jr., soloist; Bernadine Hale, accompanist.

THE PANEL: Advertising Agency and Sponsor Opportunities—Nelson Schraeder, president, Radio Program Information Service; Advertising and Promotion, Ivor Kenway, Director of Advertising and Promotion, American Broadcasting Company; Casting, Marjorie Morrow, Casting Director, Columbia Broadcasting System; Personnel, Ernest de la Ossa, Vice-President in Charge of Personnel, National Broadcasting Company; Production, Herbert Rice, Production Manager, Mutual Broadcasting System; Programs, Charles Barry, National Program Manager, American Broadcasting Co.; Research, Lt. Col. Hugh Beville, Director of Research, National Broadcasting Co.; Sales, Ira M. Herbert, Director of Sales, Station WNEW; Scripts, H. L. Fishel, Script Editor, Mutual Broadcasting System; Special Events, Leon Goldstein, Vice-President in Charge of Special Events, Station WMCA; Women's Activities, Elsie Dick, Director of Women's Activities, Mutual Broadcasting System.

(Separate sessions in specialized fields follow the general meeting).

Advisory and Steering Committee: Ted Cott, Program Director, Station WNEW; Sidney Carl Mark, Radio and Television Director, Al Paul Lefton Co.; Jo Ranson, Publicity Director, Station WHN; Earl Ryan, Supervisor, Radio and Television Courses, The City College School of Business; Commander Robert G. Snider, Supervisor, Veterans' Intensive Business Program, The City College School of Business.

Morning Session B, 10:00 A. M.—Colonial Room

TELEVISION AS AN ADVERTISING MEDIUM

Presiding: Earl Ryan, Supervisor Radio and Television Courses, The City College School of Business; Moderator: Raymond E. Nelson, Vice-President in Charge of Radio and Television, Charles M. Storm Co., Inc.

Panel Members: Charles J. Durban, Assistant Advertising Director, United States Rubber Co.; Samuel Cuff, manager, DuMont Television Station, WABD; Reynold R. Kraft, Television Sales Manager, National Broadcasting Co.; George L. Moskovics, Commercial Manager, Television Station WCBW, Columbia Broadcasting System; Ben Pulitzer, President, Ben Pulitzer Creations.

Luncheon, 12:30 P. M.—Colonial Room

Presiding: Ordway Tead, Chairman, The Board of Higher Education of The City of New York; Kieran Ribs Radio, John Kieran, Columnist, Writer, and Radio Headliner; Dinner Guests (A sketch by Joseph Carleton Beal), Jack Glenn, Senior Motion Picture Director, "March of Time."

Afternoon Session, 2:30 P. M.—Ballroom

THE FCC REPORT—RIGHT OR WRONG?

Presiding: Robert A. Love, Director of Extension, City College.

Moderator: Kenneth G. Bartlett, Professor of Radio and Television, Syracuse. Panel Members: Edward M. Brecher, General Manager, Metropolitan Broadcasting Corp.; William J. Dempsey, Attorney, Dempsey and Koplovitz; Jack Gould, Radio Editor, The New York Times; M. S. Novik, Radio Consultant; Robert K. Richards, Editorial Director, Broadcasting; C. Maurice Wieling, Director of Information Service, National Council of Farmer Cooperatives; A. D. Willard, Jr., Executive Vice-President, National Association of Broadcasters.

NATIONAL RADIO AWARDS DINNER

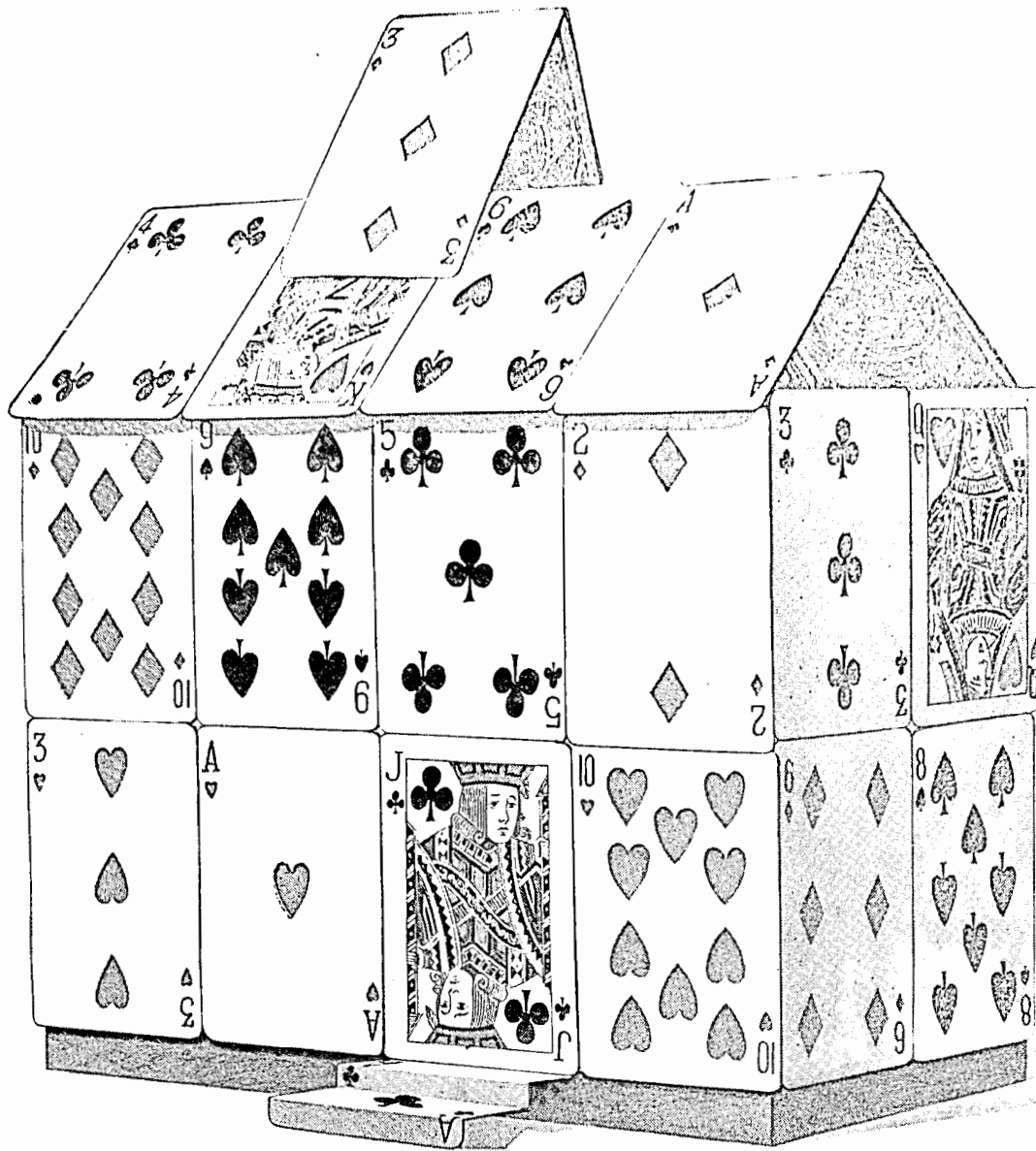
Awards Exhibit and Reception—6:30 to 7:30 P. M.—Winter Garden

Dinner—7:30 P. M.—Ballroom

Presiding: A. D. Willard, Jr., Executive Vice-President, NAB.

Addresses: "Are the People in Radio Meeting Their Challenge?," Edgar Kobak, President, Mutual Broadcasting System; "Radio's Part in Building a Prosperous America," Robert F. Elder, Assistant to the President, Lever Brothers Co.

Presentation of Awards: Harry Noble Wright, President, City College.



COULD THIS BE YOUR HOUSE?

Now that the war's over and a lot more civilian goods are on the market, it's a big temptation to spend just about all you make, and not put anything aside.

But to fall for that temptation is plenty dangerous. It's like trying to live in the house above—a house that might come tumbling down about your ears at the first little blow of hard luck.

Right now the best possible way to

keep your finances in sound shape is to save regularly—by buying *U. S. Savings Bonds through the Payroll Plan.*

These Bonds are exactly like War Bonds. Millions of Americans have found them the safest, easiest, surest way to save. The U. S. A. protects every dollar you invest—and Uncle Sam gives you his personal guarantee that, in just ten years, you'll get *four dollars back for*

every three you put in!

If you stick with the Payroll Savings Plan, you'll not only guard against rainy days, you'll *also* be storing up money for the really important things—like sending your children to college, traveling, or buying a home.

So—anyway you look at it—isn't it smart to buy every single U. S. Bond you can possibly afford!

SAVE THE EASY WAY... BUY YOUR BONDS THROUGH PAYROLL SAVINGS

RADIO DAILY

★

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and Advertising Council

★

★ ★ ★ COAST - TO - COAST ★ ★ ★

— NORTH CAROLINA —

CHARLOTTE—Charles H. Crutchfield, WBT gen. mgr., has announced the appointment of William M. Parker, sales manager for the outlet. Parker, recently released from the Army, replaces Royal Penny who resigned to accept an executive radio position in Atlanta. . . . **GREENSBORO**—WBIG has recently been added to the number of Southern stations currently carrying the "Streitman's Street Man" quiz program. WBIG's street quiz, aired Mondays, Wednesdays and Fridays is headed by studio program director, Wally Williams. . . . **DURHAM**—Ed Higgins is back as early morning disc-jockey at WDNC, after serving with the AAF for over three and a half years.

— OREGON —

PORTLAND—Ralph Greer, pre-war traffic director at KGW, has returned to the outlet in his former capacity after being in the Army with the medics and the Inspector General's section. . . . Sherman Wasburn, who entered the Army as a private and rose to the rank of captain, has rejoined the announcing staff of KEX after serving with a tank destroyer detachment since 1942.

— NORTH DAKOTA —

FARGO—Howard Nelson and Jack Dunn, have returned from a shake-down cruise on the Navy's new light cruiser, the USS Fargo, named for Fargo, N. D. Cruise took them along the coast into the Caribbean Sea. Nelson prepared interviews with the ship's personnel and shipped them to Fargo for use in his "Meet Your Neighbor" program, while Dunn, WDAY news editor, sent news stories back by wire for use on WDAY newscasts. . . . WDAY returnees include Don Auman, staff musician and George Dale, staff announcer. Both served in the South Pacific area.

— INDIANA —

FORT WAYNE—"Bob Shreve Show" with songs by Bob himself who doubles as emcee is the new presentation aired

Monday through Friday over WOWO.

. . . Carl W. Lee has resigned as account executive of WGL, to join the International Business Machines Corp. . . . Eugene Yerkins and Joe Faulkner are the newest additions to the WGL sales staff. . . . Robert G. Schriefer, engineer at the Farnsworth Tele & Radio Corp., has been awarded a patent on a mounting used in adaption of the lighthouse-type frequency tube to a high-frequency radio circuit. Mounting can be used in tele and FM transmitting units and receiving sets.

— NEW HAMPSHIRE —

SALEM—Maurice J. Holland, representing Canobie Lake Park, last week, penned with WLAW for the broadcasting of major boxing bouts to be staged in Boston during the summer. Art Flynn and Jack Stevens will handle the blow-by-blow description and between rounds commentary respectively. . . . **PORTSMOUTH**—When the Dover High School senior class left town recently on its nine-day excursion to Washington and New York, the number of departing students unexpectedly increased by one. The additional sight-seer was Helen P. Gallagher, wanted badly to go and did, thanks to a last minute reward of \$75 made by WHEB for Miss Gallagher's achievement in winning top state honors in the recent American Legion Oratorical Contest.

— SOUTH CAROLINA —

COLUMBIA—WIS utilized shortwave equipment (WENL) in airing out-of-town steeplechase recently. . . . Jack Knott, WIS newscaster, will interview Alexander Kipnis, basso, on "Today's News" May 2. . . . John Roebuck, former GI with AFPS in Italy, has joined WIS as announcer. . . . F. Richard Coughlan, formerly associated with WMEX and WCOP, Boston, is the new announcer at WIS. . . . WIS staff members are planning a party for station personnel. Tentative date set is May 1. . . . Byron Parker and his hillbilly group are now in their tenth consecutive year of broadcasting on WIS.

— MISSOURI —

KANSAS CITY—E. K. Hartenbowler, KCMO's general manager, has returned to the outlet following a 10-day jaunt to Chicago and New York. . . . Ted Millard, having served in the Signal Corps for the past four years, has returned to KCMO as engineer. . . . Latest addition to KCMO's constantly growing staff is Barbara Draper who pulled up stakes at WNOX, Knoxville, Tenn., to join the outlet's continuity department. . . . **ST. LOUIS**—Johnnie O'Hara, ace sportscaster, has returned to KWK and is now heard Monday through Friday at 5:00 p.m., giving all the latest baseball scores and sports results.

— PENNSYLVANIA —

PHILADELPHIA—Alun Williams, assistant to KYW educational Director, William C. Galleher, will participate in the Vocational Career Conference May 1, when he will answer queries of the students on radio. Conference is sponsored by Phoenixville High. . . . James Gantz, head of the KYW news room, is following the UN Council sessions, particularly the activities of the Honorable Quo Tai Chi of China. Back in 1912-1914, "Koa" worked side by side with Gantz on the now non-existent Philadelphia Press as a reporter. . . . Owen J. Roberts, president of the UN Council of Philadelphia, announced the appointment of Roger W. Clipp, WFIL general manager, as chairman of the Radio Committee for the United Nations Philly Food Drive beginning May 12.

— VIRGINIA —

STAUNTON—Traveling 94 miles from home, WTOW will air the nineteenth annual Apple Tree Blossom Festival at Winchester, to be held May 2 and 3. . . . Fulton King, WTOW program director, will handle both special events for the station. . . . **PORTSMOUTH**—Rick Nelson, having recently joined the WSAP staff, is now conducting a "jump" session each Saturday afternoon. . . . **NORFOLK**—Adele Barrett has taken over the chores of office manager at WTAR replacing Shirley Hosier Enright who resigned from the outlet to keep house for her husband and small son.

— NEW JERSEY —

ATLANTIC CITY—Beginning May 1, WBAB will air a public health program designed to acquaint the public on the true meaning of "public health" so citizens and community alike can keep it at a high standard. Airing will be presented every other Wednesday with the City Health Officer as speaker. . . . A weekly Friday night feature over WBAB is the "For Kids Only" show, format of which tells of the healthful and enjoyable recreations for the young ones.

— OKLAHOMA —

TULSA—The "How's Youth Health" program, presented under the auspices of the Tulsa County Public Health Association, is now in its second year of airing over KOMA. . . . Jim Nabors and Bob Elmore of the Navy and Army, respectively, have been reinstated as KOMA engineers. . . . KOMA's special features division

carried the complete semi-finals and finals of the U. S. Hockey League play-offs between the Tulsa Oilers and the Omaha Knights in the semi-finals and the Oilers and the Kansas City Pla-Mors in the finals, of which the Pla-Mors won four games to two.

— WASHINGTON STATE —

YAKIMA—Webb Tractor, has started new, locally-produced show over KIT entitled "The Spelling Bee." Airing is produced and directed by Robert E. Vaughn with spelling master, Don White assisted by commercial announcer, Mal Walmsley.

HOW DO THEY MAKE THE SNAKE RATTLE ?

The body falls with a thud—the car door closes with a bang—the brakes squeal to a stop—the snake rattles—you hear a man being buried alive. Almost any sound can be artificially reproduced over the radio with uncanny fidelity. Here's the first complete manual on sound effects—an ABC primer of radio sound technique with illustrations and directions for achieving the exact sounds required by any script. *Radio Sound Effects* teaches the mechanics of producing or creating radio sounds with full, easy to follow information about: control room signals, trick effects, recorded effects, electronic effects, manual effects, vocal effects. Written by leading practitioners in the field. A must for everybody in radio from announcer to executive. \$1.50

RADIO SOUND EFFECTS

by JOSEPH CREAMER
and WILLIAM B. HOFFMAN

If your bookstore doesn't have this book,
send the coupon.

ZIFF-DAVIS PUBLISHING CO.
185 N. Wabash Ave., Chicago, Ill.

Send me.....copies of RADIO
SOUND EFFECTS by Joseph Creamer
and William B. Hoffman at \$1.50
each. I enclose \$.....

Name.....

Address.....

City..... State.....

CHARLES PAUL—ARE THERE 2?



Yes... Yes... Yes

The CHARLES PAUL I.
WHO conducted in presentation houses for: Bob Hope, Bing Crosby, Kate Smith, Fred Allen, George Jessel, Eddie Cantor, Jack Benny and Barry Wood. WHO accompanied Rosa Ponselle, John Charles Thomas, Richard Crooks and made records with Frederick Jaegel.

The CHARLES PAUL II.
WHO has composed eight major musical themes for radio shows and innumerable scores for others. WHO combines youth and 20 years of composing, arranging, conducting and contracting. WHO can solve any radio producer's musical problem.

Exclusive Management:
George R. Comperts, Associates
475 Fifth Ave., N.Y.C. MU. 3-1093



Attendance Mark At OSU

Increase Tube Prices In Directive By OPA

Washington Bureau RADIO DAILY
 Washington—Increases in manufacturers' ceiling prices for radio receiving tubes ranging up to 27.5 per cent were announced yesterday by OPA.

Although an increase factor was given for tubes sold as replacement parts as well as those sold as original equipment, consumer costs for replacement tubes will not be affected, the agency said.

Two increase factors were given
 (Continued on Page 8)

Web To Cover Ky. Derby On Film For Television

CBS has completed plans for filming of the Kentucky Derby for airing on television over WCBW the following day, Sunday, May 5, 8:30 to 8:45 p. m., EDT, it was announced yesterday. Bristol-Myers Company, in its debut in commercial video, will sponsor the films for Vitalis. Occasion will also mark the first time the storied turf classic will be filmed specially for television.

Length of the CBS film will be 15
 (Continued on Page 2)

Break The Bank" Set As Summer Replacement

"Break the Bank," audience participation program which just completed a winter run on Mutual for Dick Chemical Co., has been bought as a summer replacement for the Alan Young show on ABC by Bristol-Myers Co. Show features Bert Parks as emcee and Bud Collyer as an-
 (Continued on Page 2)

Home-Town Client

The \$139,000 purse Preakness, which will be run at Pimlico, at Baltimore, Saturday, May 11, will be sponsored by Bromo-Seltzer over the NBC network, 5:45-6:15 p. m., EDT. Clem McCarthy will call the race and Bill Stern, will do the color. Baltimore, incidentally, is the home town of Emerson Drug Co., manufacturers of Bromo-Seltzer, a regular network customer.

Chevrolet Buys Time On WABD Thru ABC

First automotive account to sign for a live television program is Chevrolet Motor Division of General Motors which yesterday closed a deal with ABC for a series of four weekly shows over the DuMont station WABD, in New York. Deal was set by T. H. Keating, general sales manager of Chevrolet and Paul Mowrey, head of ABC's tele operations.

Program which will get under way
 (Continued on Page 2)

Canadian Government Seeks Manitoba Stations

Winnipeg—Premier Stuart Garson of Manitoba said yesterday that the Dominion Government is seeking to purchase the Manitoba Government radio stations CKY at Winnipeg and at Brandon and place the two broadcasting units in the CBC chain. "All
 (Continued on Page 8)

Institute For Education By Radio Will Open Conference Fri. In Columbus; Durr, Miller Talks Scheduled

CBS Web To Observe V-E Day Anniversary

First anniversary of V-E Day will be marked by both networks and independent stations Monday, May 6, and in some cases during the ensuing days as well. Special series will be done by CBS which has set five programs on its "Feature Story" broadcasts, May 6-10, inclusive. Series itself is entitled, "One Year After,"
 (Continued on Page 3)

Columbus, Ohio—Clifford J. Durr, member of the FCC, and Justin Miller, president of the NAB, share the spotlight tomorrow in the opening symposium, "Has Radio Reconverted?" at Ohio State University's 16th Annual Institute for Education by Radio at the Deshler-Wallick and Neil House, leading hotels.

All attendance records for the Institute are certain to be broken, a much-harried I. Keith Tyler, director,
 (Continued on Page 3)

Clear-Channel Session Hears WLW And WLS

Washington Bureau RADIO DAILY
 Washington—WLW, Cincinnati, and WLS, Chicago, yesterday followed the lead set by other clear-channel stations by plugging their individual program service before the FCC. In-
 (Continued on Page 8)

Webs Will Carry Address Of Pres. Truman, May 11

A day-long observance of the 100th anniversary of a university charter granted by the State of New York to Fordham University, will terminate
 (Continued on Page 2)

Many Applicants For FM-Tele In Canada

Montreal—A return tabled in the Dominion House of Commons for Douglas G. Ross (P. C., Toronto-St. Paul), gave a list of 64 Canadian radio stations which had applied for frequency modulation permits, 18 for television permits and 19 for facsimile reproduction permits.

The information supplied by Reconstruction Minister Howe, also responsible for the radio licensing di-
 (Continued on Page 3)

Taylor Named To Head TBA Banquet Committee

Herbert E. Taylor, Jr., director of sales for the transmitting equipment sales department of Allen B. DuMont Laboratories, Inc., has been appointed chairman in charge of banquet ar-
 (Continued on Page 3)

Impressive List Of Speakers In Tribute To CCNY Awards

"Radio, as well as every other American business, must take stock of itself and get out of the wartime rut if it is to meet the challenge of the post-war world," Edgar Kobak, president of the Mutual network, said last night at the national awards dinner of the Second Annual Radio and Business Conference of the City College School of Business. The dinner was held at the Hotel McAlpin, New York.

In a brief, amusing address, Kobak said that there will be a rapid return to pre-war competitive selling. "Now that the war is over, the stuffed shirts are back again," and stuffed shirts cannot be true leaders, he said.

A. D. Willard, executive vice-president of the NAB, presided at the dinner. Dr. Harry N. Wright, president of the College of the City of New York, presented the conference awards.

Accepting the awards were: Roy
 (Continued on Page 7)

Calf Wins Contest

Allen La Fever, the 17-year-old Jersey strongboy who has been lifting Phoebe the calf on Borden's "County Fair" (CBS) for the past six months, ended his stint Saturday after 227 elevations. All advised the youth to quit the struggle, since Phoebe now weighs 365 lbs.—more than twice his 152. He banked \$2,265 during the streak, plus many gifts.

Foot Weary?

Latest promotional pitch for a week of national observance is "Foot Health Week," sponsored by the National Association of Chiropractors, which is scheduled for May 18-25. In a bulletin to radio stations Dr. William J. Stickele, executive, asks radio to help improve the nation's health by proper foot care, the importance of which, he says, cannot be overestimated.



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

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FINANCIAL

(Wed., May 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Web To Cover Ky. Derby On Film For Television

(Continued from Page 1)

minutes, and in addition to the race itself which is just over two minutes, shots will be made of preliminaries, etc., with background of paddocks, crowds, etc.

The Derby will be filmed without sound, and Bob Edge, sports director of WCBW, will add a live running description during the actual broadcast.

After the race, films will be flown to New York for processing and editing, John Sewall, head of film for the station, will supervise the shooting. Contract was signed by Joseph M. Allen of Bristol-Myers and George L. Moskovics, commercial manager of WCBW, through Doherty, Clifford and Shenfield, Inc.



L.S. TOOGOOD RECORDING CO. 227 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of television, is in Philadelphia today for the regional meeting of the National Assn. of Manufacturers.

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, just back from a two-week trip to the midwest, is leaving today for the web's stations and advisory committee meeting on St. Catherine's Island, Ga.

MERRITT SCHOENFELD, manager of ABC's Detroit office, is in town.

HAZEL KENYON MARKEL, director of community service and education for WTOP-CBS, Washington, D. C., off for Columbus, Ohio, where she will participate in Ohio State's Institute for Education by Radio.

G. W. "JOHNNY" JOHNSTONE, director of radio for the National Assn. of Manufacturers, will leave Philadelphia tonight following the close of the NAM's regional meeting and will go on to Columbus, Ohio, for the OSU conference.

JAMES V. McCONNELL, director of NBC's national spot sales, has returned from a five-week tour of the network's spot sales offices on the West Coast.

BUD THORPE, special events director for WOAI, San Antonio, has arrived in Chicago to take over his new post at WMAQ.

WILLIAM HELBEIN, president of the Helbros Watch Company, has left on a business-survey trip to Paris and Switzerland.

Chevrolet Buys Tele Time On WABD Through ABC

(Continued from Page 1)

at a date to be announced shortly, will be an elaborate production according to both Keating and Mowrey who point out that Chevrolet is the largest industrial organization to date to buy a tele series. Understood that the telecasts will take to the air on Tuesday nights. Keating indicated that the present tele program is but a beginning and that the medium will be used by the company at greater length later on.

"Break The Bank" Set As Summer Replacement

(Continued from Page 1)

nouncer. Program gathered considerable attention due to its "bank" which never has less than \$1,000 on "deposit" and contestants may win that much or more.

Show is produced by Wolf Associates and starts on American Friday, July 5, 9-9:30 p.m., EDT.

Mrs. Roosevelt To Guest On Winchell Program Sun.

Mrs. Eleanor Roosevelt will speak on behalf of the American Cancer Society when she appears as the guest of Walter Winchell on the latter's program next Sunday (May 5) from 9 to 9:15 p.m., EDT. Occasion will mark the first meeting of the pair.

Webs Will Carry Address Of Pres. Truman, May 11

(Continued from Page 1)

Saturday, May 11, when major webs cancel portions of their programs to air President Truman's address at the University's Centenary Dinner at the Waldorf Astoria Hotel. Earlier that day, the Rev. Robert I. Gannon, president of the university, will bestow upon the President an honorary degree of Doctor of Laws.

Circus Band To Broadcast On NBC Fitch Bandwagon

Merle Evans' Ringling Bros. and Barnum & Bailey Circus band will be on the air during the Fitch Bandwagon opus Sunday night for the seventh consecutive year. The circus maestro is in his twenty-eighth season with the big show, will ride the airwaves Sunday on NBC between 7:30 and 8:00. The show originates on the west coast and will pick up the circus band from Madison Square Garden. Audience, guests of the F. W. Fitch Company, will be comprised of 200 Gold Star Mothers and kids who, later Sunday evening, will sit through the actual circus performance.

Wisner Now 'Headline' Steady

Harry Wisner, sportscaster, has been signed to appear on "Headline Edition" every night at 7:00 p.m., over the American network. In all, he now is heard 11 times a week, five times on "Sports News and Views" and on "The Harry Wisner Program" every Saturday, all over WJZ.



Gooney bird

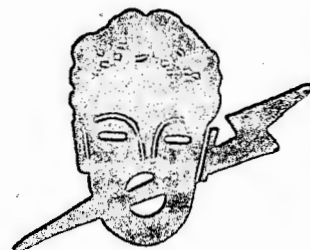
We've had a dickens of a time with this one. The picture fascinated us. It was just tagged "Gooney bird—Midway" . . . nothing else.

So we looked it up under "gooney." The dictionary simply said, "Same as gony, 1." Under "gony" we began to wonder how it would ever make a W-I-T-H ad.

Here's the definition (and don't blame us because we liked the picture): "A stupid blundering person, a goose."

Now we don't think the word "gooney" should be applied to every time buyer who doesn't know that the independent, W-I-T-H, delivers more listeners-per-dollar-spent than any other station in this five-station town.

But you'll play it safe if W-I-T-H is on that Baltimore list!



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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

Many Applicants For FM-Tele In Canada

(Continued from Page 1)
 Division of the Transport department, disclosed that no licenses have been granted in these three categories. The information also showed that since the last return on this subject was tabled November 7, 1945, the following three stations have been granted increases in power:

CJSO, Radio Richelieu Ltd., Sorel, Que., 250 watts; CHWK, Chilliwack, B. C. Broadcasting Co., 250 watts; WFAB, Avarid M. Bishop, Windsor, S. S., 250 watts.

Also since that return, the following four applications for power increases were turned down: CFRB, Rogers Radio Broadcasting Co., Toronto, 50 kilowatts; CKAC, La Presse Publishing Co., Montreal, 50 kilowatts; CFCN, The Voice of the Prairies, Calgary, 50 kilowatts; CKY, Manitoba Telephone System, Winnipeg, 50 kilowatts.

Others Seek Increases

Stations applying for increases but still on the deferred list included KCH, Compagnie De Radio Diffusion, of Hull, Que., one kilowatt. Included among the stations applying for frequency modulation permits are HRC of Quebec; CFRC, Queens University, Kingston, Ont.; CHGB, G. Thomas Des Jardins, of St. Anne, Que.; CHLT, La Tribune, Sherbrooke, Que.; CJAD, Montreal; CKAC, La Presse, Montreal, and CHLP, La Prairie, Montreal.

Stations which have applied for similar permits include CFCF, Canadian Marconi Co., of Montreal.

Will Honor Educator

Montreal—McGill University will confer the honorary degree of doctor of laws at the annual convocation May 10 on Dr. J. S. Thomson, president of the University of Saskatchewan and the Canadian Universities conference, and former chairman of the board of governors of the Canadian Broadcasting Corporation.

RADIO SHOW NEED A HYPO?

For a man who can inject "sell" into a commercial, "sparkle" in dialogue, and laughs in a gag—Write Box 168, RADIO DAILY, 1501 Broadway, N. Y. C.

Ten years pre-army experience. Adept at handling audience participation shows, ad lib, gag writing. Personal appearances. Latest operation at American Forces Network, Munich. Available for New York interview.

OSU Confab Opening Friday Reports Record Attendance

(Continued from Page 1)

revealed yesterday. More than 1,500 radiomen, educators and public officials are converging on this city from every part of the country. Previous high-water mark was the attendance of 900 in 1944. "Today we even have 350 advance cash reservations," said Tyler.

Advance registration figures tallied show that more than 500 persons representing both commercial and educational radio interests in the United States, Canada and South America, have already made plans to attend one or more of the various meetings. An anticipated total of between 1,500 and 2,000 persons is expected to be reached by the end of the conference.

Preceding the 8 p.m. symposium tomorrow a pre-conference meeting at 2 p.m. will officially open the four-day Institute. Allen Ling, president of the Junior Town Meeting League will preside at a demonstration, "Improving International Understanding Through Youth," and "William Bear-up, overseas representative of the Australian Broadcasting Commission in London and R. S. Lambert, supervisor of educational broadcasts for CBC will be among those participating in the demonstration.

Saturday's program will get underway at 9:30 a.m. with a general session on "Radio and the International Scene" at which Sterling Fisher, assistant public service counselor of NBC, will preside. "The Challenge to Radio of Post-War China," is the topic chosen for that session by P. H. Frederick Chao, professor of education at the National College of Rural Reconstruction in Chungking, China. Chao is also representative of the Chinese National Association of Adult Education and will speak at a panel discussion on "Radio and Adult Education" to be held Monday morning.

At a luncheon to be held Saturday noon in the Neil House Ballroom an introduction of incoming and outgoing officers of the Institute will precede the origination of the program "The Northwestern University Reviewing Stand," a weekly feature arranged by Northwestern University. This week's subject is "Are the

Schools Doing Their Job?" and will be heard over the Mutual network at 1 p.m., Saturday afternoon and will be devoted to 10 individual work-study groups, meeting simultaneously to discuss such topics as agricultural broadcasts, children's programs, radio journalism, broadcasting by national organizations and similar phases of educational radio.

At 5:30 p.m. Saturday the origination of the program "Our Foreign Policy" will take place in the Deshler-Wallick Ballroom, with Benjamin Cohen, Chilean ambassador-at-large, and assistant secretary-general in charge of information at the United Nations Organization, among the participants. William T. Sone, director of the Office of International Information, U. S. Department of State, also will be among the speakers. Jennings Pierce, director of public service, western division of the NBC network, will preside.

"Problems of Radio Production" arranged by the Radio Directors' Guild, will be among the sectional meetings to be held at 8 p.m. Saturday, rounding out the day's schedule.

Other meetings that evening will include "Women's Programs," directed by Alma Kitchell, president of the Association of Women Directors, and a program on "Broadcasting by Local Youth Organizations" under the leadership of Elizabeth M. McStea, director of the Department of Public Relations for Camp Fire Girls, Inc.

Boston—George W. Slade, director of education, and Charles Esbach, farm director, will represent WBZ and WBZA at the annual conference of the Institute for Education by Radio at Ohio State University in Columbus, May 3-6.

One of the features of this year's meeting will be the demonstration of the mass plan for Education by Radio by Kelsey B. Sweatt, of the Mass. Department of Education.

This novel plan for receiving post graduate credit by radio by Slade is aired over the Boston and Springfield stations with the co-operation of the Mass. Department of Education, NBC, and the World Peace Foundation.

Film To Aid Axis Women Will Picture WWRL Show

Next Wednesday's stanza (May 8) of the WWRL women's program sponsored by the League of Women Voters will be photographed by sound movie cameras and will be incorporated in a motion picture being produced for the motion picture division of the State Department's Office of International Cultural Relations.

The finished production will be shipped abroad and shown in areas such as Italy and Japan, where women are just now being permitted to take an active part in governmental and civic affairs.

Arthur Godfrey Program To Be Emceed By Bob Hawk

Bob Hawk, starting this Monday, will fill in for Arthur Godfrey on his 11-11:30 a.m., program five time weekly, over CBS until such time as Godfrey completes his checkup at the St. Claire Hospital. Hawk volunteered to do the program as soon as he heard of Godfrey being off the show. On the Godfrey stanza, Hawk will be assisted by the usual cast emceed by Godfrey, and will of course be heard as usual on his own CBS program Monday evenings at 7:30 p.m., plus the repeat. Godfrey was stricken in the early part of this week.

CBS Web To Observe V-E Day Anniversary

(Continued from Page 1)

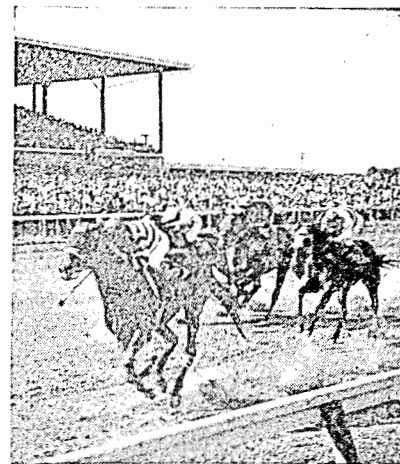
and it will be heard 5-5:15 p.m., EDT. Schedule now set has David Schoenbrun from Paris on May 6, and following each successive day with correspondents talking from or on Egypt, Holland, London, Italy and the Balkans, Germany and Moscow. Report on U. S. will also be heard.

Taylor Named To Head TBA Banquet Committee

(Continued from Page 1)

arrangements for the Second Conference and Exhibition of the Television Broadcasters Association, it was announced yesterday by Ralph B. Austrian, general chairman. Conference will be held October 10 and 11 at the Waldorf-Astoria in New York.

Highlights of the banquet will be the presentation of TBA awards to individuals and stations for outstanding contributions to the development of television broadcasting. Paul Ral-bourn is chairman of the awards committee.



the winner

Every Weed station is a sales winner for the advertisers it serves. And Weed and Company's staff of trained representatives win many firsts in the radio time selling derby for all their clients, all year long.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

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

CBS

Blushing



our business...

The other day the School of Business and Civic Administration of The City College of New York announced the winners of its second annual National Radio Awards for program creation and promotion. And again, as in *Variety's* recent "Showmanagement" awards, CBS clearly demonstrated that *leadership is no accident*.

For the outstanding entry in each of five classifications, an impartial and professional jury conferred a major plaque award. Three went to CBS: one to a Columbia-owned station, another to an affiliate, the third to the Columbia Pacific Network.

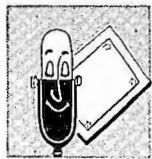
The jury then presented 18 Awards of Merit. Columbia broadcasters won six.

Only one award was issued for "the most effective public service radio program developed by a national network." It went to CBS, for *Assignment Home*, the notable series concerning the problems of veteran readjustment.

Finally, the judges awarded five certificates of Honorable Mention. Columbia-affiliated stations won three.

To our blushing but worthy affiliated and CBS-owned stations we offer our heartiest congratulations. To The City College of New York and its discerning awards committee go our thanks and our pledge to maintain the standards they encourage.

The specific citations:



Plaques:

WCAU (CBS affiliate in Philadelphia) "for its public service program, *Crusade for Better Drinking Water*." (Also an Award of Merit.)

WEEI (CBS in Boston) "for its promotion of the public service program, *Life to the Front*." (Also an Award of Merit.)

COLUMBIA PACIFIC NETWORK "for its all-over regional network promotion." (Also an Award of Merit.)



Awards of Merit:

CBS—"for the most effective public service program developed by a national network, *Assignment Home*."

WGAR (CBS affiliate in Cleveland) "for the most effective direct-selling sponsored program

developed by a clear channel station, *Serenade for Smoothies*."

KMBC (CBS affiliate in Kansas City) "for the most effective all-over station promotion by a regional station."



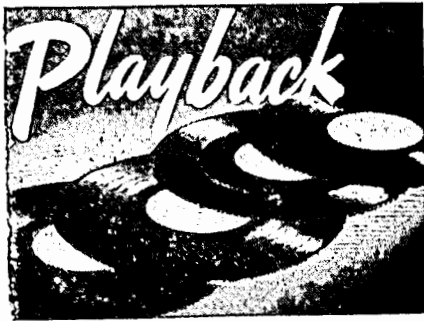
Honorable Mentions:

KFH (CBS affiliate in Wichita) "for an unusually effective public service program developed by a regional station, *Citizens of Tomorrow*."

KLZ (CBS affiliate in Denver) "for an unusually effective public service program developed by a regional station, *Welcome House*."

KSL (CBS affiliate in Salt Lake City) "for an unusually effective public service program developed by a clear channel station, *This Business of Farming*."

is is CBS... THE COLUMBIA BROADCASTING SYSTEM



The second issue of a new monthly publication will be in the mail this week for 275 stations who use NBC THESAURUS. Its called PROGRAM NEWS and its purpose is to provide THESAURUS stations with usable information on THESAURUS artists and the music they are playing in each month's release.

Although Thesaurus Program News is in its early months of infancy, it nevertheless has had the commendation of stations all over the station. They seem to like it because it provides them with advance gems of information about the new music that they are receiving . . . and presents this somewhat factual info in a new and more interesting manner.

This allows stations who receive the glistening new THESAURUS records to program this bright new music immediately. Announcers can build spontaneous, interesting programs by introducing the new THESAURUS tunes by means of the spotlight descriptions in each new issue of PROGRAM NEWS.

Script writers handling local commercial programs built around THESAURUS transcriptions have at their fingertips interesting, listenable facts about the new music. Promotion managers of local stations are able to get from THESAURUS PROGRAM NEWS noteworthy information about such top-notch artists as Vincent Lopez, Allen Roth, Sammy Kaye, Norman Cloutier and many others.

The April issue of THESAURUS PROGRAM NEWS tells about the new Allen Roth concert orchestra of 36 star musicians and their arrangement of Warsaw Concerto, probably the finest recording of the modern classic ever made . . . it tells about the intriguing revival of old Vaudeville songs by an equally intriguing personality, Irving Kaufman . . . it tells about the solid-senders by the Jumpin' Jacks with Patti Dugan, one of the greatest swing groups in the nation . . .

Program News is another EXTRA service that NBC THESAURUS subscriber stations are receiving these days.

NBC
Radio-Recording Division



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

A SERVICE OF RADIO CORPORATION OF AMERICA



Walking The Main Stem. . . !

● ● ● The life of Sara Delano Roosevelt will be done by the films with all profits going to the Warm Springs Foundation. . . . Georgie Jessel, congratulating a newly married couple, cracked: "I hope you'll be as happy as I could've been on several occasions." . . . Jinx Falkenburg & Tex McCrary's early ayem "Hi, Jinx," practically wrapped up for a sale. . . . Mike Spector named new head of Universal's talent dep't and leaves for the coast shortly. . . . Arlene Francis auditioned for MCA's new package, "Affairs of Anne Scotland," a series about a femme detective. . . . Oh Ed & Pegeen: The Jay Jostyns are considering doing a man-and-wife breakfast thing, and Danny O'Neil and Jim Ameche have a bachelors' breakfast session in mind. . . . Satevepost will do a feature on radio quiz shows built around the daddy of the idea—Prof. Quiz. . . . Lucille Ball in town to do CBS' "Theater of Romance" May 7th. . . . Stuart Sherman, the Sherman & Marquette biggie, also here doing the show shops. . . . Manager Don Haynes has booked the Tex Beneke ork into the Palladium in Los Angeles for a record-breaking \$7,500 per. . . . RCA-Victor undertaking a terrific window and counter exploitation for their new million-dollar vocal attraction, Johnny Desmond. . . . Joan Davis confides that when she was a girl, she was the most boy-crazy kid in town. All day long she thought of nothing but boys. But she's outgrown all that. Now all she thinks about are men!

★ ★ ★

● ● ● Running into Harry Bloomfield, producer of "Polonaise," the other midnite at Shor's, we learned that he's another convert to H'wood and the leisurely way of life they boast about out there. Harry is more than a convert—he's a walking Chamber of Commerce. While he's not too bitter about the local theater situation here, he's all for doing his future production on the coast. Among other things, he points out that his new musical, "No Time To Marry," can be put on for \$100,000 out there easily—whereas it would take double that amount to stage it in N. Y. Harry thinks that within ten years or so, the coast will be almost as active in the legit field as B'way.

★ ★ ★

● ● ● Herbert Shappiro, author of "Woman In The White House" (novel about a supposed femme President) is readying the story for a transcribed show. Series will be slanted toward a woman audience and should provide plenty of controversy. . . . Leonard Keyes, radio producer, caught "Are You With It" when Joan Robert's understudy, Mildred Jocelyn, was on. Result: Keyes signed her to star in a new show he's preparing. . . . Ziv's "Calling All Girls" has added Alan Courtney to its format, with a two-and-a-half minute star interview each stanza. Courtney has lined up such names as Mitzi Green, Ray Bolger, Jo Stafford and Connee Boswell for a starter. . . . "The O'Neills," which returned to the air Tues. nite on a twice-a-week basis, retains all of its oldtime flavor plus some new twists. Each episode is a complete story in itself. . . . Shirley Eder mulling over several offers to return to her H'wood, Broadway and fashion commentaries. Shirley would be a 'natural' with her large following over the years. . . . Lee Meyers bedded with pneumonia. . . . Ernie Lehman's recent Collier's yarn will be mike-dramatized via CBS' "This Is My Best" on May 21st. Lehman's talented typewriter is hitting at a furious clip, having peddled eight mag pieces plus a Republic movie during the past two months. . . . Walter Lurie leaving for the coast May 12th for a week. . . . Buddy Lester observes that nitery comics had better launder their material if they don't want to become washed up themselves.

★ ★ ★

● ● ● Thumbnose Descriptions: Pres. Truman's smile: Molar-dramatic. . . . Fred Allen's wit: Wry toast. . . . Eddie Cantor: The Pop Eyedol. . . . Judy Canova: Three Little Pigtales. . . . Ray Bolger: Tapper Dan. . . . Sen. Bilbo: Behind The Hate Ball. . . . Earl Wilson: A gal's bust friend. . . . T. Manville: The more the marrier.

LOS ANGELES

By RALPH WILK

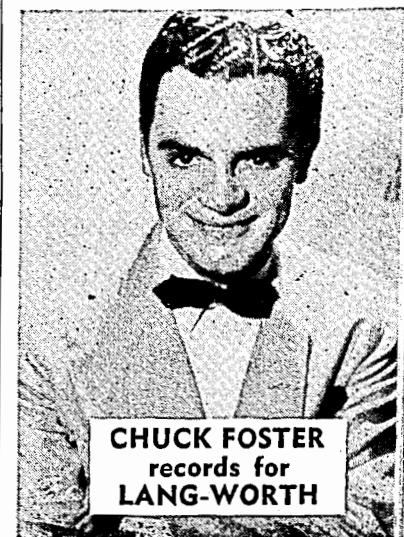
MR. AND MRS. CHET LAUCK, (he's Lum of Lum 'n' Abner), are guesting Mr. and Mrs. Walt Wade of the Wade Advertising Agency in Chicago at his "Bar Nothing" ranch near Las Vegas, Nevada, with plans for a few days' fishing trip at Lake Meade near Boulder City, Nevada.

C. Burt Oliver, general manager of Foote, Cone & Belding's Hollywood office, has been appointed to the board of directors of the Broadcast Measurement Bureau by Frederic R. Gamble, president of the American Association of Advertising Agencies. Oliver, who is also on the board of the Southern California chapter of the AAAA, will be the only member of BMB's board from the Pacific Coast and will serve for three years.

Robert O. Reynolds, vice-president and general manager of KMPC, announces the resignation of Willard Hanes, promotion manager of the station. Hanes, who has held the position of KMPC's promotion manager since 1944, is planning to enter a broader field of advertising and promotion. The station's promotion department will be under the supervision of Miss Betty Ann Hudson.

La Guardia Aiding WCHS To Usher In "Music Week"

F. H. LaGuardia, director general of UNRRA, through the facilities of WCHS, will deliver a special talk on May 5 inaugurating National Music Week. Speaking from his New York residence, his message will be carried by direct wire to Charleston here during the intermission period of the regular bi-monthly concert of the Charleston Symphony Orchestra. Dr. C. R. Adams, orchestra president, is pointing out that WCHS pays all expenses involved in broadcasting the concerts, presented Howard Chernof, managing director of WCHS, with an engraved plaque in recognition of the support and the interest shown in the orchestra.



CHUCK FOSTER
records for
LANG-WORTH

Praise CCNY Conference

FCC's "Blue Book" Draws Comment By Speakers

(Continued from Page 1)

son, for the Ralph H. Jones Co., advertising agency of Cincinnati; Gold E. Fellows, for WEEI, Boston; Joseph L. Tinney, for WCAU, Philadelphia; Howard S. Meighan, for the Columbia Pacific Network, and Willard S. Hedges, for NBC.

Elder Stresses Radio's Role
Radio can play a large part in helping to build a prosperous America if broadcasters and advertisers can keep the industry free and "retain the ear of the American public," Robert Elder, assistant to the president of Lear Brothers Co., said at the awards dinner.

However, there exist many "things which need improving," he said. "As advertisers and broadcasters, we need to perfect our methods for determining accurately what the public wants. We need to foster experimentation. We need to get away from arbitrary decisions, based on personal prejudice or pre-conceived notions, and place greater emphasis on soundly determined public reaction.

Let those of us who are broadcasters or advertisers not rest on our laurels, but retain a sober sense of our continuing responsibility. Let's welcome constructive criticism, and use it to improve our performance. Equally, let us be both vigilant and sturdy in our resistance to those who would impose on radio their own ideas, when those ideas are not shared by a majority of the American people."

CCNY President Heard

The City College National Radio Awards came in response to suggestions that there was a need in certain areas for encouragement of radio through awards from an unassailable source," Dr. Harry N. Wright declared in an address delivered at the dinner last night.

"Those who urged City College to take such a step," said Dr. Wright, stressed the value of awards granted by a representative educational institution of higher learning, known for its rigorous standards. Such an institution would give prestige to the awards, assure objectivity in selection and remove any possibility of commercialization.

As a public institution, City College accordingly accepts responsibility for the awards as one of its obligations to the business community.

Before affixing its seal and lending prestige of its 100 years service, City College, through its administrative officers, undertook to make certain however, that the subjects for awards represent significant developments in radio and that the responsibility for selection was left to persons whose decisions would be authoritative and reliable . . ."

As anticipated, the afternoon session on "The FCC Report—Right or Wrong?" was highlighted by spirited exchanges among panel members and between the panel and the audience. Able moderation by Kenneth G. Bartlett, professor of radio and television at Syracuse University, kept the pace lively and prevented the discussion from getting lost in detail.

Discussing the highly controversial report were Edward M. Brecher, general manager, Metropolitan Broadcasting Corp.; William J. Dempsey, Washington radio attorney; Jack Gould, radio editor, The New York Times; M. S. Novik, radio consultant; Robert K. Richards, editorial director, Broadcasting; C. Maurice Wieting, director of information, National Council of Farmer Co-operatives, and A. D. Willard, Jr., executive vice-president, NAB.

Four Pro, Three Con

Lined up for the report, in general, were Brecher, Gould, Novik and Wieting, with Dempsey, Richards and Willard opposing it.

Those in favor said the report will result in improved radio service; that the majority of the listening public is in favor of it; that there must be periodic renewal of broadcast licenses and the FCC, by law, is the agency to act on such renewals.

The opponents of the "Blue Book" said that it constitutes an encroachment on freedom of speech; that it is censorship and a step toward government control of the air, and the imposition of the judgment of "seven men" upon the industry and the nation.

Novik, who termed the report the "Magna Carta of American radio," took the position that the question is not whether the report is right or wrong, but rather what the broadcaster can do to attain the standards set forth in it. He strongly opposed assertions that the report infringes freedom of speech or any other civil liberties, and revealed that Morris Ernst, noted civil liberties attorney, has indicated willingness to test the constitutionality of the report before the Supreme Court, if necessary.

"Dangerous Assertion"

In giving the NAB viewpoint, Willard said that in it, the Commission for the first time asserts the power to judge program content. He said that is a "dangerous assertion" which will become "law by acquiescence and default." He added that it is an attempt to indict an entire industry by pointing out the failings of a few in that industry.

Stating that freedom of speech is "more than a one-way street," Gould said that what is not put on the air is just as important as what is broadcast. Regarding NAB opposition to the report, he expressed hope that the NAB would "police its own organization," and show the FCC that Federal regulation is "unwise because it is unnecessary."

Dempsey said he doesn't think

Commission members "qualified" to fix percentages of commercial and sustaining time. He added that present broadcast frequencies should be revised, claiming that if there were a sufficient number of channels, there would be no need for FCC action on applications.

The terrific sales impact of television was described in a morning session on the advertising aspects of video, with graphic illustration provided in the form of films and slides. Members of the panel were Charles J. Durban, U. S. Rubber Co.; Reynold R. Kraft, NBC; George L. Moskovics, CBS; Samuel H. Cuff, WABD. Moderator was Raymond E. Nelson, of the Charles M. Storm Agency.

Discuss Employment Picture

In a frank and honest appraisal of the opportunities in radio, 600 war veteran-students who attended the final sessions of the conference yesterday were told that chances of "breaking into the business" were few and far between today, even though many might have acquired experience in some particular phase of radio while in service.

While acknowledging radio's (and all industry's) responsibility to returned servicemen, industry executives from all major departments of network and station operation were in general agreement that the task is essentially "up to the veteran himself," and while he faces a long and arduous haul, "there is always a place in radio for those who qualify." The job situation is not merely confined to vets, it was emphasized, but applies to civilians as well.

Chief reason is that the industry is heavily overstaffed, what with practically all ex-servicemen returning to their former positions, and "there just aren't enough jobs to go around."

Participating in a discussion of "The Veteran's Chances In Radio" representatives from the four major networks and several independent stations in New York pointed to FCC employment figures for the industry and compared them with the "overwhelming" number of vets who have voiced a preference for careers in the field.

Future In FM And Tele

Charles Barry, national program manager for ABC, explained that the many problems in production and direction are done successfully only by men who have weathered "the fire of experience" and asserted frankly that men "who had carried a walkie-talkie" in service would certainly not be qualified for comparable professional radio work. There is however, he declared, "a great future in FM, television, facsimile—and in expansion of new AM stations throughout the country," and it is in this way that careers may be founded. "Radio holds a challenge to the veteran," he added, "because it is he who must attack it and find his place in it."

Vets were offered further sound advice in the words of Herbert Rice,

Video Sales Impact Emphasized By Tele Execs.

production manager of Mutual, who urged them to "seek a humble beginning"—perhaps with a small station, and thereby acquire the technique and degree of skill later required for network operation.

Women's Plight Reviewed

Elsie Dick, director of women's activities for Mutual, held high the performance of her contemporaries in the industry, declaring that "the job women did during the war proves that they have rights in radio." She explained that the various duties performed by women during the war years, in engineering, control and technical aspects, were considered quite satisfactory. "There is, however," Miss Dick pointed out, "a feeling against women technicians," and added that "the majority" of unions do not as yet accept women among their membership.

Participating in the discussion, in addition to the above mentioned were: Maj. Charles Batson, director of information, NAB, who presided; Nelson Schraeder, president, Radio Program Information Service; Ivor Kenway, director of advertising and promotion, ABC; Marjorie Morrow, CBS casting director; Ernest de la Ossa, vice-president in charge of personnel, NBC; Ira M. Herbert, director of sales, WNEW; H. L. Fishel, script editor, MBS; Leon Goldstein, vice-president in charge of special events; WMCA, and Robert Novak, director of talent and program development, MBS.

Gilchrest And Spriggs Start New Boston Firm

Boston—New public relations organization has been formed here under the name of Gilchrest-Spriggs & Co. offering a general industrial as well as promotional service. Partners in the firm are both known to radio, Charles Gilchrest having been recently released to inactive duty in the Naval Reserve after serving two years in the Pacific with the amphibious forces. Prior to that he headed the Treasury Department's radio section of the War Finance Division and had been with WBZ-WBZA here directing news and special events for the stations.

Miss Spriggs, in private life Mrs. Gilchrest, also has a radio background in this city and was radio chief for the War Bond office in Washington and subsequently director of the Massachusetts War Finance Committee's publicity and promotion.

Associated with the firm is Hugh R. MacLennan, formerly advertising manager of Filene's and Jordan Marsh Co. stores of this city. New firm has opened in the Colonial Bldg.

COAST-TO-COAST

—ARIZONA—

TUCSON—The three-way controversy as to which company will receive the FCC nod for a third station here, is still very much in the wide open status. A previous item stating that the Sun Country Broadcasting Company had received the FCC nod, was off the record. No official confirmation has been given as yet by the Washington solons. Those running are, the SCBC, headed by J. R. Heath; the Catalina Broadcasting, Inc., headed by Harry Behn, and the Old Pueblo Company, in which Gene Autry is the largest stockholder. The OPC operates KPHO in Phoenix. . . . **PHOENIX**—It will be rice, old shoes and I do's for KPHO staffers, Ruth Richards and Louis Halpern who will wed in the near future.

—NEW YORK—

NEW YORK—Jack O'Reilly, WHOM special events director, after handling the two-day running pageant of the Penn Relays April 26 and 27, has been stamped by associates as Jack O'Relay for dashing success in his complete coverage of all track events. . . . Barbara Payne, co-producer of the hit "Three to Make Ready" will guest on the WNEW "Invitation to Stardom" show May 5. Program is under the direction of Milton B. Kaye. . . . WNEW's special events staffer, has received the Bronze Star Medal by direction of the President for his outstanding service in radio programs as a M/Sgt. on General MacArthur's public relations staff in the Pacific.

—ALABAMA—

BIRMINGHAM—Highlight of the special session of the Alabama Medical Association, of which WSGN's special events section did a thorough job, was the presentation to the Medical College of Alabama portraits of Honorable Chauncey Sparks, Governor of the state and William D. Partlow, M. D., chairman of the Association's Four-Year Medical School Committee, in appreciation of their outstanding work toward procuring the Medical College which is to be located in Birmingham. Transcriptions were made of the presentation for re-broadcast, later to be turned over to the college.

—CALIFORNIA—

OAKLAND—Glenn Shaw, KLX general manager, announces the appointment of Alan B. Johnstone as sales promotion and publicity head for the outlet. Prior to joining the Oakland outlet, Johnstone was associated with the advertising business. . . . **RIVERSIDE**—Charles Love, having served in the Army for over four years, returned to KPRO as manager of the San Bernardino branch offices and studios. . . . The John E. Pearson Company, with offices in New York, Chicago, San Francisco, Los Angeles and Kansas City, have become national representatives for KPRO. Hank Johann, after serving a year with Uncle Sam, has been named musical director at KPRO.

—TEXAS—

SAN ANTONIO—New group of studio musicians called the "Texas Outlaws" are being heard daily over KABC. . . . Phylis Ann Gray, has

Increase Tube Prices In Directive By OPA

(Continued from Page 1)

manufacturers by the Federal agency: For sales of tubes to resellers for replacement purposes—20 per cent over March 31, 1942 levels at which maximum prices for these sales were previously frozen.

For all other sales of tubes, including those used as original equipment of radios—27.5 per cent over the March 31, 1942 levels at which price ceilings were frozen prior to September, 1945. At that time OPA granted manufacturers an increase of 10.4 per cent.

These two increase factors are designed to return to the industry 25 per cent additional revenue over 1941 levels on all its sales, OPA said.

"This increase is necessary," OPA said, "for the industry to recover current factory costs including higher wage rates recently granted.

"The increase will not affect retail prices because under the agency's absorption policy the increases will be absorbed by distributors and retailers. Full absorption will be required pending a study now under way," OPA said.

"Available data," OPA said, "indicates that wholesalers can absorb 20 per cent of the manufacturers' dollar-and-cent price increase and retailers can absorb the remaining 80 per cent of the increase without hardship."

Canadian Government Seeks Manitoba Stations

(Continued from Page 1)

I can say is that Dominion has initiated negotiations to purchase the stations and we are considering," said Mr. Garson. He declined to disclose whether any purchase price had been mentioned, and would give no indication as to what attitude the provincial government was taking. From another source, however, it was learned that the Dominion Government is placed in an embarrassing position by the Manitoba-owned radio stations. The Dominion Government is enforcing a regulation which excludes provincial governments from the radio field, and has recently turned down applications for permits from the governments of Saskatchewan and Alberta. These provinces have cited the case of Manitoba, which has two "flourishing" stations, and this the chief reasons why the Dominion is anxious to place the Winnipeg and Brandon stations under CBC ownership.

been named secretary to W. Poundstone Jackson, KABC promotion and merchandising manager. . . . The Fisher Plumbing Co. has signed for a series of afternoon shows over KABC under the title of "Seven for Saturday," featuring the top seven hits of the week. . . . Following three years in the AAF, Henry Guerra, Jr., has returned to the news staff of WOAI. . . . **EL PASO**—Roy Chapman, with KTSM for the past 10 years, has been named commercial manager for the outlet.

Clear-Channel Session Hears WLW And WLS

(Continued from Page 1)

stead of going into other issues, clear-channel stations have generally gone on record as desiring more power and have indicated that each clear should be allowed to stand on its own feet.

James D. Shouse, vice-president of the Crosley Corp., and vice-president of WLW, told the Commission that the station will seek additional power to provide "stronger signals and better programs" for its listeners. "The history of WLW," he said, "will show that we have made every effort to give our radio fans the strongest possible signal and the type of programs we feel are of primary interest to them."

Glenn Snyder, vice-president and general manager of WLS, discussed the farm service given by the station to its listeners.

NBC Television Resumes With Daytime Show May 6

NBC television resumes daily operation on Friday, May 6, with a one-hour show titled "Radio City Matinee" aired on the new channel 4 from 1 to 2 p.m., EDT. Program will then be telecast every Monday, Wednesday and Friday at the same time.

"Matinee" will present a score of prominent regular personalities, NBC announces, with 18 regular segments each week, and accent on the distaff side. On Mondays WNBT will present Virginia Sale in character sketches on "Americana"; "Create Your Own Art" with John Gnagy; "At Rector's" with George Rector; "Flower Magic" with Irma Smith; "Why Mothers Get Gray" with June McKinley; "Television Toy Shop" with Louise Martell and Eddie Senz. In between these sketches will be singers, comedians and other personalities.

The Wednesday lineup calls for "Let's Be Charming" with Leona Woodworth, cosmetic designer; "I Love to Eat" with James Beard, cookbook author; "Designs and Dreams" with Princess Sagaphi, collector; "Let's Re-arrange" with Paul McAllister, interior decorator; "Knowing Sewing," "Goofy Hat Contest" with Maggi McNellis. Entertainment will be interspersed throughout the acts.

On Fridays the regulars will be "Tomorrow's Home Furnishings" with Margaretta Van Renssalaer Schuyler; "Dinner For Two" with AP food editor, Charlotte Adams; "Bustle Parade" with Helen Meyers; "I Love Pets" with Henry Wharton and "Fashion" with Sloan Simpson, Jr.

Production of the three-times weekly "Radio City Matinee" daytime show over NBC will be handled by Peter Barker.

WEAF's UN Coverage

Between March 27 and April 18, WEAF cancelled seventeen hours and 14 minutes of regularly scheduled broadcasts to give coverage to the United Nations Security Council at Hunter College.

AGENCIES

CAPT. CHARLES F. LOWE has returned from the Pacific, where he served with the Signal Corps, and has joined the radio department of Erwin, Wasey & Company.

BURNS W. LEE, former publicity director of Benton & Bowles, Inc., New York, and most recently a Marine Corps public relations officer, has been appointed to the newly-created post of public relations manager of the United-Rexall Drug Co., Los Angeles, according to an announcement by **THOMAS H. LANE**, director of sales promotion and advertising.

AN OUTDOOR POSTER prepared for Coca-Cola by McCann-Erickson's Buenos Aires office has been selected by the Association of Advertising Managers of Uruguay as one of the most outstanding posters being displayed in that country.

MANSON-GOLD ADVERTISING AGENCY of Minneapolis has announced the opening of an office in Duluth at 325 Bradley Building, to bring the total of their operating offices at present to 3, including the branch in Los Angeles established in 1944. Miss Gretchen Thomas, formerly of the Stewart-Taylor Company in Duluth, has been appointed office manager and director.

LIEUT. ROBERT H. DINGWALL following four years of duty with the United States Navy, has returned to the staff of Charles W. Hoyt Company, Inc. Lieut. Dingwall first joined Hoyt immediately after leaving Dartmouth College in 1940. He will act as an assistant to C. B. Donovan head of the Hoyt media department.

OAKLAND FEDERAL SAVING & LOAN ASSOCIATION has appointed the Ad Fried Advertising Agency, Oakland, Calif., to handle their advertising.

Sonora Head Criticizes Color Tele Campaign

South Bend, Ind.—CBS was the target for criticism this week for its campaign favoring immediate introduction of color television in an address by Joseph Gerl, president of Sonoro Radio & Television Corp., before the local Chamber of Commerce. Gerl, who is also a director of the Radio Manufacturers Association, charged the web with "a campaign of irrelevancies and falsehoods designed only to confuse the American people." "How well CBS will succeed in the future, however, depends on how quickly the public grasps the fact that color television—like technical motion pictures—will not be a practical development until we have had black-and-white pictures for a number of years."

CPA Exemptions Listed

Three-Day "Institute" Opens Today At OSU

Columbus, Ohio—With "Radio's Post-War Responsibilities" as its theme, the 16th Institute for Education by Radio gets under way here today.

Judging by the complete agenda for the May 3-6 meeting, released Thursday by I. Keith Tyler, director, the 16th Institute should be the most interesting and controversial, as well as the biggest since Ohio State University and the local radio stations voted sponsoring it back in 1930.

The meeting starts tonight at the

(Continued on Page 5)

Public Affairs Division Appointments Announced

Reorganization of the public affairs division of CBS was announced yesterday by Edward R. Murrow, CBS vice-president and director of public affairs, with three major changes within the program department.

Rayman Bryson, former director of education, was named counsellor of public affairs. Gerald F. Maulsby, recently returned from service over-

(Continued on Page 2)

Garver Resigns At WJZ To Join Alley & Richards

Robert Garver has resigned as sales manager of WJZ, key station of the ABC network, and has joined Alley & Richards Co., New York and Boston advertising agency. Garver has been named an account executive of the agency, and in addition will supervise all its radio activity.

Farewell

Lord Halifax, retiring British Ambassador to the United States, will make a farewell address to the people of America, on CBS from Washington, Saturday, May 11, 8:45-11 p.m., EDT, through the facilities of WTOP, Washington. The address will be delivered on the eve of his return to England. Lord Halifax was succeeded on May 1 by Lord Iverchapel.

"Operation Victory"

In observance of the first anniversary of V-E Day, ABC and its affiliated stations will present a special commemorative program titled, "Operation Victory," on Wednesday, May 8, 10:30 to 11 p.m. Walter Kierman will serve as narrator and the program will include recorded excerpts from "V-E Day" statements by President Truman, King George, Winston Churchill, Gen. Dwight D. Eisenhower, George S. Patton, Jr., and George C. Marshall.

NAM Hears Royal Talk On Tele Possibilities

Addressing a regional meeting of the National Association of Manufacturers in Philadelphia yesterday, John F. Royal, vice-president in charge of television for NBC, gave a broad outline of the new medium's uses in the public interest apart from the obvious entertainment and edu-

(Continued on Page 7)

World And Cowan Sign ET Sales Agreement

Consummation of an arrangement whereby World Broadcasting System will handle for production and distribution a new high-budgeted series of original mystery dramatic transcriptions for Louis G. Cowan, Inc., was announced yesterday. First of the Cowan packages to be handled by

(Continued on Page 6)

ABC Execs.-Affiliate Group Clarify Web's Future Plans

Proposed recapitalization and future plans of the American Broadcasting Co. were clarified yesterday during course of the regular quarterly meeting of the ABC executives with the network's Stations Advisory Committee at St. Catherines Island, Ga.

In connection with the forthcoming capital reorganization which will have the banking firm of Dillon, Read & Co., Inc., market a new issue

Supplementary Order OK's Installation Of Radio Towers, Transmission And Receiving Equipment

ACLU Committee Supports FCC Report

The radio committee of the American Civil Liberties Union has expressed "general agreement" with the conclusions and proposals of the FCC report on programming, it was announced yesterday, and in taking this stand, stressed the point that "the right of an individual broadcaster to appeal to the courts of judicial review of any administrative decision of the Commission should, as heretofore, be

(Continued on Page 7)

Radio Transformer Prices Upped By OPA Directive

Washington Bureau *RADIO DAILY* Washington—The price increase factor for manufacturers of radio transformers used on power circuits and vibrators has been increased

(Continued on Page 4)

Postwar Portable Sets Unveiled By Gen. Electric

General Electric unveiled its postwar edition of portable radios yesterday at a special trade showing at the Ambassador Hotel, trotting out two

(Continued on Page 7)

Washington Bureau *RADIO DAILY* Washington—Radio towers and other transmitting and receiving equipment are specifically exempted from the restrictions of the recent construction control order, the CPA ruled yesterday. The exemptions are contained in Supplement 1 to Veterans' Housing Program Order 1.

Under the building control order authorization is required for, among other things, the installation of fixtures and "mechanical equipment" and alteration of structures, with

(Continued on Page 5)

CAB Meets May 10 To Plan Future Course

The future of the Co-operative Analysis of Broadcasting program rating service will be determined at a meeting of the CAB board of governors in New York on May 10, it was announced yesterday.

In announcing the meeting, CAB officials disclosed that mail balloting by the members had resulted in the

(Continued on Page 2)

Series On Race Relations Starts May 4 On WBBM

Chicago—"Democracy: U. S. A." a new race-relations program featuring outstanding Negro personalities and dramatizations of their lives and contributions to America's progress, will

(Continued on Page 6)

The Ultimate!

Henry Sylvorn, the organist, has provided musical background for practically every type of program on the air, ranging from the "American Album of Familiar Music" to "Calling All Girls" and "Boston Blackie,"—but his latest assignment tops them all. He's doing a series of records featuring "mood music" for amusement park Tunnels-of-Lovel!



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

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FINANCIAL

(Thurs., May 2)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse. Includes sub-section 'OVER THE COUNTER' with WCAO (Baltimore) and WJR (Detroit).

All-Day Appeal For Food Sked For WLIB Sunday

WLIB, in an all-day broadcast appeal for famine relief this Sunday, has scheduled 23 special shows starting at 7:30 a.m. and continuing intermittently until 9:30 p.m. Speakers to be heard include F. H. LaGuardia, Charles Poletti, Dr. Oscar Lange, James A. Farley, Dr. Y. C. Yeng, Estelle M. Sternberger, Dr. J. Max Weis, Bill Mauldin, Gertrude Lawrence, Helen Gahagan Douglas, Francis Lederer, Ruth Hussey and Melvyn Douglas.

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

Coming and Going

TED MALONE, American network commentator, leaves tonight by Army Air Transport for Europe, where, at the invitation of the War Department, he will do a series of five broadcasts discussing conditions one year after V-E Day.

RAOUL A. CORTEZ, owner and operator of KCOR, San Antonio, has returned to his Texas headquarters following a trip to Mexico City, where he completed arrangements for three new 52-week programs.

AL MADSEN, station manager of KID, Idaho Falls, is in New York for conferences with officials of the Mutual network.

OLIVER SABIN, Musicraft sales director, leaves this week-end for Baltimore and Charlotte, N. C., where he has scheduled a number of distribution talks.

NORAN E. KERSTA, manager of the NBC television department; SIDNEY H. EIGES, manager of the web's press department, and STERLING FISHER, director of the NBC University of the Air, are in Columbus to attend Ohio State's Institute for Education by Radio.

PHILIP R. JASEN, publicity director and promotion manager of WTAC, Worcester, Mass., is back at the station following a short trip to New York.

HERB MILLER and members of his orchestra, which is heard thrice weekly over WOR-Mutual, close their Larchmont engagement tomorrow and leave Sunday on a USO tour of Army camps.

RALPH WEIL, general manager of WOV, left yesterday on a business trip to Chicago. He'll be gone about a week.

Public Affairs Division Appointments Announced

(Continued from Page 1) seas with OWI, becomes assistant director of public affairs and Robert Hudson, associate director of education, becomes director of the education division, succeeding Mr. Bryson.

Ziebarth Named Director Of Educational Group

Minneapolis—E. W. Ziebarth, educational and program director for WCCO-CBS twin-city outlet, has been named State Director of the National Association for Education by Radio. He will direct all activities of the association in Minnesota, with particular emphasis on development of interest in educational broadcasts.

WWRL Sportscast For Garrod

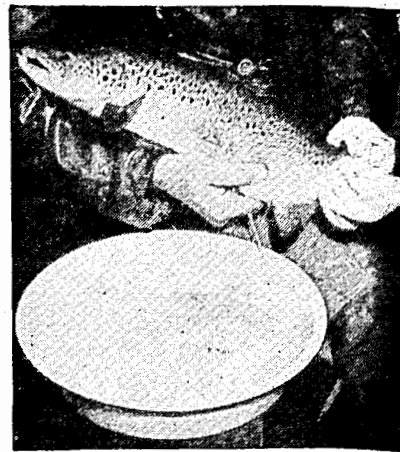
George Garrod, recently released from the Navy where he handled sports at various Navy bases, has joined WWRL, New York, and will conduct a weekly sports program "The Sports Review" on Mondays at 10:15 p.m. Garrod is a member of the New York University Radio Players Group.

CAB Board Meets May 10; Will Plan Future Course

(Continued from Page 1) organization's membership voting three to one in favor of continuing and expanding the service. The meeting, it was said, will be devoted primarily to a discussion of the steps necessary "to carry out the mandate from CAB members."

Hughes Joins Universal; Opens New York Office

George E. Hughes, formerly manager of the government's shortwave radio stations and recently named vice-president of the Universal Broadcasting Company, has arrived in New York from San Francisco to open offices for Universal Radio Sales. Hughes will represent KSFO, San Francisco, KXLA, Los Angeles, and KXA, Seattle, as well as the Universal network itself. In addition to station time sales URS will also represent U. B. C. Radio Productions which company, with studios and complete production facilities in Hollywood, is producing transcribed serials and features.



What a dirty trick!

The salmon gets it again. You know the fabulous story of how they fight their way back to their place of birth.

Well, first they built Bonneville Dam and made the poor fish jump high road blocks. It was tough but a lot of them made it back home.

Now... in that picture up there, they are artificially inseminating salmon to step up production. Now I ask you... where is "home" going to be to all those new little salmon?

We have a Baltimore radio point to make, and of course it's this: Radio time buyers have fewer problems than the salmon when it comes to getting products "home" in this 6th largest city. For W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. It belongs on that list of yours.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

CKLW MORE COVERAGE PER WATT MORE WATTS PER DOLLAR! in the DETROIT AREA 5,000 WATTS • DAY and NIGHT 800 kc. • MUTUAL SYSTEM

WNEW

Is Deeply Gratified That Its Program

"THE AMERICAN NEGRO THEATRE"

Has Achieved the Recognition of the 1945 VARIETY Award

For Promoting Racial Good Will And Understanding

VARIETY:

"Significant it is . . . that one progressive radio station, WNEW, New York has underscored this rule: 'A Voice Is A Voice'.

"WNEW recently inaugurated its 'American Negro Theatre' and the performers and the plays won critical accolades.

"VARIETY SHOWMANAGEMENT recognizes this step forward in the hope that other radio stations will follow in these liberal footsteps."

WNEW, one of two stations in all

America to be so commended, joins with VARIETY in the hope

that others "will follow in these liberal footsteps."

"THE AMERICAN NEGRO THEATRE"

is presented every Sunday, 5:00-5:30 p.m.

WNEW 1130 ON YOUR DIAL

SERVING NEW YORK AND NEW JERSEY TWENTY-FOUR HOURS A DAY

SOUTHWEST

A SPECIAL half-hour program which was recorded in the studios of Radio Tokyo was presented Saturday from WFAA, Dallas. Several Dallasites and a number of Texans throughout the state were presented on the program which was announced by Lt. Arthur Busbey of Dallas.

Charles Balthrope, manager of KABC, San Antonio, left for the nation's capital Saturday on station business. He will return to San Antonio on May 7.

Lew Valentine in San Antonio for a few weeks rest prior to assuming his duties as "Dr. I. Q." over the NBC network. Valentine formerly announced on WOAI here and went from the post to national fame as the original "Dr."

Buddy Harris has been named chief announcer for WRR, Dallas, as well as chief disc jockey.

Buddy Bostick is station manager of KWTX, Waco, which is rapidly being completed here and which is soon to take to the airplanes. Station will operate on 1230 kilocycles with a power of 250 watts.

Radio Transformer Prices Upped By OPA Directive

(Continued from Page 1)

from 16.1 per cent authorized on October 11, 1945, to 19 per cent, OPA announced yesterday.

The 19 per cent increase factor is the same as that granted for specialty transformers other than fluorescent transformers. In many cases the radio transformers are similar to the specialty transformers and in some cases, they are identical, OPA said.

As explained in announcing the proposed increases, they are necessary to bring the ceiling prices of these products into line with the new wage-price policy and to rectify earlier cost calculations based on incomplete base period data, the agency said.

At the same time, OPA granted manufacturers of audio transformers with fixed iron cores and choke coils with a 25 per cent increase factor to replace an increase factor of 16.1 per cent which was previously authorized by the agency.

KRIG Joins Mutual Web

KRIG, Odessa, Texas, has joined the Mutual network as its 301st affiliate, it was announced yesterday. Station operates on 1,000 watts, and is owned and operated by the Oil Center Broadcasting Co., a subsidiary of Shell Oil Co.

Ave Maria Hour WMCA — Sunday — 6:30

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



Operation Broadway. . . !

● ● ● Watch for some changes in the format of the Bob Hope stanza next season, with Frances Langford reported checking out plus possibility of a new band. More emphasis will be lent to situation comedy with Jerry Colonna. . . . Dennis Day won't be with Jack Benny next fall. Has a half dozen offers for his own show. . . . The Peron government planning a radio spot campaign in the U. S. '47, if relations are bettered, to sell Argentina as a 'must spot' for vacationists. . . . The re-signing of "It Pays To Be Ignorant," which bounced back after 13 weeks, is a classic example of the public getting its own way in radio-fare. Insiders will tell you that Blow was far from crazy over the series—but terrific public demand forced it back on the air. . . . Texaco auditioning femme singers to appear with Melton. . . . Evelyn Knight's hobby of making her own hats may pay off via a chain of hat shoppes backed by a Pennsylvania zillionaire. . . . Perry Como has renewed with Victor for five years. . . . Henny Youngman a boff at the Club 18 and packing it nitely. . . . Now they're calling the Great Dane, Carl Brisswoon. He had 165,000 members of his London fan club when Frankie was just a boy. . . . Happy Felton, "Guess Who?" quizmaster, claims the only exercise most Broadwayites get is jumping to conclusions, running up bills and tossing the bull. Some of our songwriters even go to greater exertion—lifting tunes.

★ ★ ★

● ● ● Paulette Goddard and Burgess Meredith's kidding of the husband-and-wife breakfast routine on the Hildegard stanza Wed. nite (one of Hildegard's best shows, by the way) was taken seriously by several sponsors who would like them to actually do a morning session for them. Georgie Jessel, also guesting on the show, was in rare form. To the studio audience he confided that his pal, Eddie Cantor, is so old that Serutan won't even help him. On leaving the studio, he complained that the fans asked everybody else for their autographs. Him they asked for a job!

★ ★ ★

● ● ● Eddie Cantor will rate 20 G's a week when he shifts over to Pabst. Deal was set by Warwick & Legler. . . . Set aside Sunday p.m. for a doll show and tea party being given at the Professional Children's School, proceeds to go toward their Alumni Scholarship Fund. . . . Nick Keesely, manager of program sales at Mutual, tells us that their "Twenty Questions" ainer on Sat. nites has piled up over 100,000 pieces of mail in less than 13 weeks as a sustainer, no less. Show looks like a winner and Nick oughta know. . . . Add names-behind-the-scenes: Edith Oliver, who does such a grand job of compiling questions and answers on the "Take It Or Leave It" quizzer. . . . Did Geo. A. Putnam make a killing at Jamaica the other p.m.? . . . Bob Houston's song stint on the Supper Club the other nite already has attracted the interest of two agencies. . . . ABC Television really keeping abreast of modern streamlining. Mr. and Mrs. Paul Mowrey were hosts to the press when the "ABC Rapid Transit System" was inaugurated Wed. nite. Chartered plane carried the party to Schenectady for "Teen-Timers Club" telecast, directed by Bobby Henry and featuring Kathleen J. Norris. Aside to Nathan Strauss: Your boy, Jack Eigen, is pulling plenty of friends for your station. Incidentally, Jack tells me he ran into a guy who's married and isn't even on the air with his wife!

★ ★ ★

● ● ● M/Sgt. Tony Janak is one lad who doesn't underestimate the importance of the disc jockeys in building up a recording artist. A former recording engineer for Columbia and now managing Marie Greene (the Intermezzo gal), the sergeant made up a series of personal recorded messages from Marie to every turntable spinner in the country and the response so far has been phenomenal. Marie is currently waxing for Signature and with the disc jockeys in her corner, she's a cinch to climb fast.

LOS ANGELES

By RALPH WILK

NORMAN FIELD, Inspector Danton on "Murder Is My Hobby" over MBS, is teaching radio dramatics at the University of California at Los Angeles. "Murder Is My Hobby" is heard from Hollywood every Sunday.

Arch Morton, sales manager of KNX and Southern California, is back in his office in Columbia Square following three weeks of conferences with CBS sales executives in Chicago, Detroit and New York City.

Eunice Hansen has joined Smith, Bull and McCreery Agency after leaving Foote, Cone and Belding production department.

Director Of Policewomen Featured On ABC Show

ABC will bring a new weekly program to the air May 6 titled "Policewoman" to be heard each Monday from 10:45 to 11:00 a.m., EDT, and featuring Mary Sullivan, dean of New York's policewomen and director of the Policewomen's Bureau. Miss Sullivan has resigned her post after more than 35 years of active service.

Produced and written by Phillips H. Lord, the new series will dramatize the experiences of the former policewoman, who will comment on each case herself.

Stork News

Mr. and Mrs. Bill Taylor are the proud parents of a baby girl, Linda Greer, born at Long Island College Hospital, weighing 7 pounds, 15 ounces. Bill is WOR's production supervisor.



THE Kentucky Derby will be run tomorrow, May 4th. You got a sure winner in Philadelphia

WIP

WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C.
MUTUAL'S 3rd MARKET STATION
REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERRY CO.

Three-Day "Institute" Opens Today At OSU

(Continued from Page 1)

synote general session, when the subject, "Has Radio Converted? Is Broadcasting Assuming Its Post-War Obligations?" comes up for discussion before the complete assemblage. Edgar Kobak, MBS president, presides at this symposium, with the following radio officials participating: Clifford Durr, FCC member; Davidson Taylor, CBS vice-president and program director; Nathan Straus, WMCA president; Justin Miller, NAB president; and H. B. McCarty, director of WHA, University of Wisconsin station. Saturday morning the Institute gets an international flavor when William Barup, of the Australian Broadcasting Commission, discusses radio's role in his country; P. H. Frederick, Chao, talks on the challenge to radio in post-war China; Benjamin Cohen, Chile, who heads UN Information, talks about the United Nations' radio policies, and Arno Huth, of Switzerland, discusses radio in post-war Europe.

A broadcast radiomen are particularly interested in is Sunday's "People's Platform" program over MBS on which Charles Siepman, author of the much-discussed "Radio's Second Chance," tangles with Sydney L. Kaye, executive vice-president of EMI, on whether government supervision will improve radio programs. Guyman Bryson, CBS education director, will be chairman. The "Platform" is originating in the Deshler Wallick ballroom, and a capacity audience is expected.

With the FCC putting such stress on agricultural broadcasts in its recent reports, unusual interest also attaches to the session on rural programs slated Saturday afternoon at the Neil House. John C. Baker, chief of radio service, U. S. Department of Agriculture, will preside at the panel. "Radio and the Negro," comes up for discussion Saturday night with Anne M. Cooke, of Howard University, as chairman. Walter N. Ridley, president of American Teachers Association, and Abraham Hill, director

ABC Execs.-Affiliate Group Clarify Web's Future Plans

(Continued from Page 1)

may make its initial appearance within the \$15 to \$25 range.

Edward J. Noble, chairman of the board of ABC who bought the former Blue Network for \$8,000,000 and retains approximately 90 per cent of the current ABC stock, has already stated that neither he nor his associates plan to sell any of their holdings, but will retain an equivalent holding of stock in the new issue, as a minimum. Refinancing is subject to approval of the FCC.

Confirm Detroit Deal

Coincidental with the ABC executives meeting with the affiliate group, Noble announced that a deal had just been completed for the purchase of all of the outstanding stock of the King-Trendle Broadcasting Corp. of Detroit, Mich. Purchase price is placed at \$3,650,000 in cash. King-Trendle's gross revenue in 1945 was \$2,357,000 and the company owns WXYZ, Detroit, and WOOD, Grand Rapids, Mich., and the Michigan Network, which supplies programs to a group of nine stations in the state.

Transaction is subject to approval of the FCC and application for such approval will be formally made shortly. WXYZ is affiliated with ABC and WOOD with National Broadcasting Co. Since ABC already has an affiliate in Grand Rapids in WLAV, for this reason ABC will sell WOOD to conform with FCC regulations. As a wholly owned subsidiary of ABC the Michigan Network and WXYZ will be operated by ABC.

All officers of WXYZ and Michigan Network will resign, having sold their interests. These are George W. Trendle, president; John H. King, vice-president; H. Allen Campbell, general

manager and secretary and Howard O. Pierce, assistant secretary. Trendle and King have the major portion of the stock with Campbell reported as having had 10 per cent interest and Pierce below that amount. WXYZ is a 5,000-watt operating on 1270 kc., and WOOD is also 5,000 watts and operates on 1300 kc.

Purchase does not include The Lone Ranger, Inc., the Green Hornet, Inc., and the Challenge of the Yukon, Inc.

of American Negro Theater, are among the panel's participants. FM and television also have their places on the agenda. William B. Levenson, of the Cleveland Board of Education, chairmans the Sunday morning panel on FM Radio and Education, with J. E. Brown, of Zenith Radio Corp., among those participating.

The Television Broadcasters' Association has arranged a special session on television and education for Sunday, with Kenneth Bartlett, of Syracuse University, presiding. For the first time a panel has been included, Monday, on the responsibility of radio public relations. The radio critics will have their innings the same day, with Bob Stephan, veteran radio editor of the Cleveland Plain Dealer, and Betty Forsling, of Newsweek magazine, among the participants.

All four networks are having affiliates gatherings during the meeting. NBC hosts for its station representatives Friday evening at the Deshler and Saturday evening finds CBS and MBS having their parties at the Deshler and the ABC network at the Neil House.

Premature

Detroit—Premature announcement of the sale of WXYZ, Detroit, and WOOD, Grand Rapids, caused confusion among the staffs of the two stations and embarrassment to officials, George W. Trendle, president of King-Trendle Broadcasting Corporation declared.

Mr. Trendle said that a new company would be formed to handle Lone Ranger, Inc., the Green Hornet, Inc., and the Challenge of the Yukon, Inc., serial radio shows, and that the company would produce and package other radio shows. He also disclosed that he and his associates also would be interested in acquiring new radio station properties and would work to that end.

It was confirmed by Mr. Trendle that through terms of the ABC deal the network will be required to dispose of WOOD, Grand Rapids, now an affiliate of NBC. He indicated too that several bids for WOOD are already under consideration.

Purchase does not include The Lone Ranger, Inc., the Green Hornet, Inc., and the Challenge of the Yukon, Inc.

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Britain's Shortwave Station Started In Southeast Asia

Washington—A new transmitter to be the most powerful GI sender in the world, and one of the most powerful anywhere, went on the air this week when Great Britain's southeast Asia Command began to operate the new 100-kilowatt transmitter of radio SEAC. This station is intended to serve the military, naval and air forces which Britain is maintaining in Southeast Asia to bring order and food back to the devastated areas.

Installation was begun a year ago at Colombo, Ceylon, and was carried out by men of the Royal Engineers and the Royal Corps of Signals. Many technical problems had to be overcome in order to ensure that forces in every part of India and Southeast Asia could hear the transmission.

Radio SEAC will broadcast entertainment and news, all in English. The same programs will also be carried on the old 7½-kilowatt transmitter for reception in Southern India and Ceylon. The new transmitter will operate on frequencies of 15.12 megacycles in the 19-meter band and 6.075 megacycles in the 49-meter band.

CPA-Rule Exemptions Favor Radio Stations

(Continued from Page 1)

some exceptions. The order, however, does not restrict the installation of machinery and equipment other than mechanical equipment.

Supplement 1 states that radio towers and other transmitting and receiving equipment will "never" be considered to be fixtures or mechanical equipment.

"These articles," CPA said, "may be installed without regard to the provisions of the order, as long as no alteration to the building is required, such as installing foundations, putting up partitions and the like."

In addition, CPA said, restrictions do not apply to the installation of any kind of equipment outside of and not attached to a building. Radio towers are also included in this list.

Meanwhile, CPA said a detailed interpretation of the order requested by the NAB would be forthcoming in about a week.

Ann Rawley On Her Own

Ann Rawley, formerly associated with Banner & Greif, has set up her own publicity shop in New York City.

EKINS NOW IN CALCUTTA ON WORLD FLIGHT

WSYR Newscaster Studies Situation In India; China Next Stop On Itinerary

Syracuse, N. Y.—H. R. Ekins, WSYR newscaster now on a global fact-finding trip by air, has landed in Calcutta and will spend several days in India studying the political situation there. Mr. Ekins has scheduled interviews with many British and Indian leaders, in order to learn at first-hand all sides of India's numerous post-war problems.

From India, Ekins will fly on to Kunming, Chungking, Nanking, Shanghai, North China and Manchuria, to prepare a special report commissioned by United China Relief, of this country.

Ekins will return to Syracuse in June, to resume his twice-daily news broadcasts over Central New York's leading station.

WSYR

SYRACUSE, N. Y.

H. C. Wilder, President

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reader, General Manager
 FINE & PETERS, Inc., Exclusive National Representatives

PROMOTION

For The Music Lover

Mutual, in connection with its "Let's Go to the Opera," sponsored by The Book-of-the-Month Club, is distributing copies of the 332-page, pocket-size book, "The Story of a Hundred Operas," giving in condensed form the libretto and identifying the principal arias of all the works now in the standard operatic repertoire, as well as dozens of operas seldom, if ever, given in America, but still of vital interest to the music lover. Also included is information concerning composer, librettist, date of premiere, locale and full cast of characters.

"Guide To Good Listening"

The KABC, San Antonio promotion department headed by W. Poundstone Jackson, has come up with a five-minute program to be aired by KABC daily titled "Guide to Good Listening." In the series which will be written by the merchandising staff, highpoints of the daily schedules will be aired. Behind the scene stories of stars of local and national programs will also be featured. This is part of the new program to keep all promotional activities routed through the merchandising department. All promotional spots are now channeled through this department.

Attention, Autoists

Five General Outdoor Advertising Company billboard signs made their appearance on five strategic highways entering the city of Chicago, urging automobile drivers to "Now Turn Your Dial to 890, Station WENR, Chicago." The attractive five-color signs, placed on the most-traveled highways leading into Chicago, are aimed at the thousands of car owners who are entering the Chicago area for the first time and are not acquainted with the local stations, while to others it will serve as a reminder.

World And Cowan Sign ET Sales Agreement

(Continued from Page 1)

World will be "Murder at Midnight," a new transcribed mystery series. Terms of the agreement were concluded between Perry L. Deutsch, president, and Herbert Gordon, sales manager of World and Alfred L. Hollender, vice-president and Joseph W. Bailey, general manager for the Cowan office.

Anton M. Leader will direct the "Murder at Midnight" series while Charles Paul has been signed as musical director. Five mystery writers headed by Robert Newman of "Inner Sanctum" fame, have been signed to write the series. Narrator will be Raymond Morgan. Dramatic talent for the opening shows include Barry Hopkins, Betty Caine, Berry Kroeger, Agnes Young, Anzie Strickland, Lawson Zerbe and Robert Lynn.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—What music executive was given his 'come uppance' not once but twice in the past two weeks by the Publishers? . . . could be heard all over Radio City where the offices are located. . . . ● Nemo Roth of Chelsea Music is touting a new tune titled, "Which Way Did My Heart Go?" penned by two hospitalized Vets . . . a really fine ballad. . . . ● Reason why you heard the songs "Please," "Blue of the Night," "White Christmas" and "I Surrender Dear" often last Tuesday is due to swell radio tie-ups effected by Paramount's Al Willkie and 'Odie' Odell to commemorate Bing Crosby's birthday . . . Bing was responsible for the success of those songs. . . . ● Last week we inadvertently wrote that "Laughing On The Outside," was BMI's first big hit . . . oops, so sorry . . . (and is our face red?) . . . Hy Reiter phoned to remind us of BMI hits like "High On A Hilltop," "I Hear A Rhapsody," "My Sister Eileen" and "Practice Makes Perfect." . . . ● The Campbell-Porgie ballad, "I Don't Know Enough About You," which we picked as a future hit some time ago, was just given a rack order. . . . ● S. America, in the person of Enrique Lebendiger, gen. mgr. of Fermata International Music, Inc., has invaded Tin Pan Alley . . . outfit has 1700 copyrights including Rhumbas, Tangos, Congas and Boleros for the American market . . . Lebendiger leaves shortly for Hollywood where he'll open an office. . . . ● No higher compliment can be paid a singer than to be summoned to sing at the Annual Juke Box Operator's Convention . . . Johnny Desmond flies to Cleveland for that purpose today, returning early Saturday for his regular "Teen-Timers" NBC Coast-to-coaster. . . . ● We understand that the NBCamel sponsors, bar the new song, "Lucky" from its programs . . . but the writers are still 'Lucky.' . . . the opposish, including Lucky Strike, Old Gold, Chesterfield and Raleigh are hopping on the spritely tune, published by Manor Music Co.

★ ★ ★

● ● ● Carl Lampl, the Cleveland tuner who wrote the smash hit "Close To You," has just written another ballad which shows promise, titled, "Just A Matter Of Opinion." . . . Moe (Bell Bottom Trousers) Jaffe wrote the lyrics with Arrow Music publishing. . . . ● Will Hudson, composer-arranger, out of the Army and currently writing at Mills Music. . . . ● Joy Hodges sang "The Bible My Mother Left To Me" on her NBC program Good Friday . . . received so many letters she'll repeat the number in time for Mother's Day, May 12. . . . ● Vinton J. Hayworth, whose emoting in the lead role in "Men In White" won him the American Television Society Award for 1945, will appear as 'Lt. Weigand' on the May 19th WNBTelecast of "Mr. and Mrs. North." . . . ● Jefferson Music has a beautiful ballad titled, "This Is The Night," written by Redd Evans and Lewis Bellin. . . . ● Carl Fischer, Inc., has announced the completion of a new work for full orchestra, composed by Vladimir Dukelsky and dedicated to the memory of Madame N. K. Koussevitsky . . . the score, in three movements, Commode e Amabile, Con Dolore and Allegro Giusto will soon be available at the Carl Fischer Rental Library of Orchestra Music. . . . ● Emery Music, Inc. (Emery Deutsch) has started work on "When You Make Love To Me," written by Jim Hoyle and Marjorie Goetschius.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Tex Beneke's first four sides for Victor, "Swing Low Sweet Chariot," "It Couldn't Be True," "One More Tomorrow" and "I'm Headin' For California," has already hit the million mark . . . ironically enough the latter song was the last set of lyrics written by the late Glenn Miller. . . . ● Stork Records is the new name of Crescent Records . . . Prexy is Sam Nate with Ken Sisson the musical director . . . plant at Cliffside, N. J., is equipped to wax 100,000 platters per month . . . initial disc is "Adventure," backed up with "Moolenyanna," featuring Bill McCune's orchestra. . . . ● Musicraft has inked Les Elgart's Orchestra to an exclusive contract. . . . ● Victor has signed up the Deep River Boys . . . first platter will be "Ee-Bobba-Lee-Bob" and "That Chick's Too Young To Fry." . . . ● New recording company, Constellation Records, has been founded in North Hollywood by Cal Shrum.

SAN FRANCISCO

IF YOU are thinking of vacationing in Honolulu this year "Don't do it" is the advice of NBC correspondent, James Wahl, who has been in San Francisco on his first stateside vacation in three years. He states that it will be at least a year before Hawaii is habitable for tourists as huge reconstruction programs must be completed first. Wahl, who was in Honolulu on December 7, 1941, brought the mainland first word of the Pearl Harbor attack.

The CBS show, "Meet The Missus" is broadcasting before capacity audiences from the stage of the Orpheum Theater here this week.

With one exception, the only changes Daylight Saving will cause at KGO-ABC will take place on Saturday and Sunday. All Sunday programs broadcast between 2:30 and 8 p.m., now move up one hour, and most Saturday programs broadcast between 11:30 a.m. and 8 p.m., now move ahead. Ed Sullivan's "Pipelines" will move to 7 to 7:15 p.m., Tuesdays from its former time of 8:15.

Boyd Rippey has returned to KFRC's sales staff after three years Army service in the Philippines.

Seventy-nine returned servicemen have found homes and apartments by stating their needs over Dean Maddox's "Man on the Street" program on KFRC-Mutual.

Twenty-one people spotted KGO's Mystery Man as he walked up Market Street in the promotion stunt for Southern Cotton Oil Company's "Try 'n Find Me" program. All were given prizes.

Series On Race Relations Starts May 4 On WBBM

(Continued from Page 1)

be presented by WBBM in co-operation with the Chicago Defender, leading Negro weekly newspaper, beginning Saturday, May 4, 2:30 to 2:45 p.m., CST.

The series, to be heard on alternate Saturdays, will open with a dramatization of the life of Robert S. Abbott, founder of the Defender, and will be highlighted by a speech by John H. Sengstacke, Abbott's nephew and present publisher of the paper. Sengstacke will tell of his uncle's work and how the paper he started in an obscure kitchen on Chicago's South Side has grown to a weekly circulation of 200,000, with approximately 400 employees and one of the nation's most modern newspaper plants.

The dramatic portion of the program will feature the Skyloft Players; Negro amateur group of the Parkway Community Center in Chicago.

The series is the culmination of several months study on betterment of racial relations by Charles Browning, public relations director of the Defender; Oren J. Weaver, WBBM education director, and Don Kelley, director of public relations for WBBM.

ACLU Committee Supports FCC Report

(Continued from Page 1)
 "carefully preserved." Statement was made following a meeting and approval of the ACLU's board of directors this week.

The Union feels that the heart of the FCC report is its emphasis on a board review of total program service. "Everyone agrees that the kind and quality of program service that an applicant proposes to give is a relevant factor to be considered at the time of issuing a license to broadcast," it said, "—especially if there are two or more applicants for the same wave length. It seems wholly logical that the kind of service actually given should likewise be considered when a license comes up for renewal."

The statement further explains that the FCC "spells out some of the standards by which it proposes to judge the quality of program service," and the ACLU radio committee "hopes that improved means will be found to give a clearer picture of station performance." This should be done, it asserted, in the interest of the individual broadcaster as well as the public which wants to know "what radio does."

As now defined and construed, the ACLU committee is of the opinion that the proposed FCC standards are largely quantitative rather than qualitative," and make no attempt to either prescribe or police program content.

Lists Six Points

In supporting the FCC report the radio committee of ACLU made the following points:

(1) "The Commission asserts no control whatever over the contents of any individual program or the make-up of any program schedule. The Commission proposes simply a board review of a station's whole program performance, with particular attention to the four factors mentioned.

(2) "The proposal maintains freedom of speech on the air by preserving the right of broadcasters, now as heretofore, to have complete authority and responsibility for deciding what shall or shall not go into their programs.

(3) "The Commission adheres to the provision of the Federal Communications Act which says specifically: 'Nothing in this act shall be understood or construed to give the Commission the power of censorship over radio communications.' The American Civil Liberties Union looks upon this as a basic safeguard against misuse of the Commission's powers.

(4) "Physical limitations of the radio medium itself make necessary some evaluation of the public service given by broadcasters. The number of printed publications—in theory, at least—is limited only by the availability of paper and ink. Any given publication is free to express any opinion or editorial policy it chooses. The number of radio channels, on the other hand, is strictly limited. Radio stations, therefore, are licensed in the name of the whole people to serve 'public interest, convenience and necessity.' It seems just and desirable, both in theory and on the record of past performance, for the people of the United States, acting through their government, to make some evaluation of whether stations have actually carried out the purposes for which they were licensed.

(5) "The proposals of the Commission do not place in jeopardy, the time, money and effort that broadcasters have put into the building up of their stations. No general reallocation of existing licenses is mentioned or contemplated. Present moves are designed to strengthen, not to interfere with, the American system of publicly licensed and

Video's Vast Potentialities Outlined To NAM By Royal

(Continued from Page 1)

educational angles. Royal told the NAM that the art form will not be in full use "as soon as we would like to have it, but much sooner than is generally believed."

Television, said Royal, will not only have a profound effect on the nation's political life when the old-time spell-binder goes by the boards, but in the field of public relations it will revolutionize all known procedure. For this reason, he believes that professional public relations men and company executives would do well to study television thoroughly.

Referring to the AFM, Royal remarked, "Only last Tuesday that jolly whole-hearted co-operator, Mr. James Petrillo, of the musicians' union, announced that no union musician would be permitted to work on television until further notice, because he wished to study what effect television would have on radio. He had previously notified the motion picture industry that no films in which his musicians were employed, could be made for television use. Perhaps the close succession of these two events was coincidence. Such incidents are irksome, but television is too important in our lives to be retarded for very long. And there have already been too many delays.

"We have had other growing pains and the usual period of adolescence, but television is now coming of age and will soon appear in its first pair of long trousers. Within a few months television sets will be appearing on the dealers' shelves, and it is my feeling they will sell out overnight. These first sets will be distributed where transmitters are now in operation. This means New York and vicinity, Schenectady, Philadelphia, Chicago, Los Angeles, and soon, Washington."

He continued, "Already New York and Washington are connected by coaxial cable provided by the American Telephone and Telegraph Company, and regular service will soon open between these two cities. Our experimental programs over this long distance have been sensational. In a short time the American Telephone and Telegraph Company will open a connection between New York and Boston. This will be done by relay, and not by cable. By use of the two different methods, valuable experimental experience will be gained and

privately owned and operated broadcasting. The American Civil Liberties Union reaffirms its faith in this structure of broadcasting operated by private initiative as being superior to any form of government operation, ownership or control.

(6) "The Commission's report calls attention to the fact that broadcasters are licensed to serve public interest, convenience and necessity and leaves them free to decide how these requirements shall be met. As the report itself says: 'Primary responsibility for the American system of broadcasting rests with the licensees of broadcast stations, including the network organizations. It is to the stations and networks rather than to federal regulation that listeners must primarily turn for improved standards of program service. The Commission, as the licensing agency

made available for use in other parts of the country.

"As new transmitters are erected throughout the country, the availability of sets will follow along as a part of the general development. From the best information now available from the manufacturer, the first sets will probably cost between \$200 and \$250. There may be some cheaper ones, and in the fall, some larger and more expensive sets. These instruments will be ornamental, and the pictures will be of sufficient brilliance that they can be seen without reducing ordinary lighting of your rooms even in the daytime.

"Regarding the social implications of television, as a new art, still in a highly plastic and formative condition, it seems hardly necessary to formulate more than the most general outline for television programs and commercial policies. Later on, as experience ripens, it will be practicable to lay down more specific and detailed rules and regulations.

"Television comes directly into the home, and all the precautions which have been thrown around sound broadcasting to render it domestically acceptable may be automatically assumed to be equally essential for television. Furthermore, because the visual impression is apt to be more vivid and detailed, and because to be understood it requires less imaginative response on the part of the observer than does an auditory impression, it must be much more carefully supervised if it is to avoid producing objectionable reactions.

"This means that vulgarity, profanity, the sacrilegious in every form and immorality of every kind can have no place in television. All programs must be clean and wholesome. There will be special programs for children at convenient periods. Such programs will require careful study.

"To serve its unparalleled potential values, ranging all the way from important educational and cultural contributions to sheer amusement, television requires on the part of its producers a broad vision of our time and its needs, a sensitive taste, a lively imagination and a courageous pioneering spirit."

Royal concluded with delineation of the vast potentiality of tele in various fields.

established by Congress, has a responsibility to consider overall program service in its public interest determinations, but affirmative improvement of program service must be the result primarily of other forces."

Fly On Committee

Members of the radio committee of ACLU are: Thomas Carskadon, chairman; Ruth Brindze, Henry J. Eckstein, Morris L. Ernst, James Lawrence Fly, J. G. Gude, David Halpern, Arthur Garfield Hayes, Quincy Howe, H. V. Kaltenborn, Robert J. Landry, Dr. Paul Lazarsfeld, Morris S. Novik, Harriet Pilpel, Elmer Rice, Thomas L. Stix, and Norman Thomas.

Postwar Portable Sets Unveiled By Gen. Elec.

(Continued from Page 1)

models, one an A-C wet-battery type for AM and an all-band shortwave and AM model, both made of special pressed aluminum composition metal. No wood is used anywhere in its manufacture and the principal sales feature is that the battery will run 20 hours without recharging at top performance. Plugging in the wall socket however charges the battery automatically. Thus alternating use keeps the battery alive for a possible five years. Set is a modern version of those whose manufacture was interrupted in 1941.

Other advantages explained were that the portables can be used anywhere for reception, on land, sea and air, and even in tunnels. In the backwoods the set can be recharged from a special plug-in storage battery assuring no trouble to auto's power.

According to Paul L. Chamberlain, manager of sales, receiver division of GE the self-charging portable will be in good production by June. The sets will be allocated in all parts of the country on a proportionate basis. Set will retail for \$86.60, OPA approved, and the all-wave will cost \$118.00. Chamberlain said there was no reason why the portable should not be moved up into the "Cadillac" class and build good will for portables which are readily accessible as to all parts.

Chamberlain said GE was working on an FM portable but that there were bugs to be ironed out and material was still scarce.

KMOX Staff Changes

St. Louis—In a revision of the KMOX, St. Louis staff, Jerry Hoekstra has been named director of special events and publicity. His former position as public relations director has been taken over by J. Souldard Johnson, formerly of KMOX sales. In connection with the move David Moore, currently KMOX publicity director will move to WBBM, Chicago, where he will be responsible to Don Kelley, WBBM director of press information and public relations.

Send Birthday Greetings To

May 3	
Don Ameche	Mary Astor
Nick Dawson	Curt Massey
Ford Pearson	Mary Small
Irving Fogel	Peter Irving
May 4	
Grey Gordon	Jane King
Walter Vaughan	
May 5	
Dick Ballou	Alice Faye
Freeman Gordon	Tyrone Power
Walter Koner	Warren Jennings
Helen Thomas	

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA — Westinghouse Radio Stations, Inc., have announced the appointment of Lt. Col. Robert G. Duffield, Jr., former chief engineer at WOWO, Fort Wayne, Ind., to the post of station manager. . . .

PITTSBURGH—A new song writing contest has been announced in line with the first anniversary of WWSW's "Composers Clinic" program which is designed to bolster amateur song writers. Judges will include Tommy Dorsey, Johnny Long, Milt Herth, Bob Rhodes, Johnny Mitchell, Harry Walton, Baron Elliot and Lee Kelton. . . . New KDKA "This Is Our Duty" series, presenting the American Legion to the listening audience, bowed last week and will be heard Saturdays.

— ILLINOIS —

CHICAGO—Starting May 6, Tommy Bartlett's "A Date for Daddy" will be heard Monday through Friday from 5:15 to 5:30 p.m., CDST. The program, which has been tabbed as romantic and "as different as a lady's diary," will feature three guests who tell their reasons why they'd like to have a date with their "Daddy." . . . For his tenth consecutive year, Bill Anderson is airing "Musical Scoreboard" over WIND. . . . Glenn Ransom, WGN producer, has returned to the Chicago outlet after serving two and a half years in the Army.

— DISTRICT OF COLUMBIA —

WASHINGTON—WOL erroneously announced the signing of Harry Eldred to head the new production set-up. Instead, the outlet signed Hollis Seavey, former production chief of KOCY, Oklahoma City. . . . WOL has pledged itself to an all-out effort in support of the President's Famine Relief as well as the Food Collection drive scheduled to get underway May 12. . . . The American National Red Cross recently made announcement of an award to Ruth Crane, WMAL women's director, "In recognition of meritorious personal service performed in behalf of the nation, her armed forces, and suffering humanity in the Second World War."

— UTAH —

SALT LAKE CITY—Al Thomas, promotion manager for the Deseret News, evening newspaper, joined the KUTA staff as promotion manager on May 1. Lorin F. Wheelwright, supervisor of music for the Salt Lake City schools, was recently elected president of the Intermountain Radio Council, and Emerson Smith, KDYL program director, was named vice-president. Mrs. Kenneth W. Milner, who directs KDYL's Saturday morning program for the Visiting Nurse Association and the Red Cross, was elected treasurer. In other elections Alta Miller was elevated from secretary to vice-president. Ruth Lippenberger was named secretary.

— OHIO —

DAYTON—Over 350 World War II vets have been placed in apartments or homes due to the untiring efforts of Ranny Daly, who turned over his WINS "Man-On-The-Street" program

WINDY CITY WORDAGE

• • • Frank Sinatra's Chicago Theater date is on again. Frankie has received the green light from his medico for a week's engagement starting May 17. George Evans, Sinatra's p.a., in town to select a place for

Chicago

The Voice's CBS broadcast from here on May 22. . . . Bob Cunningham, chief WBBM mikeman, has drawn the Wayne King summer announcing assignment, beginning June 14 from WBBM studios. . . . Bill Anson, one of Chi's busiest free lancers, is joining the trek westward to take over the disc jockey chores on Warner Brothers' KFVB in Hollywood, replacing Al Jarvis. Anson was selected for the coveted spot in competition with a large field of auditioners. He was one of the seven finalists whose voices were piped in from as many cities to a gathering of station execs in the Ambassador Hotel in Los Angeles. After his selection, Anson insisted on a contract stipulation that Warners' would find a place for him and his family to live. . . . With Anson leaving, a scramble is on for his lucrative Chicago assignments. . . . Other Chi radioites heading west are two of NBC's top announcers, Charlie Lyon, who will free lance, and Bob Brown, who becomes assistant program manager of the NBC Western Division. . . . Dick Courtenay in town beating the drums for Louie Jordan, who opens Thursday at the Oriental. Jordan, Courtenay is letting everybody know, is booked solid through next February. . . . It's a daughter for the Richard Paiges (he's the National Barn Dance tenor).



• • • Jack Benny and the Quiz Kids will trade guest appearances when Benny broadcasts from here on May 12. The Benny program will originate from the Civic Opera House and the Quiz Kids program from the Civic Theater next door so that Jack and the Kids can get from one broadcast to the other. The mental moppets ordinarily air their program from studios in the Merchandise Mart, several blocks away. . . . Wilma Gwilliam and Harold Stafford, WLS staffers, made a hit with the press at the buffet supper at the Stevens in connection with the station's Future Farmers project, by passing out frozen steaks! . . . Bud Ernst, originator and producer of WGN-Mutual's "Queen For a Day," is taking his doctor's advice and retiring from active participation in the show. Since "Queen" hit the air a year ago, Ernest has lost 51 pounds. Jim Morgan will replace him as producer. . . . Wayne Osborne, former major leaguer and member of the WIND sports staff, played "answer man" to 115 youthful sports aspirants of Chicago Boys Clubs at the organization's recent annual sports dinner. . . . St. Louis was thrown into an Orson Welles frenzy recently by one of Red Skelton's programs. The sketch included a fictitious announcement that a lion had escaped from the zoo. The news department of KSD, NBC affiliate, was busy for several hours afterward calming excited listeners. . . . Tony Pastor and his orchestra have recorded "Who's Got a Tent For Rent?" new novelty ditty by WBBM tenor Jack Fulton and Dick Cunliffe, saxophone player in Caesar Petrillo's WBBM orchestra.



• • • Jimmy Durante, doing a bit of clowning as visiting comic at the Chez Paree the other night, accidentally broke one of the drums in Gay Claridge's band. Schnozz insisted on paying \$15 damages. . . . Mr. and Mrs. Tom Helmore (he's the featured comedian of "The Day Before Spring," current stage attraction at the Studebaker) were interviewed this week via television (WBKB). The Helmores first met while appearing in the Chicago company of "No Time for Comedy." . . . Dan Orth, who has resigned as salesman for Mutual's Mid-West division, feted at a farewell party by network colleagues. . . . Marion Morgan, WBBM thrush, has Hollywood and New York singing offers.

to interview returning GI's. Daly, who is heard daily, turned his show over long before the national and local governments were moved to act on the problem of housing for veterans. . . . CINCINNATI—Jim Mattox, WCKY engineer, is fed up with Eddie Cantor jokes. Mrs. Mattox presented him with their fifth daughter a few days ago. . . . CANTON—William Babcock, former KDKA staff announcer has assumed the duties of assistant news editor at WHBC. In addition to gathering, editing and writing local news, he will personally conduct two news periods each day.

AGENCIES

EDWIN PARKIN has joined the J. R. Kupsick Advertising Agency, Inc., New York, as vice-president and account executive. He was previously associated with the Seidel Agency and prior to that was advertising manager of Frederick Loeser, department store in Brooklyn.

FORJOE & COMPANY, national station representatives, announces the opening of its new West Coast Offices at 403 West Eighth Street, Los Angeles 14, Calif., and 976 Chestnut Street, San Francisco 9, Calif., under the management of Lawrence Krasner.

KNOX REEVES ADVERTISING AGENCY have contracted through their client, General Mills, to co-sponsor their product Wheaties, with Auerbach Company, Salt Lake's leading department store, to broadcast the Salt Lake Bees baseball games for the 1946 season on KNAK, Salt Lake City.

SCHWIMMER & SCOTT, INC., Chicago advertising agency, has been appointed advertising agency for the Credit Loan Corp., of Chicago. Beginning early this month the corporation will launch a radio campaign in Chicago consisting of spot announcements on three or four Chicago stations. Increased advertising is anticipated at a later date.

ROSS FEDERAL
RESEARCH
CORPORATION

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

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 26

NEW YORK, N. Y., MONDAY, MAY 6, 1946

TEN CENTS

Charges FM 'Freeze-Out'

Int'l Cultural Program Will Get Ten Million

Washington Bureau RADIO DAILY
Washington—A House vote providing ten million dollars for the State Department's international information program was assured early Friday when, by a vote of 108-88, the members defeated a proposal by Rep. John W. Fors, of Ohio, which would have banned all international broadcasting after Sept. 1 unless with specific authorization of Congress. A day earlier the House had voted for a rule making it impossible to contest the ten

(Continued on Page 7)

World Front Program Renewed On NBC Group

Chicago—The World Front Program, a weekly panel discussion of current news developments, has been renewed for a period of 52 weeks effective June 2 by Bunte Brothers candy through Presba, Fellers and Presba, Inc., it was announced by Paul McCluer, sales manager of the NBC central division. Program features William Hessler, Milton Chase,

(Continued on Page 4)

New Device Measures Response Of Listeners

A new audience response recorder, which "may eliminate speculation" as to the reaction of studio audiences in applause and laughter, was shown to the press over the weekend by Ernest I. Walker, president of Ernie Walker, Inc., which developed the system and is arranging its commercial application.

By means of a newly developed

(Continued on Page 2)

Two More For Chi.

Washington—In a surprise move, the FCC on Friday granted CP's for new television stations in Chicago to NBC and Zenith Radio Corp. The Commission made the grants without a hearing. Zenith already had a CP under the old tele rules, but the FCC's action gave NBC a new grant for Chicago and will bring the number of television stations in Chicago to three. Existing commercial station is WBKB, operated by Balaban & Katz.

Chi. Studio Audiences Hit By Coal Shortage

Chicago—Drastic shortage of coal and the need for conservation of fuel and electric power which resulted in an emergency order by the Illinois Commerce Commission cutting down the use of electricity, will affect numerous radio programs using studio audiences. First move has been to write two scripts, one the usual thing calling for the audience and the other which does not depend on it.

Hardest hit are those studios located

(Continued on Page 4)

Celanese Corp. Program Goes Off Air June 26

"Great Moments in Music," sponsored by the Celanese Corp. of America on CBS Wednesdays 10-10:30 p.m., EDT, will go off the air indefinitely following the June 26 program. Show

(Continued on Page 7)

Commissioner Durr Tells OSU Meeting That Mfrs. Delayed FM Advance; Miller Warns Re Censorship

By Staff Correspondent RADIO DAILY

Columbus, Ohio—While conditions for launching FM are "ideal," its advent is being held up because of "a disturbing inclination on the part of radio to cling to its old system of aural broadcasting rather than give free rein to a new system," Commissioner Clifford J. Durr, of the FCC, said Friday night at the opening session of the 16th annual Institute for Education by Radio at the Deshler-Wallick Hotel here.

Durr spoke at a session titled "Has Radio Reconverted?" presided over by Edgar Kobak, president of MBS. The other speakers were H. B. McCarty, University of Wisconsin radio director; Justin Miller, president of the

NAB; Nathan Straus, president of WMCA, and Davidson Taylor, vice-president of CBS.

"The new system is admittedly superior," Durr continued, "but it means newcomers and hence new competi-

(Continued on Page 6)

IATSE Prevents IBEW From Derby Tele Cover

Plans for CBS to film the Kentucky Derby at Churchill Downs last Saturday for television showing in New York were abandoned when the IATSE claimed jurisdiction and threatened to pull newsreel cameramen if Columbia's IBEW cameramen filmed the classic. Incident at Church-

(Continued on Page 2)

NBC News Commentator Leaving For Atomic Tests

Ralph Howard Peterson, NBC Chicago news commentator, who will represent the network at the atomic bomb tests at Bikini Atoll in the Pa-

(Continued on Page 2)

FCC Asks Webs' Maps Giving Listener-Data

Washington Bureau RADIO DAILY
Washington—Stepping into an inter-network squabble during the clear-channel hearings, the FCC on Friday said it would subpoena listener-survey maps of clear-channel stations owned by NBC and CBS. The FCC's decision followed a petition filed by ABC calling for the survey maps in an effort to discover the "overduplication" of the programs of the two other networks.

The FCC stand was taken by Com-

(Continued on Page 5)

Advertising Council's Aid Outlined In Radio Report

Public service messages concerning practically every important movement in American life have been given wide and influential support by national radio advertisers, with 410 commercially sponsored and sustaining programs regularly carrying such messages during the first three months of this year, according to a report issued over the weekend by the radio division of the Advertising Council. Report provides the first de-

tailed account of the responsibilities assumed by the Council following dissolution of the OWI.

The radio plan is an important phase of the Council's peacetime program of public service, which includes extensive organized facilities made available through co-operation of all advertising media.

Participants in the network allocation plan number 120 national radio

(Continued on Page 4)

Record Breaking

Don McNeill and the ABC "Breakfast Club" cast making a personal appearance in Hartford, Conn., Thursday night filled the Bushnell Memorial Auditorium to capacity for two performances. The seating capacity is 3,200 persons and tickets sold at \$2 top. "Breakfast Club" cast returned to Chicago Saturday after two weeks in the East.

"In This Corner—"

Stan Lomax, WOR sportscaster, journeys to Pompton Lakes, N. J., today to spar with Joe Louis who is training for the Louis-Conn fight. Lomax, with station press agents as seconds, will enter the ring with a lip microphone under a catcher's mask, for a blow-by-blow description of his bout with the champ. The event will be recorded for broadcast on Lomax's program.



Vol. 35, No. 26 Mon., May 6, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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

FINANCIAL

(May 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	194 1/8	193	193 3/8	- 3/8
CBS A	42 1/2	42	42	- 1/2
CBS B	40 5/8	40 5/8	40 5/8	- 3/8
Crosley Corp.	31	31	31	- 2
Farnsworth T. & R.	15	14 5/8	14 3/4	- 1/4
Gen. Electric	45 3/4	45	45 1/2	- 1
Philco	34 1/2	33 1/4	33 1/4	- 1
RCA Common	16	15 3/4	16	...
RCA First Pfd.	92	92	92	- 3/4
Stewart-Warner	20 7/8	20 3/4	20 3/4	- 3/8
Westinghouse	34 1/8	33 1/2	33 3/8	- 3/8
Zenith Radio	36	36	36	- 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	10 1/4	10	10 1/8	- 1/8
------------------	--------	----	--------	-------

OVER THE COUNTER

	Bid	Asked
Finch Tele Comm.	16 3/4	...
WCAO (Baltimore)	35	...
WJR (Detroit)	38	...

★ **THIS WEEK** ★

- MONDAY, MAY 6**—Institute For Education By Radio, Deshler-Wallick Hotel and Neil House, Ohio State University, Columbus, Ohio.
- Society of Motion Picture Engineers Meeting, Hotel Pennsylvania.
- TUESDAY, MAY 7**—Community Committee of New York, Luncheon, Biltmore Hotel, Nelson Rockefeller, Chairman.
- WEDNESDAY, May 8** — Celebrity Forum Luncheon, Advertising Club of New York, James Lee Ellenwood, Guest Speaker.
- THURSDAY, MAY 9**—Diathermy Engineering Conference, FCC Headquarters, Washington, D. C.
- FRIDAY, MAY 10**—NAB Research Committee, Statler Hotel, Washington, D. C.

WM AMERICAN BROADCASTING CO
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH-COUNTRY'S RICHEST MARKET

FF

JOSEPH HERSHEY McGILLVRA, Nat. Rep.

NBC News Commentator Leaving For Atomic Tests

(Continued from Page 1)

efic in July, will sail from San Francisco on May 8 aboard the U. S. S. McKinley, flagship of the atomic fleet. The McKinley is scheduled to arrive at Honolulu on May 15 and at Bikini area on May 30. Peterson will be one or two radio men aboard the flagship and will do his broadcasts from the ship during the entire operation. Clifton Utley will substitute for Peterson at WMAQ in Chicago.

IATSE Prevents IBEW From Derby Tele Cover

(Continued from Page 1)

ill Downs was a sequel to the recent jurisdictional fight between IATSE and IBEW at United Nations headquarters in New York City when the same conflict on coverage arose.

CBC Buys AM Transmitters From Federal Organization

An order for two Federal 50 kw. standard AM broadcasting transmitters has been placed by the Canadian Broadcasting Corporation with the Federal Electric Manufacturing Company, Ltd., Canada, subsidiary of the Federal Telephone and Radio Corporation, Norman E. Wunderlich, executive sales director of Federal, announced. CBS will operate one of the new transmitters at Winnipeg, Manitoba, and the other at Edmonton, Alberta. New transmitters will be of modern design and similar to the 50 kw. produced by Federal for WABC, key outlet of Columbia Broadcasting System in New York.

Confirmation

CBS is expected to confirm the resignation of Paul White as director of news and special events for the network early this week. White, recent winner of the Peabody award for network news reporting, was reported planning to resign in the Main Street column of RADIO DAILY on March 29. At that time the story was denied.

Rejoins NBC Web

John M. Greene, associated with NBC for seven years before entering the Army, has returned from service to join the staff of the NBC Television Sales Department, it was announced last week by John F. Royal, NBC vice-president in charge of television.

Send Birthday Greetings To

- May 6
- | | |
|----------------|--------------|
| David Elman | Jean Bullowa |
| Harry Einstein | Orson Welles |
| Toni Kavelin | Carolyn Grey |
| Don McNamara | |

New Device Measures Response Of Listeners

(Continued from Page 1)

electronic instrument for measurement of sound reactions from audiences in the studio, response is recorded on a "laugh graph" which is measured off in time units and sound volume. "It permits measurement of how funny is a comedian, or how stimulating a speech," Walker said. "Furthermore, by studying the permanent record made by the instruments, corrections in lines, delivery and other elements of the program can be made and checked against subsequent response records."

All principal network comedy programs with studio audiences are being charted weekly by Walker's organization and analyses of the findings are being made as a part of the company's studies. Walker said that the system will shortly be made available to advertisers and agency people on a "one shot" or series basis. He explained that the cost of measuring a half-hour program on a one-time basis would probably be "about \$100." On a series basis, which will extend on a 13-week cycle, the cost will be lessened accordingly and probably total about \$85 per show.

Walker explained that his device is capable of measuring programs from the studio itself or from a radio receiver with little difference in the accuracy of the measurement. He also emphasized the importance of studio audiences in programming with the opinion that, "live audiences introduce a type of mass psychology to the home listeners and stimulate performers to an extent that makes the home audiences' enjoyment closely parallel that of the studio's." He also believes the system will aid production men in selecting guests and in finding weak spots in shows.

Alcatraz Coverage Via Launch

San Francisco—Newsmen of KPO-NBC gave on-the-spot coverage to the gunplay which resulted from the Alcatraz jailbreak Friday by broadcasting from a launch cruising around the prison island.

Majestic Records Inc.

James J. Walker
President

... offers the facilities of its fully-equipped Majestic Studios to advertisers, agencies, and others.

Ben Selvin,
Director of Recording

Harry Smith,
Chief Engineer

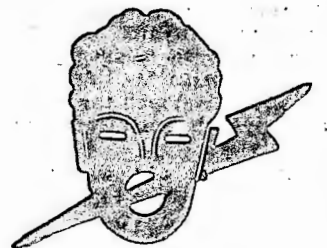


Decoy

If you're a duck hunter that's a familiar, and some say, essential piece of equipment. Some men are even past-master craftsmen at turning out the lures that fool the high flyers into plumping down in front of your blind.

Fortunately down here in Baltimore radio we don't need any trick to get our story across to buyers of radio time. Our facts are as clear cut as this:

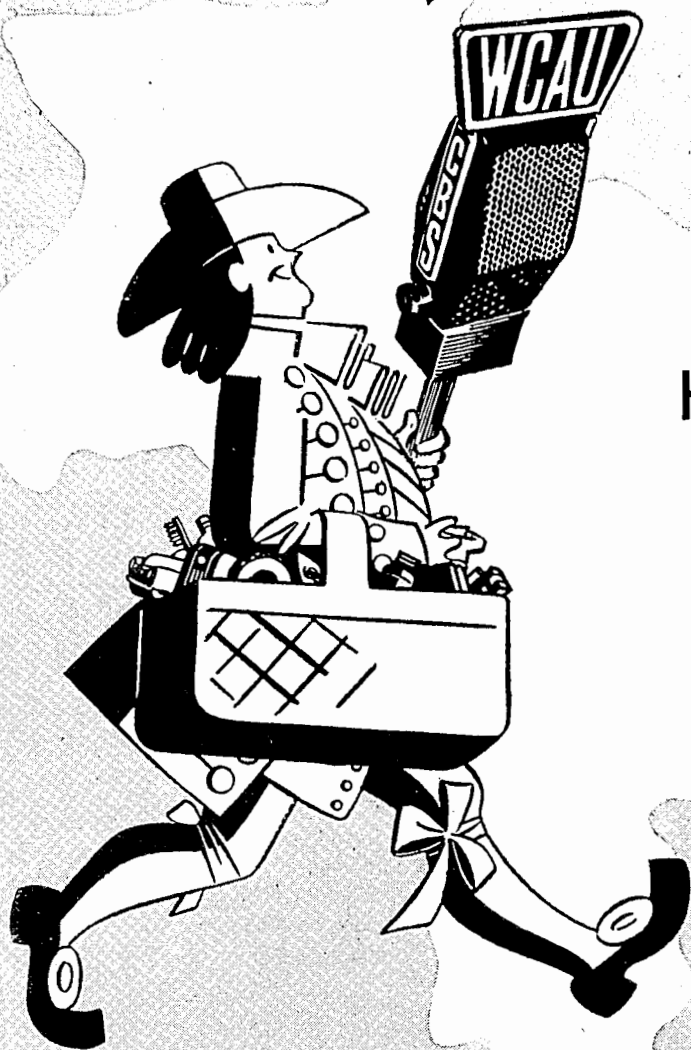
W-I-T-H, the successful independent, produces the greatest number of listeners-per-dollar-spent. There's no trick coloring, no lifeless lure in that statement. It's the kind of fact that puts W-I-T-H on budget lists that are planned to create sales. How about you?



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

Mr. Philadelphia buys WCAU



HE'S AN EXPERIENCED
GUIDE TO FOLLOW
IN YOUR SELECTION
OF A PHILADELPHIA
RADIO STATION

Here's the close-up of the Philadelphia radio picture: Local business men—"men who know Philadelphia best"—and who are on the scene to check results—spend more of their advertising dollars on WCAU than any other Philadelphia radio station. To sell to Philadelphia, do as leading Philadelphia firms do . . . **SELL ON WCAU.**

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Radio Report Outlines Aid Of Adv. Council

(Continued from Page 1)
advertisers, with 200 separate programs; and 43 national spot advertisers, with 60 separate programs. In addition to these, public service messages are scheduled regularly on 150 sustaining programs through the co-operation of the four major networks.

During the first quarter of 1946, according to the report, radio advertisers and networks contributed air time to 18 major public service campaigns endorsed by the Council, with total coverage reaching more than four billion "listener-impressions."

Activities Summarized

Top support by radio advertisers and webs was given to the Red Cross drive in March, with 612,960,000 listener impressions. Immediately following with 435,235,000 listener impressions, was "economic stabilization"; then "homes for veterans," 423,755,000; "U. S. Savings Bonds," 353,740,000; "United Clothing Collection," 324,445,000; "stop accidents," 289,120,000; "veterans' assets," 282,900,000; "fat salvage," 252,670,000. Other radio campaigns included help for hospitals; Merchant Marine recruiting; housing shortage; highway safety; forest fire prevention; income taxes; Brotherhood Week and vets information aids.

In addition to allocations made to advertisers and networks, the Council's radio division has been servicing 900 commercial stations through the co-operation of the NAB, which distributes an advance digest of all campaigns to be carried weekly.

World Front Program Renewed On NBC Group

(Continued from Page 1)
Maj. Gen. James Edmonds (ret.) and Moderator Howard Chamberlain as regulars, and a guest observer each week. World Front originates in the studios of station WLS, NBC affiliate in Cincinnati, and is heard over 20 NBC stations, 11:00 to 11:30 a.m., CDST, Sundays.

BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President — George H. Roeder, General Manager
FREE & PETERS, Inc., Exclusive National Representatives



California Commentary . . . !

● ● ● Jack Carson has joined the growing list of cinema cowboys, strictly on a part-time basis. He is going in for the breeding of thoroughbred horses, and hopes to make it a real business venture in the near future.

John Sayers, West Coast director of the Gallup Poll and featured reporter on KNX's "America Speaks" program, is an accomplished pianist as well as an ardent follower of popular music. Each week before "air" time, he entertains Dick Cutting and John Schneller, announcer and engineer, respectively, of the Sunday night series, with a studio concert of hit song classics. Erik Rolf, film-radio actor, who was featured on the late Marlin Hurt's "Beulah" program, has been added to the cast of Bob Burns' NBC cirer. Rolf is doing the role with which he gained popularity on the Hurt show—a fumbling, bumbling old Yankee with a monumental loss of memory. Dave Vaile, producer of "Tapestries Of Life," is a gentleman who literally "knows" his show. He started as a supporting actor on the program back in 1935 when it was first broadcast, and he has been a "Tapestries" regular ever since, appearing in all kinds of roles and capacities up to and including his present production chores.

★ ★ ★

● ● ● Jean Hersholt flew to San Francisco on a combined business and pleasure trip. He was a guest, along with other Hollywood luminaries, at a "Los Angeles Night," a party staged by the Bohemian Club. He also attended a meeting of the Sol Lesser Productions, of which he is a member. Harry W. Flannery, CBS news analyst, is the author of a featured article in the current American magazine, titled "Attention, West Coast." The piece describes the little-publicized bravery of Japanese-American troops in the Burma area—a topic Flannery used on a recent broadcast. Henry Russell, whose orchestra is featured on Cass Daley's NBC show, is penning a zany novelty tune, "Updike," which Cass will soon introduce on the air.

★ ★ ★

● ● ● Martin Block has bought a home in Encino, but will not come to the Coast to live until the end of 1947. Meredith Willson's musical half-hour, replacing the Burns and Allen show for the summer on June 6, will include the King Sisters. Program will be called simply "Meredith Willson Show." Al Salter has been appointed director of religious programs on KMPC. At present he produces the "Challenge To You" program on KMPC Saturday evening from 7:30 to 8 p.m. In addition, he will present the "Chapel Hour" on KMPC every Sunday morning, 8:30 to 9, starting May 12. This program will include representation of a different church in the Los Angeles area each Sunday, with a short address by the church's pastor and music of the choir.

★ ★ ★

● ● ● KCMJ, in Palm Springs, swank desert resort, will award a Certificate of Merit to CBS news reporter Bob Garred as the station's most popular newscaster. In a recent poll conducted by KCMJ, Garred won top place in the news field, tabbing 90 per cent of the votes cast. Presentation will be made by the station's co-owner, Dick Joy, who also announces the Danny Kaye show from Hollywood. When a Hollywood agent friend of Cass Daley met her in the NBC corridor last week he lamented that a beautiful actress he had under contract was unable to fill a radio engagement because she was suffering from water on the knee. "Why worry about a radio job?" said Cass, "she ought to be in pitchers." The air career of Marvin Miller, announcer of the Billie Burke show, is not confined to the radio spectrum. A student pilot while working in Chicago, he had virtually completed the course when war ended such activities. His wife, however, got her flying license. Now Miller is eyeing the plane market with the idea of resuming his cloud-hopping pastime.

Chi. Studio Audiences Hit By Coal Shortage

(Continued from Page 1)
in the Merchandise Mart, on the 19th and 20th floors. WMAQ has canceled its audiences on these floors which in some cases also originate not only NBC programs but those for ABC which still use the same studios. First WMAQ show to be affected is Tommy Bartlett's "Meet the Stars," a Monday through Friday participation program heard at 11 a.m.

ABC programs hit are "Breakfast Club," across the board; "Quiz Kids," Sunday night; "Wake Up and Smile," "Teen Time," and "Curtain Time." Woody Herman program has been moved from Merchandise Mart to the Grand Ballroom of the Sherman Hotel. Local WENR shows (ABC outlet) are not affected excepting the Sachs Amateur Hour on Sundays. The double format preparation of scripts will continue until the emergency is over. Some programs, however, in addition to the Woody Herman show may also be moved.

WBBM outlet for CBS and WGN, Mutual affiliate will not be affected due to ground floor studios. Ground-floor studios are also the rule in various independent outlets.

Electric power curfew at 6 p.m., ordered for this city and several hundred Illinois communities, by the Illinois Commerce Commission does not concern radio stations which were declared among the essential industries. However the use of elevators has been curtailed in buildings housing the stations and it is possible later a limited audience may be admitted to some studios.

Caracas Moving Day

Caracas, Venezuela—Two of Venezuela's top radio stations are moving into new quarters next month, Ondas del Lago of Maracaibo and Radio Continental of Caracas. Both new stations are near the old ones, so that a minimum of moving will take place. Much new equipment installed by both stations, most of it from the United States.



"Save me, Mortimer! I must listen to the Breakfast Club tomorrow on WFDF Flint."

THE WEEK IN RADIO

College-Radio Meets Open

By JIM OWENS

CAB President Justin Miller made it clear at the New York meeting of the association would not engage in individual station rows with AFM. "The idea of Lea Bill is now a criminal act," he pointed out. . . . CCMNY's annual radio and business conference gave war veterans a frank picture of the industry regarding career opportunities. Web and station executives' opinion substantiated a RADIO DAILY survey which showed radio is over-rated now.

The Ohio State University radio conference opened Friday with record attendance from all phases of the industry and public life; 1,500 representatives from U. S., Canada and South America are attending. . . . Radio committee of the American Civil Liberties Union went on record as supporting the FCC program report. . . . Maj. Edwin H. Armstrong urged immediate production of FM to acquaint the public with its quality and possibilities for improvement of today's radio.

The CPA issued a supplementary report okaying installation of radio towers, transmission and receiving equipment. . . . NBC's John Royal told a Philadelphia meeting of the NIM public relations group that television's possibilities will influence all fields of endeavor as well as entertainment and education. He predicted appearance of first low-priced sets on the market "within a few months."

Proposed recapitalization of ABC was clarified at the station's advisory meetings, and provide for affiliates to receive options to buy certain amounts of the new stock issue. . . . Tele rights to the Louis-Conn fight June 19 at the Yankee Stadium have been acquired by NBC. Deal also includes video priority of all fights staged by Me Jacobs' 20th Century Sporting Club for a year.

The future of CAB will be determined at the May 10 meeting of the board of governors in New York. . . . In the six-months period since V-J Day, FCC granted 173 applications for standard stations; 425 FM stations; and 8 television stations. . . . CPA and OPA pledged co-operation with the industry to break production bottlenecks. . . . WCAU plans tests of color-tele in the near future.

Mark Ethridge, WHAS, Louisville, Ky, predicted to FCC that FM radio will lessen commercial value of AM. . . . Radiodiffusion Francaise is preparing an international system to provide "friendly competition" to BBC.

FCC Asks Webs' Maps Giving Listener-Data

(Continued from Page 1)

Commissioner Rosel H. Hyde over the strong objections of counsel for NBC and CBS.

ABC contended in petition that rural areas throughout the nation receive a high degree of program "overduplication" from CBS and NBC.

In addition to his decision to subpoena the survey maps of NBC and CBS-owned clear-channel stations, Hyde said he would "take under consideration" ABC's request for similar maps for stations affiliated with the two networks.

In its petition ABC said the maps "are undoubtedly based on surveys, and will show the distribution of listeners and the overlapping of service areas."

"The record of this hearing would be incomplete," the petition said "without these surveys made by the two networks, whose night program schedules are carried by 39 of the 48 stations capable of rendering sky-wave service."

ABC previously had told the FCC that some areas of the country were receiving a total of 15 signals from NBC stations, all carrying the same network programs, and that the other areas received as many as 12 signals from CBS stations.

Protesting submission into the record of the survey maps, counsel for NBC and CBS said the information contained was "confidential" and should not be made available "to our competitors." Julius Brauner, CBS attorney, said the net "had gone to a lot of expense," in preparing the maps. He was backed by Gustav Maigraf, NBC counsel, who said his net's maps had been prepared for "advertising promotion" and should not be made available to competitors.

Hyde overrode the objections of both nets and said the Commission would invoke its subpoena power and the charts would be made a part of the hearing's records.

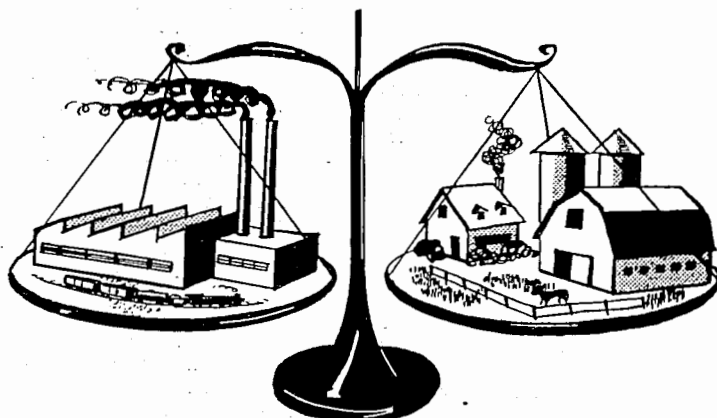
RADIO SHOW NEED A HYPO?

For a man who can inject "sell" into a commercial, "sparkle" in dialogue, and laughs in a gag—Write Box 168, RADIO DAILY, 1501 Broadway, N. Y. C.

Ten years pre-army experience. Adept at handling audience participation shows, ad lib, gag writing. Personal appearances. Latest operation at American Forces Network, Munich. Available for New York interview.

WMT Eastern Iowa's only CBS Station

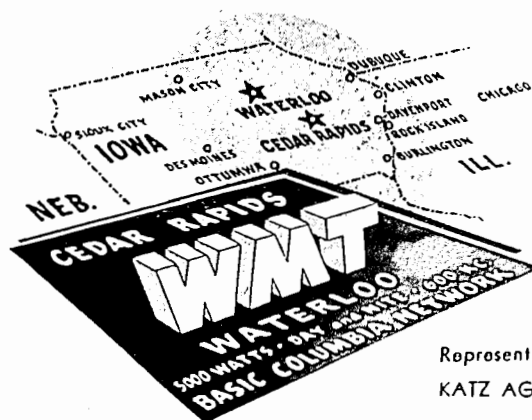
brings you a completely
BALANCED MARKET
at the lowest-cost!



IOWA is the outstanding agricultural state of the union BUT her *INDUSTRIAL* income is equal to her *AGRICULTURAL* income.

IOWA holds 35 million acres of land — of this 97% is under successful cultivation. Of all the grade "A" land in the country 25% is in Iowa. YET there are few products not produced in some quantity in IOWA — every craft, every industry is well represented except diamond cutters and seamen.

3,500,000 Consumers in this **BALANCED MARKET** Live in WMT's primary area, the largest coverage of ANY station in the state within its 2.5 mv line.



Represented by
KATZ AGENCY

MEMBER OF THE MID-STATES GROUP

World's Foremost Tobacco Center
KINSTON, N. C.
Advertiser cash in by using WFTC, Eastern Virginia's Most Progressive Station. The ideal bet for your test campaign.
Represented by
BURN-SMITH
1215 Weiland
Dorset
Bob Bingham
Gen. Mgr.

Charges FM 'Freeze-Out'

Durr's Talk Heard At OSU Meet By Record Crowd

(Continued from Page 1)

tion. Moreover, because of the relative equality of coverage provided by FM stations as compared with AM stations, FM shifts the emphasis in competition from physical facilities to program service."

Charges FM "Freeze-Out"

Blasting the FM "freeze-out" by set manufacturers, Durr said, "Until FM sets in substantial numbers are in the hands of the listening public, newcomers entering the field of FM broadcasting will be seriously handicapped in finding economic support for their stations. Can it be that those who already enjoy the benefits of favorable standard broadcast assignments would like to see these handicaps against the newcomer preserved for awhile?"

The Commissioner's speech constituted a plea for the fullest utilization by the industry "of the instruments and techniques already at its disposal. The course radio will take in the next few years depends upon the extent to which it will be willing to grant freedom to technology to tear down the economic barriers to competition and progress," he said.

Radio's "most difficult and most urgent post-war mission," he said, is "that of re-converting our thinking to keep pace with the rapidly changing world in which we live; of bringing our social, economic and political thinking abreast of the thinking of our scientists lest our laboratories become the cause of our destruction rather than the continuing source of better living."

Miller Hits FCC Report

"The broadcasting industry will take a militant stand against encroachment upon freedom of speech," Justin Miller, president of the NAB, declared at the symposium.

Miller said that radio "will not docilely consent to government control of the content of our radio programs," and added: "To accept program control without vigorous protest would be a failure by radio to meet a firm obligation. We recognize our responsibilities; we assume them."

Miller stated that radio has accept-

ed the challenge of creating awareness of what he called "the world's most immediate problem"—the famine emergency. He cited Herbert Hoover's recent broadcast from Cairo as an example of radio's force in keeping the public informed on this subject.

"The active interest being shown at present by more enlightened elements of our population will be a valuable source of guidance for broadcasters in its new developments," Miller said.

The subject of criticism of radio centered around the recent report which held that radio allegedly could devote more time to public service broadcasts than it now does.

Straus Supports FCC Report

A vitriolic blast was levelled at the NAB by Nathan Straus, president of WMCA, for the organization's "hysterical denunciation" of the FCC programming report. Referring to NAB President Justin Miller's statements that the report revealed a "lack of faith in the American system of free radio," and that it indicated a "desire to impose artificial and arbitrary controls over what the people of this country shall hear," Straus said, "this is nonsense, and what is more, from our point of view as an industry, exceedingly dangerous nonsense."

In reference to the "Blue Book," Straus said, "It would seem that the radio industry itself would welcome such criticism, carrying as it does an assurance of support in rooting out abuses . . . the broadcasting industry should welcome extension of federal regulation which would save us from being forced by advertisers to do those things which no broadcaster wants to do, but which many of us are compelled to do by reason of the fact that some competing radio stations may be willing to accede to the unreasonable demands of a sponsor."

Four suggestions were offered by the New York broadcaster to improve programming in keeping with the report. They were (1) elimination of middle commercials in newscasts or commentary programs running 15 minutes or less; (2) an immediate industry study of total commercial time in each 15-minute, half-hour or one hour program "to limit the length of commercials and the number of commercial interruptions in a manner that will constitute fair treatment of advertisers, radio station owners and the listening public"; (3) elimination from the air of "any medical product that purports to cure an organic disease or to alleviate the pain or discomfort resulting from such a condition," and the elimination of patent medicine advertising which is objectionable because of copy or the nature of the product, and (4) recognition of "the fact that radio programming today has, in large measure, been taken out of the hands of the holders of broadcasting licenses and has been swallowed up by the great advertising agencies."

The vast possibilities of television as an educational medium were ex-

plored by industry leaders and educators at Sunday's session on "Television and Education," sponsored by TBA. Present status of video and its future prospects were reviewed by Noran E. Kersta, NBC; B. Ray Cummings, Farnsworth, and Richard Hubbell, Crosley. Kenneth Bartlett, of Syracuse University, presided.

Impact of tele on education, from the standpoints of adult education as well as new teaching methods for schools and colleges, were discussed by Wallace S. Moreland, of Rutgers University, chairman of the TBA committee on education; Edward Stasheff, New York City Board of Education; Robert Child, WGY and WRGB, and Nathan Rudich, of WNYC and the New School.

Sees Use In Education

Moreland's talk urged a "truly effective partnership" between broadcasters and educators to realize the educational potential of video. Rudich carried the theme further, saying the educator, to uphold his end in this partnership, "must learn to dramatize his material—must in effect become a showman."

Citing as examples the programs produced by the New York City Board of Education in co-operation with CBS and NBC, Stasheff said "preparing tomorrow's citizens to face the iconoscopes and orthicons has now become part" of the educator's job. Today's video means the chance, he continued, "to begin inservice training of teachers early in the game, so that our classrooms can be ready for receivers as soon as the receivers are ready for sale."

Tele will bring about also, the widening of three horizons, he added. It will widen the classroom to "take in all the world"; it will bring to the teacher "a concrete realization that there are more things in the heavens and on the earth than are dreamt of" in philosophy or expounded in texts, and it will bring to broadcasters a "realization of the fact that the schools are training the television audience of tomorrow; that the professional television station has an obligation to share in that process," and that teachers "have something to contribute," which they "have learned to make informative without making it deadly."

The present status of video was summed up by Hubbell as follows: "We have a very good system of television ready now, but it is hampered by insufficient channels and uncertainty. The uncertainty is: Is there a better system ready to go in a part of the frequency spectrum where we can have enough channels to build a competitive industry? The preponderance of industry opinion supports the view that a better system is still to be achieved, still a good many years away."

U. N. Official Heard

Saturday morning, those who crowded the Deshler ballroom for a session on "Radio and the International Scene," heard an eloquent

Address By Miller Draws Reply By Nathan Straus

plea by Benjamin Cohen, UN assistant secretary-general in charge of public information, that they dedicate themselves "to the highest possible goal, the use of radio for the education of the peoples of the world for lasting peace."

Radio's great opportunity, he said, lies in the creation of an informed public opinion, without which "all our plans, all our machinery, all the good intentions will come to nothing. He warned, however, against the creation of such an opinion "on purely national issues. What is necessary is an enlightened national public opinion on the broad problems of international relations and peace . . . that people get to know their neighbors in other countries . . . that they learn what peoples across frontier and seas are thinking; how they are living, what is their culture and aspirations. Through this they will understand better the viewpoints of other countries. . . ."

CBS Vice-President Davidson Taylor, outlining the reconversion of CBS programs, revealed that Lee Blau will accompany Norman Corwin on the latter's around-the-world trip next month. The two will take recording equipment, he said, and when they get back will do a series of broadcasts based on the trip.

Taylor Talks Programming

Other web plans, according to Taylor, include: "Operation Crossroads" a special program on the atom bomb, produced by Bob Shayon; discussion program about the English language; two plays for holiday seasons "which we hope will become radio classics and annual events" and "two new comedians and a new formula for presenting a famous comic."

Regarding the web's foreign staff, he said, "We hope in the future to rotate the assignments of correspondents in such fashion as to insure that the men working abroad may remain more closely in touch with domestic affairs, while at the same time the men working in this country will have increasing familiarity with foreign affairs."

Good Advice

Columbus, Ohio—Speaking on "Labor Enters FM Broadcasting," at Sunday's session on FM and education, M. S. Novik, public service consultant, said that unions should operate not labor stations, but community stations. "If it is a good community station," he said, "it will be of greater service to labor. The interests of labor can never be apart from the interests of the community."

Hot News

Columbus, Ohio—Biggest press coverage in its history is making sure the public hears all about this biggest Institute for Education by Radio. More than 50 newspaper, wire service, magazine and trade-paper people are registered. United Press thought so much of the Institute's news value it installed a high-speed printer in the newsroom at the Deshler-Wallick and had four men covering.

The Mailbag

SORRY, MAJOR ARMSTRONG
 May I point out a couple of errors which have appeared in your report of the date of May 1st of the proceedings at the meeting held at the Carlton Hotel on Tuesday?
 You quote me as stating that a quarter million dollars worth of FM equipment was produced for the Armed Forces during the War. The figure I gave was a quarter billion.
 You also quote me as saying that command cars, walkie-talkies, etc., were all equipped with FM after Tarawa. That statement is not correct. The decision to use FM in the mobile equipment—tanks, command cars, etc.—was made prior to our entry into the war. What I said was that after Tarawa the switch from AM to FM equipment was made in the conduct of our amphibious operations.
 With respect to the manufacture of FM sets I stated that had it not been for the war, production would have run over 5 million a year and that half the sets in the hands of the listeners today would be FM.
 Very truly yours,
EDWIN H. ARMSTRONG.

Japanese Corp. Program Goes Off Air June 26

(Continued from Page 1)
 which has been on CBS for 234 consecutive weeks is of institutional nature as to commercials and is headed by Jean Tennyson, plus symphonic orchestra and guest operatic singers. The company stated that "it will re-evaluate when conditions warrant."
Young & Rubicam, Inc., is the agency.



**HE DELIVERS
 the GROCERIES
 Because HE SELLS
 THRU THE AIR WITH
 THE GREATEST OF EASE**

EDWARD PETRY & CO., National Representatives

CBS Licenses FTL To Make Video Transmitters For Color

Second major company to be licensed by CBS to manufacture color television transmitter equipment was revealed Friday as being the Federal Telecommunication Laboratories, Inc., affiliate of the International Telephone & Telegraph Corp. License is for equipment based on CBS' ultra-high frequency color inventions.
 Provisions of the agreement between the two companies parallel the contract signed two months ago with the Westinghouse Electric Corp. Both arrangements are on a patent royalty basis and cover a five-year period with options for extension. H. H. Buttner, president of Federal Laboratories, in announcing the arrangements with CBS said that his company "has completed plans for the manufacture and delivery, as a complete unit, of high definition, ultra-high frequency color and black-and-white television transmitting stations."
 Buttner further stated: "Patent royalty arrangements call for the payment of one per cent to CBS by Federal on such television components as color television cameras and film scanners, combination cameras and scanners for color and black-and-

white and all associated apparatus and circuits for picking up an image in color, transmitting it into video signals for delivery to the transmitter and visually monitoring such signals during transmission. Federal's agreement also includes the right to make separate parts for repair and replacements on used equipment.
 "Embodying many important advances in the art as applied to color television, Federal's new broadband transmitter sets a new standard for 'fine screen' reception. One technical innovation incorporated in the equipment is its ability to combine the visual and the sound transmission on the same carrier frequency, thus making possible the first broadcast application of this principle.
 "The greater clarity of the television image and resulting 'fine screen' reception is made possible by transmission on a broad band of frequencies, a technique which required the creation of special vacuum tubes. Federal's long experience in the development and production of high power transmitting tubes places it in a unique position for extending the limits of broadband transmission."

Int'l Cultural Program Will Get \$10,000,000

(Continued from Page 1)
 million-dollar fund on a point of order, and Friday's action made it certain that the ten million-dollar budget will be approved.
 State Department officials are publicly worried about the program. With only a slight hope that the Senate might vote more funds to them, the huge cut in their budget—cut six million dollars by the Budget Bureau and then nearly ten million more by the House—"poses some acute dilemmas for us," a Benton spokesman told **RADIO DAILY.**

Among the effects of the cut, he said, might be an enforced narrowing of the coverage of the operation—with work concentrated from 15 or 20 world centers instead of the 40 or 45 where the program was originally supposed to reach.
 "The most critical dilemma of all is our radio broadcasting," he said. "If the Senate does not restore the cuts, the likelihood is strong that we shall have to abandon shortwave broadcasting entirely. Broadcasting accounted for \$7,500,000 of our budget, more than a third of the total. The deep cut would hamstring us because the fixed costs for facilities are so heavy that the programming, which is the heart of the operation, would be such a casualty that the desirability of continuing is doubtful."

Alice Lloyd Joins CBS
 Alice Lloyd, former "Around New York Reporter" on the municipal outlet, WNYC, has joined CBS in the capacity of researcher for Norman Corwin, web's top scripter.

Television Demonstrations On Agenda Of SMPE Meet

Television will be on the agenda of the Society of Motion Picture Engineers as it convenes today in its 59th semi-annual technical conference, at the Hotel Pennsylvania, New York. Busy sessions through Friday afternoon, will culminate on that day with several important papers on the latest advance in video and their application to the motion picture industry.
 Tomorrow afternoon the attendees will view a special demonstration of the RCA orthicon television camera and other equipment and techniques in the NBC television studio in Radio City. On Wednesday morning a backstage tour of the DuMont WABD-Wanamaker studios will be a special feature.

Godwin To Be Honored By Phila. Businessmen

Philadelphia—Earl Godwin, ABC commentator, has been selected by the 1946 United Business Men's Association of Philadelphia for an award for "outstanding public service to the nation."

Gets P. W. Post
 Appointment of Col. Fred P. Andrews as assistant to the president of Press Wireless, Inc., was announced last week by A. Warren Norton, president. This appointment culminates over 27 years of experience in commercial, government and military radio communications during the last five of which Col. Andrews was Commanding Officer of the Alaska Communications System.

COAST-TO-COAST

— GEORGIA —

ATLANTA—WSB on April 21, aired the final concert of the Atlanta Youth Symphony which is composed of 96 amateur musicians ranging in age from 15 to 23. . . . Hubert Batey, after 15 months service in the Navy, has rejoined the announcing staff of WSB. . . . Ann Webster, WSB receptionist, was married recently. . . . New WSB airings are, "The World's Great Music," featuring classical recordings; a new word game program, "What Do You Say"; "Adventures In Music," presenting stories in music slated for youngsters; a new series of original plays, "The Dixie Radio Theater"; and a series produced in co-operation with the Dept. of Parks, entitled "Vacation in Georgia."

— WISCONSIN —

MILWAUKEE—Twenty-two stations were represented at the first meeting of the revived League of Wisconsin Radio Stations. New officers elected by the League are: Harry Le Poidevin of WRJN as president; Ben Hovel, of WSAU as vice-president; Ken Schmitt of WIBA as secretary & treasurer. Directors include, Rev. James Wagner of WTAQ and C. J. Lamphier of WEMP. This was the first meeting held since 1942. . . . John Printup of the WISN sales staff, has been elected president of the Sentinel-News Credit Union with which the radio station is affiliated. Printup succeeds Paul Grummel, resigned.

TEA-TIME AT STARK'S



Stark Dry Goods Company owns and operates three department stores in the WHBC listening area. "Tea-Time at Stark's," a half hour show (3:00 to 3:30, Tuesday and Thursday) from the CANTON store restaurant, builds goodwill and business for MASSILLON and ALLIANCE branches as well. Gifts and prizes to participants are chosen from every department in the store, an idea that gives Emcee Jim Roberts a grand chance to talk famous-name products.
 WHBC is original in program planning. WHBC has merchandising ideas. We're bringing you this series of personalities and programs to show you WHY people in this area prefer WHBC* morning, noon and night.

* Write for the Conlan Survey

1000 WATTS FULL TIME

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

Represented by **BURN-SMITH Co.**

5000
WATTS
980
KILOCYCLES

KFWB NEWS-FLASH

REPRESENTED
BY
RAMBEAU

PUBLISHED BY WARNER BROS. BROADCASTING CORP.

Volume I

HOLLYWOOD, CALIF., APRIL 29, 1946

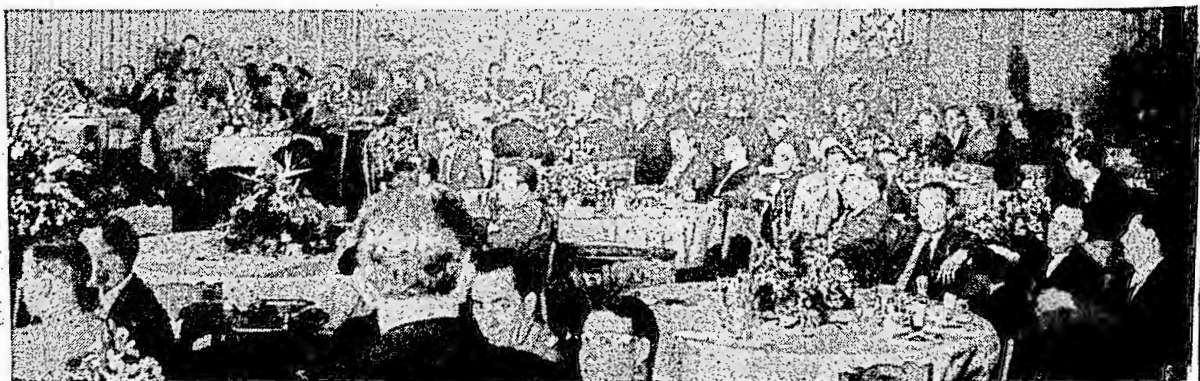
Number 2

BILL ANSON IS CHOICE OF ADVERTISING MEN!



Shown viewing a blowup of Bill Anson, with Robert Alda, Warner Bros. star, (right front) and Harry Maizlish, general manager of KFWB (next to Alda) are members of the agencies who counted the ballots: first row, left to right: Norman Boroughs, Essig Co.; Wanda Herndon, Tide Magazine; Jack Smalley, Smalley & Levitt; standing; M. W. Shackelford, Lockwood Shackelford Agency; J. B. Kiefer. Sixth committee member, missing from the photo was Jack Morse, Dan B. Miner Agency.

Here are the ad men and women who selected Bill Anson! Scene is the Embassy Room at the Ambassador Hotel, Los Angeles, where KFWB's precedent-shattering national audition was held.



AGENCIES, PRESS, SELECT NEW KFWB DISC-JOCKEY

In the most precedent-shattering event in the history of Radio, Warner Bros. KFWB placed the selection of a Personality in the hands of Los Angeles and Hollywood Advertising Agency and trade press representatives! BILL ANSON, Chicago's leading record-show conductor, was elected to take over the West's No. 1 Disc-Jockey spot, at the KFWB dinner, April 24, in the Embassy Room of the Ambassador Hotel. Anson topped a field of more than 100 applicants for the maestro's job on the three and one-half hour Record Show, now in its 13th consecutive year on KFWB! The field was narrowed down, by a series of eliminations, to 7 of the nation's leading platter personalities for final selection via live auditions, piped into the banquet hall by direct lines from New York, Chicago, Philadelphia, and other cities.

Institute' Debate On FCC

Power Factor Probed At 'Channel' Session

Washington Bureau **RADIO DAILY**
 Washington—Proximity of a 50-watt station does not adversely affect the earnings of regionals, the FCC was told yesterday as the Clear Channel Broadcasting Service trained engineers on use of power as a financial factor.

Armed with confidential financial information furnished by the FCC, witnesses at the CBS testified that factors other than power contribute largely to the buying power of radio stations.

Study made by John H. Teeter
 (Continued on Page 7)

'Y' Courses Planned

The YMCA Trade Schools, in its new building at 229-237 West 66th Street, New York, will inaugurate a course in radio. This course includes both FM and Television and will begin next month. These courses are available to veterans and are approved by the New York State Department of Education.

Commission Programming Report Stirs Speakers At OSU Conference; Meet Ended Yesterday

New List Of FM Grants Issued By Commission

Washington Bureau **RADIO DAILY**
 Washington—The FCC on Friday continued its accent on FM broadcasting by making a conditional grant to one applicant, approving final CP's for 20 applicants and okaying the engineering plans of three other applicants.

Conditional FM grant was made to McClatchy Broadcasting Co. for a new
 (Continued on Page 5)

By Staff Correspondent
 Columbus, O.—Radio's responsibility to the public was again the controversial question under debate at the closing sessions of Ohio State University's Institute for Education by Radio here.

In reply to the question, "Will government supervision improve radio programs?" discussion
 (Continued on Page 6)

Business Increase For NBC's M & O Stations

Business on NBC's M&O and stations took a decided leap within the past few days with new contracts and one renewal signed by the network's spot department, according to James McConnell, director. Total calls for 39 one-minute announcements, 14 station breaks and 78 participations. Accounts involve eight clients. Stations concerned are KDKA, Pittsburgh; WMAQ, Chicago; KYW,
 (Continued on Page 2)

Theater Tele Outlook On Agenda Of SMPE

A highly controversial discussion on the possibilities of theater television as well as a continuation of the black-and-white versus color dispute are expected to be the highlights of a session on video to be held Friday at the Hotel Pennsylvania as part of the 59th semi-annual technical conference of the Society of Motion Picture Engineers.

Papers dealing with theater tele to be read are "Report of Committee on
 (Continued on Page 5)

Frisco Stations Covered News Of Alcatraz Riot

San Francisco—When word was flashed that Alcatraz prison was experiencing its worst riot in its history, San Francisco and Oakland radio stations swung into immediate coverage of the event.

Station KPO-NBC got a staff of
 (Continued on Page 2)

First DuMont Telesets Displayed For Dealers

DuMont staged a dealer-showing yesterday of its first line of post-war telesets prior to a two-day public display which opens today at the company's television studio offices at 515 Madison Ave.

Seven new video models were shown, six complete with FM, AM and phonograph, and one smaller
 (Continued on Page 2)

Pinema Lodge Will Honor Sports Broadcasters Assn.

Pinema Lodge will honor the Sports Broadcasters Association and its members including Husing, Bill Stern, Bill Slater, Barber, Marty Glickman and Dolan, will be tendered by Pinema Lodge, entertainment and industries lodge of B'nai B'rith,
 (Continued on Page 7)

REC Nominations Report At Thursday's Luncheon

Radio Executives Club of New York will hear the report of the nominating committee headed by Bill Wilson of the Wm. Rambeau office at Thursday's luncheon session to be held in the Hendrik Hudson Room of the Roosevelt Hotel. In addition an all-star "Humor Hall of Fame" will be on
 (Continued on Page 2)

WTMJ Requests HF Permit; Drops Low-Band Tele Plan

Milwaukee—The Milwaukee Journal Company has petitioned the FCC for permission to build and operate an experimental high-frequency tele-
 (Continued on Page 2)

Haber In New RCA Post; Tube Advertising-Head

Appointment of Julius Haber as advertising and sales promotion manager of the tube department, RCA Victor division, Radio Corporation of America, was announced yesterday by L. W. Teegarden, vice-president in
 (Continued on Page 6)

Publicity Men Give Views At Closing OSU Session

Columbus, Ohio — Best-attended panel Monday in the concluding session of the 16th Institute for Education by Radio was that on "The Responsibility of Radio Public Relations." Only a handful were expected to attend, but the meeting room was jammed and there were even standees. The session lasted 2½ hours, and concluded only over the vociferous objections of panel members and spectators who wanted to keep the discussion going

right through scheduled lunch hour. Earl Mullin, ABC, pointed out clearly that the network publicity departments' chief job was to get news about its activities accurately and quickly to the press; Michael J. Foster, CBS, answered charges from the floor that sustaining programs didn't get the publicity backing that commercial shows did by pointing out that much of press info's best thinking
 (Continued on Page 6)

New ABC Total

Charleston, W. Va.—A new 1-kw. station now under construction here to operate on 950 kc. will join the American web as a basic supplementary station about Oct. 1, bringing ABC's total affiliates to 205. Joe L. Smith Jr., owner of WJLS and president of WKWK, is president of the new outlet, call letters for which have not yet been assigned.

Tele Coverage

President Harry S. Truman is expected to make his second appearance before the NBC tele cameras Friday 11, when he receives an honorary degree from Fordham University. The 75-minute program will include the procession, invocation and addresses by Robert J. Hannan, S. J., president of Fordham, Cardinal Spellman, and Mr. Truman's acceptance.



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MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., May 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	193 3/8	192 3/4	192 3/4	— 1/2
CBS A	41 3/4	40 5/8	41 1/4	+ 1/2
CBS B	41 3/8	40 3/8	41	+ 1/8
Farnsworth T. & R.	14 7/8	14 1/2	14 5/8	+ 1/8
Gen. Electric	45 5/8	45	45 3/8	+ 1/2
Philco	33 1/2	32 7/8	33 1/2	+ 1/2
RCA Common	15 7/8	15 1/2	15 5/8	+ 1/4
Stewart-Warner	20 1/2	20 1/2	20 1/2	—
Westinghouse	33 7/8	33	33 1/4	— 1/4
Zenith Radio	35 1/2	35 3/8	35 3/8	— 1/4

OVER THE COUNTER		Bid	Asked
Du Mont Lab		11	12
Finch Tele Comm.		15 1/2	17
Stromberg-Carlson		22	23 1/2
WCAO (Baltimore)		36	37
WJR (Detroit)		39	41

First DuMont Telesets Displayed For Dealers

(Continued from Page 1)
model which includes only AM radio. Special showing will take place for the press this morning and public showings will open this afternoon.

An All-Time Favorite

AMAPOLA

Published by
EDWARD B. MARKS MUSIC CORP.

Performance Rights
Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

REC Nominations Report At Thursday's Luncheon

(Continued from Page 1)
hand for the entertainment, under the auspices of "National Laugh Week Foundation."

Harry Hirschfield and the cast of "Can You Top This" will be on hand as well as George Jessel, Bert Lahr, Ed Wynn, Milton Berle, Phil Baker, Harry Savoy, Willie Howard, Rags Ragland, Herb Shriner, and Jackie Kelk.

Nominating Committee
Nominating committee which is picking a slate for next year's officers, in addition to Wilson are: Linnea Nelson, John Hymes, Jack Brooke, Ray Elbrach and Ed Deveny. Slate is to include the candidates for president, vice-president, secretary and treasurer. Candidates will be elected between Thursday and the following meeting when the new officers will be announced and take over for next season.

Spot Business Increase For NBC's M & O Stations

(Continued from Page 1)
Philadelphia; WRC, Washington and WTAM, Cleveland.

Clients are, the Lyk-Nu Company, makers of Kote-O-Wax, through the Bo Bernstein agency; Wildroot Co. through BBD&O; Bell Telephone Co. of Pennsylvania, through Gray & Rogers; Potter Drug Co. for Cuticura soap and ointment, through Atherton & Currier; Chrysler Corp. through BBD&O; the Ethyl Corp. for Ethyl Cleaner, also through BBD&O. Bridgeport Brass Co. through Hazard Advertising Agency, and Canada Dry Ginger Ale, Inc. through J. M. Mathes Agency.

WTMJ Requests HF Permit; Drops Low-Band Tele Plan

(Continued from Page 1)
vision station, and at the same time has requested a dismissal for its previous request for extension of a CP for video station WMJT, it was announced this week. Previous permit for the station was for low-frequency black and white television, and indicates the Journal Company's plans for high-band color video.

'Frisco Stations Covered News Of Alcatraz Riot

(Continued from Page 1)
newsmen and engineers aboard a launch which took them within fifty feet of the island prison in San Francisco Bay where they watched the gun battle between prison guards and the armed convicts. With the aid of recording equipment and a shortwave transmitter they produced an eye-witness account of the conflict which was picked up by the KPO-NBC newsroom staff and put on the air. The landing of marine reinforcements was later described, and at 8:30 p. m. (PST) Hal Wolff broadcast by short-wave from the launch over the NBC nationwide network.

Similar reports were carried by KGO-ABC, KFRC-Mutual, KSFO, KQW-CBS, and KYA from San Francisco and KROW and KLX in Oakland. KSRO-Santa Rosa also got special event men on the job and gave a running account of the battle.

During the forty-eight hours that the fight continued the radio stations continued to give hourly flashes of its progress and the final ending with the death of the ringleaders and the capture of the other rioters.

KPO Claims Beat
Wendel Williams, the program manager of KPO, scored a beat on the final report of the ending of the Alcatraz prison battle when he gave the account of Warden James A. Johnston's own story over the NBC network Saturday night. Williams had obtained permission from Washington for a KPO representative to attend a limited press conference on Alcatraz Island. He had planned to have Hal Wolff do the reporting but when they arrived at the pier to board the launch for the island the government men said they only had authorization for Williams of NBC and Foster May of ABC to attend the conference with a few select newsmen, so Williams had to go.

Roxas Heard On ABC

Manuel Roxas, president-elect of the Philippine Republic, was heard over the American network at 7 p. m., EDT, last night, when the producers of "Headline Edition" arranged an interview from Manila, P. I., following which the executive's daughter, Maria Roxas, a student at Vassar College in Poughkeepsie, N. Y., spoke briefly.



Foot Prints

They could be Robinson Crusoe's Friday. They could be the clue to a murder. Or maybe some guy just out for a walk on the beach made them.

But we're using them for one reason. As a mark. The kind of mark that the waves may wash away or the next tide.

W-I-T-H also has made a mark a permanent mark in this big 5 station radio town that stays on and on.

Year after year W-I-T-H, the successful independent, produce more listeners-per-dollar-spent than any other station in Baltimore.

If you want to make sales mark for your product in this 6th largest city at the lowest cost . . . you'll be on the safe side with W-I-T-H. It's the work-horse station that pushes sales up and up. It belongs on your list.



W-I-T-H
and the FM Station W3XMB
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-5

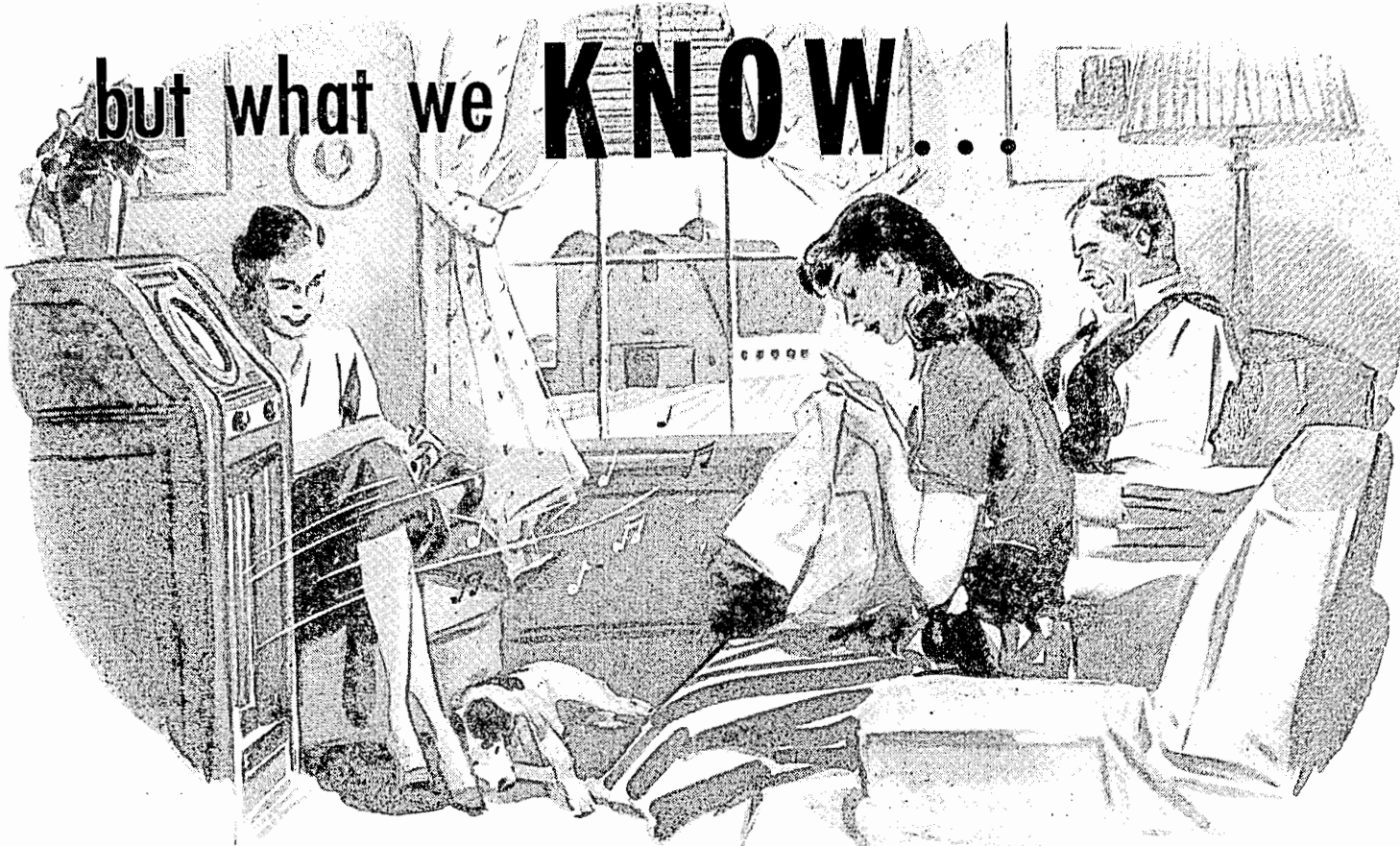
MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

WDAS

No wonder WDAS audiences say "Thank You!"

...it's not what we **THINK**,
but what we **KNOW**...



about **RURAL LISTENING!**

You can't "guess" when it comes to rural audiences. You can't "think" the farmer and his family like this or that program. You have to **know!**

And the fact that WLW **does** know is demonstrated by the 1945 Variety award to WLW for "Contributing To The Nation's Breadbasket."

For years, WLW has intensively studied rural listening in the great 4-state market that is WLW-land.

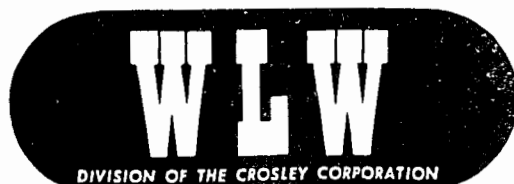
1. **Six Years Ago** the WLW Cost Allocation Study provided, among other things, the first sound estimate of the extent and nature of rural listening.
2. **Three Years Ago** WLW underwrote the first rural coincidental telephone survey ever made by C. E. Hooper, Inc.

3. **Last Year** The Nation's Station, continuing to pioneer, became the first radio station to subscribe to the Nielsen Radio Index, for factual measurement of **all** listening . . . rural as well as metropolitan.

4. **This Year** another yardstick is in use—a consumer panel of 3000 radio homes, properly stratified, called The People's Advisory Council.

These various studies and services have guided us through the years in our programming for the audience beyond the city limits. We have found out when they listen to WLW, and to what extent.

Result: A bigger, more loyal rural audience . . . an audience overwhelmingly satisfied because it is intelligently served.



THE NATION'S MOST MERCHANDISE-ABLE STATION

FOR THE MODERN MUSICIAN

THE SCHILLINGER SYSTEM OF MUSICAL COMPOSITION

by JOSEPH SCHILLINGER

The new scientific way for composers and arrangers to develop fresh musical ideas, to increase their production and to save time.

THE SCHILLINGER SYSTEM is the method studied by GEORGE GERSHWIN OSCAR LEVANT BENNY GOODMAN

and other outstanding musicians of radio, stage and screen.

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Broadway Score Card. . . !

With neither of the two shows they piped in from the coast being accepted (Arch Oboler's "Lights Out" and Dashiell Hammett's "Sam Spade"), it looks as though Schick will be auditioning right up to the wire, May 13th, when they're due to preem on CBS. . . . Sponsorship of "Theatre Guild on the Air" in the fall has still to be settled. . . . An auto manufacturer and an insurance firm, anxious to break into the field, are dickering for it in addition to the present sponsor, U. S. Steel. . . . Ken Webb will take over the direction on the new mystery show going in the slot for the summer. . . . Aside to Jeanette MacDonald: Re our recent item that you'll bet anybody that Edgar Bergen's youngster, due in Oct., will be a girl, we have a note from Wm. H. Burleigh, sales mgr. of WSPR, Springfield, Mass., who would like to get a tenner down on its being a boy. . . . Every Sunday sheet in town carried 3/4 page ads on Phil Spitalny and his new Vogue record album. . . . "Juvenile Jury," a kid info, Please type of airer, debuts on Mutual Saturday with Jack Barry as emcee. . . . Members of the late watch were discussing the new comic, Sid Caesar, at the Singapore the other nite. "He's just like Danny Kaye," remarked one, "without Sylvia Fine."

★ ★ ★

Georgie Jessel and Dorothy Kilgallen were comparing notes on their respective daughters on the latter's breakfast session the other ayem. "Have you seen Toots Shor's little girl yet?" asked Dorothy. "No," cracked Georgie, "but I'd like to before he bets her on something." Dorothy then observed that she heard that Darryl Zanuck stayed up till three and four in the morning working and wanted to know if George had to stay up helping. "Of course I don't hafta," he said, "but why should I get hit?"

★ ★ ★

An orchestra is currently being formed which will be fronted by Joe Louis as soon as his business with Billy Conn is finished. . . . Tony Martin coming east June 10th for the big fite. He'll do two shows from here. . . . Recommended reading for chiller-thriller fans: "Crime Is Of The Essence," by Joe Csida, gen'l mgr. of Billboard, and published by Five-Star Mysteries. . . . Jane Harvey, Blue Angel favorite, signed to an exclusive five-year deal by Manny Sachs, of Columbia records. . . . The next sensation to make B'way wolves watch their steppes will be Alix Trenall, sensational Russian songstress, due here soon. . . . Ben Grauer calls those radio fluffs—ad slibs. . . . CBS still going thru a reconversion program with more exec heads due to roll. . . . Ingrid Bergman is at the Drake Hotel. . . . Metro has offered Paul Lavalle a long-term to head their modern music dep't. . . . Tenor Wm. Horne, who was handed the musical plum of the year by Serge Koussevitzky (title role in "Peter Grimes" at Berkshire Festival this summer) slated for a major publicity build-up. . . . Rhea Diamond new publicity director of WLIB starting June 1st. . . . Bob Haag, ABC's "Sheriff," re-opening his Red Barn summer theatre in Mass. . . . Wesley McKee takes over "2nd Mrs. Burton," formerly directed by Stuart Buchanan. . . . Walter Hackett, NBC staff director, who's penned over 600 air dramas, has come up with a legit play now being considered by Haila Stoddard. . . . Maggi McNellis' ass't, Eileen O'Connell, looks enuf like the glamorous column-miss to be her kid sister—and that's a compliment, son!

★ ★ ★

Once Over Lightly: Add Literary Lace (from "The Hucksters"): If a thing isn't worth doing at all, it's not worth doing well. . . . Judy Canova claims the average comedy script is based on Laff, Levity and the Pursuit of Sappiness. . . . Steve Ellis thinks a baseball union is a pretty ridiculous thing. According to the rules, they can only pull three strikes and they're out. . . . With so many growers and planters naming roses after her, how about calling her Hildegarden?

COAST-TO-COAST

— TENNESSEE —

KNOXVILLE—Les Sand, who left Knoxville last fall for WDAD, Pennsylvania, has returned to WNOX to emcee the "Club 99" music and chatter program. . . . NASHVILLE—Winston "Red" Dustin, WSM commercial manager, has returned from thirty-nine months' service in the Army and is now back with the outlet. While in service, he was in the Public Relations of the Air Corps and South of the border editing "Sat'd Weekly Post," theater newspaper for ATC in Brazil and was connected with the Armed Forces Radio Service station, WSMS. . . . Decm Upson, who pinch-hit for Dustin, has been named artist's bureau manager.

— NEW JERSEY —

PATERSON—Radio adaptations by Dave Golden, WPAT publicity director, of the novels "Earth and High Heaven" and "Black Boy" will be presented by the outlet this week in two fifteen-minute programs commemoating Religious Book Week, which is being sponsored by the National Conference of Christians and Jews. . . . WPAT is presenting Monday through Friday a minister of cloth from all faiths in a five-minute inspirational message to its listeners based on the theme of brotherhood and good will toward all mankind.

— CALIFORNIA —

BRAWLEY—KROP, owned and operated by the Broadcasting Corporation of America with W. L. Gleason, president, took to the air recently with dedicatory programs aired simultaneously with its sister station, KPRO, with studios at Riverside and San Bernardino, California. . . . HOLLYWOOD—Anson Bond Producer is now casting for 13 Gruen Watch Company pictures to be photographed in color for television and theater release. William P. Rousseau will direct the shot Harry Coswick has been named associate producer.

— OHIO —

CANTON—"Radio Station WHB Belongs to the Community—Feel Free to Use It" was the theme of a talk given by Eugene Carr, Brush-Moon radio director, to 30 civic and community leaders at a luncheon held recently. . . . Charles H. Girt and Kenneth Blyer have returned to WHBC after having served three years with Uncle Sam.

COME AND GET IT says MR. REDDY CASH

"Strikeoil." KFRO influences buying habits of 500,000 people in the heart of the world's largest oil field.

- American Mutual

KFRO LONGVIEW TEX VOICE OF EAST TEXAS



New List Of FM Grants Issued By Commission

(Continued from Page 1)

Metropolitan station in Bakersfield, Calif.

The following stations which have heretofore received engineering approval, were granted regular construction permits:

The Southern Minnesota Supply Co.,ankato, Minn., the Kansas City Star Co., Kansas City, Mo., KARM, the George Harm Station, Fresno, Calif., Queen City Broadcasting Co., Inc., Seattle, Wash., Evergreen Broadcasting Corp., Seattle, Wash., Fisher's Blend Station, Inc., Seattle, Wash., Oregonian Publishing Co., Portland, Ore., Atlantic Coast Broadcasting Co., Charleston, S. C., Harbenit Broadcasting Co., Inc., Harlingen, Texas, Davens and Martin, Inc., Richmond, Va., Houston Printing Corp., Houston, Texas, Boise Broadcasting Station, Boise, Ida., Montgomery Broadcasting Co., Inc., Montgomery, Ala., Gidens and Rester, a partnership, Mobile, Ala., Joe L. Smith, Jr., Beckley, W. Va., the Greenville News Piedmont Co., Greenville, S. C., Stanley M. Board, Geo. W. Phillips, Robert T. Labelk, James L. Murray, co-partners, S Broadcasters Oregon Ltd., Portland, Ore., Wair Broadcasting Co., Winston-Salem, N. C.

Engineering Plans Approved

Following is a list of applications for which approval of basic engineering plans were granted by the commission:

City of Jacksonville, Jacksonville, Fla.; Courier-Journal and Louisville Times Co., Louisville, Ky.; WKY Radiophone Co., Oklahoma City, Okla.

New Huntington Station

The FCC announced Friday its proposed decision proposing to grant the application of the Huntington Broadcasting Corporation for a new standard broadcast station at Huntington, West Virginia, to operate on 1450 kilocycles, 250 watts, unlimited time.

At the same time, the commission proposed to deny the application of Greater Huntington Radio Corporation seeking the same facilities.

The commission also announced its proposed decision (B-236) proposing to grant the application of Thomas N. Beach for a new standard broadcast station at Birmingham, Ala., to oper-

Theater Tele Outlook On Agenda Of SMPE

(Continued from Page 1)

Television Projection Practice," by P. J. Larsen, Washington, D. C., and "Television and the Motion Picture Theater," by L. B. Isaac, Loew's Inc.

The standard-bearer of color, Dr. Peter Goldmark, of CBS, will read a paper titled, "Color Television," and Bernard Erde, of CBS, will speak on "Color Television Film Scanning." Other papers include "A Unified Approach to the Performance of Photographic Film, Television Pickup Tubes, and the Human Eye," by Albert Rose, RCA Laboratories; "A New Film for Photographing Television Monitor Tubes," by C. F. A. White and M. R. Boyer, of du Pont; "Television Reproduction from Negatives," by Emery Meschter, du Pont.

Ralph Austrian, president of RKO Television Corp., will preside at the session.

Agenda for the conference includes also an RCA-NBC tele demonstration, featuring the image orthicon, at NBC studios this afternoon, and a visit backstage at the new DuMont studios in the John Wanamaker store tomorrow morning.

Charles P. Shoffner

Philadelphia—Charles P. Shoffner, who formerly conducted a weekly program on farming and gardening over WCAU, of this city, died early this week at his home in Laurel Springs, N. Y.

ABC News Writer Injured

Jack Fraser, news writer in the ABC newsroom, suffered a serious injury Saturday evening, when he slipped and fell in one of Radio City's corridors. He received a broken hip and is now in Roosevelt Hospital.

ate on 1490 kilocycles, 250 watts, unlimited time.

At the same time, the commission proposed to deny the application of Ernest E. Forbes Jr., Tr/-Magic City Broadcasting Company, and Raymon C. Paterson and Louise Patterson (Pursley), D/B as Patterson Broadcasting Service, each seeking the same facilities.



You just can't "tear 'em away" from KTOK here in Oklahoma's No. 1 Market—a fact which is proved by a glance at your latest authenticated Listening Surveys. Yes, KTOK has a top-flight, concentrated audience—Morning, Afternoon, Night, and Sundays—in a highly concentrated market of substantial, PERMANENT incomes.

KTOK can attract dollars to what YOU have to sell, too!

HOOPER STATION LISTENING INDEX—CITY ZONE OKLAHOMA CITY, FEBRUARY-MARCH, 1946							
INDEX	SETS IN USE	KTOK	OTHER STATIONS			HOMES CALLED	
			A	B	C Others		
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	14.2	41.4	16.5	10.3	30.5	1.3	2,759
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—4:00 P.M.	15.0	24.6	15.3	10.0	48.2	1.9	4,740
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	32.0	16.7	11.5	21.8	49.1	0.9	7,434
SUNDAY AFTERNOON 12:00 NOON—4:00 P.M.	20.6	23.4	23.4	20.3	32.1	0.8	1,611
SATURDAY DAYTIME 8:00 A.M.—4:00 P.M.	12.2	15.3	23.8	28.1	31.0	1.8	2,740
TOTAL* RATED TIME PERIODS	19.9	22.7	14.7	17.5	43.8	1.3	19,284

Studebaker Corp. Takes High Rating

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

WTAG
WORCESTER

Dominant
VOICE OF SOUTHEASTERN CALIFORNIA
100 MILLION DOLLAR YEARLY MARKET
KXO EL CENTRO CALIFORNIA
SEE RAYMER

250 WATTS **ktok** 1400 K.C.
OKLAHOMA CITY
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
KEY STATION OKLAHOMA NETWORK
TAYLOR HOWE SNOWDEN Radio Sales
YOUR SUPER SALESMAN IN THE OKLAHOMA CITY TRADE AREA

Gov't Supervision Of Radio Shows Discussed As OSU 'Institute' Ends

(Continued from Page 1)

discussed Sunday on the origination of the CBS program, "The People's Platform," Sydney M. Kaye, executive vice-president of Broadcast Music, Inc., said:

"Radio's critics agree on two things: (a) That the American system of broadcasting and the American program service are the best in the world, and (b) Government control of radio programs would be the worst thing that could happen not only to radio but to the American people."

Siepmann Defends FCC

Charles Siepmann, of New York University, author of "Radio's Second Chance," told the opposition in his comment: "If only the public knew its rights and what the Federal Communications Commission is trying to do, we'd have a better FCC and better radio program service."

In Mr. Kaye's opinion, "If we leave radio in the hands of the broadcasters and the public our system will steadily improve, if we put programming supervision in the hands of a government agency, we will not only weaken radio and thereby alienate our audiences, but worse, endanger our liberties."

These comments were made by Mr. Kaye following the claim read from the FCC Blue Book that (1) Local Talent had progressively disappeared from local station programs, being replaced by transcriptions or network programs; (2) Sustaining programs have likewise been made to take second place; (3) Too much advertising on the air; and (4) Too little discussion of public issues.

Durr Versus Kaye

A further debate on the subject was held at the annual institute dinner Sunday evening when Clifford J.

Radio's Responsibility

Dealing with radio responsibility to the public at home, Robert Heller of CBS, producer of "Assignment Home," program about returned servicemen, told educators and radio officials who attended the group meeting on "Radio and Veteran Rehabilitation" Saturday afternoon, that "a veteran without a job, home, or easy access to education, is a second-class citizen."

He suggested the CBS "Assignment Home" format for network broadcasts about veterans problems; the dramatic portion of each program stating a problem in its general terms, to occupy 25 minutes of each half hour, remaining five minutes reverting to individual stations. This collaboration could be with the regional office of the Veterans administration, and other government and social agencies which function on a community level, he pointed out.

Durr, member of the Federal Communications Commission opposed Kaye. In one of his rebuttals Kaye said that the power the commission now wants,

Collegiate Viewpoint

Seventy per cent of college students are not satisfied with the programs currently heard on the air, according to a report on an Intercollegiate Broadcasting System survey presented to the Institute yesterday by Harriet Linton, IBS research director.

Of these, 81 per cent wanted to hear more musical programs, with symphonic music leading the field. More dramatic shows were asked by 13 per cent. Veterans showed a preference for serious programs, with news, commentaries and discussions in the lead. Upper classmen were more discriminating than freshmen, according to the report, with news shows high in preference.

in evil hands could destroy basic liberties.

Immediately following "The People's Platform" broadcast, Harold Urey, winner of the Nobel Prize and atomic energy scientist of the University of Chicago, told the 1259 commercial and educational radio personnel attending the Institute, "Control of the atomic bomb and its secrets should be placed with an international commission under the United Nations." His remarks were aired over the program "The Chicago Round Table," which also originated from the Deshler-Wallick Hotel ballroom over the NBC network.

"It is possible with FM to install reliable service with as little static interference, and with as clear reception as regular stations have achieved," pointed out J. E. Brown, assistant vice president and chief engineer, of the Zenith Radio Corp., who served on a panel about "FM Radio and Education" during one of the group meetings yesterday.

James F. MacAndrew, co-ordinator of programs for station WNYE, Brooklyn, N. Y., upheld Brown by saying further: "There is a great need for radio education and it is necessary that a sufficient number of qualified people work toward that end." According to him, a person starting a station must be first a promoter, secondly a teacher, and lastly a radio man. He must have some idea of the problems which regularly confront these people.

Several proposed rules and regulations, including channels for FM non-commercial educational stations shall be allocated to the 88 to 92 megacycles, to be decided upon by the Federal Communications Commission in June, the group was told by Walter B. Emery, of the FCC.

IER Radio Awards

List of the awards presented by the 16th annual Institute for Education by Radio dur-

ing the meeting at Columbus, Ohio, follows: National Networks and National Organizations Religious: "The Eternal Light," NBC, first; "The Catholic Hour," NBC, honorable mention.

Agricultural: "Columbia's Country Journal," CBS, first; "National Farm Radio Forum," CBC, and "The National Farm and Home Hour," NBC, honorable mention.

Women's: "Consumer Time," NBC, first. Cultural: "Theater Guild on the Air," ABC, and "Invitation to Music," CBS, first; "The White Empire," CBC, honorable mention.

Dealing with social problems: "Here's Your Health," CBC, first; "I Was a Convict," MBS, honorable mention.

Dealing with personal and family problems: "Don't Be a Sucker," MBS, and "The Baxters," NBC, first; "Home Is What You Make It," NBC, honorable mention.

Presenting public issues: "America's Town Meeting of the Air," ABC, first; "American Forum of the Air," MBS, honorable mention.

Swing First in News Dept.

News interpretation: Raymond Swing, ABC, first.

Interpreting civic and service organizations: No first award; "Canadian Red Cross Campaign," CBC, honorable mention.

Furthering international understanding: Raymond Swing, ABC, first; "The Pacific Story," NBC, and "Trans-Atlantic Call," CBS, honorable mention.

Children's (out-of-school listening): "House of Mystery," MBS, first; "Story of America," CBS and "March of Science," CBS, honorable mention.

Special one-time programs: Norman Corwin's "On a Note of Triumph," CBS, first.

(Continued on Page 7)

Session On Publicity Highlights OSU Meet

(Continued from Page 1)

and writing was put behind sustainers, and Sydney Eiges, NBC, added that network publicity men were glad to get constructive criticism, from the press and at the same time asked for editors' help in boosting the sustaining programs which all agreed merited backing.

Jo Ranson, WHN, decried the tendency among some radio publicity men to wear monogrammed shirts and have butlers, and said he was proud to be a press agent, and Len Decaux of the CIO, admitted that labor organizations were getting fine treatment at the hands of radio's publicists.

Haber In New RCA Post: Tube Advertising-Head

(Continued from Page 1)

charge of RCA tube activities. Haber former director of publicity for the RCA Victor division, has been engaged in special advertising and promotion assignments in the company's Public Relations department. In his new position Haber will be located at the Harrison, N. J., headquarters of the RCA's tube activities. He joined RCA in 1923.

NOW

THE FIRST

MAJOR IMPROVEMENT

in radio facilities in years

FOR

MINNEAPOLIS • ST. PAUL

5000 WATT*

DAY and NIGHT

WLOL

MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS

General Manager

* CP granted, in operation in May, 1946.

Awards Announced As 'Institute' Closes

(Continued from Page 6)

Regional Networks, Regional Organizations; Regional and Clear-Channel Stations
Agricultural: "This Business of Farming," SL, Salt Lake City, first; "Sweet Land of Liberty," WTAW, Austin, and "Ohio Farm and Home Hour," WOSU, Columbus, honorable mention.
Women's: "New Life for the Old Hat," WMA, Madison and WLBL, Stevens Point, Wisc., first.

Tie for 'Cultural' First

Cultural: "The Author Meets the Critics," WMA, New York, and "Human Adventure," WGN, Chicago, first; "The Land We Live In," MOX, St. Louis, "Speaking of Music," WGIN, Portland, and "Introductory Psychology," WMA, Madison, honorable mention.
Dealing with social problems: "One Way Street," KECA, Hollywood, and "New World Coming," WMCA, New York, first; "Welcome Home," KLZ, Denver, honorable mention.
Dealing with personal and family problems: "Jobs for GI's," KECA, Hollywood, first; "When He Comes Home," WMCA, New York, and "Keeping Up With the Wigglesworths," origination from New York, honorable mention.

'Public Issues' Category

Presenting public issues: "Columbus Town Meeting," WBNS, Columbus, Ohio, first; "Hate, Inc.," WIP, Philadelphia, and "Labor Arbitration," WMCA, New York, honorable mention.

News interpretation: "Northwest News Parade," WCCO, Minneapolis, first; "Pacific Diary," WMA, Madison, honorable mention.

Interpreting civic and service organizations: "Constant Invader," National Tuberculosis Association, and "This Is Your Story," WJW, Detroit, first.

Furthering international understanding: No first award; "Let's Talk Russian," WNEW, New York, honorable mention.

Children's (out-of-school listening): "The WCAU Career Forum," WCAU, Philadelphia, first.

School broadcasts for primary grades: "The Magic Book," KMBC, Kansas City, Mo., and "Rhythm and Games," WMA, Madison, first.

School broadcasts for intermediate grades: "News of the Week," WOSU, Columbus, and "Let's Draw," WMA, Madison, first.

School broadcasts for junior and senior high school: "Standard School Broadcast," KPO, San Francisco, and "Shakespeare Series," CBL, Toronto, first.

KFWB Special Award

Special one-time programs: "San Francisco Conference of the United Nations," KFWB, Hollywood, special award.

Local Organizations and Local Stations

Agricultural: "Meet the Farmer," WGR, Louisville, first.

Cultural: "The Instruments of the Symphony Orchestra," WNYC, New York, first.

Dealing with personal and family problems: "Family Life Radio Forum," WNAD, Norman, Okla., honorable mention.

School broadcasts for intermediate grades: "Know Your City," WNYE, New York, first; "People in the News," WHAM, Rochester, N. Y., honorable mention.

School broadcasts for junior and senior high schools: "The Lands Between," WNYE, New York, first; "The News: Places and People," WBOE, Cleveland, honorable mention.

Special one-time programs: "Roosevelt Memorial Broadcast," WNYE, New York, special award.

COLUMBUS COMMENTARY

Columbus—Everything connected with the 1946 Institute seemed to be breaking records. Jerome Robert "Tad" Reaves, program promotion director at WBNS, revealed that the annual gathering here of the CBS affiliates also had its greatest attendance in history. More than 100 CBS education directors, station managers and program directors were in Columbus for the Institute and the CBS gathering which was held Saturday at the Neil House. WBNS had open house at the Deshler-Wallick, Friday and hosted at a cocktail party Sunday afternoon.

Jack Kelley, station manager, led the WCOL delegation, local ABC outlet at the Institute, with John Moses, program director and Carl Everson, station manager, heading the delegation of WHKC, Mutual station in Columbus.

Mike Foster, ubiquitous station publicist, a familiar figure at practically all of the panels, dinners and other sessions during the course of the Institute.

Formation of a Religious Radio Association has been recommended to the Institute for Education by Radio by Willard Johnson, vice-president of the National Conference of Christians and Jews, who is chairman of the interim commission for establishing such an association.

Collegiate autograph seekers were in evidence at the Deshler-Wallick and the Neil House over the week-end. They sought the autographs of name radio personalities, particularly commentators.

Cinema Lodge Will Honor Sports Broadcasters Assn.

(Continued from Page 1)
at the Hotel Astor on Tuesday evening, May 14th.

"The sportscasters will be cited for their outstanding activities in support of the finest American democratic principles in persistently striving to eliminate all reference to color and creed in their radio accounts of leading sporting events," Jack H. Levin, president of the lodge, said. Mr. Levin will present the special Cinema Lodge Honor Scroll to Bill Slater, president of the Sports Broadcasters Association, as the highlight of the meeting.

WBNS' annual open house was the occasion for Irwin A. Johnston, station director of developmental programs, to announce his forthcoming marriage June 1 to June Mowat, local publicity woman.

Columbus Boys' Choir sang so impressively at the Institute that Bill Ladd, Louisville Courier-Journal radio editor, is going to try to get them to do an appearance in his city and possibly start a movement for a Louisville boys' choir.

Maj. Parker Wheatley announced that the Armed Forces Radio Service's fourth anniversary, May 29, would be signalized by a broadcast of a special "command performance."

Among the Columbia station officials here were Mark Haas, publicity director, WJR, Detroit; Gene Trace, program manager, WBKN, Youngstown; Joel W. Stovall, WKRC, Cincinnati; Dave Baylor, WGAR, Cleveland, and Les G. Spencer, WHIO, Dayton.

Consensus of opinion of assembled educators and radiomen was that Edgar Kobak, MBS prexy, was "most fun" to listen to of the Institute's many speakers, and that Justin Miller, NAB president, in his ad lib, rebuttal

Power Factor Probed At 'Channel' Session

(Continued from Page 1)

and associates shows the following as principally affecting the earning power of stations:

1. Population; 2. Frequency of station; 3. Network affiliation. Teeter told the commission that financial records indicate a "steady decrease in time sales and income as population decreases."

Shows Lower Bands Favored

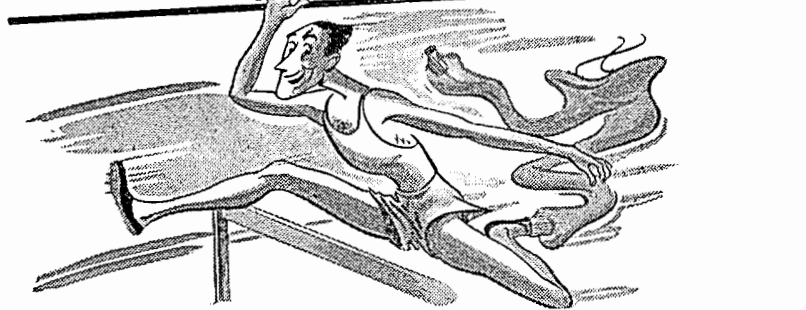
This trend, he said, is generally evident in all classes of stations down to the lowest population brackets.

The study also shows that stations on the lower frequencies fare better than those on the higher frequencies, that stations having national network affiliations fare better than those without such affiliations.

A close study of the report indicates that, all other things being equal, the population reached by a station is the most significant factor with respect to its time sales and net broadcast income before taxes.

to FCC Member Clifford J. Durr, and Sydney Kaye, executive vice president of BMI, on "People's Platform" and in debate with Durr at banquet, gave soundest talks.

now that the "Wraps" are coming off...



WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels—a whopping 425,000 for the June issue!

watch Radio Mirror



Send Birthday Greetings To

May 7

Morton Bowe Bill Wyatt
Carlton Kelsey Edmund McDonald
Gorgie Stall

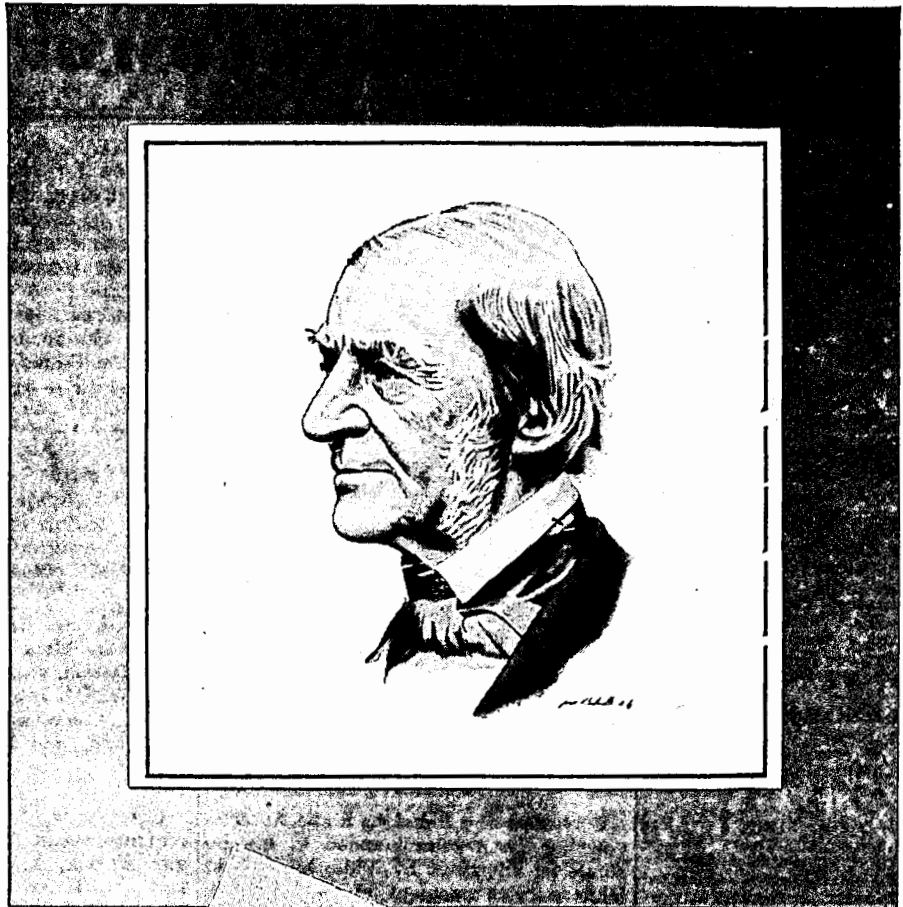
KCKN
The VOICE of
GREATER KANSAS CITY
Without the Rate Penalty
of Outstate Coverage.
BEN LUDY
Gen. Mgr.

**RALPH
WALDO
EMERSON**

said . . .

"So far as a man thinks, he is free."

Freedom of thought and freedom of speech—the right to express that thought—are the broad base of America's freedom. And to retain this blessing today, the freedom of the air must be guaranteed with the freedom of the press.



Ralph Waldo Emerson . . . born May 25, 1803



Guardian of
American
Freedom

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

WWJRB

THE GOODWILL STATION, INC., DETROIT

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 35, NO. 28

NEW YORK, N. Y., WEDNESDAY, MAY 8, 1946

TEN CENTS

WCAU Sold For 6 Million

RCA States Policy On Tele Planning

Earnings of RCA during the first quarter of 1946 were \$3,160,224, representing an increase of \$172,738 or 5.8 per cent over the net profit during the same period in 1945, stockholders were informed yesterday at their 27th annual meeting where they re-elected three board members and chose one new one to fill a vacancy. David Saroff, president, presided and outlined the company's policy on television, its prospects, as well as those other war-born patents and equipment RCA will handle in the future. The meeting, attended by nearly three hundred stockholders and officers of RCA, (Continued on Page 11)

ABC Acquires Tele Rights For Auto Golden Jubilee

Detroit—The American Broadcasting Company has acquired exclusive television rights for video broadcasts of the Automotive Golden Jubilee, to be held here May 29 through June 9, was announced yesterday by Paul Lowrey, chief of the network's television department. Outstanding events of the Jubilee, marking the 50th year of the automotive industry, will be filmed by ABC (Continued on Page 2)

Chi. Stations Adjust Skeds Because Of Coal Shortage

Chicago—Because of an extreme coal shortage, Chicago stations are making rapid adjustments to comply with restrictions on the use of electricity. Principally affected are studio audience shows because of their entertainment character and amount (Continued on Page 2)

Timely And Vital

A special food conservation program which will be heard by school children in command assembly throughout the country, will be aired by CBS and MBS Friday, 3:30 p. m., EDT. Originating in the Columbia studios under the auspices of the U. S. Office of Education, program will be produced by, and under the direction of Richard Scaville.

BBC's Video Voice

London—Camera and voice tests by BBC resulted in Winifred Shooter being chosen from 199 men and women as the announcer for the television service which will be resumed from Alexandra Palace on June 7th. Miss Shooter, star of many London West End shows before the war, also appeared in Hollywood films as well as British films.

Educator Cites Need For Clear Channels

Washington Bureau RADIO DAILY Washington—A distinguished educator yesterday called on the FCC to assist in maintaining a clear channel and "adequate power" for at least one station in each major region in America because an "uninformed citizenry is the only danger a democracy need fear."

Dr. Elmer G. Peterson, president emeritus of the Utah State Agricultural College, told the FCC's clear-channel hearing that "Radio will play (Continued on Page 10)

Excellent Radio Reception Reported From Arctic Circle

Edmonton—Splendid radio reception was experienced in the Arctic and throughout the Northland, Lieut. Col. Patrick Douglas Baird, commander of the 50-man "Muskox Expedition" which has arrived in Edmonton (Continued on Page 10)

Du Mont Displays 'Telesets'; Prices Range \$600 To \$2,400

Forsaking the portable or table television set field for a line of precision-built receivers most of which embody television, AM, FM and shortwave as well as record changers, Allen B. Du Mont Laboratories, Inc., yesterday gave a press and trade showing in New York of their new line of "telesets." The models displayed ranged in price from \$600 to \$2,400 with four models priced at \$1,500 each. Pointing out that this was the first

Purchase By The Philadelphia Record Includes Other Considerations; Levys To Remain With The Station

Radio Publicists Join In Peace Resolution

Columbus, Ohio—Publicity representatives of radio networks, stations and organizations participating in a panel discussion at the closing session of the Institute for Education by Radio unanimously adopted a resolution which calls upon all radio publicity men and women to contribute their maximum in the fight for lasting peace.

The resolution, which was voted (Continued on Page 8)

Name Church Acting Chief Of CBS News Department

Wells "Ted" Church, assistant director of news broadcasts at CBS, yesterday was named acting chief of the network's news broadcasting department following confirmation of the (Continued on Page 10)

Agenda Announced For Canadian Meeting

Discussion of performing right fees, public service activities and standardization of rate structures will be among the business highlights of the (Continued on Page 2)

J. David Stern, owner of the "Philadelphia Record," announced last night that he had purchased WCAU, 50,000 watt CBS affiliate, subject to FCC approval. Deal involves a purchase price of \$6,000,000 which includes \$3,500,000 of securities and real estate. This takes in the plans previously made (Continued on Page 3)

Broadcasters Will Aid United Jewish Appeal

Representatives of New York radio stations meeting with Nelson Rockefeller, chairman of the Community Committee of New York, at the Hotel Biltmore yesterday pledged their support to the United Jewish Appeal in their efforts to raise funds for the surviving Jews overseas.

Guest radio speakers will be made available for the campaign this month and next month and programs featuring (Continued on Page 8)

Walter Hampden To MBS In New Art-Drama Series

In a new approach to popularized education by radio, WOR and the Metropolitan Museum of Art will join forces to present "Private Showing," a series that will combine drama with (Continued on Page 2)

Pioneer

The story of WBT, Charlotte, N. C., one of the earliest commercial stations in the country, will be incorporated in the Jerrold T. Brandt film, "Magic in the Air." Brandt has decided to include many of the showmanship achievements in which WBT pioneered, including the fact that WBT was first to broadcast the chant of the tobacco auctioneer.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tues., May 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	194	192 3/4	193 5/8	+ 7/8
CBS A	41 1/2	41 1/8	41 3/8	+ 1/8
CBS B	41 1/4	41	41 1/4	+ 1/4
Farnsworth T. & R.	15	14 5/8	14 3/4	+ 1/8
Gen. Electric	46 1/4	45 1/4	46 1/4	+ 5/8
Philco	34 7/8	33 1/2	34 7/8	+ 1 3/8
RCA Common	16 1/8	15 1/2	16 1/8	+ 1/2
RCA First Pfd.	92	92	92	
Stewart-Warner	21 5/8	20 1/2	21 5/8	+ 1 1/8
Westinghouse	34	33 1/4	33 5/8	+ 3/8
Zenith Radio	35 5/8	35 3/8	35 1/2	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine	21	21	21	- 2
Nat. Union Radio	10	9 3/4	10	

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	11	12
Strom. Carlson	21 3/4	23

Seiferth Leaves WJZ; Joins Music Publ. Firm

Joe Seiferth, audience promotion manager of WJZ since January, 1942, has resigned to become vice-president and general manager of Noteworthy Music, Inc., an affiliate of BML.

Seiferth, who at 29 has been in radio for 21 years, handled promotion of several top shows for WJZ, including the "Philco Hall of Fame," "America's Town Meeting," and others. He was also director of the WJZ Victory Troop, producing and emceeding 468 voluntary shows at service camps and hospitals during the war.

LEN STERLING
LA 4-1200

Chi. Stations Adjust Skeds Because Of Coal Shortage

(Continued from Page 1) of power, required to light the larger studios.

WMAQ Friday announced cancellation of audience programs in the Merchandise Mart, because of curtailed elevator service and lighting restrictions. WENR-ABC, which uses WMAQ studios, is continuing audience shows where possible, however, but at the same time is preparing new formats for many of them.

The National Barn Dance on WLS was moved from the Eighth Street Theater to the outlet's studios whence it will continue to be broadcast without audience. WGN has cancelled all but three of its ten audience shows, and moved the "Chicago Theater of the Air" to a no-audience studio.

WBBM has acquired a 10-kw. gasoline-powered generator to provide studio lights for its afternoon and evening audience programs in the Wrigley Building. The generator has been installed between the north and south sections of the building. With all audience shows originating from studio 10 on the first floor, elevator service is not a factor.

ABC Acquires Tele Rights For Auto Golden Jubilee

(Continued from Page 1) cameramen, and then rushed East for tele programs aired from New York, Schenectady, Washington and Philadelphia. Also included in the overall ceremonies will be the festivities incidental to the 150th anniversary of the City of Detroit under the American Flag.

Walter Hampden To MBS In New Art-Drama Series

(Continued from Page 1) art appreciation. The program will have its premiere this Sunday, May 12, in the 2 to 2:30 p. m. spot.

One of the nation's most distinguished actors—Walter Hampden—will be the featured performer. As the narrator of the show, he will open each "Private Showing" with a lively, colorful account of one of the Museum's art treasures, and will "brief" listeners on the history and significance of the masterpiece and its creator.

WANTED
for immediate purchase
COMPLETE EQUIPMENT for
1 Kilowatt Station
We will pay cash and take immediate delivery of any or all necessary equipment including 310 ft. tower and transmitter. Write RADIO DAILY, Box 169, 1501 Broadway, New York 18, N. Y.

Agenda Announced For Canadian Meeting

(Continued from Page 1) annual meeting of the Canadian Association of Broadcasters which will be held at the Chateau Frontenac, Quebec, May 27-30.

The meeting gets under way at 9:30 a. m. on Monday, the 27th, with an open business session, followed in the afternoon by the annual meeting of the Bureau of Broadcast Measurement. Tuesday will be devoted to two closed business sessions, with the annual banquet slated for that evening. Principal speaker at the affair will be H. Napier Moore, editorial director, MacLean Hunter Publishing Co., whose topic will be "An Editor Has Ears, Too."

The last two days will be taken up with business and closed sessions, with a golf tournament for the visiting delegates skedded for Wednesday afternoon.

Leon Rosenberg

Leon Rosenberg, head of the night proofreading room at Barnes Printing Co., producers of RADIO DAILY and other publications prominent in the amusement field, died early yesterday morning following a heart attack. He was 62, and had been with the Barnes organization for 18 years. He is survived by a widow and three sons. Funeral will be held at 10 a. m. tomorrow from Park West Memorial Chapel, with burial in Washington Cemetery.

ROSS FEDERAL RESEARCH CORPORATION

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

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



Log Drive

Floating placidly on the pond, for these logs, the long journey's over. They've piled up in log jams . . . they've been tossed by raging rapids. But they made it. The log drive's over.

Many a smart business man could look at that picture and wonder, "How rough will my trip be when the big production starts and the sales heat goes on?"

We can speak only for one sales help in one market. Our sales help is in radio . . . and we're concerned with WITH, the successful radio independent. The market is Baltimore.

In this, the sixth largest city, WITH delivers more listeners-per-dollar spent than any other station in this five-station radio town.

In drive for sales . . . the trip can be made smoother in this market with W-I-T-H on the list. Better put her on!



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

J. D. Stern Buys WCAU; Levy Bros. To Remain

(Continued from Page 1)

by WCAU whereby a new building was to be expanded to a combination newspaper, radio and television plant. This site is on the block bounded by Broad, Spring Garden, 15th, and Buttnood streets in Philadelphia.

Stern, who is also president of the Courier Post of Camden, N. J., made the following statement last night:

"The Philadelphia Record has arranged to acquire WCAU, leading radio station of Philadelphia. Co-ordination of these two public information services is a logical step to improve the usefulness of both. The Philadelphia Record has long felt that a radio affiliation would greatly enhance its ability to serve the public. In turn, the able and experienced management of WCAU has recognized that a newspaper affiliation would strengthen not only its present facilities, but the further development of FM and television in black and white, and color."

Stern also stated that the present executives and organization of WCAU will continue with the station. Dr. Leon Levy, president of WCAU, and Isaac D. Levy, chairman of the board, he revealed, will become directors of the Philadelphia Record Co.

As soon as building priorities permit, he continued, a combined newspaper, radio and television plant will be erected at a cost of approximately \$3,000,000.

Speaking for the management of WCAU, Dr. Levy had this to say about the transaction, "It is a pleasure for my brother and me to associate ourselves with the Philadelphia Record. We pledge our efforts in the future to be equal to those of the past in serving the public."

Announcement of the sale came as a complete surprise to the industry both in Philadelphia and New York. The fact, however, that Dr. Leon and Isaac D. Levy will continue in the parent concern and remain as station executives, gives the sale a different aspect than were the Levys, who are also large stockholders in CBS, to have sold the outlet and become completely disassociated with the station.

Carol Irwin To Head ABC Program Sales Div.

Carol Irwin, formerly in charge of talent for ABC, will head the program sales division of the program department, effective immediately. Program department is headed by Adrian Samish, vice-president.

Read White will be associated with Miss Irwin in program sales.

AVAILABLE

Ex-Serviceman—paratrooper—a graduate of R.T.I. Qualified as a junior radio-television engineer seeks AM, FM or Tele station connection in New York or out-of-town. Write RADIO DAILY, Box 170, 1501 Broadway, New York 18, N. Y.

Du Mont Shows 'Telesets'; Price Range \$600-\$2,400

(Continued from Page 1)

has a 20-inch direct image television tube, AM, FM, short wave and record changer. They provide a picture 18 inches wide. A feature of the "teleset" is the disappearing screen. The Westminster is period design in walnut or mahogany while the Hampshire is of modern design in blonde hardwoods.

In the \$1,500 price category are four different receivers of various woods and cabinet designs but all embodying the same electronic features. Each set has a 15-inch cathode-ray tube, AM, FM and record changer.

Cheapest of the models displayed was the "Hollywood" priced at \$600. This set has a 12-inch tube and AM radio receiver. Unlike the others it does not feature FM, short wave and a record changer.

It was pointed out by Du Mont engineers that more than 600 component parts go to make up the electrical sections of each set. Forty-two vacuum tubes are used in their circuits and there are 14 circuits in all.

Du Mont through yesterday's showing indicated they were making a bid for the "class" trade such as buy the Scott, Capehart, and other custom-built radios. One executive explained that the organization was geared for precision-built instruments but did not have the physical setup at Passaic for the mass production of popular-priced table models.

Officials of the organization yesterday were gratified with trade acceptance of their new line of "telesets." Through dealers who visited the Du Mont sales rooms in New York and those who displayed the receivers to the retail trade it was learned that a ready market awaits this year's schedule of production of the new line.

WIRA Joins Mutual Web

WIRA, Fort Pierce, Florida, will join the Mutual Network as a bonus station on May 15, it was announced this week. Station, operating on 250 watts on 1400 kc., and owned by the Indian River Broadcasting Company, becomes Mutual's 303rd affiliate.

An All-Time Favorite

EVERYTHING HAPPENS TO ME

Published by EMBASSY MUSIC CORP.

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BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.



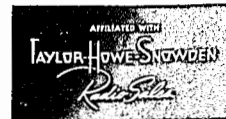
*"It's My Station"
Women Say!*



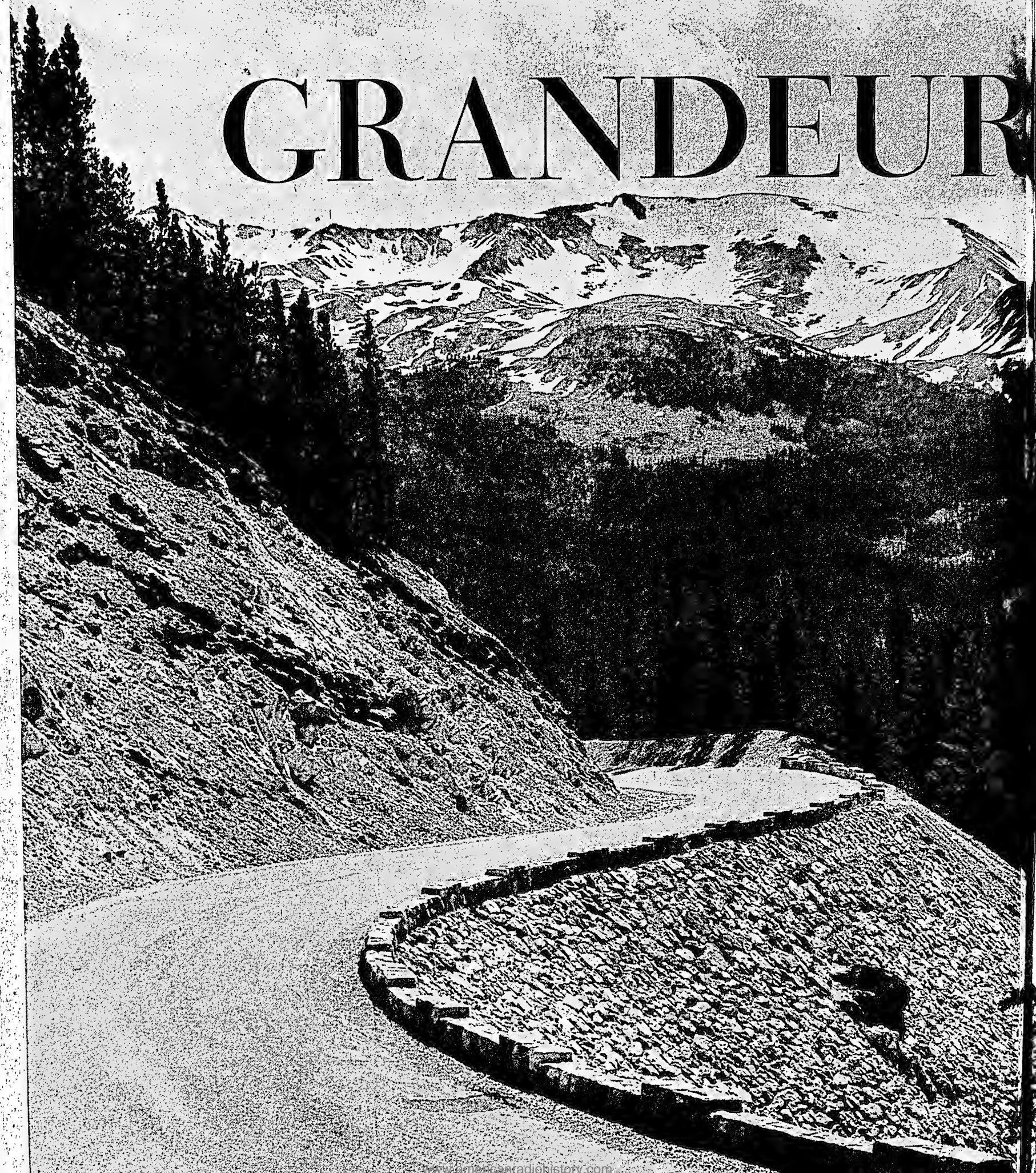
As the result of sound programming, KTSA has a terrific audience with the gals who handle the household purse strings. KTSA KNOWS what appeals to Texas women and KTSA gives 'em plenty of it! KTSA is a potent selling factor in this billion dollar market — just try us and see for yourself!

KTSA

SAN ANTONIO, TEXAS
550 ON THE DIAL 5000 WATTS DAY
LONE STAR CHAIN



GRANDEUR

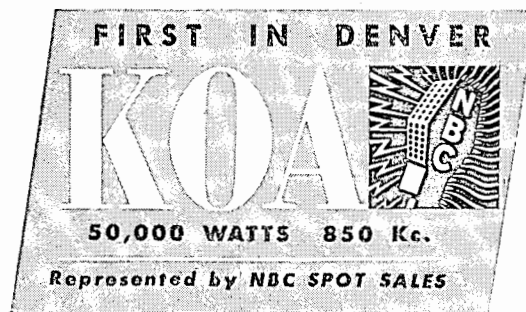


..... *set to Music*

Designed by KOA craftsmen and presented each Sunday evening by The Public Service Company of Colorado, "Treasure Trails of Melody" pays musical tribute to the vast Mountain Plains area. It speaks of service to Rocky Mountain families.

For listeners from Canada to Mexico, this popular *local* feature is presented with the same skill and artistry that characterizes the daily KOA-originated NBC Network programs. Under the baton of Milton Shrednik, KOA Musical Director, The Treasure Trails Orchestra provides a perfect setting for the striking voices of Norma Lee Larkin and Ivan Schooley.

For more than ten years, The Public Service Company of Colorado has used KOA—the only 50,000-watt station within 500 miles of Denver in any direction! All of which is just one more way of saying, "Programs . . . Power . . . Results—these are the fundamentals of KOA's popularity."

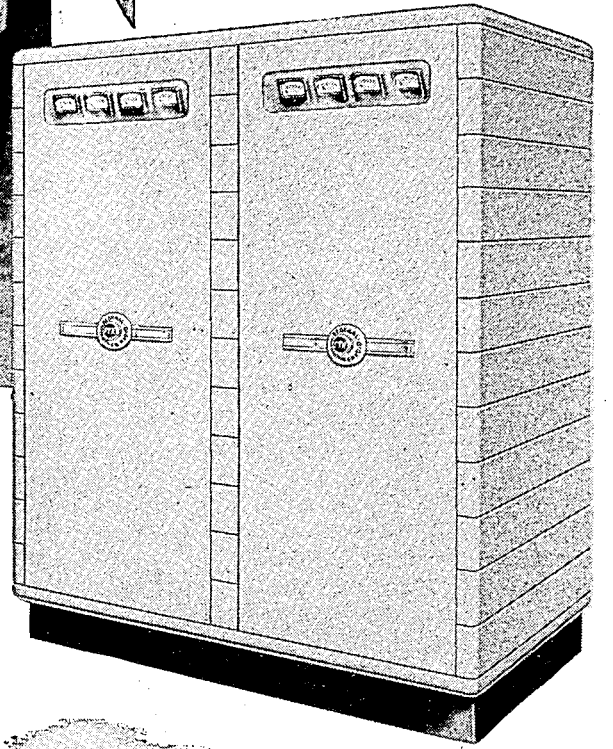




FEDERAL'S

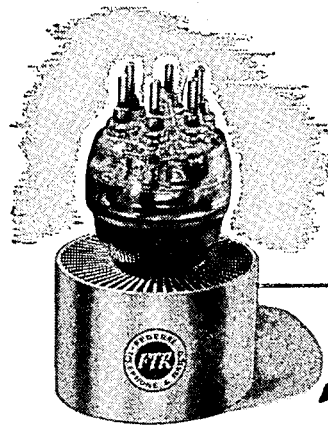
... and

Here's Federal's 1 Kw FM transmitter that stole the show at the sixth annual Broadcast Engineering Conference at Ohio State University. A group of engineers are shown examining the equipment in actual operation at the conference.



Federal Features for Better FM

- ✓ Federal's new "FREQUEMATIC" FM modulator—a radically improved type of modulator-oscillator unit—gives FM transmission outstanding fidelity and mean-carrier stability, with unsurpassed dependability and economy.
- ✓ By means of simple all-electronic circuits, "FREQUEMATIC" maintains the center-frequency stability within a tolerance of plus or minus one thousandth of one per cent of the assigned value—only *half* of the present FCC tolerance requirement.
- ✓ Remarkable noise-level reductions resulted in an actual measured signal-to-noise ratio of 5600 to 1—a level so low that Federal had to build special test equipment for its measurement.
- ✓ Undistorted modulation of all audio signals between 50 and 15000 cycles is maintained, even when the transmitter is over-modulated as much as three hundred per cent by transient passages.
- ✓ This outstanding performance is obtained with simple circuits and standard receiver tubes, and the equipment depends mainly on resistances and capacitances for critical and non-critical functions.
- ✓ Another feature—of special interest to all broadcasters—is the extreme ease of initial alignment and operational maintenance. The unit can be completely tuned in a matter of minutes, as only two tuning operations are necessary. There are no tuned circuits in the crystal oscillator or frequency divider networks.



New high-efficiency, air-cooled and water-cooled tubes, developed by Federal, are employed in the power amplifier stages of the transmitter, contributing to long life, stable operation and low noise level.

Federal

FM STEALS THE SHOW

orders are being filled now!

1, 3, 10, 20, 50 Kw FM TRANSMITTERS
featuring the new

"FREQUEMATIC"*
MODULATOR

FCC GIVES GREEN LIGHT TO FM

COLUMBUS, OHIO. When the Federal Communications Commission started issuing engineering authority for new high-power FM broadcast stations, it acted wisely in the national interest both from the standpoint of the radio industry and the listening public, it was declared by Norman E. Wunderlich, executive sales director, Federal Telephone and Radio Corporation, in a statement here while attending the sixth annual Broadcast Engineering Conference held at the Ohio State University.

Not only has the FCC, by its action, set the industry in motion for the manufacture of frequency modulation transmitting equipment and receivers, but it has assured the listening public of the finest of high-fidelity reception, Mr. Wunderlich stated. He added that the Commission should be warmly ap-

Federal's display of FM transmitting equipment, in actual operation at the sixth annual Broadcast Engineering Conference, created a real sensation among the country's foremost broadcast engineers. The new "FREQUEMATIC" modulator, an exclusive feature of Federal's 1, 3, 10, 20, 50 kw transmitters, made big news—exceeding the exacting requirements of the FCC Standards of Good Engineering Practice on every technical point. Of outstanding importance, too, is the fact that this new FM equipment is in actual production now!

Federal is ready to provide your new FM station with the finest transmission equipment available—complete in every detail, from microphone to transmitting tower. This outstanding "one-source" service means completely matched components for the entire system—all precision engineered, all of highest quality, all designed to work together as a single, perfected and coordinated FM system.

Federal gives complete service, too. Federal will provide a factory-trained radio engineer to supervise the installation, tune up the equipment, and to instruct your personnel in its operation and maintenance—all without extra charge. Federal will also assist in obtaining CPA approval for any new buildings or construction work required for the FM transmitter equipment.

For complete information, write: Federal Telephone and Radio Corporation, Newark 1, New Jersey.

*Trade Mark

Telephone and Radio Corporation

Export Distributor:
International Standard Electric Corporation

Newark 1, New Jersey



Radio Publicists Join In Peace Resolution

(Continued from Page 1)

upon by those members of the Institute who attended the public relations meeting on the final day of the conference, was offered by Christopher Cross, U. S. radio officer of the United Nations, panel chairman for the group. The resolution reads:

"Whereas the undersigned, convened at the Institute for Education by Radio, May 6, 1946, to discuss the social responsibilities of radio public relations, recognize that our greatest responsibility is to make our fullest contribution toward helping to secure a lasting peace; and whereas we agree that a vigilant, informed public is essential for lasting peace; and whereas radio publicity men and women did devote their maximum energies to the creation of the largest possible audience for war effort programs; and whereas we recognize that we must now contribute as much toward helping to achieve a durable peace; the undersigned hereby resolve to apply our energies, in our particular field, toward the creation of an informed public, the foundation upon which the United Nations must stand if it is to succeed. We further resolve to secure the endorsement of this resolution by all other radio publicity men and women who share with us assembled here our desire to contribute fully to the fight for peace."

The resolution was signed by Sydney Eiges, publicity director of NBC; Earl Mullin, publicity director, ABC; Michael J. Foster, CBS; William J. Barlow, publicity director, WLW; Mark Haas, publicity director, WJR; David Heffernan, first assistant superintendent of schools, Cook County, Illinois; Johnny Johnstone, radio director, NAM; Sam Serota, educational director, WIP; Len Decaux, publicity director of CIO; and Christopher Cross of United Nations.

Some 1300 commercial and educational radio people participated in group panels held Monday, among them one on "Social Responsibility of Radio Writers," headed by Elaine Carrington. During her panel, Miss Carrington, author of the show, "Pepper Young's Family," maintained that radio writers have a three-fold responsibility: (1) To themselves; (2) Their listeners, and (3) Their Sponsor.



Broadway Bulletin Board . . . !

• • • Yesterday we itemed Geo. Jessel's crack that he'd like to meet Toots Shor's little daughter before he bet her on something. After reading it, Toots growled: "I wanna bet her before Jessel marries her!" . . . John Charles Thomas and Westinghouse calling it a day. Another strike-production casualty. . . . Don't believe too much gossip about Dinah Shore. It was strictly over-work that temporarily k.o.'d her. She'll be all right and was just set for the N. Y. Paramount in July at ten thousand per. Dinah is one gal who really sincerely pitched for the GI's, homecoming vets, Red Cross, benefits, etc. The others who just gabbed about what they did never creased their tonsils. . . . Because so many radio listeners are out motoring during the summer, Hooper is planning a car to car survey. Cars will be stopped at certain points (like Geo. Washington bridge, Holland Tunnel, etc.) and motorists will be asked what program they're listening to. . . . Andy Russell on the Hit Parade for the summer. . . . Joe Hill resigned as radio head at Kastor, Farrell, Chesley & Clifford. . . . The sports world lost one of its most colorful and beloved characters in little Jimmy Johnston, ex-fighter, promoter and wonderful guy, who succumbed yesterday morning to a heart attack.



• • • When Bing Crosby got that birthday cake from Bob Hope on his broadcast last week, even the JWT producer wasn't taken in on the gag and a full chorus hired for the production finale never did get to sing. On the same stanza, Bing ad libbed to Duchin "get your fanny over to the pianny" and then blushed and threw this to the studio audience: "Well, I guess after that I don't have to worry about next year!" Meanwhile, Myron Kirk is out on the coast again loaded with dough to romance the Groaner. Last time Mike was out there we hear it cost him 10 G's, and he didn't even come back with a Crosby album.



• • • Burns and Allen reported to be available with a deal cooking for Fitch. . . . Sudden thawt: There's more talent available right now than there are sponsors—quite a switch from the past few years. . . . Dave Gregory joining Fred Allen's writing staff this week. . . . NBC copped the Radio Broadcasting Bowling League cup. One of its mainstays, Lathrop Mack, hit an average of 175 in the Nat'l ABC Tournament up in Buffalo. . . . A very fresh new gimmick is Art Cole's "interrupted sentence" routine on NBC's Jimmy Edmondson show. Incidentally, both Coca-Cola and Camels are interested in bankrolling the stanza. . . . Carl Warren, Broadcast Desk editor of the News, back after a six-week fishing trip in Fla. Knowing Carl as we do, we'll bet he spent more time hanging on to the newscasts than to a fishing pole. . . . Our Paris spy reports that Jean Sablon is tearing the town apart at the ABC Club there and that Jack Hylton wants him for the Victoria Theatre in London. . . . Glad to hear about the bundle of coin being offered to keep "This, Too, Shall Pass" running. Show has considerable merit and gets our thumbs-up vote. . . . Counterfeit Irish Sweepstakes tickets starting to hit the Big Town. . . . Evelyn Knight's newest fan club is called the "Knights of Knight." . . . Ralph Edwards will send a "Truth or Consequences" contestant to Paris next month.



• • • Our Hat's Off Dep't: Peggy Mann's delightful thrushing on the RCA-Victor stanzas. . . . Tony Provost's new WEAf package click, "On The Spot," with Ray Barrett. . . . Pancho's smooth crew at the Essex House. . . . The high quality of "Jonathan Trimble," which preemed on Mutual Sat. nite. . . . Elsa Miranda's "Sing Along" periods on CBS. . . . Walter Kaner's high-powered, promotion-publicity job on "Lest Millions Die" via WLIB. . . . The CBS remotes and the guy responsible—Bob Ray, a little guy with the right kind of big ideas.

Broadcasters Will Aid United Jewish Appeal

(Continued from Page 1)

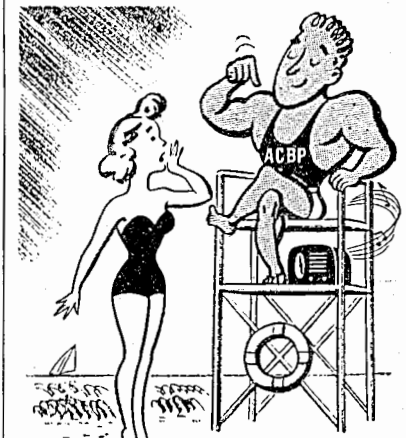
ing name personalities will be asked to devote radio time to the cause. Emphasis was put on the non-sectarian aspect of the drive by Mr. Rockefeller and the urgency of the Jewish relief campaign.

Among those attending yesterday's luncheon at the Biltmore were Clifford Evans of WLIB; Elliot Sanger of WQXR; Arthur Hull Hayes, WABC; John Hade, WJZ; Bill Berns, WNEW; Rita Hurwick, WOV; William I. Moore, WBNX; Jo Ranson and Lou Corrino, WHN; Charles Baltin, WHOM; William Schroeder and George Carlesco, WINS; Seymour Seigel, WNYC; Otis P. Williams, WBYN; Lou Cole, WWRL; Frank Burke and Jim Owens, Radio Daily; Florence Small, Broadcasting; and George Rosen, Variety.

Riki Englander, radio director of the United Jewish Appeal, will collaborate with the New York stations in conducting the appeal.

NBC Tele Appoints Two

Edward S. Mills, Jr., and E. Roger Muir, both recently released from the Army, have been added to the production division of NBC's television department, it was announced this week by Noran E. Kersta, manager.



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

52%* more listeners . . .

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

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

WFPG
ATLANTIC CITY
ABC NETWORK

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

Another smash in



... to build a bigger audience for ABC advertisers

To make the morning fly . . .



Listen to ABC

AMERICAN BROADCASTING COMPANY



The Breakfast Club
Don McNeill's jovial emceeing, comedy, songs and music have made this merry show a morning favorite for twelve years! Hear it Monday through Friday at 9 a. m., EDST. (Swift and Philco)



Breakfast in Hollywood
The most popular morning program on the air! Genial Tom Breneman plays host, keeps the breakfast tables in an uproar for a half-hour every morning, Monday through Friday. Tune in at 11 a. m., EDST. (Kellogg and Procter & Gamble)



Hymns of All Churches
Favorite hymn selections sung by a choir of beautifully blended voices under the direction of Fred Jacky. A heart-warming program, on your ABC station Monday through Friday at 10:30 a. m., EDST. (General Mills)



The Listening Post
Dramatizations of famous Saturday Evening Post stories. Top-notch entertainment by some of radio's finest dramatic talent. Tuesday through Friday at 10:45 a. m., EDST. (Curtis Publishing Co.)



Ted Malone
Colorful, human-interest stories and commentary by one of radio's best-liked personalities. Monday through Friday daily at 11:45 a. m., EDST. (Westinghouse)



Betty Crocker
Letters, recipes, short dramatizations—a program full of helpful hints for every woman. On ABC at 10:25 a. m., EDST, Monday through Friday. (General Mills)



My True Story
Exciting, true-to-life dramas, skillfully enacted. A complete story every day, Monday through Friday, at 10 a. m., EDST. (Libby, McNeill & Libby)



Home Edition
Hear Gil Marlyn's hot-off-the-wire news and Marylin Miller, the Coronet Story Teller, at 11:30 a. m., EDST, Monday through Friday. (Kellogg)

The popularity of all network radio programs is measured regularly by independent research services. These surveys tell us that ABC is the most-listened-to network on the air every weekday morning from nine to noon (EDST). In fact, quarter-hour by quarter-hour, ABC is in first place more often than all other networks combined.

Once women have started a cheery day with the chuckle-full *Breakfast Club* and the entertaining shows that follow, they're more than content to tune in their ABC stations every morning—and leave their dials set! ABC keeps women listening right

on through the afternoon, too, with such popular programs as *Elmer Albert*, *Bride and Groom*, *Al and Ladies Be Seated*, *The Justice Show* and *Try 'n' Find Merch*. It's because ABC offers in the way of good entertainment many millions of families coast, are setting their dials to leaving them set—on ABC

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 202 stations reach all the people who live in 22 million radio homes located in practically every major market in the United States. If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.

American Broadcasting

A NETWORK OF 202 RADIO STATIONS

Note to Time Buyers!

COAST-TO-COAST

— MICHIGAN —

DETROIT—Leo J. Fitzpatrick, vice-president and general manager of WJR, has been named chairman of the radio committee of the Automotive Golden Jubilee slated for the motor city 10 days beginning May 29. Every network is expected to be represented in the mammoth celebration and will originate pick-ups of the festivities with a great many of the nation's leading programs and stars signed to feed "coast to coast" shows from the automotive capital. Mark Haas, WJR public relations director, is chairman of the affair which will feature the crowning of the Queen of the Jubilee, top stars and music by name bands.

— IOWA —

DES MOINES—KSO and KRNT got together the other day when the latter's Chuck Miller dropped his mike chores long enough to go on the KSO air with Ed Linehan, to answer questions of school children about radio, and how to train for a professional future in the field. . . . **WATERLOO**—Hugh Muncy, KXEL farm director, was elected an honorary Iowa Farmer at the State Future Farmers of America convention recently held in Cedar Rapids. The award was for contributions made to Iowa agriculture and to the State-wide program of the F.F.A. . . . Carl Roth, Jr., former news writer, newscaster at WLW-WSAI and WKRC, Cincinnati, has joined the continuity and news departments of KXEL, following his release from the Navy.

— ILLINOIS —

CHICAGO—"MacDougal and MacDuff," golf teacher and protege as portrayed by Wayne Osborne and Stanley Vainrib, are now being featured in a new summer series of golf programs over WJJD. . . . Florence Bourke Ellis, WJJD book reviewer, began a new summer series on May 6.

Name Church Acting Chief Of CBS News Department

(Continued from Page 1)
resignation of Paul W. White by Edward R. Murrow, vice-president and director of public affairs.

White, who resigned his CBS post to write a book on his twenty-five years' experience of newsgathering, joined CBS in 1930 as a publicity writer and two years later was appointed the network's publicity director. Four years later he was named director of public affairs and subsequently was given the added title of Director of News Broadcasts.

Church started as a newspaperman on the Cleveland Press in 1922. In 1931 he became CBS publicity director in Washington and then head of the news staff there. During the 1936 and 1940 campaigns he was radio director of the Republican National Committee and the party's assistant campaign manager in 1944. In 1941 Church went to England as advisor to the BBC on its North America Service. He rejoined CBS in March, 1945.

NETWORK SONG FAVORITES

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

Title	Publisher
All Through The Day.....	Williamson
Ashby De La Zoch.....	Manhattan
Cement Mixer.....	Mills
Come To Baby, Do.....	Leeds
Day By Day.....	Barton
Doctor, Lawyer, Indian Chief.....	Melrose
Do You Love Me.....	Bregman-Vocco-Conn
Full Moon And Empty Arms.....	Barton
Give Me The Simple Life.....	Triangle
Gypsy, The.....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Fall In Love With You Ev'ry Day.....	Stept
I'm Always Chasing Rainbows.....	Miller
In Love In Vain.....	T. B. Harms
In The Moon Mist.....	Shapiro-Bernstein
Laughing On The Outside.....	Broadcast Music
Oh, What It Seemed To Be.....	Santly-Joy
One-zy Two-zy.....	Martin
Personality.....	Burke & Van Heusen
Seems Like Old Times.....	Feist
Shoo Fly Pie And Apple Pan Dowdy.....	Capitol
Sioux City Sue.....	E. H. Morris
Symphony.....	Chappell
They Say It's Wonderful.....	Berlin
We'll Gather Lilacs.....	Chappell
Where Did You Learn To Love.....	E. H. Morris
You Are Too Beautiful.....	Harms
You Stole My Heart.....	Harms
You Won't Be Satisfied.....	Mutual
You've Got Me Cryin' Again.....	World

Educator Cites Need For Clear Channels

(Continued from Page 1)

a major role in a new and expanding program of adult education. Adult education," he said, "is a major concern of all institutions of higher learning. The continuing education of parents is a necessity in our country where power is in the hands of the people if we are to keep our citizenship informed on the facts and the sound principles underlying modern economic, social and political developments in America and the world.

"If we fail in this, we shall have power wielded by the uninformed. . . . Nothing but disaster could follow such a state of affairs.

"Radio, I believe, will play a major role in this new and expanding program of adult education. This I believe is evidence as to the need of maintaining a clear channel and adequate power for at least one station in each major region of America to help perform this important function."

Appearing in support of the service of KSL, Salt Lake City, and countering the criticism of clears generally by some Government farm experts, Dr. Peterson said that to have interference with the clear channel of KSL would be a "serious disservice to intermountain farm homes and to the strength and unity we need in normal times and in times of crises."

Maintaining that some high-powered, clear-channel stations are needed to overcome the educational and other "defects" in rural life, Dr. Peterson said, "Everyone knows of the

Excellent Radio Reception Reported From Arctic Circle

(Continued from Page 1)

after 81 days' trek in the northern wilderness, remarked. "The air waves were so good that they picked up everything. Once we heard an airplane requesting the tower at Wichita, Kansas, for permission to land."

Lieutenant Colonel Baird sidestepped questions about the new "hush-hush" radar development named "Loran" for plotting positions.

The only serious radio interference was at Coppermine when the expedition mysteriously lost its shortwave facilities for two days, but substituted it with long wave.

Some of the expedition's snowmobiles were radio-equipped and the trekkers listened in to all their favorite programs from Canadian and United States stations throughout the trek.

deficiencies in rural America as to libraries and desirable newsstand publications."

"Conditions," he said, "have emphasized the need for adequate radio service in helping overcome these defects in rural life."

Ralph W. Hardy, public service director of KSL, asked the commission for an increase in the station's power in order to "more effectively serve the sparsely settled sections of the intermountain region."

Hardy took a line from the FCC's book by declaring that "a station should be judged by its performance, rather than its promises."

AGENCIES

CLARENCE B. GOSHORN, president of Benton & Bowles, Inc., has announced the return of the following men from the Armed Forces: **EDWARD HOBLER**, assigned to work on the Prudential account, formerly in the Navy and served England and France; **JEAN FINNIGAN**, now in the art department, with the Army in the Aleutians & Alaska; **JOHN JACKSON**, former in the Army, joins the copy department; **ANTHONY KUKUC** returns to the art department after Army service.

JESSOP ADVERTISING CO., a corporation, was recently incorporated under Ohio laws. Principals are Morris and Leah R. Jessop, and Robert Moss.

SAGE LABORATORIES, INC., manufacturers of Sage Air Refreshers, has appointed Paris & Peart, Radio newspapers and trade publications will be employed for a campaign being readied for release in the next few weeks.

LT. COMDR. STANLEY GRAFT MORTIMER, JR., has returned to Pedlar & Ryan after four years' service in the Navy. He will be an account executive in the drug division.

GOLDMAN & GROSS, Chicago advertising agency, has taken an additional amount of space on the fourth floor of the LaSalle-Wacker Building.

H. R. EKINS II SHANGHAI ON GLOBAL FLIGHT

Syracuse, N. Y.—WSYR's globe-circling newscaster, H. R. Ekins, arrived in Shanghai yesterday via Shamo and Hankow, and will spend several weeks in China preparing a special report commissioned by United China Relief, this country.

Ekins' round-the-world flight news centers in more than 20 foreign countries will terminate in Syracuse in June, when he will resume his twice-daily news broadcasts over Central New York's leading station . . .

WSYR

SYRACUSE, N. Y.

H. C. Wilder, President

Outlining Of RCA Television Policy Highlight Of Stockholders' Meeting

(Continued from Page 1)

and other subsidiary companies, held in NBC Studio 6B. Board members re-elected were, J. Nally, Gano Dunn and Edward F. McGrady. John T. Cahill, was elected a director to fill a vacancy caused by the recent death of DeWitt Millhauser. Although the usual questions and answers period came about, with various suggestions by stockholders on the possibilities of realizing more quickly

stated that while the war halted the art for civilians, now research and engineering which made possible radar and airborne tele for wartime purposes is now readying an improved video for the home.

Color Video

Sarnoff told of the color demonstrations at Camden by RCA, but said that the black and white pictures were now absolutely ready for any event. While he believes that color ultimately will provide an added interest in certain tele programs for the home as it does in the motion picture theater, the majority of tele pictures he opined would be black and white, as they are in the movies, even after color television is available. He pointed out that while color movies are available, only six per cent of the motion pictures are in color.

Adding color to television involves new techniques and new devices, Sarnoff reiterated and these were in the laboratory stage. The part of the spectrum in which color television is likely to be operated is yet to be thoroughly explored, said the RCA head and standards for apparatus that can function in these areas must be approved by the FCC, the equipment field-tested, made commercially practical and manufactured at a price within the reach of the consumer. All this, said Sarnoff, remains to be done before color is ready for the home.

Sarnoff also repeated his previous stand that the mechanical system was not the most desirable for color and that the all-electronic system was most desirable for home use. For that reason the RCA scientists were hard at work in developing an electronic system of color that will have definite advantages over the mechanical scanner. Meanwhile, he said, RCA was going ahead with black and white television as outlined to the stockholders in the latest Annual Report.

Tele Policies Told

In the annual report to stockholders of RCA, the four points stressed as to video policies were: that RCA would continue to do research in both black and white and color, develop program techniques for both films and live talent, special and sporting events, etc., and other features of local and national interest.

RCA Victor Division will manufacture the best possible tele equipment

for sale to broadcasters and the public; NBC will continue development of tele broadcasting and plan for a nation-wide network of independent stations; RCA will continue to make available its patents and license all in the field of tele and electronics, etc.

Edward F. McGrady, vice-president in charge of labor relations for RCA who is also working on the settlement of the coal strike was optimistic on its early settlement. Frank M. Fol-

RCA Revenue

Total 1945 gross income of RCA reveals the sum of \$279,503,615 according to the 26th annual report issued yesterday, at the 27th meeting of the stockholders.

Manufacturing accounted for \$193,237,827; broadcasting \$61,270,570, an increase of 7.5 per cent over 1944; communications companies, \$22,568,346, and miscellaneous transactions accounted for \$2,426,872.

Presumably the "broadcasting" item of \$61,270,570 is the gross of NBC and the network owned outlets.

som, executive vice-president, explained why full production of sets and other commodities were not in progress, listing several causes, including the fact that component parts have not been fully adjusted as to prices by the OPA, strikes such as in the copper industry, the demand for parts exceeding the supply, there being five times as many manufacturers now in the business as before the war.

Niles Trammell, president of NBC, answered questions by one stockholder as to the NBC stand on the recent FCC Blue Book. Trammell pointed to the "one-sided" method used in the report and also said NBC had no stations coming up for license renewal in the near future and did not fear the "quasi-censorship" of the FCC.

First RCA Sets

Included in the RCA annual report is reference to the RCA Victor plans to have home tele receivers on the market in the summer or fall of 1946. Low cost instruments, including a table model, with a 6 x 8-inch picture, selling for approximately \$250, will be available first. This will be followed by a sight and sound with a 4 1/4 x 5 5/8-inch picture to sell for approximately \$175.

Higher priced tele sets with all of the extra paraphernalia including FM and record changers, will come later in deluxe models.

its on television and other new sets, the meeting ran smoothly and television probably took up more time than any other piece of business.

After stating that NBC was now on a peacetime basis of broadcasting, pointing out that NBC was a pioneer in the field of television, Sarnoff said the network will continue to develop television broadcasting and gram service, as well as plans for the ultimate establishment of a nationwide tele network of independent stations. He also pointed out that the FCC had granted NBC licenses to conduct and operate commercial video sets in Washington, D. C., and Chicago, in addition to the New York station (WNBT).

With these stations on the air, Sarnoff said that the Capital and Chicago stations would provide many tele programs. He also mentioned the first television network comprising Washington, Philadelphia, New York and Schenectady which was tested experimentally on Feb. 12 of this year. With the coaxial cable extended, or relay stations erected, other stations will be added and eventually a tele network will be coast-to-coast.

NBC has also applied for tele licenses in Cleveland and Hollywood. As to the general outlook, Sarnoff


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Send Birthday Greetings To

May 8

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Tony Russell	Ruth Gilbert
Jim Gaines	James Rowland Angell
Sgt. Johnny Grant	

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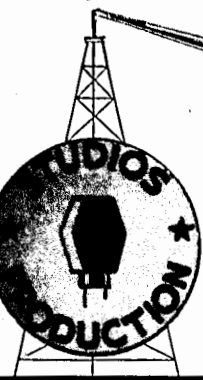
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 29

NEW YORK, N. Y., THURSDAY, MAY 9, 1946

TEN CENTS

CPA Denies Plea By NAB

Outlets In Virginia Get Drastic Time Cut

With Chicago and other points already in the throes of brownouts and strict curtailment of the use of electricity due to the prolonged coal strike spreading gradually to many parts of the country, stations close to the Washington, D. C., area and nearby cities are now faced with a critical period beginning today, when drastic power restrictions go into effect in the state of Virginia.

WRC, Washington outlet for NBC, continued to use its emergency power in a voluntary effort to save fuel; (Continued on Page 7)

Whitmore To South Pacific For Atomic Bomb Tests

Will Whitmore of the Western Electric company sailed this week from San Francisco aboard the U. S. S. Avery Island en route to Pearl Harbor and Bikini Island where he will take part in the engineering activities in connection with the atom bomb tests. Whitmore will be a member of the electronics staff of Capt. Christian L. Engleman, electronic coordinating officer, joint Army-Navy Force One.

New FM Receiver Line Shown By Freed Radio

In a New York trade showing yesterday, Freed Radio Corporation, makers of Freed-Eisemann FM radio-phonographs, introduced their new post-war models at the Ritz-Carlton Hotel. Seven models, all consoles, housed in period and contemporary cabinets were shown, representing the first line featuring the new FCC ap- (Continued on Page 8)

Receives Degree

Quebec—A. Davidson Dunton, 34-year-old chairman of the board of directors of the Canadian Broadcasting Corporation, has received an honorary degree of doctor in social sciences from Laval University. The degree was conferred by Cardinal Villeneuve, Archbishop of Quebec and chancellor of the university while the CBC board was meeting here.

Honored

Washington—Presentation of the Treasury Silver Medal Award to Jack Alicoate, publisher of RADIO DAILY, "for distinguished service to the Treasury" during the period of World War II was announced yesterday by Vernon L. Clark, national director, U. S. Savings Bond Division.

In making the award on behalf of Secretary of the Treasury Fred M. Vinson, Clark said, "It is the wish of the Secretary that the men and women who gave more than ordinary assistance in behalf of the several War and Victory Loan campaigns be given a lasting token of appreciation for their contribution to the great national success of the war financing effort."

Women's Radio Group To Announce Awards

Awards of the Women's National Radio Committee will be presented at the organization's 11th annual award luncheon at the Hotel Biltmore, May 15, 12:30 p. m. Presentations will be made for programs tending to awaken (Continued on Page 7)

FCC Programming Report Subject Of Discussion

Commissioner Clifford Durr of the FCC; A. D. Willard, Jr., executive vice-president of NAB; and William Lewis, vice-president of Kenyon & (Continued on Page 2)

KSTP Joins With Minnesota In Promoting Fishing Contest

Minneapolis—A "whopper" of a fish story will be broken by KSTP tomorrow when the outlet kicks off a whale of a promotion stunt in cooperation with the State Conservation Department's Fisheries Research Bureau.

The "gimmick" is a fishing contest offering more than \$566,000 in prizes to anglers catching specially tagged fish which have been planted throughout the fishing areas of the state. One thousand such fish, of adult size, have (Continued on Page 8)

Won't Put Stations In 'Essential' Group; Keeps 'Commercial' Classification; \$1,000 Limitation Is Retained

Leighter Heads WLIB; Plan Station Expansion

Jackson Leighter, executive assistant to the general manager of the New York Post, has been elected president of WLIB succeeding Ted Thackrey, who becomes vice-chairman of the board of directors. Part of a plan whereby the Post owners will handle radio as a full-time proposition, the move was initiated to give the outlet an active executive head.

A new program policy will be in- (Continued on Page 7)

MBS Rejoining NAB As Member Network

Washington Bureau RADIO DAILY Washington—The Mutual Broadcasting System has rejoined NAB as a member network, it was announced yesterday. Formal acceptance is expected to be approved at the NAB board meeting here today.

New Petrillo Edict Bans KROW College Musicians

Oakland, Calif.—Students of the University of California were prevented from giving their weekly musical variety radio show aired over (Continued on Page 2)

Washington Bureau RADIO DAILY Washington—The Civilian Production Administration yesterday flatly denied NAB's request that radio stations be classified as essential and placed under a \$15,000 construction limitation.

NAB had pointed out that construction of stations already approved and expected to be approved, by the FCC would create 20,000 new jobs.

CPA said, however, that "It is felt (Continued on Page 7)

Wanamaker Trying Tele Merchandising

First department store experimentation with regular television programming for the merchandising of their stocks came this week with Wanamaker's, New York, using WABD, Du Mont station, for a half-hour program built around a sales pitch on pianos. On next Tuesday evening the store will devote a period to the display and sale of oriental rugs.

The piano sales program was charac- (Continued on Page 8)

Standard Brands Beans 1-Hour Tele Show On NBC

Standard Brands will launch a full-hour television show tonight titled "Hour Glass" scheduled over WNBT at 8 p. m. EDT, it was announced yesterday. (Continued on Page 2)

Baby Talk

The gurgles of babies will echo in varying degrees throughout Mothers' Day, when WNEW, in co-operation with the Rose Growers' Assn. of America, extends broadcast greetings to new mothers in the Metropolitan area hospitals. The babies will be made honorary members of the "WNEW Young Listeners' Club," organized recently by the station.



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

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FINANCIAL (Wed., May 8)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Du Mont Lab., Finch. Tele. Comm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes High, Low, Close, Net Chg., Bid, Asked columns.

New Petrillo Edict Bans KROW College Musicians

(Continued from Page 1) KROW by James C. Petrillo's American Federation of Musicians. The union notified the radio studio that there could be no music on the weekly show because the Associated Students Radio Workshop cannot afford stand-by union musicians. Students state that the union is demanding they pay twelve orchestra members, an accompanist and other possible doubles. The radio workshop program has been on the air for several years giving drama and musical students an opportunity for radio appearances. Under the new Petrillo order only dramatic programs can be presented.

LEN STERLING LA 4-1200

Coming and Going

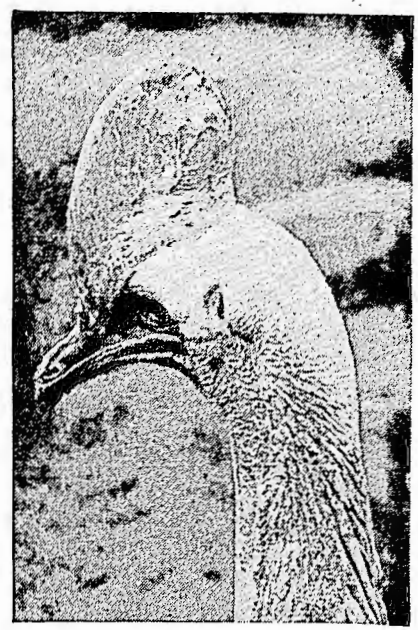
GEORGE HICKS, American network commentator, off yesterday for Hollywood, and will be heard broadcasting from the film capital on May 14. GASTON W. GRIGNON, general manager of WISN, Milwaukee, has returned to Wisconsin following a few days in New York for conferences with the national representatives of the station. DOROTHY CLAIRE, vocalist, off to Hollywood, where she is scheduled for a number of guest appearances on network programs. She is accompanied on the trip by her personal manager, LES REIS. BILL WERNICKE, manager of radio dealer promotion for the Bulova Watch Co., is in Nampa, Idaho, for "Pathfinder Week." He'll produce the "Better Half" program in Nampa as a daily feature over KFXD, Mutual outlet. BUDDY BASCH, account executive with Banner & Grief, publicists, is in Detroit to do advance work in connection with the Tex Beneke-Glenn Miller band appearance at the Michigan Theater. CHARLOTTE DEMOREST, radio head of the Federation of Protestant Welfare Agencies, returning to her New York headquarters from Columbus, Ohio, where she attended the Institute for Education by Radio.

Standard Brands Begins 1-Hour Tele Show On NBC

(Continued from Page 1) terday by Reynold R. Kraft, sales manager of the network's television department. Contract was signed for the remainder of this year, and handled by J. Walter Thompson Co. A variety program, "Hour Glass" will use stars from the stage, screen and radio to appear as featured performers each week.

FCC Programming Report Subject Of Discussion

(Continued from Page 1) Eckhardt, will be among the speakers who will discuss the FCC Programming report at the Henry Hudson hotel Monday night on "Town Meeting of the Air." The discussion is sponsored by the radio division of the Independent Citizens Committee of the Arts, Sciences and Professions with Norman Corwin as moderator.



Hard head

That's a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

See that bump on his head? That's a two-inch thick horn surmounting his noggin.

We suppose if a lot of people knew about this bird they'd have been calling some time buyers "cassowaries."

But not us. We like them tough. When they're tough they know their business. That kind of time buyer sticks to facts. And that's all we offer in our W-I-T-H presentation. Here's one of the big facts:

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

That's a fact and tough time buyers like it.



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radio homes that WOR can get into per $\frac{1}{4}$ hr.*

3. *In average cost-per-thousand
potential radio homes that WOR can get into
per $\frac{1}{4}$ hr.*

*based on the C. E. Hooper New York Continuing Measurement
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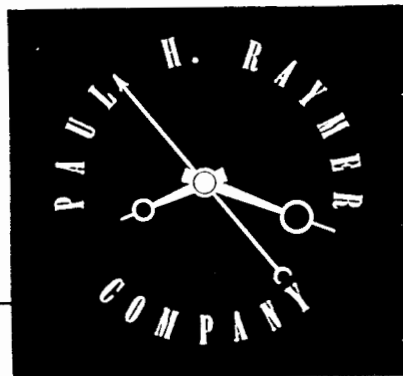


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Leo Proser of the BETTER VISION INSTITUTE dropped by the other day and brought us up on the long-term radio activity of his organization. For about eight years now we have been recording, processing and distributing the fine public service shows that have been produced by this modest fellow, and we were glad to have our perspective sharpened about the tremendous scope and wide popularity of the Better Vision Institute Programs.

Mr. Proser has been behind the NBC control room window for every show since the series began. His keen perception of showmanship and a good sense of institutional and informative writing has given each program an earmark of high quality.

The Better Vision Institute is a non-profit organization dedicated to protecting and improving the eyesight of Mr. and Mrs. America. One of the Institute's major media has been Recorded Radio and stations all over the nation have seen the value of carrying these programs for the past eight years. Mr. Proser estimates that over 250 individual programs have been broadcast in this time.

One of the earlier program series was titled MARVEL OF VISION and featured a quartet of string musicians recruited from the New York Philharmonic. Bruna Castagna was soloist. MEN OF VISION, another of the earlier series of Better Vision programs, dramatized the lives of great men of science such as Galileo, Edison and Franklin . . . pointing out the contributions they made to sight.

The Current Better Vision show, EYES ON THE FUTURE illustrates how the scope of the program has broadened over the period of eight years. With a string ensemble under the direction of Alfredo Antonini, the theme of this new show is "popular science in the world of vision." Such outstanding science authorities as Fraser Hunt, Roy Chapman Andrews, Waldemar Kaempfert, science editor of the N. Y. Times and other prominent authorities on modern science bring the listener interesting facts. While guest soloists Helen Jepson, Jane Pickens, Barry Wood, Annamary Dickey and others contribute greatly to the musical enjoyment of the program.

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Radio-Recording Division



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New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



Windy City Wordage !!!

● ● ● Dimout Notes: When Frank Sinatra arrives back in town next week to keep his seven-day engagement at the Chicago Theater he may find the B & K movie still closed as a result of the dimout. . . . Everyone's a little in the dark these days. One of WBBM's lovely (even in a dimout) receptionists was asked by a studio visitor the other evening what audience shows were being broadcast that night. The receptionist promptly thought of the Sinclair Oil-sponsored "Quiz Club" and answered brightly (figuratively speaking), "Well, at 9:45 we have the Sinclair Lewis Quiz Club." . . . The Chicago Symphony Concert from the Eighth Street Theater last night (Wednesday) was a non-audience broadcast. . . . WIND chartered a Northwest Airlines plane the other night and flew over dimmed-out Chi with civic leaders aboard. Wire-recorded interviews urging compliance with dimout restrictions were later broadcast by the station. . . .

★ ★ ★

● ● ● A friend of Marion Claire, singing star of WGN's Chicago Theater of the Air, came all the way from Connecticut to attend a Saturday night broadcast from Medina Temple, only to find the regular audience broadcasts canceled. She got to see the non-audience broadcast from a WGN studio, however. . . . Thanks to the Metropolitan Opera, Jack Benny will be able to do his Sunday night broadcast before an audience in Chicago Civic Opera house. For its Chicago engagement this week the Metopera leased a cargo boat from the U. S. Maritime Commission. The boat, equipped with two diesel generators and anchored in Chicago River near the Opera building, supplies enough power to light the opera auditorium.

★ ★ ★

● ● ● Walter J. Preston, WBBM program director, is a member of the jury of advertising and business execs named to select Chicago's outstanding radio programs in the Chicago Federated Advertising Club's competition to determine the best advertising in all media produced in Chi in 1945. . . . Mr. and Mrs. Walter A. Wade are guests of Mr. and Mrs. Chet "Lum" Lauck at the Laucks "Bar Nothing" ranch near Las Vegas, Nevada. . . . Burt Farber, music conductor, arranger and pianist for ABC's Chicago-originated "Curtain Time," is a busy gent commuting from his engagement at a swank Cincinnati hotel to the Merchandise Mart here for the "Curtain Time" broadcasts. . . . Baritone Bob Merrill, star of the Sunday afternoon RCA-Victor show, made his Chicago operatic debut Tuesday night in the Metopera's "La Traviata." . . . Reinhold Schmidt, the former NBC Carnation Contented baritone, has landed the male soloist's spot on "An Evening With Romberg," the Red Skelton summer replacement, beginning June 11.

★ ★ ★

● ● ● Fran Weigle, WAIT disc jockey, started off the parade of personal appearances by Chi's leading record program announcers who will emcee Rainbo ballroom's weekly "Search for Stars" contest. . . . The Ritz Brothers have been booked into the Chi theater starting Aug. 2 at \$15,000 per. . . . Albert Crews, NBC-Chicago production director, who returned to his job this week after seven months' service with the U. S. Armed Forces Institute at Biarritz, France, where he established a radio department, recalled that rank was practically non-existent in the school, in which privates first class were professors with full colonels as their students. Crews also supervised operation of an Armed Forces radio station at Biarritz. One of his biggest headaches was non-arrival of equipment. On one occasion a five-car freight train, sent from Paris 500 miles away, failed to arrive. Crews took a jeep and drove along the tracks until he found the train. The crew was placidly waiting for orders. Seems nobody had told them where to go.

LOS ANGELES

By RALPH WILK

TOMMY RIGGS and "Betty I have been set for the Ginny Siro summer replacement show on (starting Friday, May 10th. Jack Dallas and Bill Dauch will do the wri chores on the show. Don Sh Tommy's agent, set the deal.

Betty Rhodes, songstress of S day's "Meet Me at Parky's," N has recorded four new songs for R Victor. The titles are as yet u leased.

The Stanley-Kramer Agency record their new show, "It Pays Rhyme" before an audience at Monday. The show stars the fan song-writing team of Julie Styne Sammy Cahn. The audience partates by writing the lyric with help of Cahn and the music is c posed by Styne. The listening a ence is given a cash prize for nan the song. The Boyd Raeburn Or tra is featured with Machael Ray MC and Pierre Andre doing the c mentary.

Jean Hersholt has signed a five-year contract with McC Erickson for "Dr. Christian" (V line-CBS). Agreement, replacing which had until 1948 to run, beco effective immediately and calls f big salary increase.

Taylor In WTOP Post; To Head Sales Promoti

Washington Bureau RADIO DAILI Washington—The appointment George Taylor as sales promotion rector for WTOP—CBS, Washing was announced by Carl J. Burkl general manager.

Taylor steps into commercial r after six years with the Armst Cork Co. as assistant adverti manager for the linoleum divi While with Armstrong, he man promotion for the firm's radio grams.



BOBBY SHERWOOD
records for
LANG-WORTH

Violation 'Essentiality' Denied By The CPA

(Continued from Page 1)
 Radio stations can only be classified as commercial and must remain within the \$1000 limitation."
 The NAB had called for a "limited restriction" of the stern CPA restriction, stating that only a negligible amount of critical material would be necessary.
 Recently the CPA in a clarifying statement stated that outside station equipment such as towers built or leased upon the old foundations are exempt, also any other construction which was outside and did not require alterations or additions to existing buildings housing the broadcasting station itself.

Women's Radio Group Will Announce Awards

(Continued from Page 1)
 The consciousness and to aid the public in coping more intelligently with complex national and international problems.
 The award will go to the outstanding program in this category on each of the major webs. There will also be a special honor for programs which were regarded as runners-up by the participants in the poll because of the heavy vote on several programs.
 The luncheon will feature a simultaneous American Town Meeting program with George V. Denny, Jr., as moderator, and H. V. Kaltenborn, and J. Taylor, Quincy Howe and Sergio. Topic will be "Can the United Nations Keep the Peace?"
 The members of the "Theater Guild on the Air" will discuss "The Importance of the Drama Via Radio in Molding Public Opinion," and there will be a presentation by Nan Merriman, of NBC and Mildred Dame, of the Metropolitan Opera.
 The Committee was founded in 1934 by Yolanda Mero-Irion, its present chairman, and includes 25 women's organizations with a membership totaling several millions.

Leighter Heads WLIB; Plan Station Expansion

(Continued from Page 1)
 instituted, under the aegis of Len Carlton, who recently returned to the station as program director. Publicity and promotion also will be hypocoed, with Rhea Diamond, associate publicity director of WNEW, taking over that department June 1.

Will Expand News Cover
 Programs will be broadened for wide general appeal, with emphasis on news and public service features. Effective May 20, the outlet will air 10 minutes of news every hour on the hour. Commentaries by Michael Straight, editor of the "New Republic," Kurt Singer, author, and Victor Riesel, Post labor editor, recently were added.

During the war, Leighter served as liaison officer between the OIAA and the motion picture industry. He was in radio in 1929-30, with Lennen and Mitchell, and later organized his own agency in Los Angeles. In 1936, after two years in Asia for General Motors, he formed an indie film production firm with Melvyn Douglas and Rex Ingram. He has been associated also with Orson Welles' Mercury Theater, and served as chairman of the recent Food for Friendship drive.

FM Experimental Sought

Rich's, Inc., Atlanta, Ga., has made application to the FCC for a class 2 experimental urban-mobile land station. The store requested any single frequency in the band 152-162 mc. using link equipment; also 50 mobile units to be installed on trucks. The operation of the two-way radio will enable the store to contact its delivery trucks within a radius of 50 miles from the store.

V-E Day Program On MBS

Mutual observed the first anniversary of V-E Day on the web, with a special program from Annapolis, 1:30 p. m., EDT. Vice Adm. Aubrey W. Fitch, commandant of the Naval Academy, was heard along with the Navy glee club and band.

WINS Will Originate Live Pickup Yankee Games

Arrangements have been completed between Willard Schroeder, general manager of WINS, and Larry MacPhail, president of the New York Yankees baseball team, whereby the station will broadcast all out-of-town games of the club on a live remote basis.

Programs are sponsored, on alternate days, by Pabst Blue Ribbon Beer, through Warwick & Legler, and by White Owl Cigars, through J. Walter Thompson.

Steve Carlin Leaves NBC To Join Phillips Lord

Steve Carlin, who resigned as script head of NBC Radio Recording, has joined Phillips H. Lord productions as program supervisor. Carlin has recently adapted his NBC show "Happy the Humbug" into a book, comic strip and phonograph records. Grosset and Dunlap has an option on the book, and the New York Post Syndicate is considering the strip.

Mucks Leaving Y & R

Los Angeles—Bob Mucks as resigned as manager of the publicity department of Young & Rubicam's Hollywood office. Milt Samuel, who is publicity director of Y & R's Western division, will also take over Muck's former duties.

Outlets In Virginia Get Drastic Time Cut

(Continued from Page 1)
 WRC is believed to be the only Washington station so equipped. The station was commended by Capital officials for its move.

Under an order issued by the State Corporation Commission, radio stations and newspapers will be restricted to 24 hours of electricity service per week—a move which will virtually shut down the two media. Although the compliance is ostensibly on a voluntary basis, officials made it clear that violation may result in a complete shutdown of the violator's power.

Representatives of WPIK, Arlington, Va., and newspapers in the area sought clarification of the order and there were indications that some would petition the commission for exemptions.

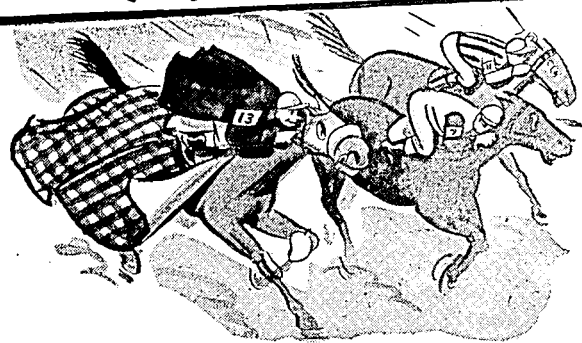
Under the first interpretations of the restrictions, radio stations and newspapers were termed "unessential."

There was some indication, too, that the NAB might be called upon for assistance.

Meanwhile, the Capital District Commissioners have not yet gone as far as Virginia and unless there is a sudden turn for the worse no such action is now contemplated.

now that the "Wraps" are coming off...

watch Radio Mirror



WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the June issue!



watch Radio Mirror

Send Birthday Greetings To

May 9

- Bill Adams
- Patrice Lillie
- Carolyn R. Moser
- Edy Manson
- Ray Clancy
- Paul Page
- Della Orton
- William Frankey

An All-Time Favorite

TICO TICO

Published by
 PEER INTERNATIONAL CORP.

Performance Rights
 Licensed Through

BMI

BROADCAST MUSIC, INC.
 580 Fifth Ave., New York 19, N.Y.

SOLID RADIO BACKGROUND
 For enterprise, energy, enthusiasm, earnestness to organization which can capitalize years radio and 20 years business experience. Have wide acquaintance in stations throughout U. S. Specially fine contacts in New York Radio. Experience includes managerial, sales and promotion. Write RADIO DAILY, Box 170, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—LOUISIANA—
NEW ORLEANS—For hospitalized patients and those unable to attend the concert, WDSU aired a portion of the Eddie Condon Concert from the stage of the Municipal Auditorium, Sunday, May 5. . . . WNOE is presenting twice weekly a new program designed for, of and by veterans. Larry Wilson, Ken Elliot and brother, Bill, also Eldon Durand, will alternate in quizzing New Orleans vets who have problems, questions and complaints. . . . Warren Galtour, singer and saxophonist, has returned from the Army as a member of the WWL "Dawnbusters" early ayem laugh show. . . . Jimmy Rush, WWLite, left his sax post to work as a staff musical arranger.

—NEBRASKA—
OMAHA—Appointment of department heads for WDGY, Minneapolis, St. Paul, was announced by Gordon Grey, vice-president and general manager, following FCC okay of the purchase of the outlet by the Twin Cities Broadcasting Corp., of which Charles T. Stuart is the president. . . . WDGY will be affiliated with KOIL, Omaha, and KFOR, Lincoln, under the trade title "The Stuart Stations." National sales for these stations will be headed by Forrest H. Blair. Charles W. Winkler was named chief engineer and Angus M. Nicoll, will head the promotion and merchandising departments. . . . Craig Campbell, veteran newspaper and radio newsmen, recently with INS, will head the new and enlarged news dept. at WDGY. . . . Melvin Drake and Harry Peck will become vice-president of WDGY and manager of KFOR respectively. . . . Peck's duties as chief announcer at KOIL will be taken over by Virgil Sharpe, present news chief of the station.

—NEW YORK—
NEW YORK—As a tribute to Robert Benchley, one of America's most beloved humorists, WNEW aired a special feature program Monday, May 6, entitled "The Best of Benchley," starring Beatrice Lillie, noted actress and comedienne. . . . Roy Williams, recently released from the Maritime service, was featured vocalist on WNEW's "New Voices" program May 4. . . . Ralph Kirkpatrick, returns to WQXR as guest soloist with Leon Barzin and the WQXR symphony orch., at the fifth and final concert of the outlet's Tenth Anniversary series. . . . "Brunch at Dempsey's," WHN's new Sunday sportsfest from Jack Dempsey's B'way eatery, has replaced Sam Taub's "Hour of Champions" program, but Sam is still on hand to share the spotlight with Dempsey and guests.

IN TOUCH WITH TOMORROW . . . IN TUNE WITH TODAY

KGW

PORTLAND, OREGON
 REPRESENTED BY EDWARD PETRY & CO.

KSTP Joins With Minnesota To Promote Fishing Contest

(Continued from Page 1)
 trailer and a five-day winter vacation for two in New Orleans.

Contest is conducted by KSTP to aid the Bureau's dissemination of information concerning studies of longevity, migration and propagation, and to impress upon anglers the importance of turning in information on any tagged fish they may catch in order to complete the Bureau's study cycles.

Jack Horner, outlet's sportcaster, is airing a weekly fishing show at 9:15 p. m. Fridays to plug the contest, and the program will be inaugurated with Station Prexy Stanley E. Hubbard and Governor Edward J. Thye as guests.

The campaign will be rounded out with posters in the state's 1,500 resorts and ads in more than 400 weekly newspapers. Promotion will stress the educational angles the Conservation Department wants to get across.

Wanamaker Trying Tele Merchandising

(Continued from Page 1)
 terized by Samuel Cuff, general manager of WABD, as "purely experimental programming." Cuff declared the station and Wanamaker's were endeavoring to entertain as well as merchandise. In presenting the piano

New FM Receiver Line Shown by Freed Radio

(Continued from Page 1)
 proved FM range from 88 to 108 megs.

Arthur Freed, vice-president and general manager of the company, stated that his organization pioneered in FM production prior to the war and was one of the few manufacturers continuously associated with FM during the war. Continuing, he said that small radio receivers have been available to the public for several months, but Freed-Eisemann represents the first complete line of large radio-phonographs with FM to be offered to the public. Price range of the models was reported at \$475 to \$650, with four models approved by the Office of Price Administration as \$475, \$595, \$640 and \$650. Volume production can be expected toward the end of July.

In foreseeing television, Freed stated that "if and when we do install television, which will be for some time yet, the use of a small screen 8" by 10" will be more beneficial than a larger screen and that even installation of the small screen would change the style of the piece to greater size." He also said that "not only will the style of the set be affected but in two years from now the present system of television will be obsolete."

program a demonstration of the tonal qualities of the instrument was televised.

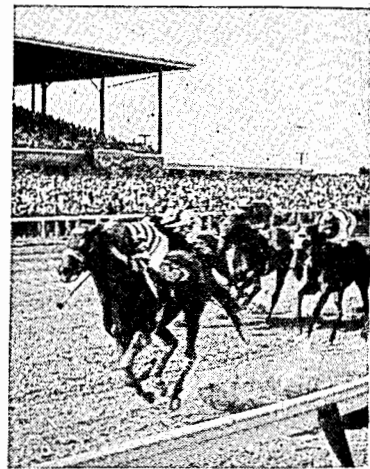
AGENCIES

JOHN T. MADIGAN, of ABC network department, yesterday addressed the N. W. Ayer & Son lunch club at the New Weston Hotel. He spoke of the "Network Approach to News."

NEW YORK offices have been opened at 70 East 45th St. by Margery Ettinger and Company, publicity and public relations organization of Hollywood, with accounts in the field of motion picture production companies, radio shows, commercial firms and personalities.

WILLIAM L. (BILL) WALLA has been named midwestern sales manager for John E. Pearson Company, radio representatives. Walla joined the Pearson organization May 1.

CARL WESTER AND COMPANY producers of four of the Gene Mills daytime serials which will originate from Hollywood by fall, named Howard G. Mayer and associates as public relations counsel the production agency.



the winner

Every Weed station is a sales winner for the advertisers it serves. And Weed and Company's staff of trained representatives win many firsts in the radio time selling derby for all their clients, all year long.

WEED AND COMPANY

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

MATINEE IDOL!

The noon-to-6 P.M. Hooper listening index for March, 1946 makes KQV the No. 2 afternoon station in Pittsburgh! Here's the story.

Station "A"	KQV	Station "B"	Station "C"	Station "D"
29.2	22.7	15.9	22.0	9.5

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

Sales Execs. Optimistic

Web's Listener-Data At Channel Hearing

Washington Bureau RADIO DAILY
 Washington — The clear-channel hearing was adjourned yesterday after the FCC received in evidence more than a score of listener-survey maps subpoenaed from NBC and CBS. The maps were called for following an inter-network squabble during which ABC accused CBS and NBC of airing a big degree of program duplication over their stations. Representatives of both CBS and NBC protested introduction of the maps and
 (Continued on Page 5)

General Mills Renews Its 4 Shows On ABC

Chicago—The four programs of General Mills, Inc., currently heard on the American network, have been simultaneously renewed by the company, it was announced yesterday by C. Berry, sales manager of the web's central division. The shows are "Betty Crocker," "Hymns of All Churches," "The Lone Ranger," and "Jack Armstrong."
 "Betty Crocker," broadcast from
 (Continued on Page 5)

Kolin Hager Leaves WGY To Join N. Y. Trans. Firm

Schenectady—Kolin Hager, manager of WGY, NBC affiliate here owned by General Electric, has resigned to become assistant to the president of Fac, Inc., New York music and transcription firm, effective May 15. Hager helped to organize WGY in 1912 and was associated with it until 1919 when he resigned. He returned
 (Continued on Page 2)

Reaffirmation

Washington — "There must be complete freedom of radio," President Truman yesterday told Justin Miller, president of the NAB, and members of the association's directorate, who visited at the White House. The Chief Executive's statement was a reaffirmation of the principle expounded by him in a letter to Miller last year.

Future Of Can. Group Causes Controversy

Montreal—Manitoba and Saskatchewan are preparing to challenge the right of the Dominion to deny commercial broadcasting licenses to provincial governments. It is learned from official sources that there is a strong possibility that one or both of the provinces will operate their stations in defiance of the Dominion's ruling barring provincial
 (Continued on Page 9)

CAB Members Meet Today To Consider Rating Service

Results of the membership ballot on the future of CAB's rating service will be announced today at a closed meeting presided over by Bernard C. Duffy, chairman of the board of governors and president of BBD&O. Voting on the CAB rating service following a report compiled and issued by a special committee is re-
 (Continued on Page 2)

Fullest Confidence In Future Business Prevails At Networks-Agencies; A Few Are Non-Committal

By M. H. SHAPIRO, Managing Editor, RADIO DAILY

Undercurrent of fear that general retrenchment policies of leading advertisers would in many cases severely cut into radio advertising budgets is decried by major network sales officials who say they are no less optimistic now than at any other period in broadcasting history. Consensus is that the long-range outlook is just as good as it ever was, although some officials hesitate to commit themselves until at least another month has passed.

Such cancellations as have taken place have been definitely traced to production difficulties, the wide prevalence of shortages

of materials, strikes and kindred problems more less of temporary nature. The coal-strike setback to industry is not being underestimated, but it is still not of permanent nature. Whereas General Foods intimated a retrenchment policy with the Dinah
 (Continued on Page 3)

Religion Broadcasters Form Organization

Under auspices of the National Conference of Christians and Jews, religious broadcasters of the Protestant, Roman Catholic and Jewish faiths have set up the Religious Radio Association and have adopted a constitution for the new agency. Purposes of the association will be
 (Continued on Page 9)

Shupert Re-elected Pres. Of American Tele Society

George T. Shupert was re-elected president of the American Television Society at the organization's annual meeting last night at the Barbizon
 (Continued on Page 8)

Swezey Nominated To Head REC Slate

Robert D. Swezey, vice-president and general manager of the Mutual Broadcasting System, was officially nominated to serve as president of the Radio Executives Club of New York for the 1946-47 season at the regular luncheon meeting of the REC yesterday at the Hotel Roosevelt. If elected, Swezey will succeed Murray Grabhorn, whose second term as REC president ends next month. Miss Elizabeth Black, director of
 (Continued on Page 5)

FCC Waives Two Regulations For Coal-Emergency Duration

Washington Bureau RADIO DAILY
 Washington — Acting in the coal emergency, the FCC yesterday waived its minimum-operating rules for radio and television stations in order to conserve power. The Commission also said that, during the emergency period, two or more stations can join in arranging their operating schedules so that continuous radio "may be available to listeners at all times." The Commission warned,

however, that each broadcast station still will be required to illuminate its antenna and antenna supporting structures. While no figures were immediately available, an FCC spokesman said "many" stations throughout the country might be off the air if the coal strike continued. Although Washington stations have not yet felt the full pinch, station off-
 (Continued on Page 5)

Brownout Request

The New York network stations, as well as independents, went to bed last night for the City Administration in broadcasting the request of the Mayor for voluntary and stringent conservation of electricity, with particular reference to outdoor electrical display. Bulletins were broadcast between 9:15 and 10 p. m. Times Square "browned out" itself shortly thereafter.

Allergic

Max Wylie pinch-hit for Wes McKee the other day when Wes failed to show up for his directorial chores on CBS' "Second Mrs. Burton." Reached at his home by phone after the show, Wes groggily explained that he had been given a shot of sulphur for a strep throat the night before, and it knocked him out. All too late he discovered that he is allergic to the drug.



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

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

FINANCIAL

(Thurs., May 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	193 3/4	192 3/8	193 3/8	- 3/8
CBS A	41 1/2	41 1/2	41 1/2
CBS B	41	41	41	- 3/4
Farnsworth T. & R.	14 3/4	14 1/2	14 1/2
Gen. Electric	46 1/8	45 1/2	46 1/8	+ 1/4
Philco	35 1/2	34 3/8	34 3/8	- 7/8
RCA Common	16	15 3/4	15 7/8	+ 1/8
RCA First Pfd.	93	91 1/4	93	+ 1 3/4
Stewart-Warner	20 3/4	20 1/2	20 3/4	- 1/2
Westinghouse	34 3/4	33 3/8	34 3/4	+ 1
Zenith Radio	36	35 3/8	35 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	22 1/4	22 1/2
Nat. Union Radio	10	9 7/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	11 1/2	12 1/2
Finch Tele Comm.	15 1/2	17
Stromberg-Carlson	21 3/4	23
WCAO (Baltimore)	36
WJR (Detroit)	39

Kobak Comments On NAB

Edgar Kobak, president of MBS, yesterday issued the following statement regarding the web's joining the NAB: "... We joined the association because we believe that everybody in radio has a responsibility to the industry. As a member, we hope better to uphold our share of this responsibility, and to further the interest of sound broadcast practices."

O'Dwyer To Speak

Mayor William O'Dwyer will be the principal speaker at the Mother's Day breakfast of the Holy Name Society Sunday, which will be broadcast by WINS, 10:45 a. m. from the Hotel Astor.

LEN STERLING
LA 4-1200

Coming and Going

BOB LANG of the Charles Michelson office is off on an ET tour of New York state. First stops on his itinerary are Albany, Syracuse and Utica.

LEO FITZPATRICK, vice-president and general manager of WJR, Columbia network affiliate in Detroit, is back in Michigan following a short business trip to New York.

DON IOSET, executive director of WMOH, Hamilton, Ohio, and **JOSEF E. TRUE**, promotion manager of the station, have left New York following conferences at Mutual, with which the outlet is affiliated.

G. W. "JOHNNY" JOHNSTONE, radio director of the National Assn. of Manufacturers, has returned from Columbus, Ohio, where he attended the Institute for Education by Radio.

JOSEPH D. MACKIN, manager of WMAM, Marinette, Wisc., spending a few days in New York for conferences with NBC officials and with the national representatives of the station.

RAY E. BRIGHT, commercial manager of KTRH, Houston, Tex., was here late last week for conferences at CBS, with which the station is affiliated.

ROBERT D. SWEZEY, vice-president of the Mutual network, has returned from Washington, D. C.

FRANK COOPER, publicist, from Hollywood to New York via Constellation. While here, he will cut a new audition of the quiz program, "Chance of a Lifetime."

QUINCY HOWE, CBS commentator, to Charleston, West Va., where he will address a banquet for school principals and other educational officials.

JUDITH WALLER, director of public service for the central division of NBC, and **JENNINGS PIERCE**, the network's public service head on the West Coast, to New York for NBC's Spring public service meeting.

JOHN FULTON, program manager of WCST, Columbia network outlet in Atlanta, Ga., a visitor recently at the headquarters of the network.

TIM HERBERT, radio, stage and night club comedian, has left for Quebec, where he is scheduled for two weeks at El Morocco, in Montreal, and for a number of radio guest spots.

CAB Members Meet Today To Consider Rating Service

(Continued from Page 1)

ported to be three to one in favor of continuing and expanding the present service.

The membership today will also consider future operation of the CAB service and the steps necessary to carry out the proposals voted upon.

Miller KCRA Sales Mgr.

Ewing C. Kelly, general manager of KCRA, Sacramento, Calif., announces the appointment of Ralph Miller as sales manager of KCRA. Mr. Miller has been sales manager of WKY, Oklahoma City, for the past 5 1/2 years.

EKINS TOURING CHINA; WRITES U. C. R. REPORT

Syracuse, N. Y.—A special report, commissioned by United China Relief before he left this country, is now being compiled by H. R. Ekins, WSYR newscaster. Ekins' global-flight itinerary includes extensive travel to all major Chinese cities, North China, and Manchuria, before his return trip via Japan and the Philippines.

Ekins broadcasts exclusively over Central New York's leading station . . .

WSYR

SYRACUSE, N. Y.

H. C. Wilder, President

Kolin Hager Leaves WGY To Join N. Y. Trans. Firm

(Continued from Page 1)

as station manager in 1931 and has continued in that capacity since that time. He also resigned this week from the board of directors of NAB, and as director of District 2.

Paul Heinecke is president of Sesac, Inc.

ROSS FEDERAL RESEARCH CORPORATION

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

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



Gold nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

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

Facts are available to prove to you that the independent in Baltimore is your big buy.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R

AGENCIES

MCCANN-ERICKSON has moved its Argentine staff of 75 to larger quarters at San Martin 345. Buenos Aires. The new offices occupy the top two floors of a just-completed building.

COMM. DR. JOHN KETTLEWELL returned as vice-president of **W. M. Seeds Co.**, Chicago advertising agency, following release from the Navy at Great Lakes.

WINSOR & NEWTON, INC., has appointed **Wm. von Zehle & Company** their advertising agency. **Van Lear Woodward, Jr.**, is the account executive. The agency has leased 2,000 additional sq. ft. at 28 W. 44th St.

EDWARD D. MADDEN, New York advertising man, has been named executive vice-president and general manager of the **American Newspaper Advertising Network, Inc.**, it has been announced by **Harold B. Sherwood**, advertising manager of the **New York Daily News** and president of the **ANAN**. **Madden** has announced his resignation as vice-president, director and head of the central new business department of **McCann-Erickson, Inc.**

SHIP CLAPNER, who was formerly associated with **Fairchild Publications** and various newspapers and public relations concerns has joined **Srley Kay Associates**, public relations counsel, in an executive capacity.

L. VIRGINIA DOHERTY, formerly continuity writer with **WNBC**, Hartford, Conn., has joined the copy writing staff of **Geare-Marston, Inc.**, Philadelphia and New York.

Doty Named Sales Mgr. At WJZ, Succeeds Garver

Clarence "Chick" Doty, assistant sales manager of **WJZ**, key ABC station, and formerly with the spot sales department of the network, has been appointed sales manager, it was made known over the week end.

Doty, who returned a short while from service with the armed forces, succeeds **Robert Garver**, who resigned.

Web Sales Execs. Optimistic On Prospects Of Future Biz

(Continued from Page 1)

Shore NBC program going off, and making no new commitments for the rest of the year, it followed up by renewing **Kate Smith** on CBS for the 1946-47 season.

UNRRA Grain

Some agency and radio officials as well as clients fear the wheat situation and the necessity of feeding the peoples of Europe and Asia. The Winter wheat crop's status will be known within a month possibly. President **Truman** has warned of possible failure of this crop. Here again is a bogey since experts readily point out that rumors and fears of bad weather is a scare every year and statistics reveal that only 10 per cent of the bad-weather scares have materialized over a period of 50 years. This not only goes for wheat, but cotton and corn as well. Should the Winter wheat crop fall below expectations, there still follows the Spring crop in late August and early September.

UNRRA is shipping wheat as grain and not so much as processed flour. European countries have always used whole-grain breads to great extent and the shipping of whole grain is a space saver on boats as well. While some millers may lose some business as to processing, the fact remains that processed grains, including cereals, and particularly pancake flour has little if any wheat in it compared to buckwheat, corn and other grains.

General Mills Renews

Toward this end it is significant that **General Mills** yesterday renewed four of its serial programs on the **American Broadcasting Co.** network and bears out the pretty good position of the processed and patented grain-product manufacturers.

Having built up the great following of a vast serial (daytime and evening) audience, it was hardly expected that the sponsors of these shows were going to interrupt the continuity of this audience, much less relinquish the well-established time slots.

Web Official's Confident

Edgar Kobak, president of **Mutual**, yesterday stated to **RADIO DAILY** that as far as he saw, no trend to cancel time existed—and if there were such a tendency, he was assured it was but temporary due to problems of production and materials. However, he reiterated that he saw no such trend and at **MBS** it was business as usual.

George H. Frey, sales manager of **NBC Eastern Division** stated: "NBC has received no time cancellations recently. If there should be cancellations, because of strikes, shortages or other outside influences, we are confident that any vacated time periods will be filled immediately by other sponsors."

Fred Thrower, **ABC** vice-president in charge of sales, quickly dispelled any signs of pessimism at the network. **Thrower** said he had come in contact with some crepe-hangers, but they were not the rule. Said **Thrower**: "Certain business prophets of doom

have carefully explained to us that business is very bad and that prospects are worse.

"We know of no client of ours that is considering going permanently out of business or permanently out of advertising. Opposed to the compelling current labor and production problems are the equally compelling and equally current facts that consumer demand and consumer cash are at their highest levels in history.

"We at **ABC** therefore feel that present readjustments in advertising thinking and spending are salutary. We have no fear of the long-range result of careful advertising budgeting. We would fear the future more were advertising careless. Accordingly we at **ABC** think the future—next fall future—the next winter future—is bright. **ABC** business on the books is up over last month and last year."

Thrower also cited the improved facilities of the network, that the web staff is being augmented constantly and how well its plans were working out. **Thrower** concluded the web was not one to encourage over-spending against restrictions of budget, but also realized that out of the period of hesitancy, some advertisers will step forth and tell the public that they most certainly are continuing in business, that good business and good products in volume are a matter of a relatively short time—that labor and management are together and that reconversion and readjustments are licked. No client or prospect of **ABC's** sales department, **Thrower** said, has indicated any fear of future prosperity of their business. And, under such circumstances, **ABC** sales is knocking at doors for all orders, the program department is building programs, station relations is adding affiliates. **Thrower** pointed out, as proof of their confidence in the coming season. But in the first (and last) place, he felt that the "prophets of doom are slightly myopic."

Minority "Holding Out"

Some pessimism however is the feeling of at least one large advertising agency and a few small ones. Generally, however, the belief continues on the optimistic side as to agencies. This is also noted at independent stations, large and small. In each instance where the feeling of uncertainty exists, loss or potential loss of accounts, or loss of varying amounts of billings although retaining the client, seems to be the basis for the lack of enthusiasm in the business of the near future.

All of which is chalked up to "isolated cases" by the great majority of optimists.

Joins WOR Staff

James M. Doyle, former public relations officer with the **Ninth Air Force** in the **ETO**, has joined **WOR's** continuity acceptance division as an editor.

PROMOTION

Of Foreign Relations

Latest promotional piece boosting **KLZ's** public service activities, is a four-page brochure entitled "Foreign Reporter" which, dealing with the weekly airings of **Dr. Stuart Cuthbertson**, director of foreign relations at the **University of Colorado**, is being sent to over 2,000 civic leaders, agencies and time buyers by the outlet. Program, now rounding out a full year, is a presentation of the university in co-operation with the **Foreign Policy Assn. of New York** and the **Rocky Mountain Radio Council**.

WHN Sports Tie-ins

WHN's extensive spring and summer sports coverage is receiving an aggressive promotion campaign via streamers, card cards, direct mail, laundry shirtbands, etc. Among the programs thus plugged are the **Brooklyn Dodgers** baseball games, racing results, "Warm-Up Time," "Sports Extra," "Today's Baseball," and boxing bouts from **Park and St. Nicholas Arenas**.

For The Baseball Fans

KABC, **San Antonio** is offering local baseball fans a blotter containing dates which tell at a glance those games played at home and those away from home by the local **San Antonio Missions**. Blotters contain game time and station call letters. Blotters may also be obtained from the three sponsors of the games and contains their sales message. Sponsors include **Sommer Drug Stores**, **Miller Motors** and **Mathew Beverages**.



NATIONAL Golf Week starts tomorrow, May 11th. Tee off on your sales drive with **WIP** in Philadelphia.

WIP

WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C.
MUTUAL'S 3rd MARKET STATION
 REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERY CO.

KSJB Jamestown North Dakota

Represented by
North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING

5000 WATTS
 600 ON THE DIAL

CBS—MBS

LOS ANGELES

By RALPH WILK

WALTER TETLEY, "Leroy" on "The Great Gildersleeve," has turned producer. He's producing "Star Shots," musical show, over KMPC Saturdays with BY Facial Lotions as the sponsor.

Following a succession of auditions, it has been announced that Gayne Whitman will handle the commercial messages on Don Lee's railroad-story program, "The Main Line," each Wednesday night. Bob Nye produces the "Main Line" stories, which are narrated by Ted Von Eltz.

Ge Ge Pearson will replace Virginia Gregg in the role of Mary Anderson, on the "Anderson Family" heard over KECA on Wednesday nights. Miss Pearson, who has played many important roles around radio, is now heard on the Red Skelton Show.

If the present deal is consummated, Hoagy Carmichael, star of NBC's "Something New," may add film producing to his other talents. A deal is being negotiated with RKO for that studio to picture Hoagy's soon to be published book, "The Stardust Road." Hoagy would not only play one of the leads, but would also serve as associate producer.

Best man at CBS News Reporter Bob Garred's wedding next month will be Bob's biggest rival in the newscasting business. Jim Doyle, who airs the news on an opposing network, will travel with bridegroom-to-be to the east coast, where the knot will be tied next month.

Peter Gold, formerly with NBC and a former radio producer for the Armed Forces Radio Service, has joined the Sam Kerner agency to handle talent, writers and programs.

Barrere Leaves WEA As Ass't Promotion Mgr.

Claude Barrere, assistant promotion manager of WEA for the past year, has resigned, effective tomorrow, May 11.

Barrere joined NBC in 1940 as a French announcer in the international division, and a short while later entered the international sales department. In 1941 he joined the NBC radio recording department and in April of last year was named manager of the department's syndicated program sales. He has also been treasurer of the Radio Executives Club for the past season and was nominated yesterday to serve as secretary for the 1946-47 term.

Following a short vacation Barrere will make known his future plans.

Ave Maria Hour

WMCA — Sunday — 6:30

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



Notes From An Aisle Seat. . . !

● ● ● Don't be surprised if Eddie Cantor's sponsors move their other star, Alan Young, into the Cantor slot when the Pop Eyedol shifts over to Pabst's. Young is doing a great job in Calif., against some tough competition. . . . Coasters insist that Bing will go with Texaco, while at the same time, the locals tell us that the agency, weary of trying to snag him, is already on the lookout for another star for the fall. . . . Watch for some changes in the "Contented Hour" setup before long. . . . Don McNeill, shopping around for a Conn. farm. Does this mean that he intends to bring his "Breakfast Club" to Gotham? . . . Insiders will take bets that Biow buys Dashiell Hammett's "Sam Spade" for Schick. And, by the way, what's this about Ted Husing being offered a bundle of moolah to go out to the coast for the show? . . . Add to Our Hat's Off Dep't: Milton Cross for his dynamic commentating on Maggy Fisher's effervescent "Piano Playhouse," which goes into the 5-5:30 slot on ABC starting Sunday afternoon.

★ ★ ★

● ● ● Jane Froman denies those air reports about another operation, claiming she's never felt better at any time since the accident. Meanwhile, she's knocking them dead at the Copa every nite and her air show, for Roger White, is practically wrapped up for a sale. . . . No one can accuse Ezra Stone of lacking in showmanship. He's personally buying playbills and billboards to be put up in front of the CBS theatre where the "Aldrich Family" comes through. It will give the marquee the appearance of a regular B'way show with typical theatre billing for the cast and production staff. . . . Ade Kahn called regarding the new Beatrice Kay show which preems on Mutual May 23rd, with Peter Lind Hayes. Ade promises we'll see a "new Beatrice Kay"—but the old one was plenty good enuf for us. . . . Bernie Schubert leaves for the coast today where he's signed Jeanette MacDonald for an air deal.

★ ★ ★

● ● ● Dinah Shore unlikely as a "We, The People" replacement due to limited network setup. . . . Gulf dickered with CBS for weekly tele-news series, expanding its air activities. . . . American Ass'n of Railroads interested in Doug Storer's "Intercollegiate Quiz" with Jerry Mann, Maggi McNellis, Tom Hudson and Mitchell Ayres' crew. . . . Rob't Q. Lewis will emcee the "Saturday Nite Revue" which preems over Mutual Sat. nite in the Harry Savoy slot. . . . Bob Burns' renewal for the fall not set yet. . . . Now It Can Be Told Dep't: Will Lorin, who's making such a solid click as the maestro on the Lanny Ross airt, is Joe Cherniavsky's son, and former arranger for Harry James and Glenn Miller. Joe, meanwhile, leaves tomorrow to take over the Chicago company of "Up in Central Park," and has also completed his operetta on the life of Barnum. . . . Bob Nolan resuming direction on "Famous Jury Trials" tomorrow. . . . Lou Melamed named new United Artists radio head, succeeding Julla Dorn, who just married Marty Hellin, brother of Van Heflin.

★ ★ ★

● ● ● With several of the bigger shows kidding the pants off those husband-and-wife breakfast sessions, it's only fair to report that Maxine Keith, the first gal in N. Y. to do commercial television, was in a WOR Du Mont skit some time ago ribbing the same subject. . . . Phil Clarke, featured in "On Whitman Ave.," attracting film attention. . . . Our boy, Jerry Cooper, opens this week at the Clover Club in Miami Beach for five weeks, doubling at the Olympic Theatre as well. His wife, Martha, is out with Metro making with the movies. . . . Cab Calloway Fan Club now putting out a quarterly newspaper giving Cab's admirers plenty of inside chatter about his goings-on. . . . Ralph Berson, former publicist for Cosmo Records, now drum-beating for De Luxe platters. . . . You can call Norman Weiser mister now. He's out of the army but remains as director of personnel narratives for the AAF.

CHICAGO

By BILL IRVIN

ROBERT BROWN, staff announcer for the NBC central division, was elected president of the NBC Athletes Association, employe social group, for the year 1946-47 at the organization's recent election of officers. Other officers named were A. W. Kaney, station relations manager, first vice president; Theodore E. Schreyer, engineering, second vice-president; Mary Moroney, public service, secretary, and Thomas Horan, sound department manager, treasurer. Committee chairmen named were Edward Cerny, Arnold Johnson, William Barrett, David Garroway, Justice Eckert, Gale Swift, Albert Elrod, Laura Skidmore and Junius Zolp.

"The Northerners," heard on WG Wednesday from 9:30 to 10 p.m., CS were renewed for 13 weeks, effective May 1. Program is sponsored by the Northern Trust Company through the Chicago office of J. Walter Thompson Agency.

"World Traveler" featuring Des Smith, now being aired on WEN 9:30 p. m., CST, under sponsorship of Neumode Hosiery Co., Chicago through George H. Hartman Company.

Curtis L. Pierce, former member of the NBC central division engineering staff has returned to NBC, Chicago, as a studio-field engineer following his discharge from the Army Air Forces after forty-six months' service overseas.

Harold (Shorty) Fall, WGN sports editor, has resigned to become traveling secretary for the Chicago Rockets of the newly-formed All-American Football League.

Station WSBC has sent transcriptions of seven programs to national Roosevelt Shrine at Hyde Park, N. Y. The programs were presented over the station on April 12, the first anniversary of President Roosevelt's death, each in a different language: Polish, Yiddish, Italian, Bohemian, German, Greek and by Negro groups in Chicago.

BALTIMORE'S Listening Habit

WOL

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reeder, General Manager

FREE & PETERS, Inc., Exclusive National Representatives

Wilson Nominated To Head REC Slate

(Continued from Page 1)

Media for the Joseph Katz Co., was nominated for the vice-presidency; Claude Barrere is named as secretary; and N. Charles (Duke) Rohraugh as treasurer. Selections of the nominating committee were announced by its chairman, Bill Wilson of the William G. Rambeau Company. The nominating committee for the new officers were: Miss Linnea Nelson, of J. Walter Thompson; Miss Rae Elbroch, Franklin Bruck Adv. Corp.; Jack Brooke, ABC; John Hymes, Hiow Co., Inc.; and Ed Devney, Howland H. Wilson Company.

Wilson announced that further nominations may be made from the membership if a candidate's name is submitted and endorsed by seven REC members "in good standing" not later than May 20. The final nominee will be voted upon at the next meeting which is scheduled for May 22 at the Roosevelt, and the results announced on June 6.

Host to Comics

At yesterday's meeting, the REC played host to comedians and gag writers from the entertainment field; the launching of a "Humor Hall of Fame" under the auspices of the "National Laugh Week Foundation."

Lew Lehr, Harry Savoy, Jackie Berk and other radio comics displayed a few of their antics to the crowd of over 300 who attended, with George Lewis, president of the "Gag Writers Protective Association" as emcee. Lewis introduced many of the top comedy writers and gag men in radio with an explanation of the aims of the "Hall of Fame"—which is designed to keep the memory of famous comedians alive in the minds of the public.

Other comedian-guests were: Bob Russell, Dick Perry, Lenny Kent, Jay Hurton, Donald Bane, Milt Moss, Herb Kriner, and George Greene.

Guest speakers at the May 22 meeting will be Walter Evans, vice-president of General Electric in charge of television, and E. P. Noble, who conceived "stratovision," the system of air-borne television as developed by E and the Glenn L. Martin Aircraft Co.

New Variety Program Debuts On MBS Saturday

Mutual debuts a new show tomorrow night (Saturday, May 11) titled "Saturday Night Revue" to replace "Harry Savoy Show" on the 8:30 to 9 p. m. EDT period.

Program will use a variety format with guest stars slated for appearance each week.

Stork News

Charles Baltin, program manager of WHOM, and Mrs. Baltin are the parents of a son born yesterday at the Middlesex General hospital, New Brunswick, N. J.

Submit Web Listener-Maps As 'Channel' Hearing Rests

(Continued from Page 1)

stated no permission had been received from their affiliate stations.

The maps, which were broken down into primary and secondary service areas, showed that the stations affiliated with the two nets were heard by approximately 75 to 80 per cent of the nation's radio families.

Louis Caldwell, counsel for the Clear Channel Broadcasting Service, said it was "very likely" that Ed Craney, Montana radio owner, and other representatives of the regional broadcasters would be called during the July session of the hearing.

Caldwell's assertion that Craney and Sen. Burton K. Wheeler were "ringleaders" in the "perennial fight" to break down the clears created a near-sensation at the hearing on Wednesday. Caldwell reiterated his demand that the "top" leaders among the regional broadcasters be called, and said he would "smoke out" the entire story.

The clear channel attorney also requested that the networks produce surveys showing the overlapping of program service by regional stations, but he was overruled by FCC Commissioner Rosel Hyde.

Hyde said he did not want to appear "unreasonable" but said the FCC could request the information at any time it thought it would be necessary.

CBS Tele Film Plight Still Unsolved By Unions

Solution of the dilemma facing CBS regarding filming of events for tele airing still is in the unseen future following the snafu of Kentucky Derby coverage. The web apparently has decided to let the two unions involved, IATSE and IBEW, slug it out and thus bring about a showdown, it was reported yesterday.

The Louisville fiasco, however, differed from previous incidents in that the IBEW was not directly involved. CBS had made arrangements with a Louisville camera club whereby the amateur group would film the turf classic. Whereupon the Chicago local of IATSE, which claimed jurisdiction, threatened to pull out its newsreel cameramen if the non-union group filmed the race. The web acceded to this demand.

On previous occasions, notably the UN Security Council sessions at Hunter College, IATSE successfully invoked similar threats if CBS cameramen, who belong to IBEW, would have filmed the proceedings.

Leaves Detrola Corp.

Richard H. Wann, director of purchases of the International Detrola Corporation, Detroit, Mich., has announced his resignation. Mr. Wann has been associated with the International Detrola organization since its inception and was previously radio buyer for Sears Roebuck and Co.

Protection of dominant clear-channel stations as necessary for listener interest was termed "utterly absurd" by J. Frank Burke, owner of KFVD, Los Angeles. Declaring that the present system of clear channels is antiquated, Burke said the "highest and most complete use of any particular frequency must be on the basis of its use to the people of the country."

KFVD shares a clear channel with KDKA, Pittsburgh, and therefore is off the air for a period after sunset.

Burke told the Commission he objected to the argument that FM should be advanced as a reason for postponement of a decision on clear channels. "Whatever may be the condition in the east and middle west concerning FM," he said, "it is going to be necessarily quite a number of years before FM adequately can meet the situation in the west, even if it finally comes."

John M. Outler, Jr., general manager of WSB, Atlanta, told the FCC that radio might prove to be "that unknown quantity needed to end all wars." There is a possibility, he said, "that the widespread knowledge of this last great upheaval—as brought about by radio—may prove to be that unknown quantity that will make this war the war that did end all wars."

General Mills Renews Its 4 Shows On ABC

(Continued from Page 1)

10:25 to 10:30 a. m., EDT, Monday through Friday over the full ABC network, and "Hymns of All Churches," broadcast from 10:30 to 10:45 a. m., EDT, Monday through Friday over the full network, were renewed for a period of one year beginning June 1, 1946, and continuing through May 31, 1947.

"The Lone Ranger," sponsored by General Mills over 55 ABC stations each Monday, Wednesday and Friday at 7:30 to 8 p. m., EDT, also was renewed for the same time period. Dancer - Fitzgerald - Sample, Chicago, handles the accounts.

"Jack Armstrong," heard over the full ABC network, begins a 13-week summer hiatus June 3, with the last program of this series heard on May 31. The program broadcast Monday through Friday at 5:30 to 5:45 p. m., EDT, has been renewed by General Mills for a period of 39 weeks, and will return to the airtunes on Sept. 2, 1946, to be broadcast through May 30, 1946. Knox Reeves, Minneapolis, handles the "Jack Armstrong" account.

Gets KFVB Sports Show

Los Angeles—Dick Fishell, New York radio sports reporter and commentator was signed for a nightly quarter hour program, "Sports Final," to air over Warner Bros. KFVB, Monday through Friday at 7:30 P. M.

FCC Waives 2 Rules To Ease Coal Dearth

(Continued from Page 1)

cially conferred in an effort to meet any emergency.

The Commission said it was relaxing its rules "to permit radio broadcast stations to effectuate complete cooperation with efforts looking toward the conservation of electrical power during the existing coal emergency."

The temporary lifting of the rules applies to "minimum operating schedules of standard, FM and television broadcast stations and to the operation of broadcast stations with full licensed power."

Plan Book To Be Offered By Brand Names Research

The Brand Names Research Foundation plans book, offering suggestions for participation of every user of advertising "who has a stake in the brand name system" and introducing the biggest cooperative advertising campaign designed for public education since the war, will be launched jointly by the B NRF and the Advertising Club of Baltimore at the club's regular luncheon meeting May 22.

Provided for in the plan are means of cooperation by all businesses which buy, administer, or sell advertising space, time, visibility, packaging, mailing pieces, or other advertising means. The B NRF book was prepared with assistance of Young & Rubicam, which was active in the preparation of a similar book for the War Advertising Council.

Lucille Ball, Via Package, Star In 'My Sister Eileen'

West Coast Bureau, RADIO DAILY

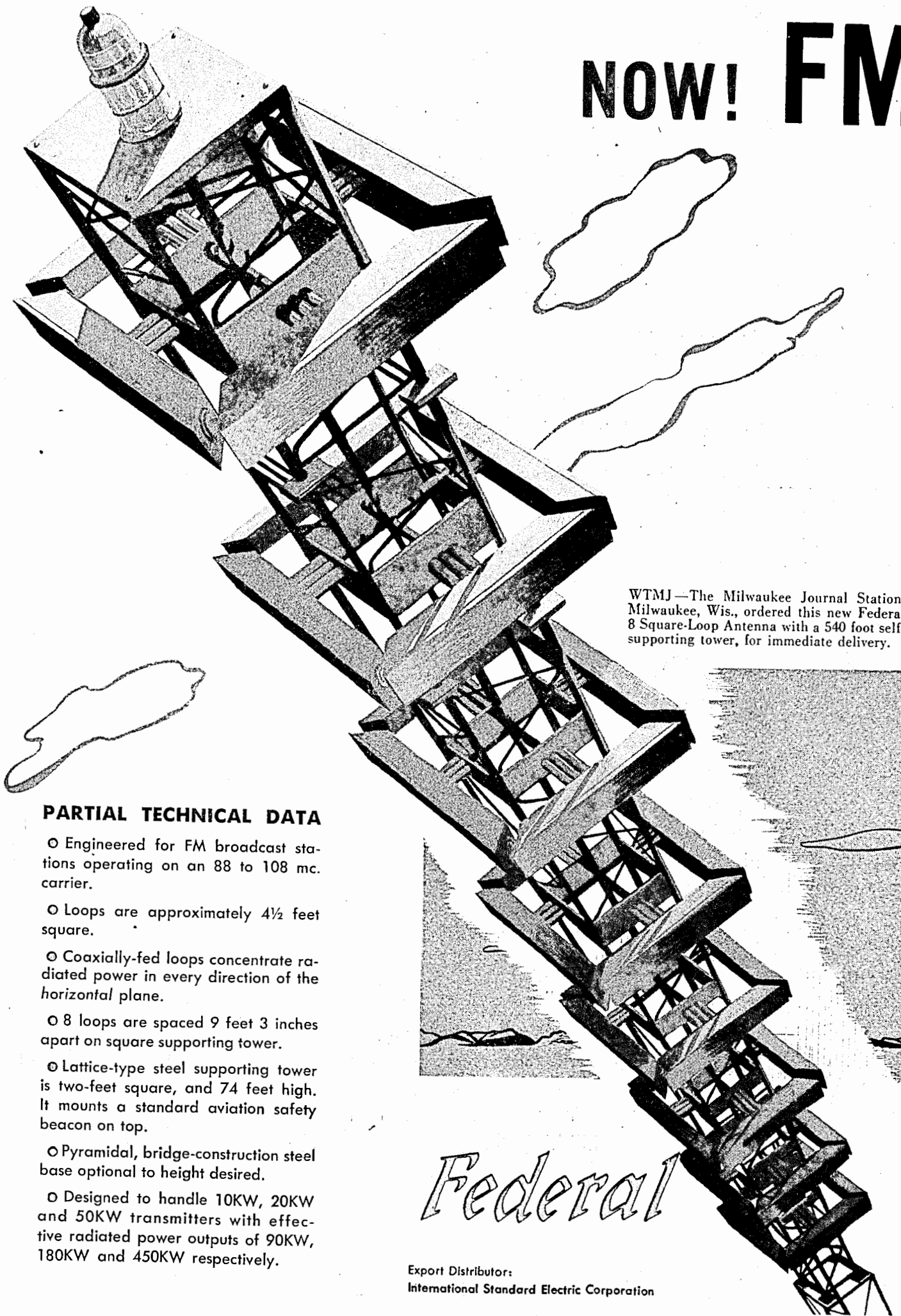
Hollywood—A package deal which will bring Lucille Ball to radio starring in Ruth McKenney's "My Sister Eileen," was announced by the new firm, Arthur Kurland Radio Productions, which already is negotiating with a sponsor for fall presentation. Deal for "My Sister Eileen" includes radio rights to characters in stories, play, and motion picture of same title. Show is designed for a half-hour weekly with each story original and complete.

Miss Ball was signed by arrangements with M-G-M on a pact which runs for five years and is conditional upon Kurland, who wrote for and directed the Lunts, Maurice Evans, Fredric March, and others, before entering the Navy, personally directing the series.

McGibney Returning

Donald McGibney, former Chicago news analyst and commentator, returns to the air June 16 for Ivoryne Chewing Gum as a summer replacement for "Sweetheart Time." The McGibney show will have the same time on the air, Sundays, 12:30 p. m. CDST over WGN and Mutual, but will be a 15-minute broadcast.

NOW! FM



WTMJ—The Milwaukee Journal Station, Milwaukee, Wis., ordered this new Federal 8 Square-Loop Antenna with a 540 foot self-supporting tower, for immediate delivery.

PARTIAL TECHNICAL DATA

- Engineered for FM broadcast stations operating on an 88 to 108 mc. carrier.
- Loops are approximately 4½ feet square.
- Coaxially-fed loops concentrate radiated power in every direction of the horizontal plane.
- 8 loops are spaced 9 feet 3 inches apart on square supporting tower.
- Lattice-type steel supporting tower is two-feet square, and 74 feet high. It mounts a standard aviation safety beacon on top.
- Pyramidal, bridge-construction steel base optional to height desired.
- Designed to handle 10KW, 20KW and 50KW transmitters with effective radiated power outputs of 90KW, 180KW and 450KW respectively.

Federal

Export Distributor:
International Standard Electric Corporation

ANTENNA WITH NOMINAL POWER GAIN OF 9!

**FEDERAL'S 8 SQUARE-LOOP ANTENNA PROVIDES
90KW EFFECTIVE POWER OUTPUT WITH A 10KW TRANSMITTER...
180KW WITH A 20KW TRANSMITTER... 450KW WITH A 50KW TRANSMITTER!**

HERE IS STILL ANOTHER EXAMPLE of Federal's leadership in the entire field of FM... an 8-loop antenna with the highest power gain ever available in the FM broadcast service.

It radiates horizontally polarized waves so highly directive that very little energy is lost to useless ground or sky wave. Thus, with a power gain of 9, you can now get an effective power output of 90KW with a 10KW transmitter; 180KW with a 20KW transmitter and 450KW with a 50KW transmitter! This not only means a great saving on the cost of original equipment, but important economies of operation as well.

Be prepared for future FCC action increasing the effective radiated power!

One antenna is built for use over the entire FM range...

88 to 108 megacycles. Only one predetermined stub adjustment per loop changes it for any frequency in this band. Also, antenna array may be fed in two sections with separate coaxial lines to allow for emergency auxiliary operation.

Structurally, the tower is designed not to disturb the circular pattern of the antenna's radiation... is supported on a rugged, pyramidal base. The entire unit withstands high wind velocities and heavy icing loads.

Coming at a time when the FCC has given the green light to FM station construction, this remarkable new antenna is another contribution to the advancement of FM transmission... part of the "completely packaged service" which Federal now makes available. A Federal engineer will be glad to give you full details.

**RADIATION PATTERN
OF FEDERAL FM ANTENNA**
*Linear array—8 loops
vertically stacked.*

Shown at right is a square loop antenna in operation at the Federal laboratories. Design is similar to the 8 square-loop antenna.

Telephone and Radio Corporation

Newark 1, New Jersey



SOUTHWEST

WORDS AND MUSIC

SAN FRANCISCO

By HERMAN PINCUS

ALEX CHESSER has been elected president of the newly organized KABC Employees Association. Other officers include Bill Lightfoot, vice-president; Lilly Juncker, secretary, and Jack Taylor, treasurer. The board of directors include W. Poundstone Jackson, Paul Wolfe, George T. Case, Pearl Brewer and Mary Ann Chandler. Group was formed to lend financial assistance to members during emergencies, to provide periodic entertainment as a group, and to send gifts or remembrances in case of sickness or death of its members or their close relatives. Neither the station manager nor the assistant station manager of the San Antonio station may hold office.

The Texas Tumbleweeds with Bob Symons are again being heard in San Antonio over KTSA three times each week for a quarter-hour after an absence from the air for several years. Airings originate from a special auditorium studio built in the sponsor's store, Kaufman's, a ready to wear establishment.

Full radio coverage was given the Fiesta de San Jacinto held in San Antonio recently by stations KABC, KTSA, KMAC and WOAI. For the first time in the history of the fiesta, a complete broadcast description was made in Spanish over KCOR.

The C-Z Chemical Co., makers of Marvene are sponsoring the songs of Red River Dave of WOAI, San Antonio and KPRC, Houston, three times each week for a quarter hour.

The Port Arthur Broadcasting Co., has been formed by Branch C. Todd, Mary A. Petru, Soes N. Vratiss and Gray R. Harrower and has applied to the FCC for license to operate a standard broadcast station on 1340 kilocycles with a power of 250 watts full-time.

George Lee Marks, program director for KTSA, San Antonio, has written an Americanized version of Leoncavallo's opera, "Pagliacci" titled "Punchinello" which will be world premiered here June 6.

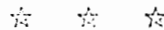
Back at the WOAI microphones in San Antonio are Red River Dave, cowboy singer and the Texas Top Hands, five cowboy musicians following an airplane journey to New York where they made records for the Continental Recording Co., the Langworth Library and shorts for Filmcraft Studios.

Shupert Re-elected Pres. Of American Tele Society

(Continued from Page 1)

Plaza hotel, New York. Other officers chosen were Ralph Rockafellow, vice-president; Dian Dincin, secretary, and Arch U. Braunfeld, treasurer. In addition the following board of directors was chosen for the ensuing year: David Hale Halpern, Don McClure, Alice Pentlarge, Frederick A. Kugel, Charles A. Alicoate, Edward C. Cole and Richard Manville.

TIN PAN ALLEY-OOPS:—Wags would have us believe that anything can happen in Brooklyn (with no apologies to Sidney Ascher who happens to be President of the Society for the Prevention of Disparaging Remarks about Brooklyn) . . . seems when Dem Bums, as they are affectionately termed by those fortunate (or unfortunate) enough to dwell in that borough, heard London Music's new song, "Just Give Me That Moon Over Brooklyn," they immediately petitioned Lippy Leo Durocher to adopt the song as their "Team Song." . . . Comedy Scriptor Al Sands has just written a ditty, "That's a Joke, Son," inspired by Senator Claghorn. . . Soems the trend is towards novelty ditties these days . . . 'rinstance, "Two Behind the Eight-Ball," penned by Al Bryan and Al Koppell. . . There's a swell story in the June issue of Story Digest, themed around the lives and loves of band-leaders and side-men, authored by David R. Ebbitt. . . Paul Cunningham at Broadway Music will make "Apple Blossom Time" a hit for the second time . . . to us that number is a standard. . . After nine months on the air, the Nutrex program, "Hymns We Love," featuring Richard Maxwell and William Wirges is slated to be dropped May 17 . . . with an MBSensational daytime rating, we think that the sponsors are making an error. . . Songwriters Edgar Battle and Noble Sissle are back in town after a year USOverseas. . . One of the stem's most energetic press agents has just completed a major assignment and is available.



Milton Berle and the Murphy Sisters will summereplace the "Lux Radio Theatre" CBStarting June 3. . . Honorably discharged after three years with the ATCommand in China, Larry Funk has reorganized his orchestra and will return to the Village Barn . . . songpluggers have a high regard for Larry for being a square shooter. . . NBChanteuse Joy Hodges went into the boss' office to ask for a vacation . . . she got 2 extra weeks WORK—subbing for Maggi McNellis when Maggi takes a vacation last two weeks in June. . . Milton Katims, NBConductor of "Serenade To America," will teach a Viola Course at Juilliard School of Music in the Fall. . . Martin Ragaway wants us to believe that Cab Calloway is working on a tune about Stalin, Molotov and Gromyko, titled, "The Three Moscow-teers." . . (in English, Marty?) . . . With Charles Frenet a click at the Embassy Club, NCAC has imported another French musical comedy star, Roget Donnes who made his American debut last night at La Martinique in Gotham. . . Maestro Charlie Spivak's valet is named Jimmy Washington, was born on Washington's Birthday, on Washington Ave., in Washington, D. C. (are you reading Bob Ripley?) . . . Did you know that Johnny Desmond is the composer of the official marching song of the Girl Scouts of America? . . . Benny Goodman will swing his band into Nat Moss' 400 Club May 16. . . Baritone Kirk Wood, formerly heard on WLW, is in Gotham . . . what are local radio execs waiting for? . . . Milton Starr succeeds Joe Frassetto at WIPhiladelphia.



ON AND OFF THE RECORD:—After four years of service with the American Red Cross, ex-Maestro Bert Lown returns to the stem as Director of Station Relations for Muzak . . . a swell break for all concerned. . . Jerry Sellers, a daily WAATraction, has been signed to record for Sonora. . . The Star Dusters, mixed quartette, formerly heard with Charlie Spivak's Band, have been in Gotham eight weeks during which time Irving Romm set them on dates with eight different recording firms . . . must be some sort of record, no? . . . Teddy Wilson just recorded a piano solo album for Musicraft . . . this newly reorganized outfit has an ambitious schedule mapped out. . . Georgie (worth any) Price took time off from his Stocks and Bonds business to write and record for Stork Records a most hilarious drinking song titled, "Everybdy Get Fosh-Nosh-Kit" . . . made to order for juke box trade. . . De Luxe's Emil Coleman album "Rhumba at the Waldorf" should find its way but fast into disc jockeys' libraries . . . suave, scintillating stuff.

BILL GWYNN of KFRC is taking the three-day Navy junket from San Diego to "Shangri-la" while the Navy conducts its atomic bomb tests. During his absence Mel Venter is taking over direction of the daily Bill Gwynn show.

Bob Wills and his Texas Playboys, currently aired for Fishers Zoom from KGO over the ABC Pacific net Tuesday nights has been selected by the Western Picture Awards Association as "the most outstanding western band in the entertainment business."

Meredith Willson has been selected as guest conductor on the Standard Hour for three weekly broadcasts starting Sunday, May 12, over the NBC Pacific Coast network originating from the KPO studios.

Bill Gavin, heard Monday through Friday on KQW has the distinction of being the only one-man-radio-show in San Francisco. Bill plays his own accompaniment on the piano, writes his own material and announces his own commercials.

Fred Jorgeson, formerly of the merchant marine, is a new member of the announcing staff of KFRC.

KSFO is cooperating with the San Francisco YMCA in broadcasting a public service series of dramatized incidents featuring YMCA World Service. The "Y" is sending out 6,000 specially printed program cards to its members telling them to listen in on the shows.

During the month of May KGO is making an intensive campaign for safety in all local newscasts, and available local programs and spots.

Ralph Stoddard of the KGO Promotion Department, and Tommy Greenhow of the KGO announcing staff have been passing the cigars in celebration of new baby girls in each of their families.

The United Rexall Drug Company is now sponsoring Jack Gregson's "Hubbub Club" show heard daily over KPO. Time has been changed from 10:30 a. m. to 5:15 p. m.

Send Birthday Greetings To
May 10
Scotty Maclean Lee Reiser
Betty Shaffer John Clarke
Jack Sheldon Ellen Fenwick
Alma Sandra Munsell
May 11
Irving Berlin Tommy Thomas
Robert Trendler Vernon H. Pribble
Bob Purcell Johnny "Scat" Davis
Joey Lee
May 12
John Barclay Elayne H. Fox
Marie Keith Scrappy Lambert
Maurice Hershaft Harry Smith

Religion Broadcasters Form Organization

(Continued from Page 1)

to foster fellowship and the sharing of common interests among those concerned with religious radio; to work for high standards of such programs, and to collect and disseminate data concerning religious radio—its extent, nature and the reaction of the public.

A nominating committee was appointed to select a slate of officers who will function until the first annual convention of the new group. It includes Willard Johnson, of the NCCJ; Dr. Fred Eastman, Chicago Theological Seminary; Franklin Dunham, radio director of the U. S. Office of Education and noted Catholic layman; Rabbi Moshe Davis, Jewish Theological Seminary of America, and Dr. J. Milwin Wright, executive director, National Association of Evangelicals.

Individuals joining the association will be required to subscribe to a set of principles embodied in the constitution. These affirm:

"That the exposition of doctrine shall be affirmative. Religious broadcasts shall not be used to attack other creeds or races.

"That religious broadcasts shall not only avoid stirring up hatred against human beings of any race, nation or creed but shall seek to contribute to the understanding and good-will which are basic to a just and durable peace among the peoples of the world.

"That no religious program for which radio time is granted on a sustaining basis by the radio stations or networks shall appeal over the air for contributions for the support of the program. Nor shall a charge for sermons, pamphlets, or religious objects, distributed through such religious programs, be used by the organizations as a means of raising funds.

"That religious programs on a commercial basis may appeal for funds on the program in their support only upon the condition that they furnish to the public upon request published annual statements of their receipts and expenditures attested by certified public accountants."

Paley Aiding Drive

William S. Paley, chairman of the Board of Columbia Broadcasting System, has been named a vice-chairman of the Community Committee of New York, non-sectarian group organized to aid the United Jewish Appeal drive, Nelson A. Rockefeller, chairman, announced yesterday. Other vice-chairmen are William J. Donovan, head of the OSS during the war, and John J. McCloy, former assistant secretary of War.

Take Stromberg-Carlson Posts

David L. Solomon has been named assistant chief telephone engineer, to assist Dr. H. R. Reed, chief telephone engineer, in the supervision of Stromberg-Carlson's XY system program. John H. Levis, who is also an assistant engineer, will continue his present supervision of the company's switchboard production program.

COAST-TO-COAST

— DISTRICT OF COLUMBIA —

WASHINGTON — Rick La Falce, WWDC public relations director, has been named executive secretary of the Washington Food Conservation Committee by the District of Columbia Board of Commissioners. . . . WWDC is giving full support by giving spot announcements as well as devoting all station breaks to plugging the purpose of the drive and asking all housewives to save since they are the ones who buy, prepare and serve the food. . . . WWDC celebrated its fifth anniversary May 6, when the Washington Senators played their first night game of the season. In view of the Food Conservation program, the outlet substituted crackers, peanuts, hot-dogs and soda for a birthday cake.

— CONNECTICUT —

HARTFORD — Milt Berkowitz, WONS news editor, returned to his desk after undergoing a major operation. . . . Al Green, of Worcester, Mass., has joined the WONS engineering staff. . . . Bob Mooney has resigned from WONS to take a sales and promotion position with a wine concern. . . . Thursday ayem on the WDR "Shopper's Special" program there's a "New Talent Day" show featuring young and promising singers and musicians. . . . NEW HAVEN—WNHC is carrying all games played by the Boston teams in both the National and American Leagues. . . . BRIDGEPORT—Herbert Anderson's "Chapel Echoes" program is now being heard Saturdays from 6:45 to 7:00 p.m.

— IDAHO —

BOISE — Highlights of National Green Cross Safety Month were presented by Harry Oldfield, pioneer racing driver and exponent of safety campaigns; Ray Mellish, manager of Idaho Safety Council and Hugh Shelly, KIDO news director, in a recent interview over KIDO. . . . Idaho's 28th annual Music Week is being highlighted by KIDO in a series of daily airings previewing each night's musical performance. Boise was the first city in the nation to celebrate an all-community Music Week. . . . Walter E. Wagstaff, KIDO general manager, is president of the Music Week Board.

— NEW YORK STATE —

WATERTOWN—WWNY made history last Sunday when it took its mike into the Jefferson County Jail for the broadcast of the Salvation Army service in observance of National Prison Sunday. . . . ALBANY—The Champlain Valley Broadcasting Company and the Hudson Valley Broadcasting Company have filed applications with the FCC for permission to build and operate radio stations in the Albany area. . . . Chronovox Corp. has been issued a charter to deal in electronic, recording and reproducing devices in New York. . . . SYRACUSE—WOLF will celebrate six years of broadcasting on May 9. As staffers prepare for their seventh year in the radio field, they can count nearly all personnel back in the fold after absences during the war years.

— SOUTH CAROLINA —

COLUMBIA — Hugh Barnett will join the WIS transmitter staff next week replacing Emmanuel Rish, resigned. . . . WIS general manager, G. Richard Shaffo has received a citation from the OPA for "meritorious contribution in the price and rationing campaign." . . . Margaret Redpath, WIS assistant bookkeeper, is away from her desk undergoing a minor operation. . . . Barbara Dew has replaced Charlotte Lide in the WIS music dept. . . . WIS has added "Facts and Faces," "Honeymoon in New York," and "Just Plain Bill" to its program schedule.

— FLORIDA —

JACKSONVILLE—Foremost Farms, Inc., will sponsor the "Happy Gang" transcribed weekly half-hour variety show, over 13 southeastern stations beginning today. The 26-week contract will carry the show over WSGN, WCOV, WFMJ, WPDQ, WGBS, WDDB, WSUN, WAGA, WDAK, WWSA, WAYX, WGOV and WKPT. . . . TAMPA—Fred Reiter, recently released from the Army as a radio operator, has returned to the WFLA announcing staff. . . . WEST PALM BEACH—Matt Gettings, former T/Sgt. has returned to WJNO as news editor. . . . MIAMI—In recognition of "meritorious service in the public interest," WIOD was presented with a certificate of award from the government on behalf of the President and the Office of Price Administration.

— MINNESOTA —

MINNEAPOLIS—WLOL has been granted a permit from the Civilian Production Administration to complete the transmitter house and other construction for erection of the three-tower array which will be used when the outlet begins operating with 5,000 watts. At present, foundations have been completed and most of the necessary building materials are on hand to complete construction which should allow the increase in power to become effective during the early part of next month. . . . For the first time, the "News X-Ray" show of the University of Minnesota's station KUOM is originating from junior or senior high school classrooms. Program is produced by the Minneapolis Star-Journal and Tribune in co-operation with KUOM and the Minneapolis Board of Education.

— COLORADO —

DENVER—The Future Farmers of America recently conferred an honorary State Farmer degree upon Hal Renollet, KOA's director of agriculture. . . . E. Lee Fondren, KLZ promotion director, has returned to the outlet after three years in the Army. Roger Rambeau, who filled Fondren's position, moves to Denver University as director of athletic publicity. . . . KLZ's "Welcome House" show aired in co-operation with the American Women's voluntary service to help returning vets find living quarters, has been selected for special honorary award by the City College of New York, in its annual radio and business conference.

Future Of Can. Group Causes Controversy

(Continued from Page 1)

governments from broadcasting commercially.

"We challenge the right of the Federal Government to tell us we cannot own a radio station, and we are prepared to put it to a test," Premier T. C. Douglas of Saskatchewan declared.

This situation is expected to result in a provincial rights showdown which has been developing for some time. The Dominion will have the option of taking suit against the provinces or of back down and permitting the stations to operate.

At stake in the issue are three radio stations. These are CKY, Winnipeg, and CKX, Brandon, both owned by the Manitoba Government, and CHAB, Moose Jaw, upon which the Saskatchewan Government has an option.

The present controversy started when Saskatchewan applied for a license to operate the Moose Jaw station. This application was turned down by the Federal Government which declared that it intended to acquire the licenses of all commercial stations now being operated by the provinces.

Since CKY and CKX are the only provincially-owned commercial stations, Premier Stuart Garson of Manitoba quickly protested Ottawa's decision. He pointed out that Manitoba has been broadcasting commercially for more than 20 years without incident, and questioned the government's decision.

Premier Douglas in turn charged that the Federal Government, in refusing Saskatchewan the right to own a radio station, is seeking to establish a monopoly between itself and private business to the exclusion of provincial and municipal governments.

Big Tele, FM Production By Fall, Says Abrams

Television and FM production for 1946 will be well under way and by the end of the summer 4000 to 5000 sets will be on the market, it was said yesterday by Benjamin Abrams, president of Emerson Radio and Phonograph Corp. Abrams, who returned this week from Washington after conferring with OPA officials, said that tele-sets using a 7-inch cathode ray tube without the broadcast band will sell for \$100, while FM sets, and AM-FM table models, will sell at \$60. Console sets which will house AM, FM and record changer will sell at \$200.

New Texas Station

Waco, Texas—Latest local station to take to the air is KWTX, owned and operated here by Railroad Commissioner Beauford H. Jester and W. W. Callan, DeWitt T. Hicks, W. W. Norman, Hilton E. Howell, Ross Sams, Robert E. Levy and Davis Stribling, all local business men.

NIELSEN OFFERS

RADIO RESEARCH SERVICE TO *Surpass* 'IDEAL' SPECIFIED BY CAB COMMITTEE

NIELSEN RADIO INDEX SERVICE, Third to Enter the Field, Has Already Become by Far the WORLD'S LARGEST RADIO RESEARCH OPERATION

The report of the impartial three-man Committee appointed by CAB does two things of major importance to all radio advertisers, agencies and broadcasters, viz:

- A. It sets up specifications for the "Ideal Program Rating Service."
- B. It states: "In our opinion, the present CAB ratings service falls so far short of meeting these specifications that we feel its continuance would serve no useful purpose."

Irrespective of whether CAB eventually follows the advice of its Committee, and retires from the business of furnishing radio program ratings, the really vital question is: "How can the radio industry acquire the 'ideal' service specified by the Committee?"

The Committee report makes it crystal clear that the coincidental telephone technique can never meet the specifications because, to quote the report, "No matter how refined the techniques employed, the coincidental telephone survey shares the basic fault of the ill-fated Literary Digest poll." Being restricted to URBAN-TELEPHONE homes (less than 25% of total homes and definitely NOT representative of ALL radio homes), this technique can never provide a reliable measure of each program's audience. Errors range from plus 62% to minus 48%!*

This and 27 OTHER SERIOUS LIMITATIONS of the coincidental phone technique* were recognized long ago by A. C. Nielsen Company, and in the GREATEST EFFORT EVER EXERTED TO DEVELOP A MARKETING RESEARCH TOOL for the use of an industry, we have expended 10 years and over two million dollars (in statistical and technical research, production of electronic recording devices, and pilot operation of radio research techniques, etc.).

NRI NOW READY FOR FINAL STEP

We are now rapidly approaching the ultimate goals we set for ourselves some years ago—goals surpassing even the specifications of the three-man Committee, and we are now prepared (assuming a moderate degree of industry cooperation) to accelerate our normal development program and move forward, without delay, to production of a radio research service that will not only

MEET the specifications of the three-man Committee, but GO FAR BEYOND THEM.

On the opposite page, you will see EXACTLY how we propose to achieve these objectives.

WHY NRI ALONE CAN ACHIEVE THE IDEAL IN RADIO RESEARCH

The ability of NIELSEN RADIO INDEX, alone among radio research services, to overcome the many limitations of the coincidental phone technique, to meet the CAB Committee's specifications for the "ideal" service and to far SURPASS these specifications results from:

- A. Mechanical accuracy of basic data from each home—via Audimeter records. (Errors created by the triple ambiguity of the coincidental question, busy signals, errors in program identification, etc., are completely eliminated.)*
- B. Coverage of radio usage of ENTIRE FAMILY, and inclusion of SECONDARY SETS. (The coincidental technique secures an unknown mixture in respect to these vital factors.)*
- C. Measurement of EVERY INDIVIDUAL MINUTE of radio usage in each NRI home. (The coincidental technique measures only ONE MINUTE of each program's listening in each home.)*
- D. Adequate "per minute" sample, i.e., FULL SAMPLE every minute. (The coincidental technique cannot provide an adequate measure of the audience at any given minute during a broadcast.)*
- E. Inclusion, in sample, of homes of all significant types—telephone and non-telephone, urban, rural and farm, etc. Hence, a projectable rating for each program. (The coincidental technique can NEVER do this.)*
- F. Use of a FIXED SAMPLE, accurately STRATIFIED. (The coincidental sample MUST be changed every day—thus impairing the accuracy of trends. And stratification is impossible.)
- G. Regular personal calls on each NRI home.
- H. Actual physical inventory (quantitative) of network radio-advertised products found in homes.
- I. Availability of NIELSEN FOOD-DRUG INDEX DATA—for computation of SALES PER RADIO DOLLAR.

COSTS OF NRI SERVICE

In considering the cost of NIELSEN RADIO INDEX service, it is important to note that NIELSEN RADIO INDEX IS NOT A MERE "PROGRAM RATINGS" SERVICE, BUT A VERY COMPREHENSIVE MARKETING RESEARCH SERVICE EMBRACING THE MAJOR MARKETING, TIME BUYING AND PROGRAMMING PROBLEMS INVOLVED IN THE BROADCASTING AND SPONSORING OF RADIO PROGRAMS.

Recognition of this important fact would go a long way toward eliminating the confusion which has resulted from various attempts to "compare" NIELSEN RADIO INDEX service with other services which, entirely aside from their proved inaccuracies, merely SCRATCH THE SURFACE in respect to the TYPES OF USEFUL INFORMATION FURNISHED AND THE FUNCTIONS PERFORMED.

While NRI service cannot and should not be expected to produce its COMPREHENSIVE MARKETING RESEARCH SERVICE at price levels established for mere "program ratings" services, NIELSEN RADIO INDEX can unquestionably render, to the entire radio industry, a service of superb quality and usefulness at a total cost in the neighborhood of ONLY ONE PERCENT of the total expenditures for network time and talent.

In any business operation where the decisions are so difficult and where the results of each decision yield so much in either profit or loss, it is obvious that sound, comprehensive research at a cost of only one percent offers opportunities for substantial profit.

NRI ALSO FITS THE SMALL USERS

And the SMALL advertiser or agency (including those not currently engaged in radio operations) need have no fears about the cost of NIELSEN RADIO INDEX, because this service is sufficiently flexible to care for their needs at nominal expense. If CAB retires from the ratings business, leaving many subscribers of this type, we will promptly offer an equitable plan for supplying them with highly accurate and dependable ratings for all sponsored network programs.

Our new 36-page brochure, "HOW YOU CAN GET THE IDEAL RADIO RESEARCH SERVICE," will be mailed to the entire radio industry this week. It will pay you to make no decisions regarding your radio research needs until you have seen this important publication. Please watch for your copy.

How Nielsen Radio Index Will MEET The Specifications for "Ideal" Service

CAB COMMITTEE SPECIFICATION NO. 1:

"A measurement in absolute terms, i.e., a rating which can be properly projected against the total number of radio homes in the area reached by the stations carrying the program. This requires a properly stratified national sample giving proper weight to urban centers, small towns, and rural areas; to all income brackets, specifically including non-telephone as well as telephone homes; to areas receiving excellent multi-station coverage ranging down in proper proportion to areas remote from transmitters."

NRI service already meets this specification precisely—except that it is limited to 63% of the country. We propose to expand to a percentage sufficiently close to 100% to eliminate any significant error in projecting to ALL U. S. RADIO HOMES.

Note that the coincidental phone technique can NEVER APPROACH this specification—because it is limited to URBAN-TELEPHONE homes which, as present coincidental services are operated, represent only about 1% to 17% of all radio homes, and it could never be rated higher than about 25% of all radio homes. This limitation creates errors ranging from +62% to -48%. This proposed increase to full national coverage will be accompanied by a LARGER SAMPLE—probably 25% to 100% above present levels—thus adding to the already high accuracy of NRI service.

I. CAB COMMITTEE SPECIFICATION NO. 2:

"A measurement which covers all broadcasts of a program, not one week out of two or four. While this is an ideal, it can be compromised if economic factors make the cost of weekly measurement prohibitive."

NRI service, as now operated, covers EVERY BROADCAST during two weeks each month (both day and night). However, ALL weeks are automatically recorded on the Audimeter tapes, and, if the industry decides that the extra cost of decoding, tabulating, and computing program ratings for four weeks per month (about 15%) is justified, we are prepared to do it.

Note that while this improvement would add only about 15% to NRI costs, we estimate it would add nearly 100% to present CAB costs, and nearly 167% to present Hooper costs—in addition to more than doubling the frequency with which the average home is bothered by coincidental phone calls—which has already become a problem.

Also note that coincidental techniques are too limited, in sample size, to rate each BROADCAST of most multi-weekly programs.

III. CAB COMMITTEE SPECIFICATION NO. 3:

"A measurement which is speedy, with ratings available within a few days after each broadcast. In considering renewals for time, talent, writers, musical features, etc., agencies and advertisers need the most current data available, if occasional costly mistakes are to be avoided."

We seriously question the practical importance of this specification—for reasons set forth in detail in our booklet, "NEW FACTS ABOUT RADIO RESEARCH."

However, if the industry wants it, we are prepared to alter our operating method in ways which, in conjunction with Specification II above, will

1. Provide a delivery speed substantially equal to that of CAB.
2. Provide, at practically any given moment, a greater number of STATISTICALLY SIGNIFICANT trends.
3. Provide, each year, twice as MANY trends as CAB,

twice as many as Hooper (evening), and four times as many as Hooper (daytime).

4. Provide trends that are much more ACCURATE—because the NRI sample does not SHIFT.
 5. Provide DAILY trends in respect to multi-weekly programs.
 6. Provide trends on a "per-broadcast" basis, as distinguished from the CAB "2-week moving average" basis (which is not as fast, in respect to TREND, as it appears to be, because each report merely measures HALF of the difference between the last week and the SECOND preceding measured week).
- Note also that impending TECHNICAL developments will undoubtedly provide STILL GREATER SPEED in the near future. (See booklet, "NEW FACTS ABOUT RADIO RESEARCH.")

IV. CAB COMMITTEE SPECIFICATION NO. 4:

"A measurement which yields consistent and unmistakable trends so that non-statistically minded advertisers are not confused by variations in ratings which do not necessarily represent changes in program popularity, but may represent merely the variations between successive random samples. In our opinion the present CAB ratings service falls so far short of meeting these specifications that we feel its continuance would serve no useful purpose."

NRI service already meets this specification (as no coincidental phone technique can EVER do), because NRI uses a FIXED sample which does not introduce, from week to week, rating fluctuations due to UN-AVOIDABLE DIFFERENCES IN SUCCESSIVE WEEKLY SAMPLES.

Note that the sample increase involved in Specification I above (probably 25% to 50%) will add to the already high accuracy of NRI trends.

How Nielsen Radio Index Will SURPASS The Specifications for "Ideal" Service

Nielsen Radio Index service not only recognized, from the start, the great importance of information beyond "program rating" but it developed ways and means of ACTUALLY PRODUCING a comprehensive list of such

data. The extent of this development is revealed by the following partial list of features furnished EXCLUSIVELY by NRI service:

- | | | |
|------------------------------------|--|---------------------------------------|
| 1. TOTAL Audience for Each Program | 10. MINUTE-BY-MINUTE Audience | 19. Program Testing Facilities |
| 2. SIX-MINUTE Audience | 11. Audience Flow | 20. NRI Data on Non-Network Programs |
| 3. FULL-COVERAGE Audience | 12. Holding Power | 21. Audience for Spot Announcements |
| 4. COMMERCIAL Audience | 13. Holding Power Analysis | 22. Homes per Radio Dollar |
| 5. CUMULATIVE Audience | 14. Turnover | 23. Program Cost per Commercial Unit |
| 6. Audience by CITY-SIZE | 15. Frequency of Listening | 24. Commodity Distribution |
| 7. Audience by INCOME CLASS | 16. Program Duplication | 25. Brand Distribution |
| 8. Audience by Use of COMMODITY | 17. Coverage Factor | 26. Continuous Product User Life |
| 9. Audience by Use of BRAND | 18. Station Audience for Certain Major Primary Areas | 27. Annual Consumption per Using Home |
| | | 28. Sales per Radio Dollar |

NIELSEN RADIO INDEX IS NOT A MERE "PROGRAM RATINGS SERVICE"

It is a very comprehensive marketing research service embracing the major marketing, time buying, and programming problems involved in the broadcasting and sponsoring of radio programs.

A. C. NIELSEN COMPANY

101 HOWARD ST., CHICAGO, ILL.

500 FIFTH AVE., NEW YORK

WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

THE BOOK OF THE YEAR



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\$10.00

1090 Pages

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 35, NO. 31

NEW YORK, N. Y., MONDAY, MAY 13, 1946

TEN CENTS

NAB's Membership Soars

Radio To Save Coal Despite Miner Truce

Broadcasting industry, despite the two-week truce declared by John L. Lewis, will continue to conserve coal wherever possible without disturbing program service to the public, it was indicated over the week end. At least two television stations decided Friday to go off the air or cut down until the emergency is over. These two are WCBW, the CBS outlet in New York, which will shut down, and WBKB, Balaban & Katz station in Chicago. The latter tele station

(Continued on Page 2)

Five Chicago Programs Get Advertising Awards

Chicago—Five Chicago radio programs have received awards from the Chicago Federated Advertising Club as the outstanding sponsored broadcasts to originate from Chicago studios during 1945. Announcement of the Awards was made at the Club's luncheon in the Continental Hotel. The programs cited were ABC's "Breakfast Club," with Don McNeill as emcee, as the best network daytime show, sponsored by Swift and Co.;

(Continued on Page 4)

FCC Sets First Hearing On New Competitive Bids

Washington Bureau RADIO DAILY
Washington—The FCC on Friday designated its first consolidated hearing since adoption of the so-called Q/CO system of public "auctions" of radio stations. Involved is the sale of WBRK Pittsfield, Mass. The Commission said it was "un-

(Continued on Page 2)

Anti-Tower

Washington—Hearings on a bill which would prohibit construction of sound and television broadcasting towers in the Washington residential areas got under way Friday. Several citizen groups are endorsing the measure. Opposing the bill were Harry S. Wender, for Bomberger Broadcasting Service, and William A. Roberts, representing the TBA.

Safety Campaign

Inauguration of a safety campaign to aid city, state and national safety groups in the drive to curb highway accidents and deaths, WOR Friday announced that John Gambling's period daily from 7:15 to 8 a. m., would be devoted to enrolling listeners in a club pledged to safety. Many other WOR programs and personalities will also be enlisted in the safety drive.

CAB Will Continue Its Rating Service

Members of the CAB voted at a general membership meeting Friday to continue the CAB program rating service and authorized the board of governors to arrange for financing the operation pending a study of program audience measurement problems, particularly by a joint committee from NAB, AAAA and ANA.

The resolution voted upon also stated that in the event the governors are unable to accomplish the financing

(Continued on Page 6)

NBC Affiliate Executives Will Meet In Chicago

Chicago—Program managers and production directors of 56 NBC affiliated stations in the central division will convene in Chicago June 6 for a two-day discussion of program policies and techniques with NBC executives

(Continued on Page 2)

Emphasis On Public Service, 'Frisco Station Survey Reveals

San Francisco—West Coast stations are gearing their post-war program planning so as to give increasing time to programs of public interest and service. During the war both the network and independent stations gave generously of their time in an all-out effort to win the world conflict. With the war's end much of this free time might have been switched to commercial programs. However, a survey of local stations reveals that the trend is

Board Meeting Reveals 102 Newcomers For Total Of 954; Backs Miller's Attack On FCC Report

Public Interest Theme Of Address By Field

Portland, Ore.—Radio's "service in the public interest is crippled by reluctance to admit the existence of social problems or by failure to give the listener freedom of choice" to either tune in or dial out a station, Marshall Field, new owner of KOIN, said Friday at a dinner of the Portland Retail Trade Bureau.

Field said he and his associates "believe the public interest is served con-

(Continued on Page 7)

WEAF 'Hi, Jinx' Flies High Accompanied By The Press

WEAF'S "Hi- Jinx"—Jinx Falkenburg-Tex McCrary husband and wife stanza—became "High Jinx" Friday when the program originated from a Pennsylvania Central Airlines DC-4

(Continued on Page 5)

Press Wireless Programs Will Hold Tests May 19-29

Press Wireless will start a 10-day test period of 58 programs as agreed upon by the FCC, May 19 through the 29th, according to E. J. Kerrigan, vice-

(Continued on Page 7)

Washington Bureau RADIO DAILY
Washington—Board of directors of the NAB completed a four-day meeting here on Friday and set plans for the forthcoming annual convention to be held in Chicago next October. In this connection it was decided that only NAB members and associate members would be registered at the convention. Also, persons eligible for membership or associate membership but not an NAB member or belonging to an organization that is not a member, will not be registered.

Board voted to back up President

(Continued on Page 6)

SMPE Closes Confab With Papers On Tele

Asserting that "so-called electronic color is only a slogan," Dr. Peter C. Goldmark, director of engineering research at CBS, declared Friday that a television system of this type "would have to be very good, indeed" to match the results obtained with CBS' present mechanical system of color

(Continued on Page 7)

More FCC Frequencies For Amateur Operators

Washington Bureau RADIO DAILY
Washington—The FCC announced Friday the adoption of an order which authorizes amateur station operation on new and additional frequencies;

(Continued on Page 6)

Too Many Charlies

Marks Loeb, director of "Shadow of a Doubt" on CBS' "Theater of Romance" last week, almost got "Charlie-hoarse" trying to keep cast and other personnel in line. In the play there was Uncle Charlie and Young Charlie; Charles Stark was the announcer on the program, Charles Paul was the conductor on the show and Charles Monroe did the adaptation.



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

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FINANCIAL

(May 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

FCC Sets First Hearing On New Competitive Bids

(Continued from Page 1)

able" to choose between the competing bids of the Western Massachusetts Broadcasting Co. and Leon Podolsky for WBRK. The FCC said the company agreed to purchase the station and a conditional FM construction permit for \$150,000 and Podolsky said he would meet the same terms.

In another opinion involving the AVCO decision, the FCC approved the sale of KROY, Sacramento, Calif. to Harmco, Inc. for \$150,000. A competing bid filed by the Gibson Broadcasting Co. was dismissed by the Commission.

Coming and Going

JACK BENNY and the other members of his program troupe, who broadcast their NBC show yesterday from Chicago, will arrive in New York tomorrow on the Century and will do their two final broadcasts from the 58th Street Theater on May 19 and 26.

JOHN FREIBERG, head of the Los Angeles advertising agency bearing his name, is in New York on business.

THOMAS VELOTTA, director of news for the American network, and JOHN T. MADIGAN, national news editor for the web, spent the week end in Atlantic City, where they attended the meeting of the National Headliners Club.

COL. ROBERT R. McCORMICK was in Gotham Saturday for the 1st Division banquet at the Waldorf-Astoria. He delivered his talk on Mutual's "Chicago Theater of the Air" from this city.

FULTON LEWIS, JR., Mutual network commentator, is back in Washington, D. C., following a lecture tour which included Chattanooga, Tenn., and Huntington, West Va.

GENE HAMILTON was in Baltimore late last week to announce the "Prof. Quiz" program for the Amoco dealers in that city.

STUBBY KAYE, radio and stage comedian, off on another USO tour. This time, he'll entertain on the "Purple Heart Circuit" in the midwest.

GILBERT HARDING, assistant in the Canadian office of BBC, arrived in Gotham Friday on a short business trip.

J. W. HUSS, general manager of WJMS, Mutual network affiliate in Ironwood, Mich., was in town last week on station and network business.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, is in New York for the "Celestials" luncheon today and for the Gimbel Brothers stockholders meeting tomorrow.

PAUL J. SHORT, president of WDAD, Indiana, Pa., and SAM COLLINS, vice-president and commercial manager of the station, have left for the home offices following conferences at the offices of Mutual, with which the station is affiliated.

KITTY CRAWFORD, radio and night club singer, has completed her engagement at the Statler in Washington, D. C., and has arrived in Chicago where she will be featured in the Empire Room of the Palmer House.

TED OBERFELDER, audience promotion manager of ABC, who has been on a business trip to Chicago, Indianapolis and Cincinnati, is expected back today.

LEONARD REINSCH, radio advisor to President Truman, was in New York Saturday for the ceremonies attendant upon Fordham's conferring of a degree on the Chief Executive.

Radio Will Save Coal Despite Miner Truce

(Continued from Page 1)

is expected to broadcast one hour daily only with programs in the public interest.

Meanwhile Chicago is the hardest hit of the major cities and the brown-out continues, with radio studio audiences virtually out excepting in some groundfloor studios. Since it will take at least one week for any coal to be realized after the miners go back to work, conservation measures are generally being continued in strict fashion.

In New York, where the first brownout order came from Mayor O'Dwyer Thursday night, orders to conserve fuel are being continued, but possibly pending the acceptance of the Lewis offer to return for 12 days by the coal mine operators.

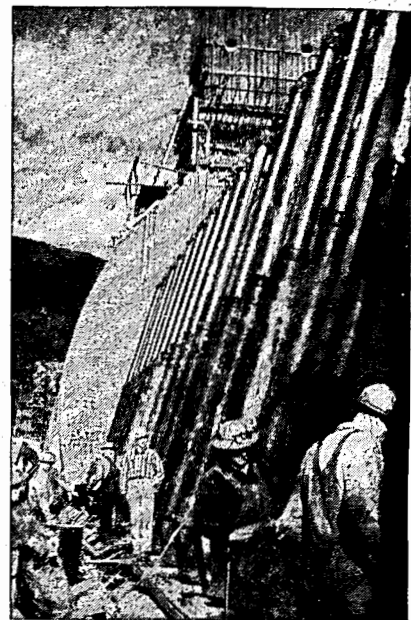
Seek Coordination

Relative to the New York conservation situation, some confusion arose when the Mayor's office first sent out its brownout order. Toward this end, Dave Driscoll, WOR's director of news and special features, wired Mayor William O'Dwyer on Friday requesting that some coordinating agency for radio be immediately established. Heretofore, wired Driscoll, station WNYC has acted in this capacity. If the Municipal station is not to operate as it has the past few years, then New York City stations are put in a position where they have no central source of information. Driscoll further asked the Mayor to consider a meeting between O'Dwyer, WNYC, city officials and the stations to discuss problems of "proper and official dissemination of news of this character by radio." Driscoll pointed out that much confusion arose last Thursday night and WNYC was not informed on the official orders.

NBC Affiliate Executives Will Meet In Chicago

(Continued from Page 1)

tives, it was announced Friday by Jules Herbuveaux, program manager of the NBC central division. More than 75 affiliate executives are expected to attend the meeting in the Merchandise Mart studios of NBC-WMAQ. The agenda is being completed under the supervision of Arthur Jacobson, central division production manager. I. E. Showerman, general manager of the division, will address the opening session of the meeting on June 6. Clarence L. Menser, NBC vice-president in charge of programs, and Thomas McCray, eastern division program manager, are scheduled to address business sessions. Meeting will include a demonstration of television station WBKB, under supervision of Capt. William C. Eddy, director of the station.



Hy-Jack!

No... they're not anti-aircraft guns... just hydraulic jacks! They helped construct the Grand Coulee Dam. It seems that 20 of these great jacks were operated by a master pump. They lower a 500-ton drum gate into "open" position, and thus allow the floodwaters of the Columbia River to pass over the spillway.

To us it's another one of the neatest tricks of the week. And proof, when you look around you can uncover some interesting things.

Interesting things such as the fact that a successful independent radio station is the best buy in the country's sixth largest city.

And it's a fact. Here in this big five-station town WITH delivers more listeners-per-dollar spent! And smart advertisers tell us that it releases a flood of sales at lower costs. WITH... belongs on every smart time list!



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



"Hope you don't mind, sir, but one of your WFDF Flint fans thought I was you, sir."

World's Foremost Tobacco Center KINSTON, N. C. Mr. Advertiser cash in by using WFDC, Eastern Carolina's Most Progressive Station. The ideal outlet for your next campaign. Represented by BURN SMITH Jones Welland Owner Bob Bingham Gen. Mgr.

Newest Idea In Radio



Speaking of the "Market Basket" Featured on The Shoppers Special *VARIETY* says:

**** One feature of this show deserving accolade for its effective merchandising is the home interview bit tagged "The Market Basket." To station manager Walter Haase goes commendation for originating it. On two different occasions during the show, a mobile unit with two announcers is sent out to different unscheduled neighborhoods. Announcers Jim Garrett and Jean Chesley give a running account of events leading to interview, and then of question and answer period. They climax their bit by giving away merchandise from a market basket, with commentary on each item. Merchandise is that of show's sponsors. Originally this bit was given once each ayem. Overweight with sponsors and products, it was split into two slots each morning. It's a double-edged merchandising bit and has strong potentialities for development into a net show. It's an intimate homey bit, with refreshing audience appeal. Okay handling by Garrett and Chesley helps. *Eck.*

THE MARKET BASKET is a new idea, custom-built both for advertiser and listener. It contains a host of free gifts (mostly products advertised on the show). It's presented each weekday morning to a surprised and pleased housewife who is interviewed in her own home. During the interview, your product gets a very favorable mention, in addition to your regular commercial. All this is part of The Shoppers Special, biggest early morning show in Hartford, from 7 to 9 a.m., with live band, local color, comedy, recordings, weather and time reports, UP and AP news. Write for full details.



Send for Brochure

An 8-page brochure, describing all the features on The Shoppers Special.

Copyright 1946, WDRC Inc.



CHICAGO

By BILL IRVIN

EDWARD C. HORSTMAN, engineering manager of ABC's Central Division, has received a certificate of appreciation from the War Department, signed by Secretary of War Robert P. Patterson, Maj. Gen. Louis A. Craig, commanding general of the Sixth Service Command, and Gen. Brehon Somervell, commanding general, Army Service Forces in 1942. In conjunction with the Sixth Service Command, Horstman supervised and set up operating personnel of the air raid warning system, using WENR as the key monitoring station for alerting and silencing all other stations.

Puritan Company of America, makers of Realemon, (ready-to-use lemon juice) has announced the appointment of Allen G. Bishop as advertising and sales promotion manager. The company then launched an intensive national advertising campaign on May 1, using newspapers, trade publications and radio.

Florence Bourke Ellis, WJJD book reviewer, has been booked for 30 lectures on her 25,000-mile air-trip to South America this summer. Fifteen are scheduled in Argentina and Brazil.

Five Chicago Programs Get Advertising Awards

(Continued from Page 1)

NBC's "Tin Pan Alley of the Air," with Johnny Neblett, Jack Owens, Jimmy Blade and the Vagabonds quartet, musical variety show, sponsored by Leaf Gum; WGN's "Mr. and Mrs." program, sponsored by Selay Mattress Co., named the best local audience participation feature; WGN-Mutual's "Tom Mix" serial, starring Curley Bradley, sponsored by Ralston-Purina Co. as the outstanding network children's show, and WBBM's "Melody Lane," evening musical variety show sponsored by Wieboldt Stores, featuring June Marlowe as emcee, Russ Brown and Caesar Petrillo's Orchestra.

Haymes Show Switches

The Dick Haymes show on CBS switches from 8-8:30 p. m. Saturdays to 9-9:30 p. m. Thursdays effective June 6. Show will take over the slot to be vacated by Chrysler and Andre Kostelanetz May 30.

The Haymes program is sponsored by Electric Auto-Lite and handled by Ruthrauff and Ryan.



LEN STERLING
LA 4-1200



California Commentary . . . !

● ● ● Although the other "Dead End Kids" refused to believe it, their erstwhile buddy of the flickers, Leo Gorcey, is campaigning for the office of sheriff of Studio City. Opponents of Bob Burns' Brooklynite sidekick on Bob's air program include Announcer Ken Niles and the former football star, Tom Harmon. Funeral services were held Wednesday for Sterling Trevor, free-lance photographer who had done much work for the ABC Pacific press department. He was killed in an airplane accident at Palm Springs.

Los Angeles

Meredith Willson's song, "Iowa," recently completed, may be adopted by his native state as its official centennial ballad this summer. Producer Cal Kuhl, of the "Maisie" ailer, was given the cue to start the program last week when he was notified that his wife had just presented him with an eight-pound daughter. Cast members, headed by Star Ann Sothern, are trying to persuade the Kuhls to name the baby "Maisie." Myra Marsh and Pinky Hunter have been added to the regular cast of the Agnes Moorehead starrer, "The Amazing Mrs. Dambury."

★ ★ ★

● ● ● George T. Shupert, assistant to the president of Television Productions, has been conferring with Klaus Landsberg, West Coast director of television station, W6XYZ, on the Paramount lot. Penny "Blondie" Singleton has tossed her bonnet in the ring to run for mayor of Studio City, which is a suburb of Hollywood. Busy campaigning for the office between "Blondie" broadcasts, her platform includes clean streets and neat homes, happy youngsters and adults, careful pedestrians and motorists. Election is May 15. Del Castillo, music director for "Stars Over Hollywood," had his first "vacation" in two years of scoring "Stars" programs when there was no musical background for the program's presentation of "Oliver Twist," starring Basil Rathbone. "It felt," Del said, "like attending a silent film!"

★ ★ ★

● ● ● The Hoosier Hotshots have been signed by Columbia to a new contract, which calls for them to appear in four pictures next season and contains an option for their services in four more films the following year. The song and comedy quartet, long-time favorites on the National Barn Dance radio program, are currently working in their ninth Columbia picture, "Cowboy Blues," and will soon start in their tenth, "Singing on the Trail." Horace Heidt has purchased the Las Vegas, Nevada, Billmore Hotel for \$500,000. He also owns the Lone Palm Hotel in Palm Springs, the Trianon ballroom in Los Angeles and a Beverly Hills steakhouse. Lee Brody, prominent New York radio and stage actress, is now a member of the Danny Kaye show in the dual capacity of actress and writer. Another addition to the Kaye writing staff is Herbert Baker.

★ ★ ★

● ● ● No gift pleased Bob Hope more than an oil portrait of himself which he received on the set of "Where There's Life," at Paramount. The likeness was a gift from Earl Sturgis, Sr., poster artist at the Poncan Theater in Ponca City, Okla., who is the father of Earl, Jr., who is the pianist in the Skinnay Ennis orchestra. "Your father's a real artist," Hope said to the painter's piano-playing son. "Look at that nose; he's captured every bit of its charm and beauty." Walter (Leroy) Tetley, of "The Great Gildersleeve" cast, will fly to New York when the show takes its 13-week hiatus this summer. It will be his first jaunt to Gotham in more than three years. Charles (Andy) Correll, co-star with Freeman (Amos) Gosden, of Amos 'n' Andy, will soon be seen with his two-and-one-half-year-old son in a Columbia Pictures short subject slated to hit the screen on Fathers' Day. Radio's "Andy," the father of three youngsters, is expecting to pass the cigars again in August.

SAN FRANCISCO

THE "Electric Hour," with Nelson Eddy, will come here from Hollywood for its first out-of-town broadcast Sunday, May 19th, over the coast-to-coast CBS network. The program will be presented before an audience of U. S. Navy personnel stationed at Treasure Island.

The Alcatraz prison riot gave local radio stations their longest vigil since VJ-Day. One KPO-NBC news writer, Adolph Mayer, worked 28 hours straight, from Thursday morning at 6 a. m. till Friday at 10 a. m. without a break. Major stations stayed on the air 24 hours a day breaking into regular programs to give running accounts of new developments. Many "firsts" are being claimed by network stations. KFRC states they scored one when Mel Venter gave the first eye witness account of the battle from a boat near the island prison Thursday night. KGO-ABC aired the first eye witness account of the landing of the Marines on "The Rock." And KPO NBC, among several records, scored a world scoop on the Alcatraz finale when Wendell Williams gave an account of Warden James Johnston's official story of the riot and its ending. Independent stations KSFO and KYA also gave shot-by-shot accounts of the battle as seen from various vantage points by boat and binoculars.

JEAN PETERS



It seems like only yesterday that Jean Peters was a regular on WHBC's Children's Little Theater. Today this Canton, Ohio, teen-ager is well on her way to Hollywood stardom, but every trip back home to Canton means a visit to old friends at WHBC.

We look for and encourage talent, believing that local loyalty is held by unusual programming. How well do we succeed in holding our audience? Let us show you the most recent Conlan Survey, excellent proof that good ideas well presented pay off in Canton, Ohio.



1000 WATTS FULL TIME
whbc
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK
Represented by BURN-SMITH Co.

★ THE WEEK IN RADIO ★

CPA Denies NAB Request

By JIM OWENS

INDUSTRY production and construction plans were set back as the CPA denied a plea by NAB that stations be classified as essential. NAB had pointed out that construction would provide 20,000 new jobs. . . . DuPont displayed its new line of televisions ranging in price from \$600 to \$1,000. . . . The Philadelphia Record bought WCAU for 6 million. . . . The coal crisis hit radio early. NBC and ABC shows originating in Chicago were eliminating studio audiences. Stations in Washington-Virginia area were subject to drastic power restrictions beginning over the week-end. Some measure of help arrived when FCC waived two regulations regarding schedules and minimum operating hours. . . . Despite the uncertainty of economic conditions, network sales execs are slightly optimistic about the long-range outlook, a RADIO DAILY survey shows. . . . The Ohio State radio conference heard FCC Commissioner Durr charge that manufacturers have delayed the advent and development of FM broadcasting. NAB Exy Justin Miller again flayed the Commission's report and warned against censorship. . . . CBS' plans to film the Kentucky Derby hit a snag when IATSE claimed jurisdiction. . . . The State Dept.'s international information program will get 10 million if the Senate goes along with House approval. . . .

The FCC said it would subpoena listener-survey maps of clear-channel stations owned by NBC and CBS at the FCC hearings last week. Hearings have been adjourned until July. . . . Radio public service messages have been given heavy support by national advertisers, the Advertising Council reports. . . . Bob Swezey, v. p. and general manager of Mutual, was nominated as president of the Radio Executives Club for 1946-47. . . . Religious broadcasters have formed an organization under auspices of the Nat'l Conference of Christians and Jews. . . . RCA's net profit for the first quarter of this year increased 5.8 per cent over 1945. Company's television planning was outlined by David Sarnoff, pres., at the stockholders' meeting. . . . Publicity representatives of networks and stations pledged co-operation to aid the fight for lasting peace. Resolution was made at the Ohio State meeting. . . . Dr. Elmer G. Peterson of Utah State Agric. College cited the need for "adequate power" for clear-channel stations in major regions. . . . Jackson Leichter was elected president of the New York Post-owned WLIB, Brooklyn. . . . Awards of the Women's National Radio Committee will be presented at the Biltmore May 15. . . . The Wanamaker store in N. Y. is experimenting with merchandising via tele.

Schick Debuts New Show With Husing On CBS

Schick Magazine Repeating Razor Co. has bought Mondays 10:30-11 p. m. EDT, on CBS for 13 weeks effective today in a new program called "Tonight on Broadway", featuring Ted Husing. . . . The program will provide interviews between Husing and prominent stars of the sporting world, with the music of Ray Block's orchestra and 14-voice mixed chorus. Twenty-year old Bob Cole is the male vocalist. Show is sponsored for Schick Magazine Razors and Blades, through Biow, Inc.

WEAF 'Hi, Jinx' Flies High Accompanied By The Press

(Continued from Page 1)
flying 5,000 feet over the metropolitan New York area with a full load of newspapermen and women aboard. . . . The stunt was undertaken to tie in with the appearance on the show of Maj. Alexander P. de Seversky, noted aviation pioneer. Others who were interviewed by the couple during the 30-minute broadcast were Mrs. Charles B. McCabe, wife of the publisher of the N. Y. Daily Mirror; Jean Cochrane, a Manhattan high school student who made the flight under the auspices of the Police Athletic League, and Capt. Trow Sebree, pilot of the plane, who has approximately two million miles in the air to his credit. . . . Because of an unexpected large turnout, Tony Provost, Marion Chapman, Jim Miller, Arthur Oppenheim, Louise Hanley and Al Kastner, of WEAJ-NBC, and Leonard Sapphire, assistant to McCrary, relinquished their seats to accommodate representatives of the press.

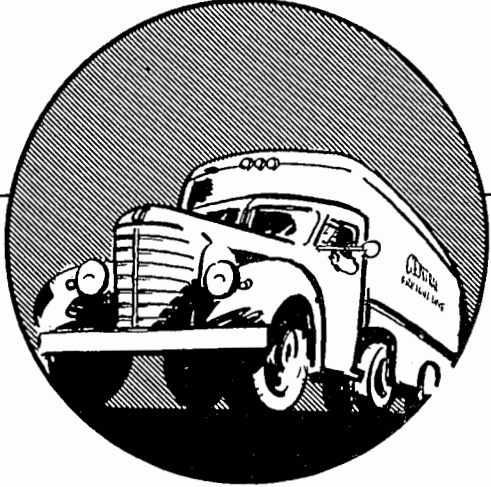
Stewart-Warner Dividend
Directors of Stewart-Warner Corporation have voted the regular semi-annual cash dividend of 25 cents per share on the \$5 par value common stock. The dividend is payable June 1, 1946, to stock of record at the close of business May 4, 1946.



Fulton Lewis, jr.

local BUY makes good

in WACO, TEXAS



Says KWTX, new Mutual affiliate in Waco: ". . . before any of the salesmen for KWTX made contact with advertisers in Waco and before we had even announced publicly that we were a Mutual affiliate, word got around that we were joining Mutual, and that Fulton Lewis would be available for local sponsorship. The program was immediately taken away from us, so to speak, by Central Freight Lines, Inc., and no less than 30 sponsors HAVE REQUESTED SPONSORSHIP OF THIS OUTSTANDING PROGRAM . . ."

Stations and sponsors alike are unanimous in acclaiming Fulton Lewis, jr., *the Number One Cooperative Program* on the air because he SELLS—
and he'll SELL your product, too!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is presently available for local sponsorship in a few choice markets. Wire, phone or write us NOW for complete information.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM

Elmer Frazier, General President; George H. Frazier, General Manager; W. A. Peters, Inc., Exclusive National Representatives

CAB Will Continue Its Rating Service

(Continued from Page 1)

for an interim period, they are authorized to suspend temporarily the rating service and the take whatever steps they deem necessary for the best interests of the entire membership.

Specifically, the resolution provided that the CAB rating service be continued "on an economical but comparable basis until November 1, 1946" and that financing be arranged "by methods which are equitable and acceptable to each individual member."

The interim period, it was stated in the motion, is to "enable a task force to be appointed by NAB, the 4-A's and ANA to outline steps, to determine the cost, and to specify the type of organization necessary to attain the objectives set forth in the CAB special committee report."

Bernard C. Duffy, chairman of the board of governors, presided at the meeting, and announced results of a mail ballot on the findings and recommendations of the recent CAB special committee. He reported that members are voting more than three-to-one in favor of accepting the research objectives outlined in the committee's report, continuing the rating service, and expanding it to provide a service like that described in the report. Duffy announced that, to date, balloting showed 68 votes for continuing and expanding the rating service and 22 for discontinuing it and limiting CAB activities to standard-setting and experimental research.

Breakdown of the balloting was as follows: Advertisers: 30 for and four against continuing the service; agencies: 24 for and 10 against; radio stations and miscellaneous members: 14 for and 3 against; network none in favor and five against continuance.

Frederic R. Gamble, president of the AAAA, announced to CAB members the progress of a recent meeting of a nine-man group from the 4-A's, NAB and ANA. The group, he said, which included the presidents of the three organizations, were in agreement with the desirability of true co-operation between the three segments of the industry.

Hooper Statement

C. E. Hooper announced over the weekend that at a subscriber conference to be held next Thursday (May 16) at the Hotel Biltmore he will make a statement relative to current developments in radio's program popularity rating services, the substance of which is disclosed in the following.

"We heartily endorse the Elder-Brophy-Kobak committee recommendation that the Cooperative Analysis of Broadcasting progress from a rating service to a standard-setting body. We have notified the board of governors that we would aim to be the first to request standard-setting of the type recommended by the committee, provided only that the standards were acceptable to all three main branches of the industry which we

★ AGENCY NEWSCAST ★

LT. COL. EDWARD A. DAVIS has resigned as vice-president and director of sales for WIP, Philadelphia, to accept a partnership with the Strauss Associates Advertising Agency of Philadelphia. He will be responsible for all of the radio business of the agency and his knowledge of television and FM will enable the agency to be among the first to promote this new phase of the broadcasting art. He will assume his new connection May 6.

JOSEPH HERSHEY MCGILLVRA, INC., has been engaged as the exclusive national representative of KXLR, Little Rock, Ark., the Mutual Broadcasting System outlet for that market.

JAMES LEE ELLENWOOD, state executive secretary of the YMCA of New York State, will be guest of honor and speaker at the regular Wednesday Celebrity-Forum Luncheon of the Advertising Club of New York, May 8—his subject being "Me (Jim Ellenwood) and the Atomic Bomb."

serve,—the advertiser, the agency and the broadcaster."

The statement explains that when Hooper learned that an industry-born group might be forthcoming, "we shelved our own plan to set up a Hooperatings Advisory Council. Except that it was to be tri-partite, ours was to be modeled after the successful Station Advisory Councils of the major networks." Although the plan was not announced publicly, it explained further, it had been discussed with individual industry leaders and had received "enthusiastic reception." When Hooper is assured "beyond reasonable doubt" that the committee's recommendation will not be accepted, it was stated, "we expect to revive the plan because we feel its need."

Hooper's statement also makes known the fact that his company has formally offered assistance to the CAB board of governors to carry out CAB subscription obligations to firms currently subscribing to it but not to Hooper. Belief is that firms subscribing to both present no problem. "In fact, it is to achieve the elimination of this very duplication . . . which was the original motivation behind current discussions," it points out. It states also that all but a few of the companies subscribing to CAB but not Hooperatings are firms which are not network advertisers.

The second committee recommendation Hooper endorses is the launching of nationally "projectable" ratings. He points out that "we would take issue with the choice of 'deal ratings' as properly descriptive in this connection inasmuch as our 32-city Hooperatings will continue to serve much more ideally as comparisons of program popularity." The proposed ratings, it asserts, will perform a "different," not a "substitute" function.

WALTER KANER, former publicity and special events director for WLIB and WWRL, who was recently discharged from the Army, has formed Walter Kaner Associates, a publicity and promotion organization with offices in New York. While serving overseas, Kaner, as "Tokyo Mose," a take-off on the Japanese propaganda siren, aired a daily record show over AFN in Japan and Korea, and served also as publicity director for the 18-station web.

THE PERFEX COMPANY (Perfex All-Purpose Cleaner) will begin 52 weeks participation in the Housewives Protective League and Sunrise Salute Combination with Lee Adams over KMOX, St. Louis on May 6, 1946, through Buchanan-Thomas Advertising Agency, Omaha, Neb.

RADIO HAM SHACK, New York, dealers in radio parts and equipment, has engaged J. R. Kupsick Advertising Agency, Inc., to handle its account. Edwin Parkin, vice-president of the agency is the account executive.

More FCC Frequencies For Amateur Operators

(Continued from Page 1)

under the terms of this order amateur stations within the continental limits of the United States, Territory of Alaska, Puerto Rico, and Virgin Islands are assigned the frequency band 3500 to 3625 kc., which restores for amateur station operation the entire frequency band 3500 to 4000 kc. which was in use by amateurs prior to the war. In addition the commission authorized the operation of amateur stations on all frequencies above 30,000 mc. for the purpose of experimentation.

Vets' Housing Problems On WMCA Drama Series

"Roof Over My Head," the story of a veteran's experiences in home ownership will feature WMCA's series on vets' readjustment, "When He Comes Home," next Wednesday, May 15, 9:30 to 10 p. m. EDT. Joseph Gottlieb will direct and produce the program prepared for radio by John Farley.

Robert Wagner, Jr., Tax Commissioner for the City of New York, will be the guest authority on the broadcast, discussing the present situation in veteran housing. Dr. Robert Goldenson, member of the Dept. of Psychology at Hunter College, will moderate the program.

Michelson Touring

Charles Michelson, president of Charles Michelson, Inc., New York, producers of ET programs, is touring the middle west radio stations. Michelson has already visited Pittsburgh, Cincinnati, Richmond, Ind., and Indianapolis and was in Chicago last week.

NAB Membership Up Board Backs Miller

(Continued from Page 1)

Justin Miller's condemnation of the FCC's programming report and revealed that 102 new members, associate and otherwise have been accepted by the NAB. Of these new members, 53 will be active and 49, associate members. As already announced Mutual Broadcasting System is among the newcomers. Total membership now is 745 active and 209 associate members.

The Broadcast Measurement Bureau was encouraged by the Board, without industry commitment, to carry out further study and research to develop techniques which would be required to conduct a second measurement of station audiences after completion of the current project.

The Board pledged assistance to the FCC in procuring personnel necessary to prepare engineering coverage maps incident to the current channel hearings. From three to five engineers will be obtained, according to the needs of the FCC.

In preparation for the membership convention in Chicago next October the network program heads were asked to serve as an official committee to plan the program and entertainment for the banquet to be held in connection with the convention.

The board pledged full cooperation with the veterans housing authority in its current campaign to provide homes for veterans and urged all stations to co-operate wholeheartedly at the local level.

The next meeting of the board of directors will take place August 7, and 9 in Estes Park, Colorado, at the Stanley hotel.

The board referred to the NAB public relations department responsible for co-operation with the State Department in developing a plan to cure men and women with radio experience to serve abroad as public affairs officers at embassies and consulates. This project of the State Department calls for the employment of experienced personnel from film industry and the newspaper world in addition to radio experts.

"Family Hour" Renewed By Prudential Insurance

"Prudential Insurance Company America has renewed sponsorship of 'The Prudential Family Hour,' Sunday, 5:00-5:30 PM, EDT, over full CBS network.

With the 52-week renewal, effective May 26, Prudential enters eighth consecutive year as a Columbia advertiser. The company made its first appearance on the network in 1939 with the program "When Girl Marries" and has sponsored "Family Hour" since 1941. The program features Patrice Munsel, coloratura soprano of the Metropolitan Opera, tenor Jack Smith, baritone Earl Wrightson and Al Goodman's chrestra and chorus. Benton & Bowles, Inc., is the agency.

SMPE Closes Confab With Papers On Tele

(Continued from Page 1)
 as the Society of Motion Picture Engineers technical conference held at the Hotel Pennsylvania. It can be shown analytically," he said "that the color television system used by CBS has been arrived at after careful consideration of all possible color processes. It was found in our investigations that, because of certain characteristics of television techniques, the choice of color process is a narrow one; hence, the present system seems to be the only one that is feasible and practical in the light of present knowledge."
 Sidmark explained that the color quality of this system is "very high" and is "capable of surpassing that of photographic processes." He said that the system used and proposed by CBS arrived at without regard to whether receiver should embody electronic or mechanical means of color selection. "If and when electronic color selection is developed, mechanical receivers will not become obsolete because the system is fundamentally tailored for use with either type of receiver." He further asserted that the electronic means of color selection "can only produce color images of quality equal to that obtained by mechanical means."

No Theater Threat
 L. B. Isaac, director of projection and sound for Loew's Theaters, declared that there is no present indication that television of any aspect will have practical use in present-day motion picture theaters. He said that no practical method of theater tele projection has yet been presented, and the scheduling of shows would be an extremely "knotty problem."

The average motion picture theater, he stated, does not provide a convenient location for a television projection within the prescribed distance from the screen for satisfactory projection. Furthermore, Isaac said, spot news tests can not be used in theaters without disrupting scheduled film presentations, and the type of television feature which could be scheduled far in advance to permit advance exhibition and building of the film around it would probably be of the kind that patrons could see on their own television receivers at home. Isaac stated his opinions were given, and did not necessarily reflect those of the company.

Other speakers at the session recalled an improved technique for projecting negative motion picture films as material for television projection, the development of a new film process in photographing the images on television picture tubes, and the results of comparative studies with television pick-up tube, photographic film, and the human eye as to the pick-up devices.

Support by the television projection practice committee of the SMPE was for early agreement by the various branches of the motion picture industry on both commercial and

Emphasis On Public Service, 'Frisco Station Survey Reveals

(Continued from Page 1)
 network and part local and they total 5 1/4 hours of time. These are all informative and educational programs and include religious, government, labor, business, veterans, youth, town forum, and local area racial problem discussions. They also average four hours weekly on special events, and from 70 to 100 spot public service announcements weekly. All these are in addition to network and local sustaining symphonies and musical programs. Two new local programs are now being prepared dealing with civic and juvenile delinquency problems.

Grant Holcomb, head of KQW's Department of Public Information reports that a breakdown of their January broadcasts shows that 15 9/10% of their time was given to programs of straight public service, 16 1/10% to news, and 68% to entertainment. In March the public service time was increased to 17%. One hundred spot announcements are given weekly. A total of 62 1/3 hours monthly are devoted to CBS network and local public service programs. In addition to giving increasing time a special effort is being directed towards improving the quality of the programs.

KFRC Give 9 Hours Weekly
 A total of 9 hours weekly are devoted to public service programs by KFRC-Mutual. The breakdown given by Dink Templeton allocates 5 1/2 hours to network programs of this nature and 3 1/2 of local origin. Special programs are produced for teen-agers, children and housewives, as well as forum and general interest programs for all adults. These deal with both local and national problems. A new local program titled "Topic Today" gives a half-hour forum discussion of some live local issue by leaders of opposing factions. "We are constantly seeking new programs of this type," Templeton states. "Time is kept available for local service organizations each week."

John W. Elwood, general manager of KPO-NBC states that his organization has planned its programming for intensified community service with a large number of KPO-originated programs planned in the public interest, as well as network offerings scheduled on the stations' "Sustaining, Immovable" list. Local originating programs include "The Farmers' Digest" given daily by Henry Schacht; the weekly "News in Advertising" written by KPO news writer Ina Shippey; the KPO originated Standard of California's twin programs, the Symphony Hour devoted to symphonic music, and the

technical aspects of theater television, so that the committee may crystallize information already assembled on the theater television equipment, theater facilities for television installations and standards of image quality, and proceed to make specific recommendations.

Standard School Broadcast which teaches an understanding and love of good music of all countries and is listened to each week in school rooms all over the state; the tri-weekly "Schoolcast" of Dwight Newton, a special program for schoolrooms on news of the day; "How Does Your Garden Grow" for gardeners; "This Is Your Home," a program of early California lore; and discussion programs giving both sides of local labor, transportation, juvenile, and other problems. These are all in addition to special event programs and fifteen NBC network public service programs regularly carried.

Independent stations also are giving more and more time to public service. A good example is station KYYA with their feature program "The United Nations Speak." The station has arranged to make recordings of the Security Council's meetings at Hunter College. These are delivered here by fast plane and put on the air for local listeners. In addition they have had a daily "United Nations Roundtable" discussion program by local commentators. In addition to a great deal of time given to Federal and local government promotion and informative programs, the station has a weekly Boy Scout program; a young peoples forum "Young America Speaks"; Veterans program; transcriptions of on-the-spot recordings of meetings of County Supervisors, District Attorney's reports, and special local happenings of wide interest. Through co-operation with the San Francisco Chronicle this station has located lost children, missing persons, traced missing airplanes, etc. They also carry a large number of public service spot announcements of all types. Other independent stations have similar schedules.

Every station interviewed stated that they are giving even more time to public service programs now than was done during the war.

New FM Facsimile Ready; System Priced At \$7,500

Introduction of new facsimile equipment for FM broadcasters which will be priced at \$7,500 subject to OPA approval was announced Friday by W. G. H. Finch, president of Finch Telecommunications, Inc., of Passaic, N. J.

The new facsimile transmitter-monitor system consists of two Finch high-quality precision broadcast facsimile scanners, each with associated monitor receiver, power units, amplifiers and selective switching arrangements for insuring uninterrupted transmission for any number of facsimile pages.

FM broadcasters slated to install the new equipment in the near future are WMGM and WGHF, New York City; KMGM, Hollywood; KJBS, San Francisco and WJJD, Chicago.

Public Interest Theme Of Address By Field

(Continued from Page 1)
 structively through an alert policy which reaffirms the Constitutional right of freedom of expression. . . . Such a policy is "realistic in the sense that radio listeners are adopting more mature attitudes toward radio. . . ." he added.

However, he continued, "It would be unrealistic to pretend to attract large audiences . . . by eliminating soap operas, variety shows and popular comedians. We may disapprove of some of the unending portrayals of domestic tragedy but I believe we should also . . . defend to the death the right of some people to enjoy them. I use the word 'enjoy' advisedly."

Field said that "no fundamental changes" in the operating policies of KOIN are planned. He expressed "deep regard and respect" for the outlet's staff, "from Chuck Meyers and Harry Buckendahl right down the line. Their record is an enviable one. Their initiative in the use of progressive radio techniques, their sponsorship of constructive community activities and their personal participation in many civic projects add up to a model performance. It is practical demonstration of radio's ability to contribute to the public welfare."

He added that he was greatly impressed with the "generous and complete" newspaper coverage given the sale of the outlet. "One does not have to think back very far to the day when newspapers rarely mentioned radio and seldom said anything cordial when they did. . . . What used to be undisguised mutual antagonism has given way to mere competition for the advertiser's dollar."

Press Wireless Programs Will Hold Tests May 19-29

(Continued from Page 1)
 president of the company. The proposed Addressed Shortwave Program Service, will reach almost every section of the country at one time or another and will be beamed at the various areas from the PW shortwave station in Hicksville, L. I. The PW station at Los Angeles will be used only for retransmitting programs.

The Commission has prescribed that each of the 15-minute programs contain approximately five minutes of music and ten minutes of spoken material. The right to rebroadcast these programs was not granted to the commercial stations by the FCC.

Top talent is being engaged by Press Wireless for the demonstration programs. Commentators will be featured, and many specially designed transmissions will be scheduled to take advantage of the flexibility offered by the scheme.

For example, plans are under way to include on each program visitors to New York whose homes are in the area to be covered by the transmission.

COAST-TO-COAST

— CONNECTICUT —

NEW HAVEN—Will Clayton, Assistant Secretary of State for Economic Affairs, will stress the need for an international trade organization on the "Beyond Victory" program of the World Broadcasting Foundation in co-operation with the Carnegie Endowment for International Peace over WNHC, May 21. . . . **HARTFORD**-WDRG is airing three special legislative programs during the course of the current special session of the Connecticut General Assembly. . . . **BRIDGEPORT**—Wesley Hobby and Helen Berkman are arranging the second in the series of WICC Sunday night "Teen-Age Time" programs, which this week salutes Bas-sick High School.

— NEW YORK —

NEW YORK—WBNX launched a 13-week series of quarter-hour airings May 12, entitled "Calling All Veterans." Produced under the auspices of the Veterans of Foreign Wars, series deals with vets' benefits and had as guest speaker on the initial program Lieut. Gen. Omar Bradley. . . . Pat Unger, heard on the MBS "Married for Life" show, has been tabbed by associates as "a sure tele-vision." . . . WOV is airing an extended series of shows object of which is to secure foster homes for needy children. . . . Theodore G. Schneider, day operations manager and chief announcer at WHN, received a personal award from the U. S. Navy for his part in the successful conclusion of the battle of Okinawa and Honshu.

— COLORADO —

DENVER—Over three hundred representatives of various high school chapters were present when the Colorado State Association of Future Farmers of America conferred its highest degree, that of Honorary State Farmer, upon KOA's director of agriculture, Hal Renolle. The presentation took place in Fort Collins at the F.F.A. banquet which ended a two-day session of their annual state convention.

— DISTRICT OF COLUMBIA —

WASHINGTON—Mr. and Mrs. Claude Canady, farm couple from Bloomfield, Nebraska, because of their contribution of all proceeds from last year's corn crop to famine relief, were heard over WOL's "Starvation, Inc." on May 7 just an hour and a half after they had received the personal thanks of President Truman. . . . WOL sent Mathew Warren as newscaster to the U. S. Chamber of Commerce convention at Atlantic City last week at the request of Chamber officials to present newscasts at all convention meetings. Warren opened the convention with specially written newscasts to keep 2500 attendees in constant touch with current news.

— MISSOURI —

KANSAS CITY—Wayne Stitt is expanding his "What the Veteran Thinks" program by taking the wire recorder to various Kansas City colleges, and interviewing discharged vets now attending school. . . . Mary Ufford, who has been tabbed as the KCKN "Blonde Charmer," is the new secretary and stenographer for KCKN execs. . . . The "Four Knights," four boys and a guitar of "coast to coast" fame, appeared in a special events show over KCKN in connection with their one-night concert at the Municipal Auditorium. Show was emceed by Disc Jockey Eddie Clark. . . . John N. Borges, TWA Constellation Flight Engineer, the man who made the record flight between Chicago and New York in an hour and fifty-five minutes, guested recently on Dal Stal-lard's KCMO "Home Town Gossip" program.

— NORTH CAROLINA —

RALEIGH—John Harden, secretary to Governor R. Gregg Cherry is now being heard in a series of airings entitled "Tales of Tar-heelia" over WPTF. The first in the series which bowed May 1, deals with North Carolina mysteries. . . . Two high school choruses are included in the series scheduled over WPTF during National Music Week. . . . **GREENSBORO**—Attracting attention in N. C. is a five-minute stint over WBIG entitled "Carolina News From Washington." The Mon. thru Fri. airing features the latest news on N. Carolinians in the Nation's Capital. Al Rice conducts the program.

— FLORIDA —

MIAMI—James M. LeGate, WIOD general manager, was elected president of the Miami Rotary Club. LeGate previously served as a member of the Board of Directors, and several times as monthly program chairman. . . . WIOD recently carried an exclusive airing of Commander John D. Bulkley's address at the Floridian Hotel, Miami Beach, before the 167th District Meeting of Rotary International. . . . WIOD's Kirby "dream-buster" Brooks entertained 250 listeners of his early morning show at his "Breakfast With Brooks" broadcast. WIODites Frank Millants, Tom Q. Smith, Bill Cochran and Announcers Marshall Simmons and Martin Hughes were on hand to join in the fun.

Send Birthday
Greetings To—

May 13

Sid Ascher David Broekman
Ken Darby Louis Prima
Arthur Sullivan William Rose
Alice Cornell

RADIO DIRECTORS
HERE'S A GOOD LEAD
FOR YOU—
MORT LAWRENCE
LE. 2-1100



A Magic Market in Magic Valley

It's almost like magic the way the crops keep rolling out of the Valley the year 'round, and the money keeps rolling in! To Valley folks, there is no slack season. Here is a PERMANENT market that has a steady effective buying power . . . income per capita is over \$650.00, totalling 165 million dollars. Look to KRGV, the station that dominates Magic Valley from one end to the other.

affiliated with
NATIONAL BROADCASTING
Lone Star Chain



AFFILIATED WITH
TAYLOR HOWE SNOWDEN
Radio Sales



1000 Watts

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

J. S. Radio Advisors Meet

Walker Again Named As FCC Commissioner

Washington Bureau RADIO DAILY
Washington—President Truman yesterday nominated Paul A. Walker as third term as FCC commissioner. Walker, who was appointed to the commission in 1934, is the oldest commissioner in point of service. Although voting with the liberal bloc in the FCC, Walker is not expected to run into firm opposition in the Senate.

Native of Washington County, Pa., Walker was graduated from the University of Chicago in 1909
(Continued on Page 4)

McC Templeton Signed As Bergen Replacement

McC Templeton, plus a 34-piece orchestra, girl vocalist as soloist and a voice chorus, will be the summer replacement for the Edgar Bergen-McCarthy programs, sponsored by Standard Brands over NBC. The show will start Sunday, June 2, at the same time, 8-8:30 p. m. EDT. The group will be under the direction of Ben Ludlow.

'Box Pop' Returns To CBS, Replacing 'Inner Sanctum'

'Box Pop' will return to CBS on May 27, replacing "Inner Sanctum" which the latter goes off the air on May 25. Another program to fill the void between these dates will be announced later.

'Box Pop' will be heard on Tuesday nights for the Thomas J. Lipton Co., through Young and Rubicam.

Patriotic Chiquita

For the first time in the history of commercial radio, a national spot campaign is being entirely devoted to a patriotic cause. United Fruit Company's famous "Chiquita Banana" has been re-written with a message for the Famine Emergency Committee and will be spotted in 60 cities and 136 stations urging the public to save wheat, fats, oils, etc. Secretary of Agriculture Clinton P. Anderson received the first recording of the lyrics yesterday.

Crosby To Sell Pens If Deal Goes Through

Bing Crosby may be sponsored by the Reynolds International Pen Company on the American Broadcasting Company network when he returns to the air next fall, RADIO DAILY learned yesterday.

Franklin Lamb, president of the Reynolds Company, is now in Hollywood negotiating with Crosby. It is reported that in addition to a fabu-

(Continued on Page 7)

N. Y. Broadcasters Meet With Church Agencies

Members of the Listening Post of the Federation of Protestant Welfare Agencies yesterday heard a discussion by local station executives on "Opportunities on the Local Air" as part of a series of conferences designed to "professionalize" community

(Continued on Page 2)

The State Department's New Committee Confers In New York With Benton And Members Of The OIC

Fitzpatrick Quits WJR; Uridge Takes His Post

Detroit—Appointment of Owen F. Uridge as acting general manager of WJR succeeding Leo J. Fitzpatrick, resigned, was announced Saturday by G. A. Richards, president and principal owner of WJR.

As a result of his improved health, Richards will again take over the active management of his various radio interests, WJR, Detroit; WGAR,
(Continued on Page 2)

Holiday Mag. Sponsors Special Program On ABC

Ika Chase, "Senator Claghorn" and Edgar Guest are journeying to Dallas, Texas, this Wednesday, May 15 for a special coast-to-coast ABC broadcast sponsored by Holiday magazine, originating from the main floor of the

(Continued on Page 2)

NBC Station Executives Meeting Opens In N. Y.

Members of the NBC Stations' Planning and Advisory Committee opened their two-day meeting at Radio City yesterday with Niles
(Continued on Page 2)

The State Department's newly created advisory committee on international broadcasting held its first meeting in New York yesterday, and heard members of the OIC outline the history and present development of government shortwave broadcasting. Following the closed meeting, Assistant Secretary of State William Benton said the session was "very productive."

Purpose of the meeting was to acquaint committee members with the
(Continued on Page 7)

Chicago Trib's Fax Broadcast 29 Miles

Chicago—In its Sunday editions the Chicago Tribune announced that it had "made publishing history" on Saturday, May 11, by broadcasting a facsimile edition to a point approximately 29 miles from Tribune Tower on North Michigan Ave. The Tribune, according to its announcement, thus became the first newspaper to print such a radio transmitted edition.

The transmission was described in
(Continued on Page 6)

KWK Buys FM Station From Federal Organization

Purchase of a 50-kw. frequency modulation transmitter by KWK, St. Louis, was announced Friday by Robert T. Convey, president of Thomas
(Continued on Page 2)

FCC's Report Not Designed To Dictate Programs—Durr

The FCC report was not specifically designed as "an attempt to tell broadcasters what they can carry on their programs," Clifford J. Durr, acting chairman of the FCC, said last night, "but there is a form of censorship more subtle than blue-penciling—and that is to try to keep certain things off the air."

Defending the embattled "Blue Book" before a forum of 300 industry members at a meeting sponsored by

the Independent Citizens' Committee of the Arts, Sciences and Professions at the Henry Hudson Hotel, Durr offered quiet but firm insistence that the criticism of certain phases of programming contained in the report would not have been necessary if many broadcasters "had lived up to their promises when applying for licenses. In this regard he declared that a review of activities showed
(Continued on Page 7)

Surplus Property

Washington—These stations have been declared surplus by the Foreign Liquidation Commissioner: AACS facilities, Gabes, Tunisia; 111 AACS Squadron, Bone, Algeria; and AACS facilities, Bliska, Algeria. Further info available from R. A. Gridley, Foreign Liquidation Commissioner, New War Department Building, Washington, D. C.

Program Note

First program to lay a real, nest-to-goodness egg was the garden's "County Fair" show last Saturday on CBS. Program has been staging a contest wherein contestants try to coax an egg from 70 live hens, "Tura" and "Lura" during the broadcast. "Tura" came through on Saturday's show and netted \$75 for a lucky lady, amid much bell-ringing and applause.



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FRANK BURKE : : : : : Editor

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FINANCIAL

(Mon., May 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	194 1/2	193	194 1/2	+ 1
CBS A	42 1/2	41	41	- 1 1/2
CBS B	41 3/4	41 3/4	51 3/4	- 1/4
Farnsworth T. & R.	15 1/4	14 3/4	15	- 1/8
Gen. Electric	47	46 1/2	46 7/8	- 3/8
Philco	36	35 1/4	36
RCA Common	16 1/4	15 7/8	16	- 1/4
Stewart-Warner	21 7/8	21 1/2	21 3/4	+ 1/8
Westinghouse	36 3/8	35 3/4	36	- 1/4
Zenith Radio	36	35 3/4	35 3/4	+ 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	10 1/4	10 1/8
OVER THE COUNTER		
Du Mont Lab.	11 7/8	12 7/8
Finch Tele Comm.	16	18
Stromberg-Carlson	21 3/4	23
WCAO (Baltimore)	36
WJR (Detroit)	39

Elect New RCA Officers

John T. Cahill, prominent attorney and a director of RCA, has been elected a director of NBC and of RCA Communications, Inc., it was announced by David Sarnoff, RCA president. Cahill will fill vacancies caused by the recent death of DeWitt Millhauser.

Election of Sidney Sparks as vice-president and traffic manager of RCA Communications was announced yesterday by Thompson H. Mitchell, executive vice-president. Sparks, who holds the Legion of Merit, joined the firm in September after serving almost two years as officer in charge of the War Department Signal Center, Washington, D. C.



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

KWK Buys FM Station From Federal Organization

(Continued from Page 1)

Patrick, Inc., owner of KWK, and N. E. Wunderlich, executive sales director of Federal Telephone and Telegraph Corporation.

Delivery of the new transmitter which embodies the exclusive "Frequematic" modulator developed by Federal will start within 30 days. The installation, when completed, will be capable of a power output of 50,000 watts under continuous operation on the frequency range within the band of 88 to 108 mcs., and will comply with all requirements of the FCC. A self-supporting 270-foot tower will carry the new Federal square loop antenna, which gives the 50-kw. station an effective radiated power of 450 kw.

KWK, according to reports, will be the first St. Louis outlet to go on the air with an FM station.

Holiday Mag. Sponsors Special Program On ABC

(Continued from Page 1)

Neiman-Marcus store. The radio show, which will be carried by about 115 stations, takes place at 8:30 p. m. and is the high-point of "Holiday in Texas" week.

Miss Chase will conduct a quiz on women's fashions with some of Dallas' leading male citizens as the target for her questions. Sharing the spotlight with Miss Chase will be Kenny Delmar; America's best-loved poet, Edgar Guest, who speaks so eloquently about "The Joys of the Open Road"; Frank Beaman, editor of Holiday, and Margaret Hockaday, Holiday fashion editor.

Another Curtis magazine, the Saturday Evening Post, turns over its morning Listening Post time on Wednesday for a holiday quiz, originating from station KGKO in Dallas.

N. Y. Broadcasters Meet With Church Agencies

(Continued from Page 1)

and agency radio efforts. The meeting was held in the studio theater of WMCA.

The conference centered about a factual discussion of what local stations offer in the way of audience, chances for guest-appearances, production aids and how station policies differ as regards the use of transcriptions and agency material.

Among the speakers were Arthur Hull Hayes, WABC; William Miller, WEA; Randall Kaler, WFAS; John H. McNeil, WJZ; Leon Goldstein, WMCA; Gene King, WOR; Eleanor N. Sanger, WQXR, and Ted Webbe, WPAT. Charlotte Demorest, secretary of the Listening Post, presided.

Dorothy Lewis Guesting

Dorothy Lewis, coordinator of listener activity for the NAB, will discuss "The Role of Women in Radio" tomorrow when she guests on Elsa Maxwell's Party Line over WLIB, 6:15 p. m.

Fitzpatrick Leaves WJR; Uridge Takes His Post

(Continued from Page 1)

Cleveland; and KMPC, Los Angeles, according to the announcement.

Uridge has been serving WJR as assistant general manager in charge of sales since 1937. During his twenty years of association with radio he has served as announcer, salesman, sales manager and assistant general manager.

Fitzpatrick came to Detroit in 1925 as program manager for the Jewett Radio Company which owned WJR. Four months later he found himself vice-president of a bankrupt organization and after succeeding in liquidation of the Jewett Radio Company he operated WJR as an independent station for two years. In 1927 he interested Richards in the purchase of the company and then became vice-president and general manager, a position which he has held since that time. Before coming to Detroit Fitzpatrick came into prominence as the "Merry Old Chief" of the Kansas City "Nighthawks." He was later president of NAB and during recent years has been a civic leader in Detroit. Fitzpatrick will continue to have an interest in WJR as Mrs. Fitzpatrick is reported to be one of the station's largest stockholders.

NBC Station Executives Meeting Opens In N. Y.

(Continued from Page 1)

Trammell, president of the network, delivering the welcoming address. Attending the meeting are Clair McCollough, WGAL, Lancaster, Pa.; Campbell Arnoux, WTAR, Norfolk, Va.; Nathan Lord, WAVE, Louisville; Harold Whellahan, WSMB, New Orleans; Walter Damm, WTMJ, Milwaukee; William Way, KVOO, Tulsa; Karl Wyler, KTSM, El Paso, and William Ryan, KFI, Los Angeles.

Decca Dividend

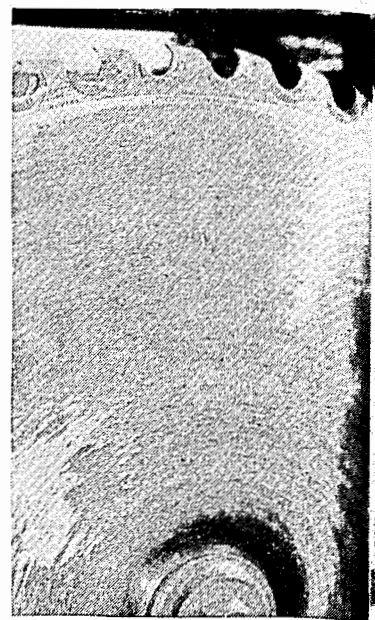
Consolidated net profit of Decca Records, Inc., for the quarter ended March 31, 1946, amounted to \$511,050 after provision of \$460,523 for income taxes. This profit is equal to \$1.32 per share on 388,325 shares of capital stock outstanding at the end of the quarter and compares with net profit of \$227,587 or 58 cents per share.

More SALES DOLLARS TRAVEL FAR ..

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

WIBW

The Voice of Kansas TOPEKA



Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usual right down the alley of potential buyers.

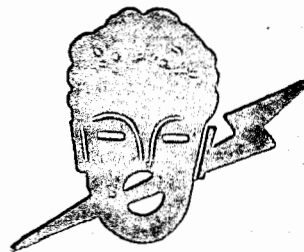
We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are five radio stations.

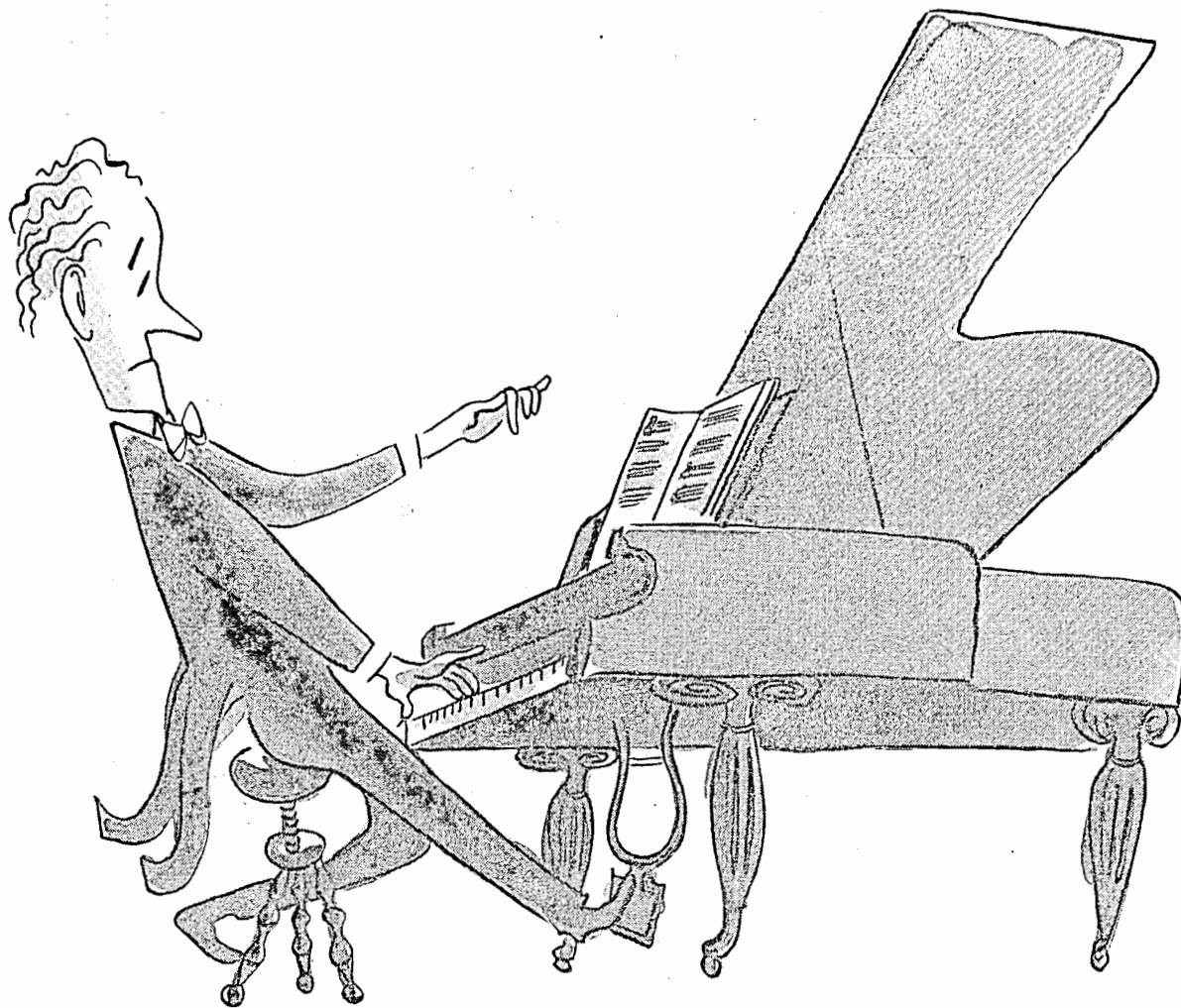
But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list ... take a good look at WITH, the successful independent. An amazing number of smart advertisers have ... and it pays off.



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R



A hit with the "88"

We aren't talking about the "88" which people outside radio know as a piano. We mean the 88% of Philadelphia listeners who know WPEN.

Recently listeners were asked to name Philadelphia stations. Far more knew WPEN than any other independent in the city—and one network outlet.

That's a convincing tribute to WPEN's alert and timely programming. Like *The Evening Bulletin*, the largest evening newspaper in America, which owns and operates the station, WPEN has studied Philadelphia's

tastes—and builds shows that please them. In America's third largest market, it pays to use WPEN—the station Philadelphians know and like.

950

WPEN

258

WPEN-FM

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

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

LOS ANGELES

By RALPH WILK

GEORGE CLEVELAND, the character actor, will be starred in "Boss in the Sky," television series to be produced by Patrick Michael Cunningham at his Stage 8 studio. Series of six subjects, each running 20 minutes, will be made on Telecine (film), starting Friday. Scripts are by Marcia Drake and Cunningham will personally direct.

Irish Tenor Morton Downey has been signed for a guest appearance with Comedienne Cass Daley on her NBC program, Sunday, May 26th. Downey airs his own Monday-through-Friday stanza, via Mutual.

William P. Rousseau, director and producer of the Ann Sothorn "Maisie" radio show last year, has been named director of Anson Bond Productions. In that capacity, Rousseau will direct the Biblical and commercial films which are now being cast and go into production next month. Rousseau, who had his start with the Fred Allen program in 1935, has also directed such top shows as Ben Bernie, Phil Baker, and the Prudential Family Hour. He will be in charge of a full program planned by Anson Bond, young producer and publisher, which includes movies for the Gruen Watch Company and stories of the Bible which will be distributed on a national basis.

Walker Again Named As FCC Commissioner

(Continued from Page 1)

with a degree of Ph.B., and from the University of Oklahoma law school in 1912. He is a Democrat.

From 1912 to 1915, Walker practiced law at Shawnee, Okla. For more than 15 years he was connected with the State Corporation Commission of Oklahoma serving as counsel and commissioner. He was elected to the Corporation Commission by popular vote and chairman of the commission by vote of the commission in January, 1931, serving in that capacity until July 11, 1934, when he became a member of the FCC by appointment of President Roosevelt for a term of five years.



Broadway Bulletin Board . . . !

● ● ● Sharing the Lux summer spot with Milton Berle will be "Ellery Queen"—a great break for both of them, inasmuch as every show that has summer'd for Lux has wound up among the first five in the rating sheets. Biow has been trying to get Berle out of his CBS contract, as Martin L. Straus is still hot about him, but they won't release him until Aug. . . . Coast ad and net guys worried over rounding up audiences for some of their shows due to daylight time headaches. Show like Ginny Simms hit the air in H'wood at 3:30 in the afternoon. The other week, Bob Hope had to plead with NBC pages to shill for pew holders out on Sunset Blvd. . . . "Vox Pop," which goes in the "Inner Sanctum" slot on CBS starting Aug. 27 for Lipton Tea, will be backed by all three winners in that recent radio publicity poll—CBS, Y & R and Coll, Daly & (Zac) Freedman. . . . Incidentally, with all those cancellations coming through, the wags are saying that CBS would even welcome back "Those Websters" now. . . . Looking over the talent list available, we find Bob Burns, Phil Spitalny, Burns & Allen, Fanny Brice, Hildegard, Danny Kaye, Helen Hayes and Dinah Shore, to mention a few. This may be the situation to force nets to use recordings.



● ● ● The Schick air show situation, which had the agency going around in circles for the past few weeks, has been temporarily solved, at least. For the first four weeks, they'll air "Tonight on B'way," with Connie Boswell, Ted Husing, Billy Doyle and Ray Bloch's ork. While they've got options on Dashiell Hammett's "Sam Spade," it's still anybody's guess whether or not they'll continue on with the opening lineup. Jane Froman, who was originally scheduled to open the series, decided against it inasmuch as she has her own show up with the agencies and a fall sale is practically a certainty. Besides, the spot has only a limited net and she's seeking a coast-to-coast outlet.



● ● ● Nick Keesely, just back from Detroit where he met with the automotive crowd, reports that the auto people to a man are very much radio-minded and that they had hoped to launch their campaigns this spring. The strike set them back six months and now they're looking forward to the fall. Nick doesn't see any cause for real alarm, such as in '31, and as a matter of fact, predicts an undreamed-of era of prosperity this fall. . . . Drop Bill Koblenzer (Chicago MCA's office) a note of condolence. He just lost his mother. . . . "Casey, Crime Photographer," with Staats Cotsworth, on for three years as a sustainer, finally wooing a bankroller. . . . Recommended: The new series of religious programs being offered by Bibletone Records—inspirational, non-sectarian and non-controversial. . . . Moe Gale's new air series, "Pappy's Travels," with Henry Hull, attracting agency interest. . . . Harry Wismer, celebrating his sixth wedding ann'y, was week-ended by his sponsor, John Long, v. p. of Bethlehem Steel.



● ● ● On Nov. 9th the col'm carried this bit of speculation: "With the 20th Century-Frigidaire deal set by the Chicago office of Foote, Cone & Belding, without the N. Y. office even being in the picture, isn't this further indication that the oft-denied rumor of a split-up between Fairfax Cone and the rest of the firm is more than mere back-room hearsay?" At the time, the item was vigorously denied and pooh-poohed by the parties concerned. In the May 8th issue of the H'wood Reporter, is front-paged the following: "Emerson Foote, pres. of Foote, Cone & Belding, is reported to be severing his connection with the agency to set up independently, when it is expected that Foote will take with him the agency's Lucky Strike account," etc., etc. and even etc. So far, we've been unable to get any confirmation from Emerson Foote—but someone or other once remarked that where there's smoke there's fire.

CHICAGO

By BILL IRVIN

FOR the first time since its construction in 1935, lightning damaged WMAQ's 50,000-watt transmitter when antenna wiring was burned out on one of the transmitter towers after being struck during a recent electrical storm. Engineers used emergency antenna equipment until the damage was repaired shortly afterwards.


The "Distinguished Guest Hour" on WGN Sundays, 1:30 to 1:45 p.m., has been included in the program listings of The Bulletin, "Good Listening," issued by the Joint Committee for Better Radio Listening at Madison, Wis.

Schwimmer and Scott, Inc., Chicago, has been appointed to handle the advertising of the Kitchen Art Foods Company, makers of Py-o-My Pie Crust, Rice Feast and other food products.

James "Tennessee Jim" Leake, veteran hillbilly comedian, has been signed to a long term contract as a WBBM staff artist, it has been announced by Walter Preston, WBBM program director.

Horton To Address AMA Meet In Boston

Dr. Donald Horton, manager of the CBS television audience research institute, will address the Spring convention of the American Marketing Association in Boston, Mass., May 16. He will speak on "Television: Its Impact Upon Postwar Marketing" at the Thursday night dinner session in the Hotel Statler.



ON MAY 14, 1879, Albert Einstein was born. We have a theory of relativity, too. Your sales in Philadelphia are in direct relation to the time you buy on

WIP

WIP—FM

PHILADELPHIA

5,000 WATTS • 610 K.C.

MUTUAL'S 3rd MARKET STATION

REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERRY CO.

Meet Mr. Reddy Cash!
FROM EAST TEXAS



"Reddy Cash" awaits your message via KFERO. Thanks to oil, agriculture, live stock, lumber and fruit growing. KFERO influences buying habits of 500,000 people.

American - Mutual

KFERO

LONGVIEW, TEX.
Texas' Richest Market

The Afra Ball

and Entertainment

Friday Evening — May 17th, 1946

9:00 P.M. until 3:00 A.M.

Grand Ballroom — Waldorf Astoria Hotel

JACK BENNY--M. C.

AND MEMBERS OF HIS RADIO SHOW.

BERT LAHR

DENNIS DAY

PAUL DRAPER

SUE RYAN

STUMP AND STUMPY

"SHARKEY" WORLD FAMOUS SEAL

BOB WILLIAMS

CARDINI

ANDRE, ANDRE AND BONNY

SHOW STAGED BY SAM RAUCH

Mitchell Ayres
and his Orchestra
Ramon Torres
and his Rhumba Orchestra

MIDWAY
Loads of Fun
and Prizes

ADMISSION

First Tier Boxes..... \$10.00 per person—including Tax

Second Tier Boxes..... 4.00 per person—including Tax

Tables on Floor..... 5.00 per person—including Tax

General Admission—\$3.50 per person—including Tax

Plenty of tables available for General Admission

Dress Optional

NET PROCEEDS TO NEW YORK LOCAL AFRA SERVICEMEN'S FUND

*At this time there are still a limited number of General Admission tickets available
at AFRA Headquarters—2 West 45th Street—Phone VAnderbilt 6-1810*

COAST-TO-COAST

— OHIO —

COLUMBUS—Glenn Ellstorm, ex-Navy, and Ralph Wanger, Jr., have joined the announcing staff of WOSU. . . . **AKRON** — Newest WHKK show for baseball fans is the "Hits and Scores" aired afternoons. . . . **MANSFIELD**—J. M. O'Hara, WMAN general manager, has returned from a week's trip to Cleveland, Chicago and St. Louis, where he visited agencies and clients. . . . William Morrison, WMAN chief engineer, is the father of a baby boy, born recently. . . . **PORTSMOUTH**—New faces at WPAY are Frank C. Balmert, Carl Bodner and Harold Sagraves in the announcing department, Ed Schlueter and Bob McHendrix as sound effects engineers and Floyd Jackson.

— NEBRASKA —

OMAHA—With seven and a half minutes to go and with the sky threatening rain, Jack Sandler, KOWH "Man on the Street" was having trouble with interviewees. No one wanted to stop. Finally came two gentlemen Jack knew and for the remainder of the broadcast he gulped and collared the two gents. Yaddity-yaddity—and the three batted questions and answers until sign-off time. What Jack knew that the listeners didn't was that the congenial guys who walked off with the day's prize were Harold Storm and Bill O'Halloren, respectively publicity man and continuity chief of station WOW.

— ILLINOIS —

PEKIN — Manufacturers, business leaders and legislators gathered recently to witness the inaugural broadcast of WSIV which took to the air on 1140 kilocycles with 250 watts. Kenneth Patterson, George Udry and Emil Prandoni are the three station owners. Patterson and Udry were with the engineering staff of WMBD while Prandoni had years of electronic research on induction heating with the Caterpillar Tractor Company before joining the firm.

— NEW YORK STATE —

BUFFALO—"I'm a Songwriter" is the title of a new WENR airing. It features the music of local aspirants to song writing fame. . . . Adam Meldrum and Anderson Company has renewed its contract to broadcast the Buffalo baseball games. . . . George Lesch, recently released from the Army, has joined the WEBR production department. . . . **WHITE PLAINS**—Pavements, Inc., New Rochelle, is using two 15-minute segments of serious music during morning hours on WFAS each week to apprise Westchester homeowners of the road and driveway building service.

NETWORK SONG FAVORITES

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

Title	Publisher
All The Cats Join In	Regent
All Through The Day	Williamson
Atlanta, G. A.	Stevens
Coax Me A Little Bit	Bourne
Come Closer To Me	Melody Lane
Day By Day	Barton
Do You Love Me	Bregman Vocco Conn
Full Moon And Empty Arms	Barton
Gimme A Little Kiss	ABC
Gypsy, The	Leeds
I Don't Know Enough About You	Campbell-Porgie
I Fall In Love With You Ev'ry Day	Slept
In Love In Vain	T. B. Harm
In The Moon Mist	Shapiro-Bernstein
It Couldn't Be True	Santly-Joy
Laughing On The Outside	Broadcast Music
More Than You Know	Miller
Oh, What It Seemed To Be	Santly-Joy
One More Dream	Barton
One More Tomorrow	Remick
One-zy Two-zy	Martin
Personality	Burke & Van Heusen
Prisoner Of Love	Mayfair
Seems Like Old Times	Feist
Shoo Fly Pie And Apple Pan Dowdy	Capitol
Sioux City Sue	E. H. Morris
They Say It's Wonderful	Berlin
We'll Gather Lilacs	Chappell
Who's Sorry Now	Mills
You Won't Be Satisfied	Mutual

Chicago Trib's Fax Broadcast 29 Miles

(Continued from Page 1)

a story by Larry Wolters, radio editor of the Tribune, and consisted of four miniature pages of news pictures and a specially drawn cartoon. The transmission was made through WGNB, sister FM station of the Tribune's WGN, and was printed on a facsimile recorder in the home of Col. Robert R. McCormick, editor and publisher of the Tribune, at Catigny Farm near Wheaton.

Transmission in 28 Minutes

The transmission of the first facsimile edition with pages four columns wide and 7½ long required 28 minutes, according to Wolters. However, new techniques and equipment soon to be available to the Tribune are expected to triple the transmission speed, he said.

Westinghouse Executive Guest Of REC May 22nd

E. C. Nobles, young Westinghouse radar expert who conceived Strato-vision, the new system of airborne television and FM transmission now under development by Westinghouse and Glenn L. Martin, will explain the system before a luncheon meeting of the Radio Executives Club on Wednesday, May 22, at the Hotel Roosevelt, it was announced by Murray Grabhorn, president. Walter Evans, vice-president in charge of all Westinghouse radio activities, will introduce Nobles.

WMAM To Take "Follies"

"Philip Morris Follies" will be heard on a total of 139 NBC stations when WMAM, Marinette, Wisconsin, takes the show effective July 2. Program is heard on 8 p. m. Tuesdays.



Announcing the Opening

of
GILCHREST-SPRIGGS & CO.

Industrial and Public Relations

Charles J. Gilchrest

Marjorie L. Spriggs

Hugh R. MacLennan

100 Boylston St.
Boston 16, Mass.

Telephone
Hubbard 2365

AGENCIES

F. BOURNE RUTHRAUFF, national publicity director of the American Red Cross, has returned to his former position of vice-president and director of Ruthrauff & Ryan, Inc.

WMOB

Mobile,
Alabama . . .

NOW UNDER
THE

NUNN
BANNER

WMOB is

represented
Nationally by

The Branham
Company

CITIES WITH BRANHAM OFFICES

- Chicago
- New York
- Detroit
- Atlanta
- Charlotte
- Dallas
- St. Louis
- Memphis
- Kansas City
- San Francisco
- Los Angeles

Nunn Stations

- **WMOB**
Mobile, Alabama
- **WBIR**
Knoxville, Tenn.
- **WLAP**
Lexington, Ky.
- **WCFM**
Ashland, Ky., Huntington,
W. Va.
- **KFDA**
Amarillo, Tex.

F. E. BUSBY, Mgr.

LEN STERLING

LA 4-1200

Report Won't Dictate Programs, Says Durr

(Continued from Page 1)

the performance falls far short of the promise. . . ."

The FCC official further pointed out that "no one has questioned the accuracy of the report. . . ." and if the criticisms and suggestions are true, . . . "who is going to do anything about it?" He doubted that "self-regulation" would provide a completely satisfactory answer, and asserted that "we are doing what we think is our clear-cut, statutory responsibility."

The FCC official also sought to clarify a few of the "impressions" broadcasters have been alarmed about in the report, and referred directly to sponsored programs and the use of transcriptions. The report, he maintained, "does not say that sponsored programs have no commercial value," but, he insisted, "there is a field of responsibility that the broadcaster must meet." He also emphasized that transcriptions are a "very valuable" means of programming to a broadcaster, but that the Commission criticizes only the excessive use of them at the sacrifice of live local talent. He added that there is much talent and many problems in a community which a broadcaster might make use of in the public interest.

Charging that the Commission "is reworking for itself a witches' cauldron of trouble" in its plan for setting aside certain programs, A. D. "Jess" Willard, executive vice-president of NAB, charged that the "Blue Book" is not a report but a set of rules and regulations already set down and promulgated." He added that these rules are already in effect, inasmuch as the commission had, shortly after publication of the report, issued blanks to stations requesting information contained in the report. The assertions made by the FCC, Willard declared, may well become law by default and acquiescence."

Norman Corwin acted as moderator of the discussions, which included talks by William B. Lewis, vice-president and director of radio, Kenyon & Eckhardt; Dick Redmond, program director, WHP, Harrisburg, Pa., and Thomas Carskadon, American Civil Liberties Union.

Thomas Gets Award

Lowell Thomas, NBC commentator, received a plaque for his "outstanding contribution to the cause of highway safety" at a banquet last night given by the American Transit Association at the Waldorf-Astoria Hotel.

250 feet—BEACH FRONTAGE—for sale IN LAGUNA BEACH

Available for private houses or res. income unobstructed view of coast from Emerald Bay Dana Point. This is THE BEST. \$75,000. might sell part at \$350 per foot. Charles Casey—Laguna Beach 333 or 1375 So. Coast Blvd. Laguna Beach. (this had been in an estate for 40 years)

U. S. Radio Advisors Confer With Benton And OIC Group

(Continued from Page 1)

programs they are to judge. They were asked to study reports on the program structure of the Voice of America in preparation for a second meeting next month at which time some definite recommendations may be made.

In announcing the formation of the committee over the week-end, Benton said: "It is estimated that there are now more than 20,000,000 radio sets outside the United States capable of receiving short wave. This number is bound to multiply. In many areas there is no other means of getting information directly from the United States.

"It is obviously important to the cause of international understanding and peace that foreign peoples should get an accurate, balanced picture of American life, and of the aims and policies of the United States Government. Broadcasting is a vital medium to this end."

Committee Named

Members of the committee, not all of whom attended yesterday's meeting, are: Mark Ethridge, publisher of the Louisville Courier-Journal, owners of WHAS; Don Francisco, vice-president of J. Walter Thompson; Gardner Cowles, Jr., president of WCOP, WHOM, KRNT and WNAX; Roy E. Larsen, president of Time, Inc.; Prof. Harold Lasswell, School of Law, Yale University; Sterling Fisher, director, NBC United Nations Project; The Rev. Dr. Robert I. Gannon, president, Fordham University; Edward R. Murrow, vice-president, CBS.

Named as consultants were Philip

Cohen, Ruthrauff & Ryan, and Victor Hunt, OIC.

Prospects Not Bright

Prospects for continued international short wave broadcasting by the State Department beyond this summer are not brighter following two days of testimony before the Senate Appropriations Committee by Assistant Secretary Benton. Benton appeared before the group hopeful that it might be persuaded to treat his operation better than did the House, which two weeks ago voted only ten million dollars for it instead of the \$19,248,000 asked.

The House cut is sufficient to rule out international broadcasting.

Benton's reception by the Senators has not been encouraging, however, and he has been put on the pan for his claims that United States embassies throughout the world are enthusiastic about the short wave program. The Senators insist that some of the comments about the program, if read in full, would be found far less complimentary than mere excerpts from them. Benton has been ordered to produce the texts of all the messages referred to.

Crosby To Sell Pens If Deal Goes Through

(Continued from Page 1)

lous salary, Crosby is being offered a substantial block of stock in the Reynolds Company.

In Chicago yesterday Milton Reynolds, chairman of the board, confirmed that negotiations were under way but declared no contract had been signed. The terms are said to center around live or transcribed shows and Crosby is reported holding out for the "ET" version.

The Reynolds company has been seeking a strong radio show or network personality for some weeks. Until recently the Maxon Company were interested in their radio planning. Now the pen company's radio affairs are in the hands of MacFarland, Aveyard Agency in Chicago.

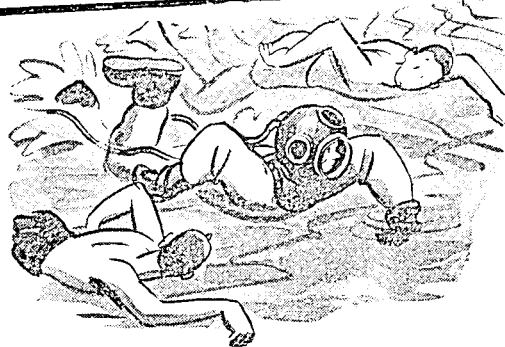
Niles Trammell To Address Proprietary Group Today

Niles Trammell, president of NBC, will address the 64th annual meeting of the Proprietary Association of America today at the Hotel Billmore on "Broadcasting and Reconversion."

"The Responsibility of Advertising" will be discussed by Don D. Patterson, advertising director of the Scripps-Howard newspapers.

now that the "Wraps" are coming off...

watch Radio Mirror



WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the June issue!



watch Radio Mirror

Dominant
VOICE OF SOUTHEASTERN CALIFORNIA
100 MILLION DOLLAR YEARLY MARKET
MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
S E E R A M E R A

Dateline: Cairo ... Bagdad ... Kunming ...

Byline: H. R. EKINS

(Courtesy of WSYR)



MARK any major point on a round-the-world flight. WSYR's Ekins was there yesterday . . . or is there today . . . or will be there tomorrow.

In two months Ekins is flying 25,000 miles between Syracuse and Syracuse, in the most significantly topical news-gathering trip ever undertaken by a radio newsman. Regular eyewitness dispatches, exclusive to WSYR, keep his thousands of Central New York listeners abreast of the news *as he spots it** in the world's news centers.

That's the kind of *service* they've grown to expect of WSYR!

That's the kind of *coverage* they know they'll get from Ekins!

This extraordinary trip will insure a larger audience than ever before for Ekins' twice-daily broadcasts at 1:00-1:15 and 6:05-6:15 P. M.—programs whose outstanding quality and audience appeal are typical of the complete, round-the-clock schedule on WSYR.

** Few men in radio today can equal Ekins' experience in spotting the news. For more than 20 years he was an ace U.P. foreign correspondent, stationed in more than 2 dozen world capitals. During the war he covered the European Theatre for WSYR, including the Normandy Beachhead and combat flights with the 9th Air Force. Because of his unusual knowledge of China and her people, United China Relief has commissioned him to do a special job of reportage in that country during this current trip. They rely on him for the actual facts.*

WSYR

SYRACUSE N. Y.

H. C. WILDER, President

A SQUARE DEAL Station

5000 watts — 570 kc.

BASIC NBC NETWORK

Associated with

WELI, New Haven

WTRY

Albany, Schenectady, Troy



PERCY FINCH of Reuter's News Service, veteran newsman who is pinch-hitting for Ekins during this 2-month trip. Finch

was assigned to the Pacific Fleet during the war, reported the invasions at Kwajalein, Guam, Iwo Jima, and Okinawa, and the surrender in Tokyo Bay.



VOL. 35, NO. 33

NEW YORK, N. Y., WEDNESDAY, MAY 15, 1946

TEN CENTS

Predicts Equipment Boom

Improve Commercials Trammell Tells Mfrs.

Packaged medicine manufacturers, members of the Proprietary Association of America, who foot much of the annual \$30 million bill for drug advertising on the air, were urged yesterday to undertake a "reconversion" of radio commercial announcements by Niles Trammell, president of NBC, who asked advertisers and agencies to put as much brains and imagination and creative ability into the commercial as they put into the show itself.

Discussing "Broadcasting and Reconversion" (Continued on Page 17)

Advertising Women Elect Officers At Annual Meeting

Mary McClung, advertising director of the New York Post, last night was elected president of Advertising Women of New York, Inc., succeeding Caroline Hood, public relations director of Rockefeller Center, who becomes an ex-officio member of the board of directors.

Dorothy Lewis, coordinator of listener activity of the NAB, was elected (Continued on Page 18)

Fundamentalist Preachers Registering Radio Protest

Washington Bureau **RADIO DAILY**
Washington—The FCC will be asked to revoke the license of broadcasters "discriminating against our preachers," Rev. Harvey H. Springer, fundamentalist preacher of Denver, Colorado, declared yesterday as he appeared before the Wood-Rankin (Continued on Page 3)

Another First

Washington—The FCC yesterday announced the first grant of a CP for experimental, Class 2 radio station with authority to handle commercial traffic, to Mountain States Telephone & Telegraph Co., for the purpose of determining the practicability of the use of radio in the proposed rural telephone service. The system will operate in a sparsely populated section of Colorado.

Hire Non-Union Ex-Gls In WIND-IBEW Row

Chicago—A test case in station-labor relations is seen here in the action of WIND, which has employed six non-union, ex-soldier engineers to maintain operation of the station following the walkout of the regular staff of IBEW members. The outlet's technicians struck at 6 a. m. on Monday. The station was off the air for (Continued on Page 17)

Radio Directors Guild Elects Byron As Prexy

New executive committee of the Radio Directors Guild which came into being yesterday will take up the matter of negotiations with advertising agencies for a Guild contract. The group is headed by Jerry Devine. No contract between RDG and the agencies now exists. At the meeting which elected new (Continued on Page 2)

New Color-Video Standards Submitted Informally By Jett

Washington Bureau **RADIO DAILY**
Washington—FCC Commissioner E. K. Jett has submitted informally a "startling" proposal for new color television standards to an industry committee studying the subject, it was learned yesterday. The proposal is now under consideration by a committee composed of RMA and RTPB representatives and recommendations are expected to be

Prospect Of \$200,000,000 Biz For 1947 Forecast For Parts Manufacturers At Chicago Electronics Meeting

Thomas Named Pres. N. Y. Advertising Club

Eugene S. Thomas, sales manager of WOR, Bamberger Broadcasting Service, was elected president of the Advertising Club of New York at the club's forty-first annual meeting held Monday in its club house at 23 Park Avenue.

Other officers chosen were vice-president, Andrew J. Haire, president of the Haire Publishing Company, (Continued on Page 3)

Radio Aid To UN Activity Pledged By Head Of NAB

Appearing before the United Nations Human Rights Commission, Justin Miller, president of the NAB, pledged the co-operation of the American broadcasting industry in the UN's "efforts to secure and maintain that (Continued on Page 17)

Bannerman Appointed To Canada Gov't Post

Montreal—Appointment of Glen Bannerman of Toronto as director of exhibitions for the Dominion Department of Trade and Commerce was announced (Continued on Page 3)

Chicago—Forecasting a business of \$150,000,000 at the consumer level by the radio parts manufacturing industry for 1946 and prospects that it will run well over the \$200,000,000 figure in 1947, H. W. Clough, vice-president of the Belden Manufacturing Company, and president of the Radio Parts and Electronic Equipment Shows, Inc., issued an optimistic statement here yesterday. The Clough forecast was timed to coincide with (Continued on Page 17)

Reid Succeeds Brewer As BBC Director Here

William A. Reid has been appointed North American director of the British Broadcasting Corporation succeeding Charles Brewer who is returning to England because of ill health, it was announced at BBC headquarters in New York yesterday.

Reid, previously connected with the educational side of the BBC in England, came to New York in August, 1942, after having served as chief executive (Continued on Page 2)

Six CP's Granted By FCC To AM Station Applicants

Washington—CP's have been granted to six new applicants for standard stations, the FCC announced yesterday. Recipients of the grants include (Continued on Page 2)

Movie Stars

Ralph Staub, Columbia Pictures producer and director, and producer of "Screen Snapshots," one of the oldest short subjects in the movie industry, has started shooting on a special short of the top announcers in radio designed to acquaint them to audiences. Titled "Radio Announcers," the new film will depict the top names in the field in informal poses.

Good Neighbor

Ben Grauer has long been associated as announcer on some of the leading programs of NBC, but tomorrow night he goes over to ABC to do the narrator job on the big benefit show to aid the United Jewish Appeal. Aired from 10:30-11 p. m., the talent will include, among others, Eddie Cantor, Jack Benny, Tallulah Bankhead, Ingrid Bergman and Charles Boyer.



Vol. 35, No. 33 Wed., May 15, 1946 Price 10 Cts.

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

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

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

FINANCIAL

(Tues., May 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	194 ³ / ₈	194 ³ / ₈	194 ¹ / ₂	— 3/4
CBS A	41	39 ¹ / ₂	40 ¹ / ₄	— 2 1/2
CBS B	40 ³ / ₈	38 ¹ / ₂	39 ¹ / ₄	— 1/4
Farnsworth T. & R.	14 ⁷ / ₈	14 ³ / ₄	14 ³ / ₄	— 1/4
Gen. Electric	47 ¹ / ₄	46 ⁵ / ₈	46 ³ / ₄	— 1/4
Philco	36 ¹ / ₄	35 ⁵ / ₈	36	— 1/4
RCA Common	16	15 ³ / ₄	15 ⁷ / ₈	— 1/4
RCA First Pfd.	93	92 ¹ / ₂	93	— 1/8
Stewart-Warner	21 ⁵ / ₈	21 ¹ / ₂	21 ⁵ / ₈	— 1/4
Westinghouse	35 ⁷ / ₈	35 ⁵ / ₈	35 ³ / ₄	— 1/4
Zenith Radio	35 ⁵ / ₈	35 ¹ / ₂	35 ⁵ / ₈	— 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	10	9 ⁷ / ₈	9 ⁷ / ₈	— 1/4
OVER THE COUNTER				
Du Mont Lab.	11 ⁷ / ₈			12 ⁷ / ₈
Finch Tele. Comm.	16			18
Stromberg-Carlson	22			23 ¹ / ₂
WCAO (Baltimore)	35			
WJR (Detroit)	38			40

Reid Succeeds Brewer As BBC Director Here

(Continued from Page 1)

ective officer of the Malaya Broadcasting Corp. in Singapore. He left Singapore to carry out war assignments in Java and Australia when the island capitulated to the Japanese in February, 1942.

Brewer, who is returning to England aboard the Queen Mary, succeeded John Salt as North American director of BBC following the close of the war. He had previously been associated with BBC and served with distinction in the British Navy during World War II.

JULES NASSBERG INSURANCE

80 JOHN STREET
New York City

PHONES:
Bowling Green 9-0284
Whitehall 3-6767

Coming and Going

HERBERT L. DAUGHERTY, formerly of Peck Advertising Agency, who recently joined McCann-Erickson as director of the art department in their Rio Janeiro offices, will leave today by plane for the Brazilian capital.

WALTER KOESSLER, general manager of WROK, Rockford, Ill., is back at the home offices following a short trip to New York for conferences with officials of the American network.

HOWARD TURNER, announcer on WBT, Columbia network outlet in Charlotte, N. C., is spending a three-week vacation in New York.

LEONARD DAVID CALLAHAN, director of public relations in the radar division of Gillfillan Bros., Los Angeles, is in Gotham. He'll leave for the coast today.

H. E. RANDALL, manager of WBZA, Springfield, Mass., and **MRS. RANDALL**, are touring the United States on an extended vacation, celebrating their 25th wedding anniversary.

BUDDY BASCH, account executive with Banner & Grief, publicists, has returned from a short business trip to Detroit.

GENE CAGLE, president of the Texas Quality Network, conferred yesterday at the New York headquarters of the American network.

HARRY McTIGUE, general manager of WINN, Louisville, Ky., has returned to the home offices from Washington, D. C., where he testified before the FCC in the station's petition for an increase in power.

Six CP's Granted By FCC To AM Station Applicants

(Continued from Page 1)

Carroll-Grayson Broadcasting Corp., Galax, Va., to operate on 1400 kc., 250 watts, unlimited; John P. Rabb, Lenoir, N. C., to operate on 1340 kc., 250 watts, unlimited; the Corbin Times-Tribune, Inc., Corbin, Ky., to operate on 1400 kc., 250 watts, unlimited; Thomas Maxie Self, et al., doing business as the Progressive Broadcasting Co., Paragould, Ark., to operate on 1490 kc., 250 watts, unlimited; Evanston Broadcasting Co., Evanston, Ill., to operate on 1590 kc., 250 watts, unlimited, and the Central Connecticut Broadcasting Co., New Britain, Conn., to operate on 910 kc., 5 kw., unlimited.

In addition, the FCC granted the request for an increase in power to 5 kw. by the Lehigh Valley Broadcasting Company, (WSAN), Allentown, Pa.

FLETCHER WILEY, who operates the Housewives Protective League and the Sunrise Salute programs in four major markets, has arrived in the East by plane and will sign contracts with the New England Group, ABC affiliates, for the extension of the programs to the New England market.

RICHARD KOLLMAR, who portrays "Boston Blackie" on the WJZ program of that name, has left for Chicago, where he will attend the opening of his new musical, "Windy City."

HERBERT A. WIXSON, sales manager of KMPC, Los Angeles, is on a three-week business trip that will take him to Chicago, Detroit and New York.

ELSA MIRANDA, of the CBS "Sing Along" program who made the well-known "Chiquita Banana" commercial announcement, was off the program Friday to confer in Washington, D. C., with Secretary of Agriculture Clinton Anderson on a new record to aid the overseas food shortage.

FRANCES FARMER WILDER, Columbia network consultant on daytime programs, off to Frederick, Md., where she will address the Kiwanis Club on the subject, "Radio Programs."

TOM ROONEY, program manager of WBBM, CBS-owned station in Chicago, a visitor this week in New York.

CHRISTOPHER CROSS, U. S. radio liaison officer of the United Nations, leaves today for Detroit, where he will speak before the Students United Nations Conference. He'll be back Friday.

Radio Directors Guild Elects Byron As Prexy

(Continued from Page 1)

officers, Edward A. Byron was selected president; George Zachary, vice-president; Frank Papp, treasurer, and Ted Corday, secretary. These newly elected four officials and Earl McGill, Carl Eastman and Lester Vail, comprise the executive committee. President Byron yesterday appointed Devine as chairman of the negotiating committee. Devine will either open new negotiations or resume where the matter was left off by the former group.

Meeting and election was held in the Holland House, New York.

Stork News

Born the 7th of May, Gail Ann, weighing 7 pounds. Papa is Mark Crandall, sales manager of KFEL, Denver.



Deep water stuff

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

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

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

And you plan to use radio...

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

Thomas Named Pres. N. Y. Advertising Club

(Continued from Page 1)

and treasurer, James A. Brewer, president. Brewer-Cantelmo Company. New directors named were: Allan T. Preyer, chairman of the board, Morse International, Inc., 3 years; Horace H. Nahm, president Hooven Letters Inc., 3 years; Charles C. Green, secretary and managing director, Advertising Club of New York, 3 years; H. J. Kenner, general manager, Better Business Bureau of New York City, 2 years; Daniel S. Tuthill, vice-president, National Concert & Artists Corp., 2 years; Clifford S. Reuter, Advertising, 1 year; Karl M. Mann, president, Case-Shepperd-Mann Publishing Co., 1 year.

Officers and directors continuing in office are: Clarence L. Law, vice-president, Consolidated Edison Co., as vice-president; Frederic R. Gamble, president, American Association of Advertising Agencies, as vice-president; and John W. Darr, president, Institute of Public Relations; Frank A. Connolly, merchandising manager, Oakite Products, Inc., John H. Ryder, president, Norm Advertising Co.; Arch Davis, executive secretary, International Business Machines Corp. and John A. Zellers, vice-president, Remington-Rand, Inc., as directors.

Retiring President Allan T. Preyer, after having served two years as president, in his address to the members, told them that the membership now numbers 2,300 business executives, and the club now has a waiting list; that the Advertising and Selling course, which has graduated over 7,600 men and women in its 22 years of existence, this year enrolled the largest number of students in its history; that the Job-Finding Forum has been helpful in placing many men and women to advantage in the Advertising field, and the classes in Effective Public Speaking have rounded out their twenty-seventh year of usefulness. The club's Veterans' Advertising Counsel has been most active in its co-operation with other Veterans' activities, the club itself having played host to over 3,000 service men and women in course of the last three years.

New Husband-Wife Series

Audition records have been cut for "The Tremaynes Turn In," a new show starring Les Tremayne and his wife, Alice Reinhardt, and written by Gail Austrian and Rita Hurwick. "The Tremaynes Turn In" is produced by Les Tremayne and Alice Reinhardt. Package is being handled by Richard Stark and Co.

Bannerman Appointed To Canada Gov't Post

(Continued from Page 1)

nounced yesterday by Trade Minister J. A. MacKinnon. Mr. Bannerman, 46, a First Great War veteran and graduate in commerce from the University of Toronto, until recently has been president and general manager of the Canadian Association of Broadcasters. Mr. MacKinnon said Mr. Bannerman would have the task of maintaining the "high standards of the past" in Canadian displays at international exhibitions, travel and trade shows which always had been "outstanding."

Fundamentalist Preachers Registering Radio Protest

(Continued from Page 1)

committee on un-American activities. Springer led a delegation of several ministers before the House committee to protest that "our preachers all over the United States are being thrown off the radio."

Springer, prior to his appearance before the House committee, has had his greatest support from Gerald L. K. Smith, Anthony Terminiello and other members of the nationalist fringe.

Kaye On "Record Shop"

Comedian Danny Kaye will be the guest on "Martin Block's Record Shop" next Saturday, May 18, as two of his records, "Dinah" and "Anatole of Paris" are aired.

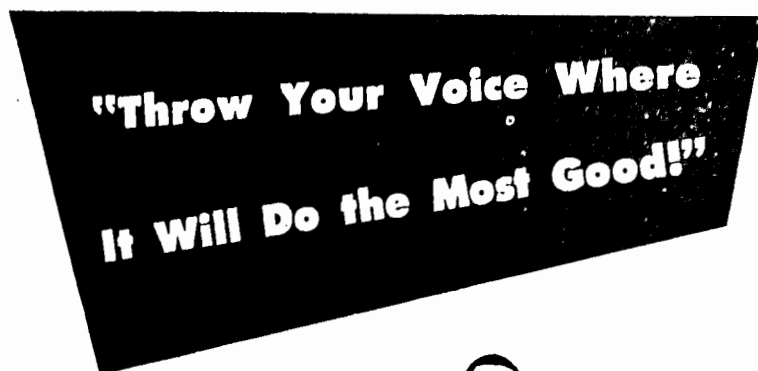
ROSS FEDERAL RESEARCH CORPORATION

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

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

LEN STERLING

LA 4-1200



Leading advertisers look to Detroit as the most progressive and fastest moving market in the world and will select WXYZ to deliver their sales messages in this market because WXYZ, Detroit's influential home-town station, covers the complete Detroit area at more reasonable rates than any other major Detroit station.



WXYZ

(Key Station of the Michigan Radio Network)
Owned and Operated by the
KING-TRENDELE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.

CHICAGO



..... *picks them out of the air*

Dresses, hats, belts, compacts—Wieboldt's customers pick them out of the air.

Like the people who have patronized its stores for over sixty years, Wieboldt's is a smart shopper. Nine years ago Wieboldt Stores, Inc. began to test the selling power of radio in America's second market—Chicago. Naturally, it checked coverage, circulation, listener preference and sales results of all Chicago radio stations—naturally it chose WMAQ!

Since January 1937 Wieboldt's has continuously used WMAQ to bring friendly sales messages to an ever-increasing and always responsive audience. Today, its current programs, *Your Neighbor* (Monday—Friday), and *Hi-Time* (Saturday), are heard by thousands of loyal listeners at 8:00 A.M.

WMAQ—THE CHOICE IN CHICAGO

WMAQ, the oldest station in Chicago, has always been first choice of listeners and advertisers alike. Compelling local features and the NBC Parade of Stars make it Chicago's dominant station. Sales results make it the best advertising buy.



FIRST IN CHICAGO
WMAQ 
50,000 WATTS 670 Kc.
Represented by NBC SPOT SALES



Radio by STANLEY ANDERSON

Station WJW Gets Most Points
in Press 1946 Local Radio Poll

CLEVELAND PRESS RADIO POLL

Proves WJW LOCAL PROGRAMS TOP ALL STATIONS

WJW, Cleveland's ABC outlet, chalked up the greatest number of points in The Press 1946 Local Radio Poll. Based upon the number of first, second and third places accumulated, Bill O'Neil's station came up with 44 points.

WGAR, the CBS affiliate, moved into second place with 29 points, while WHK (Mutual) and WTAM (NBC) tied for third place with 20 points.

Dialers gave WJW seven out of 19 first places. WGAR, WTAM and WHK tied with four firsts each. Best Program, All Classes, went to WJW for its Clambake, which nosed out WHK's In a Nutshell. Best Performer, All Classes, was WHK's Rance Valentine, who barely shoved out WJW's Howie Lund and Don Bell.

Ballots indicated that dialers are not unaware of local programs. For instance over 60 shows were named for Best Program honors. More than 40 individuals were named in the Best Performer category.

Top honors, however, went to the following, in the order named and with ties indicated:

Best Program, All Classes

- 1: Clambake, WJW.
- 2: In a Nutshell, WHK.
- 3: This Is Goodnight, WJW.
- 4: Bandstand, WJW.
- 5: Serenade for Smoothies, WGAR.

Women's Programs

- 1: Women's Club, WTAM.
- 2: Women's Page, WJW.
- 3: Lady Effie, WHK.
- 4: Armchair Planning, WTAM.
- 5: Esther Mullin, WGAR.

Children's Programs

- 1: Charming Children, WHK.
- 2: Fairytale Theater, WGAR.
- 3: Golden Keys, WJW.
- 4: Uncle Henry's Dog Club, WTAM.

Public Service Programs

- 1: City Club, WGAR.

- 2: Minority Opinion, WJW.
- 3: Bungalow for Joe, WHK.
- 4: WRU Round Table, WGAR.
- 5: Modern Farmer, WTAM.

Daytime Programs Weekday

- 1: Clambake, WJW.
- 2: Don's Early Light, WJW.
- 3: Bandstand, WJW.
- 4: Tello-Test, WJW.
- 5: Range Riders, WGAR.

Daytime Programs, Week-End

- 1: Big Broadcast, WHK.
- 2: City Club, WGAR.
- 3: Barn Dance Preview, WJW.
- 4: Sohio News, WTAM.
- 5: Brooke Taylor, WJW.

Night Programs, Weekday

- 1: This Is Goodnight, WJW.
- 2: Campfire Melodies, WJW.
- 3: In a Nutshell, WHK.
- 4: Quiz of Two Cities, WGAR.
- 5: Tom Manning.

Night Programs, Week-End

- 1: Barn Dance Jamboree, WJW.
- 2: Serenade for Smoothies, WGAR.
- 3: Henry George, WTAM.
- 4: Cleveland Orchestra, WHK.
- 5: Irish Hour, WHK.

Record Shows

- 1: Bandstand, WJW.
- 2: Don's Early Light, WJW.
- 3: Rhythm Club, WGAR.
- 4: Impressions in Wax, WGAR.
- 5: Melody Time, WJW.

Individual Performers

- 1: Rance Valentine, WHK.
- 2: Howie Lund, WJW.
- 3: Don Bell, WJW.
- 4: Pappy Howard, WJW.
- 5: Tom Manning, WTAM.

Male Vocalist

- 1: Dick O'Heren, WHK.
- 2: Reg Merridew, WGAR.
- 3: Pappy Howard, WJW.
- 4: Tommy Terrell, WGAR.
- 5: Pie Plant Pete, WJW.

Female Vocalist

- 1: Judy Dell, WGAR.
- 2: Tex Anne, WJW.
- 3: Dorothea Brooks, WTAM.
- 4: Nina Ruvinoff, WTAM.
- 5: Ginny Alvarez, WHK.

Instrumental Soloists

- 1: Henry Pildner, WGAR.
- 2: Dorothy Crandall, WTAM.
- 3: Earl Rohlf, WHK.
- 4: Hank Kahoot, WHK.
- 5: Nell Riggs, WHK.

Live Musical Programs

- 1: Serenade for Smoothies, WGAR.
- 2: Range Riders, WGAR.
- 3: Henry George, WTAM.
- 4: Sammy Warkins, WTAM.
- 5: Cleveland Orchestra.

Studio Announcers

- 1: Howie Lund, WJW.

Daytime Programs, Weekday — WJW takes the first four out of five places, with Clambake on top.

Best Program, all classes — WJW takes not only Best program but three places in these five listings.

Night Programs, Weekday — First and second in another field of five give WJW top spot.

Night Programs, Week-end — Discriminating Cleveland audiences vote WJW's Barn Dance Jamboree first in week-end entertainment.

Record Shows — Here WJW takes three out of five ratings, first, second and fifth places.

FLASH!

Latest authoritative reports show that WJW has a larger Cleveland morning audience and a larger Cleveland afternoon audience than any other radio station.



Mrs. Fuldheim



Mr. Lund



Mr. O'Heren



Mr. Pildner

For his own information and guidance... Stanley Anderson... noted radio columnist on Cleveland's largest local-circulation newspaper... conducted the completely independent city-wide listener poll which appears on these pages.

CLEVELAND'S RADIO FAVORITES are named in the 1946 Press Local Radio Poll. Four of those getting honor berths are Dorothy Fuldheim, WJW's musical director; Dick O'Heren, WHK's Irish tenor, and Howie Lund, WJW's announcer and platter jockey.

8 STAR FINAL

The listing reproduced here credits JUDY DELL to another station. Proper credit gives WJW 8 firsts in 19 classifications, changes the rating points to

WJW	47
2nd station	26
3rd station	
4th station	20

WJW is a 2 to 1 choice for listeners and advertisers in the great Cleveland market.

- 2: Tom Manning, WTAM.
- 3: Don Bell, WJW.
- 4: Bob Ledyard, WJW.
- 5: Stan Peyton, WJW.

Sportscasters

- 1: Tom Manning, WTAM.
- 2: Earl Harper, WJW.
- 3: Bob Neal, WGAR.
- 4: Jack Graney (no affiliation).

News Reporters

- 1: Wayne Johnson, WTAM.
- 2: Jim Martin, WGAR.
- 3: Bill Mayers, WGAR.
- 4: Murray Young, WHK.
- 5: Marvin Cade, WJW.

News Analysts

- 1: Dorothy Fuldheim, WJW
- 2: Ed Wallace, WTAM.
- 3: Murray Young, WHK.

Least Offensive Commercials

- 1: Sohio, WTAM.
- 2: Burrows, WHK and WGAR.
- 3: Ohio Bell, WGAR.
- 4: Marshall's, WJW.
- 5: Taylor's, WHK.

In the last category on the ballots, What New Program Would You Like, there were more suggestions than all the program managers in the country could shake sticks at. Greatest cry was for the following, in the order of listing:

Baseball, book reviews, classical records, setting-up exercises, more general sports, drama, and educational features. This column will treat these suggestions more extensively at a later date.

The highest number of votes were pooled for winners in these categories, again in the order named: sportscasters, records, news analysts, children's programs, night week-end and male vocalists. Lowest number of votes for winners were cast for daytime week-end programs and female vocalists.

Studio Announcers — Howie Lund, pictured above and three other popular WJW announcers take a smashing four out of five.

Dorothy Fuldheim, Commentator-News Analyst would be a "first" on any station. She helps WJW lead "all the rest."

Female Vocalist — Judy Dell is credited to another station. WJW, where she belongs, is proud that she is "as sweet as her songs".

BASIC **WJW** 350 KC
 ABC Network CLEVELAND, O. 5000 Watts DAY AND NIGHT
 REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

LOS ANGELES

By RALPH WILK

BARRY SULLIVAN, Monogram contract star whose latest film is "Suspense," has been signed by C. P. MacGregor of Hollywood to star in radio playlet, "Power of Faith." Transcription will be released in June on the Skippy Playhouse.

Radio Comedian Perry Ward is being included in the book on radio being written by David R. Milsten, former FCC attorney of Tulsa, Oklahoma.

Howard Flynn is the latest veteran from the AAF to join KGFF's announcing staff. Flynn, a native Angeleno, went to New York in '36, where he did announcing stints over NBC, CBS, Mutual and the Blue Network before joining the armed forces in 1942.

Following conclusion of the current "Amos 'n' Andy" airshow season May 27th, the Delta Rhythm Boys, male quartet featured on the program, will go before the lenses to make two movie shorts and will platter an album of spirituals for Decca.

Gene Fowler presented every one in the cast of NBC's Red Skelton show with an autographed copy of his new book, "A Solo in Tom Toms," after he caught the broadcast recently.

Hal Nichols, KFOX owner-manager, announces the addition of Bob Stanley to the regular KFOX announcing staff. He will take over the shift vacated by Dick Crawford, resigned.

Russell Ehresman, just recently released from the service after 39 months with the U. S. Naval Reserve, has joined KCMJ, Palm Springs, as sales promotion manager. Before going into the service, Ehresman was merchandising manager for the CBS-WMBD, Peoria, Illinois, station from 1935 to 1942.

Mutual's "Queen for a Day" program, which has crowned almost 300 American "Queens" to date, will be the topic of an article in the June issue of "The Woman," a national magazine.

Bill Herpel, announcer of "The Feeling Is Mutual" over MBS twice a week, is instructor in announcing and voice production at the Don Martin School of Radio Arts at the Crossroads of the World, Hollywood.



Michigan Ave. Memorandum. . . !

• • • The 12-day truce in the coal strike with resultant softening of dimout restrictions made necessary a last-minute re-write of part of the Jack Benny script for Sunday night. "For once I'm happy to do some re-writing," said Jack. . . . Frankie Sinatra rushed from his CBS broadcast in the Wrigley Building last Wednesday to the CYO "corned beef and cabbage" dinner in honor of

Chicago

Bishop Sheil at the Palmer House, where "The Voice" was awarded the "Club of Champions" award for his contribution to the welfare of youth. After his Palmer House appearance, Sinatra made another dash to the airport to catch a plane for Detroit. . . . WENR's news commentator, Paul Harvey, now has a twice-weekly ABC network spot. . . . Dan Golenpaul, Info Please impresario, in town lining up Cholly Grimm, Cub manager, and Phil Harris for guest appearances. . . . Bill Anson, the former Chi disc jockey, gets \$2,000 per for his three-and-a-half-hour daily d. j. stint at Warner Brothers' KFWB, according to coast reports. But more important, his contract also calls for a seven-room house. . . . Zac Freedman of the Coll. Duly and Freedman p. a. firm, planned in the other day to learn that his outfit had just been voted the top independent radio publicists, which made it a very happy landing for Zac.



• • • It was like old times at the Blackhawk restaurant Monday night with a one-night broadcast revival of the famous WGN-Blackhawk program of dance music and guest star acts, "The Midnight Flyers." A regular Monday night feature at the Blackhawk 13 years ago, the "Flyers" was the springboard to fame for many present-day personalities of the entertainment world. WGN announcer and singer, Lee Bennett, who appeared on many "Flyers" broadcasts as soloist with Jan Garber's orchestra, emceed the gala revival, with Martha Raye, Danny Thomas, Gil Lamb, Gypsy Rose Lee, Buddy Lester and Allan Jones in the guest parade. La Raye, incidentally, is penning her memoirs of show business under the title, "You Said a Mouthful."



• • • Freeman (Amos) Gosden nixed an invitation to guest on the Quiz Kids when he's in town late this month en route to attend his young son's graduation at Culver Military Academy. "My kids think I'm wise," said Gosden, "and I can't take a chance on Joel Kupperman's showing me up." . . . Billy Leach, the young Pittsburgh singer who has just signed a WBBM contract, penned the words and music for the wartime ditty, "Sail On, Chicago," the battle hymn of the cruiser "Chicago." Billy also wrote the music for "Salvos of 1945," a service show starring Cesar Romero. . . . Maggi McNellis, the Chicago lovely who went to Manhattan to become that town's leading woman commentator, was the toast of Chi when she originated her NBCommentary, "Maggi's Private Wire," from here. . . . Disregarding orders of his physician, who ordered him to take a six months breather from the strenuous pace of producing WGN-Mutual's "Queen for a Day," six foot four Bud Ernst is back at his producer's post.



• • • Alton Farber, public relations officer at the Army's Gardiner hospital, has been discharged with the rank of captain. He plans to join the J. Walter Thompson office here. . . . Marion Morgan, the WBBM vocalovely, leaving for a network buildup in N'Yawk. . . . Sam Leaf, eastern rep for Leaf Gum, sponsor of NBC's Tin Pan Alley of the Air, became a father on May 7, which makes that date unanimous as a birthdate in the Leaf family. That's also the birthday of Mr. and Mrs. L. Oh, Ripley! . . . Aside to Sherman Dryer: WGN-Mutual's "Human Adventure," which you steered to a George Foster Peabody Award while you were its guiding genius, is still winning awards, the latest being first place in the clear channel station division of the exhibition of educational radio programs at the IER.

AGENCIES

THOMAS PATRICK McMAHON has been named vice-president in charge of public relations of Federal Advertising Agency. For the past four years, he has been director of publicity and public relations of McCann-Erickson, Inc.

LIEUT. GEN. JAMES H. DOOLITTLE will be guest of honor and speaker tomorrow at the Celebrity Luncheon of the Advertising Club of New York. He will be presented the club's Bronze Plaque Achievement Award. The presentation will be made by Lowell Thomas, past president of the club.

JOHN HALPERN has joined the radio department of Erwin, Wasey & Company. He has just returned from service in the Navy where he was in charge of radio operations for the 8th Naval District. Before that he was with the Office of Inter-American Affairs.

BING CROSBY PRODUCERS, INC., have appointed Buchanan & Company to handle their advertising. The first picture to be released will be Anne Nichols' story and stage play, "Abie's Irish Rose," produced by Eddie Sutherland.



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

52%* more listeners . . .

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

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

WFPG
ATLANTIC CITY
ABC NETWORK

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

TELEVISION DAILY

Trade Mark Reg. U. S. Pat. Off.

★ SECTION OF THE RADIO DAILY • MAY 15, 1946 ★ ★

Russian Video Resumes

CBS-WCBW Develops New Acting Technique

Creation of a new and "distinctive acting style" for television drama, that might demand a completely new school of performers for the medium is indicated in the recent "improvisation" experiment undertaken by CBS. Perhaps ever more far-reaching, but none-the-less significant, is the prediction by the producer of the current group, Lee Wallace, veteran radio and video actor, who sees the advent of the daytime serial hastened by the improvisation technique. Improvisation as distinguished from script acting, demands the skill and quality of a high-trained performer.

(Continued on Page 14)

DeForest Back To Chicago; To Head Television School

Chicago—Dr. Lee De Forest, "the father of broadcasting" is returning to Chicago, the city where he started his career, to become director of the veterans training program at the American Television Laboratories. Dr. De Forest, now 73, arrived this week from Los Angeles, where he has been living.

(Continued on Page 15)

NBC Tele Production Adds Two Army Veterans

Edward S. Mills, Jr., and E. Roger Muir, both recently released from the U. S. Army, have been added to the production division of the NBC Television Department, it was announced today by Noran E. Kersta, manager of the department. Mills, who was in the Army from 1941 to 1945 where he served as chief writer

(Continued on Page 15)

Tele "Tour"

Hollywood—Don Lee's (W6XAO) show last Monday night included a "Television Tour," with Norman MacDonnell as guide. Idea was to show a modern family just what the difference is between a radio and television program. Top-flight radio talent was used to reproduce a radio skit and a tele version.

Busting Out

"Ladies Be Seated," audience participation show which will make its initial appearance at the Du Mont-Wanamaker studios (WABD) tomorrow night 8-8:30 p. m. will actually have 150 people under the camera and 350 guests in the balcony all miked. This will be the largest participation show ever attempted in a tele studio, and will be a regular weekly television feature produced by ABC on which web it is heard five times weekly.

Du Mont Men Outline Tele Education Aids

The contribution which can be made by the tele industry and the television broadcaster to the field of education will embrace both the public service and commercial phases of the medium in a reciprocal manner, Herbert E. Taylor, Jr., director of transmitter equipment sales for Allen B. DuMont Laboratories, Inc., and Robert F. Jamieson, assistant manager of WABD told a meeting of educators of

(Continued on Page 14)

New Lens-Mirror Provides Larger Television Picture

A new image-correcting glass lens, capable of producing larger, clearer television pictures from the home receiver has been developed by the American Optical Company, and is described as "the heart of a tele-

(Continued on Page 16)

FCC Cancels Tele Hearings As More Applicants Drop Out

With only six new requests for television CPs received by the FCC in the past several weeks, as against a raft of withdrawals, the Commission has been forced to cancel proposed hearings in several cities. Next hearing is now scheduled for Los Angeles on May 20, where eight applicants are seeking at least one of the seven channels available. The withdrawals which came to a head the past weekend now total 58 (Warner Bros. being the latest) as

Interrupted By War, Extensive Plans Are Now Under Way; Good Market For U. S. Equipment Indicated

U. S. Rubber Sponsors Auto. Jubilee On ABC

American Broadcasting Co. television broadcast of the Automotive Golden Jubilee to be held in Detroit, May 29, through June 9, will be sponsored by the United States Rubber Co. it was revealed yesterday by Paul Mowrey, manager of the ABC television. ABC cameramen will cover the highlights of the Jubilee, which marks the 50th year of the automotive industry, and the films will be rushed back to New York by plane.

As soon as editing is completed, they will be videoed as a half-hour special feature via New York, Schen-

(Continued on Page 14)

"Business On Parade" Debuts Tonight On WNBT

"American Business On Parade," a new program designed by NBC Television as an outlet for commercial films made by this nation's great business leaders, will start tonight (9:00 p. m., EDT). The series will continue in the same time period every week.

Idea of the "American Business On Parade" series is to bring to television audiences motion pictures

(Continued on Page 16)

By JULIA S. OLDER

Washington—The American-built Moscow Television Center, closed during the war, has just resumed its operations, according to the Office of International Trade of the Department of Commerce.

Programs have been resumed on a schedule of two telecasts weekly, all in black and white. They comprise scenes from operas, ballets and plays, also vocal and orchestral music, and are carried simultaneously by a regular radio network.

The "seeing" audience is considerably larger than the few thousand televiewers now available in the country would indicate inasmuch as these

(Continued on Page 14)

Next 6 Months Vital To Video, Says Baltin

The next six months will be the most important in television history, since it is during that period that "television service at long last, will be made available to a vast majority of the people of our country," Will Baltin, executive secretary of the Television Broadcasters Association stated

(Continued on Page 16)

Tele To Develop Swiftly Says WBKB Sales Head

Indianapolis—Television is definitely here and not "just around the corner," Reinald Werrenrath, Jr., director of sales for the Balaban & Katz video station WBKB, stated at a luncheon of the Indianapolis Ad-

(Continued on Page 16)

Lightning Rod

NBC's new television antenna, perched 1311 feet above New York on the Empire State tower, is attracting 90 per cent of the lightning occurring in this area, it was discovered following completion of installation. The structure itself is 61 feet high, and weighs approximately four tons.



* **ABE LINCOLN IN ILLINOIS**
 "Television's Greatest Play to Date..." VARIETY



* **EASTER SERVICE** - "... A Half-Hour Holy Week Session Which Took Every Beholder Right to Church..." BILLBOARD

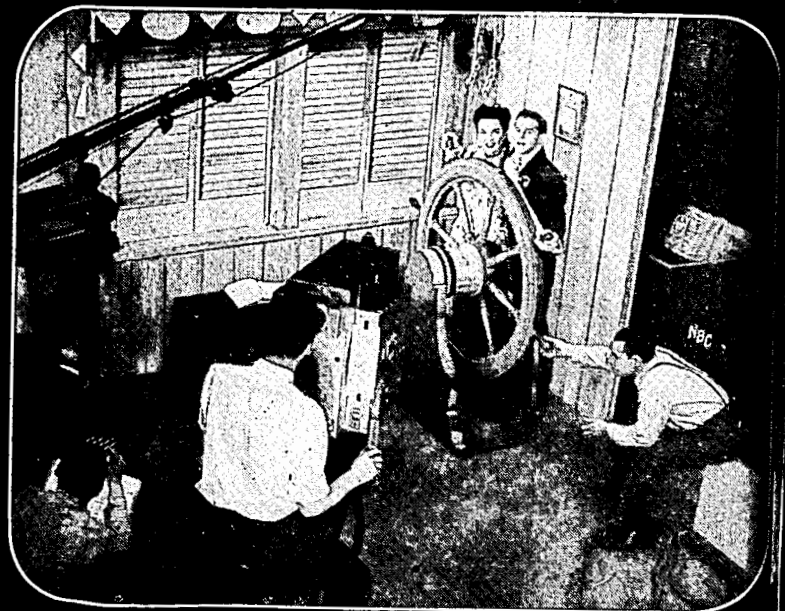


* **THE FIRST YEAR** - "... By Far the Best Television Entertainment I Have Ever Seen..." JOHN GOLDEN

What makes
 a Television
 DIRECTOR?



* **YOU CAN'T TAKE IT WITH YOU** "... Another Sock Video Version of a Famous Stageplay..." VARIETY



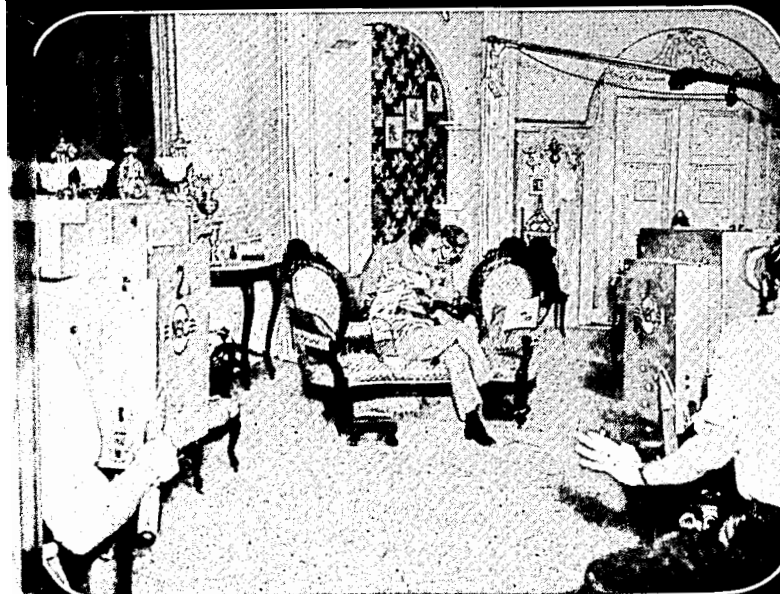
* **CHILDREN OF OLD MAN RIVER** - "... One of the Best Television Shows of More Than 30-minutes Duration Yet Presented..." VARIETY



* FRONT PAGE—“..Undoubtedly One of the Best-Produced Plays Yet Televised ... Drew Hefty Belly Laughs ...” VARIETY



* ANOTHER LANGUAGE—“.. An Auspicious Beginning to NBC's Fall Dramatic Season ... A Smash Hit ...” BILLBOARD



* ANGEL STREET—“.. Video Version ... As Sock as Footlight Presentation ...” VARIETY

A TELEVISION DIRECTOR is *made* by the hit shows he creates. For obvious reasons* NBC television directors are credited with being tops in television.

Essentially men of vision and imagination, they got into television in its formative years. Born showmen, raised in show business, they bring to bear in NBC television productions the full weight of years of individual successful experience in the theatre, films, the sports world and in radio.

That previous experience—adapted through actual daily application to the stricter requirements of the television medium—is reflected in the consistent excellence of all NBC television productions.

What makes WNBT the best media buy in Television today?

At WNBT the experience, imagination and stagecraft of show-wise NBC television directors (*and* writers, camera crews, technicians and engineers) are backed by the finest television facilities in the business.

Whatever your television requirements—whether you produce your own shows with NBC experts ... whether your ideas are developed and produced by NBC ... or whether you sponsor programs built and telecast by NBC—WNBT offers short cuts and economies made possible by expert planning and the longest, continuous practical experience in television.

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

NOW ADVERTISERS SPEAK

During the past several weeks we have been showing CBS color television to key advertising executives. They represent the group television must inevitably look to for financial support. From the typical comments below you can gauge the extent of their enthusiasm for color.

... says a merchandising authority

"I think your film did demonstrate that black-and-white television is far, far inferior and very unsatisfactory compared with color television. This you proved without a shadow of a doubt."

WALTER HOVING, *Former President
Lord & Taylor*

... says a very large advertiser

"I was profoundly impressed by the CBS color television demonstration. I can not see how any family will be content with anything less than full color on its television sets."

H. W. RODEN, *President
American Home Foods, Inc.*

... says an agency executive

"Absolutely terrific!"

PHILIP YOUNG
N. W. Ayer & Son

... says a sales promotion director

"It is my opinion that if the public had the choice it would accept nothing less than ultra-high frequency color television...."

WILLIAM TOBEY, *Sales Promotion Director
Abraham & Straus*

... says an agency executive

"I do not believe that the public will accept monotone television once color television programs and receiving sets are available. I am also of the opinion that the impact of commercial messages in color will be several times that in black-and-white."

E. F. HUDSON, *Vice-President
Ted Bates, Inc.*

... says a media expert

"I was very much impressed by this demonstration. The color and definition were beautiful. As a source of entertainment and education in the home it has enormous possibilities...."

CHARLES BROCKER
*Vice-President in Charge of Media
Geyer, Cornell & Newell, Inc.*

... says an agency executive

"Your presentation constituted a very excellent and convincing argument for the use of color in television. In my opinion CBS has shown both courage and foresight in jumping the intermediate hurdle of black-and-white images, with its eventual obsolescence, to perfect what everyone must inevitably want for home reception."

TOD REED, *Vice-President
Ruthrauff & Ryan, Inc.*

pick color television as sales medium

... says an advertising manager

"The color television looked excellent to me. My personal reaction was 'Why bother with black-and-white if color can be done as satisfactorily at present.' I was very impressed."

W. A. DRISLER, JR. *Advertising Manager*
Cannon Mills, Inc.

... says a merchandising manager

"My personal reactions to color television are feelings of pleasure, excitement, and thrills. Certainly color over black-and-white is much to be desired."

WALTER J. ANDREE
Manager-Merchandising Department
Sinclair Refining Company

... says an agency President

"...One point sells me—the clarity of subject achieved by the use of color even in the 12 inch screen, for *that* may be the screen of the mass market for the first few years of video."

LAWRENCE L. SHENFIELD, *President*
Doherty, Clifford & Shenfield

PUBLIC, TOO, WANTS COLOR

The public has recorded its opinion of color television in an impartial consumer study. The findings indicate an overwhelming preference for color television over black-and-white on the part of the audience television must create for itself. You are welcome to a copy. Address, Columbia Broadcasting System, Dept. T, 485 Madison Avenue, N.Y.C.

COLUMBIA BROADCASTING SYSTEM

... says an agency executive

"I was tremendously impressed by the color-vision demonstration. In short, why bother with black-and-white? I, for one, intend to wait until color sets are available."

WILLIAM N. DAVIDSON, *Timebuyer*
J. Walter Thompson Co.

... says an account executive

"I was very much impressed with the quality. I think it obsoletes black-and-white as the ATOM Bomb made Block busters obsolete."

E. J. ROSENWALD, *Account Executive*
Biow Company

... says an agency executive

"In its pioneering of color television CBS has extended the communication of ideas to the furthest point yet achieved. There is no doubt that it will serve, as each successive forward step in communication has, to extend the consumption of goods and the use of services and at the same time further reduce the cost of distribution."

LLOYD O. COULTER
Vice-President in Charge of Radio
McCann-Erickson, Inc.



CBS-WCBW Develops New Acting Technique

(Continued from Page 9)

former but also provides him with the widest latitude ever possible in television, according to Ben Feiner, acting director of programs for CBS who is keenly enthusiastic about the whole idea. Principally attractive to Feiner, as it probably will be to all other video programming execs, is the two major objectives that may develop as a result of the experiments: (1) artistic naturalness, ease and sincerity of performance; and (2) practical time conservation. This last, Feiner explains, embraces several factors which have hitherto represented important problems in time and cost. The preparation of a television script, for instance, is considerably more difficult and time-consuming than in radio, Feiner explains, —and never as remunerative. Hence, "It's tough to get writers" he says. Another important disadvantage of writing and directing a live show is the many conferences which "kick around" an idea until it is satisfactorily woven into the script. Casting is another headache, and then follow memorizing, and the hours of non-facilities rehearsal, which frequently total from 15 to 20 hours. Improvisation will "greatly reduce most of these elements" Feiner believes. With the new technique, a writer need only submit a story outline and the actors and director take it from there.

Rehearsals Cut

Wallace asserts that a 15-minute program, which may now require from 5 to 8 hours rehearsal, can be done via improvisation "with only a couple of hours preparation." His group, which numbers 15 actors, includes veterans who have starred in the European theater and who have studied under such experts as Mme. Ouspenskaya, Beno Schneider and Alexander Koiransky, director of the Moscow Art Theatre. The improvisation group, Wallace adds, is "extremely versatile" and can portray anything from juveniles to characters.

U. S. Rubber Will Sponsor Auto. Jubilee On ABC

(Continued from Page 9)

ectady and Philadelphia. New York, Philly and Washington will be linked at the first showing at WABD, WPTZ and the experimental in the Capital. WRGB, Schenectady will get the film the following day.

U. S. Rubber, incidentally sponsored its first telecasts in 1940 via CBS, when Paul Mowrey was with the station. If the Jubilee showing turns out as good as expected, it is possible U. S. Rubber will sponsor additional special events via ABC tele.

Harvey Marlowe, ABC's executive producer, will be in charge of the filming and subsequent telecasting.

Television Resumed By Russia After Extended Wartime Halt

(Continued from Page 9)

receivers are set up for group use in auditoriums, clubrooms, and rural assembly centers. This television equipment, called in by the government along with Russia's scant million broadcasting receivers shortly after the German invasion began, has recently been returned for general use. Some of the pre-war enthusiasts found when they surrendered their receipts, however, that their equipment had been commandeered for various military needs. They must now content themselves with receiving credits and high priorities for the purchase of the televisions which Moscow and Leningrad factories are now beginning to turn out in several table and console models.

Extensive Research

Present indications are that the extensive research carried on during the war to improve the technical efficiency of radio and signal equipment for military communications will yield big dividends in the Soviet television field. Not much is known about Russian progress in ultra short wave transmission beyond the alleged superiority of its latest tank radio system. There was a recent demonstration in Moscow of an all-electronic cinema-television projector which casts an image of three dimensions on a mirror-like screen of some 2,000 microscopic lenses. Inventor Sergei Ivanov explains that the image is depicted at different angles by employment of a special stereoscopic system which throws six to eight pairs of pictures onto the screen at once and foreshortens them at various angles. Installation of the Ivanov system in the Palace of Soviets, long under construction in Moscow, is planned.

The Russians have manifested a lively interest in television since the early thirties, and before the war sent out video transmissions from Moscow, Leningrad and Kiev. The country's first television station, established in Moscow in 1934, began with transmissions of 30-line definition. The station functioning today as the Moscow Television Center is of later vintage, however. Its construction began nearly ten years ago, and the principal equipment was purchased from the RCA Television Radio Laboratories, which directed the installation.

Tele Center

This center occupies two cable-connected buildings situated near Moscow's huge Central Park of Culture and Rest. In one building are studios and rehearsal rooms, in the other the two ultra short wave RCA transmitters. The television apparatus, of the cathode variety, operates on a frequency of 49.75 megacycles. The unmodulated power brought to the antenna is 7.5 kw. and reaches 30 kw. when transmitting on an all-white field. The sound transmitter, also using 7.5 kw., operates on 52 megacycles; the slight difference in frequency permits images and sound to be received on the same antenna.

An ancient Russian tower, which rises about 500 feet about the capital (itself that height above sea level), bears the antennas and permits high-fidelity transmission over a radius of about 30 to 40 miles. The television transmitter carries 25 pictures per second on an all-white field. These are post-card size images with a definition of 343 lines. The number of elements of decomposition can reach nearly 60,000, permitting reproduction equivalent in clarity to that provided by the ordinary home movie machine.

The main studio is an oblong hall 70 feet long, 50 wide and 25 feet high, with a balcony facing three of its sides. There are double doors and double walls on separate foundations, and the room is echo-proof as well as sound-proof. The lighting devices have a total power of 200 kw. The air-conditioning system, first of its kind in Russia, changes the air 30 to 40 times an hour.

Equipment Setup

With the Zworykin transmitting equipment, the Soviets bought 100 televisions in this country. These and 200 Soviet-made sets were snatched up by the Moscow "hams" lucky enough to find them in the under-stocked radio departments of Moscow stores. A large proportion of the televisions acquired since then have been completely built or assembled in Moscow scientific institutes, laboratories and homes.

While television operations in Moscow are based on American equipment and methods, Leningrad has developed a center of strictly Russian activity in this field. This has been largely due to the fact that an Institute of Telemechanics and similar scientific bodies in that city have long been doing experimental work in the radio field. The Institute for Television, established in Leningrad in 1935, is Russia's Television Laboratory. This institute designed the country's first ultra short wave transmitter. The following year Leningrad's Institute of Telemechanics developed cathode television systems, first of 60 and then of 180-line definition. Early in 1937 the telemechanics institutes laboratory began experimental transmissions of volleyball games, moving automobiles and other sights visible from the laboratory windows.

Ballet Popular

Another subject popular with Russian television enthusiasts is ballet. Ten years ago, the staff of an Arctic weather station used to get special television transmissions from Moscow to keep them in touch with the home scene during their long lonely winter. A ballet dance was a stock item on the programs, with the ballerina's movements sufficiently slowed up to remain distinct.

Except for the fact that they have usually carried on their hobby as members of clubs, engineering laboratories and other groups, Russian

Du Mont Men Outline Tele Education Aid

(Continued from Page 9)

the New York Speech Association, recently at the WABD studios. Edward Stasheff, in charge of television development for the New York City Board of Education, and education counselor at CBS television, presided. "The television industry is eager to aid education as much as possible," Taylor said, "because this will further the sale of receivers, it offers a large market for intra-school and intra-city television installations, is a satisfying type of activity, and such aid can result in finer public service programs."

"Intra-school television," he added, "starts with a studio somewhere in the school building or school system. In this studio are lights, cameras, film projectors, microphones, control console and distribution equipment. Through a nationally known expert may demonstrate a topic of general interest to students in dozens or hundreds of classrooms simultaneously." He cited the use of television cameras to bring close-ups of operations to medical students seated before receivers; a superior to the obscured views they would receive from the amphitheater. Other advantages of this system, Taylor pointed out, were that it requires no broadcast license and it could "distribute" educational films efficiently.

Jamieson stated that the power of television "imposes on every one in any way connected with television very tangible, very weighty responsibility." He said that among the services the broadcaster can render education were: (1) help educators make their program interesting and entertaining; (2) convince commercial sponsors that educational programs can benefit their companies and convince educators that commercial programs can be educational; (3) offer sustaining time outright and without restrictions to accredited educational organizations; (4) aid educators in converting their teaching methods to good television programming; and (5) pass on the collective information about television programming and especially educational television to educators new to the medium.

television enthusiasts are very much like our own. They have been avid readers of American books and periodicals on television. A decade ago they carried on a correspondence with Russia's first and only television editor which swamped that worthy with requests for articles and diagrams of set-building. Their interest was reflected, too, in the country's first television conference, called in Moscow in 1937.

Large numbers of Russians demobilized out of signal and engineering branches of the Red Army acquired considerable knowledge of ultra short wave activity during five years of war. They can be expected to provide a vast new audience for television during the next few years.

PROMOTION

ABC Tele Brochure

ABC's television department has gathered the highlights of its first year of video programming in a pictorial brochure which effectively presents the success of various commercial and sustaining shows aired over WJZ-TV, WRGB in Schenectady and WPTZ, in Philadelphia.

The network's video department, under Paul Mowrey, has experimented successfully with adaptations of various popular radio shows ("Ladies Seated," "Quiz Kids," "Breakfast Club," "Letter To Your Serviceman," "America's Town Meeting," etc.) many of them sponsored by the same advertiser on video as well as radio. ABC has made a concerted effort to produce sound "economically practicable" tele for advertisers to build audience appeal for every type of show. Coverage of events during the year ranged from spot news of V-J Day to special events of Army, Navy Days, large-scale sporting events, etc. ABC points out, that "In television, too,—the Show's the thing."

RCA Appoints Cathcart

Appointment of J. David Cathcart, well known advertising and market specialist, as Advertising Manager of RCA Victor Home Instrument Division has been announced by Henry Baker, General Sales Manager of the Division. Mr. Cathcart was formerly assistant director of RCA Victor's Market Research Department.

Thomas J. Bernard, former Home Instrument Advertising Manager, has been appointed to the company's Public Relations Division under John West, Director, for work on special public relations assignments. Before becoming associated with RCA Victor, Mr. Cathcart had served in various advertising and sales capacities with N. W. Ayer and Son, Philadelphia and Chicago; Al Paul Lefton Company, Philadelphia; Sterling Products International, Newark, N. J. and Station WDEL, Wilmington, Delaware.

De Forest Back to Chicago; Head Television School

(Continued from Page 9)

More than 2,000 veterans are studying television at the American television school. Dr. De Forest's invention of the three-element (audion) tube, credited with making possible present-day broadcasting, occurred while he was associated with the Armour Institute of Technology around 1900. He will continue his research at the Chicago television school.

The Month in Television

By JIM OWENS

CHARLES R. DENNY, acting FCC Chairman, predicted a "boom era" immediately ahead for television, with at least 100 stations on the air by the end of next year . . . A Commission survey of applicants and licensees in video revealed that 17 organizations are experimenting in color and black-and-white, and 19 are trying black-and-white only . . . Bill Slater, veteran sports announcer, told an ATS meeting that sports magnates will be opposed to tele cameras invading their domain . . . While ASCAP has received approval from its members for use of their work in television, the organization contemplates no new move regarding licensing . . . Washington appears to be heavily favored in the distribution of first receivers. Between 10 and 13 thousand sets will be on the market by next Fall.

The United Nations discreetly sidestepped a decision in the CBS television-movie camera issue and referred the argument to Washington . . . CBS successfully engineered the first transmission of color images between Washington and New York . . . Walt Disney Productions dropped original plans for tele and will now wait for color . . . The Louis-Conn fight was formally set for video coverage by NBC and Mike Jacobs. Gillette will sponsor the bout (it also has signed for radio coverage via ABC-WJZ) which is expected to provide television with its greatest impetus for promotion and publicity.

RCA bought the Navy Department's electron and television tube manufacturing plant at Lancaster, Pa., said to be the largest in existence, for

\$4,362,500. Editors and publishers regarding plans for tele-FM. While not openly supporting either, they're "vitaly" interested.

tending the ANPA convention in NY were polled by RADIO DAILY

Canadian broadcasters are getting into tele early, with 18 separate organizations on file . . . WCAU, CBS affiliate in Philadelphia, will shortly undertake color video tests . . . ABC's new site for television and FM on Mt. Wilson (Calif.) okayed by the U. S. Forest Service . . . John Royal, NBC tele chief, told the NAM that many other phases of American life, besides education and entertainment, would be strongly influenced by the medium.

CBS' plans to film the Kentucky Derby fell through when IATSE claimed jurisdiction over IBEW . . . DuMont displayed its first line of new sets, with prices ranging from \$600 to \$2400. Delivery will be possible in late summer, DuMont predicts. Meanwhile, RCA plans to have low-cost video receivers out about the same time. Prices will be from \$175 to \$250 . . . The John Wanamaker Store in NY began merchandising via DuMont-WABD.

Television was highly placed on the agenda of the Society of Motion Picture Engineers conference in the Hotel Pennsylvania last week. CBS' Dr. Peter Goldmark asserted electronic color video would be no better than the present mechanical system . . . L. B. Isaac of Loew's Theatres, declared that theatre television is not practical for present day operation.

NBC Expects Its Tele To Start On Coast In '47

Hollywood—"If all goes well, NBC should have its television station for the Los Angeles area in operation by the fall of 1947," Niles Trammell, NBC president, told newsmen recently at a press conference held in the Radio City offices of Sidney N. Strotz, vice-president in charge of the Western Division.

The "if" which Trammell used in prefacing his remark, chiefly concerned the granting of a television license to NBC by the Federal Communications Commission which will meet here May 20.

Trammell also disclosed that NBC plans to acquire a site for its television broadcasting station on Occidental Peak, which is located just northwest of Mt. Wilson, and yet is approximately 100 feet higher than the latter peak.

In reply to questions regarding the future of radio in Hollywood, Mr. Trammell said: "Our building of the two new studios now under construction here is evidence that the future looks extremely bright."

Chipp To ABC Tele Dept. As Facilities Engineer

Rodney D. Chipp has joined the facilities section as radio facilities engineer of the general engineering department of the American Broadcasting Co. Chipp will be responsible for radio frequency and transmitter facilities for television, FM, standard broadcasting and allied services.

Recently released from the U. S. Navy, Chipp served a tour of duty as Lt. Commander in the radar design section of the Bureau of Ships, Washington, D. C. He was responsible for the standardization of video and trigger levels for Navy radar repeaters and the design of shipboard video distribution systems. Chipp has been awarded the commendation ribbon with a citation for his work in the development of radar. He is still retained by the Bureau of Ships as a part-time consultant for the continuation of work along these lines.

A senior member of the I.R.E., Chipp was employed by the National Broadcasting Co. prior to entering the navy. Chipp is also a member of the Veteran Wireless Operators Association and an associate of the U. S. Naval Institute.

EQUIPMENT

Garod Engages Distributor

The Garod Radio Company of Brooklyn, N. Y. has appointed The Lifetime Sound Equipment Company of Toledo, Ohio, as distributor for Garod radios and television sets in 18 counties of Northwestern Ohio and South eastern Michigan, it was made known.

William H. Manoff, general manager of the Lifetime Sound Equipment Co., is now appointing dealers in this territory to handle the complete Garod line which consists of radios priced from \$17.50 to \$350.00, both FM and television sets. Many styles of phonograph needles in modernistic plastic cases are also included in the Garod line. Mr. Manoff announced that the post-war plans of his company provide for distribution of radios, sound equipment, parts and supplies, and both amateur and industrial electronic equipment, handling nationally advertised brands of equipment.

Chicago Show In Progress

More than 1,000 distributors and 160 manufacturers are now attending the Radio Parts & Electronic Equipment Shows, Inc., which is being held at the Stevens Hotel in Chicago, May 13 through 18. In urging attendance, H. W. Clough, vice-president of the Belden Manufacturing Company, Chicago, pointed out to distributors and manufacturers that now is the time to make all plans for the long-awaited day when parts will again be available and sales, as before, will be aggressively sought. Clough also pointed out that the conclave, while being called a "Trade Show and Conference," will be more of a conference than a trade show but many vital questions will be taken up including a discussion of new products, deliveries, OPA, and distribution plans.

The 1946 show is being run under the joint sponsorship of the Association of Electronic Parts and Equipment Manufacturers; the Parts Division of Radio Manufacturers Association, Sales Managers Club, Eastern Division; and the National Electronic Distributors Association.

NBC Tele Production Adds Two Army Veterans

(Continued from Page 9)

for the "Army-Navy Screen Magazine," is a native of Evanston, Ill. He was graduated from the Choate School and from Williams College where he was chairman of the dramatic society and editor of the newspaper. Mills is author of "Cook Book of Politics" a book which is scheduled for publication in October.

Muir, who served in the U. S. Signal Corps for 4½ years, was an officer in motion picture production. Before joining the service, he was a cameraman and film editor of for the Great Northern Railway.

Next 6 Months Vital To Video, Says Balin

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at a luncheon of the Kiwanis club of Hoboken, N. J., at the Meyers Hotel. Luncheon was held last Thursday.

Balin declared that the first 100,000 video receivers "will begin moving off production lines in many manufacturing plants this month, with deliveries being made as quickly as possible." At least 70 manufacturers, he added, have indicated they plan to enter television production, either in the construction of transmitters and receivers, or in necessary components. He predicted also that, with television expanding rapidly throughout the country, and the existence now of a video network between New York and Washington, that service between Boston and the Capital "may be expected by the end of this year or early in 1947."

Balin also looked upon television as aiding international unity and understanding, asserting that "international television is not an illusion," and will come about in the not-too-distant future.

"Business On Parade" Debuts Tonight On WNBT

(Continued from Page 9)

made by the great American concerns which will tell the story of this country's commerce. Reynold R. Kraft, NBC tele sales manager, explained that most of the large firms have produced films of an educational and informational nature which will be of great interest to NBC Television viewers.

Many of the firms have already been contacted and have expressed a desire that their films be shown on television. Kraft disclosed that the concerns feel that television affords an excellent outlet for these "American Business" motion pictures. NBC Television will accept either 35- or 16-millimeter films made by the business leaders.

Tele To Develop Swiftly Says WBKB Sales Head

(Continued from Page 9)

vertising Club at which he was a guest speaker.

"If only for historical purposes," he declared, "advertisers should take careful note of the fact that this is the year television will come of age and all the gloomy forebodings and excessive pessimism voiced by the wait-and-see elements will have very little effect on the outcome except that the latter gentry will be left at the post."

Voicing strong confidence in the swift development of the new industry in the immediate months ahead, Werrenrath pointed out that "for more than one reason, there will not be as much room for the advertiser on television as there is on a normal radio broadcasting day." He therefore suggested that "show-wise" advertisers get into video early to insure broadcast time.

Radio Relays For Television

By ERNEST B. LOVEMAN
Vice-President in Charge of Television
Broadcasting Division,
Philco Products Incorporated

A major problem in the evolution of commercial television as a self supporting industry is the need for network programs. A chain of television stations in several cities can obviously reduce the high cost of television programming to individual stations and also assure a much greater variety of good programs. Further, once programs of professional calibre are available through large areas, the sale of television receivers will be greatly stimulated, building the television audience and leading to increased sponsorship of video programs.

Several techniques for making network television practical have been proposed, including radio relaying and the coaxial cable. Philco has chosen to concentrate on developing radio relays for both economic and technical reasons. Right-of-way problems are negligible, and initial cost and maintenance of a radio relay network are apparently considerably lower.

Radio relaying is also considerably more versatile, since a single unattended relay station may handle not only television programs, but also FM broadcasts, facsimile, multiplex telephony and telegraphy, and thus soon pay for itself in 24-hour diversified operation.

Philco experience with radio relaying of television began long before the war in connection with remote pick-up telecasts such as football games at Franklin Field, the 1940 Republican National Convention, and the famous Mummies' Parade. These and other events were televised on the scene, and relayed the relatively short distance to the main Philco transmitter for rebroadcasting.

At the same time, our engineers were picking up NBC telecasts from New York directly, a distance of about 90 miles, and occasionally rebroadcasting them from Philco Television Station WPTZ for Philadelphia viewers. However, this distance proved too great for reliable television relaying. To develop a line-of-

Unveil New Tele Service For Dept. Stores Shortly

Unique "merchandise in action service for department stores which will encompass both television counsel and using full color," is promised by Cine-Television Studios within 30 days, according to Fred H. Fidler, president.



E. B. LOVEMAN

sight relay system from New York, which would provide high-quality television at all times, Philco engineers constructed an intermediate relay station on a hilltop at Mt. Rose, N. J., about halfway between New York and Philadelphia. Receiving and transmitting antenna towers were erected, and complete relay station receiving, transmitting and monitoring equipment, housed in a special trailer, was installed.

This relay operation with the single booster station has proved most satisfactory over a period of several years. Many types of New York programs, including direct pick-ups of important news events, studio shows and movies, have been relayed to Philadelphia and rebroadcast by WPTZ without significant loss of picture.

The success of this first relay network connecting New York and Philadelphia led Philco television engineers to undertake a much more ambitious "first," a VHF multiple-relay television network to link Washington with Philadelphia. Four hilltop relay stations were constructed at Arlington, Va., Odenton and Havre de Grace, Md., and Honeybrook, Pa., to provide 100-foot clearance of all intervening objects between relay sites with 100-foot antenna towers. Transmitting and receiving antennas at each site were carefully oriented, and frequencies were staggered in two 12-mc. channels centered at 210 and 236 mc., to minimize both inter- and intra-station interference. Receiving monitoring and transmitting equipment of similar design to that in the Mt. Rose relay station was housed in a trailer at each site, and a monoscope signal generator was installed in a building at the Arlington station to provide a video test pattern throughout the network.

While VHF radio relays like those developed by Philco to connect New York and Washington with Philadelphia have proved capable of transmitting acceptable television pictures over long distances, it is believed that new relay systems operating at much higher frequencies will offer several advantages. Considerable work is being done in the Philco research laboratories on relay equipment to function at above 1000 mc. More relay channels are available in this upper region, greater bandwidth per channel is possible, and higher fidelity in relaying is definitely indicated by preliminary results. In fact, future high frequency systems will provide what the engineers call "transparent relays"—presenting the identical picture hundreds or even thousands of miles away that was broadcast by the originating television station.

Lens-Mirror Provides Larger Tele Picture

(Continued from Page 9)

vision receiver's optical system."

According to Dr. E. D. Tillyer, research director, the new lens and its unique wave-like curves, "correct aberrations caused by projecting television tube images on a reflecting mirror used in the optical system to enlarge the image." He also announced a reflecting glass mirror as a companion piece to the correcting lens and said the combination "permits reception of screen images five times larger than the pre-war variety." The lens is a product of war-time research and development, many thousands of which were used for military devices.

According to the disclosure, a video optical system using the new lens-mirror combination functions as follows: images from the receiver's cathode-ray tube are projected on the mirror, then reflected through the correcting lens onto a flat mirror which in turn reflects the focused picture on the viewing screen, the results of which are larger, clearer pictures.

Fashion Editor Joins WCBW As Ass't Director

Marlowe Hall, formerly a fashion editor for Burlington Mills, has joined CBS station WCBW-N. Y. as an assistant director, director of program. Ben Feiner announced this week.

In the early part of 1946 and late in 1945, Marlowe directed a series of ten fashion films for the Burlington Mills. They were titled "Tomorrow Always Comes" and were done in Kodachrome.

After several years of experience in the theatre and in show business both in the United States and Europe as a performer, production assistant and technical advisor, Marlowe will apply her knowledge of fashion dance and staging to the video medium.

WNBT Sports Coverage; Races May Be Televised

Indication that NBC video station WNBT will cover several major sporting events in and around New York City is seen in the announcement this week that two baseball double-headers have been scheduled for airing this month.

Two cameras will cover the entire play-by-play of the N. Y. Giant-Boston Braves contests on May 19 and 26 at the Polo Grounds.

Horse racing may also be included in WNBT's sports coverage, and there is a possibility that the famous Belmont Stakes will be available to television audiences when the event is staged next Saturday at Belmont Park, L. I.

Improve Commercials Trammell Tells Mfrs.

(Continued from Page 1)

version" at the 64th annual meeting of the group at the Hotel Biltmore, NBC chief pointed out that the timing of programs is always in a state of reconversion, and is not just a war problem, but that another aspect of broadcasting—the commercial announcement—"has not received such attention as it deserves."

Trammell, in the case of a good advertiser," Trammell asserted, "don't think they are getting their money's worth out of their commercials. They are willing to spend a lot of money for a show that is up-to-date, full of charm and humor, written by experts and performed by wonderful talent." Then, he said, "when it comes to the commercial, they change their entire technique. They make a sales message on too many shows and have no relation to what went before or what comes after," and the commercial "fits into the show the way a sewing machine would fit into a symphony orchestra," he said.

Trammell felt certain, he told the manufacturers, that in considering the inclusion of the commercial to the entertainment segment of the program, there has been too much emphasis on quantity and not enough emphasis on quality."

Hits Radio Critics

The NBC chief also assailed the better critics that a distinction can be made between public service programs that are sponsored and those that are not, and declared that, in his opinion, the public votes overwhelmingly in favor of commercial programs. He also opposed strongly the ideology which urges governmental control of broadcasting and stressed that, while program control and supervision are necessary at all times, it should be self-control and self-supervision. "The program dictation to which the broadcaster should be obedient is the dictation of public opinion, not that of a Government committee," Trammell declared.

In discussing and reviewing the development of television for the primary group, Trammell explained that eventually, "we expect to have television in addition to black and white," but that today color "is in the laboratory stage." Leading radio engineers, he explained, believe it will be five years or more before a practical, satisfactory system of color television is perfected for home use."

Wedding Bells

John Lippold of Dutton-Lippold, radio engineer, was married to Hardy Lippold of the American Can Co. in Milwaukee Saturday, May 11.

Experienced Director Available Soon
Age 36, with 11 years' radio experience,
employed as Radio Director for large
New York organization, and as Production
Director in New York for Hollywood firm.
Experience could be valuable to YOU.

Box No. 172, RADIO DAILY
11 Broadway New York 18, N. Y.

Hire Non-Union Ex-GIs In WIND-IBEW Row

(Continued from Page 1)

three hours until the arrival of the station's executive personnel, which handled the controls until the ex-Army men could be engaged.

WIND's technicians walked out Monday in a demand for the hiring of a stand-by engineer during the period when WIND was using the studio of WBBM to put on the air two of its Sunday sustaining programs, one the broadcast of an a capella choir scheduled from Orchestra Hall, the other being WIND's regular "Northwestern Playshop." This arrangement resulted from dimout restrictions, which made it necessary to originate the shows from the broadcast studio. Under the arrangement with WBBM, that station's engineer was provided to pipe the shows to the WIND studio, where a WIND engineer would send them on to the WIND transmitter in Gary, Ind.

The union, Local 1220 of the IBEW-AFL, demanded that WIND provide a standby engineer at WBBM, contending that the station must use its own engineer for programs piped in from other points.

Ralph Atlas, president of WIND, refused the demand, pointing out that this would require a doubled engineering staff on certain programs with half of them merely standing by doing nothing. He also emphasized that the station's current contract with the union contains a no-strike clause, also that it permits the station to accept remote programs without using its own engineer.

The WIND-IBEW contract runs until Sept. 30, 1947.

CBS And MBS Webs To Air Talk By Hoover

Talk by ex-President Herbert Hoover, on the starvation points of the world, will be carried by CBS, in addition to the Mutual network previously announced. Talk is scheduled from Chicago Friday 10-10:30 p. m. EDT, with CBS cancelling the Danny Kaye program. Up to last night, neither NBC nor ABC had booked the pickup.

Radio Aid To UN Activity Pledged By Head Of NAB

(Continued from Page 1)

maximum freedom in all information media which is vital to common understanding and unified action among the peoples of the world."

Miller urged the Commission to establish "freedom to listen" as one of the basic rights of man. "Unless we are willing to permit free interchange of ideas in the market-place of public and private thinking," he said, "there will be no sifting of truth from falsity; no progress in human affairs; no achievement of the aims and objectives of the United Nations."

He decried government control or slanting of information as "inconsistent with the idea of that maximum freedom which is necessary for understanding, by the peoples of the world, of the aims and objectives of the United Nations."

Sports Broadcasters Meet; Get B'nai B'rith Award

Members of the Sports Broadcasters Association were honored last night when the Cinema Lodge, B'nai B'rith, presented Bill Slater, president of the association, with the special Cinema Lodge Honor Scroll for their contributions to tolerance and good citizenship through sportscasting. The presentation which took place at the Astor hotel was heavily attended.

Forecasts Boom Years For Parts Industry

(Continued from Page 1)

the opening of the equipment show Monday at the Stevens Hotel.

"Despite the current over-all confusion and reconversion problems of the American industrial scene, the outlook for the radio parts industry will become increasingly brighter as production gets on a firm footing," Clough declared. "Demands for radio parts and equipment, already high, will be eclipsed when new products and inventions, many of them already in the production planning stage, hit the market."

Sees Radar for Automobiles

Some of the commercial uses to which various war inventions such as radar, sonar, and infra-rays can be put to have already been announced, he continued. The possibility of equipping automobiles with radar, and automatic stopping devices to eliminate collisions, is close to application and its installation on planes and ships is under way.

Clough declared that the combination of FM and color television will be one of the most dramatic applications during the next few years. He also spoke of the progress being made in the field of radio frequencies and micro-waves.

NOW
THE FIRST
MAJOR IMPROVEMENT
in radio facilities in years
FOR
MINNEAPOLIS • ST. PAUL

5000 WATT*
DAY and NIGHT
WLOL
MUTUAL—BASIC

Located between NBC and CBS on the dial
NORM BOGGS
General Manager

* CP granted, in operation in May, 1946.



"It's a wise move when you switch to KGW. For leadership in public service, for listener coverage and sales results, KGW is the Northwest's leading radio outlet.

"Let KGW tell your message to the nation's 20th largest market. Its primary area covers more than a million people... 92.4% of the homes own radios. During 1944 retail, food and drug sales in this rich agricultural and industrial area totaled \$1¼ billion. That's BUYING POWER!"

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

New Color-Video Standards Submitted Informally By Jett

(Continued from Page 1)

a proposal is being considered at the present time.

"I prefer," Jett said, "not to make a public statement at this stage."

Following FCC's request that CBS submit proposals for new color television standards, the net turned the question over to the committee with certain recommendations. The discussions were making little headway it was learned until Jett stepped into the picture.

Report of the proposals came as the Commission announced another withdrawal from the black and white video field, bringing the total to 51—well over one half of all applications pending and scheduled for hearing. With 51 withdrawals, only 93 applications are left on file—with 38 set for hearing and another 55 pending.

Although some Commission members are reported favoring putting color television on a commercial basis, spokesmen were quick to point out that this "by no means" is an indication that black and white television

won't be the "practical outlet for many months to come."

Hearings in Los Angeles will get under way on May 20. Eight applicants will compete for the city's seven television channels. Harry Plotkin, FCC assistant general counsel, will preside at the hearing.

The eight applicants include Hughes Productions, Earle C. Anthony, Inc., Don Lee Broadcasting System, NBC, the Times-Mirror Co., ABC, Television Productions, Inc., and Dorothy S. Thackrey.

Latest applicant to withdraw from the downstairs television field is J. E. Rodman, from Fresno, Calif. This brought to nine the withdrawals in less than a week.

Faced with an increase in withdrawals, the FCC has postponed many scheduled hearings indefinitely, but has started granting applications without a hearing, particularly to those applicants who had been given pre-war CP's. Such grants have been made recently in Detroit and Chicago.

Will Narrate Sports Show Starting Over ABC Today

Paul Barnes and John Jacobs will be heard weekly as narrators when the "Esquire Sports Review," which will dramatize and interpret sports news and personalities, gets under way over the ABC web today, May 15 at 10 P. M., EDT. The new weekly program also will have a 20-piece orchestra under the direction of Rex Maupin to background and bridge its dramatic sequences highlighting the events and incidents of the over-all sports picture.

Case Resigns From CBS

Fox Case, assistant to the director of CBS' Washington office, has resigned his post, effective June 1, because of increased responsibilities of personal business.

WANTED

Radio Personnel, returning veterans preferred. New 5 KW Louisiana station. Wonderful opportunity for announcers, salesmen, engineers, script writers, traffic men, news editors and newscasters. Experience in Louisiana radio preferred. State background, positions and salaries desired, and give references. All replies strictly confidential. Your employers or references will not be contacted unless or until authorized by you. State when available. Wire or write immediately. Box No. 173, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Advertising Women Elect Officers At Annual Meeting

(Continued from Page 1)

to the board along with Eugenie Stamler, media director of the Biow Co., and Harriet Gormley, publicity department, Westinghouse Electric Corp.

The other new officers are Lillian Jackman, vice-president; Alice O'Connor, treasurer; Helen Berg, corresponding secretary, and Mary Tucker, recording secretary.

Continuing as board members are Harriet Raymond, Celanese Corp.; Henrietta Amos, Abbott Kimball Co., and Grace Johnsen, ABC.

President Gets Recordings Of Roosevelt Addresses

Niles Trammell, president of the National Broadcasting Company, on Thursday presented to President Harry S. Truman at the White House albums of recordings of the addresses of the late President Franklin D. Roosevelt during his four terms as President and those of Mr. Truman since he became President. The album of the recordings of Mr. Truman's addresses was bound in blue leather and carried the Presidential seal.

Send Birthday
Greetings To

May 15

Walter Cassel Margaret Lipper
Ray Green C. T. Williams
Wilma Green Bert Sheffer
James Tindale

COAST-TO-COAST

— FLORIDA —

MIAMI—At the annual meeting of the Florida Association of Broadcasters, held recently in the San Carlos Hotel, Pensacola, members voted to waive the annual election and return the president, officers and board of directors to office for another year. Those returned to office were: Jar M. LeGate, WIOD, president; Glen Marshall, WFOY, first vice-president; Bill McBride, WDBO, second vice-president; Fred Mizer, WQAM, secretary-treasurer; directors: Jack H. Kins, WJAX; Teresa Myers, WTV and S. O. Ward, WLAK. . . . Fred B. ton of WQAM, on behalf of the directors and members presented President LeGate with a plaque in honor of his services to the organization. . . . attendance was NAB President Just Miller who expressed great interest in the growth of state associations. . . . The next meeting of the FAB will be held next fall, and all Florida Congressmen will be invited to attend. . . . be the association's guests at a special dinner.

— NEW YORK —

NEW YORK—Following separate 14-week periods devoted to questions and answers on the customs and practices of the Protestant and Jewish faiths, WNEW has scheduled similar discussions dealing with the origins and significance of the Catholic faith. WNEW will air programs every Thursday from 9:45 to 10 p. m. beginning May 16, under the title "Candles of Faith." . . . The New York Giants-St. Louis Cardinals baseball game series will be aired from the Polo Grounds exclusively on WMCA, May 17 and 23 with Jack Brickhouse and Sid Ellis describing the play-by-play and color highlights.

— OKLAHOMA —

OKLAHOMA CITY—E. D. Harv WKY special events director and head of the outlet's continuity department has resigned. A veteran in radio having served WKY two and a half years, he did not indicate his future plans. . . . OKLAHOMA—Sue L. Gee, wife of Announcer Frank L. Gee, has been appointed by the outlet to fill the vacancy of women's program director.

— MISSOURI —

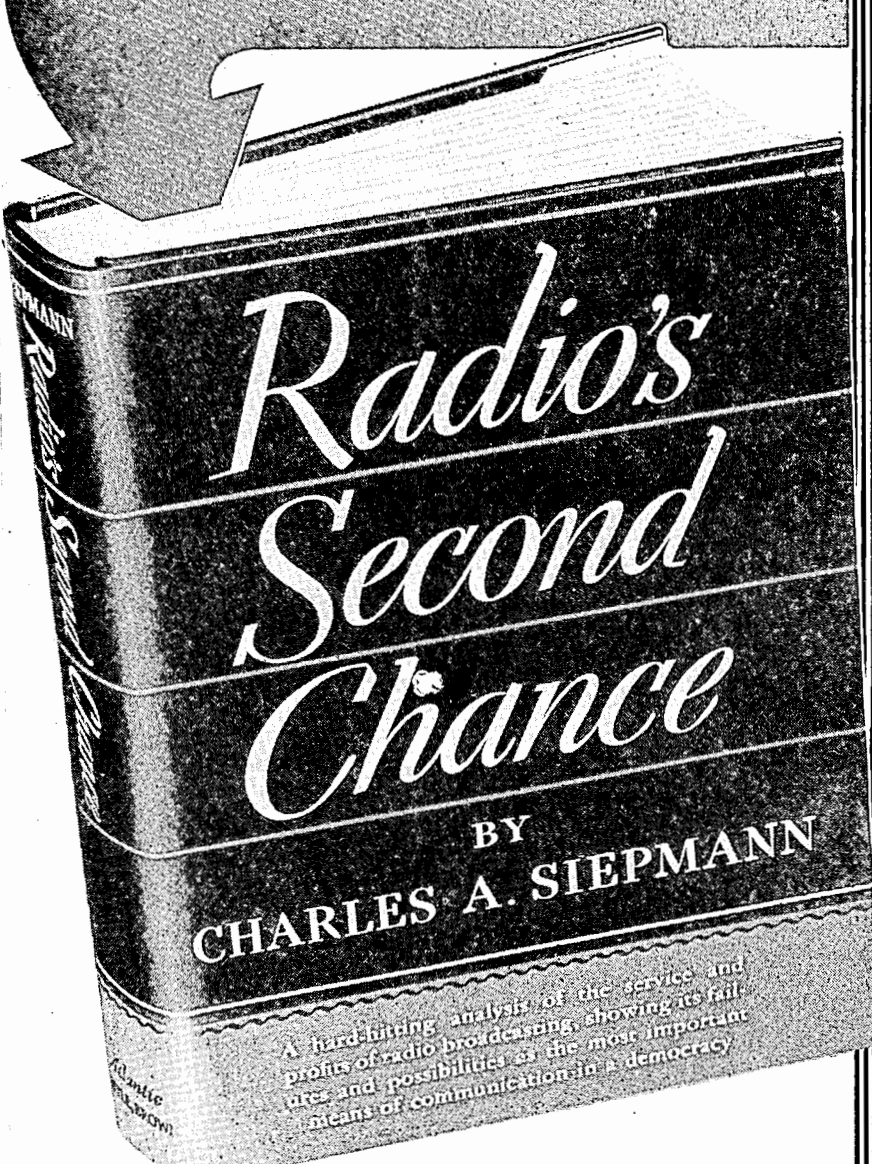
KANSAS CITY—KCMO aired a special fifteen-minute program May 9 in conjunction with the present National Service Council Drive, featuring Mrs. Annard, New York National Director of Women's Division for the National Service Council. . . . ST. LOUIS—Two changes in the KKOK engineering staff are: Adolph Isenberg and Al Gorden, who have been promoted to studio supervisor and transmitter supervisor, respectively.

MORT LAWRENCE

"Muggs" on "The Falcon"
(Thanks, Maizie)

LE. 2-1100

**This is the book
that is being read by the listening
public who wonders what's behind
the radio business.**



A complete analysis of the service and profits of the broadcasting business which interprets for the public the recent FCC report and also emphasizes what FM can mean if it is organized in the public interest.

AN ATLANTIC MONTHLY PRESS BOOK

\$2.50 • At all bookstores



LITTLE, BROWN AND CO. • BOSTON

You Will Want To Read It

Because "This book is by far the most important and controversial addition in recent years to the meager library devoted to American radio broadcasting...required reading for all interested in the future development of one of the country's major media for mass communication."—Jack Gould, in the *New York Times Book Review*

Because "Siepmann has written an important book on an important matter."

—C. J. Durr, *Commissioner, FCC*

Because "he tells radio how it could get well if it only half tried."

—*Time Magazine*

Because "radio rarely has received any criticism offered with finer perception and better judgment."

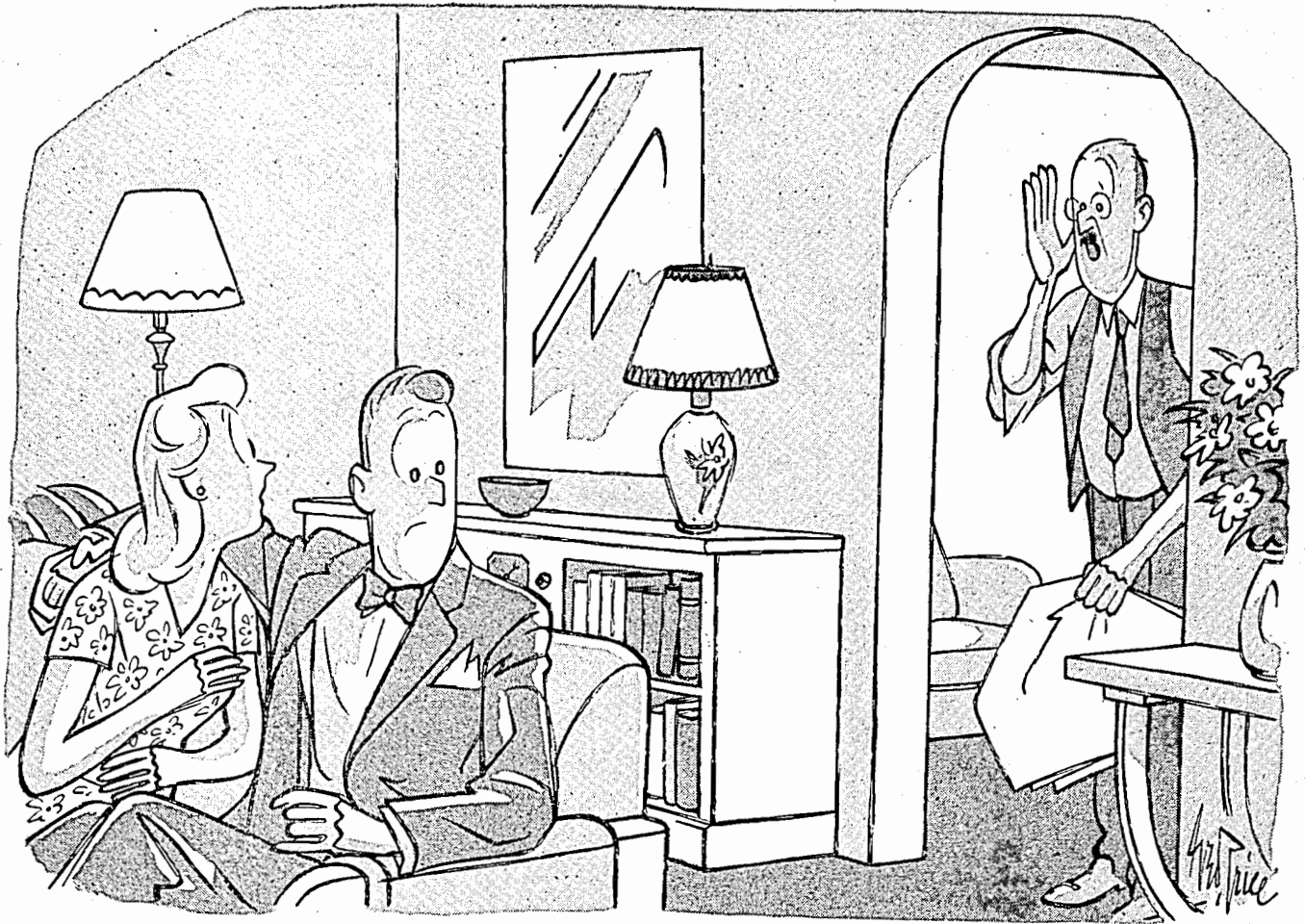
—Raymond Swing

Because "the radio industry has never been analyzed before with the clarity and courage that Siepmann brings to it."—Max Lerner

The Author Is

A man who knows all the angles of his subject. He has had twelve years' practical experience in broadcasting and has also spent considerable time in research and study of the current problems of the industry, on the basis of which he has lectured and written several articles. He has been a consultant for the FCC and for three years he was advisor to OWI's Oriental Broadcasting Section.





"If you want to make good use of your time ...

Listen to **ABC**"

Now that advertisers are thinking twice about getting the greatest possible value out of their radio time, a good many are lending a willing ear to ABC. By actual comparison, rates are low. Several good time periods are still available. And ABC's 202 stations reach all the people who live in Twenty-Two Million* radio homes, located in practically every major market in the U. S.

For downright value, ABC offers today's most practical buy in radio. If you compare rates, you'll find that one network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. But because ABC stations are concentrated in thickly populated areas — where the nation's business is done — it constitutes an "efficient" network. It has

coverage where coverage counts — offers advertisers an opportunity to lower their cost of distribution in the competitive era ahead.

Valuable ABC franchises have already been nailed down by such shrewd buyers of radio time as General Foods, Westinghouse, Bristol-Myers, Miles Laboratories, Kellogg and many others.

Note that Swift, for example, a quarter-hour sponsor of *The Breakfast Club* for four years, has now doubled its participation, is on regularly for a half-hour every morning.

**Night-time coverage. This figure continues to climb with steadily improving station facilities.*

7 REASONS

why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES** — Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 RADIO HOMES**, located in practically every major market in the U. S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL** — a nation-wide reputation for public service features that present all sides of vital issues.
6. **202 STATIONS** — eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION** — program building on an economical basis.

American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA



Four Webs Given Awards

Week Drug Advertising Clean-Up Committees

The Proprietary Association of America, which represents many of the country's leading advertisers, yesterday called for the immediate creation of four joint committees to "clean up" advertising of packaged medicines on radio and other media.

Dr. Frederick J. Cullen, executive vice-president and official spokesman of the association, urged "self-regulation" by combined industry-radio-newspaper and magazine groups in an

(Continued on Page 10)

New York Radio Men Meet To Revive Central Setup

A group of New York broadcasters will get together at a day to be set for some time next week to discuss ways in which they may help bring about the restoration of WNYC as co-ordinator of city radio activities, RADIO DAILY learned yesterday. The municipal station's greatest need, in the opinion of this group, is the appointment of a full-time director to replace Morris Novik who resigned Dec. 31, 1935, when F. H. LaGuardia's term of

(Continued on Page 10)

Breakfast In Hollywood Leads CAB Daytime List

Breakfast in Hollywood has completed its fifth consecutive month as the most popular week-day, daytime program, and one Man's Family has gained first place in the week end category, according to the latest CAB report.

The second 15-minute portion of

(Continued on Page 2)

Ya Gotta Shave!
 American Safety Razor Corp., sponsor of "The Falcon" on Mutual, Tuesday nights 8:30-9 p. m. EDT will increase the network stations used by 200 additional outlets on July 2. This makes it an even 288 stations and comes on the first anniversary of the program being on the air for the client who states it is in line with continuing expansion plans.

NBC Spot, Co-Op Sales Show Definite Spurt

Co-operative programs and straight spot business was on the upsurge yesterday with NBC stations setting one hundred 15-minute transcribed musical programs for the summer months, sponsored by Stanco, Inc., for Flit, and four NBC co-operative programs sold to a total of seven sponsors in various parts of the country.

Stanco business was sold through the NBC Spot Sales Division and will

(Continued on Page 10)

FCC Cancels Permit For P. W. Experimentation

Washington Bureau RADIO DAILY
 Washington—The FCC yesterday cancelled the special authorization of Press Wireless to handle non-press communications, including government and commercial messages and radiophotos, effective June 1.

In a memorandum opinion, the com-

(Continued on Page 2)

Women's Nat'l Radio Committee Selects Those Programs Held Best To Aid Tolerance And Social Problems

G. E. Announces Plans For Tele Receivers

Syracuse—General Electric's plans for production of black-and-white television receivers and television transmitting equipment were announced here yesterday in a letter to the company's distributors and to broadcasters across the nation.

G. E. expects to make the first television receivers available to the public in August or September in areas where stations are now operating or will soon be on the air. This model

(Continued on Page 5)

AFRS Will Celebrate 4th Anniversary May 29th

Los Angeles—The Armed Forces Radio Service celebrates its fourth birthday May 29 with special broadcasts and an all-star "Command Performance" to be aired over 180 over-

(Continued on Page 8)

New Honolulu Station Under Construction

Honolulu, T. H. — Ground was broken recently for the plant of a new Honolulu radio station, KHON, to be operated by the newly formed

(Continued on Page 5)

ABC's "Town Meeting of the Air," CBS' "The FBI in Peace and War," MBS' "American Forum of the Air," and NBC's "Cavalcade of America" yesterday were named as award winners in a nationwide poll of the Women's National Radio Committee to select those programs tending "to promote racial tolerance, international understanding and an intelligent grasp of social problems."

Awards were presented at a luncheon at the Hotel Biltmore by Mme.

(Continued on Page 5)

Canada House Probe Of CBC Policies Set

Montreal—The Canadian House of Commons yesterday passed a resolution naming 25 members to a special committee to consider policies and the annual report of the Canadian Broadcasting Corporation.

The resolution went through after an unsuccessful effort by opposition

(Continued on Page 5)

Household Finance Corp. Buys Half-Hour On CBS

Household Finance Corp. has purchased a half hour for 52 weeks over CBS network starting June 27, Thursdays at 10:30-11 p. m. EDT. Program which will originate on the Coast is a comedy script entitled, "Phone Again Finnegan." Agency is Shaw-LeVally, Inc.

House Bill Would Lift Radio From Control Of State Dept.

Washington Bureau RADIO DAILY
 Washington—With the fight over the State Department's international information setup now having settled down to a dispute over short-wave broadcast activities by the Government, Rep. James P. Richards, of South Carolina, a strong administration supporter on this issue, revealed in a CBS broadcast here that legislation is now being mapped out to remove the broadcasting responsibility

from State Department jurisdiction. The real question now, said Richards, is whether the current broadcast program should be continued for another year pending final delegation of authority by Congress for a permanent program. Rep. John Vorys, Ohio Republican, appeared with Richards and called for a flat ban on all State Department broadcasting. The job should be done by private broad-

(Continued on Page 10)

Honored
 Mrs. Eleanor N. Sanger, program director of WQXR; Helen J. Sioussat, Columbia network director of Department of Talks, and Jane Evans, conductor of the Children's Story Hour on WMCA, were guests of honor at a luncheon yesterday honoring their service to New York and commemorating the thirtieth anniversary of the Women's City Club of New York.

Reunion
 NBC Proxy Niles Trammell last night threw a cocktail party at the Serf Room of the Waldorf-Astoria as the first official reunion of 550 former members of the web's guest relations department, including guides, pages and messengers, who have improved their positions in radio. Included were 150 still with NBC and 400 now with other webs, indies and agencies.



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

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

FINANCIAL

(Wed., May 15)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Jackie Kelk Plays Host

Jackie Kelk, he of the Columbia network's "Aldrich Family" and "Celebrity Club" programs, played host last evening to cast members, radio executives and advertising agency luminaries at a soiree in the Barberry Room, 52nd Street, New York.

Ann Holden Ill

San Francisco—Ann Holden, veteran KGO broadcaster, suffered a heart attack while working in the ABC recording studios at Radio City here, and was taken to St. Francis Hospital where she is reported "resting easily." She started with KGO in 1927 and has been on the air constantly since then. At present she has a half hour "Home Forum" program Monday through Friday at 2:30 p. m.



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

Coming and Going

JOHN E. FETZER, president and general manager of WKZO, Kalamazoo, Mich., in New York this week for conferences at the offices of CBS.

FRANK SINATRA is in Detroit. He broadcast yesterday's program from the automobile city and will be heard next Wednesday from Chicago.

JAMES H. CONNOLLY, manager of the station relations department at ABC, off to Chicago on a short business trip.

GEORGE J. HIGGINS, general manager of KSO, Des Moines, Iowa, is in town for conferences at the headquarters of CBS, with which the station is affiliated.

JOHN MAYO, nomadic plenipotentiary of the Lang-Worth Library, has crossed the Mississippi in the course of a country-wide business trip.

JOHN MOSES, program director of WHKC, Mutual network outlet in Columbus, Ohio, is in town for program and production conferences at the headquarters of the web.

JOE EATON, commercial manager of WHAS, Louisville affiliate of CBS, a visitor yesterday at the headquarters of the web.

BENEDICT GIMBEL, JR., president and general manager of WIP, is back in Philadelphia following four days in Gotham.

SUSAN MILLER, radio, stage and screen actress, is in Chicago, where she has a role in "Windy City," which opened this week.

GENE HAMILTON off to Washington, D. C., to announce the "Prof. Quiz" program at the Capitol Theater.

FCC Cancels Permit For P. W. Experimentation

(Continued from Page 1)

mission said the traffic record of the service shows that "it has received almost no public acceptance."

Accordingly, the FCC said, "as part of the program to reinstate Press Wireless to its original basis as a carrier devoted exclusively to the needs of the press, and in order to guard against the diversion of its efforts to fields which may detract from its usefulness to the press, the special temporary authorization to furnish expeditionary force picture service should be cancelled."

"If Press Wireless desires to enter the field of non-press communications the appropriate procedure for it to follow is to apply for modification of regular licenses."

Edith Franken

Mrs. Edith Franken, 34, wife of Jerry Franken of Ed Byron Productions, Inc., died yesterday in Kew Gardens Hospital, Long Island, after an illness of several months. Mrs. Franken was fairly well known in the trade, Mr. Franken having been a trade paper reporter and radio editor before he joined the Red Cross during the war.

Arrangements for services to be held on Friday had not yet been completed yesterday.

Breakfast In Hollywood Leads CAB Daytime List

(Continued from Page 1)

"Breakfast" led the field with a 6.9 rating, followed by Kate Smith, 6.6, and first segment of "Breakfast," 6.5.

In the week end group, "Family" attained an 8.0 rating to recover the lead held during the last month by The Shadow. In the current report, The Shadow is second with 7.7, followed by Armstrong Theater of Today, with 7.1.

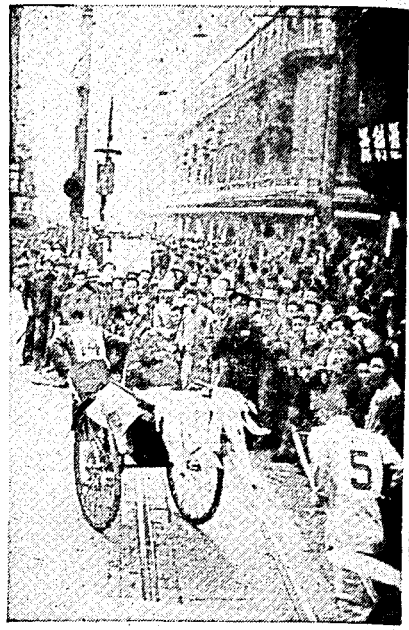
According to CAB, the average popularity rating for 111 sponsored web daytime shows was 4.1, the same as a year ago, with volume of daytime listening above that for a corresponding period last year.

Max Kirsch

Max Kirsch, 63 years old, brother of Marvin Kirsch, business manager of RADIO DAILY, died suddenly from a heart attack at his home in Newark, N. J., Tuesday afternoon. Funeral services were held at 3 p. m. yesterday from the Philip Apter funeral home in Newark.

'Sock' Hettler Joins WOR

Sangston "Sock" Hettler has joined the WOR sales department as an account executive in the Chicago office of WOR. He previously was time buyer at the H. W. Kastor & Sons advertising agency in Chicago.



China derby

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

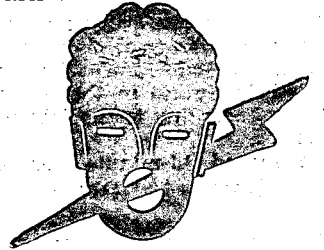
But it seems in November, 1945, a million and a half people saw this Shanghai rickshaw race. What a tough time, we thought, that guy must have had in getting through the crowd.

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

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

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

Facts are available.



W-I-T-H and the FM Station W3XB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEF

THERE IS ONLY ONE CHARLES PAUL!



WHO composed original themes for the following radio shows: "Old Gold's Comedy Theatre," "Ellery Queen," "Big Town," "My Son and I," "Hasten the Day," "Manhattan at Midnight," "One Man's Destiny," & "Hi-Pop."

IS it any wonder that Charles Paul's youth and 20 years of experience of arranging, composing and conducting can solve any radio producer's musical problem?

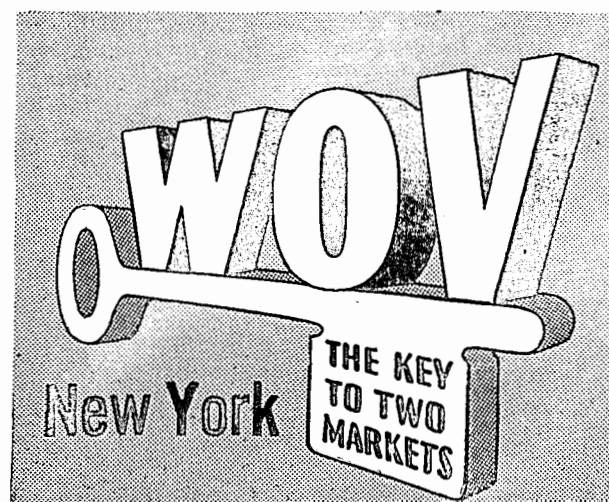
Exclusive Management: GEORGE R. GOMPERS ASSOCIATES 475 Fifth Ave., N.Y.C. MU. 3-1093



THEY MAKE A GREAT PAIR

AS a result of giving listeners the programs they want to hear, WOV has developed and holds two distinct and important audience groups in the metropolitan New York area. Two great markets listen to WOV. Two great markets that, in their respective listening hours, combine to give this station a constant, controlled, around-the-clock selling power. In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . *at less than half the cost of the next ranking station.*

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.





Unsolicited compliments mean the most . . . there's no doubt about it. Particularly when they come from people in the know . . . men who know the difference between a good job of production and a mediocre attempt at same.

The other day Charlie Hicks our soft-spoken manager of Recording Sales was spied giving the glad eye to a newly-arrived letter from one Norman Frankel of the FRIETAG AGENCY whose headquarters are happily located in the city of beautiful girls . . . Atlanta, Ga. Referring to a recent NBC Recorded sales presentation for a Frietag client, Mr. Frankel emoted:

The production of this job has more than exceeded our fondest expectations and you can be as lavish as you want to with praise for the various individuals in your organization who participated with our original production order.

The job came to us in script form from the FRIETAG AGENCY. From this point, NBC Radio-Recording selected "name" announcers and narrators. (Jackson Beck, James Van Dyke, Robert Dryden, William Snow and Jim Boles), commissioned organist Rosa Rio and proceeded to sew up the seams on a quarter-hour production that inspired the above comments.

And everyday agency men, station representatives and advertisers express, more or less articulately, their preference for NBC custom recording. Right now such important national advertisers as BRISTOL-MYERS, CELANESE CORPORATION OF AMERICA, AMERICAN LEGION, GULF OIL COMPANY, COLGATE-PALMOLIVE-PEET, PRESS ASSOCIATION, STANBACK, BRAND NAMES RESEARCH FOUNDATION, HOOD CHEMICAL COMPANY and numerous others are on the list of active clients for NBC Radio-Recording. Probably the big reasons such particular advertisers are seeking out NBC Radio-Recording services is the fact that they know that their jobs will receive the professional attention that is characteristic of NBC network programs . . . that, regardless of the stage of completion of their job when it reaches our shop, it will be completed in the most effective and economical manner . . . that NBC Radio-Recording offers a completely controlled service from program idea through distribution of the finished recording.

NBC
Radio-Recording Division

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



California Commentary . . . !

● ● ● In the new picture, "Without Reservations," "Christopher Maden," a novelist played by Claudette Colbert, is approached by a stranger who asks her to autograph her book. "What name shall I write?" she asks.

Los Angeles

"Jack Benny," is the reply. . . . Agnes Moorehead will trek to New Concord, Ohio, May 27 to receive the honorary degree of Doctor of Literature from her alma mater, Muskingum College. She was notified of the honor in a wire from the school's president, Robert N. Montgomery, and she will accept the degree at the annual commencement exercises along with the graduation class. . . . When Parkyakarkus recently pulled a gag routine on his "Meet Me at Parky's" show that had him vainly trying to purchase a piece of wood two feet by seven inches—he didn't reckon with his fans' reaction. To date so many hunks of timber have been sent Parky that his backyard now looks like a scrap pile. Topper was the arrival of a piece of Philippine mahogany from a fan in far-off Manila.



● ● ● Don Bernard seems to be spending much of his time in the air. He flew East for the "Blondie" airing in New York May 12, returned for "The Life of Riley" and will fly to Gotham for the Abbott and Costello May 23 and May 30 airings. . . . Fred Hessler, who was with WOMT, Manitowoc, Wis., and Mutual and who served with the Armed Forces Radio Service, has joined KLAC as an announcer. The KLAC splicing staff has several interesting announcers, including Bob McLaughlin, who was a Beverly Hills motorcycle officer. Bob was injured in a traffic accident and took charge of the Douglas inter-plant broadcasting. . . . Ed Stoddard was with network and indie stations in Idaho, Utah and San Francisco, while Luther Newby, Max Hartman and Douglas Adamson, who is a brother of Harold Adamson, are among the members of the department. . . . Ed "Archie" Gardner went completely serious on his May 3rd program to plead for food for the starving people of Europe. It was the first time in the six-year existence of "Duffy's Tavern" that the script was not based on comedy.



● ● ● Lyman Smith, recording manager of KFI, has been named president of the Hollywood Junior Chamber of Commerce. . . . Jack Melvin, West Coast publicity director of Foote, Cone and Belding, was guest speaker before the radio and publicity committee of the Los Angeles Junior Chamber of Commerce May 8th. He also held an open discussion with members of the committee on radio publicity in connection with national program operation and the ideas used in securing listeners to any particular program through the method of public relations and exploitation. . . . Marking some kind of a record, Bandleader Opie Cates shot a lucky 145-yard "hole-in-one" from the second tee at Baldwin Hills golf course. Five years ago Cates shot a hole-in-one on the very same course! . . . Victor Quan has joined the C. P. MacGregor organization in the production department. He was formerly a major under Colonel Tom Lewis, of the Armed Forces Radio Service.



● ● ● After George Burns and Gracie Allen had used Vice-President Sidney M. Strotz of NBC on their program, Fibber McGee and Molly planned to refer to him as "the acting vice-president" in one of their shows, but time did not permit. . . . When Harry (Parkyakarkus) Einstein returned from a recent broadcast of his "Meet Me at Parky's" program, he found a surprise birthday party awaiting him that really did justice to the originality of his wife, the former Thelma Leeds. The entire cast and crew of the show were present and there were more gags than any top comedy could contain in 30 minutes. Music Director Opie Cates wrote a special tune to commemorate the occasion, entitled, "Park It There, Parky Old Friend."

SOUTHWEST

A NEW Texas regional network has been formed which includes KRBC, Abilene; KBST, Big Spring and KGL, San Angelo. The group will be known as the West Texas Network.

Joe Allison, former announcer at KTSA, San Antonio, has joined the staff of Tex Ritter, famous Hollywood cowboy star.

Kern Tipton, of KPRC, Houston, V. Box and Charlie Jordan of WRR, Dallas aired the Southwest Conference track meet from College Station in the Humble Oil & Refining Co. Stations airing the event included KPRC, WFAA-WBAP, Dallas-Fort Worth; WOAI, San Antonio; KRIS, Corpus Christi; KRGV, Weslaco, and WTAV, College Station.

"Southwest Business," a new program of interest to the Southwest, to be aired each Saturday over KGKO, Fort Worth, in connection with the Eleventh District of the Federal Reserve Board. The program will present a review of business and agricultural developments and trends throughout this area.

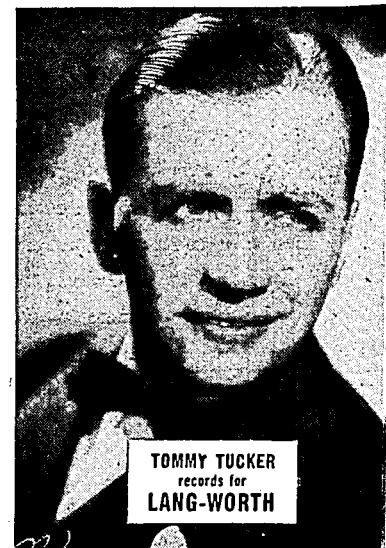
The Oil Center Broadcasting Co., Odessa, operators of KRIG, announce that the station is now an MBS affiliate. Station recently took to the air and operates with 1000 watts on 14.1 kilocycles.

Larry Dupont, newscaster, author, attorney-at-law, is being heard in a new series of newscasts over KGKO, Fort Worth, each night, Monday through Saturday at 10 p. m. CST.

**Miller, Rogers, Oliver
Named As BMB Director**

Justin Miller, president of NAB; Burt Oliver, general manager of the Hollywood Office of Foote, Cone and Belding, and Wilmot P. Rogers, advertising and promotion director of California Packing Corporation, have been named directors of the Broadcast Measurement Bureau, filling the vacancies created by the enlargement of the board of directors from 18 to 21 members.

Miller represents NAB; Oliver the AAAA; and Rogers the ANA.



Women's Radio Group Honors Four Networks

(Continued from Page 1)

Yolanda Mero-Irion, founder and president of the Committee, and were accepted by George V. Denny, Jr., moderator of "Town Meeting," Arthur Pryor, Jr., vice-president of BBD&O, agency handling "Cavalryade," Theodore Granik, moderator of "Forum," and Harry Besuden, for Procter & Gamble, sponsors of "FBI." Cited for honorable mention were "People's Platform" and "The World Today," CBS; "Theater Guild of the Air," Orson Welles, and Lisa Sergio, ABC; "University of Chicago Round Table" and "The Eternal Light," NBC; "The World's Most Honored Flights" and Frank Kingdon, WOR; "The New York Times Youth Forum," WQXR, and "Halls of Congress," WMCA. Luncheon program featured a simulated "Town Meeting" session with Denny as moderator, and a discussion, "Can the UN Keep the Peace?" by H. V. Kaltenborn, NBC; Henry J. Taylor, MBS; Quincy Howe, CBS, and Lisa Sergio, ABC. Singers Nan Meriman and Donald Dame also were heard.

Mme. Irion Critic

The status quo of American radio was attacked by Mme. Irion who said here are "only about 100 really good programs per week." Soap operas, commercials and husband-and-wife programs bore the brunt of her criticism. "... Unless worthless sketches, stupid soap operas, bad crooning and moronic jokes disappear from the air waves, I am afraid some day the government will take over," she warned. We have prided ourselves . . . on having the finest radio broadcasting in the world. This is entirely true technically and in many other phases of radio, such as reporting, news analysis and comments on world affairs. Why can we not meet the same standards in programs of the lighter order?"

Listed as guests of honor for the luncheon were, in addition to Mme. Irion, Denny, Kaltenborn, Taylor, Lisa Sergio, Howe, Theresa Helburn, of the Theater Guild; Mark Woods, president of ABC; Edgar Kobak, president of MBS; Dr. James R. Angell, public service counselor, NBC; Nathan Straus, president, WMCA, and Elliott M. Sanger, vice-president, WQXR.

Wedding Bells

Engagement has been announced of Ruth Adele Bryan and Arthur Belaire, radio copywriter in the New York office of the BBD&O advertising agency. The wedding will take place in the Fall.

New Honolulu Station Under Construction

(Continued from Page 1)

Aloha Broadcasting Company, Ltd. It is expected that the building will be completed by July and all equipment is in readiness to start broadcasting as soon as the building is ready for occupancy. The station will be on the air from early morning until midnight, seven days a week. It will be Honolulu's third station, the two others being KGMB and KGU.

President of Aloha Broadcasting is Ralph Fitkin, formerly of A. E. Fitkin, investment bankers, New York. During the war he served with naval intelligence as a lieutenant commander.

Webley Edwards, who won a national reputation as manager for CBC Pacific Ocean News Bureau during the war, is executive vice-president and station manager. Mr. Edwards, whose news broadcasting experience was climaxed with the account of Japan's surrender in Tokyo, was station manager for KGMB for nine years, during which time he originated the "Hawaii Calls" broadcasts.

Other officers of the new firm are John C. Hardy, executive treasurer; Ira Mercer, chief engineer; Alexa Ames, program director, and John Harclerod, sales manager. The latter was associated with the Duffy's Tavern program for years and was producer for a Los Angeles television station.

The Aloha Broadcasting Co. is affiliated with the American Broadcasting Co., and Lewis H. Avery, Inc., New York, are agents.

The new station is located in the Waikiki section of Honolulu and the opening program is tentatively scheduled for July 4.

Tuttle Treasurer Of RCA

Election of Arthur Brewster Tuttle as treasurer of RCA has been announced by Brig. Gen. David Sarnoff, president of RCA, following a meeting of the board of directors. Tuttle succeeds George S. DeSousa, who has held the position of treasurer since the formation of the corporation in 1919. DeSousa will continue as vice-president of the corporation.

Associated with RCA for 25 years, Tuttle has served since December 6, 1940, as vice-president and treasurer of RCA Communications, Inc., 66 Broad Street. He joined RCA in January, 1921, later was advanced to credit manager, and in 1927 was elected assistant treasurer. During the early part of 1931, he was treasurer of the Radiomarine Corporation of America and also held the position of treasurer in RCA Communications.

KOLO, Reno, To Join CBS

KOLO, Reno, Nevada, becomes the 156th affiliated station of CBS when it joins the network on July 21 as an optional station. H. V. Ackerberg, vice-president in charge of station relations, announced this week.

Owned and operated by the Reno Broadcasting Company, station operates on 1000 watts full time on 920 kc. David McKay is president and general manager.

G. E. Announces Plans For New Tele Receivers

(Continued from Page 1)

will use the ten-inch direct-view picture tube. It will also incorporate the standard broadcast band. No price was announced for the set but it is expected to be around three hundred dollars.

Other sets for black-and-white picture reception will follow shortly thereafter and will be of the projection as well as direct-view types. All these television sets will be made at the Bridgeport, Conn., plant.

General Electric television transmitters and related studio equipment are now being manufactured in the G. E. factory at Syracuse, N. Y. Present plans call for delivery of this equipment to broadcast customers early in 1947.

Sinclair Spot Drive Starts

Sinclair Refining Company has started a spot announcement campaign on 85 stations in 55 markets. Fifteen-second transcriptions are being used on a national basis, excepting the West Coast and New England territories, to feature Power-Packed Sinclair H-C Gasoline and new Premium Grade Opaline Motor Oil. Hixson - O'Donnell Advertising, New York, is scheduling a total of 18,000 Sinclair station breaks for the balance of the year.

Canada House Probe Of CBC Policies Set

(Continued from Page 1)

members to launch a general discussion of CBC affairs.

Speaker Gaspard Faueux ruled that the principle of appointing a committee had been accepted in a resolution passed by the House April 16.

The second resolution dealt only with the membership of the committee and other matters could not be discussed. Later Mr. McCann replying to question from Gordon Graydon (P. C.-Peel) said that power of the CBC short wave transmitter at Sackville was sufficient for it to be heard in Russia, but the corporation had no Russian service because it lacked artists who could use the Russian language.

Mr. McCann told Arthur Smith (P. C.-Calgary West) that the matter of the CBC negotiating on radio stations was one of government policy and any announcement in this connection would be made at an appropriate time.

Rev. E. G. Hansell (S. C.-MacLeod) rose to say he was getting "tired" of ministers withholding information on the grounds of policy and he said if Mr. Smith would come to him he would tell him what he wanted to know.

now that the "Wraps" are coming off...



WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

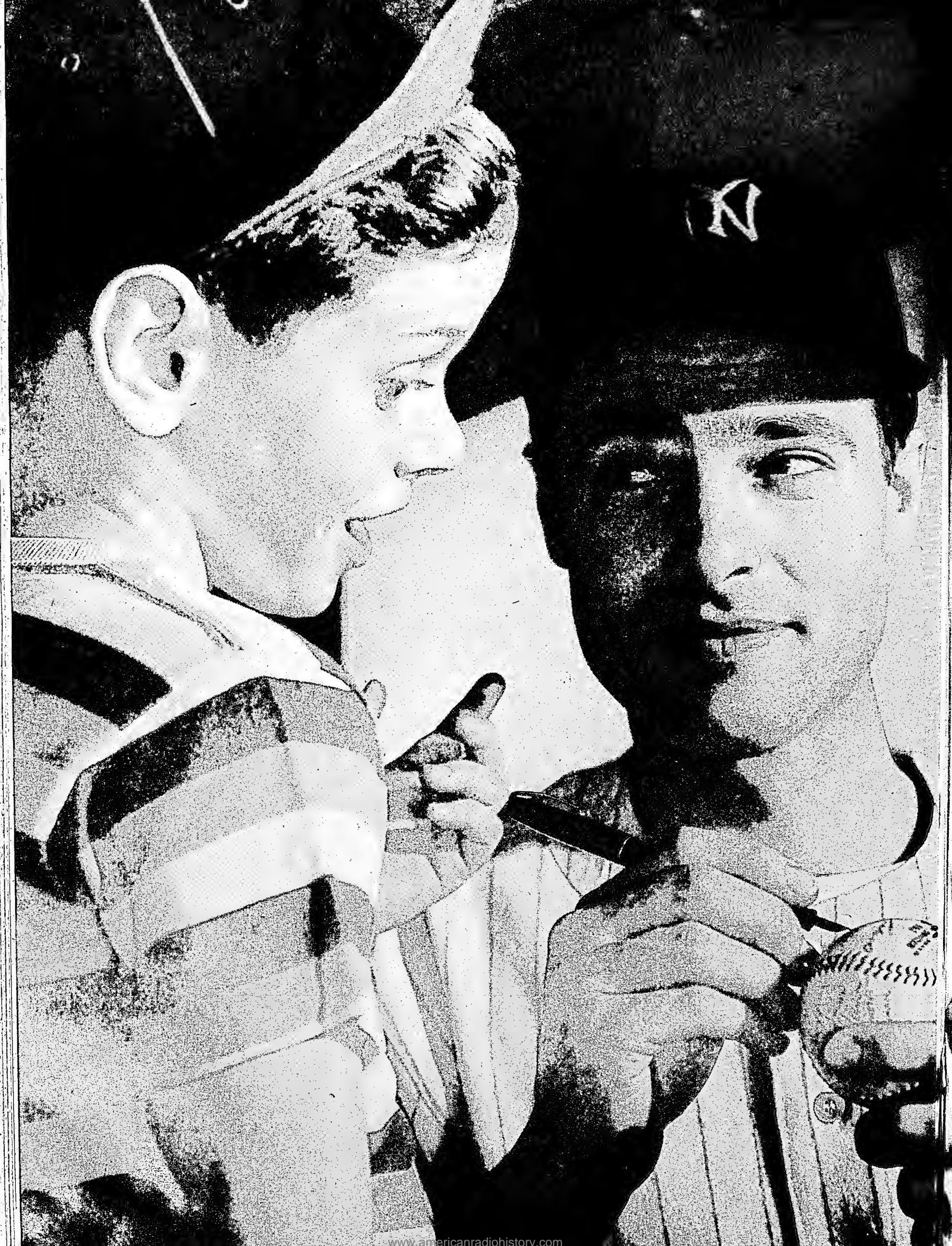
Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels—a whopping 425,000 for the June issue!

watch Radio Mirror



LEN STERLING
LA 4-1200

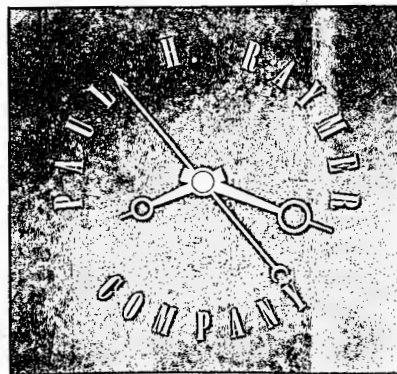




Man-To-Man Contact Gets The Signature

After the game this young man stepped up and asked for what he wanted. He got the autograph of his hero by going for it in person.

In selling national advertising for our radio stations we stress the value of man-to-man contact. We believe in modern selling aids and inventions. We use these tools for all they are worth. We have the facts and figures, the market data, and the program analysis — but in the long run most of the orders are brought home by the man who makes the best man-to-man contact. In selling it pays to ask for what you want.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

AGENCIES

FOLLOWING extensive remodeling and decorating of the recently purchased property at 1529 Madison Road, Frederic W. Ziv Company, Cincinnati, Ohio, took possession of their new home office on April 29. Move brought under one roof the traffic and shipping department, promotion and advertising divisions, and accounting headquarters.

The new building is a three-story fireproof structure comprising 18,000 square feet, and features year-round air-conditioning, sound-proof interiors and modern fluorescent lighting.

LYNN BAKER, a former vice-president of J. Walter Thompson, and head of his own agency, Lynn Baker Company, prior to entering the Army in 1942, has re-entered the field in association with Arthur N. Hosking, Jr., under the name of Baker & Hosking, Inc., it was announced this week.

Baker is president of the new firm, and Hosking, formerly sales manager of Revlon Products Corporation, is vice-president. Frank John Wilson is the third principal of the organization. Agency will open with substantial billings in the cosmetic, food and apparel fields, according to Baker. Key personnel will be announced shortly.

EXPORT ADVERTISING AGENCY appointed David Hayes as production chief, effective May 13th, 1946. Hayes joined the agency in 1937 as a general assistant. He has specialized in production for foreign markets. Hayes spent a large part of his five years in the Army in Iceland and was discharged a first lieutenant. . . . The agency also announces the appointment of Stanley Morton as assistant production manager.

McCANN-ERICKSON foreign media department has completed a study of the comparative "space" costs of advertising via radio, one-minute movies, magazines and newspapers in nine Latin-American countries. McCann-Erickson field offices in Latin America co-operated in the study.

George W. Smith

George W. Smith, 53, managing director of radio station WWVA, Wheeling, died Thursday afternoon, May 9, at 4:30 o'clock in the Ohio Valley General Hospital. Taken suddenly ill at his office 9:30 a. m., Thursday morning, he was rushed to the hospital. He became unconscious and never rallied. Death was attributed to a cerebral hemorrhage.

Mr. Smith was born in Toledo, Ohio, August 5, 1893, and received his education in that city. He was vice-president of the Fort Industry Co., owners and operators of radio stations in Lima, Toledo and Zanesville, Ohio; Fairmont and Wheeling, West Virginia.

WHO'S WHO IN RADIO

JAMES M. GAINES

From department store floor-walker to the head of NBC's key station in the short space of 16 years, is the Horatio Alger-like story of James M. Gaines, manager of WEAJ, New York. And, as in the case of Alger's heroes, the main ingredient in Gaines' rise to success has been good, hard work aided by promotional ability, good salesmanship and a thorough knowledge of the ins and outs of radio and advertising.



Progressive Rise

Born May 8, 1911, in Saxe, Va., Gaines was raised in East Orange, N. J., where his family moved when he was six. He began his business career a long way from radio—in the office of Thomas J. Watson, president of International Business Machines. Following an unsuccessful mission to Jamestown, N. Y., as time clock salesman, he became a floor-walker in the Bamberger store in Newark, N. J., and later assumed the post of assistant manager of the James A. Hearn department store, still a long way from radio.

He finally started on the road to radio quite unknowingly when he joined the Automobile Merchants Association of New York to assist with publicity and promotion for the auto show. The competence of his performance preparing the radio scripts for top executives at the show brought him the job of assistant manager of the association, handling publicity and promotion. From there it was a short step to the position of personal representative to Chrysler's Major Bowes, who was then the talk of the nation with his amateur show. Gaines had charge of the "honor city" activities, writing the city tributes, selecting talent, doing the promotion, arranging the telephone voting, co-ordinating the Chrysler dealers and supervising local on the air activity.

In 1942 he joined NBC as station relations contact man, and two years later was appointed assistant director of the web's advertising and promotion department, at which post he helped develop the NBC Parade of Stars and several other successful promotions. In 1945 he was upped again, this time to manager of the network's planning and development department. Finally, in February of this year, he was named manager of WEAJ.

Gaines lives in Jackson Heights, N. Y., with his wife, the former Eugenia Keller, of Brooklyn, and their two children, Richard, 3½, and Susan, 2. He is a member of the Radio Executives Club and the Rockefeller Center Luncheon Club. On those rare occasions when he has free time, he heads for the nearest golf course in an attempt to get that score down.

AFRS Will Celebrate 4th Anniversary May 29th

(Continued from Page 1)

seas stations and the 220 domestic outlets of the Bedside Network. In addition, AFRS headquarters at 6011 Santa Monica Blvd. will be open to the public all day.

The special 90-minute Command Performance was produced and recorded before a special audience in the CBS Vine Street Playhouse on April 30. Participants include Bob Hope, Janet Blair, Kay Kyser, Linda Darnell, Edgar Bergen, Frances Langford, Jerry Colonna, Fred MacMur-ray, The Slim Gaillard Trio, Donald Crisp, The Riders of the Purple Sage, Cottonseed Clark, The King Sisters, Mel Blanc, Michel Perriere, Mitchel Boys' Choir, Marty Wilkerson (GI Jill), Bill Goodwin, Hugh Brundage, Dresser Dahlsted, Ray Bauduc, Gene Norman and Abigail and Buddy.

AFRS here is now writing and producing seventeen and a half hours of live shows weekly as well as 80 hours of domestic rebroadcasts and special features.

Eileen Farrell On "Family"

For the fourth successive year, Eileen Farrell, young dramatic soprano, joins the "Family Hour" summer cast, 13 weeks, on May 26.

Select San Gabriel Peak For FM and Tele Site

Los Angeles—While many radio stations in Los Angeles have selected Mt. Wilson for the location of their FM and Television transmitters, KMPC has chosen nearby San Gabriel Peak.

'Blondie' Show Gets Award

Penny Singleton and Arthur Lake, "Blondie" and "Dagwood" of the CBS "Blondie" program this week received the 1946 American Radio award from the National Exchange club of New York. The Americanism award is presented annually to the person or persons in radio whose work was outstanding in contributing to American ideals and civic achievements. Later in the day they were guests at a CBS press cocktail party at the Hotel Astor.

Powers Honored

Boston—James S. Powers, director of public relations for the Yankee Network, was appointed last week to the New England Council on Radio in Education. Included in the membership are commissioners of education, deputy commissioners, school radio directors, and co-ordinators from each of the six of the New England States.

PROMOTION

Nielsen's New Brochure

A new 36-page illustrated booklet titled "The Ideal Radio Research Service" has been mailed to the radio industry by the A. C. Nielsen Company, Chicago, which features the Nielsen Radio Index Service. The booklet emphasizes the fact that the Nielsen Radio Index is not a mere program rating service but is a comprehensive marketing research service embracing the major markets. It also points out advantages of the service in line with the specification for "ideal" service as set forth by the three-man committee of CAB. Booklet is attractively illustrated and shows the various steps used in scientific application of the audimeter in getting accurate listening survey data. Tables comparing the Nielsen service with CAB and Hooper are also included. Copies of the booklet can be obtained from the A. C. Nielsen Company, 2101 Howard Street Chicago.

K-G Transcription Plugs

Kasper-Gordon, Inc., has sent out two 8½x11, heavy-stock brochures one featuring a musical motif to plug the firm's singing commercials, and the other on Dickman Stone's "Editorially Speaking." Done in black and white on a yellow background the musical piece reproduced several K-G jingles and lists sponsors served by the company. The food piece, done in blue and purple, outlines Stone's program and reproduces publicity and promotional material on him.

"KYW Presents"

A new promotional piece under the heading of "KYW Presents," promotional aids, publicity tie-ups and other outside possibilities of each program and performers, is being sent to all sales representatives of the Philadelphia Westinghouse station through out the country. The entire campaign is in line with KYW's plan of keeping programs and personalities before the sales representatives at all times rather than only when available.

Rebroadcast Green Talk

Washington—Station WWDC stole a march on local stations when it contacted American Federation of Labor officials to make arrangements to broadcast address by William Greer, federation president, which was interrupted as it was being aired from Asheville, N. C., due to the wires being cut. Program went on Tuesday evening at 7:30 p. m. EST. Ben Strouse, general manager, handled arrangements with AFL officials.

"Thin Man" Going Off

In line with its announced retrenchment policy, General Foods Corp. has cancelled "The Adventures of the Thin Man," on CBS. Program goes off after the Sunday, June 9 show 7-7:30 p. m. EDT. Agency is Benton & Bowles, Inc.



Florella H. LaGuardia, Director General of UNRRA.

Left to right, Francis Lederer, Jackson Leichter, Nicolas G. Lely, Minister in Charge of Greek Information; Noel Toy, Chinese dancer; Dr. Y. C. Yang, President of Suchow University, China.



Bill Mauldin, "The Veteran Looks at the World Today."



Gertrude Lawrence, "The World We Fought to Win."

The program of "LEST MILLIONS DIE"

- 7:30—7:40 a.m.
SAM BOAL, Foreign Correspondent, speaking from London, "Food Situation in England."
- 8:30—8:45 a.m.
HELEN GAHAGAN DOUGLAS, Congressional Representative from California, "That the Hungry May Live." (Repeated at 2:45 p.m.)
- 9:30—9:45 a.m.
GEORGE SCHUYLER and LARRY FULLER, "Famine in South Africa."
- 10:30—10:45 a.m.
DUSAN BRKISH, Minister of Justice, Peoples Republic of Croatia, Member of the Human Rights Commission, United Nations.
- 10:45—11:00 a.m.
DR. OSCAR LANGE, Polish Ambassador to the U. S., Polish Delegate to the UN, "Starving People Know No Peace."
- 11:15—11:30 a.m.
DOMINIC J. MARCELLO, Vice-President, American Relief for Italy, "Food Crisis in Italy."
- 11:45—11:55 a.m.
FRANCIS LEDERER, "Empty Cupboards in Czechoslovakia."
- 12:30—12:45 p.m.
NOEL TOY, CARLTON YOUNG, DR. Y. C. YANG, President, Suchow University, "Empty Rice Bowls of China."
- 1:00—1:15 p.m.
NICHOLAS J. LELY, Minister in Charge of Greek Information, "Famine Stalks the Greek Landscape."
- 2:00—2:15 p.m.
FIORELLA H. LaGUARDIA, Director General of UNRRA.
- 2:30—2:45 p.m.
MR. and MRS. LEO SWAIM, JR., "We Live Like Starving Europeans."
- 3:30—4:00 p.m.
COURTNEY C. BROWN, Special Assistant to President's Emergency Famine Committee.
HAROLD WESTON, Director, Food for Freedom.
DR. J. MAX WEIS, Director of the Liberty Forum, "Why World Famine?"
- 4:15—4:30 p.m.
RUTH HUSSEY, "Food, The Seed of World Freedom."
- 5:00—5:15 p.m.
GERTRUDE LAWRENCE, "The World We Fought to Win."
- 5:30—5:45 p.m.
SIRDAR J. J. SINGH, President of India League of America, "India's Starving Millions."
- 5:45—6:00 p.m.
WALTER F. STRAUB, Director of Emergency Food Program for the Department of Agriculture, "Fighting Famine Overseas on the United States Homefront."
- 6:15—6:30 p.m.
DR. EARL FREDERICK ADAMS, Executive Director of the Protestant Council of New York, "Churches Unite for World Relief."
- 6:30—6:45 p.m.
JAMES A. FARLEY, "Hunger's Challenge."
- 7:00—7:15 p.m.
CHARLES POLETTI, former Governor of New York.
- 7:15—7:30 p.m.
BILL MAULDIN, TROUP MATHEWS, "The Veteran Looks at the World Today."
- 7:45—8:00 p.m.
MELVYN DOUGLAS, JACKSON LEIGHTER, Chairman, Food for Friendship Committee, "Our Neighbors Starve."
- 8:00—8:15 p.m.
JIM BOLES, ATHENA LORDE, ELLEN MAHAR, cast, "The Promise," dramatic sketch presented by the American Theater Wing.
- 8:30—8:45 p.m.
ESTELLE M. STERNBERGER, Commentator, "This Humane Atomic Age."

wLIB expresses the gratitude of the world's starving peoples to these NOTABLES WHO RAISED THEIR VOICES "LEST MILLIONS DIE"

They struck a mighty blow against starvation when they threw the magic of their voices, the power of their ideas, the weight of their support behind the Emergency Food Collection Campaign.

All day long on Sunday May 5th, from early morning to night, they took their places before the microphones of wLIB—statemen and ambassadors—congressmen and government officials, actors and actresses, writers and educators—dislocating their busy programs to take up the cause of all humanity.

"Lest Millions Die" was a dramatic appeal launched by Station wLIB to rally public support to the task of feeding the world's starving millions.



Left to right, Charles Poletti, James A. Farley, Walter J. Straub.

Thanks for its success is due in large measure to these public-spirited citizens of "One World"

wLIB · 1190 on your dial

Dorothy S. Thackrey, Chairman · T. O. Thackrey, Vice Chairman

Jackson Leichter, President

NBC Spot, Co-Op Sales Show Definite Spurt

(Continued from Page 1)

be 26 airings on a 13-week basis over WGY, Schenectady; WTAM, Cleveland, and WOWO, Fort Wayne. KOA, Denver, will air 22 ETs, all effective May 22. McCann-Erickson is the agency. Other stations are being used.

The four cooperative programs involved are: World News Roundup, to three sponsors; Veterans Advisor, one new sponsor; Harkness of Washington, two new clients, and Facts and Faces, one new account. Stations and clients are WKBT, Kingsport, Ky., to Pet Dairy Products; Peter Paul candy products, on WIOD, Miami, and Katz Clothing Co. of Lewiston, Maine, over WMRF, all taking the "Roundup." Harkness show has two purchasers on WSAM, Saginaw, Mich., and one on WAML, Laurel, Miss. Veterans Advisor is sold over WIS, Columbia, S. C. and Facts and Faces three times weekly on WTAM.

Canadian Radio Set Sales Show Increase This Year

Montreal—Indicative of the resumption of production in Canada for civilian use, sales of radio receiving sets by Canadian producers totalled 31,659 units in January as compared with sales of 44,343 units in the 12 months of 1945, 595 in 1944 and 22,201 in 1943 and 209,163 in 1942, when the manufacture of civilian sets was discontinued for the duration of the war, according to figures released by the Dominion Bureau of Statistics. Value of the January sales at list prices was \$1,081,125.

Standard electric table models formed 23,757, or about 75 per cent, of the total January sales; short-wave table models, 3,588; standard battery table models, 2,795; portable battery sets, 1,369; short-wave console models, 143; and standard and short-wave combinations, seven. The distribution of sales in January, by provinces, was as follows: Ontario, 13,767 units; Quebec, 5,615; British Columbia, 3,275; Maritime Provinces, 3,030; Manitoba, 2,432; Alberta, 1,994; and Saskatchewan, 1,546 units.

Gould Gets WMCA Post

Paul Gould has been appointed director of recorded music programs for WMCA, it has been announced by Nathan Straus, president.

Gould, whose appointment was effective yesterday, will be responsible for the writing and planning of all recorded and transcribed music programs, comprising approximately seven hours of air time daily. He was formerly program director and station manager of WLIB.

Fulton Lewis To Speak

Philadelphia—Fulton Lewis, Jr., Mutual commentator, will address the American Institute of Small Business tonight at the Benjamin Franklin Hotel here. His subject will be "Democracy With a Gun in Her Ribs."

House Bill Would Lift Radio From Control Of State Dept.

(Continued from Page 1)

casters, he said, apparently assuming that commercial broadcasters would find it a profitable operation, or that it would be carried on through non-profit operation. The Benton operation is having continued difficulty with the Senate appropriations committee, where members showed considerable hostility toward the short-wave operation in the closed-door hearings there last week. Benton has seen several members privately since then, and there is a strong possibility that he may win more support from the Committee if he agrees to weed out some of the personnel now working in the operation. The old cry that Reds are putting out our official propaganda is being raised against him.

On the House side of the Capitol, the Foreign Affairs Committee was told this week by Mark Ethridge, broadcaster and publisher, and Wilbur Forrest, editor of the "New York Herald Tribune," that the general plan advanced by Benton merits Congressional approval and that there is a genuine world-wide need for a U. S. shortwave voice.

They took issue with the Associated Press and the United Press for refusing to service the State Department with news. The House Committee is

once again working on Chairman Sol Bloom's bill to provide Congressional authority for the Benton operation—after several unsuccessful attempts to win a rule from the Rules Committee which would permit the bill to come to the House floor for debate.

Both Richards and Vorys are members of the Foreign Affairs Committee. In the CBS broadcast Richards declared that "It is sound business and sound patriotism for the State Department to continue to operate the radio 'voice of America' until Congress has had an opportunity to reach a mature judgment and to protect the national interests in this field. Radio broadcasting is important. . . . It gets past the censor. That is its importance in the Balkans, in Spain, in Argentina. No private short-wave agency will carry on a comprehensive foreign program."

Vorys insisted that "We pay lip service to our belief in a free press and free speech, yet in this great important field government control is proposed. Our newspapers, our magazines and our speakers are far better propaganda for freedom than the stuff that government-hired hacks could turn out on radio programs, monopolized and censored by the government."

New York Radio Men Meet To Revive Central Setup

(Continued from Page 1)

office expired. The job, which pays \$8,000 a year, is considered a good-sized political "plum," and it was reported that the Mayor is reluctant to appoint anyone not "on the inside" around City Hall.

Meanwhile the station, under the able though unofficial guidance of Program Director Seymour Siegel, has carried on commendably, despite the fact that it lost several experienced staffers with the termination of the Novik-LaGuardia regime.

Programming continues on a high public service level, with the recent American Music Festival and continuing UN coverage as outstanding examples. The outlet's time of operation, 16 hours daily, is the longest in its history, and its audience has reached new heights, according to requests for the Masterwork Bulletin published by the station.

The station's activities as co-ordinating agency for the city, however, have been hampered by the absence of an executive in the large, well-furnished director's office. What is hoped for by the broadcasters is the appointment of an experienced program exec, preferably one known around the Municipal Building and City Hall, to the director post and the return of the old city radio committee with the WNYC chief as chairman.

Need for a co-ordinating point on certain public interest affairs came to light during the recent brownout order by Mayor O'Dwyer.

"Quick As A Flash" Replacement On June 9

Effective date of "Abbott Mysteries," the summer replacement for Mutual's "Quick as a Flash," (Sundays, 5:30-6 p. m. EDT) is June 19 for 13 weeks, it was announced yesterday.

Program is based on the fictional characters created by Francis Crane and will star Les Tremayne and Alice Reinheart in the leading roles. Show is written by Ed Adamson, directed by Mendy Brown and handled through the Weintraub agency.

Canadian Cable Plans

Montreal—It has been learned here that the Canadian Government probably will establish a crown company to take over overseas cable and wireless facilities now operated by the Canadian Marconi Company out of Montreal. This official said it was not planned to take over Marconi ship-to-shore wireless facilities or its manufacturing activities, the Crown Company would administer the Canadian ends of cables across the Atlantic and Pacific, now owned by Cable and Wireless Company, Ltd.

Public Interest Feature on WOV

A new programming idea which calls for the concentration of public service announcements in a popular segment has been inaugurated by WOV. Instead of commercials in the nightly Bing Crosby record show, the outlet has substituted announcements for current charity drives, Army recruiting and similar campaigns.

Seek Drug Advertising Clean-Up Committee

(Continued from Page 1)

attempt to lessen the activities of the "fly-by-night" and the "concocter" cure-alls whose products not only endanger public health but also lessen confidence in packaged medicines and advertising in general.

Cullen placed equal blame on drug manufacturers, advertising writer and radio stations accepting advertising of this nature.

The new self-censorship plan includes the formation of three media committees: one composed of radio officials, one to represent newspaper and one for magazines. A member of the Proprietary Association would be assigned to each group.

Members of the association speak for 80 per cent of all packaged medicines sold in the United States, products which account for a major share of all national advertising. Drug manufacturers spend more than \$1 million annually for radio, newspaper and magazine ads, according to Cullen.

The Proprietary group officials pointed out that much of the copy he has heard or seen in the past year indicated strongly that "the person responsible for preparing it had not studied the product and its background." He also warned that the advertiser of the low quality type of manufacture, although he is in the minority, has aroused much of the unfavorable comment directed at packaged medicine advertising and reflected upon the honest manufacturer. "The type of radio copy he uses is loud and is heard far and wide, and his headlines are large and can be readily seen," he said.

"I feel a certain amount of criticism results from the quantity of the copy that is used rather than the quality. The short advertising plugs that are used between regular radio programs are referred to by the Federal Communications Commission as 'catchers' and 'hitch hikers.'" Cullen admitted that they may sell medicine but he felt that their greatest value as a revenue producer for the radio station. He said he had "been informed that stations were responsible for these plugs and 'I believe the stations would be doing a great service if they were to discontinue such advertising."

Broadcasters Asked To Aid "I Am An American Day"

In a letter to networks, agencies and 500 station managers throughout the country, Benjamin Edwards Neal, founder of "I Am An American Day," has asked the industry to cooperate in promotion of this year's observance of the holiday, May 19.

Neal suggested the use of spot announcements and station break reminders for the day which, he said, will help "to inspire a united nation to pledge itself, under God, to undertake with honor, integrity, humanity and eternal vigilance, the tremendous tasks which lie ahead."

★ ★ ★ COAST-TO-COAST ★ ★ ★

—UTAH—

SALT LAKE CITY—New KALL airing is "Flight to Hollywood," sponsored by ZCMI, leading department store, and presented from the stage of the mammoth Utah Theater. Produced by Alvin Pack, assisted by Jack Anderson, winners of the daily prize are presented with ZCMI merchandise, cash and theater tickets, while one contest winner each week receives an all-expense flight to Hollywood, a three-day stay at a leading hotel capital hotel, and a whirl round the nightclubs and film studios. . . . An effort to increase public support for Utah State Symphony Orchestra, KALL has turned over a nightly strip of the Utah State Symphony Association for the presentation of fine symphonic music.

—DISTRICT OF COLUMBIA—

WASHINGTON—"Labor Arbitration," to show that actually settles labor disputes on the air, will be heard Thursdays 8 p.m. over WWDC, it was announced by Tom Strouse, general manager of the outlet. On the sixteenth, guest speaker will be Senator Wayne Morse of Oregon, who will speak from the Washington outlet, while the actual complaints of labor management and decision will emanate from the NLR, New York. . . . Ruth Crane, president of the Women's Advertising Club of Washington, and District Chairwoman of the Association of Women Directors, will speak at the annual luncheon meeting of the Silver Spring Women's Club, to be held at the Kenesaw Hotel, at 5.

—OREGON—

PORTLAND—Thelma Agosti has turned to KGW as publicity director placing Jack Eichenberger, who left the outlet to enter the furniture business. . . . KGW augments the engineering staff with Consulting Engineer Richard Rhiger, who will assist chief Engineer Harold Singelton. Rhiger was with Harvard University for three years as chief test engineer of the Radio Research Laboratories.

—TEXAS—

AUSTIN—There will be mountain music again this summer for Texas politics. A group of eight entertainers headed by Lew Childre from the WSM, Nashville, Grand Old Opry, have joined with Harry Sadler, candidate for governor and will appear with him for forty-two days in 4 Texas counties. With the announcement made by Sadler, it was recalled how Lee O'Daniel rose from a flour sales-

man to the position of state governor and then to the U. S. Senate with his hill-billy band which sold flour over the Texas Quality Network. . . . SAN ANTONIO—Jeanette Burgmeister, formerly with KABC, has joined the program dept. of KMAC. . . . Jimmy Frye, recently released from the Armed Forces, has been added to the KMAC announcing staff.

—INDIANA—

FORT WAYNE—Dick Wangerin, a member of the WGL announcing staff and a veteran of the war, has been added to chief announcer on the outlet. . . . Grand National Radio Club, organization of short wave listeners and radio amateurs, has transferred its headquarters here from Cincinnati. . . . J. Edward Reich, formerly a member of the announcing staff of the Vincennes, Indiana, radio station, has been added to the announcing staff of WOWO.

—NORTH CAROLINA—

GREENSBORO—Margaret Banks, WBIG music director, announces the station's acquisition of the latest model Hammond organ equipped with beautiful orchestral effects, solo stops and muted low tones. Margaret will play the new music-maker on the "Civic Club of the Air," "Restful Music" and other special musical programs. . . . CHARLOTTE—WAYS Program Director Norman Young raised the curtain on his new "WAYS Playhouse" program which each afternoon features a full hour of variety entertainment. Interwoven in each broadcast will be miniature features, movie reviews, news highlights, local events and good-neighbor salutes.

—GEORGIA—

ATLANTA—Don Naylor, WGST production manager, is telling of his latest production entitled "Raymond Laurence Naylor," who to this date has a very good "whooper" rating. Larry, who premiered last month, was sponsored by Flora Naylor on a lifetime contract. . . . Herb Johnston, recently released after having served over three years with the Marine Corps, has been added to the announcing staff of WSB.

—MASSACHUSETTS—

WORCESTER—WTAG has organized its softball team for 1946 with Sportscaster Paul Johnson as captain. Sporting new outfits, complete with station call letters, the team arranged a schedule which will include games with sponsors and city organizations. Team is coached by Phil Jasen, publicity and promotion director and managed by Bob Brown, local sales manager. . . . SPRINGFIELD—WSPR, Inc., has taken a fifteen-month option on land atop Wilbraham Mountain as a tentative site for an FM station and a television transmitter. Outlet is awaiting the FCC nod. . . . LAWRENCE—Beatrice Cates, formerly of the WNAC staff, has joined the WLAW traffic department succeeding Pauline Howe, resigned.

—VIRGINIA—

RICHMOND—WMBG was on hand to record the 100th anniversary of the Richmond Home for Boys, at which Congressman J. Vaughan Gary of the

third district of Virginia came down from Washington to deliver the principal address. . . . DANVILLE—Home renewing their acquaintances and resuming their careers at WBTM are Earl Hotaling, returning as chief announcer; Arch Morgan, Jr., engineering and announcing; and F. Amberg Dail, Jake Gainey and Jack McClain on the announcing staff. Still in the Army but expected back soon is Don Gaynor, who calls Washington his home.

—ARIZONA—

PHOENIX—KOY's General Electric wire recorder drew ah's and oh's from the crowd that gathered recently to witness the two-day Phoenix Food Fair, where the outlet and the Arizona Farmer had a booth display. In addition to the crowd hearing their voices played back to them by that "Contraction," as one fair visitor called it, two-minute cut-ins direct from the fair were given on all local newscasts as well as fifteen-minute broadcasts each evening during the stage show. Jack Williams handled the two special broadcasts while Dick Canaday brought KOY listeners the news summary about the fair and the convention.

—NEW JERSEY—

NEWARK—WAAT has added its voice to the current statewide and national campaigns to reduce the toll of death and destruction caused by traffic accidents every year. The messages in the form of "spot" announcements, also called attention to the President's Highway Safety Conference, held in Washington May 8, 9 and 10, to which the Governors of all forty-eight states were invited. . . . PATERSON—Chris Cunningham, recently released from service with the Army, has resumed his position on the announcing staff of WPAT.

—KENTUCKY—

LOUISVILLE—Louise Weiller, WINN woman's director, attended the convention of the Ohio Institute for Education by Radio, held in Columbus May 3 to 6. Miss Weiller is the "Lady Lookout" on the air Monday through Friday ayem. . . . Walt Murphy has resigned as production manager of WINN to accept a government appointment. He is replaced by Edwin Kallay, announcer with the outlet for several months. Prior to entering the Army, in which he served over three years, Ed was stage manager for the Lakewood Little Theatre at Cleveland.

—PENNSYLVANIA—

PHILADELPHIA—Gary Linn, general service and traffic manager at KYW, until recently Yeoman Third Class Oscar M. Linn, U. S. Navy, has been awarded the Letter of Commendation with Commendation Ribbon by the Commander in Chief, U. S. Pacific Fleet, for his meritorious service in Naval radio work while a member of the headquarters staff of Admiral Nimitz. . . . "On the Sunny Side," a new-style musical show, is being aired Sundays over KYW with Bob Benson, featuring tunes and orchestras of today and yesterday.

—GEORGIA—

ATLANTA—In an effort to aid homeless G.I.s and their families to find living quarters, WATL has added a new feature entitled "It's a Woman's World" to its ayem schedule. Each morning Betty Doolittle will bring a homeless couple to the mike, where they will relate their plight to the listening audience. . . . The first veteran heard on the program was accompanied by his wife and four-month-old baby. This family has been living at the USO Servicemen's Center for the past week because it has been impossible to locate a suitable living place. . . . MACON—WMAZ officials, refusing to let their commercial dept. sell any of the local news programs, the outlet is now presenting six exclusive local news airings each day.

—CALIFORNIA—

SAN FRANCISCO—Pancho the Pig, familiar to all listeners of Ray Lewis' "Repeat Performance" aired daily on KPO is about to bid farewell to Lewis and his japey on commercials, music, the weather, listeners and other topics. Pancho becomes the property of "Lumpy Laura," long-time Lewis ear-bender and winner of the contest to find a typical "Repeat Performance" listener which closed last week. . . . "The Name Speaks," new show whose theme is famous names and the importance in American lives of brand names as trustworthy means of identification, bowed recently over KPO. . . . HOLLYWOOD—Robert W. Swan, formerly of KFI, KHJ and KFAC locally, has accepted a temporary position on KECA's announcing staff.

Atomic Planning On NBC

Ralph Howard Peterson, NBC commentator, aboard the U. S. S. McKinley, flagship of "Operations Crossroads" will make his first broadcast from "somewhere at sea" today, May 16 (NBC, 8 a. m., EDT). Peterson will describe preliminary preparations aboard the ship en route to Bikini Atoll where the atom bomb experiments will be made.

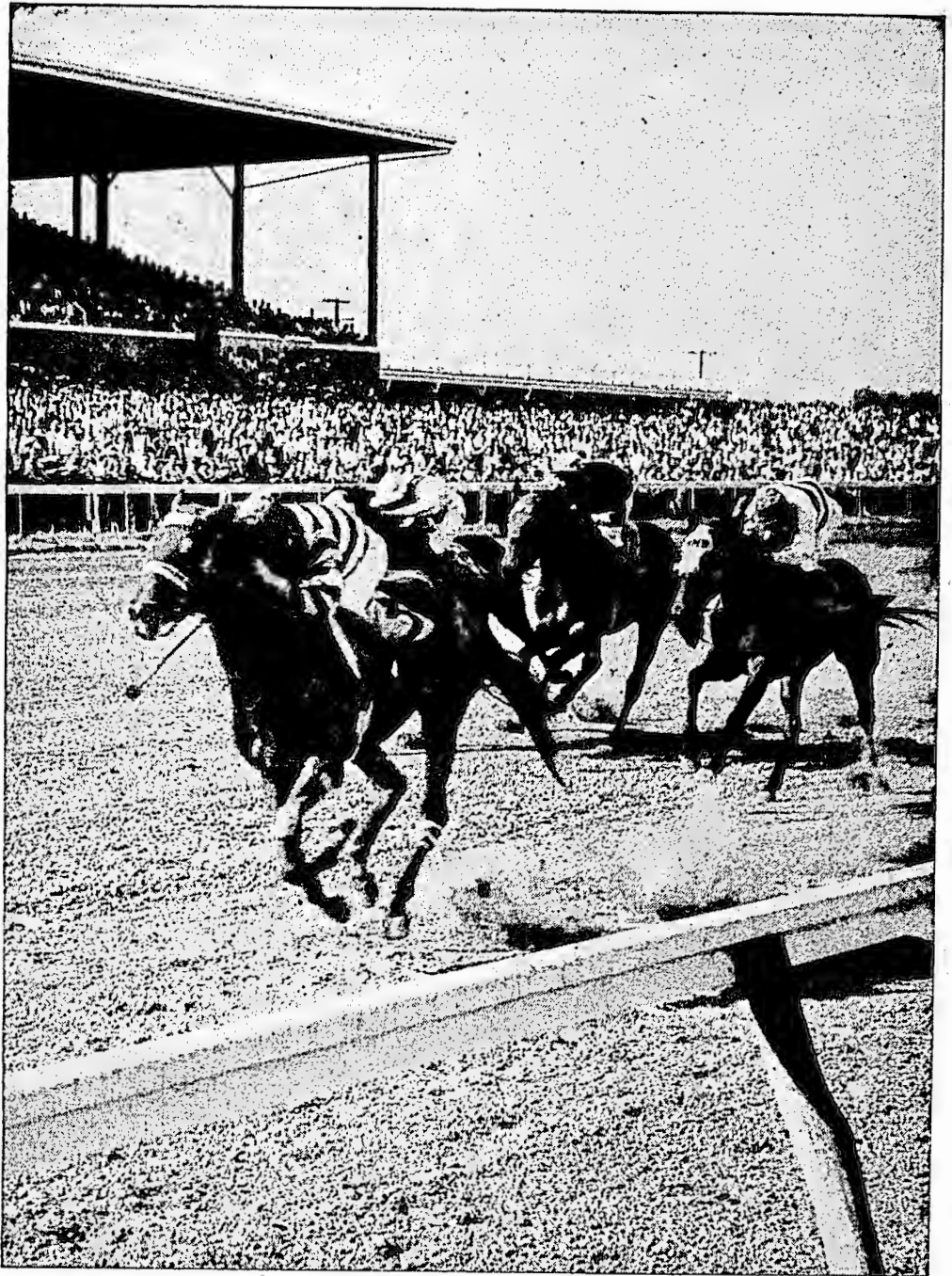
Out of 56.. . . night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows. *WTAG has no money-give-away shows. WTAG WORCESTER

Send Birthday Greetings To

May 16

- Lillian Black Norman Rass Gordon Kinney Bulk Owens

the
winner



Every Weed station is a sales winner for the
advertisers it serves. And Weed and Company's staff of trained repre-
sentatives win many firsts in the radio time selling derby for all their
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 35, NO. 35

NEW YORK, N. Y., FRIDAY, MAY 17, 1946

TEN CENTS

Australia Needs Tele, FM

Plan 2-Day Seminar On Labor-Management

A two-day seminar on industrial relations will be held by the Radio Manufacturers Association at the Hotel Pennsylvania, May 21-22, with leading industry and labor experts as speakers.

Highlight of the confab will be a panel discussion on union and employer responsibility Wednesday morning, with William H. Davis, former WLB chairman; Vincent P. Shearn, member of the Secretary of

(Continued on Page 3)

GF Holding "Thin Man"; Burns-Allen Back Aug. 29

General Foods yesterday stated through Benton & Bowles, Inc., one of the agencies handling its account, that talk current in the trade of widespread retrenchment policy is somewhat in excess of the actual picture. In this respect, "The Thin Man" which was cancelled its time over CBS is still being retained by General Foods and will be returned in the fall. Exact network and time is undetermined. This and the recently announced can-

(Continued on Page 6)

Cut In Budget For OIC Hit By Shirer And Benton

Washington Bureau RADIO DAILY
Washington—William L. Shirer, radio commentator, last night declared that the House action cutting State Department funds took the "prize for short-sightedness, stupidity and ignorance of the national welfare." Shirer joined Assistant Secre-

(Continued on Page 2)

100-Grand Feeling

Ulric Arsenault, the Canadian prospector who struck it rich in Northwestern Provinces of Canada, appeared on ABC's "Headline Edition" Wednesday night and told how it feels to acquire \$100,000 in \$50 bills, also \$333,000 in stock and pay NO income tax on it. Gold prospectors in Canada, it seems, are tax-free. Ulric is going back for more as soon as possible.

As Expected

Co-incidental with the chartered-plane crash near Richmond, Va., which took 27 lives, WOR on its 6:30 p. m. news broadcast by Van Deventer revealed last night that over a month ago Dave Driscoll, head of the station's news department wrote the Civil Aeronautics Board apropos of the danger of unsupervised nondescript chartered service. Yesterday morning a letter from the CAB arrived stating stringent supervision would start August 1.

NAM's Speaker Set To Refute La Guardia

F. H. LaGuardia and the NAM will exchange verbal blows on the former's ABC stanza Sunday, 9:30 p. m., EDT, when John C. Gebhart, research director of the organization will appear to answer charges made by the "Little Flower" last Sunday.

LaGuardia's blast was levelled at

(Continued on Page 3)

Jack Benny Will Emcee Annual AFRA Ball Tonight

Jack Benny will be master of ceremonies at the AFRA ball to be given tonight in the grand ballroom of the Waldorf-Astoria Hotel, Ed Herlihy, chairman of the ball, announced yesterday. Among the artists who will entertain at the ball will be Bert Lahr,

(Continued on Page 3)

May Replace AM Within 5 To 10 Years, Says Official, Here To Study Media; Draws Comparisons With U. S.

Battle Of Books On Between WHN, WQXR

The battle of the books gets under way in New York next week when WHN inaugurates "Books on Trial," a new program replacing "The Author Meets the Critics" which moves to WQXR.

Employing a "courtroom" format, "Books on Trial" will have as a defendant each week the author of a new book who will face two experts,

(Continued on Page 7)

Newsreel Cameramen Offer Tele Film Service

World-wide spot news coverage for television by films, comparable to that of the motion picture theater newsreels is definitely assured to program and commercial managers of video stations, even though the service of-

(Continued on Page 8)

Nebr. Broadcasters Elect; Oppose Section NAB Code

Kearney, Neb.—Duanne R. Watts, KHAS, Hastings, was elected president of the Nebraska Broadcasters Association at the annual meeting

(Continued on Page 3)

By MANNING CLAGETT
Washington Bureau RADIO DAILY
Washington—FM may replace standard broadcasting in Australia's major cities within five to ten years, Alfred C. Paddison, president of the Australian Federation of Commercial Broadcast Stations, said yesterday.

Paddison, here to study latest developments in FM and

(Continued on Page 7)

Radiotelephone Tests Underway In St. Louis

The first license to operate radiotelephone service for vehicles has been granted to the Southwestern Bell Telephone Co. by the FCC, and the service will be introduced in St. Louis "at once," on an experimental basis, but under regular commercial conditions, AT&T announced this week.

Although mobile equipment was in-

(Continued on Page 8)

Report Bristol-Myers Co. In Tele Deal With NBC

Another top radio sponsor will shortly enter the television field to experiment and assure itself chain listening time when Bristol-Myers con-

(Continued on Page 2)

New List Of FCC Applications Led By 27 Requests For AM

Washington Bureau RADIO DAILY
Washington—Paced by 27 applications for new AM station facilities, the FCC, in compiling its latest list of requests for construction permits, includes applicants also for FM and television stations. All sections of the country are represented, a characteristic which seems common to all compilations issued from the offices of the Commission during recent months. Standard applications include:

Rome Sentinel Co., Utica, N. Y., to be operated on 1,150 kc., five kw., unlimited; Purchase Broadcasting Co., Inc., Mayfield, Ky., to be operated on 910 kc., one kw., daytime; William E. Blake, Ronceverte, W. Va., to be operated on 1,400 kc., 250 watts, unlimited; Valley Broadcasting Corp., Allentown, Pa., to be operated on 790 kc., one kw., unlimited; Nathan J. Cooper, Morgantown, N. C., to be operated on 1,490

(Continued on Page 3)

Public Service

MIAMI—In a WQAM broadcast, the first of its kind in the history of Miami radio, ninety-one Miami men and women were accepted into U. S. citizenship when they were presented in final hearing before Judge John W. Holland in U. S. District Court. In co-operation with court officials, WQAM's Marge Christopher staged the naturalization proceedings from a radio angle.



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

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FINANCIAL

(Thurs., May 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	194 3/8	193 7/8	194 5/8	+ 1/2
CBS A	39 7/8	39 3/8	39 7/8	+ 7/8
CBS B	39 1/2	38 3/4	38 7/8	+ 7/8
Crosley Corp.	33	33	33	+ 2 1/4
Farnsworth T. & R.	15	14 7/8	15	+ 1/4
Gen. Electric	47	46 1/8	46 1/2	- 3/8
Philco	34 3/4	33 1/2	34 1/4	- 3/8
RCA Common	15 7/8	15 5/8	15 3/4	- 1/8
RCA First Pfd.	93	93	93	- 1/2
Stewart-Warner	22 1/8	21 5/8	22 1/8	+ 1/2
Westinghouse	35	34 3/4	34 7/8	+ 1/8
Zenith Radio	35 1/2	35 1/4	35 1/2	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22 1/8	22 1/8	22 1/8	+ 1/8
Nat. Union Radio	10	9 3/4	10	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	11 7/8	12 7/8
Finch Tele. Comm.	16	17
Stromberg-Carlson	21 1/2	23
WCAO (Baltimore)	36	38
WJR (Detroit)	38	40

Report Bristol-Myers Co. In Tele Deal With NBC

(Continued from Page 1) summates a deal reported under way with NBC through Young and Rubicam.

Although denied by NBC, the pending deal is reported to provide sponsorship by Bristol-Myers for a half-hour show over WNBZ each Sunday night from 9-9:30 on a 52-week basis. Venture is not reported to be heavily expensive, since three-quarters of the program will be film and the remainder live, but it is believed the company is interested primarily in the experience and time segment.

LEN STERLING
LA 4-1200

Coming and Going

HAROLD E. FELLOWS, manager of WEEL, Columbia-owned station in Boston, and **KINGSLEY HORTON**, assistant manager and director of programs and sales, are in New York for conferences at the headquarters of CBS.

DAVE DRISCOLL, director of news and special features for WOR, in Schenectady today doing a tele news program over WRBC.

WILLIAM FREEMAN, of the Canadian Broadcasting Corporation's press and information service, is in town accompanied by **MRS. FREEMAN**. It's his first trip here since his discharge from the Canadian Army.

CARL DOZER, sales manager of WCAE, Pittsburgh affiliate of the American network, arrived in New York yesterday.

JOE RINES, producer of the Judy Canova Show on NBC, is in town from Hollywood for two days on business.

LESLIE W. JOY, general manager of KYW, Philadelphia; **JAMES P. BEGLEY**, program manager; **HARVEY McCALL**, sales manager, and **RUTH WELLES**, women's counsellor, will be in Chicago from Sunday through Wednesday to attend the Westinghouse meetings.

BOB WEISS, assistant to the president of Musicraft Records, leaves tomorrow via Constellation for Hollywood, where he will spend three months setting up and putting into smooth operation the company's West Coast office.

MICHAEL SILLERMAN, president of Keystone Broadcasting System, spending a week in Chicago on business.

HOWARD J. LONDON, director of radio and motion pictures for the National Foundation for Infantile Paralysis, leaves today on a 10-day business trip to Hollywood.

JIMMY DURANTE, **GARRY MOORE** and the members of their program company will broadcast today's show from San Francisco.

"RED" CROSS is back at WMAZ, Macon, Ga., following a short trip to New York.

FRANK ROTH, piano-playing maestro, has returned from a concert date in Buffalo, N. Y.

MILLARD LAMPELL, known for his scripts aiding the returning GI, will speak Sunday in Springfield, Mass., as a feature of the "I Am an American Day" exercises in the Municipal Quadrangle.

Cut In Budget For OIC Hit By Shirer And Benton

(Continued from Page 1) tary of State William Benton and others in a forum discussion on "International Information and Cultural Affairs" sponsored by the Washington chapter of the American Veterans Committee. The program was broadcast over WTOP (CBS).

"The voice of America, of our great Republic, of the mightiest nation in the world, has now been reduced to a feeble whisper, or, you might call it a sigh, or a squeak," Shirer said; "for this, we can thank representatives of the people in Congress and the directors of the Associated Press and the United Press. They won't let their Government broadcast the American story to the world. They are content to let the world hear the story of others—the Russians, the British, and French and about 40 other peoples.

Prof. Quiz Is Honored With Vets. Bureau Citation

Washington Bureau **RADIO DAILY** Washington—Professor Quiz, whose ABC program originated from the stage of the Capitol Theater here yesterday, was honored during the program when General Francis R. Kerr, representing General Omar N. Bradley, director of the Veterans Administration, presented Prof. Quiz with a scroll from the Veterans Administration in recognition of his work in entertaining veterans who have been hospitalized.

The citation read, "In recognition of outstanding service to the hospitalized veterans of the United States Armed Forces, this citation for meritorious achievement is awarded to Professor Quiz and his cast for morale-building performances in veterans hospitals." The citation bears the signature of General Bradley.



Driver's seat

In that picture you're looking over the engineer's shoulder from the cab of one of those new streamlined babies down near Harpers Ferry, W. Va.

You're in the driver's seat.

And the obvious thing we're about to say about Baltimore radio is this: you'll be in the driver's seat on sales if you put W-I-T-H on the list of stations you're making up.

W-I-T-H is the successful independent in this big 5-station town. And it delivers more listeners-per-dollar-spent than any other station in this, the country's 6th largest city. If you want the green light on sales . . . here's the way to do it: just make sure, mighty sure, that W-I-T-H is on your radio list. It belongs there . . . so put it there!



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REID

CKLW

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

in the DETROIT AREA

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

New FCC Applications Include 27 Asking AM

(Continued from Page 1)

micocycles, with 250 watts, unlimited. Also Kennett Broadcasting Corp., Kennett, Mo., to be operated on 730 c., one kw., daytime; Cole E. Wylie, Spokane, Wash., to be operated on 340 kc., 250 watts, unlimited; Las Vegas Broadcasters, Inc., Las Vegas, Nev., to be operated on 1,230 kc., 250 watts, unlimited; B. Loring Schmidt, Salem, Ore., to be operated on 1,490 kc., 250 watts, unlimited; Santa Monica Broadcasting Co., Santa Monica, Calif., to be operated on 1,190 kc., one kw., daytime; Radio Dinuba Co., Dinuba, Calif., to be operated on 1,130 kc., 250 watts, unlimited. And Carroll R. Hauser, Eureka, Calif., to be operated on 1,240 kc., 250 watts, unlimited; Alice Broadcasting Co., Alice, Texas, to be operated on 1,070 kc., one kw., daytime; Burlington-Graham Broadcasting Co., Burlington, N. C., to be operated on 1,030 kc., one kw., daytime; Beatrice Cobb, Morgantown, N. C., to be operated on 1,490 kc., 250 watts, unlimited; Saint Louis County Broadcasting Co., Clayton, Mo., to be operated on 1,030 kc., one kw., daytime.

Additional list of 11 more applications for new standard stations were announced yesterday by the FCC. They included Palouse Empire Radio, Inc., Moscow, Idaho, to be operated on 1,450 kc., 250 watts unlimited; Rome Radio Broadcasting Co., Rome, Ga., to be operated on 1,190 kc., 1 kw., daytime; James G. Thomas, Lubert W. Barefoot, Lawrence Gooding and Hector H. Clark, doing business as Sampson Broadcasting Co., Clinton, N. C., to be operated on 1,010 kc., 1 kw., daytime; Midnight Sun Broadcasting Co., Anchorage, Alaska, to be operated on 1,010 kc., 5 kw., unlimited.

Also WSAT, Inc., Schenectady, N. Y., to be operated on 1,490 kc., 250 watts unlimited; Highlands Broadcasters, Inc., Oak Ridge, Tenn., to be operated on 1,450 kc., 250 watts, unlimited; Charles Wilbur Lamar, Jr., Morgan City, La., to be operated on 1,010 kc., 250 watts, unlimited; Lincoln Operating Co., Miami, Fla., to be operated on 1,170 kc., 5 kw., unlimited; F. Tighe, Porterville, Calif., to be operated on 1,450 kc., 250 watts, unlimited; Associated Broadcasters, Inc., Indianapolis, Ind., to be operated on

NAM Speaker Set To Refute LaGuardia

(Continued from Page 1)

the NAM's recent series of newspaper ads attacking the OPA. He said that if the NAM would publish an ad guaranteeing lower prices on meat and butter if price control is terminated, he would eat the microphone.

In a letter to LaGuardia, his sponsor, agency and to ABC, the NAM said it felt "that the proper forum is the one from which the attack emanated," and asked for equal time, 3 minutes and 20 seconds, to answer the former Mayor.

In his reply, LaGuardia said he did not "believe that the subject of the discussion . . . comes within the rules" requiring an opportunity to be given on the same time for reply." He added, however, that he "would be very pleased" to have Gebhart as his guest and to allot him the time requested.

G. W. (Johnny) Johnstone, radio director for NAM, is handling the organization's radio affairs.

Jack Benny Will Emcee Annual AFRA Ball Tonight

(Continued from Page 1)

Paul Draper, Lucy Monroe, Bob Howard, Cardini, Stump and Stumpy and Andre, Andre and Bonny. Sam Rauch, talent director of the Roxy Theater, will be in charge of staging the show.

1550 kc., and James Tisdale, Chester, Pa., to be operated on 740 kc., 250 watts, unlimited.

FM filings included Surety Broadcasting Co., Charlotte, N. C., Metropolitan, and A. Frank Katzentine, Orlando, Fla., rural.

The Toledo Blade Co., Toledo, Ohio, has applied for a commercial television station, and the Milwaukee Journal has applied for a new experimental tele station in Milwaukee, Wisc.

Withdrawals of two low-frequency television applications were received: World Publishing Co., from Omaha, Neb., and the Star-Times Publishing Co., St. Louis, Mo.

Also dismissed by the FCC at the request of the applicant were the requests for FM facilities in San Francisco and Los Angeles by Dorothy S. Thackrey, publisher of the New York Post.

Nebr. Broadcasters Elect; Oppose Section NAB Code

(Continued from Page 1)

held recently in Kearney. Other officers elected were Harry D. Peck, KFOR, Lincoln, vice-president; Art Thomas, WJAG, Norfolk, secretary-treasurer; Harry Burke, KFAB, Omaha, director; L. L. Hilliard, KGKY, Scotts Bluff, director, and John J. Gillen, Jr., WOW, Omaha, NAB representative.

The Nebraska broadcasters adopted a resolution opposing time limitations of commercial copy as proposed in the new NAB code provisions to be submitted to the NAB convention in October. The text of the resolution follows:

Text Of Resolution

"Whereas, the proposed new code provisions, to be submitted at the NAB convention in October, in respect to the limitation of commercial copy in programs, and in regard to the proposed 20 per cent limitation of total time utilized, would present a serious handicap to and on every Nebraska broadcasting station, due to the fact that these stations render a definite service to listeners and the general public through such programs as: A shoppers guide or programs originating at remote points, home economics programs, programs which deal directly with women and helps for home making; farmers and farm problems; and programs for farmers and other classes, in which the sponsor and his products or services are secondary to the educational purpose and plan of the program. Therefore, be it

"Resolved, that in participating programs, announcement programs, musical clocks, shoppers guides, and other programs falling within these general classifications, the commercial portion, direct or indirect, shall not be limited in time but left to the best judgment of the individual operator of the station concerned."

Roth On Abbott-Costello Show

Allen Roth has again been set to serve as musical conductor on the Abbott & Costello radio show on May 23 and 30 when the comedy pair will be broadcasting the program from New York.

Plan 2-Day Seminar On Labor-Management

(Continued from Page 1)

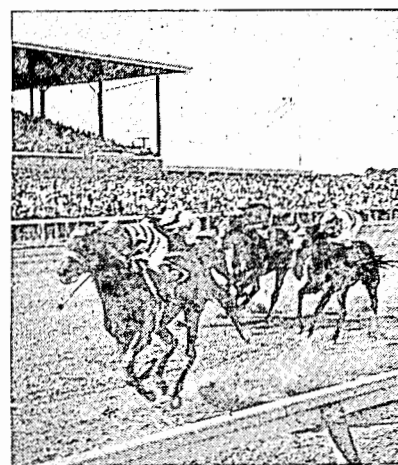
Labor's Advisory Committee; Ed J. Brown, international president of the IBEW-AFL, and Julius Emspak, secretary-treasurer of the UEW-CIO, participating.

Glenn W. Thompson, chairman of the RMA industrial relations committee, opens the seminar Tuesday morning, and will be followed by Lawrence B. Morris, labor relations consultant; C. F. Mugridge, of Rogers and Slade, and O. C. Cool, director of the Labor Relations Institute.

Dr. W. E. Gelhard, of Ernst and Ernst, Chicago, will be the principal speaker at a luncheon session Tuesday, which will be followed by a session featuring Moses Shapiro, of the Electronics Manufacturers Association.

George Wright On 'Stairway'

George Wright, network organist, will be the guest on the Philco program "Stairway to the Stars," Sunday, May 19, 6-6:30, over WJZ and the American network.



the winner

Every Weed station is a sales winner for the advertisers it serves. And Weed and Company's staff of trained representatives win many firsts in the radio time selling derby for all their clients, all year long.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

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

AN ABLE EXECUTIVE SEEKS A BIG JOB

A middle aged man of excellent business experience and judgment, now holding a station manager's position is now seeking a wider sphere in which to operate. A record of splendid achievement and progressive success includes a background of advertising sales; sales promotion; radio station organization; local and network sales and station management. Thoroughly capable of public relations and contact work for publicity and programming for local interests of community.

LOCAL INDEPENDENT AND NETWORK AFFILIATE EXPERIENCE.

Write Box No. 174, RADIO DAILY
1501 Broadway New York 18, N. Y.

KSJB Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

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

CBS—MBS

Send Birthday Greetings To

- | | |
|--------------------|------------------|
| May 17 | |
| Franklin Dunham | William Lang |
| Louise Vass | |
| May 18 | |
| Richard Brooks | Donald Peterson |
| Paul F. Harron | Lew White |
| Raymond Paige | Meredith Willson |
| Perry Como | |
| May 19 | |
| Paul Brenner | Mary Young |
| Barbara Maurel | Peggy Byrne |
| Keith Field | Lillian Gordon |
| Rudolph Friml, Jr. | |

Promotion

GIVEN:

- 1. TOP PROGRAMS -**
*with the best talent,
the most astute sponsors*
- 2. TOP FACILITIES -**
those of America's No. 1 Network
- 3. TOP AFFILIATES -**
*the aggressively service-minded
and promotion-minded independent
stations of the NBC network. . . .*

AMERICA'S NO. 1 NETWORK

made easy

it's easy to be cited by City College's panel
trade publication experts

for the most effective all-over national network promotion "
(The CCNY Plaque for top honors)

NBC

for the most effective public service radio program developed by a
clear channel radio station: "Alcoholics Anonymous"
(Award of Merit to WWJ, Detroit Affiliate)

NBC

for the most effective all-over station promotion by a clear channel station
(Award of Merit to WLW, Cincinnati Affiliate)

for the most effective all-over promotion by a national network "
(Award of Merit to NBC)

NBC

for the most effective promotion by a national network of a sponsored radio
program: "Edgar Bergen and Charlie McCarthy" (Standard Brands)"
(Award of Merit to WKY, Oklahoma City Affiliate)

for the most effective promotion by a national network of a radio program
designed for sponsorship: "The Fred Waring Show"
(Award of Merit to NBC - Press and Promotion)

for unusually effective all-over promotion by a regional network "
(Honorable Mention to NBC Western Division)

the National Broadcasting Company

LOS ANGELES

By RALPH WILK

TWO of Meredith Willson's own compositions will be included on the Standard Hour Sunday, May 19, when Willson makes his second appearance as guest conductor of the program, broadcast over the NBC Pacific coast network. The compositions are "The Same Little Chapel," and his entertaining Radio Suite Number 1.

Betty DePew is now the secretary of Basil "Buzz" Adlam, ABC Western Division's musical director. She replaces Sharon Davis, who resigned. Miss DePew was formerly a page at Hollywood Radio City for a year, coming to the west coast from her home in Miami, Florida.

Sydney Gaynor, Don Lee net general sales manager, has returned from a two-week trip to the east. Gaynor, who flew by United Airlines both ways, was guest of honor at a special executive luncheon during his New York stay, and on the way back spent a few days in Chicago conferring with heads of the Mutual Broadcasting System and John Blair Company. Henry Gerstenkorn, assistant general sales manager, took over during Gaynor's absence.

Kevin Sweeney, manager of the Housewives' Protective League and Sunrise Salute programs for Fletcher Wiley Productions, planed to New York Monday, May 13th, on the first leg of a seven-week trip. Sweeney will visit Boston, Detroit, Chicago, St. Louis and Cincinnati on other laps of the trip in connection with the opening of the program June 3 on the New England Group, ABC New England stations, and other projected expansion.

Charles (Andy) Correll, co-star of the "Amos 'n' Andy" ailer, is shopping for a light amphibian sportplane to use this summer on a hunting-fishing trip in the Canadian wilds.

GF Holding "Thin Man"; Burns-Allen Back Aug. 29

(Continued from Page 1)

cellation of the Dinah Shore show (NBC) is all that is contemplated at this time.

As to "The Thin Man" the program itself apart from the time is taking a vacation. Meredith Willson and orchestra plus other talent will fill in a 13-week hiatus for the Burns & Allen show on NBC for Maxwell House Coffee. The duo will resume for General Foods on August 29, when they start their second year of broadcasting for this client.

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



Notes From An Aisle Seat

● ● ● **TIN PAN ALLEY-OOPS:**—Marc Blitzstein's "Airforce," a symphonic work which he composed and dedicated to the 8th Air Force while serving with the US Army, will have its radio premiere Sunday, May 26, on the "General Motors Program," NBC conducted by Leonard Bernstein . . . ● Just before he passed away, E. B. Marks happened across a manuscript of a song titled, "Too Many Irons in the Fire," written by Johnny Black of "Paper Doll" fame . . . he submitted the number to Dave Kapp of Decca who gave the number to the Mills Brothers . . . tune will be on the Hit Parade this summer . . . wanna bet? . . . ● Penned in 1923 by Ted Snyder, Harry Ruby and Bert Kalmar, "Who's Sorry Now?" a million-copy seller that year, has just been recorded by Crosby, Harry James, Dave Street and others and is again headed for the top. . . ● Johnny Farrow has resigned from Jewel Music to start his own firm with a ditty titled, "If You Were There" . . . written by Farrow, Andy Ackers and Dana Slawson. . . ● Bernie Mann has reorganized his band and will open May 24th at the Knickerbocker Yacht Club in Port Washington, L. I. . . ● Don Kemp, who'll do the vocals, was Bernie's commanding officer in the Army. . . ● Producer Tom Bennett of NBC has completed his "Franklin D. Roosevelt Symphony," the work in five movements, sub-headed, "Childhood," "The Sea," "Homelife," "Sickness," "Leadership," is themed throughout with "Hail to the Chief."

★ ★ ★

● ● ● Contrary to reports along the stem crediting various singers with being responsible for the revival of the ballad, "Prisoner of Love," it seems to us that last November we heard a recording of that Columbo-Gaskill-Robin song by Ross Leonard . . . incidentally this lad's Stork platter of "Boulevard of Broken Dreams" backed with "You Call It Madness," should catapult Leonard into the limelight. . . ● Pat Flowers who opens May 27th at Cafe Society Uptown is slated for plenty of air time. . . ● Bill Berns, WNEW special events staffer, was awarded a Bronze Star "for meritorious service in the Southwest Pacific Theater of Operations," while a Master Sergeant in the army last year. . . ● Dell Peters has persuaded Audrey Marsh to return to the nets as a soloist . . . you'll soon be hearing the thrush on her own program. . . ● Jack Val of Sunset Music has a jump novelty ditty, "Gonna Give Myself a Pat on the Back" which gives a program a "lift."

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Duke Ellington has been signed to record for Musicraft. . . ● Jane McShane has succeeded Sara Dunn as record publicity director for RCA-Victor. . . ● Beamed at Junior Americans, Jackie (Homer) Kelk has waxed a series of discs for the Treasury Dept't titled, "Think of Your Future." . . ● Under the guiding hand of Joe Liebowitz, De Luxe Records is moving along but fast . . . Betty Reilly, Irish thrush who became South America's favorite, has just been signed to give with the Spanish and English lyrics on future De Luxe platters. . . ● Eddie Wiggins and his Downbeaters have just cut eight sides for Sultan Records. . . ● Sam Donahue's initial platter for Capitol Records will be "Dinah" backed with "Take Five." . . ● Send Ethel Edwards (John's mother) a note . . . she's recuperating at the Gotham Hospital. . . ● The Voice's rendition of Irving Berlin's "The Girl I Marry" on Columbia disc is a honey. . . ● The State Department is using radiolite Jim Boles in the lead role in its transcribed series of Robert Sherwood's "Abe Lincoln in Illinois" . . . in our book, Boles rates plenty high. . . ● Les Tremayne and his wife, Alice Reinheart, want to correct the impression that their new "The Tremaynes Turn In" package show is another husband-and-wife chit chat—it's a dramatic series in episode form with each stanza having a definite plot.

AGENCIES

JOHN CRANDALL, recently discharged from the United States Army, and assistant business manager of the radio department of Kuer Agency, Inc., formerly media buyer for Benton & Bowles, has moved to Sherman & Marquette, New York, to take charge of all media.

GRANT ADVERTISING, INC., Miami, Fla., has been appointed to handle the advertising of the Hialeah Race Course, Inc., Miami. Statewide radio network for broadcasting the daily feature race during the Hialeah meet is being considered for next Winter's racing season.

WNCA, Asheville, N. C., has engaged as exclusive national representatives the William G. Rambeau Co. with offices in New York, Chicago and Hollywood. WNCA is a full-time affiliate of the American Broadcasting Co., and started broadcasting on May 16th, 1946.

WILLIAM J. MCKENNA has joined the copy department of Geyer, Cornell & Newell, Inc. Before coming to GC&N, he served as a copywriter with Sherman K. Ellis & Co., Inc.

ALBERT SKOLNIK, who recently returned from overseas, has rejoined the media department of Pedlar Ryan after an absence of two years.

UNIVERSAL RADIO SALES, a new station representative organization has been formed in Los Angeles by Wesley I. Dumm to handle national sales for his West Coast radio broadcasting and recording interests.

At the outset it will handle special sales business for KSFO, San Francisco; KXLA, Pasadena and KXA Seattle. It will also handle the sale of live and transcribed package programs produced by UBC Radio Productions in its Hollywood and San Francisco studios. George E. Hughes until recently with the U. S. Department of State, has been named to head the Universal Radio Sales eastern organization, with offices at 3 West 44th Street, New York City.

BALTIMORE'S Listening Habit

WMBZ

MUTUAL BROADCASTING SYSTEM

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

Tele, FM Stations May Replace AM In Australia, Says Visiting Executive

(Continued from Page 1)

vision, also called for the "speedy mobilization of state-controlled propaganda" in the nations of the world. In an exclusive interview with RADIO DAILY, he termed the full development of FM an "economic revolution" but said FM and television broadcasting the only means whereby broadcasting could be expanded in Australia.

Although there are only 101 commercial radio stations and 28 government-owned stations in Australia, government engineers have stated "there is no room" for AM facilities. Paddison said, and added that there is a backlog of "several hundred" applicants, all of whom will have to go into FM or television.

Cites Government's Role

Commercial radio in Australia, Paddison pointed out, is self-regulated under a "strict code," but the Australian government, he said, presents a "minimum of interference." Although there are no public hearings on applications or changes of ownership, licenses are for 12-month periods, and are renewed automatically.

Although opposed to government ownership in all forms, Paddison added that a comparison with American broadcasting might be unfair in respect.

Paddison said Australian broadcasters are "not afraid" of large advertisers and consequently a close watch can be kept over programming. The broadcasters' code defines what types of advertising cannot be broadcast on the air.

In many ways as "tough" as the American programming survey, the Australian code, however, allows some things that would make the FCC sit up and take notice, Paddison said.

Most of the radio programs are recorded and stations do not have to finance this fact.

Soap Operas Popular

Australia's political leaders usually are their talks in advance and so too, are broadcast as recorded. Neither are stations under any obligation to move schedules in order to present both sides of controversial issues. Only during election periods do both sides represented and even then the stations are not obligated to do so, said Paddison, and he then added: "We simply divide the available time between the opposition and there is very little available for 'soap operas' are used extensively in Australia, he said, and surveys in-

dicating that they are "overwhelmingly popular."

He described radio programs in Australia as "much brighter" than programs in the United States. He said Australia stations use considerably more music and entertainment programs.

Too Much 'Talk' Here

"You seem to have too much 'talk, talk, talk' over here," said the man from "down under." He said political commentators have "virtually disappeared" from the air in Australia since the end of the war and news programs are generally of local content.

Only 15 per cent of station's time is sponsored, he said, although much of the rest of the broadcast day is broken up with spot announcements.

Stations pay twenty-five pounds to the government, plus one half of one per cent of the gross turnover each year. Power for commercial stations is limited to 2,000 watts and government stations have a ceiling of 15,000 watts. He said government-owned stations afford no real commercial competition with privately-owned stations. "We complement each other and work together," he declared.

No FM or television stations are now on the air in Australia, he said.

Conferring In Washington

In Washington Paddison is conferring with the NAB and Government officials in an effort to get the latest information on tele and FM. He expressed great interest in the apparent shortage of FM and television stations here. "It seems obvious," he said, "that there can be no full development of either FM or television until sets are available and until the public knows what it is getting."

He appeared interested in the high cost of television receivers here.

The Australian declined comment on the FCC's programming report although he said he had "heard plenty about it."

While in New York, Paddison viewed the Du Mont television demonstration and said he expected to see the CBS color system.

In the international field, Paddison warned against government propaganda. "Broadcasting and newspaper organizations in all democratic countries," he said, "have a common interest in achieving this objective. They recognize that regimented propaganda supplied the tinderbox for the second World War. It is a challenge that the United Nations must meet. It provides an opportunity for constructive world statesmanship."

"The Atlantic Charter gave a guarantee of freedom of speech. The United Nations now can underwrite that guarantee by taking positive action towards an international code outlawing the propagandist."

"In broadcasting, U. N. is faced with both an internal and external problem. Externally, the problem is that

of short-wave broadcasting. Prior to 1939 short-wave broadcasting was Hitler's major weapon for softening up neighboring countries and carrying his vicious doctrines abroad. Powerful stations beamed international provocation to every corner of the globe. The ether was cluttered with the battle of the short waves.

"During the war, these stations were used for the purposes of psychological warfare. Short-wave broadcasting recognizes no national border lines. Language difficulties are quickly surmounted. No country is immune from penetration by its remotest enemy."

"The job immediately ahead of U. N. is to secure world agreement to implement the basic fundamentals of freedom of speech. The newspapers must be free to report. The broadcaster must be free to broadcast, without censorship, from any country in the world."

"Internally, the surest guarantee of complete freedom is competitive private enterprise as the basis for operating both press and radio."

Lauds Australian, U. S. Freedom

"Both the United States and Australian broadcasting systems have proved that private enterprise can be entrusted with the safeguarding of such freedom. Australia has a dual system of both government and privately owned stations. Licenses of the privately operated stations are held by a wide range of interests, including commercial, religious, political and trade union bodies."

"With such diversity of ownership and recognition of legitimate minority rights, there can never be a threat of broadcasting regimentation. In Australia the privately operated commercial stations have by far the largest audience, while the national stations play an important role in the cultural life of the community."

"If an authoritarian government refuses to grant freedom of speech, U. N. may have to take special steps towards corrective action."

"A United Nations broadcasting system could operate either from within a country, or beam its messages direct to the affected nation."

"Internationally, the problem ahead of U. N. is admittedly more difficult than on the internal plane. Short-wave broadcasting has from its inception been the cat's-whisker of the propaganda trouble-maker. The trouble would be quickly solved if the nations agreed to get out of short-wave broadcasting as government-controlled media, and reserved the channels for the relaying of entertainment and objective news."

Norman Frank Free-Lancing

Norman Frank, head of research department the last five months for Dave Elman's "Hobby Lobby" and "Radio Auction" shows, has resigned to do free-lance work.

Battle Of Books On Between WHN, WQXR

(Continued from Page 1)

one in his behalf, the other opposed. Book Critic Sterling North will be the presiding judge. In addition there will be a jury of 12 chosen from the studio audience, which will render a verdict of approval or disapproval at the close of the "trial."

Program, which will be heard Mondays, 8-8:30 p. m., is sponsored by the Literary Guild of America, through Maxwell Sackheim & Co., and is under supervision of Ray Katz, WHN program director. The first program, May 20, will feature a discussion of William Bradford Huie's "The Case Against the Admirals," with Tex McCrary supporting the book and Fletcher Pratt opposed.

Book Show Switching To WQXR

"Author Meets the Critics," which was on WHN for four years, bows in over WQXR May 23, 9:30-10 p. m., with Mrs. Eleanor Roosevelt discussing her book, "If You Ask Me," with John Mason Brown and one other guest critic.

John McCaffery, associate editor of American Magazine, is permanent chairman of the program, which is sponsored by the Book of the Month Club. Recordings of the show will be rebroadcast Sundays, 2:30 p. m.

Both programs will originate in the Barbizon Plaza Radio Theater.

ROSS FEDERAL RESEARCH CORPORATION

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MORT LAWRENCE

sent 2½ years in court on FAMOUS JURY TRIALS'

(Now On Parole)

LE. 2-1100

Radiotelephone Tests Underway In St. Louis

(Continued from Page 1)

stalled in St. Louis some time ago, the FCC grant changed its status from a CP project to commercial operation. According to AT&T, the service is so new that virtually no installations have been made, but "as they increase in number, phone calls will be assigned and published."

Equipment to be installed in cars and trucks consists of a radio receiver and transmitter, antenna, selective signaling device and telephone instrument, similar to a regular hand phone, mounted on or under the dashboard. Transmitting and receiving units, with power around 20 watts, will be located in the trunk of a car or in any suitable place on a truck. Each of the two units is contained in a steel case approximately 10" wide, 18" long and 8" deep, and each weighs about 40 pounds. Single antenna will be about 18" long, mounted on top of the vehicle.

Office Equipment Listed

Central office equipment employed in St. Louis includes a transmitting station and five receiving stations. Antenna of the 250-watt transmitter is located on a 50-foot mast atop Southwestern Bell headquarters at 1010 Pine Street. Receiving stations are located in various sections of the city so that vehicles with their low-powered transmitters will be within range at all times. The receiver nearest a calling mobile unit will pick up the voice signals and relay them by telephone wire. The service operates on the 152-162 mc. band.

The major fault of the service appears to be the fact that only one call can be made at any one time from one transmitter, and that any car equipped for the service can listen in to any and all calls. According to AT&T, a top of 100 cars can subscribe to the service without too much overlapping of calls. It is this "bug" that AT&T hopes to iron out during the St. Louis tests.

Other Cities To Be Included

Authorization to establish experimental radiotelephone stations in other cities has been granted and work is progressing on the installation of required equipment at those points. They include Boston, Springfield, Providence, New York, Newark, Philadelphia, Baltimore, Washington, Pittsburgh, Miami, Atlanta, Minneapolis, Green Bay, Milwaukee, Chicago, Detroit, Toledo, Cleveland, Dayton, Columbus, Cincinnati, Louisville, Indianapolis, Memphis, Kansas City, Birmingham, New Orleans, Fort Worth, Dallas, Houston, Oklahoma City, Denver, Salt Lake City, San Francisco and Seattle.

Applications for Worcester, Richmond, Akron, Los Angeles and Portland, Ore., are now pending before the FCC, and surveys to determine the desirability of extending the service to other cities are under way.

CP's have been granted for highway stations at Boston, Providence, Cincinnati and Green Bay, with applica-

COAST-TO-COAST

— NEW YORK —

NEW YORK—Harriet Van Horne, radio columnist of the N. Y. World-Telegram, will guest on the "Invitation to Stardom" program Sunday, May 19. . . . Irma Petina, soprano star of "Song of Norway" will select the music for "The Perfect Program" aired Sunday via WNEW. . . . Thomas B. Morgan, WOV special events director, who covered the Papal Consistory for the outlet, is on an extended trip as a corollary to his journey to Rome. . . . Doris Fisher, Columbia Pictures songwriter who penned such hit tunes as "Tampico," "You Always Hurt the One You Love," "Good, Good, Good," and "Put the Blame on Mame," featured in the flicker "Gilda," will guest on the WWRL "Mona and Pat" show Thursday.

— MINNESOTA —

MINNEAPOLIS—WCCO recently aired the finals in the state-wide school spelling contest in which eighth graders Beatrice Tolppi of Ottertail County and Eleanor Trost of St. Paul were declared first and second place winners, respectively. Miss Tolppi in winning the state championship will receive a trip to the nation's capital. . . . WCCO sales staff is now housed with an all ex-Navy crew due to the return of Harvey Struthers who served two years as a lieutenant aboard the U.S.S. Joseph M. Auman, APD 117. . . . Staff announcers of WLOR have penned with the AFRA granting them an over-all increase of 22 per cent.

— OHIO —

CANTON—WHBC is airing "The Green Light" Thursdays highlighted by dramatizations of recent traffic mishaps caused by sheer carelessness. New series, written and produced by James Dooley and William Babcock, WHBC news editors, offers messages of timely importance by local safety officials. . . . Carol Adams, WHBC women's director, recently signed with Stark Dept. Store, sponsor of

Special Citation Given Mary Margaret McBride

A special parchment citation was given to WEAf's Mary Margaret McBride by Mme. Yolanda Mero-Irion, founder and chairman of the Women's National Radio Committee during the awarding of the organization's annual prizes to programs Tuesday.

Mme. Mero-Irion said: "Sincerity, so important in radio as in all endeavor, is employed in a daytime program over which Mary Margaret McBride presides. There 'the little woman' is introduced to the people in the fields of music, literature, art and every day pursuits and their viewpoints are presented so as to make the listener better able to understand people in other walks of life."

tions for highway service between New York and Boston; Chicago and St. Louis; and New York-Albany-Buffalo now pending.

"Teatime at Stark's". . . . Miss Adams will handle the "It's a Woman's World" series, new ayem Monday through Saturday show featuring news for and about women. . . .

MARION—Robert T. Mason, WMRN general manager, returned recently to his alma mater, Ohio State University, as guest professor. He lectured before classes in elementary and advanced radio.

— OKLAHOMA —

OKLAHOMA CITY—P. A. Sugg, WKY manager, was recently named president of the Oklahoma Broadcasters Association. Other officers and a board of governors will be elected after a constitution and by-laws are formulated. . . . Weather or no, WKY is now airing official temperature and humidity readings every hour and half hour from five ayem to seven p. m. daily.

— CANADA —

TORONTO—CBC has announced that Jean Beaudet, supervisor of media, is to conduct a symphony orchestra in Prague, Czechoslovakia, during a music festival to be held there this month. While in Europe Beaudet expects to make a survey of the CBC, relative to the reception of its international short wave service. . . .

CKEY in addition to airing the "First With the News in Ontario" airing, is now featuring British United Press and Police short wave service, teletype lines from Associated News and Canadian Press. . . . **MONTREAL**—Col. R. D. Huestis, Hampstead, was recently elected president of the Amateur Radio Club of Montreal with a membership of 150 at the annual meeting of the organization held at the armory of the B Corps of Signals.

— COLORADO —

DENVER—Hal Renollet, who has been tabbed as the "Mile High Farmer" of KOA, has designated the week of May 20 as "Wyoming Week." Hal will guest six Wyoming extension workers on his program during the week.

P. W. Experimental Series Not Affected By FCC Ruling

The Press Wireless Experimental demonstration of the use of short waves as a carrier of radio programs for rebroadcast by commercial stations in the United States will not be affected by the order issued by the Federal Communications Commission dated May 10 and released yesterday. The May 10th order applied specifically to several war-time licenses used in handling government and commercial traffic between the United States and several points in foreign countries.

The demonstration of the Program Delivery Service will begin on Sunday, May 19 as previously announced. The Press Wireless organization has completed all program details in which the larger percentage of the example programs will be originated from the studios of WNEW and WMCA in New York.

Newsreel Cameramen Offer Tele Pix Service

(Continued from Page 1)

ferred is more than the industry prepared for at the present time.

Free-lance and established firms some comprised of returned veterans and other overseas newsreel cameramen have already set up a vast coverage of "string-men" and guaranteed overnight plane service from the continent, all according to time differentials. The average package plan is 15-minute reel either assembled or short takes, of spot news as it takes place around the world. The 15-minute reel is only a basis upon which set up a standard of units.

Tele stations in New York and other towns have been offered a fast newsreel service by a veteran newsreel man on as low a basis as \$75 per reel but this is predicated on 30 stations taking the service. Informed that I was a little ahead of himself on the 30 video outlets, the newsreel man stated that his overhead and potential profit was based on the 30 times \$ weekly. This sum of \$2,250 can then be reduced to multiples of, for instance, 15 times \$150 and so on. On the basis the current operation of nine tele outlets can assure themselves a world-wide spot news film coverage right now for a little less than \$300 weekly. Expansion to more than 30 15-minute roundup can be gauged accordingly, as to cost.

Queried on possible trouble with union jurisdiction, it was pointed out by the newsreel men that union cameramen correspondents would be used and no interference is expected whatsoever.

Another angle pointed out to the newsreel men is that a city like New York with at least three video outlets could not very well run the same news shots as competing stations, and this they said could also be remedied both in type of material requested and the different angles of the news question.

While time element is something that the tele outlets could easily beat the movie theaters on, the service offered television is "out-of-town" stations and does not include local coverage in respective cities. Cameramen figure that in each case, the competing tele stations will cover their own immediate news and special events just as a newspaper will have its own story to cover what it wants according to its policy and needs.

Apart from the coverage of the highlights of foreign events, special assignments by the string-man set will also be part of the deal.

Colgate Canova Show Taking 8-Week Hiatus

Judy Canova Show on NBC Saturday nights 10-10:30 p. m. EDT, will take its summer hiatus after the June 29th program and return eight weeks later in the same slot. Sponsor Colgate-Palmolive-Peet Co. agency is Ted Bates, Inc.



Nine Tele-Station Grants

Commission Approves 9 FM And AM Outlets

Washington Bureau RADIO DAILY
 Washington—Construction permits for AM and FM stations, as well as additional grants for FM outlets, reached a total of 33 at the FCC Friday, climaxing one of the Commission's busiest days to date.

The Wank network was granted CP for a new standard station in Portland, Maine. The action, however, was not unanimous as Commissioners Clifford B. Her and Paul Walker voted to send the application to hearing. Under the

(Continued on Page 7)

Markham Gets New Post As GE Stations Manager

Schenectady—G. Emerson Markham, for many years identified with radio broadcasting activities in the General Electric Company, has been appointed stations manager, it was announced over the week-end by R. S. Peare, vice-president of GE in charge of advertising, broadcasting and general publicity.

Markham will co-ordinate and supervise the non-technical functions of WNY, FM station WGFM, and television station WRGB, all located in

(Continued on Page 4)

Seize Buying Spot Time For Singing Jingle Series

Expansion of commercial radio programming to include a single jingle campaign on 150 stations as well as programs on 30 major stations throughout the country was announced Friday by Raymond Spector

(Continued on Page 4)

Super Promotion

One of radio's most original promotion stunts got under way last week via tie-ups between United Features' "Li'l Abner" comic strip and seven top radio personalities, who will appear in the strip, and then feature the song "Li'l Abner Don't Marry Thet Gal" on their respective shows. Frank Sinatra sang it Wednesday nite, Kate Smith, Friday, with airings by Bob Hope, Jack Smith, Fred Waring and Danny Kaye slated for this week. Stunt ends on the 26th with a plug by Winchell.

NBC Skeds Programs For Chicago Studios

Recent pronouncement by Clarence Menser, NBC vice-president in charge of programs, that Chicago would receive an opportunity to promote itself as a production center for network programs, began to bear fruit late last week following a conference in New York between Menser and Jules Herbeuieux, Central Division

(Continued on Page 7)

NYU Begins Educ. Series On Tele Via WABD Tonite

New York University begins sponsorship of a series of educational television shows when "The Road Back" debuts over WABD-Du Mont tonight at 9 p. m. EDT.

The series, designed to include all

(Continued on Page 2)

AFRS Seeks Civilian Staffs To Operate 'Bedside Network'

An intensive drive has been undertaken by the Armed Forces Radio Service to recruit experienced radio personnel—production men, announcers, writers and engineers—to staff the outlets of its "Bedside Network" at permanent military installations throughout the country on a civil service basis.

Six men are needed for each hospital, a station manager, three announcer-writers, a chief control room

Video Outlets From Atlantic To Pacific Okayed By FCC Without Hearing; 79 Applications Still On File

OPA Raises Ceilings On Radio Sets 4-5%

The OPA in the Capital over the week-end raised price ceilings for radio on an average of 4 to 5 per cent to compensate manufacturers for higher wage and material costs. Increase will apply on all sets shipped by producers effective last Friday, May 17. Other sets must be sold at previous prices, OPA officials said.

The government agency explained that the higher prices will cover labor

(Continued on Page 7)

Vanderbilt Theater Bought By ABC Web

ABC with the purchase on Friday of the Vanderbilt Theater, New York, now has "all the theater facilities it needs," according to Charles E. Rynd, vice-president of the network. ABC,

(Continued on Page 2)

First KSTP Prize Fish Nets Angler Many Awards

Minneapolis — First prize-winner has appeared in KSTP's \$567,000 tagged fish contest, the catch being made in less than 24 hours after the

(Continued on Page 5)

Washington Bureau RADIO DAILY
 Washington—In a record-breaking action, the FCC on Friday granted without hearing nine television applications in as many cities, including NBC in Cleveland.

The grants went to NBC in Cleveland; Worcester Telegram, Worcester, Mass.; Raytheon Mfg. Co., Waltham, Mass.; Outlet Co., Providence, R. I.; KSTP, St. Paul, Minn.; Havens and Martin, Richmond, Va.; Intermountain Broadcasting Co., Salt Lake City,

(Continued on Page 6)

CBS Affiliate Board Sets Two-Day Meet

Second meeting this year of the CBS Affiliates Advisory Board will be held May 23 and 24 at the network headquarters, New York. Conference will be attended by numerous CBS executives and department heads, while the affiliate board will represent some 149 independently owned outlets on the network.

Directors of the CAAB who will

(Continued on Page 8)

Radio-In-Education Office Created In Massachusetts

Boston—Commissioner John J. Desmond, Jr., of the Massachusetts Department of Education has announced the creation of an Office of Radio in Education within his department. He

(Continued on Page 5)

Another Award!

Raymond Swing, ABC news analyst and commentator, will be one of 20 newspaper and radio recipients of awards presented by the National Headliners Club in Atlantic City, N. J., at its annual meeting in June. The Headliner Medal for 1945-46 will be awarded Swing for his consistently fine work during the past year as exemplified by his atomic bomb series."

Amendment

Washington—The FCC has amended Section 42 of its rules dealing with preservation of records in order to provide uniformly in the periods of retention of domestic, international and maritime mobile messages for a period of six months, and an additional period of retention of six months for such original messages requested in writing by interested parties.

(Continued on Page 8)



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

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FINANCIAL

(May 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Cott Writes Handbook

Ted Cott, program director of WNEW, has written a handbook for radio actors and students which he hopes will be used as well as read. Titled "How to Audition for Radio," Scott crams a great deal of sound, practical guidance and anecdote into 142 pages.

World's Foremost Tobacco Center

KINSTON, N. C. Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign. Represented by GURN SMITH Jonas Welland Bob Bingham

Coming and Going

DR. JOSE FORNS, secretary of the Spanish performing right society, has arrived in New York by plane from Madrid. He is visiting the United States as the guest of Ascap.

ELINOR INMAN, director of religious broadcasts at CBS, will leave this week for Atlantic City, where on Friday she will attend the General Assembly of the Presbyterian Churches in the U. S. A.

JOE CLOSE, new president of WKNE, Columbia network affiliate in Keene, N. H., was in New York Friday for conferences at 485 Madison.

WALTER SCHEFF, baritone featured on the Fred Waring program, back to New York to prepare for his solo appearance next Sunday with the NBC Symphony Orchestra.

W. W. CHAPLIN, NBC roving reporter, goes up to Montreal tomorrow to cover the world conference for unification of regulations for commercial aviation.

BENSON INGE, press head of Ted Bates, advertising agency, accompanied JOHN J. ANTHONY to Chicago yesterday to record several special "Anthony Cases."

NELSON EDDY, whose "Electric Hour" is usually heard from Hollywood, trekked north to San Francisco last week and broadcast yesterday's program from the Golden Gate city.

WILLIAM RAMBO, promotion director of KYW, Philadelphia, and HAROLD LAMB are in Harrisburg, Pa., to attend the annual convention of the Pennsylvania Grocers Assn.

NYU Begins Educ. Series On Tele Via WABD Tonite

(Continued from Page 1)

phases of the institution's activity in research, teaching, and student relationships, marks the second time in the past 25 years that NYU has pioneered in the use of a new educational media. In 1922 the University began a series of informative talks over local radio stations.

"The Road Back" was written and will be produced by an undergraduate class in television in the Washington Square College. Series tells the story of the Testing and Guiding Center at NYU to which the Veterans Administration refers ex-servicemen for vocational guidance. Dr. William D. Glenn, Jr., director of the Center, will appear on the program.

Old Vic Dramatic Series Altered By Columbia

A series of adverse circumstances affecting the principals, cast and stage productions of the Old Vic Theater Company during its current engagement in New York has resulted in the deletion of Henry IV, Part I, and Henry IV, Part II, from its exclusive broadcasts over the Columbia Broadcasting System, it was announced Friday in a joint statement issued by the network and London troupe officials.

Consequently, the Old Vic radio presentations, an hour and a half each from 3 to 4:30 p. m. EDT, on CBS under auspices of Columbia workshop have been rescheduled as follows: Sunday, June 2: Shakespeare's "Richard III" with Lawrence Olivier in the title role. Sunday, June 9: Ibsen's "Peer Gynt" with Ralph Richardson in the title role and Grieg's music for the production.

Four Webs To Carry Pres. Truman Address

The address of President Harry S. Truman, speaking before the Governor's conference in the Municipal Auditorium at Oklahoma City on Monday, May 27, will be carried on all four major networks beginning at 2 p. m.

Vanderbilt Theater Bought By ABC Web

(Continued from Page 1)

which has leased the theater since August, 1944, had an option to buy the house which it exercised on Friday. Theater was acquired from Michael Todd, producer and since ABC has been using it for studio audiences, the house has been remodeled and altered to suit radio needs including a client's booth and special control room. Vanderbilt, situated on West 48th Street near Radio City, seats 568 patrons.

In addition to the Vanderbilt, ABC now leases the Ritz theater, and the ABC 58th Street studios, formerly the John Golden theater, which is on lease to the web for three years.

WLIB Doubles Newscasts

Sensing an increase rather than a decrease in listener demand for local and national news since the close of the war. WLIB, starting today, will double its newscast volume, broadcasting 14 ten-minute programs daily, every hour on the hour.

KSJB NOW ON 5,000 WATTS

KSJB, on a frequency of 600 kilocycles is now operating with 5,000 watts, according to an announcement by John W. Boler, principal stockholder and chairman of the board of the Jamestown, N. D., station.



"Couldn't one of you go home and listen to WFDF Flint?"



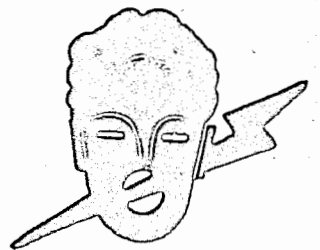
Trouble shooters

Keep the lines of communication open! That was a must in the war. And likewise today in industrial, peaceful America.

It's those trouble-shooting fellows who climb the poles to fix the wires that get your messages through in good weather or bad.

We do some trouble shooting of our own down here in Baltimore radio. If you're having trouble reaching people in this 6th largest city, let W-I-T-H do a repair job for you.

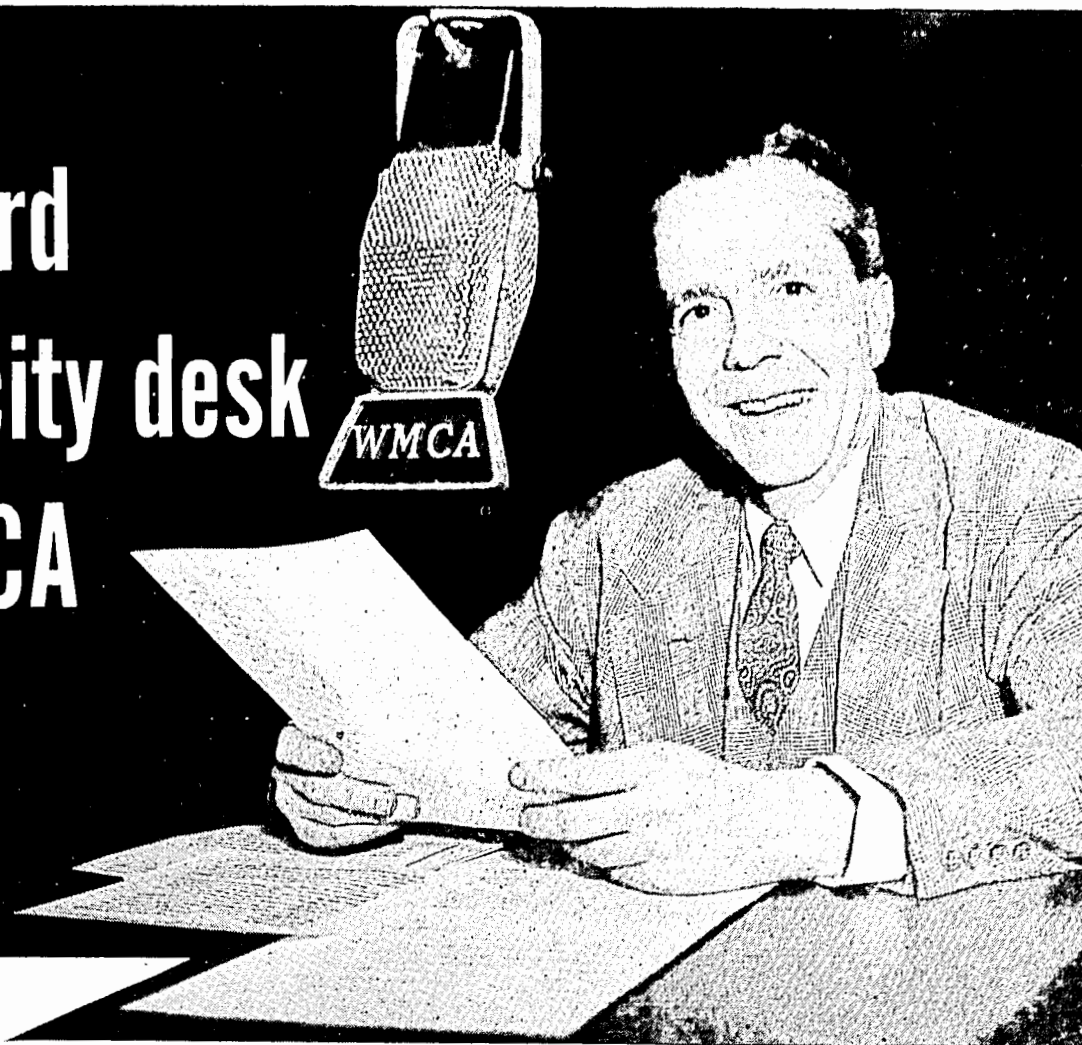
W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town. It's W-I-T-H, the independent, that's your buy when you want sales to click.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Don Goddard shifts his city desk to the WMCA newsroom



DON GODDARD has served New Yorkers his special edition of the daily news with breakfast and lunch for nearly a decade. From world-moving news events right down to the weather forecast, **GODDARD**'s reports carry that personal touch which has endeared him to hundreds of thousands of loyal listeners. Charm, sincerity, straightforwardness and a nose for *local* news—all have developed the program and its reporter into an institution in New York radio.

For the past eight years, the **GODDARD** "newsroom" has operated from a key network station. Now, he's moved his city desk over to **WMCA**, broadcasting the noontime news at 12:30 p.m. Monday through Saturday. A flood of congratulatory mail tells us that his huge audience is moving right over with him. So, too, are his sponsors!

Among **GODDARD**'s many sponsors (he was booked

continuously those eight years) is the Manhattan Soap Company. **GODDARD** broadcast under Manhattan's banner for the past six years; Manhattan has such confidence in his salesmanship that they immediately signed up for half of his new **WMCA** series. This leaves three broadcasts a week still available—an outstanding name on the right station at the right time with top-flight "sponsor references".

Details on this important addition to **WMCA**'s extensive news service are awaiting you, as always, at the **WMCA** Sales Office or Weed & Company.

wmca

first on New York's dial
first with New York's news

➔ **AMERICA'S LEADING INDEPENDENT STATION**

CHICAGO

By BILL IRVIN

AN automobile windshield sticker to identify veterans of World War II is being offered by WGN free of charge to all veterans upon request. The face of the sticker bears the official honorable discharge insignia and the name of either the Army, Navy, Coast Guard or Marines to distinguish the branch of service in which the veteran served. First announcement of the offer brought hundreds of requests from all over the midwest. Among the first to put the new stickers on their windshields will be the more than 40 WGN veterans who have requested them.

Edwin Dzingle, 40 years old, of Chicago, a tool and die maker, married and the father of three children, has been selected by WBBM-CBS as the basis of letters from listeners as "Mr. Average man." He will receive a trip to Washington, all expenses paid, to appear on the CBS program "Operation Crossroads" on Tuesday, May 28. Mr. Dzingle will be one of 21 representative Americans who will participate in a discussion of the atomic future on the hour-long broadcast.

An application for a standard broadcasting station in Evanston, Ill., on 1,200 kilocycles, has been filed by John Dawes Ames, publisher of the Chicago Journal of Commerce; Paul Neilson, WBBM commentator, and Robert N. Hurleigh, WGN news director.

Markham Gets New Post As GE Stations Manager

(Continued from Page 1)

this city. Until his new appointment, Markham was manager of WRGB and WGFM, and has been in charge of science and agricultural broadcasting on WGY.

The appointment of Raymond W. Welpott, Jr., as assistant to the station manager, was also announced by Peare. Welpott has been in general accounting department in charge of broadcasting accounts.

BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, District Manager, George H. Roeder, General Manager

FREE & PETERSON, Inc., Exclusive National Representatives



Broadway Bulletin Board . . .

● ● ● Perry Como completes his picture chores June 13 and flies back to Gotham to resume his thrice weekly stint on NBC Chesterfield Supper Club. . . . Jo Stafford will vacash in Hollywood for eight weeks, her spot to be filled by guest femme thrushes. . . . Andy Wiswell, who started his career as a member of the Rudy Vallee Orchestra back in the late twenties, has been named vice-president in charge of recordings for Muzak and Associated Program Service. . . . Baritone Jimmy Blair returns to the networks June 1, and will be heard Saturdays at 6:15 p. m. over WJZ. . . . Maestro Alvino Rey and new band opens tonite at the Astor Roof for four weeks . . . we heard the new combine last week at the Terrace Room in Newark and the music is plenty smooth. . . . Newscaster Kathryn Cravens is back in Gotham after two months in California and her home, "deep in the heart of Texas."



● ● ● Kenny Delmar wants Martin Ragaway and Len Stern to head the script department of his newly-formed package producing company. . . . Ex-Downbeat staffer, Edward J. Flynn has opened a press relations agency in Hollywood to specialize in use of color film for exploitation. . . . Joe Kall, NBC set-up man for years, sings better and announces with more assurance than many a guy who gets lots of moolah for that stuff . . . howcome, with so many mikes at NBC, Joe has found only deaf ears? . . . Comes May 30 and film and radiolites will make tracks for White Roe Lake, new summer resort at Livingston Manor, N. Y. . . . Heard a preview of the new "Beatrice Kay" MBS show which preems next Thursday nite at 10 . . . easily one of the best new variety shows. . . . Ex-Lt. Commander Arthur Kurlan, formerly in charge of West Coast radio activities for the Navy, flew into town over the week-end to give a special audition of his serialized radio version of "My Sister Eileen" . . . series stars Lucille Ball. . . . Steve Chase, who played a preacher in "Strange Fruit" gets promoted to a saint in "Windy City."



● ● ● OUR HAT'S OFF DEPT. Ben Harriman's name band policy at the Aquarium on Broadway. . . . The return of Benny Goodman last Thursday to Nat Moss' "400 Club." . . . Hank Sylvern's ork conducting for the Arthur Godfrey CBSanzas. . . . Cecil Roy for her versatility on WOR's "Daily Dilemmas," in which she portrays an average of 20 characters each day. . . . Tom Reddy's smooth spieling on "County Fair," now being scripted by Bob Condon. . . . Gene Hamilton—a versatile laddy, ace announcer, newscaster and concert narrator. . . . Carl Brisson's singing on his new Friday nite WOR show, "A Voice in the Night." . . . Warbling of Louise Carlyle and Phil Hanna on that ABC Commercial Sunday Nites, 6:30. . . . Latest candidate for the hit parade, the tuneful "Lucky." . . . Bobby Doyle's CBScintillating vocals with Ray Bloch's orchestra on that new Schick-sponsored program, "Tonight on Broadway." . . . To MCA's Mack Davis who discovered the ex-GI, set him on the show and also signed him to record for Signature Records.



● ● ● THE MORNING MAIL: "Dear Sid," writes Arch Oboler, "I would appreciate it if you would correct your item regarding me and 'Lights Out.' When Biow asked me to do the record, I told him that I believed that type of extreme horror program to be very harmful to present-day radio broadcasting. I told Milt to so inform his client Schick Razors, but he apparently decided to ignore my good sense. The audition record has absolutely nothing to do with me. On the last of the commercial 'Lights Out' series a few years ago for Ironized Yeast, I thought I had killed off 'Lights Out,' once and for all, as I believe it bad business for sponsor and network."

LOS ANGELES

By RALPH WILK

FREDDIE MARTIN and his orchestra will furnish the music for the 25th Banquet of the American Society of Cinematographers to be held in the Cocoanut Grove of the Ambassador Hotel, June 17th.

Harry Glickman, song writer, proud to announce that "No Baby" written by himself and Jimmy Lambert, was played by Jan Garber at the Avonon Ball Room, and also by Benny Goodman at his opening at the 400 Club, New York, on the 16th.

More than 50 women who have been crowned "Queen for a Day" by Jack Bailey on the radio show of that name have formed a Queen's Club whose principal purpose, aside from social activities, is to boost the MBS program.

Bud Abbott & Lou Costello have been invited by the management of Minsky's Theater in New York to attend a special party there in the honor during the Thursday airshow team's two-week trip east where they'll broadcast from NBC's Radio City in Gotham on May 23 and 30. It was at Minsky's that Ted Collier and Kate Smith "discovered" Bud and Lou for radio a dozen years ago.

Staze Buying Spot Time For Singing Jingle Series

(Continued from Page 1)

in behalf of Staze, denture accessor Seven months of advertising with most of the budget spent in radio has jumped the Staze revenue from a \$40,000 a year business to \$1,500,000, Spectator declared.



THE first fountain pen was patented on May 20, 1830. You put your fountain pen to its best use when you sign a contract with

WIP

WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C.
MUTUAL'S 3rd MARKET STATION
 REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERRY CO.

★ AGENCY NEWSCAST ★

KAY K. NISHIMURA has formed the Far East Service, Inc. with offices at 531 West 124th Street, an agency specializing in Japanese publishing and advertising for both the domestic field, Hawaii and Japan, to handle Japanese translations, research, native calligraphy, and voice narrations for radio and motion pictures. Also, the Far East Service, Inc., will soon start classes in Japanese language studies for tradesmen, businessmen, buyers and others who intend to travel or do business in Japan as soon as military restrictions are lifted. Nishimura was formerly editor for the U. S. Department of State, and earlier with the Overseas Branch of the Office of War Information, Department of Justice, and the War Department.

LAURENCE SCHWAB, Jr., has been named director of the radio department of the Miami office of Grant Advertising, Inc. He was recently assistant program director of WIOD. Before that he was with the New York radio production departments of Young & Rubicam and J. Walter Thompson.

SCHWIMMER AND SCOTT, INC., Chicago advertising agency, has been appointed the advertising agency for the Puritan Company of America, makers of ReaLemon, the ready-to-use lemon juice. Radio is among the media to be used, according to present plans of the client.

MUSICRAFT RECORDS, INC., has engaged **M. M. (Mike) Elliott**, as executive head of its newly established sales promotion department. Elliott served as captain in the Army's Chemical Warfare Division until a few weeks ago. He will concentrate on the development of promotional matter, to be used as point of sales aids in the retail stores.

PHINEAS L. WEBBER, Jr., has joined the traffic-production department of Geyer, Cornell & Newell, Inc. Webber has just been honorably discharged from the U. S. Army. He was in active service in the Pacific. Before entering the Army he was assistant production manager of Pedlar & Ryan, Inc.

KRSC, Seattle, has appointed **Walter E. Barber**, station representative, with offices recently acquired at 25 West 45th Street, New York. Barber has just returned from Seattle and the Pacific Northwest for the purpose of studying the area's potentials for radio advertisers.

LOUIS MELAMED has been appointed radio manager for United Artists, succeeding **Julia Dorn**, designed. Melamed, a member of U. A.'s press book department prior to his promotion, joined the company after serving with the Army since 1942. Prior to his induction, he was associated with Columbia as assistant sales promotion manager.

Radio-In-Education Office Created In Massachusetts

(Continued from Page 1)
Also named **Kelsey B. Sweatt**, editor of the "Massachusetts Educational News," as director of the new division. The department's new office will serve in an advisory capacity to the public schools, suggesting existing programs which have educational value, and encouraging teachers in the classroom to utilize these programs. For the past 16 months, the Massachusetts Department of Education has co-operated with **WBZ** and **WBZA** in developing the "Listen and Learn" series for in-school listening, Monday through Friday, 9:15-9:30 a. m.

Capital Bureau For WBIG
Greensboro, N. C.—**WBIG**, of this city, has opened a bureau in Washington, D. C., with **Robert A. Irwin**, national news correspondent for the station, in charge.

First KSTP Prize Fish Nets Angler Many Awards

(Continued from Page 1)
opening of the fishing season in Minnesota on May 15. Winner is a **St. Paul** salesman, **Joseph A. Bell**, who landed a 1½-pound walleyed pike bearing **KSTP** tag No. 542. It was caught at **Sloppy Joe's** resort on **Lake Mille Lacs**. Catch entitles **Bell** to \$561.40 worth of prizes—the value of merchandise gifts offered by **KSTP** on each of the 1,000 specially tagged game fish released in Minnesota lakes prior to the season's opening. **Bell** will be presented his prizes on the special program **KSTP** is airing Friday nights at 9:15 to plug the promotion.

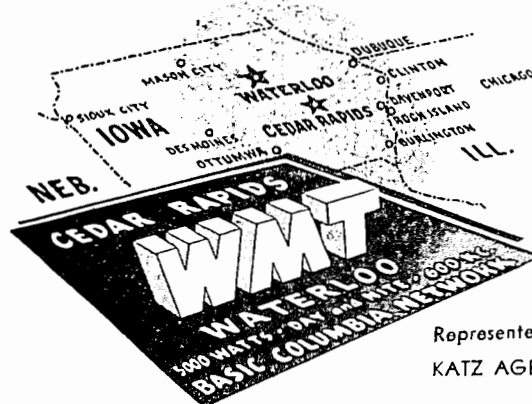
Named To Head Bogen Sales
David Bogen, president of the **David Bogen Company, Inc.**, New York City, manufacturers of sound and inter-communication equipment, announces the appointment of **Sidney Harman** to the post of sales manager. **Harman**, recently returned from the **Signal Corps** where he served as lieutenant, will be in charge of all the company's selling activities and will co-ordinate sales, research and promotional programs. He succeeds **Haskel A. Blair**, who will devote his full efforts to his own organization, **Blair-Steinberg Company**, sales representatives.

"The Year 1946 should be the most prosperous in the peacetime history of Iowa Farm Families."—*Iowa Farm Economist*—
Iowa State College of Agriculture. January, 1946



WMT led the fight against Rat depredation of Iowa farmland with an "Iowa Rat Control Week" Contest. One-the-spot interviews, vigorous promotion — saved millions for Iowa Farmers . . . the Annual Dairy Heifer Contest . . . Clean plowing Contest . . . Corn Borer Control Week . . . all are highlights in a long range program planned to improve Iowa agriculture and create good will for WMT.

This Huge IOWA Farm Market Is YOURS . . . ONLY on WMT!



Represented by
KATZ AGENCY

MEMBER OF THE MID-STATES GROUP

*The half-millivolt contour of WMT (5KW on 600 KC) includes nearly ONE-QUARTER OF ALL the Grade "A" Farm Land in the U. S.

LEN STERLING

LA 4-1200

THE WEEK IN RADIO

Networks Honored By WNRC

By JIM OWENS

ABC, NBC, CBS and Mutual were recipients of awards from the Women's National Radio Committee for programs devoted to tolerance, social and world problems. . . . A bill being mapped in the House would lift international radio from control of the State Dept. . . . General Electric announced that its first line of television receivers would probably be on the market by September. . . . First model will also incorporate AM radio.

The State Department's new advisory committee met in New York with Ass't Sec'y of State William Benton and other OIC members. . . . NAB membership now totals 954 as the board of directors announced addition of 102 newcomers. Annual convention will be held in Chicago next October. . . . CAB members voted continuance of its rating service.

Stations throughout the country will continue to cut down on power and fuel despite the two-week coal truce. . . . Marshall Field, publisher, and new owner of KOIN, Portland, Ore., charged that radio's service in the public interest is "crippled" by its failure to admit the existence of social problems. A survey of West Coast stations, however, shows a heavy increase in public service programming.

FM may replace standard broadcasting in Australia within five or ten years, according to Alfred C. Paddison, prexy of the Australian Federation of Commercial Broadcast Stations. . . . The "battle of the books" gets under way this week with WHN and WQXR debuting author-critic shows. . . . The annual AFRA ball at the Waldorf-Astoria was emceed by Jack Benny. . . . The RMA will hold a two-day labor-management confab in New York May 21-22. . . . First license for vehicular radio-telephone sets went to Southwestern Bell Telephone Co. and is scheduled for introduction in St. Louis.

A prediction was made at the Chicago Electronics meeting that \$200,000,000 worth of business will be done through 1947. . . . William A. Reid has succeeded Charles Brewer as North American director of BBC. Latter is returning to England because of ill health. . . . FCC Commissioner E. K. Jett submitted informally a "startling" proposal for new color tele standards. . . . Niles Trammell, NBC prexy, told packaged medicine manufacturers that commercials were in need of "reconversion."

WIND, Chicago, has hired non-union ex-GI's in its row with IBEW.

HAVE YOU HEARD THOSE "RCA" SPOTS?

ANNOUNCED BY
MORT LAWRENCE
LE. 2-1100

Nine Tele Stations Okayed; 79 Applications Still On File

(Continued from Page 1)

Utah; Oregonian Publishing Co., Portland, Oregon, and A. S. Abell Co., Baltimore, Md.

The precedent-making grants put television on the map for its greatest single splurge. Including the latest grants, there are now 15 cities in the United States where television stations are either in operation or have been authorized. Other cities represented include New York City, Philadelphia, Washington, Schenectady, Chicago and Detroit.

Expect More Non-Hearing CPs

FCC noted if pending applicants are found to be qualified, grants could be made in 26 additional cities without a hearing. These, plus existing grants and applications in cities set for hearing, would bring television to a total of 46 communities throughout the nation.

A breakdown of remaining applications shows a total of 79 on file. Of these, 41 have been set for hearing as follows: New York, eight applicants for four channels; Los Angeles, eight for seven; Philadelphia, six for three; San Francisco; seven for six; Pittsburgh, two for four; Cleveland, four for five; Baltimore, two for three; Lancaster, two for one; Toledo, two for one.

As a result of withdrawals, Pittsburgh, Cleveland and Baltimore now have a sufficient number of channels for all applicants and hearings may not be necessary, the FCC said.

"If the hearings are cancelled in these three cities there would remain 33 applications in six cities which would have to go to a hearing, because in each of the six cities the number of applications now on file exceeds the number of available frequencies," the Commission commented.

Los Angeles Argument Today

Hearing in one of the cities (Los Angeles) begins today and hearings for New York, Philadelphia and San Francisco have been scheduled for June 3, June 17 and July 15, respectively. This would leave a total of 46 applications which it might be possible to grant without a hearing. However, the FCC said, it is known that a number of applications are so

Move is a test case in labor relations. . . . Eugene S. Thomas, sales mgr. of WOR, is new president of the Advertising Club. . . . Bing Crosby reported dickering with Reynolds Pen Company. . . . Leo J. Fitzpatrick, gen'l mgr. of WJR, Detroit, resigned. Owen F. Uridge succeeds him. . . . A Chicago Tribune facsimile test traveled 29 miles. . . . Commissioner Clifford J. Durr declared that the FCC report does not dictate programs. . . . Paul A. Walker was nominated by Pres. Truman for a third FCC term.

The Proprietary Association of America, drug mfgs., urged formation of a radio committee, among others, to "clean up" advertising and commercials.

incomplete that it would be impossible for the Commission to take action on them.

"It was for this reason," the FCC said, "that the Commission on April 11 announced that when at the time of processing an application it is found to be incomplete, the applicant will be requested to furnish additional information within 30 days. If, after notice is given that an application is incomplete, it is not completed within 30 days, it will be dismissed.

"Pursuant to this provision, notices will be sent out some time this week to approximately 28 applicants whose applications have been found to be too incomplete to permit their processing."

Antenna Height A Factor

In addition, some of the antenna heights proposed by applicants have been found to be "grossly inadequate," the FCC said. Letters have been sent to the following applicants asking them to "take steps" to comply with the FCC's standards with respect to antenna heights: E. Anthony, Boston; WBEN, Buffalo; Stromberg-Carlson, Rochester; Jacksonville Broadcasting Co., Jacksonville, Fla.; Indianapolis Broadcasting Co., Indianapolis, and KRLD, Dallas.

In normal cases, the FCC said, proposed heights below 350 feet are being treated as grossly inadequate. In cases where the proposed height exceeds 350 feet but does not fully comply with the Commission's standards, grants are being made upon the condition that appropriate steps are taken to comply with the standards of good engineering practice.

If all the 46 pending applications are completed so as to propose satisfactory engineering plans and if the Commission finds all applicants qualified, it would, on a basis of applications now on file, be possible to make grants in the following cities: Albuquerque, N. M.; Ames, Iowa; Boston, Bridgeport, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Indianapolis, Jacksonville, Johnstown, Pa.; Kansas City, Louisville, Nashville, New Orleans, Omaha, Pittsburgh, Riverside, Calif.; Rochester, N. Y.; St. Louis, Scranton, Seattle, Stockton, Calif., and Wilkes-Barre, Pa.

Paramount May Have Four

Paramount interests may receive grants in four of these cities: Boston, Cleveland, Dallas and Pittsburgh.

The grant of NBC's application in Cleveland gives the network stations in four cities: Chicago, New York, Washington and Cleveland—well on its way to its proposed television network.

Wedding Bells

Edward F. Evans, research director for the American Broadcasting Company, and Elizabeth Moore, senior research assistant at ABC, were married last week in a ceremony that took place at the Gramercy Park Hotel.

PROMOTION

WGL Brochure

A glossy print 8" x 10" promotion piece was recently mailed out by WGL to over 400 local and national advertisers, potential advertisers agencies and the like, stressing the fact that sales promotion through the use of car cards is just one of the extra services rendered clients who advertise over Farnsworth WGL. Included in the piece are a few car cards which during the past twelve months have stressed the READING of the colorful cards by RIDING businessmen, housewives, factory workers and school children, and the ARITHMETIC of the piece which adds up to a well-informed listening public, additional listeners to Farnsworth WGL, PLUS an increase in sales for the advertiser. This mailing of the car card service is the first in a series of four "Added Dividend" promotion pieces to be sent out over a period of approximately six months.

In Praise Of Flour

As an audience promotion and merchandising stunt for the Fisher Flouring Mills, KGO's promotion and publicity department recently developed combination souvenir postcards and tickets for the weekly broadcasts of Bob Wills and his Texas Playboys featuring portraits of Bob Wills, his stars and a full band picture before a backdrop which plugs the sponsor's instant cooking cereal "Zoom." Postcard has a detachable stub good for admission to the show each Thursday in the Oakland Auditorium Theater. Tickets are distributed weekly at ten different Bay Area locations and in addition Fisher salesmen distribute 1000 tickets each week in a selected market as a merchandising stunt for "Zoom."

"Shop In Sacramento"

To promote shopping in the local area and with the home town merchant, KXOA, Sacramento, identifies itself on fifteen to twenty station identifications daily as, "Shop in the Sacramento area. This is KXOA, Sacramento." It is believed that such a campaign will encourage many of the newcomers in the county to shop in the Sacramento area rather than travel to San Francisco and Oakland. Also, idea appeals to the many merchants associations of surrounding localities, in that it encourages the local populace to do business at home.

Send Birthday
Greetings To

May 20

Patricia Dunlap Harold Stein
Robert Hansen L. B. Wilson
Gail Patricia Gander

ABC Skeds Programs For Chicago Studios

(Continued from Page 1)
 program manager. Several additional shows are in the works, two have been scheduled to date. One is "The Olmstead Playhouse," which starts a series of plays on June 6, 8:30-9 p. m., EDT. Nelson Olmstead will be narrator for the series plus a cast of leading actors. Plan is to follow the author's dialogue as far as possible and well-known works will be issued from world-famous authors and playwrights. This series will be in place for the summer at least of the Dinah Shore Show. Second Chicago series set is "Easy Money," a half-hour dramatization which shows up the inside workings of the card-sharks, and other manipulators who prey on unsuspecting people. This show out of Chicago will fill in for the summer in the "Duffy's Tavern" slot, but Bristol-Myers, sponsors of Duffy's has not yet informed ABC when the client will start the summer hiatus.

Other Webs Active

At the same time, considerable production activity is noted at other major webs, but to date, little has been set. On CBS the only possibility with definite assurance is the new Milton Berle show. No date is set for the start. At ABC similar activity is in progress and it is expected that by the middle of this week a list of summer programs will be on tap.

Mutual Stations Planning

At Mutual, individual key stations have set up new productions for the summer and of these WOR has built at least seven. Three will be on Mutual and two have already been sold. According to Program Director Norman S. Livingston of WOR, the shows are as follows: "A Voice in the Night," Fridays 8:30-9 p. m. with Carl Aronson, on MBS also; "Juvenile Jury," Saturdays 2-2:30 p. m. EDT, children six to twelve years old discuss certain problems; "Saturday Night Revue," musical comedy at 8:30-9 p. m., EDT; "Take a Word," Monday 1-1:15 p. m. a show based on word derivations; "Private Showing," Sundays 2-2:30 p. m. with Walter Hampden who takes "visitors" to the Metropolitan Museum of Art.

Beatrice Kaye program via WOR-Mutual is scheduled to start May 23, which is a Thursday night show, at 9-10:30 p. m. EDT. Slight story line will be in evidence to carry the continuity plus the songs and music. As already announced, Ronson Lighter Co. has purchased the "20 Questions" quiz.

Other summer replacement programs as set by the major networks were announced in a recent issue of RADIO DAILY.

Gag file for sale. Timely, different, very large, completely indexed. Write Box 175, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Commission Approval Given For 24 FM, 9 AM Stations

(Continued from Page 1)

grant the new station will operate on 1490 kc., 250 watts, unlimited. At the same time, the Commission granted CP's to eight other applicants for new standard stations as well as approving power increases for four outlets.

CP's for AM stations were granted to the following: H. M. Suthard and P. M. Mullins doing business as Mayfield Broadcasting Co. on 1320 kc., one kw. daytime. Suthard, the FCC said, is a Wingo, Ky. preacher. Mayfield Broadcasting Co., Inc., also of Mayfield, Ky., to operate on 1050 kc., 250 watts, daytime. President of the organization is James Green, manager of the Legion Theater. Manatee Broadcasting Co., Inc., Bradenton, Fla., to operate on 1490 kc., 250 watts unlimited. President of the company is N. A. Perry of Palmeto, Fla.

Norwich Broadcasting Co., a partnership composed of H. Ross Perkins and J. Eric Williams, Norwich, Conn., to operate on 1400 kc., 250 watts unlimited. Williams is a real estate dealer. Mitchell G. Myers, Ruben E. Aronheim and Milton H. Meyers, a partnership, Waterbury, Conn., to operate on 1240 kc., 250 watts unlimited. Milton Meyers is connected with WEIM. New England Broadcasting Co., Worcester, Mass., to operate on 1230 kc., 250 watts unlimited. President of the company is Paul Lytle, broker. C. A. Kaufman and John F. Clarkson doing business as Newberry Broadcasting Co., Newberry, S. C., to operate on 1240 kc., 250 watts unlimited. Kaufman is in the insurance business.

Syracuse Broadcasting Corp., Syracuse, N. Y., to operate on 1260 kc., 5 kw., unlimited. President of the company is Walter Bligh, former army lieutenant colonel.

Power Increases Granted

Power increases were granted to Oklahoma Quality Broadcasting Co. (KSWO), Lawton, Okla., from 250 watts to one kw., also change frequency from 1150 to 1380 kc. and increases operation from daytime to unlimited; Montgomery Broadcasting Co., Inc. (WSFA), Montgomery, Ala., from 500 watts to one kw. night; WSAZ, Inc., Huntington, W. Va., from one kw. day and night to five kw. day and 1 kw. night; Los Angeles Broadcasting Co. (KFAC), Los Angeles, Calif., from one to five kw.

FCC also granted consent to the voluntary assignment of license of KANS, Wichita, Kans., from the KANS Broadcasting Co. to Kansas Broadcasting Co., Inc., for a consideration of \$400,000. Commissioner Cliff Durr voted to send the application to hearing.

The FCC made 16 conditional grants for new FM stations. At the same time, it approved CP's for eight FM applicants and okayed basic engineering plans of an additional nine applicants.

Conditional grants were made to the following:

Arkansas—Fort Smith, Southwestern Hotel Co., KFPW, Metropolitan;

Fort Smith, KWHN Broadcasting Co., Inc., M.P.R.; California—San Diego, John Gordon Studebaker and John Ward Studebaker, D/B as Studebaker Broadcasting Co., Metropolitan; Georgia—Athens, J. K. Patrick and Co., WGAU, Metropolitan; Indiana—New Castle, Courier-Times, Inc., community; Kentucky—Bowling Green, The Bowling Green Broadcasting Co., WLBK, Metropolitan; Louisiana—New Orleans, Stephens Broadcasting Co., WDSU, M.P.R.; Michigan—Detroit, James F. Hopkins, Inc., WJBK, Metropolitan; Mt. Clemens, Macomb Publishing Co., community.

New York—Massena, The Brockway Co., WMSA, Metropolitan; Syracuse, Civic Broadcasting Corp., WOLF, metropolitan; Oregon—Eugene, Valley Broadcasting Co., M.P.R.; Eugene, Eugene Broadcast Station, KORE, metropolitan; Pennsylvania—McKeesport, Mon-Yough Broadcasting Co., community; Wisconsin—Green Bay, WBBY, Inc., WTAQ, metropolitan; Wisconsin Rapids, William F. Huffman, WFHR, community.

The following stations, which have received engineering approval, were granted regular construction permits: WKBH, Inc., LaCrosse, Wis., Green Bay Newspaper Co., Green Bay, Wis.; Louis G. Baltimore, Wilkes-Barre, Pa.; Reno Newspapers, Inc., Reno, Nevada; Radio Sales Corp., Seattle, Wash.; Florida Broadcasting Co., Miami, Fla.; Textile Broadcasting Co., Greenville, S. C.

Following is a list of applications for which approval of basic engineering plans were granted by the Commission:

Intermountain Broadcasting Corp., Salt Lake City, Utah; Rock Island Broadcasting Co., Rock Island, Ill.; Piedmont Broadcasting Corp., Salisbury, N. C.; Sunbury Broadcasting Corp., Sunbury, Pa.; A. Frank Katzentine, Miami Beach, Fla.; Northside Broadcasting Corp., Louisville, Ky.; WDOD Broadcasting Corp., Chattanooga, Tenn.; WRAK, Inc., Williamsport, Pa.; Mark K. Wilson, Chattanooga, Tenn.

CPA Prohibits Building Of GE Research Plant

Washington Bureau RADIO DAILY

Washington—The Civilian Production Administration has refused to authorize construction of a \$9,000,000 General Electric research building near Schenectady, N. Y., it was disclosed here yesterday.

CPA reportedly declined to comment on the disposition of GE's application but it was learned that word of the decision had been communicated to the Government agency's construction office in Albany.

Reason for the rejection was not disclosed, but CPA policy has been to prohibit non-housing construction which it rules either deferrable or non-essential.

OPA Raises Ceilings On Radio Sets 4-5%

(Continued from Page 1)

and material cost increases incurred by manufacturers since reconversion ceilings were fixed last fall. The increase, OPA said, is sufficient to return to producers all that is now allowable in the Government's wage-price program.

Ceilings on auto radios are not affected by the action, it was added.

"Dr. Christian" Program In New York For 6 Weeks

The "Dr. Christian" program, heard Wednesdays (WABC-CBS 8:30-8:55 p. m. EDT) will originate in New York for six weeks starting May 22. Series stars Screen Actor Jean Hersholt, who will be supported during the New York run by Stage Actress Helen Claire. Miss Claire will play the role regularly portrayed by Rosemary DeCamp who will take her annual vacation during the period.

At the end of the six-week series on Wednesday, June 19, announcement will be made of the winner of the \$2,000 grand prize for the best script submitted in the fifth annual "Dr. Christian Award" contest, which was held this year through February and March.

"Hero in the Doghouse" will open the series in New York.

A RODEO?



No, but Sears, Roebuck and Co. has a flair for colorful merchandising, and the recent opening of Sear's biggest farm store in Ohio found store employees appropriately costumed.

Sears wisely locates this new store in Canton. Famed for diversified industry, the Canton area also has the largest farm population of any region in Ohio.

As usual, WHBC carried news of the opening to area listeners who spend \$286 million annually in retail stores. Write for Conlan Survey to see how WHBC influences buying habits in this rich region.

CANTON, OHIO

1000 WATTS FULL TIME

wh/bc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

Represented by BURN-SMITH Co.

CBS Affiliate Board Sets Two-Day Meet

(Continued from Page 1)

convene with the CBS execs for specific discussion of network operating topics are: E. E. Hill, WTAG, Worcester, Mass.; I. R. Lounsbury, WKBW, Buffalo, N. Y.; C. T. Lucy, WRVA, Richmond, Va.; W. H. Summerville, WWL, New Orleans, La.; F. C. Eighmey, WTAD, Quincy, Ill.; Arthur Church, KMBC, Kansas City, Mo.; Clyde Coombs, KARM, Fresno, Calif., and Glenn Marshall, Jr., WFOY, St. Augustine, Fla., and Kenyon Brown, KOMA, Oklahoma City, Okla., both recently elected to the Board.

Columbia Execs To Attend

CBS executives who plan to attend the sessions are: Frank Stanton, president; Joseph H. Ream, vice-president and secretary; Frank K. White, vice-president and treasurer; Adrian Murphy, vice-president; Herbert V. Akers, vice-president in charge of station relations; William C. Gittinger, vice-president in charge of sales, and Davidson Taylor, vice-president and director of programs.

Other Columbia officials scheduled to meet with the CAAB members are: George Crandall, director of press information; Earl H. Gammons, director of CBS' Washington office; William B. Lodge, director of general engineering; J. Kelly Smith, director of station relations, and William A. Schudt, Jr., eastern division manager of station relations.

Gracie Fields Back In U.S.; Interested In Television

British comedienne Gracie Fields will concentrate on television when she returns to work following an extended vacation. Miss Fields and her husband, Producer-Director Monty Banks, have just returned from a 54-week USO tour around the world, during which they traveled 152,000 miles.

At a press conference last week at USO headquarters, Miss Fields said she had received many radio offers while she was overseas, but that she had declined them all pending her return home.

Wm. Golden Rejoins CBS

William Golden, art director for CBS for three years prior to joining the Armed Forces, has resumed his post at the network, William C. Gittinger, CBS vice-president in charge of sales, announced Friday. Golden joined CBS in October, 1937, as an art director, after having served as art editor of House & Garden magazine.

AVAILABLE

Live and transcribed package show sales executive, with wide agency and station contacts, seeks opportunity with established organization wishing to develop their radio production and sales department. Write—

RADIO DAILY, BOX NO. 176,
1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—NEW YORK STATE—

TROY—Tony Sharpe, who served as a lieutenant in the Navy in the South Pacific, has returned to WTRY as musical director. . . . **ALBANY**—Harold E. Smith, WOKO general manager, was recently presented with an inscribed bronze plaque by the Albany Zionist District and the Albany Chapter Senior Hadassah, in appreciation for his airing the programs "Palestine Speaks" and "Drama of Palestine." Presentation was made by M. Michel Dorbris, Albany County Assistant District Attorney, who pointed out that WOKO was the first station in the country to air "Drama of Palestine" and among the first to air "Palestine Speaks."

—CALIFORNIA—

SACRAMENTO—The first in a series of five radio schools for teachers to be presented this year by the McClatchy Broadcasting Company, came to a close last week when fifty-four teachers enrolled in the KOH school in Reno, Nev., were awarded certificates at a dinner given in their honor by KOH in the Hotel Riverside. . . . **KXOA** is airing all home and road games of the Sacramento Solons baseball team in addition to a quarter-hour sports round-up of all games in the majors and the Coast League. Service is sponsored by the Signal Oil Company. . . . **SANTA BARBARA**—Fin Hollinger, KDB general manager, has been elected to the board of directors of the city's Lions Club and for the forthcoming year is appointed to serve as program co-ordinator and Tail Twister.

—DISTRICT OF COLUMBIA—

WASHINGTON—A quick check with Ben Strouse, WWDC general manager, reveals that the outlet is backing numerous drives with regularly scheduled spot announcements. One of the drives on which daily announcements are made is the Washington Food Conservation Drive, which is asking Washington citizens to conserve fats, wheats and oils. . . . Spot announcements are made to the Food Collection drive to raise funds and canned goods to be used to alleviate the suffering of the starving millions. . . . Concurrent with these drives is the one being directed by the Children's Hospital to raise funds to add a new wing to the institution. Mike Hunnicutt, radio personality, has been assigned to conduct quarter-hour airings direct from the hospital. . . . Another drive is the United Jewish Appeal which is endeavoring to raise \$100,000,000 to bring a degree of "freedom from fear, want and homelessness" to overseas refugees.

—ALABAMA—

MOBILE—F. E. Busby, associated with WMOB for many years, has been named manager of the outlet by Gilmore N. Nunn, president of the Nunn stations. . . . **BIRMINGHAM**—WSGN climaxed the sizzling Democratic Primary races by establishing an Alabama Political Network recently which included WHMA, Anniston; WMSL, Decatur; WBRC, Birmingham; WSFA, Montgomery; WHBB, Selma; WLAY, Sheffield; WFEB, Sylacauga and WHTB, Talladega, that functioned through-

out the night and into the following morning with regularly scheduled fifteen-minute presentations. WSGN mikes were strategically located in the news room of the Birmingham News and Age-Herald, from which point the latest returns were tabulated and aired over the chain of stations.

—NORTH CAROLINA—

WILSON—"That's all"—Mustard and Gravy, hillbilly favorites of the Southland, have penned with Columbia Pictures. . . . Richard Harding Davis, WGTM program director, and John Randolph, of WGBR, Tobacco Network news caster, interviewed many North Carolina notables during the sixth Strawberry Festival recently held at Wallace. . . . Lee Parker, former WPTF staffer, has joined the WGTM announcing staff. . . . **RALEIGH**—WPTF is airing a Saturday ayem children's story hour, with Dorothy Lou Dickey as story teller.

—UTAH—

SALT LAKE CITY—Dan Rainger, brother of the late composer Ralph Rainger who penned "Love in Bloom" and "Thanks for the Memory," has joined the KDYL production staff. Dan was a free-lance writer and producer in New Jersey prior to the war. . . . Bob Rohlfing, discharged after three and a half years in the service, has joined the KSL continuity department. . . . Stanley D. Rees, KSL technician for the past nine years, has resigned to become manager of Recording Arts, Inc., new City recording company.

—PENNSYLVANIA—

PITTSBURGH—WCAE has cancelled all regularly scheduled local and network programs between 3 and 4 o'clock Sunday, May 19, to air the local "I'm an American Day" celebration from the Flagstaff Hill in Pittsburgh's Schenley Park. The celebration will include representatives from forty-six local nationality groups and speeches by prominent civic leaders and city government officials.

—MISSOURI—

ST. LOUIS—The Morse School of Expression on May 18 presented a citation for the "Best in Speech" in St. Louis during 1945, to Dr. Bertram L. Hughes, KXOK news analyst. The citation, the first to be awarded by the Morse School to a radio news analyst, was in the form of a plaque for excellent phrasing, emphasis, inflection, enunciation, pitch, movement, descriptive expression and educational background.

AFRS Seeking Aides For GI Hospital Radio

(Continued from Page 1)

(2) at least two years' experience in commercial broadcast stations as control room operator; (3) ability to operate component parts of sound recording equipment, and (4) knowledge of field pickups and cutting of records.

Announcer-writers (\$2,980 per annum) must have at least one year's experience as announcer-emcee in a commercial station.

Assistant control engineers (\$2,980 per annum) must have at least one year's commercial radio experience and must be able to operate the component parts of sound recording equipment.

J. B. Lanum and A. E. Taylor, of AFRS, will be in New York today and tomorrow interviewing and auditioning applicants on the tenth floor at 224 West 57th Street, Circle 6-4400, ext. 363-364.

AFRS is a joint operation of the Information and Education Division, War Department, and the Bureau of Naval Personnel, Navy Department.

Push Student UN Confabs, Cross Urges Detroit Meet

Detroit—Christopher Cross, chief radio officer of the United Nations, has called upon every community in the country to follow Detroit's example and set up student United Nations Conferences in co-operation with local stations. Cross spoke at the General Assembly of Detroit Student's UN Conference, which was conceived by the Detroit Public Schools in co-operation with WWJ, the Detroit News, Foreign Policy Association, University of Michigan, Wayne University and the World Study Council of Detroit.

Amsterdam Corporation Formed

Albany—Amsterdam Broadcasters, Inc., has been issued a charter to conduct a radio and television business in Amsterdam. Authorized capital stock is \$50,000, \$100 par value. Incorporators are: Richard O'Connor, Slate Hill, N. Y.; Peter J. Sargalis, 158 E. Main St., Amsterdam; Martin Karig, 89 Watkins Ave., Middletown. Samuel W. Eager, 23 James St., Middletown, was incorporating attorney.

At the INSTITUTE FOR EDUCATION BY RADIO

Columbus, Ohio

"THE CONSTANT INVADER"

was awarded

FIRST PLACE

Public Service Category

Clear Channel and Regional Classification

Narrated by: DR. A. J. CRONIN

Music by: BEN LUDLOW

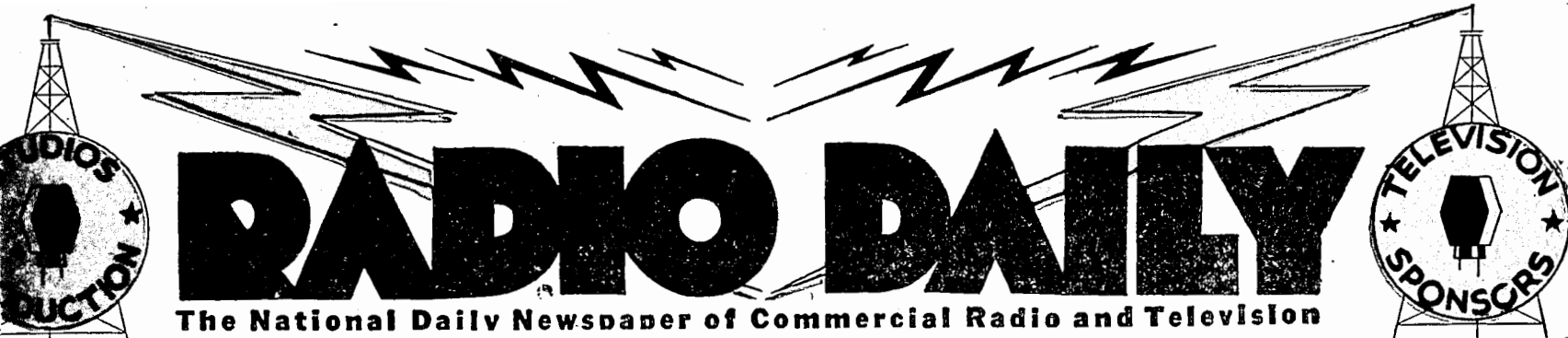
Written & Directed by: HU CHAIN

Produced by:

HU CHAIN ASSOCIATES

1674 Broadway, N. Y. 19, N. Y.

CO. 5-5288



Radio Aids In Press Strike

C Plan Supported By Industry Leaders

Washington Bureau RADIO DAILY
Washington—William Benton, Assistant Secretary of State, has received the support of five top industry executives and two government officials in his battle to maintain the Department's program of international shortwave broadcasting.
Sigsbee Gen. David Sarnoff, chairman of the board of RCA; J. D. Shouse, vice-president of the Crosley Corporation; Frank Stanton, president of CBS; Philip D. Reed, chairman of the board of General Electric, and Walter Dill Scott, vice-president of Westinghouse
(Continued on Page 7)

Reciprocal

Miami—Competitors will become co-workers in Miami Wednesday when the WQAM staff members leave their home radio base to man the controls of competitive station WKAT, Miami Beach. In order to allow the entire staff of WKAT to enjoy a picnic and boat ride together, WQAM will send a complete crew to its friendly competitor to handle all station programs, business, and engineering for the entire day.

Philadelphia Stations Bridge News Gap During Current Newspaper Walkout With Augmented News Services

WRUL Radio Univ. Back On Air July 1

Six leading Eastern colleges are readying support of WRUL, Boston, the "world radio university" as plans are being completed to go back on the air July 1 under private operation, it was disclosed this week.
Since November, 1942, WRUL has been under government contract, first to the OWI and recently to the State Department. Contracts expire June 30, and the station plans immediately
(Continued on Page 8)

Philadelphia — With the city's major newspapers out of mass circulation because of striking delivery truckmen, Philadelphia radio stations have stepped into the breach to bring listeners complete news coverage as well as comic strips, amusements and other features of the struck dailies.
(Continued on Page 7)

Battle of Books Slated For Courts

Application for an order to prevent WHN from broadcasting a new program, "Books on Trial," was filed in New York State Supreme Court yesterday by Martin Stone, producer of "The Author Meets the Critics." Hearing was set for tomorrow morning before Judge Morris Eder.
Stone, whose show switches to
(Continued on Page 2)

Bill To Air House, Senate Promised By Sen. Pepper

Washington Bureau RADIO DAILY
Washington—Early introduction of legislation "to permit the American people to hear with their own ears every word that is said in the House
(Continued on Page 2)

Du Mont-Para. Tie Tele-Hearing Issue

West Coast Bureau, RADIO DAILY
Hollywood—The FCC "denied" the petition of Allen B. Du Mont Lab. that its connection with Paramount Pictures be dropped as an issue from the Los Angeles television hearing. Although the Commission said "no evidence" regarding stock ownership or management interest Paramount may have in Du Mont will be received
(Continued on Page 2)

C Network Meetings In Montreal This Week

Montreal—The annual CBC network meetings will be held in Montreal May 23-24, it was announced yesterday. Trans-Canada network station representatives will meet the first of the Dominion network representatives; the second. Chairman of the sessions will be George Young, CBC manager, station relations. Among other CBC officials will be A. D. Dunlop, chairman of the board of governors.

Downs Will Be Pool Voice Of Webs At Atomic Test

By virtue of CBS "winning the toss," Bill Downs, the network's correspondent will be aboard the plane following the bomber which will actually drop the atomic bomb on surface craft off Bikini Island, now set for June 30 (Monday, July 1, Bikini time). However, it is pointed out
(Continued on Page 7)

Republican Leader Criticizes FCC Report

Washington Bureau RADIO DAILY
Washington—Carroll Reece, chairman of the Republican National Committee, declared that the FCC has proposed "to lead us" to "Government
(Continued on Page 6)

Black And White Tele Now Ready—Hubbard

St. Paul, Minn.—Upon receiving word from FCC that the KSTP television application had been granted for Twin Cities on Channel 5, Stanley E. Hubbard, president and general manager and a pioneer in radio broad-
(Continued on Page 6)

First Press Wireless Test Reported Satisfactory

First demonstrations by Press Wireless of news, music and talks by shortwave transmission across the United States and back to all parts of the country, via relays and direct, were a complete success on the initial broadcast Sunday, according to PW officials.
(Continued on Page 2)

St. Louis Schools Planning Wide Usage of Radio Services

St. Louis, Mo.—After two years of constant study, experimentation and progress in the use of radio in education in the St. Louis public schools, it was indicated by Philip J. Hickey, Superintendent of Instruction, that this city will go all out in effort to "set a new national standard" along such lines.
At the same time, Dorothy Blackwell, of the division of audio-visual education, reveals that nine points

have been accomplished toward the goal of education by radio, since Hickey was appointed to his post in March, 1944. These nine points are:
1. An application for an FM educational wave-length filed with the FCC.
2. Through co-operation of KFUE, two years of broadcasting time have been furnished free of charge to the St. Louis Public Schools.
3. Four regular series of educational
(Continued on Page 8)

UN Planning

Christopher Cross, radio liaison officer of the United Nations organization, has called a meeting of station and network representatives in New York for 4 p. m. today to discuss radio accommodations for the new UN headquarters on Long Island. Tentative plans for studios will be presented to the radio special events men for their consideration.

One Nighters

Bob Hope, with Skinnay Ennis' orchestra and a troupe of 40 people, will open a cross-country tour at Glendale, Calif., on May 25 and will end the tour with a personal appearance in Yankee Stadium, New York, on July 4. The tour is assuming circus proportions, with outdoor stadiums and baseball parks favored as sites for the productions.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL

(Mon., May 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	195 3/4	194 3/4	195 3/4	+ 7/8
CBS A	38	37	37 3/4	
CBS B	38	37 1/4	37 1/4	- 1/4
Farnsworth T. & R.	15	14 7/8	15	+ 1/8
Gen. Electric	46 7/8	46 3/8	46 7/8	+ 1/2
Philco	34 1/4	34	34 1/4	+ 1/4
RCA Common	15 7/8	15 1/2	15 7/8	
RCA First Pfd.	94	94	94	+ 1
Stewart-Warner	23 1/4	22 3/8	23 1/4	+ 1
Westinghouse	35 1/2	34 7/8	35 3/8	+ 3/8
Zenith Radio	35 1/2	35 1/4	35 1/4	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22 1/2	22	22 1/2	+ 1/2
Nat. Union Radio	10 1/8	9 7/8	9 7/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	11 7/8	12 7/8
Finch Tele. Comm.	15	16 1/2
Stromberg-Carlson	21 3/4	23 1/4
WCAO (Baltimore)	37	39
WJR (Detroit)	38	40

Nelson Leaves Storm Co.; To Form Own Ad. Agency

Raymond E. Nelson, vice-president in charge of radio and television for the Charles M. Storm Co., Inc., has resigned to head his own organization, Raymond E. Nelson, Inc., it was announced yesterday.

The new company, Nelson announced, will offer full agency service, with the accent on radio and television advertising. In addition, a separate production unit is being set up to handle radio and television programming and production for both the parent company and other interested agencies. Nelson also plans to extend consultation service on all phases of radio and television to agencies lacking complete facilities.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

PORTLAND OREGON

REPRESENTED BY EDWARD PETRY & CO.

Bill To Air House, Senate Promised By Sen. Pepper

(Continued from Page 1) and Senate" was promised yesterday by Sen. Claude Pepper of Florida. Pepper is the author of a bill calling for broadcast of Congressional proceedings, and he apparently plans to re-draft his measure to call for a specific transmitter arrangement.

Pepper's proposed legislation will call for a shortwave sender on Capitol Hill, directly above the Senate chamber, he said, with amplifiers overhead also and an engineer assigned to a special booth below the Senate roof to adjust volume for the broadcasts. A study by the joint committee on the reorganization of Congress "showed this to be technically feasible," the Senator said. (RADIO DAILY revealed exclusively more than a month ago that the joint committee had at first planned to recommend this broadcast program in its overall report, but deleted the broadcast material because Sen. Wallace White, R., Me., refused to sign the report with the shortwave recommendation in it.)

The plan will mean no distraction nor inconvenience for Senators, Pepper said. He did not explain how simultaneous sessions of both Houses of Congress could be aired, but he did call for a West Coast transmitter as well as one in Washington.

First Press Wireless Test Reported Satisfactory

(Continued from Page 1) cials who stated reception was as clear as any studio quality broadcast. Of the six 15-minute shots, two were beamed to Maine, three to Eastern Massachusetts and one to Washington, D. C. area. Two of the programs to Massachusetts, one to Salem and the other Boston area, were relays via Los Angeles, one employing modulated technique.

Walter Compton and Royal Arch Gunnison were among those who took part on the Sunday broadcasts. Broadcasts originated in studios made available to Press Wireless by WNEW and WMCA, New York. Last night programs were sent to other parts of the country including Washington area and relays to Los Angeles. Gene Thomas, of WOR and president of the New York Advertising Club, was heard as a speaker on one of the programs.

Hold Du Mont-Para. Tie Is Tele-Hearing Issue

(Continued from Page 1) in Los Angeles, the FCC in effect denied the petition and said the whole subject will be thoroughly aired at a later hearing in Washington.

A subsidiary of Paramount, Television Productions, is an applicant for a tele station in Los Angeles.

No date for the Washington hearing has been set, but the Commission left no doubt that the question would be fully aired. In addition to Paramount's television interests, it is expected that Paramount's tie-in with Scophony will be discussed.

Three representatives of Hughes Tool Company, Noah Dietrich, executive vice-president; Henry A. Crosland, manager of television interests, and Hoyle Bettinger, program consultant, were principal witnesses at the opening day sessions of the FCC hearing on Los Angeles television channels, at which Harry M. Plotkin, assistant counsel for FCC is presiding.

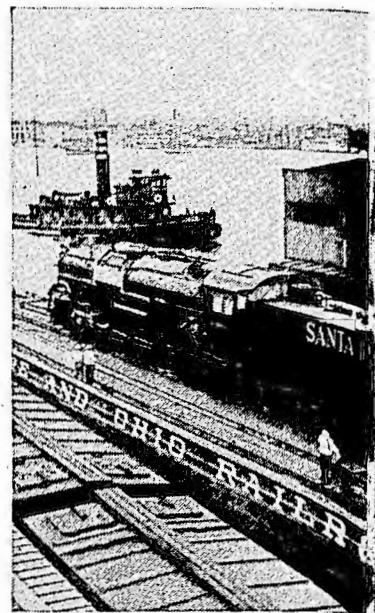
Hughes Tool Company is one of eight applicants for a television permit in Los Angeles.

Attending the hearings are officials of NBC and ABC, here from the east.

Bettinger told of ambitious programming plans he has outlined for Hughes Tool Co., and also said that Bruce Findlay, head of the visual education department of Los Angeles public schools has informed him that plans are afoot for introduction of television receivers in Los Angeles schools. Crosland was asked by Louis Caldwell, counsel for KFI, one of the applicants for a television permit, if he thought "The Outlaw" was proper material for telecasting. Counsel for Hughes tried to have question stricken from record, but without success.

Battle of Books Slated For Courts

(Continued from Page 1) WQXR this week after more than three years on WHN, alleged: that announcements of the new program "constituted appropriation of the idea and format" of "Author"; that WHN, illegally and without his permission, used the mailing list of applications for tickets to "Author"; that WHN attempted "to confuse the listening public" by approaching David Murphy, regular announcer on "Author," to obtain his services for the new program.



Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track! (As a matter of fact the picture is too big for this size ad.)

But our radio point is this: just being big isn't always the answer to everything. Other things must be considered.

Down here in Baltimore it's W-I-T-H, the successful independent, that delivers more listeners per-dollar-spent than any other station. And don't forget this is a 5-station town! If you want high cost sales results... put W-I-T-H on that list and things will happen. They always have, smart time buyers say. Remember it's W-I-T-H, the independent.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-R.

That's why...

ALL PHILADELPHIA

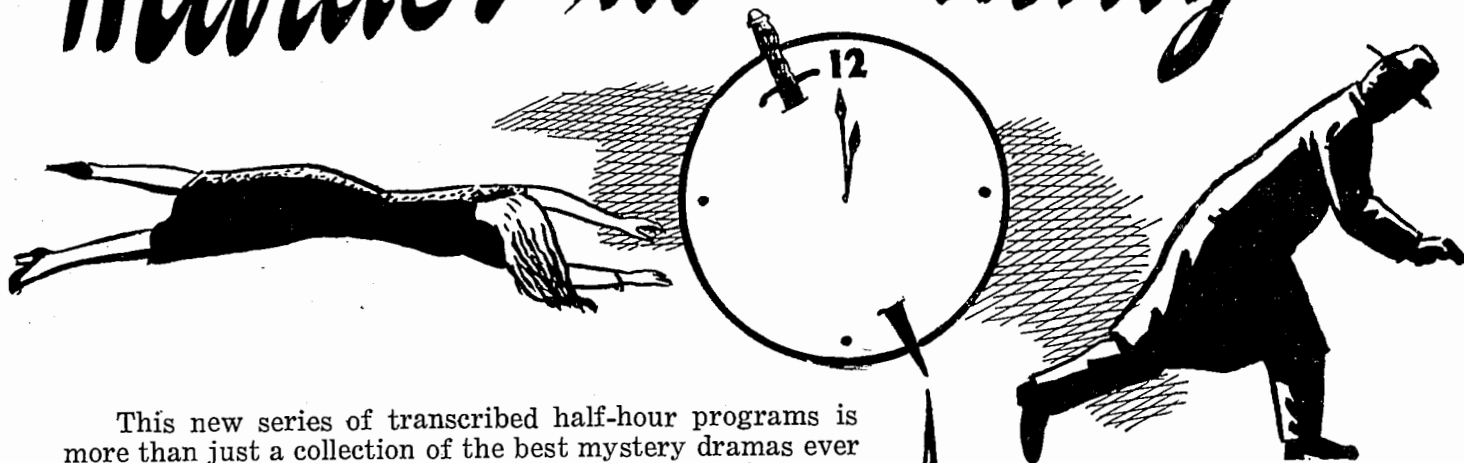
has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS

**For Sale! At a price any client can afford!
A NEW KIND OF TRANSCRIPTION SHOW!**

Murder at Midnight



This new series of transcribed half-hour programs is more than just a collection of the best mystery dramas ever produced—either live or recorded. For it represents a new idea in electrical transcriptions—the idea that a transcribed show's budget should match "live" show budgets. As a result, "Murder At Midnight" bows to no other program on the air.

Top-notch writers, actors, directors and producers have collaborated on this new recorded show. Top-notch engineering skill has recorded it. No expense has been spared to make it—yet it's offered at a price 1/2 to 1/3 lower than you'd expect. And the result is a witch's broth of shivers and suspense that will knock your audience for a ghoul!

TOP-NOTCH WRITERS: ROBERT NEWMAN (*Inner Sanctum, Mystery in the Air, The Man from G-2*) BILL MORWOOD (*Bulldog Drummond*) SIGMUND MILLER (*Inner Sanctum, Suspense*) PETER MARTIN (*Celebrity Club, An American Portrait*) MAX EHRLICH (*Suspense, House of Mystery, Counterspy*).



TOP-NOTCH CAST: Narration: RAYMOND MORGAN (*This is Your FBI, Famous Jury Trials, Gangbusters, Counterspy*) Talent includes: BARRY HOPKINS, BETTY CAINE, BERRY KROEGER, AGNES YOUNG, AMZIE STRICKLAND, FRANK BEHRENS, LAWSON ZERBE, ROBERT LYNN, and other well-known network stars.



TOP-NOTCH DIRECTION AND PRODUCTION: Director: ANTON M. LEADER (*Radio Reader's Digest, You Make the News*). Music Director: CHARLES PAUL (*Mr. and Mrs. North, Ellery Queen*). Producer: LOUIS G. COWAN, INC. Sales, Recording and Processing: WORLD BROADCASTING SYSTEM.



PRODUCED BY

LOUIS G. COWAN, Inc.

250 W. 57th ST.

NEW YORK 19, N. Y.

Circle 6-4864

Flash!

First Sponsor Signed in
10 Minutes!

Our audition record, "The Dead Hand," hung up a new speed record for quick sales. Played on a Thursday afternoon for a client on the Coast, it was signed up as soon as the sponsor's goose pimples subsided. Next day in the top spot of 9:30 P. M. Friday over KFI "Murder at Midnight" was on the Air! Hear this record now before your chance to get in on "MURDER AT MIDNIGHT" passes.



DISTRIBUTED THROUGH: **WORLD BROADCASTING SYSTEM, INC.**

A Subsidiary of DECCA RECORDS, INC., 711 FIFTH AVENUE, NEW YORK 22, N. Y.

WI 2-2100

ARE YOU AWARE THERE'S AN OUTSIDE* AUDIENCE

on the Pacific Coast, too?

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

The *outsiders* on the Pacific Coast are just as interested in your radio show as the *insiders*. But they can't hear it unless it is on Don Lee!

All networks on the Pacific Coast cover the *inside* or seven major metropolitan county areas, but only Don Lee can deliver the *outside* audience also.

Only a *big* network, with many on-the-spot stations can reach all the listeners of the *big* Pacific Coast, where most of the important markets are surrounded by mountains. Don Lee, the *biggest* network, has 39 stations, one in each of the mountain-surrounded markets. The other three networks have only 29 stations combined.

Remember: the *outsiders* on the Pacific Coast are just as plentiful, spend just as much money (4 of the total Pacific Coast's 8 billions in retail sales a year) as the *insiders*. Reach them with Don Lee, the only network of complete coverage of the Pacific Coast *outside* as well as the *inside* audience. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

EXAMPLE NO. 1: EUREKA, CALIFORNIA

An exclusive Don Lee outside market

TOTAL RETAIL SALES \$23,146,000

Sales Management, 1945, Survey of Buying Power

The Nation's Greatest Regional Network



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

Mutual
DON LEE
BROADCASTING SYSTEM

CHICAGO

By BILL IRVIN

JOHN R. FAHEY, now on terminal leave from the Army, after over four years' service, has returned to his duties as a news editor on the staff of the NBC central division news and special events department, it was announced by William Ray, manager of the department. Fahey held the rank of captain. Ray also announced the resignation of George Faber, who was employed as a temporary war-time replacement on the news staff.

An order and renewal of 15-minute news programs headed the new business announced last week for station WBBM by Ernie Shomo, WBBM sales manager. Vick Chemical Company, through Morse International, Inc., placed an order for the Monday-Wednesday-Friday 7:15 to 7:30 a. m. CDST news period, beginning May 27. Contract is for 52 weeks. The company also placed a 52-week renewal order for the Tuesday-Thursday 1:45 to 2 p. m. CDST news period, effective May 7.

Republican Leader Criticizes FCC Report

(Continued from Page 1)

controlled programming of radio," and added that "the only explanation of the Government wanting to control radio is that it wants to control the thoughts of the people."

The Republican leader attacked the FCC report in a speech broadcast over CBS Saturday night. The report, Reece charged, applies "pressure on the program director to change the type of radio programs that come into your home."

"One thing that bothers me about this uplift proposition," he said, "is that so many of the programs in which the Commission seems interested have a political slant favorable to the present Administration in Washington. As a politician," Reece said, "I will tell you frankly that any political party would give its eye teeth to be able to control broadcasting for propaganda purposes, but as a private citizen I can tell you frankly that any citizen who is not on the alert to block any such effort is inviting national disaster, because freedom of speech and politically controlled radio cannot live for long under the same roof."

Reece further charged that "seven bureaucrats"—the FCC members—were "setting themselves up as judge of what 70,000,000 American radio listeners should be allowed to listen to."

OFF THE AIR

**REFERENCE RECORDINGS
IN CHICAGO**

L. S. TOOGOOD RECORDING CO.

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



Broadway Small Talk. . . !

● ● ● One of the oddest requests the FCC has had in a long time came from a guy who wanted an unimportant kilo band on which he would broadcast nothing but the correct time (every half minute) and commercials. They still have it under consideration. . . . Is Schick cooking up a deal to team Jan Murray with Joe Besser instead of the planned Berle-Besser stanza they had hoped to land? . . . NBC mulling over an idea about putting a five-cent service charge on broadcast tickets—such money going to help feed starving Europe. . . . Alan Reed has a different agent handling him for each phase of his talents. . . . The Herald Trib will take over those news periods on WMCA being vacated by the N. Y. Times, which shifts over to WQXR next month. New policy won't permit cutting in on any sports event for the news spot. . . . Marion Hutton will be a mommy again any minute. . . . Bill Robinson and Duke Ellington feuding? . . . Mrs. Kenny Delmar will join her hubby in radio in the fall—from the coast. . . . Buddy Lester goes into a Baltimore nitery May 28th for three weeks. . . . Jerry Gray set with Mercury Records, but before his first date, he'll back up Jane Froman's platter work for Majestic. . . . Leo Durocher will have his own air show in the fall if Rickey gives his okay. . . . D'Artega making his first local appearance in almost three years (he's been entertaining overseas for that period) when he conducts the N. Y. Philharmonic in a pop concert at Carnegie Hall May 31st. A surprise feature will be a piano solo by Bess (Miss America) Myerson. . . . The Don Dunphys have named their heir Robert Edward. . . . First audience participating show to be televised here will be Johnny Olsen's "Ladies Be Seated" via WABT Thursday.

★ ★ ★

● ● ● James Montgomery Flagg, out on the coast to do a portrait of Rosalind Russell as Sister Kenny, ran into Rudy Vallee one nite at Romanoff's, who immediately invited the famed artist to guest on his air show. Then, to make small talk, Vallee asked him how he liked Calif. Flagg replied that he liked it okay, but that he wouldn't care to remain there permanently. Rudy bristled like a sensitive Dodger fan and replied coldly: "I don't want anyone on my show who doesn't care enuf for Calif. to live here permanently," and stalked off.

★ ★ ★

● ● ● "The Hucksters," of which there are some 300 pre-publication copies circulating around like mad among the advertising and radio set, is merely the forerunner of several such exposes due to hit the street about prominent Radio Rowgues. Almost completed is a play about a well (but not favorably) publicized agency head and his pet client, and there's also talk of another about a well-known agency exec and his penchant for femme protegees. Another tome which should find wide favor in the radio field is Fielden Farrington's "The Big Noise," put out by Crown Publishers. Altho' primarily fiction and not expose material, book presents a devastating portrait of the inner machinations of the advertising setup. Still another on our recommended list is "Hollow Triumph" penned by Murray Forbes, Chicago air thespian (he's Willie Fitz on "Ma Perkins"). It's his first effort and has already been accepted by Ziff-Davis as their best-seller candidate for '46.

★ ★ ★

● ● ● The Morning Mail: "Dear Sid," writes ex-sports scribbler, Paul Gardner, "radio, like sports, must have any number of All-American performances which shouldn't be forgotten. Occasionally, an ethereal effort comes along which deserves permanent recognition in radio's own Hall of Fame. My own choice for such an honor would go to Fred Allen's recent satire on those early morning husband-and-wife teams. In sum, radio shouldn't always be: air today and gone tomorrow."

AGENCIES

SCHWIMMER AND SCOTT, INC., Chicago, has been appointed the agency to handle the advertising of Butler Motors, Inc., distributors of the Jeep, in 39 Northern Illinois and Indiana counties. Plans are to use newspapers and radio in the markets served by Butler Motors.

HOME PRODUCTS CORP., makers of Whistle Cleaner, has appointed the Olian Advertising Co., Chicago office, as their agency. Radio spots and a sectional newspaper campaign are currently being placed.

LENORE SANDERS has resigned from Pan American Broadcasting Company to join the executive staff of the Clark-Wandless Company, radio sales representatives.

CHARLES W. ISBELL, recently discharged from the Chemical Warfare Service with the rank of lieutenant after three years of service, has joined Advertising, Inc., new Washington, D. C., Advertising Agency, as a member of the firm.

Black And White Tele Now Ready—Hubbard

(Continued from Page 1)

casting, issued following statement: "We have spent many years studying television and watching its progress and we are convinced that the presently assigned commercial band black-and-white television is now ready and desired by the public, and we intend to inaugurate television service in the Twin Cities as soon as possible.

"Several systems of high-frequency color television are now developed to the point where they can be demonstrated under carefully controlled conditions existing in the research laboratory. However, no presently proposed system of color television has been developed beyond the status of a research laboratory plaything. The virtually unanimous, considered opinion of qualified and unbiased engineers is that it will take at least five years of intensive work to develop color television to the point of delivering a service to the American people."

THE Only REGIONAL
BETWEEN
DALLAS, SHREVEPORT
and **HOUSTON!**

KFRO
LONGVIEW
James R. Curtis, Pres.

1000 WATTS day and night!

OIC Plan Supported By Industry Leaders

(Continued from Page 1)

Electric Corp., have voiced their support of Benton's argument against the House-sponsored reduction of funds from over 19 million dollars to 10 million. Charles R. Denny, acting chairman of the FCC and Paul Porter, former FCC head and now Price Administrator, have also endorsed Benton's plea.

The support was contained in statements requested by the Assistant Secretary of State and furnished the Senate Appropriations Committee which is now considering the House proposal.

Sarnoff Reiterates Stand

General Sarnoff, standing on a memo he wrote in 1943, as still representing his views, declared:

"If it is good reasoning to conceive that in the post-war world our interests will require no less an effort than the present one, and quite probably an even greater one, we shall need at the start not less than \$15,000,000 or \$20,000,000 a year for international radio activities, as well as unification of purpose and policy. Where can the money come from, and who will unify our purpose and policy?"

"(1) Private industry cannot be expected to supply the necessary service on an adequate basis, because it can supply services only from income derived therefrom. No such income is foreseeable.

"(2) Moreover, there are many questions of national and international policy to be considered in financing international broadcasting on a basis of commercial advertising. Some nations do not permit commercial advertising on the radio in their own territory. They are, therefore, likely to resent the 'importation' of such advertising when they deny that right to their own nationals at home.

"(3) Those seeking to extend their international export markets are expected to take local advertising in the local press and on the local radio: hence, international broadcasting may be considered to be competing, and denying revenues to the radio and the press of the countries where the markets are sought.

"It does not seem that international broadcasting with all its national and international implications constitutes a field for private competition, or even if it did, that it represents a field with adequate commercial revenue to provide the very large sums needed to render a public service of genuine world magnitude."

Stanton Statement

Stanton pointed out that:
"How this instrument can be used

NETWORK SONG FAVORITES

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

Title	Publisher
All Through The Day.....	Williamson
Atlanta, G. A.	Stevens
Cement Mixer.....	Mills
Coax Me A Little Bit.....	Bourne
Come Rain Come Shine.....	Crawford
Don't Be A Baby, Baby.....	Triangle
Full Moon And Empty Arms.....	Barton
Gypsy, The.....	Leads
I Didn't Mean A Word I Said.....	Robbins
I Don't Know Enough About You.....	Campbell-Porgie
I Fall In Love With You Ev'ry Day.....	Stept
I'm Always Chasing Rainbows.....	Miller
I've Got The Sun In The Morning.....	Berlin
In Love In Vain.....	T. B. Harms
In The Moon Mist.....	Shapiro-Bernstein
It's Anybody's Spring.....	Burke & Van Heusen
Laughing On The Outside.....	Broadcast Music
More Than You Know.....	Miller
Oh, What It Seemed To Be.....	Scantly-Joy
One More Tomorrow.....	Remick
Prisoner Of Love.....	Mayfair
Seems Like Old Times.....	Feist
Shoo Fly Pie And Apple Pan Dowdy.....	Capitol
Sioux City Sue.....	E. H. Morris
There's Good Blues Tonight.....	Embassy
They Say It's Wonderful.....	Berlin
Where Did You Learn To Love.....	E. H. Morris
Who's Sorry Now.....	Mills
You Stole My Heart.....	Harms
You Won't Be Satisfied.....	Mutual

to the best advantage of our country may well require further study by our Government, by the broadcasting industry and others interested in the problem. It seems to us of paramount importance, however, that the present scale of operations not be abandoned or diminished while a permanent peacetime plan of operation is being developed. Otherwise we believe that the favorable position of our country in the international field may be seriously jeopardized.

"The dangers incident to even a temporary interruption of international shortwave broadcasting are so great that we feel it both proper and necessary for us to make this recommendation to you, even though the present plan of operation is definitely a wartime emergency system and subject, perhaps, to entirely proper criticism on that ground."

Reed And Shouse Concur

Reed, who spent a large part of the war period in London, declared his conviction that "our country must maintain adequate foreign information broadcast service, the presentation of a factual, colorful day-to-day picture of any program for maintaining friendly relations abroad."

Shouse wrote Benton that private industry could not take over the shortwave program "without a great and perhaps tragic diminution of the effectiveness of portraying to the rest of the world United States policy and thinking on matters of international import." He said the geographic position of the U. S. obliged it to rely on shortwave broadcasting to get its message overseas.

Downs Will Be Pool Voice Of Webs At Atomic Test

(Continued from Page 1)

that the actual bombing and broadcasts originating from the general area of the bombing will be pooled and available to all four major networks.

Correspondents from all webs and such accredited stations as are sending correspondents will be stationed on the Rear Echelon Communications ship at Kwajalein, 215 miles off Bikini and the radio correspondents' ship, the "Appalachian," which will be stationed 15 miles off Bikini Atoll.

KFEQ Joins Mutual

St. Joseph—KFEQ, clear-channel station currently operating on 680 kc. with 5,000 watts power joined the Mutual Broadcasting System yesterday, it was announced by Carl Haverlin, MBS vice-president in charge of station relations. Awaiting the FCC nod for increased power, the Missouri outlet will become Mutual's 304th affiliated station. The station is owned by KFEQ, Inc., and managed by Barton Pitts, president.

TRANSCRIPTION EXEC

Program Director, now in 11th year, large East Coast station wants change. Seeks job as office manager or road man for good transcription outfit. Complete knowledge Program problems and Transcription service. Best Ref. College Grad. Minimum \$5,000. Write RADIO DAILY, Box 177, 1501 Broadway, New York 18, N. Y.

Radio Is Pinch-Hitter In Newspaper Strike

(Continued from Page 1)

Stations also experienced a sizeable increase in spot business because of the strike, with amusement places and retail stores as principal buyers. The Bulletin, Inquirer and Record, papers affected by the walkout, contracted for announcements to inform the public that papers were on sale at publication offices.

KYW, the Westinghouse outlet, has increased the number of its sustaining newscasts to 22 daily in addition to the NBC news shows carried. The Bulletin has contracted for a 10-minute newscast at 8:35 a. m. across-the-board for the duration of the emergency. Comics are read on the outlet's 12:15 p. m. variety shows and on Sunday morning.

For the convenience of central city shoppers, a news bulletin board has been erected by WCAU in front of its headquarters at 16th and Chestnut Streets. In addition to trebling its news service, the outlet, in co-operation with the Record, has instituted a daily shopping news stanza and a Sunday comic strip period.

WFIL has set up a telephone information service to give the public data normally found in news and advertising columns of the daily press. The service is plugged regularly on the air and the battery of special operators already has handled several thousand calls. The station intends to continue the service for duration of the strike.

Regular newscasts every hour on the hour are being broadcast by WIBG as well as numerous public service announcements giving information usually found in the daily papers. The comic strips of all three dailies are being read by "Uncle Jim" Willard on his regular program.

The WIP mobile unit, equipped with a p. a. system, has been touring the city bringing newscasts to shopping centers and other crowded areas. Movie and theater schedules are broadcast daily at 9:30 a. m. and five daily news programs have been added including weather and sports.

WPEN, which normally carries five-minute hourly newscasts from the Bulletin, has augmented this schedule with occasional half-hour resumes. In addition, the 15-minute "Four Star Final" show has been extended to a half hour.



LEN STERLING

LA 4-1200

WRUL Radio Univ. Back On Air July 1

(Continued from Page 1)
to resume programs originated in 1936.

Walter S. Lemmon, executive vice-president of Globe Wireless, is president of the Worldwide Broadcasting Foundation, which operates the station, and Dr. Harlow Shapley, of Harvard University, directs its educational activities as chairman of the board. Other universities co-operating with WRUL will be Columbia, Massachusetts Institute of Technology, Brown, Yale and Princeton universities.

Lemmon hopes that the station can contribute to the continuance of peace, through development of a "spirit of world citizenship." Facilities ultimately will include two FM stations for the Boston and New York areas, he expects, and the use of television for education.

Stork Special

Al Cusick, radio editor of the N. Y. "Evening Post" became a grandpop Sunday night with the arrival of a six-pound three-ounce girl born to his daughter, Mrs. John Fischer. Special event took place at Physicians Hospital, Jackson Heights, Long Island.

Nine-pound daughter was born Sunday night to Mrs. R. C. Maddux, at Harkness Pavillion, New York. Daughter, second girl in the family, has been named Hilary. Mr. Maddux is vice-president of WOR.

A baby girl, Marcia, born Saturday, May 18 to Mr. and Mrs. Michael Sweeney. Father is an account executive with the spot sales department of the American network.

Arthur Godfrey Back

Arthur Godfrey returned to CBS yesterday and was welcomed by the 22nd Regiment Brass Band in full dress regalia, led by Mark Warnow, conductor of "Your Hit Parade." Godfrey had been away from his microphone duties, for a physical checkup, for three weeks. After the serenade, Godfrey was treated to a "singing commercial welcome" by a trio including Danny O'Neil, Ray Charles and Lyn Duddy.

COAST-TO-COAST

— IDAHO —

BOISE—Out of a Job, Hmm? . . . The KIDO "Jobs for G. I. Joe" program, purpose of which was to acquaint the prospective employer with the capabilities and experience of returned vets, had to be discontinued because, according to the Vets Bureau in Boise, there happened to be more jobs than men. In the meantime, the VFW and American Legion programs are being aired until there is a need for "Jobs for G. I. Joe" at some future date. . . . Little known incidents in the lives of great American composers, and their music are being presented on the new KIDO series "Stories of American Music."

— NEW YORK —

NEW YORK—Harold K. Halpern, former WNYCite, has joined the WNEW publicity and special events staff as assistant to Department Head Will Yoien. . . . Continuing on successive Sundays through June, WINS is airing "Music by Candlelight," a special musical show dedicated to the American Bible Society during their 130th anniversary campaign. . . . The WINS ayem "Music Coffee Pot" is being dedicated thrice weekly to the New York Committee of the American Cancer Society. . . . Ester Speyer is directing the new evening WABF-FM "A Challenge to Parents" show, which, continuing through June, is under the auspices of the United Parents Association.

— TEXAS —

DALLAS—Olin E. Bragg, formerly associated with KTOK, Oklahoma City, has joined the Dallas office of Taylor-Howe-Snowden Radio Sales. In his new capacity, Bragg will assist Clyde Melville, manager of the Dallas office, representing a number of stations throughout the middle west and southwest. Prior to his connection with KTOK, Bragg spent over ten years in an executive capacity with the Southwestern Bell Telephone Company in Oklahoma and is a former executive of the Braniff Airways in Dallas.

— VIRGINIA —

RICHMOND—A 37,000-watt diesel generator, recently installed at the Wilkinson Road transmitter of WRNL, plus similar diesel facilities at the downtown studios, made it possible for the 5,000-watt station to operate full time at full power during the rationing period which began for commercial electric customers in Virginia May 9. . . . Radio stations were classified with other commercial users and were granted electric power only for a twenty-four-hour period each week. . . . At a

luncheon meeting recently held in the Hotel John Marshall, WMBG was awarded the distinguished service certificate of the U. S. Treasury Department, in recognition of conspicuous services rendered in connection with the sale of war bonds during the Eight War Loans.

— MONTANA —

MISSOULA—John L. Boor, for the past four years in continuous overseas service with the British Royal Air Force, the U. S. Merchant Marine and the U. S. Army, has recently been named chief engineer of station KGVO, owned and operated by Mosby's, Inc., of Missoula. Boor resigned his position as a West Coast announcer and went to England as a radar engineer with the Royal Air Force. Having served in the ETO, he is best known for his services as chief engineer and technical supervisor of the American Forces Radio Network.

— INDIANA —

FORT WAYNE—Hilda Woehrmeyer, Marian Ellis, Barbara Snyder of WOWO and Rosemary Stanger of WGL, took part in the job-counseling conference sponsored by the YWCA, Altrusa Business and Professional Women's Club at the YWCA May 9. The women in radio gave advice on job availabilities and the background necessary in preparing for a radio career. . . . WGL's "Rosemary" will on May 31, become the bride of Dr. Marcy Lee Shulman and will make her new home in Little Ferry, New Jersey, where the Doctor will resume his practice of Dentistry after serving in the armed forces. Before resigning, Rosemary was featured on the "Talkin' Time" and "Hollywood Reporter" shows and also served as assistant program director of the outlet.

— WEST VIRGINIA —

CHARLESTON—Quincy Howe, official observer of the U. N. meetings at Hunter College, recently addressed a group of 200 school principals at a banquet honoring those school officials who helped make the WCHS "School of the Air" promotion a pronounced success during the past school season. Harry Brawley, WCHS educational director, presented cash prizes totaling \$325 to the three principals who made the best use of the program in connection with their regular school curriculum. Earlier in the year the outlet awarded three trips to New York for the best letters on the subject, "My Favorite 'School of the Air' Program."

Wider School-Radio Planned For St. Louis

(Continued from Page 1)

broadcasts have been developed for school use. These programs are produced by students and teachers and are designed to supplement regular classroom instruction.

4. A radio library has been established in the Division of Audio-Visual Education.

5. A Radio Guide is compiled monthly, listing broadcasts available for educational use.

6. Radio workshops for students have been established in four high schools.

7. A comprehensive program of radio education for teachers has been developed, including classes in script writing, program production and a teachers' workshop.

8. St. Louis high school students have participated in the national broadcast of America's Town Meeting of the Air.

9. St. Louis schools are participating in the activities of the St. Louis Radio Council and are furnishing speakers on radio education to schools, civic and religious organizations.

Superintendent Hickey in organizing the Committee on Radio Education specifically asked the Committee to consider six points: The type of educational broadcasts needed; desirable methods of in-service training of teachers in radio utilization; the advantages offered a school-owned FM station; the value of radio in promoting and maintaining public relations; the use of recordings in classrooms; and the organization of a staff of radio education in the St. Louis Public Schools.

To the Instruction Staff of the schools, Hickey states that: "St. Louis has the opportunity to set a new national standard of excellence in the development of a comprehensive program to take full advantage of radio in public school education. The foundation upon which we can build a radio education program second to none has been laid in two years of painstaking study and preparation by the Committee on Radio Education working with the Division of Audio-Visual Education. . . ."

Co-incidentally, the entire May issue of The St. Louis Public School Journal, as a research and survey series, is taken up with the radio educational angle.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
S E E R A Y M E R

Send Birthday
Greetings To

May 21

Frank Cooper	Arthur Kemp
Dennis Day	Lucille Manners
Horace Heidt	Leonard Stokes

NEED YOUR GOOD OFFICES

Or practically any offices!

Raymond E. Nelson, Inc., brandest newest advertising and production agency, needs room or rooms large enough to swing the office cat. Already have office suitable for kitten tossing—new born size, that is; might be able to arrange a swap for economy minded confrere.

Will share space with company in allied field.

H-A-A-L-P, puhleeze!!

Call: ACademy 2-0055

Write: 210 Riverside Drive, N. Y. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 38

NEW YORK, N. Y., WEDNESDAY, MAY 22, 1946

TEN CENTS

Food Drive Under Way

Plans For UN Radio At Flushing Are Set

Plans for facilities to be made available to broadcasters for coverage of the United Nations General Assembly meeting at Flushing Meadows in September were outlined to network and station representatives yesterday by Chris Cross and Hugh Williams, UN radio officers, at a meeting in the RKO Building.

A standing committee was elected to represent the broadcasters in future liaison with the international body, (Continued on Page 7)

ABC Schedules Two Shows For Television Over WRGB

Schenectady—ABC's television department debuts a new half-hour women's program tonight over WRGB, the GE video station here, titled "At Home—and How!" Program, which will run for a series of four shows, features Fran Lee, the "Mrs. Fixit" of radio.

Also on tonight's video schedule is "The Mystery Chef," also a radio show. Programs are scheduled to go on the air at 7:30 p. m. EDT.

Orson Welles On CBS As Kaye Replacement

Pabst Sales Corp. yesterday set Orson Welles and his "Mercury Theater" as a summer replacement for its Danny Kaye show on CBS Friday nights 10-10:30 p. m. EDT. Welles will start June 7 and hold forth over the summer at least. Although Eddie Cantor will go on the Pabst show in 1947, it is not known as yet whether Kaye will do another stint in the fall. Agency is Warwick & Legler, Inc.

Tele Technique

Adopting television technique in the production of a fur style show, Maxine Keith, producer and radio commentator, will present live models stepping out of a giant-size tele receiver at the Hotel Pennsylvania today and tomorrow. Show is being sponsored by the New York Fur Dressers and Fur Dyers Association, prominent organization in the fur industry.

Pro and Con

Charles Siepmann, author, will speak for FCC program report and Sydney Kaye, attorney and vice-president of BML, will be heard against the report, at the Longacre Theater on Tuesday, May 28, at 8 p. m. The meeting is sponsored by the American Civil Liberties Union and was called by Thomas Carskaddon, chairman of the radio committee.

Receiver Production Seen Below Schedule

Radio receiver production for 1946 will fall far below "the optimistic estimates" made a few months ago, a spokesman for the Radio Manufacturers Association said yesterday at the organization's first industrial relations seminar at the Hotel Pennsylvania.

Despite the fact that there are now almost three times as many set manufacturers as there were before the war, monthly output during March and April of this year was one million, about 100,000 less than the pre-war

(Continued on Page 2)

To Discuss Stratovision At REC Meeting Today

The future of "stratovision" as it affects television and FM under development by Westinghouse and the Glenn L. Martin Co., will be discussed today by Walter Evans, vice-president and C. E. Nobles, young radar engineer.

(Continued on Page 2)

N. Y. Crash Of Army Plane Alters Schedules Of Stations

Crash of the twin-engined Army plane into the 58th story of the Bank of Manhattan Co. building Monday night, was well covered by radio, which kept the listeners informed via bulletins until the full story was assembled. Both network and local outlets flashed the news shortly after 8:10 p. m., some key stations of networks waiting for an opportune time, broke in a little later.

Newsrooms dispatched men to get

NYC Indies Beat June 3 Starting Date; Diversified Programs Now On Air; Philadelphia Outlets Participate

Coast Program Idea Might Affect Webs

West Coast Bureau, RADIO DAILY
Hollywood—A plan for a transcribed radio show to be broadcast over leading independent stations for multiple sponsors has been developed by Larry Crosby in co-operation with artists, managers, advertising agency men, and former members of Armed Forces Radio Service. It has been submitted to Bing Crosby and other radio and screen stars, and if placed

(Continued on Page 6)

Aeronautics Adm. Favors Tele Antennas In Cities

Washington Bureau, RADIO DAILY
Washington—The Civil Aeronautics Administration favors construction of television towers in cities rather than in the open country, a sub-committee of the House District Committee was

(Continued on Page 8)

Earle C. Anthony Testifies At Hollywood Tele Hearing

West Coast Bureau, RADIO DAILY
Hollywood—Earle C. Anthony, head of Earle C. Anthony, Inc., testified at the FCC television channel hearing yesterday. He disclosed some of the

(Continued on Page 8)

By IRWIN ROSTEN
Staff Writer RADIO DAILY

Although the official radio drive on behalf of the Emergency Food Collection is just getting under way, with network participation due to begin June 3, New York's indies already have scored an impressive record in appealing for aid for famine victims.

One of the first major promotions was WLIB's "Lest Millions Die" an all-day program appealing for food donations. Among those who participated were Gertrude Lawrence,

(Continued on Page 3)

New England Group In Co-Op Venture

Ten New England stations have banded together as "The New England Group" with WCOP, Boston, as the originating station, for the purpose of broadcasting Fletcher Wiley's "Sunrise Salute" and the "Housewives Protective League" programs as localized co-ops. While all the stations comprising the group are ABC affiliates it is pointed out that the pro-

(Continued on Page 7)

Bob Davis Gets Promotion; Now WEAJ Publicity Head

Bob Davis, trade press editor of NBC, has been promoted to the post of publicity director of WEAJ, James Gaines, manager of the station, announced.

(Continued on Page 2)

Out Of The Red

Washington—A Brooklyn vet, stranded here as a result of the loss of his wallet, attended the Professor Quiz program and was chosen as one of the contestants. After the show he was out of the red and no longer blue. He walked off with \$160 in prize money and rode back to Brooklyn in the club car, with one of the best records achieved on the program by a bluejacket.

(Continued on Page 7)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tues., May 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

"Bud" Watson Injured

Detroit—Loren L. "Bud" Watson, Jr., sports editor and continuity director of WJR, Detroit, and his wife are in St. Lawrence Hospital, Lansing, Mich., with painful injuries sustained when their automobile, driven by Mrs. Watson, collided head-on with another car Sunday just west of Lansing. According to attending physicians, their condition is reported to be serious, although they are out of danger.

Watson, former sports director for United Press radio division of New York, was returning from Holland, Mich., where he had been covering the famous tulip festival by means of portable wire-recorder for WJR.

Watson is the son of Loren Watson, Bronxville, N. Y., well-known radio executive of New York.

ANNOUNCERS

Program Director, Omaha FM station, will interview announcers Wednesday and Thursday nights. Harvey Twyman, Room 303, Great Northern Hotel, New York City.

Receiver Production Seen Below Schedule

(Continued from Page 1) peak. Production during the next few months may fall off considerably, the spokesman added, because of the shortage of copper and the far-reaching effects of the coal strike.

The first of its kind in the radio field, the seminar opens a new field of activity for the RMA. Future confabs will be held regularly, with the next one probably in Chicago.

About 150 executives attended yesterday's session, which featured informative talks on various phases of collective bargaining. Lawrence B. Morris discussed "Preparation for Collective Bargaining." C. F. Mugridge spoke on "The Art of Negotiating the Labor Agreement," and O. C. Cool outlined "Current Trends in Collective Bargaining." Glenn W. Thompson, chairman of the RMA industrial relations committee, presided.

R. C. Smyth, of Bendix Radio, presided at yesterday's luncheon which featured an illustrated talk by Dr. W. E. Gelhard on "The Scope and Functions of the Industrial Relations Program." Industry-wide collective bargaining was the topic of a talk by Moses Shapiro in the afternoon session, which was presided over by Arthur Freed, vice-president of Freed Radio Corp.

The seminar continues today with a panel discussion on union and employer responsibility by William H. Davis, Vincent P. Ahearn, Ed J. Brown and Julius Emspak. Marvin A. Heidt, vice-president of Bendix, will speak on "Observance of the Labor Contract" at luncheon.

Swift, Miller Receive New WABC Appointments

G. Richard Swift has been appointed assistant general manager of WABC, key station of CBS and Don Miller has been named sales manager, it was announced over the week-end by Arthur Hull Hayes, general manager.

Swift, with the network since 1931, was formerly program director of WABC, in which capacity he will continue to serve. He replaces John H. Field, Jr., recently resigned. Miller had been an account executive in CBS Radio Sales prior to his present appointment.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives

Bob Davis Gets Promotion; Now WEAJ Publicity Head

(Continued from Page 1) nounced yesterday. Davis, who has been with the network press department for the past two years, will be succeeded as trade editor of NBC by Josef Dine, formerly associate editor of Tide magazine. Prior to joining NBC, Davis was associated with WOR and Warner Brothers publicity department on the west coast.

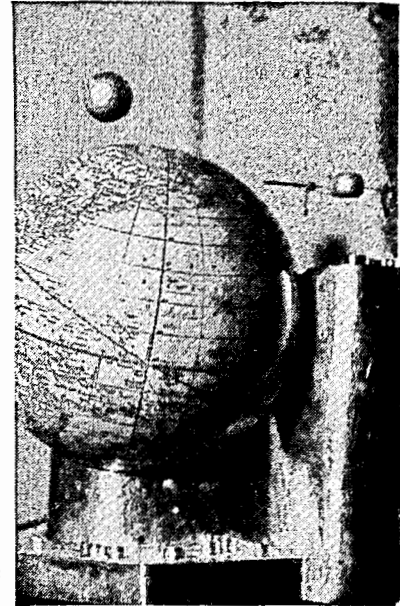
To Discuss Stratovision At REC Meeting Today

(Continued from Page 1) neer who conceived the plan at the Radio Executives Club luncheon-meeting at the Hotel Roosevelt. Meeting is scheduled for 12 noon.

In addition to the discussion, announcement will be made of the complete panel of officers of the REC for next season.

Four Egyptian Editors Here On American Tour

Four Egyptian journalists arrived in New York last week to make a tour of the United States radio and newspaper activities, and will include among their itinerary a visit to CBS radio and television studios. In addition, the group will appear on the CBS "News of the World" broadcast today, May 22 at 6:45 p. m., EDT.



Ingenious air pressure

In that picture is a revolving globe of the earth similar to those used by geography students. Hovering over it in empty air is a miniature model of the moon and a model airplane which is bobbing between the two.

It's an amazing stunt achieved by air pressure.

There's been some talk here in Baltimore of putting a roof on the Municipal Stadium on the same principle.

But the kind of air pressure we want to talk about is the kind of sales pressure W-I-T-H puts on a product. W-I-T-H is the successful, independent radio station that delivers more listeners-per-dollar-spent than any other station in town.

That's why smart time buyers put it on the lists where cost per sale is carefully scrutinized. No doubt about it... W-I-T-H is your buy in Baltimore!



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

ROSS FEDERAL RESEARCH CORPORATION. Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations. Executive Offices 18 E. 48th Street New York 17, N. Y.

Big Drive For Food Planned By N. Y., Philadelphia Outlets

(Continued from Page 1)

James A. Farley, F. H. LaGuardia, Ruth Hussey, Bill Mauldin, Noel Toy, Dr. Oscar Lange, Athena Lorde, Melvyn Douglas, Ellen Mahar and Estelle M. Sternberger.

By far the most spectacular pitch is being made by WNEW, which is devoting five full days to the campaign, one for each borough in the city. All programs have been reshaped to fit the famine theme, following a pattern set in the outlet's recent cancer drive. All programs are making direct appeals for food and money donations, and the car pool and mobile services of the AWVS have been made available to the station to pick up contributions. The drive was kicked off in a highly dramatic manner Sunday night when five "Paul Reveres" mounted on white horses rode through the streets of Manhattan to begin collections.

"Food Bank" And "Bread Bank"
WMCA has set up two listener projects, a "Food Bank" and a "Bread Bank." The former promotes contributions of canned and packaged foods to collection depots, while the latter is directed toward cutting down consumption of wheat products. The Food Bank is being implemented by the enclosure of a food pledge with all studio audience tickets. Signed pledges are collected at the studio door and turned over to EFC headquarters. The Bread Bank, inaugurated by Susan B. Anthony and Eunice Hill, is being distributed to listeners and interested organizations.

WHN Plans All-Day Drive
Highlighting WHN participation will be an all-day drive, tentatively set for May 28, for cash donations, with MGM stars and station personalities taking pledges over the phone. The drive would be climaxed by a special appeal by Red Barber during the ball game set for that night. In addition, all news and commentary shows on the station are carrying special messages calling attention to the food shortage and the need for conservation.

WQXR Commentators Charlotte Adams and Alma Dettinger have gone all-out for the campaign to bring the message home to the city's housewives. The famine problem was discussed on the outlet's Youth Forum last week and will be the topic on "What's on Your Mind?" June 4. Army and Department of Agriculture ET's and spots round out the campaign.

Theme for a nation-wide spot campaign, originated by George S. Carles-

co, WINS continuity director, has been adopted by the Famine Emergency Commission. One-minute ET's featuring Helen Hayes, Gertrude Lawrence, Raymond Massey, Eddie Dowling and Ben Grauer were written and produced at WINS and cut for national distribution. Guest speakers plugging the campaign have been appearing regularly on the Dorothy Day and Jack Bundy stanzas.

Under direction of Harry Levin, the EFC's radio section has sent out kits containing 15 and 30 second spots, human interest stories from famine-stricken areas, and special appeals by celebrities. Augmenting the kit is a special disc just completed, featuring appeals by Ralph Bellamy, Ingrid Bergman, Ralph Morgan, Helen Hayes, Walter Huston, Lily Pons, Raymond Massey, Cary Grant, Mary Pickford, Tallulah Bankhead, Herbert H. Lehman, Irving Berlin, Sonja Henie and Gracie Fields.

WCAU Plans Campaign

Philadelphia—WCAU will launch an unprecedented campaign in support of the national food program and the Philadelphia plan by using every station break and frequent commentaries for the next eighteen days to urge universal participation in the drive to help the starving millions in Europe and Asia, it was announced yesterday by Leon Levy, president of the station. Between every two programs approximately 100 times per day WCAU announcers will urge help the starving by a fifteen-cent food coupon today.

Additionally every local artist and every newscaster on every occasion at the microphone will explain the details of the drive, the need for it and will conclude with an appeal for public co-operation.

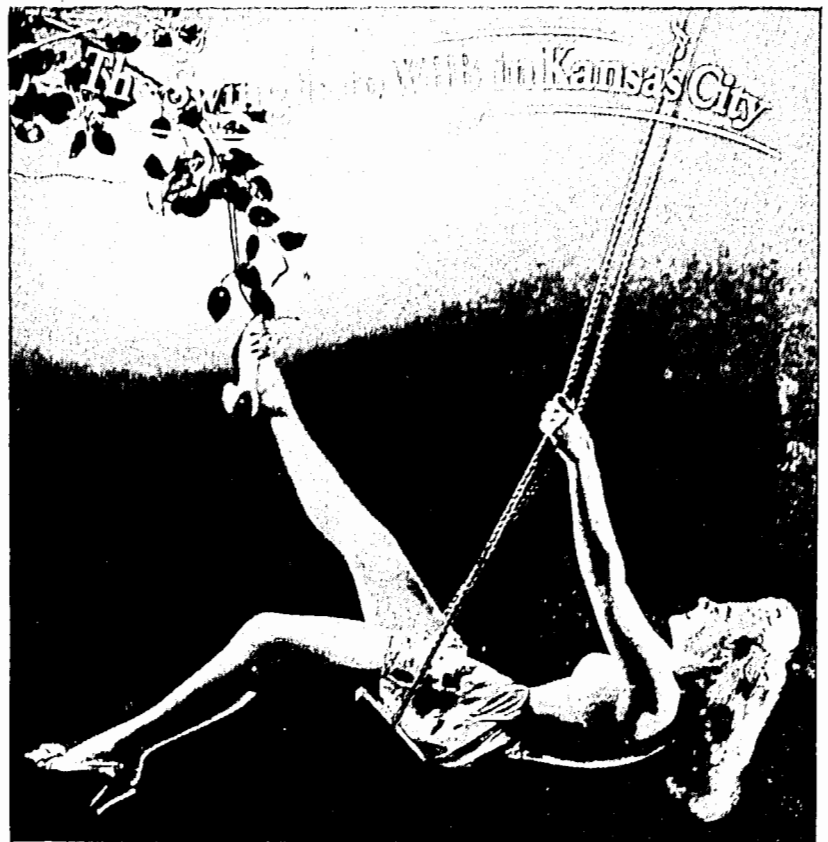
All of WIP's time signals are plugging the campaign via the following announcement: "At the time signal, it will be — o'clock, EDST, time to share our food with Europe's starving people."

Uridge Named WJR "V.-P."

Detroit—Owen F. Uridge yesterday was elected vice-president and general manager of WJR, the Goodwill Station, Inc., by the board of directors in regular session, it was announced by G. A. Richards, president and principal owner of the company. He succeeds Leo J. Fitzpatrick, whose resignation was announced a week ago.

Slater Gets Award

Tom Slater, director of special events for Mutual, is the recipient of the 1946 National Headliners Club Award "for the best special events broadcast of the year." Slater was cited for the Mutual broadcast of the Army's experiments in which radar contact was established with the moon.



... and We're Swinging with "Queen for a Day"! 22,000 Kansas Citians Saw Her April 11-12th.

Last month gave another demonstration of WHB's terrific pulling power, when "Queen for a Day" visited Kansas City. All 22,000 "studio audience" tickets were requested by mail from listeners *eight days in advance* of the Queen's appearance—as a result of only thirteen announcements offering admission. The "studio" was the Arena of Municipal Auditorium... biggest hall in Kansas City... and it was jam-packed from rafters to footlights with 11,000 spectators at each performance. Back in 1937, WHB celebrated its 15th Anniversary by staging a "Birthday Party" in this same Arena. The record of those days still stands: *WHB is the only radio station ever to fill that immense auditorium with spectators for a strictly local radio show!* It was a show by local WHB talent, promoted exclusively over WHB (no network show prestige, no newspaper ads, no newspaper publicity). *WHB did the job alone!* That same audience-building "punch" is still effective at WHB—ready to go to work selling *your* goods or services!



For WHB Availabilities, 'phone DON DAVIS at any
ADAM YOUNG office:

- New York City, 18..... 11 West 42nd St..... LOnacre 3-1926
- Chicago, 2..... 55 East Washington St..... ANdover 5448
- San Francisco, 4..... 627 Mills Building..... SUtter 1393
- Los Angeles, 13..... 448 South Hill St..... MICHigan 0921
- Kansas City, 6..... Scarritt Building..... HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY HOOPER INDEX FEBRUARY '46	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A. M. MON. THRU FRI. 8 A. M. — 12 Noon	25.5	24.7	14.8	20.3	7.3	5.7
WEEKDAYS P. M. MON. THRU FRI. 12 Noon — 6 P. M.	17.1	22.4	25.6	15.3	16.1	2.8
SUNDAY AFTERNOON 12 Noon — 6 P. M.	24.5	29.1	25.2	9.1	10.6	1.2
SATURDAY DAYTIME 8 A. M. — 6 P. M.	25.0	31.7	15.5	5.6	18.3	3.9

LEN STERLING

LA 4-1200

MANNING

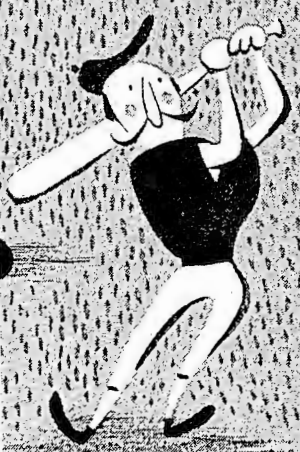


missed the Mudville classic

If the mighty Casey had struck out in Cleveland instead of Mudville—Tom Manning would have covered it. Cleveland is Tom's own special bailiwick, and to northern Ohio listeners his voice is as well-known as the letters W-T-A-M.

As WTAM's Director of Special Events, Tom Manning brings to the microphone a constant procession of sporting events, interesting personalities and unusual happenings. From the 1932 World Series to this year's National Open—it's Manning at the mike.

Exciting coverage of special events is only one phase of WTAM's service to the Cleveland area. Top-flight local features plus the NBC Parade of Stars have made thousands of radio listeners into *responsive* WTAM fans. Why not make these fans yours?



FIRST IN CLEVELAND

WTAM 

50,000 WATTS

Represented by NBC SPOT SALES

LOS ANGELES

By RALPH WILK

A RADIO package deal has been built around Ferde Grofe, noted composer-conductor, and is now up for Fall consideration. Idea and scripting job was done by Milton Watt, who headed two Army Air Forces radio divisions on the East Coast for three years.

Radio Producer Arthur Kurlan has signed Screenwriter John McClain as scripting collaborator on a new comedy-drama radio series featuring leading characters of the stage-screen hit, "My Sister Eileen." Lucille Ball will be starred in the series, which Kurlan will audition as a package show for network sponsorship next fall.

Merritt Willey, recently discharged from the U. S. Navy, has joined the Tullis Company as account executive in the radio department. Previous to his service in the Navy, Willey attended USC and majored in advertising for four years.

Paul Terry has been appointed copy chief of the Potts-Turnbull Company. For the past fifteen months he has written the cosmetic commercials on the "Hollywood Fan Magazine of the Air" radio series for Bullock's, and formerly was radio director and copy chief of the Dana Jones Agency. In addition to his new duties at Potts-Turnbull's Western Division, Terry will continue to write the commercials for the Bullock's program over KFI.

New Coast Program Idea Might Affect Networks

(Continued from Page 1)

in operation, it is believed it would affect network programming.

Under the proposed plan, transcription programs could be broadcast over 500 to 800 stations and the star would gain a net income from radio with substantial reduction of time and effort expended. It would also benefit the stars' over-all tax position by safely and legally deferring his multiplied radio income for a period of time far in excess of the period in which such income would be earned, and would bring stars into localities where networks have no affiliated outlet or where their station has poor reception.

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



Notes From An Aisle Seat...!

● ● ● A lot of radio actors we know are hoping that Pasquel gets interested in that field in Mexico. . . . New Yorker may readying a profile on NBC's John Royal. . . . American Home Products interested in landing Bob Burns or Hildegard. . . . Look for a big price war between fountain pen mfrs. with heavy promotion dough spent on all sides. . . . Andy Russell has the only non-exclusive contract ever handed out by the Hit Parade to a singing star. . . . Frankie Carle broke all records out in Omaha with a \$25,000 week, topping Tommy Dorsey's mark by over a thousand. . . . Owen Jordan out of the lead on "Terry & The Pirates" to hand it back to returning vet, Cliff Carpenter. . . . Betty Garde mulling over several legit offers. . . . Jackie Kelk has a piece of Paula Stone's new show, "Love That Girl." . . . Evelyn Knight opening at the Versailles on the 28th. . . . Eddy Duchin starting to get some of that Sinatra fan mail. . . . Billie Burke show handed its notice. . . . New show-case for theater talent: John Golden caught Ann Thomas in the Standard Brand television show and immediately called her for a legit role. . . . Nelson Case has been offered the post of coaching Pres. Truman in radio delivery and technique. . . . Fifty minutes after the C-45 Army plane crashed into N. Y.'s Bank of Manhattan Bldg. on lower Wall Street, WINS's roving reporter, Johnny Grant, was on the spot with his wire recorder giving out an exclusive seven-minute description of the scene. . . . Bob Novak has resigned from Mutual to go into independent production. He'll continue directing "True Confession" twice weekly.

★ ★ ★

● ● ● Wonder howcum none of the serials or dramatic shows on the air devote themselves to sports, considering that's probably the number one dish on any kid's hit parade. We seem to recall, as a kid, that we couldn't get enuf of stuff like "The Leather Pushers," Frank and Dick Merriwell, etc. Don't tell us the kids of today have changed that much. For the most part all they're served now are crime stories and cops and robber stuff. Jimmy Walker summed it up best when he confided that his nine-year-old boy is becoming neurotic from listening to all the horror stuff on the air and that he's afraid of entering a dark room now. With millions of kids all over the country playing baseball, basketball, football, etc., you'd think the producers would fall all over themselves trying to land some good sports properties.

★ ★ ★

● ● ● Thoughts While Strolling: Can't remember when we've enjoyed a show as much as "Call Me Mister," with Harold Rome's out-of-the-world lyrics and music. . . . Highspot in radioture this week was Phil Harris outtalking Senator Claghorn—and that ain't a joke, son. . . . Murray Forbes' "Hollow Triumph" sold out its entire first printing (15,000 copies) on publication day. Tome is custom-built for the celluloid factories. . . . Doug Coulter's Gal Friday, Pearl Wolf, who's been with CBS for the past 8 years, leaving that organization Friday. No immediate plans. . . . A femme exec at one of the agencies is being cautioned regarding her lost week-ending. . . . Monica Boyar, who now pays her piano-accompanist \$175 per week, was herself only netting \$65 a year ago at the Park Central. (See, Mama, what publicity will do for you!) . . . Tough about Alan Courtney, whose medico has ordered him to a drier clime due to a severe sinus condition. Alan is emcee of WOR's "Record Carnival" and one of radio's more prolific personalities hereabouts and leaves for Arizona before long. . . . Sign on theater marquee: "Pardon My Past" and "Because Of Him."

★ ★ ★

● ● ● Our Hat's Off Dep't: Joe Besser's comedy antics in Columbia's "Talk About A Lady." Joe's clowning stole the film as we knew he could do all along. . . . The smart scripting of Marty Ragaway and Len Stern on Jimmy Edmondson's stanza. . . . The King Cole trio at the Zanzibar. . . . Jack Albertson's sock comedy on his 1:30 p. m. period over WMCA Sundays.

SAN FRANCISCO

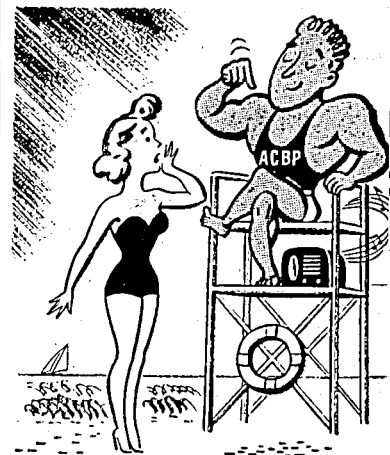
A SERIES of eye-witness accounts of preliminary preparation for atom bomb tests on Bikini by chief Austin Fenger are being given daily over KSFO of the Universal network. Fenger, accompanied by V. Hamilton, executive vice-president of UBC, and Allan A. Kees, UBC engineer, flew to Bikini May 14th to make the transcriptions for the broadcast.

Frank Samuels, ABC Western Division sales manager, planned here for Hollywood for a week's conference with network sales officials.

Barbara Lee, KPO air columnist was the only feminine radio commentator aboard the Shangri-La on the preview of the atom-bomb tests.

Four Oakland radio stations combined forces for a unified 45-minute broadcast in the interest of the National Safety Council's "Green Cross" safety campaign. The show was arranged by program directors I. Wassenberg of KROW; Jerry Mort of KLX; Sylvia Chandler, KWBR; and Don Hambly, KRE.

KPO is building a complete entertainment unit for the Oakland Post-Enquirer's "I Am an American" ceremonies using studio singers and musicians. Jack Gregson is emcee.



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

52%* more listeners . . .

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

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

WFPG
ATLANTIC CITY
ABC NETWORK

Crash Of Army Plane Gets Full Radio Report

(Continued from Page 1)

William Fariss, the program and production head for WBYN immediately assigned Jay McMullen of the special events staff to head for 40 Wall Street on the first flash. McMullen phoned a complete story from the Atlas

RCA Service

RCA International came to the aid of NBC and ABC in their coverage of the airplane crash by making available their transmission facilities for network feeding. The RCA offices are located at 66 Broad Street, three blocks from Wall and Pine, scene of the crash. Margaret Glover, night manager in charge of RCA, also made equipment available for radio photo transmission.

offices which bore the brunt of the crash, at approximately 9:15 and at 1:15 back at the WBYN studios, McMullen did an interview on the scene of the crash.

WABC-CBS immediately interrupted its regular program to announce news of the crash at 8:35 p. m. and spotted bulletins frequently thereafter.

Dave Driscoll Heard

Paul Killian of WOR made a recording in the wrecked offices of the Atlas Corp. where President Floyd Dulum was just making his way through the crowd to see what was left of the place. Although made earlier in the evening, the recording was broadcast during the 11-11:15 p. m. newscast by Van Deventer. Also WOR cut on the Mutual network the Killian recording at 11:30 p. m. Earlier Dave Driscoll put on a lengthy bulletin (around 9 p. m.)

Fifty minutes after the C-45 crash, Johnny Grant, WINS roving reporter, was on the spot with his wire recorder. From a vantage point in a neighboring skyscraper an exclusive seven-minute description of the ruin and destruction resulting from the crash plus first-hand reports by witnesses in the street were recorded and broadcast on WINS's 11 o'clock news Monday night.

Ascap Elects Connors To Board Of Directors

Ascap board meeting yesterday afternoon elected Frank Connors to fill the vacancy on the board as a result of the recent death of Walter Fischer, of the Carl Fischer music house. Connors, a son-in-law of Fischer, is a member of the publishing firm.

Plans For UN Radio At Flushing Are Set

(Continued from Page 1)

with Stanley Richardson, of NBC, as chairman. Other members are Tom Slater, MBS; Jo Ranson, WHN; Elliott Sanger Jr., WQXR, and J. Arthur Lazell, OIC.

There will be 14 booths at Flushing, as compared with 10 at Hunter College, and they will be larger and better ventilated. A booth has been assigned to each of the four webs, OIC, BBC, CBC, WMCA, WNYC, NBC International, CBS International, and one for out-of-town stations. WHN will share a booth with WLIB, and WQXR with WNEW. It was understood that the NBC and CBS short-wave booths will be made available to foreign broadcasters if the occasion arises.

In addition, there will be two work rooms, one for the webs and one for indies, and two 10 by 15 studios, which the broadcasters will be asked to soundproof at their own expense.

The committee is to meet early next week to discuss such problems as accreditation, booth location assignments, and transportation. Facilities to be available for Security Council sessions at the Sperry plant at Lake Success also will be handled through the committee.

Among those present at yesterday's meeting were: Charles Collingwood, CBS; Tommy Velotta, ABC; Tom Slater and Leslie Nichols, MBS; Stanley Richardson, NBC; Henry Wefing, CBS; George Field, WEVD; Cliff Evans, WLIB; Paul Killian, WOR; Ann Kozcko, CBC; Arthur S. Tobey, BBC; Douglas Straus, WMCA; Elliott Sanger Jr., WQXR; Jo Ranson, WHN; Arthur Lazell, OIC.

"What's Coming In Tele" Told Westerners By Bock

Newspaper editors and publishers of the Rocky Mountain region learned "What's Coming in Television" from Hal Bock, NBC chief of the Western Division Television Department, when they gathered at Boulder recently for Colorado University's Newspaper Week. Conferring with KOA executives, Bock showed films outlining some of the tele programs now being seen in the New York area and telling of the company's plans at their monthly staff meeting. His trip to Denver and Colorado in one of several capacities took on the nature of a reunion with KOA's general manager, Lolyd E. Yoder, former KPO manager in San Francisco.

Send Birthday Greetings To

May 22

James Farrell H. Ward Wilson
James L. Fouch

New England Group In Co-Op Venture

(Continued from Page 1)

gramming venture is entirely independent of the network.

The ten stations which will participate in the commercial program exploitation are WPOR, Portland; WMUR, Manchester, N. H.; WCOP, Boston; WORC, Worcester, Mass.; WSPR, Springfield, Mass.; WNBH, New Bedford, Mass.; WFCL, Providence, R. I.; WTHF, Hartford, Conn.; WELI, New Haven, and WSTC, Stamford, Conn.

Plans call for inauguration of the cooperative program venture Monday, June 2. "Sunrise Salute" will be broadcast Monday through Saturday, 6 to 7 a. m., and "Housewives Protective League," Monday through Friday, 1:30 to 2 p. m., with the possible exception of Portland and New Haven which may carry delayed broadcasts.

John Trent, formerly chief announcer of WCAE, Pittsburgh, has been assigned to the post of chief of staff for the Fletcher Wiley organization. He will headquarter at WCOP, Boston.

ABC Sets Tele Operation On Three-Station Basis

ABC will launch television operations on a three-station basis beginning next Friday, May 24, when it establishes a regular weekly program arrangement at WPTZ, Philco outlet in Philadelphia. With Philadelphia as a regular origination point, the ABC outlets reach a total of three, with New York and Schenectady as the other outlets used.

The network will make its debut as a WPTZ regular with a live half-hour dramatic program the first of which will be the one-act play "The Valiant."

All broadcasts from Philadelphia will be scheduled for 8 to 8:30 p. m. on Fridays. Current ABC telecasts from WABD-Du Mont, are scheduled for Tuesdays or Thursdays, and Schenectady programs are aired over WRGB on Monday and Wednesday. The Philadelphia shows will originate from the new Philco studios in the Architect's Building on Broad Street.

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rosser, General Manager
F.L.C. & P.F.I.S., Inc., Exclusive National Representatives

to reach two
Pennsylvania
sales-rich
markets
BUY...

WEST
EASTON, PA.
(PHILLIPSBURG, N. J.)

WAZL
HAZLETON, PA.



NBC

MUTUAL

Represented By
Radio Advertising Co.

ARE YOU
"EXPLORING THE
UNKNOWN?"
CALL
MORT LAWRENCE
LE. 2-1100
(HE ACTS ON THIS ONE, TOO!)

COAST-TO-COAST

— WISCONSIN —

MILWAUKEE—WISN widened its public interest field with the inauguration of two new weekly studio discussion-type shows. The additions are the "New Generation" which is designed to encourage the younger age to discuss current events of interest primarily to their age group, and the "What Do You Think" program which is a forum-type show emphasizing discussions by adults in current topics in various fields. Woods O. Dreyfus, WISN program director, is handling preliminary arrangements for both half-hour shows. . . . Paul Bartel, formerly associated with WIND, Chicago, has been added to the announcing staff of WFOX which takes to the air June 1.

— IOWA —

SIoux CITY—L. T. "Ben" Walsh, former infantry lieutenant, has been added to the KTRI news staff and will take over all local coverage of news for the outlet.

. . . **DES MOINES**—Virginia Cronin has joined the staff of KRNT in the role of receptionist replacing Virginia Lyon who returned to her home in Walla Walla, Washington. . . . **WATERLOO**—M. S. McClaran, KXEL auditor, will act as general chairman of the Northeastern Iowa Band Jubilee to be held here May 25. The Jubilee is conducted in conjunction with the state convention of the Iowa Band Masters' Association, and is sponsored by the Waterloo Junior Chamber of Commerce.

— CONNECTICUT —

HARTFORD—Laura Gaudet, WTIC concert artist, will participate in the Twelfth Annual Folk Festival to be held in Cleveland May 22 to 25. The outlet will sponsor Miss Gaudet's appearance in the festival, which this year is under the joint auspices of the Cleveland Sesquicentennial Commission and Western Reserve University. Paul W. Morency, vice-president and general manager of the Travelers Broadcasting Service Corp., recently announced the appointment of Frank F. Atwood of the University of Connecticut, as WTIC farm director.

— ILLINOIS —

CHICAGO—Jack Kirby, young vocalist who made good in Pittsburgh, has been signed as a member of WBBM's staff of vocalists and will debut June 10, when he appears as guest soloist on the outlet's prize-winning show "Melody Lane."

PRIVATE SECRETARY

Are you in the market for a competent secretary with well rounded radio background? Five years' experience including two years' transcription company and radio station, six months network. Two years public relations Marine Corps Women Reserve. Write:

Box No. 178, RADIO DAILY
1501 Broadway New York 18, N. Y.

Aeronautics Adm. Favors Tele Antennas In Cities

(Continued from Page 1)

told yesterday by a CAA official. The statement was made by William J. McKenzie, chief of the aids and hazards staff of CAA flight operations.

McKenzie testified in opposition to a House bill which would ban construction of tele towers in Washington residential areas. His testimony followed a warning to the committee by J. R. Poppele, TBA president, that the legislation would "retard television installation throughout the country." He said the "pattern" established in Washington would spread to other cities throughout the country.

McKenzie told the committee that "from the standpoint of safety of air commerce, we would be bound to say that it's better to have towers located in cities than in the country."

Interstate Circuit, Texas Sets Theater Quiz On TQN

Dallas—The Interstate theater circuit, constant user of air time both here and on regional networks, has announced a new radio show to take to the air each Wednesday evening for the next 21 weeks to be heard over stations of the Texas Quality Network and which will originate in various theaters of the Interstate Circuit in Texas.

According to Conrad Brady, head of Interstate's radio department, the series will serve as a test of theater patrons' knowledge of the screen and its stars, with cash prizes awarded. Patrons answering questions correctly will qualify for an opportunity to answer the "Box Office" question, which will serve as the climax of the proceedings. This question will pay \$50 plus a personal gift from some film star.

N. Y. Public Library To Demonstrate Tele

A press demonstration of the television project of the New York Public Library, which began last February under the sponsorship of the City College of New York and the Farnsworth Television and Radio Corporation, will take place today at the Yorkville Branch of the library.

The class in television programming, which is being carried on in the library, will televise the performance of a play, while the same play will be viewed on receivers in another part of the building.

Shortwave WOV Script Over NBC Tomorrow

A segment of "Mr. Colombo Discovers America," Peabody award script written by Arnold Hartley, program director of WOV, will be aired tomorrow over NBC on a short-wave broadcast to South America. Program will be part of a special presentation of the series Radio de America in Spanish.

Earle C. Anthony Testifies At Hollywood Tele Hearing

(Continued from Page 1)

things that will be offered to the public with television, and what a boon it will be to the housewife. Television, he said, will be able to bring forth new gadgets; also fashion shows with models, and stressed what a boon television would be to farmers, with technical demonstrations of new implements and proper planting, etc.

Anthony was asked by counsel for Hughes Tool Company if he was willing to spend \$1,800,000 in television, to which Anthony replied he was. Attorney also asked Anthony if he would be willing to take a loss of \$400,000 a year. Anthony replied that depended on income from KFL.

Anthony said that he thought television would be profitable only when television sets become available to everyone at reasonable prices.

Receive Treasury Awards

Clarence L. Menser, the National Broadcasting Company's vice-president in charge of programs, and NBC Director of Sports Bill Stern, have received Treasury Department silver medal awards from Vernon L. Clark, national director of the Treasury Department's U. S. Savings Bond Division.

Scheff Soloist With NBC Symph.

Walter Scheff, baritone featured with Fred Waring and his orchestra, will be heard as soloist with the NBC Symphony Orchestra, this Sunday.

AGENCIES

RAY VIR DEN has been elected executive vice-president and general manager of Lennen & Mitchell, Inc., New York. He now supervises the accounts of the P. Lorillard Co. and the Tide Water Associated Co. As executive vice-president, will assume the administrative responsibilities of the agency, which 1945 had billings of \$15,000,000.

GOLDMAN & GROSS, Chicago, announce the addition of Miss Jo A. Munson to their copy staff. Miss Munson formerly was with the Chicago offices of Campbell-Mithun, Inc. and Ruthrauff and Ryan.

JACK SEGAL, after having been the intelligence branch of the arm forces for four and a half years, has rejoined the educational department of the Edward B. Marks Music Corporation.

THE PHILLIPS AND BENJAMIN COMPANY, Waterbury, Conn., has appointed Compton Advertising, Inc. to handle advertising in connection with Sno-Mist, a powder deodorant.

J. W. PEPPER has been placed in charge of industrial and trade advertising on the Sinclair Refining Company account at Hixson-O'Donne Advertising, Inc., New York.

THE Allentown Record Company INC.

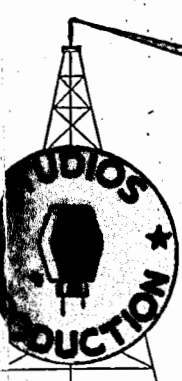
announces

the fabrication of high fidelity
vinylite records

FM Quality on Every Record

JOHN J. H. PEYSER
President and General Manager

NEW YORK 19: 1776 Broadway, Room 703, Circle 7-1391
PLANT: 10th and Walnut Sts., Allentown, Pennsylvania



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 35, NO. 39

NEW YORK, N. Y., THURSDAY, MAY 23, 1946

TEN CENTS

FCC Grants 94 Renewals

ABC Asks FCC Okay of Million-Share Sale

In a precedent-breaking plan, ABC has asked the FCC to okay sale of 1,000,000 shares of the net's stock to the public for an expected price of approximately \$15,000,000.

Involvement in the request for transfer of control are the four ABC-owned stations, WJZ, New York; WENR, Chicago; KECA, Los Angeles, and KGO, San Francisco. The stock offering will reduce the holdings of Edward J. Noble, chairman of the ABC board, from 77 per cent to only 35.5 per cent. Commenting on this reduction in (Continued on Page 8)

Advertising's Responsibility Outlined By ANA President

Cincinnati—The American standard values "has begun to shift its emphasis from materialism to the humanities," bringing about "broader horizons of what advertising can contribute to the new science of human relationships," Paul West, president of the ANA, said yesterday before a meeting of the Cincinnati Advertisers' Club.

"American enterprise can only win (Continued on Page 2)

En Banc Sessions Of FCC Shifting, Wed. To Thurs.

Washington Bureau RADIO DAILY Washington—The FCC yesterday announced that, beginning June 1, the regular En Banc Sessions will be held on Thursday at 10:30 a.m., instead of Wednesday as heretofore.

Novice?

Powell, Wyoming—KPOW, which joins Mutual Broadcasting System on June 15, has already sold eight MBS co-op shows, just for a starter. Pay-off is that Del Brandt, commercial manager of the station, sold the co-ops as his first selling venture. His previous post at the station was chief engineer and announcer. He thinks he'll stay in sales now.

Thespians

Washington—Three Washingtonians of Radio Row have turned "legit" for the summer in addition to their radio activities. Evelyn Fryman, president of AFRA, and announcers Reg Allen and Glenn Taylor of WTOP-CBS have reopened the Olney Summer Theater in nearby Maryland. Their plans call for the casting of professional radio artists for major roles in all productions.

Weiss, Royal, Lubcke At W. C. Tele Hearing

West Coast Bureau, RADIO DAILY Hollywood—Testifying at the FCC television-channel hearing, Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, which is applying for a commercial television license, said that television expenses of Don Lee from 1930 to date were \$376,973.37, and that future expenditures will total \$608,507.67. Estimated television operation expenses for first year is \$172,084.78. (Continued on Page 5)

Court Postpones Action On WHN-WQXR Dispute

Hearing on Martin Stone's application for an injunction to prevent WHN from broadcasting "Books on Trial," a new book discussion show, yesterday was postponed until May 27 by New York State Supreme Court Judge Morris Eder. Delay was granted (Continued on Page 5)

Swezey New REC President; Stratovision Speakers Heard

Robert D. Swezey, vice-president and general manager, Mutual Broadcasting System, was elected president of the Radio Executives Club of New York by acclaim of the membership present at the luncheon-meeting session held yesterday at the Hotel Roosevelt. There being no opposition ticket, the by-laws of the REC provide for this procedure and was acted upon at the suggestion of Bill Wilson, chairman of the nominating com-

Commission Publishes Nation-Wide List Of AM-Station License Renewals, First Since Program Report

Washington—While warning that the step does not mean approval of station program structure, the FCC yesterday okayed 94 standard license renewals, the first since the Commission's blue book was released. By its action, the Commission avoided meeting the issue whether licenses will be revoked when a station fails to meet its "public service responsibilities."

The renewals, ranging up to nearly three years, were the first among the licenses of some 300 broadcast stations kept on a temporary basis pending close Commission scrutiny of program structures.

For the remaining stations, the Commission cautioned that in "instances where there appears to be extreme disregard of public service (Continued on Page 6)

Treasury Radio Dept. Moving To New York

Plans for the removal of the Treasury Department's radio section from Washington to New York on June 15, were announced yesterday in New York by Brent O. Gunts, radio chief of the Treasury. Office space has been assigned in the RKO Building.

In connection with the removal and plans for the Treasury's June Savings Bond Campaign, Gunts paid tribute to the support being received from the nation's broadcasters. He said that 852 stations are now carrying the "Treasury Salute" and that broadcasters have consistently offered time to the support of the postwar bond drives, and added:

"To find the American broadcasters (Continued on Page 6)

CBS Program Clinic Opens In N. Y. Monday

A total of 150 station executives are expected to attend the three CBS program managers' clinics in New York, the first of which gets under way Monday. The other two sessions begin June 4 and June 11, with a similar clinic slated for Hollywood June 3. All sessions will last three days.

William Fineshriber, assistant director of broadcasts; Robert Kennett, manager of program relations, and Roy Langham, assistant to the director of programs, will preside at all meetings.

Business sessions are slated for the (Continued on Page 6)

From The Flagship

Frederick Opper, American network reporter assigned to cover the atomic-bomb tests and now en route to the Bikini Atolls in the Pacific, was heard last night by shortwave on the network's "Headline Edition" program broadcast from 7-7:15 p.m., EDT. Opper, aboard the "Mt. McKinley," flagship of the atomic-bomb fleet, spoke for about three minutes.



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

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

FINANCIAL

(Wed., May 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	196 1/2	196	196 3/8	+ 3/8
CBS A	38 1/2	37 1/4	37 3/8	- 1/8
CBS B	37 1/2	37 1/4	37 1/4	- 1/8
Farnsworth T. & R.	15	14 3/4	15	+ 1/4
Gen. Electric	47	46 5/8	47	+ 1/8
Philco	36 1/4	35 1/4	35 1/2	+ 1/4
RCA Common	16 1/4	15 3/4	16	+ 1/8
RCA First Pfd.	93	93	93	- 1/8
Stewart-Warner	24	23 3/4	24	+ 1/8
Westinghouse	35 1/2	35 1/8	35 1/8	+ 1/4
Zenith Radio	36 1/4	35 5/8	36 1/4	+ 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	10 1/8	10	10 1/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 7/8	12 7/8
Finch Tele Comm.	14 1/2	15 1/2
Stromberg-Carlson	22	23 1/2
WCAO (Baltimore)	37	...
WJR (Detroit)	38	40

Mogle Writing Musical Shows

Bill Mogle, free lance writer, has been assigned the writing chores on "Forever Tops," heard on ABC Mondays at 9:30 p.m., and "Eugenie Baird Sings," heard on Tuesdays at 9:15 p.m. Mogle is working in collaboration with Paul Whiteman, musical director of the web.

Philco Dividend

The Board of Directors of Philco Corporation Monday declared a dividend of twenty cents (20c) per share of common stock payable June 12, to stockholders of record June 1, 1946. The previous dividend was 20 cents per share and was paid on March 12, 1946.

Coming and Going

Z. C. BARNES, Mutual network vice-president in charge of sales, has left on a trip to Indianapolis and other sections of the Middle West. He's expected back June 1.

WILLIAM A. SCHUDT, JR., eastern division manager of station relations for CBS, is back at his desk after having attended regional meetings of the NAB in Boston and Philadelphia.

W. W. CHAPLIN, roving reporter for NBC, was in Montreal Tuesday to cover the world conference for unification of regulations for commercial aviation.

FRANK O. MYERS, general manager of KCMC, Mutual affiliate in Texarkana, Tex., in town this week on a short business trip.

JOHNNY DESMOND is expected back today from Hutchinson, Kans., from which point he aired his program of last Saturday.

GERALD ADAMS and J. W. WRIGHT, senior engineers at CBS, and KINGDON S. TYLER, special assistant, are in Chicago to inspect the site for the new CBS color transmitter.

DON W. HAYNES, manager of the Glenn Miller-Tex Benecke orchestra, left town Friday on a short business trip to Detroit.

PETER HILTON, president of Musicraft Records, Inc., and IRVING FELT, president of Jefferson-Travis, parent company of Musicraft, leave today by plane for Hollywood, where they will spend two weeks on business.

EASTON WOOLLEY, director of NBC's station department, and E. B. LYFORD, assistant manager of the stations department, leave Saturday for Quebec, where they will attend the meeting of the Canadian Assn. of Broadcasters next Monday to Thursday.

MORGAN BEATTY, correspondent for NBC in Washington, D. C., who spent the early part of the week in Gotham, has returned to the Nation's Capital.

GEORGE HICKS, American network commentator, is expected back today from a trip to San Francisco and Hollywood.

GEORGE MOSCOVICS, commercial manager of CBS television, on a short business trip to Detroit.

JERRY LESTER, radio and stage comedian, is in San Francisco, for an engagement at the Copacabana.

MAURICE MITCHELL, sales manager of WTOP, CBS-owned station in Washington, D. C., is spending a few days in New York.



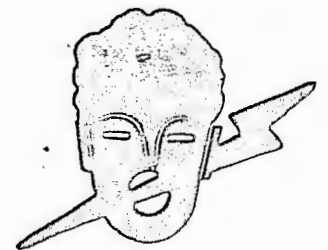
Lottery

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

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

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

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



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Advertising's Responsibility Outlined By ANA President

(Continued from Page 1)

and maintain social leadership and good will by demonstrating its good citizenship and statesmanship," he continued. "We have at our disposal the tools and the skills to demonstrate our genuine concern and interest in building a harmonious, prosperous and truly free America of tomorrow. These methods and talents have proved their worth in building widespread good will and confidence in our branded products. As we put them to work to build sounder relationships, we will earn that same confidence and good will for our institutions and for our American way of doing business."

Asks New Markets

An equal responsibility of advertising, West said, is to provide for high levels of employment by creating vast new markets for branded products. The major part of his talk, however, was devoted to the newer concepts of advertising.

"Ultimately human beings are more important to us than all our soul-less machines and all the things they produce. And for a dozen years we in industry just haven't had enough friends," said West.

Peter Paul Tele Program Staged By WOR Tomorrow

Special Feature news show, sponsored by Peter Paul, candy manufacturers, will be presented by WOR over the General Electric tele outlet WRGB, Schenectady, tomorrow night, 7:30-8 p.m., EDT. Program is produced by Dave Driscoll.

Show will have the following sequences: Film showing of the original atom bomb blast in New Mexico and still pictures of the cruise planes which will take part in the Bikini Atoll atom bomb tests; film made especially by WOR of the French fashion show in miniature at the Whitelaw Reid Mansion, New York, and described by Mrs. Harry L. Hopkins; motion picture film which interprets the American landscapes done by the French modern artist Leger; a roundtable discussion on the British loan; and a weather forecast prepared by Walter Untermeyer (with charts, etc.), WOR's weather consultant.

Van Subbing for Heatter

Lyle Van, Mutual's noonday newscaster, will sub for Gabriel Heatter for two weeks beginning May 26. Van will be heard in Heatter's weekday spots, 9-9:15 p.m., and also on Sunday, 8:45 p.m.

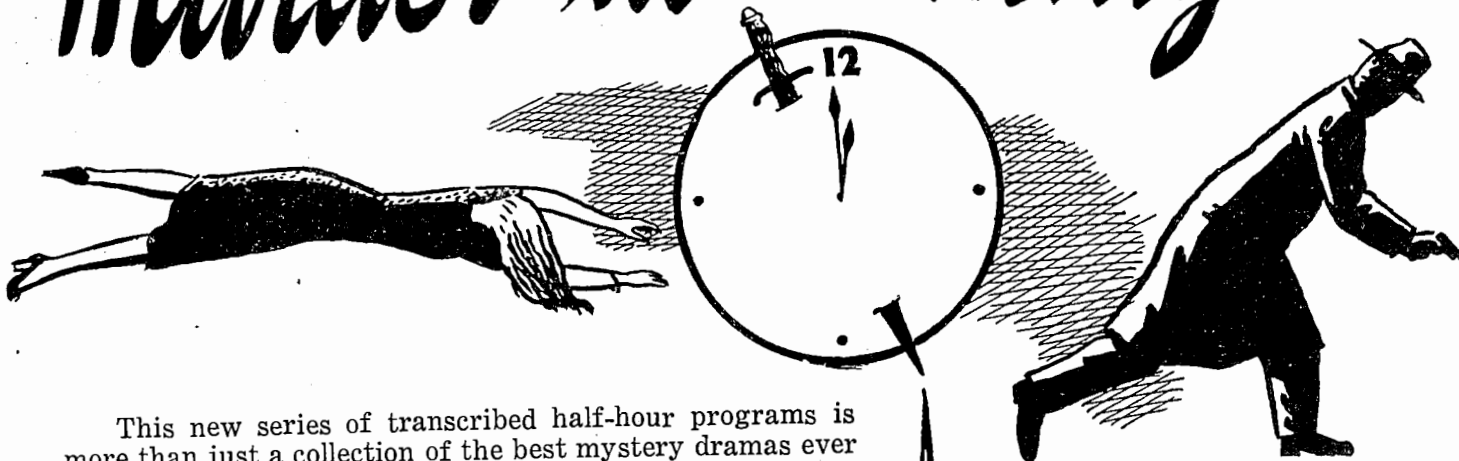
THE CONSENSUS OF OPINION IN RADIO IS THAT . . . Charles Paul is undoubtedly one of the most capable orchestra conductors, a composer of great talent (he has written over 1700 compositions), and an arranger of unusual versatility.

IS It Any WONDER that producers of radio shows assign Charles Paul their difficult musical problems for their productions?

Exclusive Management: George R. Gomperts, Associates
 475 Fifth Ave., New York, N. Y.
 MUrray Hill 3-1093

**For Sale! At a price any client can afford!
A NEW KIND OF TRANSCRIPTION SHOW!**

Murder at Midnight



This new series of transcribed half-hour programs is more than just a collection of the best mystery dramas ever produced—either live or recorded. For it represents a new idea in electrical transcriptions—the idea that a transcribed show's budget should match "live" show budgets. As a result, "Murder At Midnight" bows to no other program on the air.

Top-notch writers, actors, directors and producers have collaborated on this new recorded show. Top-notch engineering skill has recorded it. No expense has been spared to make it—yet it's offered at a price 1/2 to 1/3 lower than you'd expect. And the result is a witch's broth of shivers and suspense that will knock your audience for a ghoul!

TOP-NOTCH WRITERS: ROBERT NEWMAN (*Inner Sanctum, Mystery in the Air, The Man from G-2*) BILL MORWOOD (*Bulldog Drummond*) SIGMUND MILLER (*Inner Sanctum, Suspense*) PETER MARTIN (*Celebrity Club, An American Portrait*) MAX EHRLICH (*Suspense, House of Mystery, Counterspy*).



TOP-NOTCH CAST: Narration: RAYMOND MORGAN (*This is Your FBI, Famous Jury Trials, Gangbusters, Counterspy*) Talent includes: BARRY HOPKINS, BETTY CAINE, BERRY KROEGER, AGNES YOUNG, AMZIE STRICKLAND, FRANK BEHRENS, LAWSON ZERBE, ROBERT LYNN, and other well-known network stars.



TOP-NOTCH DIRECTION AND PRODUCTION: Director: ANTON M. LEADER (*Radio Reader's Digest, You Make the News*). Music Director: CHARLES PAUL (*Mr. and Mrs. North, Ellery Queen*). Producer: LOUIS G. COWAN, INC. Sales, Recording and Processing: WORLD BROADCASTING SYSTEM.



PRODUCED BY

LOUIS G. COWAN, Inc.

250 W. 57th ST.

NEW YORK 19, N. Y.

Circle 6-4864

Flash!

First Sponsor Signed in
10 Minutes!

Our audition record, "The Dead Hand," hung up a new speed record for quick sales. Played on a Thursday afternoon for a client on the Coast, it was signed up as soon as the sponsor's goose pimples subsided. Next day in the top spot of 9:30 P. M. Friday over KFI "Murder at Midnight" was on the Air! Hear this record now before your chance to get in on "MURDER AT MIDNIGHT" passes.

DISTRIBUTED THROUGH: **WORLD BROADCASTING SYSTEM, INC.**

A Subsidiary of DECCA RECORDS, INC., 711 FIFTH AVENUE, NEW YORK 22, N. Y.

WI 2-2100



When tenor Brad Reynolds first started singing on Allen Prescott's *THE WIFE SAVER* he took some good kidding from Prescott and Director Drex Hines on his line reading and ad libbing.

In fact there was a time when Brad would begin to perspire profusely and shake in the knees when he saw his lines coming up, or was thrown a fast ad lib by Prescott, who is a past master at impromptu retorts.

That, of course, is nothing unusual because most singers have the same trouble when they start working with radio script. But, the point in this story is that our Mr. Reynolds has become so proficient at both ad libbing and line reading that he is seriously considering a little M.C.-ing and radio acting on the side.

Incidentally, for the information of those who might be interested (and aren't you?), the new NBC Recorded *WIFE SAVER* series of 156 three-a-week shows is still available for local and regional advertisers in many good markets. Have you heard the audition programs? Records are ready!

Our lovely gal singer Louise Carlyle is getting attention from the Radio columnists these days — very favorable attention, we are happy to say. Louise is vocalist on two NBC-RRD programs, *THE ART VAN DAMME QUINTET WITH LOUISE CARLYLE* and *MUSIC OF MANHATTAN*. She is also featured girl singer on a prominent Sunday evening coast-to-coast show.

NBC Syndicated Program *THE PLAYHOUSE OF FAVORITES* has an enthusiastic (and much appreciated) booster in Mr. Nat Block of Bowman & Block, Inc., Buffalo ad agency. Writes Mr. Block:

"In the estimation of our clients and ourselves these programs are constantly improving . . . we hope you will earnestly consider the production of further programs after the series of 52 is completed . . ."

To that we can only answer, "Thank you, Mr. Block, that is gratifying praise in any man's language". And we add—wouldn't you like to hear *PLAYHOUSE*?

NBC
Radio-Recording Division



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

A SERVICE OF RADIO CORPORATION OF AMERICA



Windy City Wordage. . . !

● ● ● Gypsy Rose Lee, who is also an author, made a guest appearance on WGN's "Game of Books" program last Saturday night (May 19). In connection with her appearance, Bruce Dennis, WGN public relations director, phoned Miss Lee. "We need a picture of you

Chicago

for publicity purposes," said Dennis, adding, "A head shot will do." "But, Mr. Dennis," replied the famous lady who is only secondarily known as an author, "I haven't any photographs showing only my head! . . . When Jack Benny and Mary Livingstone were in town recently Quiz Kid Harve Fischman presented them with a newspaper clipping dated Jan. 15, 1927. It was an interview with Jack and Mary two days after their marriage. The story appeared in the Chicago Journal and was written by Kate Susman—now Harve's mother. . . . Chicago Times columnist Irv Kupcinet reports that former FCC Chairman Paul Porter has a \$75,000 per year job awaiting him in the movie industry if and when he leaves the government service. . . . Jimmy Dorsey goes into the Rainbo Ballroom for a week starting May 31. . . . Don McNeill, Breakfast Club toastmaster, receives the By-Line Award of the School of Journalism of Marquette University at a special convocation June 14. Award is for Marquette alumni who have made names for themselves in national life. . . . Linn Burton, who, with Easter Straker, co-emcees WIND's daily broadcasts from the Cook County Marriage License Bureau, had the tables turned on him the other morning when he and his bride-to-be, Betty Savoie, appeared at the bureau to take out their own marriage license. Howard Miller, WIND program director, filled in on the show and gave Burton a ribbing.

★ ★ ★

● ● ● Don Marcotte, NBCentral division music supervisor, and Jose Bethancourt, the marimba maestro, have collabed on a sultry, rhythmic number called "Sueno Flamenco," or, in English, "Gypsy Dream." It was snapped up by a music publisher as soon as it hit the air on WMAQ's "Design for Listening." . . . Bud Ernst, producer of "Queen for a Day," is telling friends that the next Mrs. E. will be the former Chez Paree Adorable Norma Roberts. Ernst was recently divorced by Actress Betty Furness. . . . Clifton Utley, NBChicago commentator and foreign affairs expert, will receive the honorary degree of humane letters from Illinois College in Jacksonville, Ill., at the school's commencement exercises on June 16. . . . Harold Lee has opened his own talent agency at 35 East Wacker Drive, handling whistler Fred Lowery, singer Dorothy Rae, and Eddie Hubbard, disc jockey on Chesterfield's seven-a-week series on WIND.

★ ★ ★

● ● ● WBBM has two new staffers, Billy Leach, who used to be with Lombardo, and Jack Kirby, formerly of KDKA. Both were signed by WBBM program director, Walter Preston, on recommendation of Tim Gayle. . . . Art Hern, who plays Richard Stone in the NBC daytimer, "Today's Children," has found what he believes is the perfect listener. "Will you please tell," wrote a lady listener "down east," "if you have any particular days off and when your vacation is? I have been in the house all winter to be sure I would not miss anything. It is coming spring here now and I would like to get out and get some air. I am a slave to radio. Now you can see why I want to know when you have days off so I can go to the nearest town to a movie and do some shopping." Art's not taking any chances. He's going to send her a mail-order catalogue so she can do her shopping at home.

★ ★ ★

● ● ● Producer Richard Kollmar and his wife, columnist Dorothy Kilgallen, in town for last week's opening of Kollmar's new show, "Windy City," at the Great Northern, were guests at Col. Leon Mandel's home after the opener. The conversation got around to the Kollmars' husband-and-wife breakfast program. "Richard cheats," said Mrs. Kollmar. "He goes back to bed after our broadcast."

LOS ANGELES

By RALPH WILK

WILLIAM HORSEBY, head of Pacific National Advertisers, in town for discussions with ABC officials in regard to the Fisher Flouring Mill account.

Harry James (Mutual's "Spotlight Bands") has been offered \$75,000 for a three-week tour of South America. If he accepts, his wife, Betty Grable will go with him.

Bob Hope visited the Jot 'Em Down Store at Pine Ridge on Monday (May 20) when he appeared as guest on the Lum and Abner show. Special scripts have been written around the visit of the famous comedian.

Thelma Kirchner, manager of KGFI, announced that negotiations are under way to improve the race results service being given to listeners by Station KGFI, and when negotiations are completed full particulars will be announced.

Val Cole, who has been serving as publicity director at radio station KGFI, will resign May 31st. She plans to take a brief vacation, and later probably will join Jay Farber Associates, national record promotion and publicity organization.

Ted Steele, with his new orchestra will open at the Palace Hotel in San Francisco June 11th for an eight-week engagement with options. Following Bay City stint, Steele will bring orchestra back here for night club and radio deals. Musical director for KMPC since January 1st, Steele will continue association with that station in the capacity of advisory musical director.

Borax Co. Renews "Sheriff" Over ABC For 52 Weeks

Pacific Coast Borax Co. has renewed its program "The Sheriff" over ABC for 52 weeks, effective June 28. Program is heard Friday nights 9:30-10 p. m. EDT.

Agency for the account is McCann-Erickson, Inc.



Frankie Masters records for LANG-WORTH

Weiss, Royal, Lubcke At W. C. Tele Hearing

(Continued from Page 1)

added. Harry H. Lubcke, Don Lee head of tele also testified and said the proposed Don Lee station would have five kilowatts and that Don Lee is requesting Channel 2, which it is now using.

John F. Royal, NBC vice-president in charge of television, said he understands that RCA has already spent \$1,000,000 on television and that NBC has spent \$3,000,000. In answer to a question, he declared that he does not believe television can exist without network operation, and that web operation has reduced cost of radio, also that network operation will enable stations to get greater television shows at more reasonable cost of the public.

Ioset To Join Mutual

Don Ioset will join the Mutual Broadcasting System's station relations department as Eastern field representative on June 1, it has been announced this week by Carl Haverlin, vice-president of MBS.



the winner

Every Weed station is a sales winner for the advertisers it serves. And Weed and Company's staff of trained representatives win many firsts in the radio time selling derby for all their clients, all year long.

WEED AND COMPANY

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

Court Postpones Action On WHN-WQXR Dispute

(Continued from Page 1)

at the request of counsel for the Loew station who asked additional time to prepare necessary papers.

Stone, producer of "The Author Meets the Critics," which bows in over WQXR tonight after more than three years on WHN, alleged that WHN's new show appropriated "the idea and format" of "Author," and that WHN attempted "to confuse the listening public" in various ways in promoting the new program.

Meanwhile, Stone has lined up an all-star cast for the WQXR opener. Mrs. Eleanor Roosevelt will discuss her book "If You Ask Me," with Ilka Chase and John Mason Brown. John McCaffery is moderator of the show which will be heard from 9:30 to 10 p.m.

Klose Joins Cooper Office; Will Head N. Y. Operation

Woody Klose, former head of day-time programs and writers at Young & Rubicam, and who for the past year has been in independent production, has joined Frank Cooper Associates and will head latter's New York office. He's also son-in-law of Frank Taylor, associate publisher of the Chicago Sun. His joining Cooper is in line with expansion policy of the firm, which is opening a H'wood office in June to service their clients both here and on the coast.

Two Staff Appointments Announced By CBS Web

Appointment of William Golden as art director and Henry O. Wefing as assistant director of news broadcasts was announced at the offices of Columbia Broadcasting System in New York yesterday. Golden is resuming his post with CBS after having spent serving as a news writer until Janu-three years with the Armed Forces. Wefing joined the network in 1939, ary, 1943, when he was named CBS' night news editor.

Stan Lomax To Debut Sports Show On Mutual

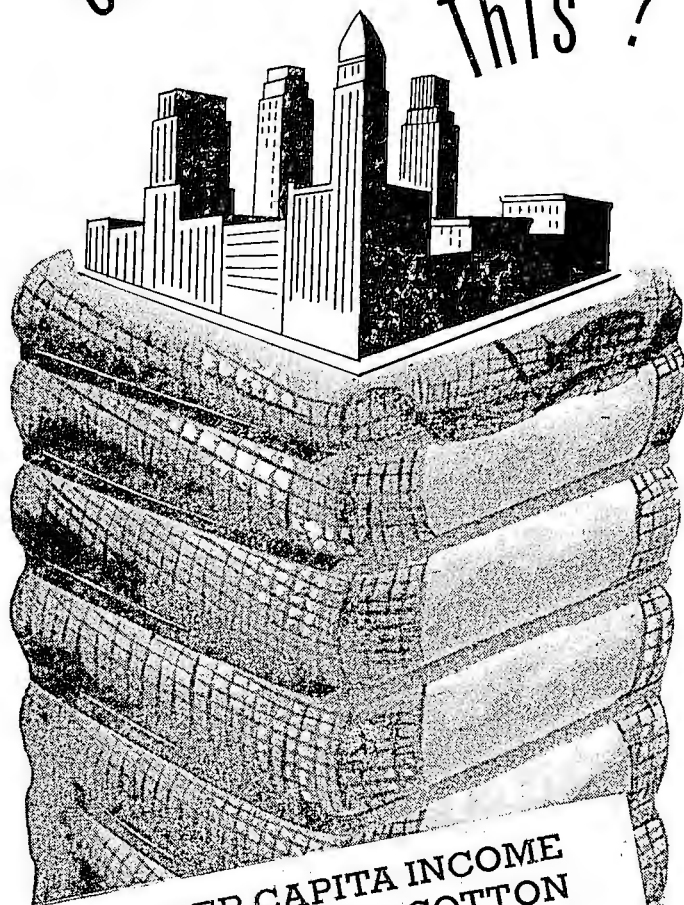
Stan Lomax, veteran WOR sportscaster, takes over the 6:45 to 7 p.m., EDT slot on Mutual beginning Sunday, May 26. Lomax will air sports results on the show which opens as a sustainer on the spot recently vacated by Quentin Reynolds.

"Let's Play Reporter" Via Tele

"Let's Play Reporter," a half-hour television audience participation show, makes its bow for the American Broadcasting Co., over WABD, today from 8 to 8:30 p.m. The package deal was set by Paul Mowrey, head of the television department, and Charlie Basch, of Basch Radio & Television Productions.

Frances Scott, quizmistress, will act as city editor. Cub reporters will be selected from the studio audience and prizes awarded for the best reporting.

What's Surprising About This?



\$900 PER CAPITA INCOME AUGMENTED BY COTTON

Seven million dollars can do a lot to raise a market way above the average—and that's how much the production of cotton, alone, brings in out here in the Panhandle! And when you add to that the incomes from wheat, oil, gas, carbon black, and cattle—you have a market with a \$900 per capita income... or an effective buying income of 397 million dollars. And KGNC is the station that INFLUENCES that wealth!



AFFILIATED WITH
LONE STAR CHAIN
NATIONAL BROADCASTING CO.
TAYLOR-HOWE-SNOWDEN Radio Sales

KGNC

AMARILLO, TEXAS



The Family Station in the Great Panhandle

C. P. GRANTED—10,000 WATTS DAY AND NIGHT—710 KC.

CBS Program Clinic Opens In N. Y. Monday

(Continued from Page 1)
mornings, afternoons and evenings with discussion-luncheons at the Waldorf-Astoria and a reception and dinner the opening nights.

Speakers and their subject matter include: Elmo C. Wilson, director of research, on Network Audience Trends; Davidson Taylor, vice-president and director of programs, on Program Trends and CBS Plans; T. D. Connolly, director of program promotion; George Crandall, director of press information; Norman Corwin and Robert Lewis Shayon, on Program Direction; James M. Seward, director of operations, on Program Transmission Standards.

The first evening session will be marked by a demonstration of Studio Set-Ups and Microphone Placement, with Horace Guillotte, manager of network operations; Wendell Adams and Shayon, directors, officiating.

Other speakers on the agenda and their topics include: J. L. Van Volkenburg, general manager, Radio Sales, on Local Program Sales; Kennett, on Co-operative Sponsorship of Programs; Jan Schimek, director of Copyright Department and associate director of Editing Department, on Copyrights and Music Clearance; Dr. Cabell Greet, CBS Speech Consultant, on Selecting and Supervising Announcers; Gilson Gray, Director of Editing, CBS Editing Standards; Robert J. Landry, director of the program writing division; Mrs. Frances Wilder, consultant on Daytime programs, on Use of Research for Better Programs; Howard Meighan, director of station administration, on Co-ordinating the Local with the Network Schedule; Robert Hudson, director of education, on Religious and educational programs, and Lyman Bryson, counsellor on public affairs.

A discussion with agency execs will be held at the opening day luncheon. The next day's luncheon will feature a discussion on Successful Local Programs, with G. R. Swift, WABC program director, and an agency representative speaking on Writing Commercials. The evening session that day will be devoted to Serving as Jury for the Program Analyzer Test, with Oscar Katz, associate research director, and Tore Hallonquist, program analysis chief, officiating. A Program Department Panel, with Taylor in charge, has been set for the third day's luncheon.

Miller Gets WABC Post

Don Miller, account executive with CBS Radio Sales, has been named sales manager of WABC.

ATTENTION TELEVISION DIRECTORS

Creative actor-director seeks position as assistant to busy director of TELEVISION programs. Write Box 179, Radio Daily, 1501 Broadway, New York 18, N. Y.

FCC Renews 94 AM Permits, First Since Program Report

(Continued from Page 1)

responsibilities, a hearing will be ordered."

The FCC said its approval of license renewals "should not be construed as an indication that in all instances the program structures are in keeping with the overall public service responsibilities enunciated by the Commission from time to time pursuant to the Communications Act of 1934 and reviewed and summarized in the March 7, 1946 report."

Although several Commission spokesmen expressed lack of knowledge of such an instance, reports persisted that among the stations a license renewal was at least one with over 90 per cent commercial time.

Commission Relaxes Attitude

By its own admission, the Commission does not consider any of the licensees guilty of "extreme disregard" of public service responsibilities. The Commission gave as the reason for its almost reluctant approval of some of the license renewals the following: "Since the logs presently relied upon are for a composite week in 1945—a period prior to the recapitulation contained in the report of March 7, 1946—current renewals are being granted on the showings made but with the expectation that all licensees will review their program structure in the light of the Act and the Commission's report. However, in instances where there appears to be an extreme disregard of public service responsibilities, a hearing will be ordered on current renewals."

The following stations were granted renewal of licenses for the period ending February 1, 1947:

WGAU, Athens, Ga.; WGH, Newport News, Va.; KFYO, Lubbock, Tex.; KMYR, Denver; KPND, Pampa, Tex.

The following stations were granted renewals for the period ending August 1, 1947: WGRC, Louisville, Ky.; WDEF, Chattanooga; WCOS, Columbia, S. C.

The following stations were granted renewals for the period ending February 1, 1948:

WCBS, Springfield, Ill.; WPAD, Paducah;

"Coffee Time" A Musical For 13-Wk. Summer Period

"Maxwell House Coffee Time" will become an all-musical show beginning Thursday, June 6, during the 13-week vacation of George Burns and Gracie Allen. Program will feature Meredith Willson, the King Sisters and Ben Gage, who will act as announcer and vocalist. Show is heard over NBC from 8 to 8:30 p. m., EDT.

Willson joined Burns and Allen on the show after his return from the Army last Fall, and doubled as musical conductor and comedy actor in the script. Now he will handle the show on his own for the summer.

"Coffee Time" will be directed by Al Kaye of Benton & Bowles, agency handling the account, and written by Keith Fowler of the Burns and Allen staff. George and Gracie are expected back on the show on August 29.

WIBM, Jackson, Mich.; WEED, Rocky Mount, N. C.; WHDL, Olean, N. Y.; WGOV, Valdosta, Ga.; WFNC, Fayetteville, N. C.; KRIC, Beaumont, Tex.; WASK, Lafayette, Ind.; WGL, Fort Wayne; WGNC, Gastonia, N. C.; WJPA, Washington, Pa.; WKIP, Poughkeepsie, N. Y.; WLPM, Suffolk, Va.; WMAS, Springfield, Mass.; WNAB, Bridgeport, Conn.; WSLI, Jackson, Miss.; WLEU, Erie, Pa.

To Aug. 1, 1948

The following stations were granted renewals for the period ending August 1, 1948: WMOG, Brunswick, Ga.; WHBB, Selma, Ala.; KRNR, Roseburg, Ore.; WKBB, Dubuque; KDRO, Sedalia, Mo.; KPLC, Lake Charles, La.; KWEW, Hobbs, New Mex.; KBKR, Baker, Ore.; WDAN, Danville, Ill.; WKNY, Kingston, N. Y.; WTMC, Ocala, Fla.; WDBC, Escanaba, Mich.; WNLC, New London, Conn.; WOSH, Oshkosh, Wis.; KGKY, Scotts Bluff, Neb.

The following stations are granted renewals for the period ending November 1, 1948:

IKMO and Auxiliary, Tacoma; WHEO, Dayton; WDOJ, Chattanooga; KFOX, Long Beach, Calif.; KFAC, Los Angeles; KRNT, Des Moines; KITT, Yakima, Wash.; WOOD, Grand Rapids; WFBR and Auxiliary, Baltimore; WJDX, Jackson, Miss.; WKNE, Keene, N. H.; WRR and Auxiliary, Dallas; KFGQ, Boone, Iowa; KGGM, Albuquerque; KTFI, Twin Falls, Idaho; KUOA, Siloam Springs, Ark.; WORC, Worcester, Mass.; WTCN, Minneapolis; WHBF, Rock Island; KGLO, Mason City, Iowa; WXYZ, Detroit; WSPR, Springfield, Mass.; WSMB, New Orleans; WSAI, Cincinnati; WKAT, Miami Beach; WJHP, Jacksonville; WISH, Indianapolis; WHAZ, Troy; WFIN, Findlay, Ohio; WFBC, Greenville, S. C.; KSCJ, Sioux City, Iowa; KRIS, Corpus Christi; KRGV, Weslaco, Tex.; KVOA, Arizona Broadcasting Company, Tucson, Ariz., granted renewal of license for the period ending November 1, 1948.

For Period Ending Feb. 1, 1949

The following stations were granted renewal of licenses for the period ending February 1, 1949:

WOPO, Cincinnati; WBHP, Huntsville, Ala.; WEBX, Utica; WBBL, Columbus, Ga.; WMFR, High Point, N. C.; KGBK, Sterling, Colo.; KODL, The Dalles, Ore.; KPOW, Wyo.; WCOL, Columbus; KAST, Astoria, Ore.; KGH, Little Rock.

The following stations were granted renewals for the period ending May 1, 1949:

KWPT, Wichita Falls, Tex.; KALB, Alexandria, La.; KECA, Los Angeles; KSAC, Manhattan, Kans.; KSD, St. Louis; WMBS, Uniontown, Pa.; KTBC, Austin, Tex.; WSBC, Radio Station WSBC, Chicago, Ill., granted renewal of license for the period ending August 1, 1948. WWVA, West Virginia Broadcasting Corporation, Wheeling, W. Va., granted renewal of license for the period ending May 1, 1948.

Lewis-Howe Cancels "Danbury" On CBS Web

Lewis-Howe Co. for Tums, has cancelled its CBS program, "The Amazing Mrs. Danbury," Sundays 8-8:30 p. m. EDT effective after the June 16 program. "Mrs. Danbury" show has been filling in the slot vacated by Marlin Hurt (Beulah) who died recently.

Roche, Williams & Cleary, Inc., Chicago, is the agency in charge of the Lewis-Howe account.

Sponsoring Concerts

The Book-of-the-Month Club will sponsor the New Friends of Music Concerts from Town Hall over WQXR for the fourth consecutive year, it was announced yesterday. Series will be heard on Sunday afternoons at 5:30 p. m., beginning November 3 through March 2, 1947.

Treasury Radio Dept. Moving To New York

(Continued from Page 1)

so enthusiastically continuing their support of the very important Saving Bond promotion, which is so significant to the inflation picture, is indeed gratifying," the Treasury's radio chief, said. "It's not surprising though just pleasing. Within another few days we'll probably have orders for nearly every station in the country. In addition, a number of stations have notified us of their plans to build many local bond shows for June."

The first intensive bond promotion campaign since the Victory Loan, the drive gets under way June 6 and run until July 4, with the theme, "Back Your Future." In addition to its regular "Treasury Salute" series, the section is offering stations two series of 12 five-minute ET's featuring sport personalities and prominent women. Discs are cut so that local personality does interviewing. Also offered are recordings of the new song, "There's a Bond Waiting for You," and a kit of one-minute, 30-second and station break announcements.

'Tribune' In 'Times' Spot On WMCA Starting July 1

Effective July 1, the New York Herald Tribune will air hourly news-casts on WMCA. The service is currently rendered by the New York Times which moves over to its own station, WQXR, on that date. WMCA will air the news periods from 7 a. m. to 11 p. m. WQXR's hourly periods will run from 7 a. m. through midnight with bulletins going out on WQXQ its FM outlet, after 5 p. m.

Godofsky Announces Plans For Nassau Co. 'Radio City'

Elias I. Godofsky, holder of an FCC conditional FM grant for Long Island, N. Y., has acquired a plot of ground in Hempstead to construct a "Nassau County Radio City." Godofsky stated yesterday that the call letters for his FM station were WHNY. Godofsky was formerly president and general manager of WLIB, New York.

Facilities on the property when improved will include allowances for future television and facsimile operations. Transmitter site has been leased, it being on Village of Hempstead owned property. WHNY expects to be on the air by January, 1947.

GENIUS?

Well, 'Natch! With my brains, personality and ability, can't understand why some brilliant employer hasn't already made the right offer in editorial field. Even tho I'm a female—my newspaper, wire service and publicity background enables me to handle a man-sized job—Write Radio Daily, Box 180, 1501 Broadway, N. Y. C.

Swezey Head Of REC; Stratovision Discussed

(Continued from Page 1)

Swezey and Black, Claude Barrere was elected treasurer and Duke Roraugh, secretary.

Westinghouse Stratovision

Highlight of the meeting was a presentation by Westinghouse of its Stratovision, television from airplanes. John A. Holman, of Westinghouse radio sales and business manager for Stratovision, appeared in place of Walter Evans, vice-president, who is C. E. Nobles, inventor of the new transmission system, was heard, as illustration by charts and slides. Nobles also illustrated the comparative costs of ground vs. airborne transmission. William D. Van Zelm, chief of design for the Glenn L. Martin Company, makers of the Stratovision planes in co-operation with Westinghouse.

Before going into the Westinghouse presentation, outgoing president, Murray Grabhorn thanked the members of his executive committee who helped make the REC's past season a success. These included Pat Spaulding, Claude Barrere, Marvin Kirsch, Warren Jennings, and Bill Wilson. Those on the list, in addition to the names mentioned above included: B. A. MacDonald, Harvey Marlow, Will Baltin, and Easton Wooley.

Holman, batting for Evans, said it had just been decided to expand the Stratovision tests Westward from Pittsburgh, starting this Monday. Holman revealed that tests of Stratovision, the new system of airborne

Worthy Successor

Bob Swezey, newly elected president of the Radio Executives Club, proved to be a worthy successor to Murray Grabhorn in his initial appearance before the club yesterday. Swezey is a gifted speaker with an excellent sense of humor. After a brief speech of acceptance, Swezey ducked to take in the Circus Saints and Sinners luncheon at the Waldorf Astoria hotel.

television, have been highly encouraging. He said a usable signal had been transmitted over a distance of 100 airline miles from an altitude of 15,000 feet using only 250 watts of power. These results, stated Holman, agree almost exactly with estimates made when the system was announced last August.

Test flights were begun last December, Holman explained, and to date the flights have been flown over two main courses—from the Martin Airport near Baltimore and Wilmington, Del., Philadelphia and New York to New Haven and over Washington to Rocky Mount, N. C. Checks have been made by the FCC monitoring station at Laurel, Md., and by Westinghouse engineers at the Stratovision laboratory in Baltimore and at Westinghouse station headquarters in Philadelphia.

Holman hoped for public participation in checking flight tests. Joining in the subsequent discussion were

PICTURE OF THE WEEK



George D. Widener, president of the Westchester Racing Association, looks on as Frank Stanton, president of CBS, signs a long term contract guaranteeing the Columbia network exclusive broadcast rights to "The Belmont", turf classic to be run June 1.

Nobles and Van Zelm. Holman, however, said he was certain that Stratovision holds the "answer to transmission problems which have delayed television and FM expansion by limiting their services to big-city audiences only. There is every reason to believe," he continued, "that the system will break these fetters and that the day is not far off when economically practical television and FM radio services for farm and city homes alike will be available over the land.

"Tests now have progressed to a point where additional reports on coverage are needed," Holman continued. "To this end we plan to borrow a page from the earliest days of broadcasting and invite FM receiver owners to listen and report reception. Test broadcasts will be on a frequency of 107.5 megacycles and we will be ready within the next several weeks to announce a regular schedule of flight times and courses for these public-participation checks."

Transmission characteristics of both television and FM have been studied during flight tests, Holman said. Television work has centered around the problem of "ghosting," the annoying out-of-register viewing which occurs when a receiver picks up a signal by two different wave paths—one in direct line from the transmitting antenna, the other by reflection from some intervening object. FM data have been obtained on transmission in the new band above 100 megacycles by a constant recording of field strength of a carrier wave, both modulated—that is, with voice or music superimposed—and unmodulated.

Nobles explained Stratovision as he has in the past: "Radio waves which carry television and FM programs

travel only in a straight line and are lost at the horizon. This means that best ground station coverage is in a radius of 35 to 50 miles. Line-of-sight coverage is increased, however, as the antenna is raised and with this elevation comes a proportionate reduction in the number of stations required to serve a given area. Fewer stations, in turn, mean less amplification, better program quality and lowered costs.

"Stratovision planes, flying six miles in the air, would cover approximately 103,000 square miles in a great circle more than 400 miles in diameter. Eight such planes, in addition to broadcasting to the respective areas over which they cruise, would form a coast-to-coast high-altitude radio relay network. Addition of six more planes would make possible program service for 78 per cent of the nation's population, and 100 per cent coverage could be attained by the addition of several more planes.

"Transmissions to date have been on three frequencies between 100 and 550 megacycles," Nobles said, "with one channel devoted to studies of television 'ghosting'; another to FM transmission; and the third for communications incident to test operation. Operation in three additional channels, up to 2000 megacycles, has been authorized by the FCC although these experiments are not yet under way."

Wedding Bells

Eleanor Kennedy, secretary to Ralph E. Dennis, manager of ABC's spot sales division, will be married on Saturday, May 25, at 10 a.m., to Vincent "Sam" Gallagher, former sergeant in the combat engineers, in St. Gregory's R. C. Church, Brooklyn, N. Y.

Future Of Color Tele Outlined Before AMA

Boston—The advent of color will bring to the existing television picture "additional life and meaning" and will "make it possible to create an economically significant audience," Dr. Donald Horton, manager of the CBS Television Audience Research Institute, said before a convention of the AMA at the Hotel Statler here.

Describing the recent series of CBS panel showings, Horton said the tests showed that viewers who are "representative of the general public appear disappointed with the present state of the medium, and most of them would be reluctant to buy a set."

"The only solution to this dilemma," he continued, is color, which will "improve the television image to such a point that the initial resistance we have described will not occur."

ABC Enters Agreement With Radio Writers In Chi.

Chicago—A collective bargaining agreement covering Chicago staff news writers was entered into this week by the ABC Central Division and the Radio Writers Guild.

Contract calls for a 40-hour week, with time and one-half for overtime. Minimum starting salary, effective March 1, 1946, through January 15, 1949, is \$235.00 per month; with ten per cent salary increase after one year and ten per cent increase after two years. Apprentice's minimum salary, not over six months, is \$185.00 per month.

E. R. Bonoff, vice-president in charge of the division, signed for ABC; Elmer Rice for the Authors League of America; Sam Moore and Herbert S. Futran for the Guild.

The Chicago news department, under supervision of Con O'Dea, currently employs four writers.

Lease Chicago Building

Chicago — American Institute of Television has leased the four-story building at 65 to 77 West Lake Street for the expansion of the activities of the organization. The main office remains at 433 East Erie Street, where M. C. Flynn remains in charge of the public relations of the rapidly expanding organization. Dr. Lee DeForest is here as an associate in the technical department.

Send Birthday Greetings To

May 23

- | | |
|-----------------|-------------------|
| Bob Back | Hal R. Makelim |
| Luise Barclay | Frank McHugh |
| Freddy Miller | Artie Shaw |
| Helen O'Connell | Jack Eigen |
| Carlyle Stevens | Betty Garrett |
| | Lindsay MacHarris |

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA — Exclusive permission to air the 25th anniversary observance of Dennis Cardinal Dougherty, Archbishop of Philadelphia and Dean of the Catholic Hierarchy in the U. S., was granted by the archdiocese to WPEN. The outlet covered the entire celebration by wire recorder, starting with a description of the procession of more than 1,000 clerics which preceded the pontifical mass. . . . Arthur Treet, song stylist, will return to the WCAU airwaves next week after three years of service with the Coast Guard.

— UTAH —

SALT LAKE CITY—Recent appointments at KUTA include, Jon Duffy, chief announcer; Harry Warren, production manager; Al Thomas, production director; King Harmon, sports editor; Shirley Baker to the continuity dept.; Marion Lunt to the commercial dept. and Bob Forbes and Gil Henry to announcer. . . . Arch L. Madsen, KLS commercial director, has recently been elected vice-president of the Salt Lake City Advertising Club. . . . Thomas Axelson, vice-president of the R. T. Harris Agency and new president of the club, is a KLS alumnus.

— OKLAHOMA —

OKLAHOMA CITY—Cy Casper, southwestern athlete and radio sportscaster for 15 years, has been named chief sports announcer for WKY. Discharged last year from the Army, Casper served in the Tank Corps of the 10th Armored Division during the Battle of France. . . . Walter M. Harrison, former lieutenant colonel in the Infantry and General Richardson's assistant in Washington, is now being heard in a series of quarter-hour airings over KOMA entitled "Newspaper of the Air." . . . Although there are hundreds of vets shows on the air, KOMA is featuring the news background of Bob Eastman, director of news and special events for the outlet, who spent over three years with the AAF studying the problems of GI's. Former KOMA news editor Eastman was secured by the outlet to develop an expanding news and special events department made necessary by the station's anticipated coverage with its new 50,000-watt power recently granted by the FCC.

— NEBRASKA —

OMAHA—Tom Daily, WOW sports editor, served as emcee at Omaha's Second Annual Sports Show which was under the auspices of the American Legion. . . . Gordon Gray, KOIL vice-president and general manager, has been named director of the Omaha Advertising Club for the coming year.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGOL. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275ABC Asks FCC To Approve
Sale Of Million Web Shares

(Continued from Page 1)

control, the network told the FCC: "While this might be regarded as technically or theoretically a relinquishment of control, it is generally conceded that a stock interest of from 15 to 25 per cent represents effective control of any corporation the capital stock of which is widely distributed.

Under the plan which the net has asked the FCC to approve, Dillon, Reed and Co., of New York will form an underwriters group, members of which will enter into a contract with ABC for purchase of the 1,000,000 shares at \$14 per share. This group, in turn, will re-offer the stock to the public at approximately \$15 a share "with a view of obtaining broad national distribution."

Since the stock offering will be made to the public, it is contended that transfer of control will not come under the so-called AVCO system. "Reason" given by the net for its contemplated sale of stock is "to permit licensee to obtain new financing of which estimated net proceeds will amount to approximately \$14,000,000."

ABC told the FCC that the return would be applied as follows:

1. Prepayment of the company's 2 per cent notes due October 14, 1947—\$4,000,000.
2. Acquisition for \$3,650,000 of all outstanding capital stock of King-Trendle Broadcasting Corporation, owners of WXYZ and WOOD.
3. Remainder of approximately \$6,350,000 "will be added to company's general funds and will be available

Woods Comments

Hollywood—Indications are that fifteen million dollar stock issue that will be floated by ABC will be over-subscribed, President Mark Woods told a press meeting Tuesday night. He said network is prepared to spend "a lot of money". ABC has a general expansion program which includes new homes in Hollywood and San Francisco and FM stations in Detroit, Hollywood, Chicago, Washington, New York and San Francisco. Asked regarding transcription plan in which Bing Crosby and other stars are said to be interested, Woods commented that it seems to have merit and that ABC is interested and "open-minded" about new ideas. He praised work of Don Searle, vice president of ABC Pacific networks.

for any corporate purposes, including construction of radio and television stations, purchase and installation of technical equipment for FM and television and for working capital." Purchase of stock will be limited to a maximum of 10,000 shares to any one person, firm or corporation. "It is anticipated," the net told the FCC, "that the net income of the company for 1947, based on existing rate of federal income tax and excluding possible losses which may result from

television operations, will be at the rate of \$1.00 per share on an assumed 2,000,000 shares outstanding.

ABC's stations include WJZ, a 50 kw. 1-A station; WENR, 50 kw., 1-A;

Affiliates Sharing

It is expected that around 100,000 shares at about \$14 a share will be offered management of ABC affiliates when the new stock issue goes on the market. This is in line with the promise Edward J. Noble, chairman of the board, made to the affiliates at the time the network was acquired from NBC and later when the WXYZ deal was closed.

KGO (shared), 7½ kw., 1-B and KECA, 5 kw., 1-C.

The net told the Commission that now outstanding are 958,600 shares of capital stock, with a par value of \$1 per share out of a total amount of 2,500,000 shares.

Present stock holdings listed by the network include: Edward J. Noble, 710,000 shares or 74.7 per cent; Justin W. Dart, 50,000 shares or 5.22 per cent; Robert E. Kinter, 40,800 shares or 4.26 per cent, and Mark Woods, 37,000 shares or 3.86 per cent.

AGENCIES

LARRY NIXON, aviation and travel writer, has joined the public relations department of Pan-American World Airways. He will direct the line's news bureau at the New York office.

CINEMART, INC., has been established to make 16mm. sound motion pictures and recordings on disc and film. The company, chartered in New York, is capitalized at \$50,000. Harold Kovner is president and Varian Fry vice-president and treasurer. The new company will make studio and off-the-air recordings, electrical transcriptions and 16mm. sound motion pictures and slide films for educational, industrial and television clients.

DAVID K. ORTHWEIN has been engaged as account executive by Geyer, Cornell & Newell, Inc. He was previously associated with Compton Advertising, Inc., as an account executive.

GRACE EDEN, as a climax to a series of monthly shop talks held by Advertising Women of New York Inc., throughout the club year, has chosen the topic of "Selling Yourself" for the group's final discussion on May 27.

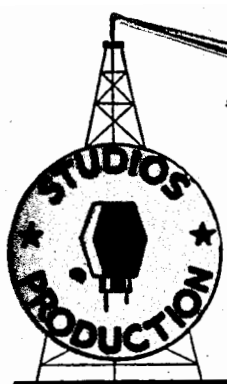
NOW
THE FIRST
MAJOR IMPROVEMENT
in radio facilities in years
FOR
MINNEAPOLIS • ST. PAUL

5000 WATT*
DAY and NIGHT
WLOL
MUTUAL—BASIC

Located between NBC and CBS on the dial
NORM BOGGS

General Manager

* CP granted, in operation in May, 1946.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 40

NEW YORK, N. Y., FRIDAY, MAY 24, 1946

TEN CENTS

Radio's Strike Coverage

Protest UN Exclusion Of 'Spain' Broadcasts

Decision of the UN committee investigating Spain to ban broadcasts of yesterday's meeting was "against the basic principles" of the UN information department, Christopher Cross, U. S. radio officer, said yesterday. He added that there would be no repetition of such an act because "an open meeting is open to all media."

The ban was protested in a wire to Cross from Stanley Richardson, of NBC, chairman of the standing committee of radio broadcasters accredited

(Continued on Page 6)

\$1,000,000 Plagiarism Suit In Favor Of Cole Porter

After deliberating for an hour and fifty minutes a jury of seven men and five women found in favor of Cole Porter, top Ascap composer, in a million dollar plagiarism suit. The suit was brought by Ira B. Arnstein, charging Porter with plagiarism in five of Porter's songs: "Don't Fence Me In," "Night and Day," "I Love You," "My Heart Belongs to Daddy"

(Continued on Page 4)

Additional Web Programs Set For Chi. Origination

Additional programs to be originated in Chicago studios of NBC include two new dramatic shows, apart from "The Olmstead Playhouse" announced in these columns a few days ago. Following talks with Jules Herbubeaux, program manager of the Central Division, Clarence Menser, network vice-president revealed that "Tales of the Foreign Service," will start Fri-

(Continued on Page 2)

Home Run!

Bill Brandt, on his "Inside of Sports" on Mutual tonight will have as guest Robert Murphy, president of the American Baseball Players Guild in his first radio interview on the subject. On succeeding broadcasts, Brandt has invited Ford Frick and Will Harridge of the National and American Leagues, also Happy Chandler for their views on the program.

Historic

Baltimore—Honoring Samuel F. B. Morse, inventor of the electric telegraph, his first message, "What Hath God Wrought," signed by Miss Margaret Truman, daughter of the President, will be flashed from the Capitol in Washington by radio-facsimile to a moving train today on the 102nd anniversary of the sending of the first message. The event will mark the end of tests by engineers of the B. and O. Railroad, Bendix Radio division, and Press Wireless Manufacturing Corporation, which developed the equipment.

ABC Coast Tele Plans Told FCC By Woods

West Coast Bureau, RADIO DAILY
Hollywood—The American Broadcasting Company has authorized the expenditure of \$1,500,000 for the acquisition of a site for the building of a television station in Los Angeles, it was revealed here yesterday by Mark Woods, president of the network, in

(Continued on Page 6)

Wynn Wright Resigns Post As NBC Production Mgr.

Wynn Wright, national production manager of the National Broadcasting Company, has resigned effective June 1.

He will head an organization for the production of package shows and

(Continued on Page 2)

Situation Re FM Surveyed; Progress Reported By FCC

By MANNING CLAGETT
Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted six more CP's for new FM stations and approved the engineering details of six additional applications heretofore conditionally granted. In a roundup of the FM situation the FCC said FM picture shapes up this way:

48 stations; 5 stations under construction (authorized prior to wartime restrictions); 52 additional construction permits authorized

Initiative Taken With Early Start And Information Job Continues Via Fully Alerted Staffs

With a nation confronted by an emergency exceeding any crisis of its kind during actual wartime, the broadcasting industry, starting early and working continuously since yesterday morning, is doing everything in its power to alleviate the situation by keeping people everywhere informed. In advance of the expected walkout, radio kept up a strong barrage asking people to refrain from shopping tours, particularly suburbanites, and advised office workers to start home early in the afternoon.

Newsmen were assigned to railroad terminals and other points of vantage for first-hand information, also the Washington staffs, like radio itself, have been on the alert since yesterday morning.

Although both network and key

(Continued on Page 7)

Gen. Mills '5-Star Hour' Renewed For Yr. On NBC

Chicago—The General Mills Five-Star Hour, a lineup of four popular daytime serials and a five-minute home-forum spot heard Mondays through Fridays from 1:00 to 2:00 p.m., CDST, under sponsorship of General Mills, Inc., has been renewed for 52 weeks, it was announced by Paul McCluer, manager of the NBC central division network sales depart-

(Continued on Page 8)

Five Baltimore Stations Air "Brand Names" Shows

Baltimore—The five stations here shared eight programs from Monday to Wednesday this week as a public service for the study and analysis of the "brand names" system of distribu-

(Continued on Page 5)

Radio Group Leaves For Philippine Posts

En route to San Francisco where they will join Norman Paige, general manager, and other staffers of the Philippine Broadcasting Co. are Eleanor Casey, Henry Miller and Joseph Ruffner, part of the first group to leave for the Philippines to man the new web. They are scheduled to sail for Manila on Friday.

Miss Casey is former manager of

(Continued on Page 5)

WLIB Sets News Bureau For New York Coverage

In keeping with its new program policy calling for increased news coverage, WLIB has established its own news bureau to cover events through-

(Continued on Page 2)

Walkie-Talkie Way

The Rutgers-Princeton crew race tomorrow will be aired by WHOM with the aid of a walkie-talkie. Because the station is not licensed for a pack set, "Tink" Rothen, of Rutgers, will be aboard the official launch pouring a description into a walkie-talkie beamed at Jack O'Reilly at the finish point. O'Reilly will air a "second-hand" description until the shells come into view.

(Continued on Page 8)



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

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Coming and Going

FRANK WHITE, vice-president and treasurer of CBS, off to Quebec to attend the meetings of the Canadian Assn. of Broadcasters, which will be held from Monday to Thursday of next week.

CHARLES P. HAMMOND, director of advertising and promotion at NBC, leaving for Pittsburgh, where tomorrow he will address the International Affiliation of Sales and Advertising Clubs. He will be accompanied by **CHARLES B. H. VAILL**, manager of network sales promotion.

O. L. "TED" TAYLOR, of Taylor-Howe-Snowden Radio Sales, has arrived from Amarillo on a short business trip.

GEORGE BAILLIE, production manager of Broadcast Measurement Bureau, is spending a week in Chicago on business.

WILLIAM C. ACKERMAN, director of the CBS reference department, has returned from a week in South Egremont, Mass.

SPENCER HAIRE, publicist, has left for Atlantic City, where he will handle press and radio relations for the biennial convention of the United Synagogues of America.

CHARLES L. HARRIS, station manager of WGRC, Mutual outlet in Louisville, here from Kentucky this week on station and network business.

WALLACE KADDERLY, farm director for KGW, Portland, Ore., is back at the station following a business trip to Columbus, Ohio, and Washington, D. C.

JOHN DONOHUE, Eastern sales manager of the American network, is due back at his desk Monday from California, where he spent a week on business.

DON LERCH, farm director at WEA, left town yesterday for Washington, D. C., where he intends to remain for three days.

WILLIAM GOLDEN, art director at CBS, will leave Monday for Los Angeles.

HAROLD F. GROSS, president of WJIM, Lansing, Mich., an affiliate of ABC, was a visitor recently at the headquarters of the network.

NANCY HALSOR, promotion and publicity director of KSO, Des Moines outlet of the Columbia network, left New York yesterday for the home offices following a few days in Gotham.

TOM HARKER, account executive at MBS, is en route to San Francisco to attend the Coca-Cola convention. From there he'll go to Galveston, and will be back in New York around June 21.

ALLEN T. SIMMONS, president and station manager of WADC, Akron, Ohio, is in Gotham for conferences at the headquarters of CBS.

TIM HERBERT, radio and stage comedian, is in Buffalo, N. Y., where he is filling an engagement of one week at the Buffalo Theater.

MURIEL GAINES, vocalist, is back at Le Ruban Bleu, following a guest radio appearance in Boston.



Gold nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

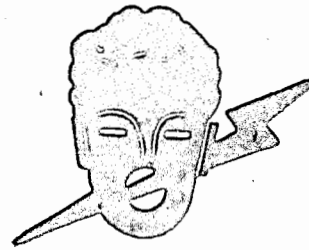
That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

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

Facts are available to prove to you that the independent in Baltimore is your big buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

FINANCIAL

(Thurs., May 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	196 1/2	196 1/8	196 1/8	+ 1/4
CBS A	38	37 1/4	37 3/8	+ 3/8
CBS B	38	37	37 7/8	+ 1
Farnsworth T. & R.	15	14 5/8	14 7/8	+ 3/8
Gen. Electric	47 1/2	46 7/8	47	+ 1/2
Philco	36 1/4	35	36 1/4	+ 3/4
RCA Common	16	15 3/4	15 7/8	+ 1/8
RCA First Pfd.	92	92	92	- 1
Stewart-Warner	24	23 3/4	23 3/4	+ 1/4
Westinghouse	35	34 5/8	34 5/8	+ 1/2
Zenith Radio	36 1/2	36 1/4	36 1/2	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	10	9 7/8
OVER THE COUNTER		
Du Mont Lab.	10 7/8	11 1/8
Finch Tele Comm.	15	17
Stromberg-Carlson	22 3/4	24 1/4
WCAO (Baltimore)	37	38
WJR (Detroit)	38	40

Wynn Wright Resigns Post As NBC Production Mgr.

(Continued from Page 1)
 will engage in free-lance directing. Detailed announcement of his plans will be made at a later date.

Mr. Wright comes to the independent production field with a background of over 30 years' experience in the theater and radio as actor, director, producer and executive. He has been in radio since 1930 when he organized a dramatic department for WWJ, Detroit. Four years later he went to Chicago as a director in NBC's Central Division. Six months later he was recalled to WWJ to become program and production manager. He returned to NBC Chicago in 1938 and on March 1, 1939 was appointed production manager.

In 1942 he was brought to New York as Eastern production manager, since which time he has filled the positions of both Eastern program manager and national production manager for the network.

Additional Web Programs Set For Chi. Origination

(Continued from Page 1)
 day, June 7, at 11:30 p.m., EDT, and "Grand Marquee," Sunday, June 16, at 6:30 p.m., EDT.

Series of "Lights Out," may be revived on Thursdays, 10:30-11 p.m., possibly starting July 4, but this has not been set. "Easy Money," dramatic expose series will be a summer replacement as recently announced here, and moves from Saturday afternoon to Fridays at 8:30 p.m., EDT. "Foreign Service" scripts will be done by Allan Nevins, professor of American history at Columbia University, and John H. Lay, radio writer. Homer Heck, will be producer and Joseph Gallichio will conduct the orchestra. Jim Ameche will be starred in "Grand Marquee," a series of comedy and mystery romances, each complete in itself.

Wyllis Cooper will fix up the scripts for the "Lights Out" psychological fantasies if the series is revived.

WLIB Sets News Bureau For New York Coverage

(Continued from Page 1)
 out New York. Reporters will operate at City Hall, Police Headquarters and other key centers using wire recorders for on-the-spot descriptions. Under the supervision of Cliff Evans, the new department includes Allen Ward, former UP correspondent; Jerry Carr, former news editor of WINS; Hal Kosut, formerly with CBS, and Harold Tarkell, ex-KDKA newscaster.

Stork News

Salt Lake City—Mr. and Mrs. Jack Goodman are the proud parents of a boy, Nathaniel, born last week. Jack is program director of KALL.

LEN STERLING
 LA 4-1200

CHARLES PAUL
Musical Director
 for
 Mr. & Mrs. North N.B.C.
 Theatre of Romance C.B.S.

Exclusive Management: George R. Gomperts, Associates
 475 Fifth Ave., New York, N. Y.
 MUrray Hill 3-1093

"PRIVATE SHOWING"
 With Walter Hampden, Nancy Douglas, Patsy Campbell, Guy Sorel, Phil Clarke, Carl Emory, Mary Lou Forster; Don Fredericks announcer
 Writer: Noel B. Gerson
 Producer-Director: Jock MacGregor
 30 Mins., Sun., 2 p. m.
 Sustaining
WOR-Mutual, N. Y.

WOR's programming dept., fishing around for fresh twists to show formats; has come up with some neat ones lately as in the nightclub-music angle to mysteries in the Carl Brisson "Voice In The Night" series, and now the art museum exhibition angle to drama thrillers in "Private Showing."

Latter series, preeming Sunday (12), looks like a likely prospect, the opening program having a good suspenseful story to tell. But WOR is missing a double opportunity here. Series, presented jointly with the N. Y. Metropolitan Museum of Art, is supposed to combine drama with art appreciation, program opening with a narrator (Walter Hampden) describing some art treasure at the museum, then launching a radio-play suggested by the art subject. A good idea, with lots of possibilities.

But Hampden opener devoted a minute of talk to a picture ("Degas Rehearsal On The Stage"); the show immediately segued into a sentimental drama about unrequited love and passion backstage in a ballet company, and Hampden finished with another half-minute cursory reference to Degas as artist and man. Here was opportunity to talk a bit at length about the Met's treasure, without being highbrow or neglecting the drama entertainment part. Instead the Met was sloughed off as if the Met name and the Hampden rep were a sort of phoney buildup for just another drama series. Proportions of instruction and drama could be quite a bit better.

As it was, Hampden proved an interesting narrator, strolling through the Met gallery, reminiscing about the ballet story as a group of competent players then acted it out. A good program which can be much better.

"IN A WORD"
 With George Hogan, Carl Warren
 15 Mins., Sun., 1 p. m.
 Sustaining
WOR, N. Y.

A gentleman named Dr. Joseph T. Shipley has written a book called "The Dictionary of Word Origins. It may be an interesting, even a piece of literature. But it is at least as aired on WOR (12).

"JUVENILE JURY"
 Jack Barry, emcee; others
 30 Mins., Sat., 2 p. m.
 Sustaining
WOR, N. Y.

Mutual's N. Y. flagship, WOR, got itself a real contender for the kid trade audience with the new Saturday afternoon "Juvenile Jury." Between Dan Ehrenreich's sensible production and Jack Barry's easy-on-the-ear emceeing, a batch of kids double that ripe age puts on a lively, at times amusing but never descending, type of show.

These are just ordinary kids, no longhair intellectuals or oversmart know-it-alls; the "problems" set before them are of such stuff as the ordinary moppet's life is made of—how much better monitors than girls, how much should Johnny's allowance be, and is sister justified in wanting to wear all her party dresses to school daily. But precisely because the "issues" are homely, the show turns out to be a natural for the coping attention of both kids and their parents. Incidentally, a couple of the kids were real showmen.

VARIETY
"A VOICE IN THE NIGHT"
 With Carl Brisson, Alan Bunce, Gertrude Warner, Anna Karen, Anzie Strickland, Jason Johnson
 Writers: Bob Arthur, David Kogan
 Producer: Roger Bower
 Music: Emerson Buckley and Orch
 30 Mins., Fri., 8:30 p. m.
 Sustaining
WOR-MES, N. Y.

WOR-Mutual has come up with a very entertaining program in "A Voice in the Night." New musical mystery series which teed off Friday (10) is novel, pleasant and piquant. It's a good mix of music and mystery, with the quick switches from one to the other flowing naturally and intriguingly. Part of the success lies in the idea; part in Carl Brisson.

The Danish nitery favorite, on his first full network show, makes a distinct impression in the role of a nightclub owner with a penchant for mysteries. He has an appealing personality that projects, in an informal, easy manner with his emceeing, a continental flair with his accent and mannerisms; and quite a way with a song. Format of the show is good, permitting Brisson to set the picture with a couple of songs in the first five minutes, then switching into narration and dramatization to surprise effect, back for another song, then into the mystery story on both musical and mystery shows, retaining the best features of each. It sounds fresh.

VICTOR RIESEL
 Charles LoCasto, announcer
 15 Mins., Wed., 7 p. m.
 Sustaining
WOR, N. Y.

"KNOW YOUR CANDIDATES"

4 minus 1 = 3 more WOR-created click shows!

WOR slipped four new programs into its schedule during the week following May 10th . . . "A Voice in the Night", "Juvenile Jury", "Private Showing" and "Take a Word".

The press reaction? Socko! Particularly VARIETY, which doesn't make a habit of leaning out the window to shout loudly. As to "Take a Word", which VARIETY chilled—well, we can take a hint when we see one. So that birdie goes back to the shop for a little carpentry, because we still believe it's a good show.

If you, too, would like to harness the skill of WOR's showmen, who are also smart salesmen, you could do worse than turn to the station which for more than 25 years has been consistently originating shows that make people sit up and do things dutifully. The number is PE 6-8600.

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

MUTUAL

CHICAGO

By BILL IRVIN

PLANs for the Chicago-originated mystery-drama by Erle Stanley Gardner, "A Life in Your Hands," has been dropped, it was announced by Russel M. Seeds Company.

The decision to continue Hildegard until middle of summer instead of beginning her summer hiatus first of June left only six weeks of summer replacement necessary. Erle Stanley Gardner balked at having his show on the air for only this length of time, hence an amicable settlement has been reached and the mystery series goes back on the market where it is reported receiving consideration by other agencies.

John J. Anthony, Mutual network's counsellor on marital affairs, who is originating his daily network broadcasts from WGN studios this week, was guest observer (May 20) in the divorce court of Judge John A. Sbarbaro of the Cook County Superior Court. At the invitation of the attorney for the wife, Anthony effected a reconciliation between one couple who had come seeking a divorce. Another couple then offered to talk things over with Anthony, and they, too, were reconciled. As a result of all this, Judge Sbarbaro commented that "Mr. Anthony" should be put on the Cook County payroll and some divorce judges dispensed with.

Jack Simpson, radio director of the agency, said that Hildegard would remain in the Wednesday night spot for the Brown and Williamson Tobacco Company through the broadcast of July 24, which concludes her current 13-week cycle. After completion of her contract, Hildegard leaves Brown and Williamson and Russel M. Seeds, it was announced.

\$1,000,000 Plagiarism Suit In Favor Of Cole Porter

(Continued from Page 1)
and "You'd Be So Nice To Come Home To."

Among the witnesses who appeared on behalf of Porter were the screen star, Monty Woolley; Dr. Sigmund Spaeth, the tune detective, and Deems Taylor, president of Ascap.

Samuel J. Silverman of the firm of Cohen, Cole, Weiss, Wharton, counsel for Porter, announced his satisfaction with the decision of the jury yesterday, and noted that this was the first plagiarism suit in a long time which was tried before a jury. The case, which was begun May 7th, was tried in the United States District Court, Southern District, before Judge John C. Knox.

Ave Maria Hour WMCA — Sunday — 6:30

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



Broadway Bulletin Board . . . !

● ● ● Veterans and overseas correspondents lacing it into Danny Kaye for getting the Maj. Gen'l Maurice Rose award which they felt should have gone to someone like Al Jolson, Bob Hope, Joe E. Brown or Jack Benny, who went over there while the shooting was still on. . . . Libel laws prevent us from quoting some of the beefs we get from returning vets against directors who 'haven't got the time to see them'—but there's no law against patty-caking some of the others who have gone far out of their way to give as many of them a break as possible. Such as, for instance: Jack Hill, Cyril Armbrister, Jerry Devine, Lester O'Keefe, Lester Vail, Bill Sweets, Ted Corday and Charlie Powers. . . . Jack Dempsey may have forgotten to duck in the Tunney fracas, but there was nothing wrong with his sidestepping when Tex McCrary tried to get him to pick the winner of the Louis-Conn scrap. The old Manassa Mauler just refused to indulge in any crystal ball gazing whatsoever. Incidentally, when someone told Joe Louis that he had slowed down, he cracked: "Ah'm gonna fite that man, not run away from him." . . . B. A. Rolfe embarking on a tour with his band for the purpose of popularizing the modern square dance and polka. . . . Skinny Ennis inked to a Signature recording contract.

★ ★ ★

● ● ● Walter Lurie, formerly head of radio at Blaine-Thompson, steps into a lush post at Mutual as Executive Producer at a reported fee far in excess of the usual web salary. Congratulations are in order for the net as well as Lurie, as latter is reputed to be one of the keenest production minds in the biz. He takes over his new duties June 15th and will create new shows as well as doctor some of the current ones. Laurie was formerly with Foote, Cone & Belding and Biow. While with the latter he was instrumental in developing shows for Procter & Gamble.

★ ★ ★

● ● ● Joan Edwards getting an 8-week leave of absence from the Hit Parade and departs Aug. 1st for the gold coast and Republic Pictures. . . . Detroiters buzzing about the battle of the box office out there between Sinatra and Tex Beneke, who are running fairly neck-and-neck. . . . Producer Martha Rountree pulls a switch when she presents Harriet Van Horne, World-Telly radio ed. on "Leave It To The Girls," June 1st, instead of on her other stanza, "Meet The Press." . . . Frank Lovejoy slated for a role on Theater Guild's "Boy Meets Girl" on the 26th. This is another by the Spewacks who author'd "Woman Bites Dog," the short-lived play in which he was featured. . . . Lenny Kent, addressing the Radio Execs luncheon, glanced around at the faces and cracked: "This looks like the waiting room at Young & Rubicam." . . . "Truth or Consequences" goes off the air July 6th for the summer. . . . Ernesto Lecuona, composer of "Siboney," "Malaquena," etc., returning to his new home in Jackson Heights this week-end. . . . Paula Victor and Berel Firestone, legit actor, making it a June blending. . . . Jerry Siegel, creator of Superman, out of the Army and back scripting the series. . . . Larry Menken also in civvies again. . . . It's Earl Wilson's line: Many of the Copa beauties have gone straight to H'wood, and some have gone there in other directions.

★ ★ ★

● ● ● Easy to recommend is the new transcribed series, "Murder At Midnite," produced by Louis G. Cowan, Inc., and distributed through World Broadcasting. We caught their initial offering scripted by Rob't Newman and for sheer psychological suspense we'll match it with anything now on the air. It's powerful stuff aimed for the late trade, and if you liked Arch Oboler's "Lights Out" series, wait'll you get an earful of this. Cowan is the same lad who originated the Quiz Kids stanza some six years ago in Chicago. He came to N. Y. in '43 to head up the N. Y. office of the OWI, and is also currently radio consultant to Time magazine.

★ ★ ★

SAN FRANCISCO

OVER three thousand people jammed the San Francisco Opera House Sunday evening to hear the U. S. Steel's "Theater Guild on the Air" program. Following the broadcast the Columbia Steel Company, subsidiary of the sponsors, held a huge cocktail party and buffet supper in the Red Room of the Bohemian Club in honor of John Garfield, June Havoc, Leo Carrillo and the other members of the cast.

Community Chest Agencies, holding a four-day Community Relations Conference here, selected Jane Lee's Women's Magazine of the Air (KPO) as the ideal demonstration of a radio program telling community's welfare on the air. Miss Lee has traveled several thousand miles broadcasting weekly from communities in Northern California, and is booked, now, through next November.

Jackson's Furniture Company of Oakland is starting a new three-week audience participation show titled "Meet The Bride" over KGO. Show originates in their store and will feature interviews and discussions with brides. Lee Giroux is the emcee.

KPO's Pat Mitchell and AP correspondent Olen Clements surprised friends by slipping down to San Jose and coming back as Mr. and Mrs. after a two-year wait during Clements service as a war correspondent in the Pacific.

ROSS FEDERAL RESEARCH CORPORATION

Sixteen years of re-
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New York 17, N. Y.

★ AGENCY NEWSCAST ★

MORRIS S. NOVIK, formerly director of WNYC, has been named public interest consultant for WSYR, Syracuse; WTPY, Albany-Troy-Schenectady and WELI, New Haven, Col. Harry S. Wilder announced yesterday.

HARLES E. WILSON, president of General Electric Company, announces appointment of J. J. Nance as a member of the president's staff. For the last five years Nance has served as vice-president of Zenith Radio Corporation, Chicago. Previously he was many years connected with General Motors Corporation.

MARIO G. LETTICH, recently discharged from the Naval Air Corps, and ELSIE J. MORCOM, until recently with the American Embassy in Mexico City, have joined McCann-Erickson's staff in San Juan, P. R.

JACK WYATT, JR., account executive at Buchanan Agency, has resigned effective June 1 to become director of advertising and promotion for "Teen Timers, Inc." Wyatt will be succeeded by Nat Strom who has been a time buyer for the agency.

ROLAND ISRAEL has resigned his position as advertising director of J. M. Korn & Co., Philadelphia, to join the E. L. Brown Advertising Agency of the same city as executive director.

HIXSON-O'DONNELL ADVERTISING, INC., New York, announces the appointment of Richard B. Henne to the copy and contact department. Prior to service as an intelligence specialist overseas, Mr. Henne was vice-president and account executive of Evans, Nye & Harmon, Inc., industrial advertising agency.

BEN STROUSE, general manager of WWDC, Washington, D. C., has appointed Forjoe and Co. as exclusive national representatives.

COCA-COLA contracts have just been made through McCann-Erickson's office in Sao Paulo, Brazil, to sponsor a new series of sports broadcasts in that city.

WALLACE M. KUNKEL has been appointed to the copy staff of the M. H. Hackett Co. Prior to this appointment, he was in the promotion department of The American Magazine.

Radio Group Leaves For Philippine Posts

(Continued from Page 1)

record department at Young & Rubicam; Miller was formerly production director at WPAT and more recently with "The Voice of America" special events section, and Ruffner with NBC news and special events.

First outlet in the web, KPOI, Manila, is slated to go on the air the first week in July, with the other five, in Cebu, Iloilo, Cebu, Davao and Zamboanga due to begin operations in the first of next year. KPOI will operate on 1 kw. AM, with simultaneous transmission on 1 kw. FM and 1 kw. shortwave.

Program line between the stations will be via microwave, marking the first commercial use of the point-to-point shortwave system, according to the agency.

Five Baltimore Stations Air "Brand Names" Shows

(Continued from Page 1)

tion and its meaning to the consumer public.

The series of special programs was arranged in co-operation with the Brand Name Research Foundation and the Advertising Club of Baltimore which held a testimonial dinner at the Belvedere Hotel here Tuesday night at which 56 Maryland brands were awarded the Foundation's certificate of public service. Programs were devoted to a discussion of the importance of the brand system in relation to the consumer, nationally and internationally, with the stress on what the brand name means to the man-in-the-street.

First of the programs was aired over WFBR at 9:15 Monday morning when Mrs. Peggy Lewis was interviewed by Martha Temple. Elrick B. Davis, executive editor of the Foundation was the subject of the second show over WITH at 1:30 p.m. Tuesday. Advertising and Foundation executives shared a similar interview later in the day. WCAO aired a discussion between Betty McCall and a member of the service division of the Foundation on Wednesday on her 10 o'clock show.

A "listener's digest" of the awards dinner was aired over WBAL also on Wednesday, and later WCBM and WFBR aired an interview with A. O. Buckingham, vice-president of Cluett, Peabody and Company, and chairman of the Foundation. WBAL broadcast a recording of the dinner at 10:30 Wednesday night.

WBEN

has nation's highest McCarthy rating

"We mowed 'em down, so help us!"



The Billboard, in its April 20, 1946, issue says: "WBEN Connects"

"Station WBEN ran into the spotlight last year, with top ratings on Bob Hope and Bing Crosby. It's in the spotlight again. With Hope and with Crosby it delivers a sock audience but not No. 1 for Der Bingle. They love Edgar Bergen and his wooden heads up on the border. And they love Fred Allen, Mr. D. A., Jack Haley, Cass Daley and John Charles Thomas also."

Highest Hooper rating in the country for Edgar Bergen, second highest for Fred Allen, Bing Crosby, Mr. D. A. and Jack Haley, and third highest for Cass Daley and J. C. Thomas is proof conclusive that WBEN is an "Audience-Delivering" station! And WBEN produces comparable high ratings for local programming for both national spot and local advertisers.

Thousands of Western New Yorkers and Canadians rely upon WBEN for sparkling shows and reliable news. WBEN DELIVERS!

Quoting The Billboard again, here's the way they dialed in Buffalo:



PROGRAM	NATIONAL RATING	CITY HOOPER	BONUS POINTS	RANK
Edgar Bergen	27.2	38.6	11.4	1
Fred Allen	24.1	30.0	5.9	2
Bing Crosby	21.7	31.1	9.4	2
Mr. D. A.	20.8	29.5	8.7	2
Jack Haley	18.0	24.7	6.7	2
Cass Daley	16.3	24.6	8.3	3
J. C. Thomas	10.3	12.7	2.4	3

EVEN A G. I. WOULD LIKE THOSE BONUS POINTS

KSJB Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

D. P. ISSUED—NOW CONSTRUCTING

5000 WATTS
600 ON THE DIAL

CBS—MBS

Protest UN Exclusion Of 'Spain' Broadcasts

(Continued from Page 1)
ed to the UN, who termed the action "discrimination." In an answering telegram, Benjamin Cohen, UN assistant secretary-general in charge of information, said his department would endeavor to "maintain radio's position on a parity with that of other information media."

Here is the text of Richardson's protest:

"In the name of American broadcasters accredited to United Nations, I protest strongly against the decision of the committee investigating Spain to prohibit radio broadcast coverage of today's open meeting of the committee, where full coverage by the press is to be permitted. Such action not only is a discrimination against radio as a news medium, but is in direct violation of the spirit and the letter of the principle of freedom of access to news sources everywhere by all media for which United Nations stands. The American broadcasters urge you and your department to do everything possible to obtain a reversal of the committee's decision."

Cohen Replies

Cohen replied as follows: "Your telegram of May 23 to Christopher Cross, chief U. S. radio officer, in which you protested on behalf of broadcasters the decision of committee investigating Spain to prohibit radio broadcasting was referred to me. Even before your wire was received this department was taking appropriate steps to maintain radio's position on a parity with that of other information media. We appreciate that your protest on behalf of broadcasters is prompted by a desire to give fullest possible coverage to United Nations activities."

A similar protest was made also by Cliff Evans, news director of WLIB.

LaGuardia Boosts Drives

F. H. LaGuardia, director general of UNRRA, will do two extra broadcasts this weekend to stump for the food conservation and collection drives. He will speak via recording over ABC tomorrow, on the 1:30-2 p.m. show, and Sunday, will speak from his home during the intermission of the Detroit Symphony broadcast over WWJ.

WANTED: PARTNER WITH \$15,000 CAPITAL

Radio program producer seeks partner with thorough knowledge of Radio programming! Established business in live and transcribed programs will stand investigation. Submit complete details in first letter.

BOX 181, RADIO DAILY

1501 Broadway, New York 18, N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Jerry Vogel reminds us that Flag Day is June 14 and we agree with him that George M. Cohan's "You're A Grand Old Flag" on any program 'is always in good taste.' . . . ● Bregman, Vocco and Conn will publish Joe Myrow's swing symphony, "Moon of Jade." . . . ● Tin Pan Alleyites including Vincent Lopez, Guy Lombardo, Lanny Ross, Arthur Godfrey, Harry McNaughton and Gordon Fraser have their boats moored at Sands Point Riviera, which prexy 'Mike' Porter tells us, will open end of this week. . . . ● The Silver Masked Tenor, none other than Joe White of NBC, collabbed with Maureen O'Byrne and George Henninger on a fine western ditty titled, "Old Prairie Wagon," published by Will Rossiter. . . . ● The consistently-good shows produced by the NBChildren's Horn & Hardart program Sunday mornings, rates this scribbler's okay to Alice Clements the producer. . . . ● With the Met season over, Nadine Conner heads west to rejoin hubby, Dr. Laurence Heacock and children Sue Lin and Loren David. . . . ● In spite of many program curtailments, seasonal or otherwise, Mutual steps ahead . . . their MBSustainer, "20 Questions," starting July 6, brings a new sponsor to the airwaves, Ronson Lighter . . . which is why new program sales manager Nick Keeseley's face is beaming. . . . ● Gaumont Music's ballad, "I'll Take A Little Time," written by Lee Pearl, Art Berman and Irving Gaumont, is starting to climb. . . . ● Norman Cloutier's new monthly brochure on the NBC Thesaurus getting raves from indie and NBC-Affiliated stations. . . . ● Jack Brown, brother of Dick, is now featured six times weekly via WLW. . . . We raved about this tenorole weeks ago here.

☆ ☆ ☆

● ● ● Lt. Eddy Brandt, co-writer of the ballad "Seven Days A Week," is back in civvies after 3 years overseas . . . may join the staff at WWNC. . . . ● Oscar Hammerstein II and Sigmund Romberg will write several new tunes for the forthcoming Skirball-Manning flicker, "Sunny River," to be released by Universal. . . . ● The opening of the Fox film, "Do You Love Me?" at the Roxy starring Dick Haymes and Harry James, recalls the fact that five years ago, Dick tried to sell James several songs . . . the ork pilot told him to forget writing and to concentrate on singing . . . P. S. He did. . . . ● The Korn Kobbler, this week, mark their 2200th consecutive appearance at Rogers Corner . . . easily understood by their millions of fans throughout the country. . . . ● The Sam Donahues are expecting a blessed event in October. . . . ● The Fred Ahlert-Roy Turk hit of 1931, "I Don't Know Why I Love You Like I Do," is featured in the forthcoming MGM Musical "Faithful In My Fashion." . . . recorded by 13 companies the song can't fail to duplicate its original feat . . . published by Feist. . . . ● Mills is starting work on a novelty, "Sh-h, The Old Man's Sleepin'." . . . ● Buddy Morrow, currently at the Lincoln Hotel in Gotham goes into the Capitol Theater June 6.

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Cecil Campbell and his Tennessee Ramblers arrived in Gotham to make four sides for Victor . . . Riley Shepard of Leeds Music set the deal for this outfit, for many years featured at WBT, Charlotte. . . . ● A natural for juke boxes is Dubonnet Music's ballad, "A Nickel For A Memory." . . . ● Johnny Olsen who did a fine job on "I Yi Yimminy Yi" for Victor will cut another Lee Crane tune titled, "Let's Play House." . . . ● "Wings Over Jordan," CBSensational Choir has been signed to make six recordings for King Records. . . . ● Tommy Tucker's new Columbia disc of "Ashby de la Zooch," is a honey . . . backed with "Pin Marin." . . . ● Harlemites sent WOV Disc Jockey Fred Robbins a vote of thanks for refusing to play "Darktown Poker Club." . . . ● After 3 years as musical director at WMCA, Jerry Sears resigns to make transcriptions for Ziv and Muzak . . . Bill Taylor succeeds him at WMCA. . . . ● Morton Downey has been signed to an exclusive contract by James J. Walker to record for Majestic . . . first two discs will include Berlin's "Blue Skies," and "All By Myself" and Youmans' "More Than You Know" and "My Romance," to be released next month.

ABC Coast Tele Plans Told FCC By Woods

(Continued from Page 1)

testimony given at the television channel hearing being conducted by the FCC. Woods added that Edward J. Noble, when he formed the American network, planned an estimate investment of from 12 to 15 million dollars for expansion in fields of video and FM.

The American network, said Woods is prepared, if necessary, to take a loss of \$2,500,000 in its first three years of television operation in Los Angeles.

Television operating expenses for the first year, said Woods, are estimated at \$1,500,000.

The American network, Woods added, estimates that in 25 years, television programs will be 70 per cent commercial and 30 per cent non-commercial.

Denver Post Using Radio First Time In History

Denver—For the first time in its turbulent history, the Denver Post is going to use radio. The paper signed a thirteen-week contract with KOA, Denver, NBC owned-and-operated station, for a Sunday night tributed show, "Washington Views: Interviews," featuring Barnet Noble. The series starts May 26.

The deal was arranged between Lloyd E. Yoder, KOA general manager, and Palmer Hoyt, new Post publisher. Hoyt, former Portland, Ore. editor and publisher, has brought about several other changes in the paper's policy, among them the printing, for the first time, of an editor's page.

ABC To Air Special Memorial Day Ceremony

Washington Bureau RADIO DAILY
Washington—Gen. Omar Braden, director of the Veterans Administration, will be the principal speaker when ABC and its affiliates air a special Veterans' Memorial Day Ceremony from Arlington National Cemetery on Thursday, May 30, from 10 to 2 p. m. EDT.

Ceremony will mark the 79th annual observance of Memorial Day at Arlington.

Davis-Swing Series

ABC commentators Raymond Swann and Elmer Davis will team up to inaugurate a new Monday through Friday program effective June 3, 7 p.m., EDT. Davis will be heard Monday and Tuesday, with Swing taking over the other three days. Series will be offered as a co-op replacement for Swing's current across-the-board stanza. Davis will continue his Sunday afternoon spot, but drops his five-minute nightly stint June 3. A successor will be announced at a later date.

Radio's Strike Coverage

ets, Independents ir Railroad Info For Travelers

(Continued from Page 1)

ons as well as independents did spare commercial shows as to ellations to make way for the e news, position taken by some is that the story is local for each ate and that they are handling news to suit their immediate nces.

as some news was put on the net- and some was heard only on key as of the networks originating the . Thus key stations have been cut- in locally only and leaving the ctive affiliates to cut in as they saw eanwhile, local stations from coast- are treating strike conditions with ular regard to their effect on the ation in the service area.

Lines To R. R. Terminals
ne stations and networks, such as -Mutual for instance already had into railroad terminals, par- rly the Pennsylvania depot in -York since they were put there week when the strike was con- ated and confusion reigned. e lines having been taken for the um of a week, stood WOR- in good stead yesterday and readily available. Last week the -York Central did not at once t the installation of lines and uently Pennsylvania R. R. got eak.

Staffs Leave Early

the first incomplete reports of pending railroad walkout hit ew York midtown area, hub of e networks and advertising agen- employees were permitted to e the rush" for space on trains out and Central and Pennsylvania ns.

inning in the mid-afternoon e office staffs began an "early exodus to both points,—and themselves not alone in their pation. Gateway to the New Express (2:32 p.m., EST), e serves, Greenwich, Stamford, was jammed with hundreds of -flustered commuters and rail- officials expressed concern over er the "abnormal" concerted could be accommodated. Here, RO sign was out early.

Valter Thompson and Young & am staffers, among those near- T, began the early march for around three o'clock. Situation he same in other agencies, and

Trouble

Not all of the radioites were rned with going home -terday—that is, Charlie Ham- nd, NBC promotion and ad- tising director had plane ervations for Pittsburgh and e concern was how he was going get home to Chappaqua, N. Y. er he returns from Pittsburgh.

preparations were under way for emergency lodging and transportation for those unable to make connections if the strike-crisis prevailed today. All in all, the outlook was for a long weekend.

Situation was one readily suited to radio's capacity for public service, as anxious commuters, gathered in Grand Central and Pennsylvania stations constantly inquired "what's the latest radio news on the strike?"

Two Roundups On NBC

NBC aired two nation-wide round-ups of the strike situation at 5 and 6:15 p.m., EDT, with correspondents describing the effects on vital communication centers through the country. First roundup summarized developments in Washington, shifted to Grand Central Terminal in New York, and then to Chicago. Pennsylvania station, Cleveland and LaGuardia Field were other points described by web newsmen. Second broadcast covered Washington for latest bulletins, Denver, San Francisco and New York again.

In addition to carrying all NBC special programs on the strike, WEA, on a flash basis since 1 p.m., aired six special bulletins up to 5 o'clock with several more scheduled as needed throughout the night. Crews and special events men Ben Grauer, John Cooper and Bob Stanton described scenes at GCT, Penn Station and LaGuardia Field.

Washington News On WJZ

Throwing a cordon of its newsmen around the key rail and transportation points in New York City, WJZ-ABC implemented its bulletin service on negotiations underway in Washington with frequent roundups from terminals in the metropolitan area.

Highlighting the WJZ coverage was a special quarter-hour program at 3 p.m., with John Slagle reading a round-up of the late strike news from Washington along with information phoned into the newsroom by its strategically located correspondents. Again at 4:30, WJZ listeners heard a special five-minute news round-up which followed hard on the heels of a report aired by the station that the New Haven Railroad could not guarantee that New York trains would reach their destinations.

WJZ-ABC staff men were placed at the following centers:

John McTigue and Donald Coe at Grand Central Terminal; William Whitehouse covered City Hall; William McSherry at Police Headquarters in New York; Julian Anthony and Ed Sarnoff at Pennsylvania Station, and John Dunn manned the beat at strike headquarters.

"Dr. Eddy" Show Sliced

In addition to news flashes and bulletins aired over WOR-Mutual from 1 o'clock on, the station cancelled the last 15 minutes of the "Ask Dr. Eddy" program (4:45 to 5 p.m.), to air a special report from newscasters in New York, Washington, Boston, Cleveland and Chicago. The "Uncle Don" show was also cancelled to make

room for broadcasts from the Long Island branch of the Penn Station, from Philadelphia, Pittsburgh and Washington. Mutual carried Paul Killiam from Penn Station, Jack Barry with late N. Y. bulletins, Al Warner and Bill Hillman from Washington before and after the official announcement at 5:14. Cedric Foster was heard from Boston, with statements from the Governor of Mass., and railroad executives. Tom Slater, MBS special events manager aired the latest official statement from the trainmen's union and was followed by Frank Wallecker from Penn Station.

CBS' entire news staff covered the strike throughout the day from the two focal points—New York and Washington. Commercial programs were interrupted to give bulletins of the impending strike and additional news reports were given on an average of every fifteen minutes during station break periods. CBS' Washington newsman, John Adams, broadcasting from a mobile transmitter, described the situations of the moment and gave detailed reports of President Truman's activities in coping with the crisis.

Spot Pickup On WABC

Local coverage over WABC began at 2:45 p.m., EDT, with spot pickups from Long Island Railroad terminal information booth, Joe King, reporting, and Pennsylvania Railroad terminal, with George Bryan reporting. Broadcasts featured color descriptions of suburbanites rushing to get home before the strike deadline. WABC's Bill Leonard gave strike roundup news at 2:45, 3:30 and 4:00 p.m., EDT. Murray Karmiller, at City Hall and George Roosen at strike headquarters fed Leonard the news from these two points during the day.

New York indies also revamped schedules as follows:

WHN set up lines to the main concourse at Pennsylvania Station, with George Hamilton Combs, Sidney Walton and Fred Johnson doing descriptions, interviews with railroad officials, Travelers' Aid workers and commuters. Combs took the air first with a three-minute stint at 5:01 p.m.

Phoned Stories Vital

Allen Ward and Hal Kosut, of WLIB, were at Penn Station and Grand Central, respectively, phoning in stories to the outlet. They returned to the station about 7 p.m. to go on the air with eye-witness descriptions.

Facilities of WWRL, Woodside, were made available to the Long Island Railroad to broadcast revised schedules, train cancellations as well as the latest news as it arrived at road headquarters.

WHOM, N. Y. indie, set up its wire recorder with Jack O'Reilly at Journal Square in Jersey City to gather reactions of the populace in that congested area. Recorder was then rushed to the station's transmitter nearby and aired late in the afternoon. Alois Havrilla announced late flashes throughout the day until sign-off time.

In addition, WMCA, WNEW, WQXR,

Transportation Of Trade Personnel Seen Problem

WOV, WBYN, WEVD, WINS, WBNX, and WNYC re-scheduled programs to flash special bulletins as they were received over the wires. Stations also planned complete, up-to-the-minute coverage throughout the late evening hours.

A talk by Mayor O'Dwyer of New York at 10 p.m. was broadcast by the city's station, WNYC, and offered as a feed to the other outlets in the metropolitan district. It was carried on WEA, WOR and indies.

West Coast Bureau, RADIO DAILY

Los Angeles—This city and Hollywood are experiencing a virtual paralysis of transportation, with all street cars and bus lines idle in addition to the main railroads serving the area.

Half of the buses and street cars have been on strike for the past two weeks. With the advent of the railroad strike, the remaining vehicles—those operated by Pacific Electric—stopped yesterday. Only a few independent buses still operate.

Preliminary Sports Series As Lewis-Conn Build-Up

Preliminary to the Louis-Conn bout scheduled for June 19, which will be aired over WJZ-ABC, Harry Wismer, sports director of the network, has set up seven pre-fight broadcasts, in advance of the ring classic. These broadcasts will include pickups from GI's abroad as to their opinions on the fight; dramatizations of highlights in the lives of Louis and Conn, training-camp interviews up to the weigh-in ceremonies.

Starts May 28

The schedule calls for the events on Tuesday nights, starting on May 28, to June 18, inclusive and then Wednesday, June 19, the day of the big event will have two preliminary broadcasts during the day and evening of the fight. Gillette Safety Razor Company is sponsoring the fight on the air. Don Dunphy and Bill Corum will be at the mike.

Tele Angle

As might be expected, the pictorial news value of the milling crowds of commuters at the Penn Station and Grand Central Terminal last night did not escape the notice of the tele producers. WNB and WCBW were right there with crews to film the sardine-can atmosphere. The pictures were telecast last night by WCBW at 8 p.m., and will go over the video waves tonight from WNB at the same hour.

COAST-TO-COAST

— NEW YORK —

NEW YORK—Some of the chapters in Morton Thompson's "How to be a Civilian" which was aired recently over WNEW "Operation Homecoming" program will include "How to Buy, Put On, and Wear Civilian Clothes," "Non-Military Courtesy," "What Are Girls?" and "Hitting the Book." Adapted for radio by Max Berton, the program will be under the direction of Jack Grogan. . . . The role the church plays in the community it serves will be related by Rev. Leland B. Henry, social service director of the Episcopal Diocese of New York, when he appears as guest on the "Church and Community" program over WLIB, Sunday, May 26. The program each month is conducted by members of a different faith. The month of May for the Protestant, June for the Jewish and July for the Catholic Archdiocese.

— OHIO —

DAYTON—Arthur L. Martin, former WIZE program director, has been named program consultant for WING and will be in complete charge of correlating all public interest programs; will make a daily analysis of the program logs; and as a result of these studies, make recommendations for the improvement of program structure. . . . **CINCINNATI**—Ex-Sgt. Charles W. "Bill" Robbins, recently released from the Army after service in the Pacific and Japan, has returned to his mike duties at WCKY.

— NORTH CAROLINA —

CHARLOTTE—The Johnson Family Singers, vocal sextet of WBT, are featured in a two-page article in the "Interesting People" section of the June issue of American Magazine. . . . At the invitation of the Charlotte News, WAYS will participate in the promotion of the 1946 Charlotte Soap Box Derby, an annual event nationwide which has been curtailed since 1941. The outlet will be the official radio voice of the Derby, interviewing lads who enter the race, assisting in the acquisition of sponsors for the boys, and broadcasting highlights of the Derby itself when it is run June 27. . . . Sam Greer, WAYS control operator, has returned to work following a throat operation.

— COLORADO —

DENVER—KLZ's new "Behind the Atom" series, aired Sundays, highlights atomic and cosmic research development high in the mountains of Colorado. Supervising the program is Dr. Walter Orr Roberts, who heads the world's highest solar observatory, the high altitude observatory of Harvard and the University of Colorado, located at Climax.

Cops & Robbers

MORT LAWRENCE

Does BOTH on "GangBusters"

LE. 2-1100

Situation Re FM Surveyed; Progress Reported By FCC

(Continued from Page 1)

ing in converting the 441 outstanding conditional grants into actual permits the commission stated that in 205 of the 441 cases the applications already have been examined as to engineering details. In 115 of these 205 cases additional information has been requested from the applicant and has not yet been received. No further work can be done at this time on these applications until the applicant furnishes the necessary information. With respect to the other 90 cases which have been considered as to engineering plans. There are 29 cases in which the engineering plans have been approved by the commission but the issuance of a construction permit is delayed by the failure of the applicant to submit the requisite statement as to his program plans.

In the remaining 61 cases there are 34 where engineering reports have been prepared which will be submitted to the commission in the near future looking toward the issuance of construction permits (or engineering approvals in these cases where the required statement of program plans has not been submitted).

In the other 27 cases engineering reports are being prepared.

In considering the engineering details of all the applications which have been conditionally granted to date the commission has held 69 engineering conferences with the applicants or their representatives. In 62 other cases the engineering department has taken technical questions up with the applicant either by letter or by telephone.

493 Cases Disposed Of

In addition to the 493 cases where construction permits or conditional grants for new stations have been made since October 8, 1945 there are 122 cases where the applications have been designated for hearing because

Gen. Mills '5-Star Hour' Renewed For Yr. On NBC

(Continued from Page 1)

ment. The renewal is effective June 5. First three-quarters of the hour is made up of the following serials: "The Guiding Light," "Today's Children," and "Woman in White." The five-minute period is filled by Betty Crocker with homemaking hints.

Agency for the first three serials and Betty Crocker is Knox-Reeves Advertising, Inc. (Minneapolis).

The last quarter hour is filled by the most recent addition to the General Mills' lineup, the serial "Masquerade" handled through Dancer, Fitzgerald and Sample, Inc. (Chicago), and is aired on 32 NBC stations. The show will originate from Hollywood beginning June 3.

Products advertised are Wheaties, Bicquick, Gold Medal Kitchen Tested Flour, Softasilk Cake Flour and Betty Crocker Soups.

the number of applications for the communities involved exceeds the number of demands available. In addition four applications have been designated for hearing on the multiple ownership issue. There are 261 other applications on file where no action has at yet been taken. These for the most part are either applications from a person or concern who has already received one grant. The new construction permits and engineering approvals announced yesterday are listed in report number 823 (public notice dated May 22, 1946). The following stations heretofore granted conditionally which have received engineering approvals were granted regular construction permits: The Troy Record Co., Troy N. Y.; Daily Telegraph Printing Co., Bluefield, W. Va.; Radio Service Corporation, Pocatello, Idaho; Scranton Broadcasters, Inc., Scranton, Pa.; E. Anthony and Sons, Inc., New Bedford, Mass.; Sacramento Valley Broadcasters (a partnership) Marysville, Calif.

Following is a list of applications for which approval of basic engineering plans were granted by the commission (note power given is effective radiated power; antenna height given is height above average terrain):

Portland Broadcasting System, Inc., Bangor, Maine; Lee Broadcasting, Inc., Quincy, Ill.; Truth Publishing Co., Inc., Elkhart, Ind.; Bradford Publications, Inc., Bradford, Pa.; Minnesota Broadcasting Corporation, Minneapolis, Minn.; Hawley Broadcasting Co., Reading, Pa.

Plan Radio Course

Holyoke, Mass.—Station WHYN has concluded its 16-week course in radio technique and dramatics, held at the station in conjunction with the Massachusetts Division of University Extension. Active in direction of the class were Charles N. DeRose, WHYN general manager; Patrick J. Montague, commercial manager; Jay J. Heitin, program manager, and John Vondell, music director.

Send Birthday Greetings To

May 25
Doris Kerr Hazel Westerlund
Helen Monroe William Miller
Bill Robertson Kay McKelven
Virginia Simms Jo Tong
Betty Ruth Smith
May 26
Margaret Fuller Howard Parker
Frederic Mackaye Jules Alberti
William Kephart
May 27
Cedric Adams Evelyn Morin
Richard Sanville Marlin Hunt

PROMOTION

WWRL Newspaper Tie-Up

To bring its programs and station activities to readers of community newspapers, WWRL, Woodside, L. I., has entered into a mutual promotion agreement with Post Periodicals; Chapman Publications, publishers of eight Long Island papers, where complete program listings, news stories and display advertisements will be printed.

Survey Of Media Costs

NAB is distributing a 28-page booklet on media costs titled "How Many for How Many?" Content is a report of a presentation to advertisers by agencies by Frank Pellegrin, NAB director of broadcast advertising. Printed in large type and double spaced, piece is liberally illustrated with two-color charts and graphs.

NAB Booklet

NAB's Department of Broadcast Advertising, has released a 30-page illustrated booklet, entitled "How Many for How Many?" describing the successful of broadcast advertising by brewer. Intended as a sales help, the booklet is a condensation of a series of articles written by Marie Ford for Modern Advertising Age which appeared in publication during 1944-45-46.

For The New Call Letters

A diversified, intensive campaign under way to acquaint the citizen of Hartford, Conn., with the new call letters of the Yankee-Mutual outlet there, WONS. The letters were changed on Easter Sunday from WHTD. Included in the campaign newspaper ads, street car and cards, movie trailers, limerick contests, street signs, special broadcasts and gifts.

WWRL Recipe Booklet

Plugging the two gals' morning show, WWRL, Woodside, L. I., prepared a 4x7-inch booklet of recipes and eating places titled "Pat and Mona Recommend." Cover, in red and blue, highlights a photo of Pat and Mona; inside pages are filled

BALTIMORE'S Listening Hall

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reeder, General Manager

FREE & PETERS, Inc., Exclusive National Representative

CAB Convention Opens

13 Standard Grants OK'd By Commission

Washington Bureau *RADIO DAILY*
 Washington—The FCC on Friday granted CP's to a total of 13 applicants for new standard stations. Grants were made to West Memphis Broadcasting Corp., West Memphis, Ark., to operate on 990 kc., one kw., daytime; Tallahassee Appliance Corp., Tallahassee, Fla., to operate on 1450 kc., 250 watts, unlimited; Charles R. Love, Calexico, Calif., to operate on 1490 kc., 250 watts, unlimited; Robert L. Weeks, Red Bluff, Calif., 1490 kc., 250 watts.

(Continued on Page 7)

NBC Televises "Bee" From Nat. Press Club

Washington—For the first time in its 19-year history, the annual National Spelling Bee was televised Friday by NBC's television station WNBC (10 a.m. to 1 p.m., EDT) from the auditorium of the National Press Club in Washington, D. C. Using the super-sensitive Image Orthicon Camera and the Bell System's coaxial cable between the nation's capital and New York, NBC television brought to viewers in New York and

(Continued on Page 2)

Paul Mowry, Sid Strotz Testify At Tele Hearing

West Coast Bureau, *RADIO DAILY*
 Hollywood—Testifying at the FCC television channel hearing here, Paul W. Mowry, ABC national director of television, outlined programming plans for the proposed ABC Hollywood station. He said Hollywood has a wealth of talent, and good night-

(Continued on Page 7)

NAB Record

Washington—All attendance records were broken at the NAB's 17 district meetings, association president Justin Miller reported over the week-end. A total of 1,973 representatives attended the meetings. Represented were 587 NAB member stations and 53 non-members. Miller, who attended all of the meetings, said it was a "profitable" experience.

Webs Announce Staff For Atomic Bomb Tests

Four major networks have assigned, so far, about 20 correspondents and commentators to cover the Joint Army-Navy tests of the effects of atomic bombing on surface craft off Bikini Atoll, now set for Sunday, June 30 (Monday, July 1, Bikini time). These assignments follow the recent meeting in New York of representatives of the networks with Commander R. D. Thompson, USNR, radio officer for Task Force I.

NBC has assigned Ralph Howard

(Continued on Page 7)

Adams Succeeds Wright In NBC Production Post

Robert K. Adams, formerly manager of the program developments division of NBC, has been named to succeed Wynn Wright, resigned, as national production manager of the

(Continued on Page 4)

Networks-Stations On Alert For R. R. Strike Follow-Up

Although the possibility of an early settlement of the nation-wide railroad strike was held in considerable doubt late Friday, networks and stations were scheduling intensive extra news broadcasts and special coverage features over the weekend, if it were needed.

NBC continued to interrupt programs to air late bulletins as negotiations between union, labor and government officials were held in Wash-

Annual Meeting Canadian Broadcasters Gets Underway Today In Quebec; CBC Plans Coming Up

Young Gets Gov't Post In Philippine Islands

John S. Young, former radio announcer and consultant to advertising agencies, has been confirmed by the U. S. Senate as U. S. Commissioner to the Philippine Islands for Economic Rehabilitation and War Damage. He was nominated by President Truman.

Young was with NBC from 1928 to 1936 as a commentator on interna-

(Continued on Page 7)

"Chiquita" Food Message Set For Keystone Spots

United Fruit has bought a daily series of five one-minute spots on the Keystone Broadcasting System's transcription network to air its "Chiquita Banana" message on behalf

(Continued on Page 5)

Quarterly AFRA Meeting Will Discuss Year's Plans

Quarterly meeting of the AFRA New York Local will be held Thursday, June 6, at the Capitol Hotel at 8:30 p.m. and as per new procedure established last winter, all resolutions

(Continued on Page 5)

By *STAFF CORRESPONDENT*
 Quebec—Although the rail strike in the United States will cut down American attendance at the annual convention of the Canadian Association of Broadcasters which opens today at the Chateau Frontenac, Canadian broadcasters are expected to attend in record-breaking numbers.

While not a part of the agenda the broadcasters are disturbed over the prospects of the Canadian Broadcast-

(Continued on Page 5)

Miller Chides Petrillo For Not Co-Operating

Washington Bureau, *RADIO DAILY*
 Washington—NAB President Justin Miller last week wrote James C. Petrillo, AFM head, that he was "surprised and disappointed" by the editorial appearing in the union's official paper. Text of Miller's letter follows:

"I was surprised and disappointed by the front-page editorial which appeared in a recent number of the

(Continued on Page 6)

CBS Affiliate Group Elects New Officers

Prior to holding this year's second meeting of the Columbia Affiliates Advisory Board, the newly-elected board convened to elect officers. I. R. Lounsbury, of WKBW-WGR, Buffalo, a four-year board member, was

(Continued on Page 3)

Many Thanks

Gabriel Heatter was one of the most outspoken supporters of the Post Office employees in their drive for a salary increase for the past few years as indicated by his heavy mail these days. After the bill was passed in Congress this week and okayed by the White House, the Mutual commentator received thousands of letters of thanks from Postal Union members.

No Man's Land

Shot down behind enemy lines in Africa during the war, ABC account executive John Hoagland, then a captain in the Air Force, made it back through the lines to his squadron. Friday Hoagland, who lives in Orange, N. J., tried to make it to Radio City, got as far as Newark, decided to turn back when he couldn't figure out how he would be able to get back to his home.



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

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FINANCIAL

(May 24)

NEW YORK STOCK EXCHANGE				Net.
	High	Low	Close	Chg.
Am. Tel. & Tel.	196 1/8	195 3/4	195 3/4	- 1/4
CBS A	37 1/8	36 5/8	36 5/8	- 3/8
CBS B	36 3/4	36 1/4	36 1/4	- 1/8
Crosley Corp.	32	32	32	- 1
Farnsworth T. & R.	147 1/8	141 1/2	147 1/8	+ 3/8
Gen. Electric	47 1/8	46 1/2	46 5/8	- 3/8
Philco	35 3/4	35	35 3/8	- 7/8
RCA Common	16	15 3/4	15 3/4	- 1/8
Stewart-Warner	23 3/4	23 1/2	23 3/8	- 1/8
Zenith Radio	36	35 1/2	36	- 1/2
OVER THE COUNTER				
		Bid	Asked	
DuMont Lab.		10 7/8	11 7/8	
Stromberg-Carlton		23	24 1/4	

Wisner Sponsored On Net By Army Recruiting Service

Harry Wisner, ABC sportscaster, will inaugurate a new Monday through Friday five-minute sports program over a coast-to-coast network of the American today at 9:55 p.m., EDT.

Sponsored by the United States Army Recruiting Service, the new series will furnish a quick survey of the entire sports field, including a daily resume of baseball, and expert opinion and observations of interest to all sports fans.

Agency for this new show is N. W. Ayer & Son, Inc.

Ascap Group Postpones Meet
 Ascap Committee on Elections, which was to meet Wednesday, May 29, to count the ballots in the recent election of Board of Appeals members has been postponed to Wednesday, July 5.

Connect in Connecticut



Coming and Going

EDWARD R. MURROW, CBS vice-president and director of public affairs, yesterday was in Pullman, Wash., where he delivered the commencement address at Washington State College.

STEVE GIBSON and his "Red Caps," radio-and-recording vocal-instrumental group, off to Philadelphia for an engagement at the Cove Lounge and several radio appearances.

BOB POLLACK, commercial manager of WSB, Atlanta, Ga., is on a junket to New York, Detroit and Chicago, visiting agencies.

MICHAEL M. SILLERMAN, president of Keystone Broadcasting System, is back in New York following a trip through the Middle West, visiting clients and the Chicago office of the web.

FRED WARING and his entire company of Pennsylvanians will fly on Saturday to Detroit, where they'll stage an hour-long review climaxing the Automotive Golden Jubilee.

JOHN CHARLES ALICOATE, of the RADIO DAILY editorial staff, has accepted the invitation of General Spaatz, chief of the Army Air Forces, to represent the publication at a three-day preview of research and development to be held this week at Wright Field. Alicoate, with other guests of the general Staff, leaves today by Army plane for Dayton, Ohio.

JACKSON LEIGHTER, president of WLIB, has left on a business trip to Los Angeles.

LESLIE BOOSEY, president of the Performing Right Society, Ltd., of Great Britain, and of the Confederation of Authors Societies, is expected in the United States any day now. He'll attend the Copyright Conferences to be held June 1 in Washington, D. C., under the auspices of the Pan-American Union.

FRANK SINATRA, who broadcast recent programs from Detroit and Chicago, plans to be in Hollywood for next Wednesday's show.

NBC Televises "Bee" From Nat. Press Club

(Continued from Page 1)

special groups of Washington viewers the complete proceedings of the spelling bee. Twenty-nine of the country's top young spelling wizards came before the television camera during the four-hour telecast as many of their schoolmates gathered in NBC viewing rooms in New York to cheer them on. Receivers were also installed in the studios of NBC's Washington radio station WRC to accommodate congressmen, educational groups and other officials wishing to watch the proceedings.

Winner was John McKinney of Woodbine, Iowa; second prize was won by Mary McCarthy of the Bronx, New York.

Televising of the contest was the first exclusive use of the coaxial cable by NBC television since the cable was opened Feb. 12, of this year. Two other programs will originate from the nation's capital later in the day. First will be the telecasting of Marine Commandant Gen. A. A. Vandegrift in a black-out room illuminated only by infra-red rays. The second will consist of interviews with Congresswomen Chase G. Woodhouse (D. Conn), and Emily Taft Douglas (D. Ill.)

In all three of the telecasts, NBC television is employing the super-sensitive Image Orthicon Camera. Use

Allentown Company Plans Heavy Disc Production

With a production schedule calling for 2,500,000 records the first year the Allentown Record Company, Inc., will produce exclusively in vinylite records, John J. H. Peyser, president and general manager, announced Thursday. Company will produce recordings for several well-known labels and will begin production at once. Peyser was operations chief of Radio Luxembourg for the Psychological Warfare Division of SHAEF during World War II.

Plan Summer Term

National Academy of Broadcasting, Inc., will open its summer term, a 15-week course in broadcasting technique, on June 3. Academy has operated in Washington, D. C., under the direction of Alice Keith, since 1934, and is now a corporation with expanded facilities and faculty. While the school now offers home study and correspondence courses, its main emphasis is on training of veterans and others preparing for positions in radio stations.

New feature of the school is experimental writing and acting for tele.

of this new camera will enable the network to bring a clear picture of Gen. Vandegrift from a blacked-out room in the Washington, D. C. Press Club to receivers in New York City.



Married woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

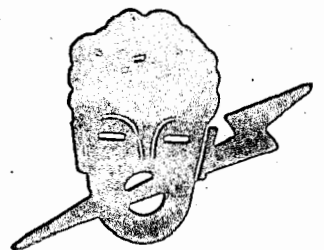
She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

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

And that's a fact.



W-I-T-H

IN BALTIMORE

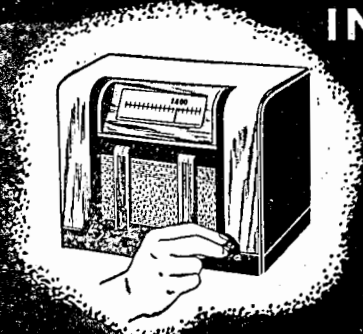
TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA

Nearly everybody listens to

WDAS

BROADCASTS OF NEWS...
ON THE HOUR • EVERY HOUR



That's why 78 percent of our sponsors renew regularly.

★ THE WEEK IN RADIO ★

Radio Acts In Labor Crisis

By JIM OWENS

BROADCASTING's public service value was again strongly emphasized as labor crisis struck the nation. News of the railroad walkout enabled millions to anticipate transportation tie-ups and plan accordingly. Philadelphia,—without newspapers depended on radio for its news. At the Los Angeles tele channel hearings, ABC announced planned expenditure of \$1,500,000 for the site and building of a video station there. . . . FCC granted 94 AM station renewals—the first since publication of its "blue book." Commission made clear, however, that the step "does not mean approval of station program structure." . . . Decision of UN committee investigating Spain to ban broadcast of the Thursday session was strongly protested by radio men. Meeting was open to press, however. . . . First executive-management group left for Manila to organize Philippine broadcasting Co. Robert D. Swezey, vice-president and general manager of Mutual, succeeded Murray Grabhorn as prexy of the Radio Executives Club. . . . The treasury Department's radio section will move from Washington to New York on June 15. . . . Lewis Allen Weiss of Don Lee web told FCC hearing that it had spent nearly \$400,000 in television to date. . . . ABC requested FCC to okay the sale of one million shares of stock to the public,—at approximately \$15,000,000.

Radio's famine drive got an early start as New York and Philadelphia stations launched special programs in advance of the June 3 starting date. . . . That Army plane crash last Monday received strong coverage by radio newsmen as regular programs were interrupted. . . . Plan for facilities for UN radio at Flushing (L. I.) were reported completed. . . . Larry Crosby's (Bing's brother) transcription idea on the Coast may affect network programming. . . . OPA raised ceilings on radio sets 4-5 per cent. William Benton (Ass't Sec'y of State) was supported by five top industry execs in his battle to maintain the OIC plan. . . . St. Louis schools planning to set a "new national standard" in the use of radio in education. . . . Legal tussle between WHN's and WQXR's book programs was set and later postponed. Martin Stone, producer of "Author Meets the Critics" sought to prevent WHN from airing its new show. AFRS launched a drive for civilians to operate its "bedside network." . . . WRUL, Boston's "world radio U" will be back on the air July 1 under private operation. . . . FCC denied DuMont's petition that its connection with Paramount Pictures be dropped as an issue in LA tele hearings. . . . CBS' program managers' clinic slated to open today, was postponed; 150 executives were expected to attend three sessions this week.



Fulton Lewis, Jr.

sells real estate

IN

TUCSON, ARIZ.,



hot rolls in Hagerstown, freight service in Waco, and hundreds of other products for more than 180 sponsors. America's Number One Cooperative Program reaches specific markets with special appeal for listeners who *think*—mature listeners who know what they want and who buy when they want it.

and he'll **SELL** your product, too!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is presently available for local sponsorship in a few choice markets. Wire, phone or write us NOW for complete information.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

CBS Affiliate Group Elects New Officers

(Continued from Page 1)
Re-elected chairman, and E. E. Hill, TAG, Worcester, was re-elected board secretary, each for a second consecutive term. Others members of the board, in session at CBS New York headquarters, last Thursday and Friday, are: T. Lucy, WRVA, Richmond, Va.; Glenn Marshall, Jr., WFOY, St. Augustine, Fla.; W. H. Summerville, WFL, New Orleans, La.; F. C. Eighmey, WTAD, Quincy, Ill.; Arthur Church, KMBC, Kansas City, Mo.; Penyon Brown, KOMA, Oklahoma City, Okla., and Clyde Coombs, KARM, Fresno, Calif. Both Marshall and Brown were newly-elected to the board April 9 last, when 148 independently-owned CBS stations within the nine districts which correspond to CAAB's operational plan, voted for their representatives.

Two More Applicants Withdraw Tele Requests

Washington Bureau RADIO DAILY
Washington — Withdrawals by two more applicants from black-and-white television were listed over the weekend by the FCC. Latest withdrawals were by WDAS Broadcasting Station, Inc., Philadelphia, Pa., and Westinghouse Radio Stations, Inc., from Pittsburgh. Withdrawals of both applicants were approved by the FCC at the request of the companies. The withdrawals brings the total to 59.

Stork News

A seven pound son was born to Mr. and Mrs. Larry Surles at the Station Island Hospital, on Friday. Surles is sales manager of the American Broadcasting Company's Co-op Program Sales Department.

Send Birthday Greetings To
Monday, May 27
Cedric Adams Evelyn Morin
Richard Sanvillo

World's Foremost Tobacco Center
KINSTON, N. C.
Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign.
Represented by BURN-SMITH
1929 Welland Owner Bob Bingham Gen. Mgr.

SAN FRANCISCO

ANOTHER new KGO show titled "Candidly Yours," embodies social news from the "Man About Town" angle by John Galbraith, society news by Marjory Irwin, and the "Portrait of the Week" by Galbraith. It is sponsored by Colbourne Studios through the Ryder & Ingram, Ltd., agency.

Paul Walti, just out of the Army, is a new addition to the KPO Songster-staff. Paul traveled 160,000 miles with "This Is the Army."

A complete San Francisco orchestra was recruited and trained by Conductor Robert Armbruster for the Nelson Eddy-Electric Hour broadcast from Treasure Island over KQW-CBS Sunday afternoon.

The San Francisco Council for Civic Unity will award cash prizes for the three best scripts submitted for their "We Are Many People" heard each Saturday over KGO. The program is a public service feature in the interests of racial tolerance.

Frank Merrill and Ray Fournival, two returned veterans, are back at their former jobs on the KROW staff.

A public service program under the auspices of the American Veterans' Committee is being given each Saturday over KSFO in an effort to assist returning veterans in their problems relating to their reconversion to civilian life.

Adams Succeeds Wright In NBC Production Post

(Continued from Page 1)

network, C. L. Menser, vice-president in charge of programs, announced Friday. At the same time, Mr. Menser announced appointment of Arch Robb, formerly night program manager, as assistant production manager in charge of operations of the production department, a newly created post. Edwin Dunham will continue as assistant production manager with emphasis on supervision of musical programs.

Gets CBS Coast Web

Los Angeles—On behalf of its client, Sunset Oil Company of Los Angeles, the Hillman-Shane Agency has started "It Couldn't Happen," to be heard over the Pacific Coast Network of the Columbia Broadcasting System. Starting May 23, the show is being heard from 8:30 to 8:45 over ten CBS Pacific Coast stations. With Knox Manning as narrator, the show features dramatized versions of odd and unusual but interesting events in world history.

LEN STERLING

LA 4-1200



California Commentary . . . !

• • • "Breakfast In Hollywood" will serve as the inspiration for the annual DuPont Corporation picnic at Penns Grove, N. J., June 19 and which is expected to attract between 40,000 and 50,000 persons. Tom Breneman

will be impersonated at the affair, and orchids, beauty kits and wishing rings are being sent East to be used at the picnic. The Radio Writers Guild reports that one of the main gripes writers have with agents is over dual representation—where one agent represents various members of a show, frequently creating conflicting interests. The Guild declares that other complaints include double commissions and attempts to get large shares in packages in exchange for financing audition records. Howard Blake, Ray Glaser, Roland MacLane, Larry Marks, Milton Merlin and Sam Moore have been named as a committee to draft a set of standards for agents and writers. Out of the 300 actors auditioned by the Actors Laboratory Theater, which is presenting important plays on the Coast, Elvin Field, a free-lance radio player, was one of the 20 successful candidates.

★ ★ ★

• • • "Old Home Week" for Bob Hall, ABC Pacific Boswell, at the party given by the United States Steel Corporation in honor of the "Theater Guild of the Air." At the affair Bob met two old San Francisco newspaper buddies, Charles Hughes, head of the Columbia Steel Corporation public relations department, his assistant, Frank Burns, and Pat Brown, San Francisco district attorney, who is a candidate for the Attorney Generalship of California. The Hoosier Hotshots have completed their assignment in Columbia's "Singing On The Trail" and will make personal appearances in Philadelphia, Baltimore, Harrisburg and York, Pa. They will return to the Coast early in July to appear in "That Old Texas Trail," first of next season's Ken Curtis action musicals at Columbia. By the way, Columbia has also signed Harry Von Zell to star in a series of two-reel comedies, as well as Arthur Q. Bryan. Vera Vague is also starred by Columbia.

★ ★ ★

• • • If Dink Templeton of KFRC, San Francisco, is blushing these days, he can be pardoned. Writing in the Los Angeles Times, Dick Hyland, sports columnist and former football star, said Templeton is the greatest punter in the history of Pacific Coast football, while Braven Dyer, also of the Times, praised Dink highly as track coach at Stanford for several years. Bob Burns will be panting at the mooring bit during the last two weeks in June. He receives delivery of his new 40-foot sea-going cruiser June 15 and already is laying plans to set off on a long voyage as soon as his Thursday NBC show leaves the air June 27. Kenneth O. Tinkham, veteran broadcaster, who managed KMTR for several years and who recently took over the management of KIEV, Glendale, is making important changes in the outlet's programming plans.

★ ★ ★

• • • Hal Peary goes to New York for a three-week vacation when his airshow goes off the air for the summer after the June 9 broadcast. He will return to Hollywood to do another movie in the "Gildersleeve" series before the fall air season begins in September. Bud Abbott and Lou Costello, who recently bought an ancient 1915 model electric auto as a curio, have been asked to join the Horseless Carriage Club, an organization composed of hobbyists who own cars more than 20 years old. Meredith Willson, Burns and Allen maestro, who turns out hit tunes and symphonies on the side, has another song on wax. It's "The Same Little Chapel," recorded by Jimmy Dorsey's band for Decca. Jerrold T. Brandt plans to feature at least two stars of the British radio in his film version of "Magic In The Air," story of the development of radio from crystal set to television.

SOUTHWEST

JOE HAIGH has been named chief engineer of KABC, San Antonio. Haigh comes here from KFJZ, Fort Worth and the Texas State Network. Paul Wolf has been named studio engineer while Francis Riley has been named transmitter chief. Newcomer to the control room is Harold Swenson.

Karl Lambertz and his orchestra were part of the recent "Holiday in Texas" ABC network broadcast. Lambertz is musical director of WFAA, Dallas. Airing originated at the Neiman Marcus store in Dallas through KGKO.

Glyn Hunt has replaced Dick Smith as featured disc jockey on KTSA, San Antonio. Hunt has just returned to the station following service with the Armed Forces.

Charles D. "Bud" Lutz, for the past five years sales promotion and merchandising manager of KTSA, has resigned his post to head a new radio department at the Express Publishing Co., here. The publishing concern has applications in to the FCC for a standard broadcast station and a FM station. Lutz will co-ordinate the operation of the stations if approved by the FCC.

William P. Smythe, commercial manager of KCOR, San Antonio has arranged for amateurs in neighboring towns to appear on the station's weekly amateur hour show in a special series of three broadcasts. Honda Kerrville and Llano will send their talent on succeeding Saturdays for airings. Arrangements have been completed with the various chambers of commerce and local newspapers for special tie-ins with KCOR.

WCOP Power Boost

Boston—Expectations are that on about June 1, WCOP, the ABC affiliate here will be operating with increased power of 5,000 watts day and night power on 1150 kc. Previously the station operated with 500 watt day and night power on the same frequency.



"We now interrupt this program of WFDF Flint to introduce our guest star to an old obligation."

Annual CAB Meeting Gets Underway Today

(Continued from Page 1)

ing Corporation's plans to develop a system of public-owned high-powered radio stations and will discuss the government planning.

One of the CAB leaders opposed to the government ownership threat is Larry Sedgwick, president of CFRB, Toronto, and acting president of CAB. "What can CBC possibly do to give the public in Ontario good programs that I can't do better?" asked Mr. Sedgwick.

It is rumored that CBC will ask for \$3,000,000 from the government for the construction of new stations. CBC, according to reports, is to take over the wave length 860 of CFRB in Toronto and also to expropriate the Manitoba government's station CKY in Winnipeg. Recently CBC contracted for three 50-kilowatt transmitters in the United States.

Heavy Agenda Set

Agenda for the meeting, which runs through Thursday, is a crowded one, and only two social events have been scheduled, a golf tournament Wednesday afternoon and the annual banquet Tuesday evening.

This morning's session will be devoted to registration, address of welcome by the chairman of the board, appointment of committees and various committee reports. After lunch there will be an open session turned over to the Bureau of Broadcast Measurement followed by a closed session for BBM members at 4 p.m.

Election of trustees and directors will highlight the all-day closed session on Tuesday. Recommendation of the board of directors on position of resident and general manager also will be heard. At the banquet that evening, H. Napier Moore, editorial director, MacLean Hunter Publishing Co., Ltd., will speak on "An Editor Has Ears, Too."

Wednesday morning there will be a closed session on performing rights fees; report of program committee; public service activities; report of committee on standardization of rate structures, and review of Parliamentary committee of inquiry into broadcasting. A general business session Thursday at 9:30 a.m. and an open meeting for appointment of standing committees at 11 a.m. will wind up the confab.

There are 250 registered, with about 100 expected from the States. Because of the railroad strike, CAB officials are worried regarding attendance from the U. S., although many had already booked passage by plane, etc.

Quarterly AFRA Meeting Will Discuss Year's Plans

(Continued from Page 1)

and motions to be tendered for consideration will be submitted two weeks in advance to the agenda committee.

A report on the various events that have taken place since the last meeting will be made by George Heller, executive secretary of the Local, whose appointment as national executive secretary has already been confirmed by the Los Angeles and Chicago locals. Heller will have until July 1 to decide which of the two jobs he wishes to retain.

Heller will also announce the appointment of Ray Jones to the national staff. Jones was formerly secretary of the Chicago local, and he will serve as assistant executive secretary in charge of smaller locals in the field. He will make his headquarters in New York.

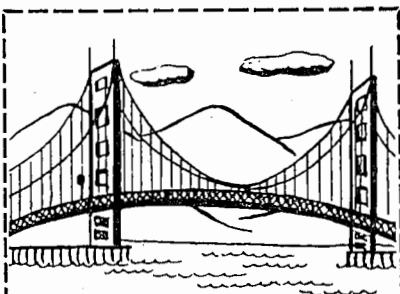
"Chiquita" Food Message Set For Keystone Spots

(Continued from Page 1)

of the current national famine campaign.

"Chiquita" will be heard on the entire 217 station network starting June 10, if current plans by BBD&O are completed as expected, and will run for the duration of the famine drive which gets under way early next month. Noel Rhys handled the deal for Keystone.

Independent stations in New York and other key cities have already launched special programs to promote the food conservation theme, as reported in these columns last week, but official starting date for the broadcasting industry is June 3.



THE Golden Gate Bridge was opened on May 27th, 1938. Your best highway to sales in Philadelphia is

WIP

WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C.
MUTUAL'S 3rd MARKET STATION

REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERRY CO.

ON THE SPOT!
THAT'S MORT LAWRENCE
ANNOUNCING THOSE E.T.S.
For "Personal Romances" and "Deb"
LE. 2-1100

CONCENTRATED AUDIENCE

IN OKLAHOMA'S

NO. 1 MARKET



A LOYAL, CONCENTRATED audience—at all hours—that's what KTOK rates here in Oklahoma's No. 1 Market. Take a glance at your latest authenticated Listening Survey for proof of our top-flight audience. Yes, KTOK is YOUR station—if it's a highly concentrated market of substantial, PERMANENT incomes you're looking for!

STATION	WEEKLY INDEX	WEEKLY INDEX	WEEKLY INDEX	WEEKLY INDEX	WEEKLY INDEX	WEEKLY INDEX	WEEKLY INDEX
KTOK	43.0	13.4	11.6	30.6	1.4	2.89	
WEEKLY LISTENING INDEX—MARCH 28-APRIL 3, 1946	12.6						
WEEKLY LISTENING INDEX—MARCH 28-APRIL 3, 1946	14.8	22.7	13.3	9.3	52.3	2.4	4.43
WEEKLY LISTENING INDEX—MARCH 28-APRIL 3, 1946	27.5	16.5	11.5	22.3	48.4	0.8	2.74
WEEKLY LISTENING INDEX—MARCH 28-APRIL 3, 1946	17.4	20.6	21.4	20.2	37.0	0.8	1.58
WEEKLY LISTENING INDEX—MARCH 28-APRIL 3, 1946	11.2	15.9	23.4	27.0	31.3	2.4	2.67
TOTAL LISTENING INDEX—MARCH 28-APRIL 3, 1946	17.9	22.3	13.8	17.4	45.0	1.4	18.33

250 WATTS
1400 K.C.

OKLAHOMA CITY
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
KEY STATION OKLAHOMA NETWORK

Taylor-Howe-Snowden Radio Sales

YOUR SUPER SALESMAN IN THE OKLAHOMA CITY TRADE AREA

Country's Webs, Stations On Alert For Follow-Up On Railroad Strike

(Continued from Page 1)

quarter-hour programs giving the picture of the situation throughout the nation. Broadcasts were picked up from Chicago, Cleveland and other cities.

CBS and Mutual also operated news coverage on an emergency basis, with news flashes and reports from Washington aired according to their importance. Early Friday morning WOR's special events department spotted men in Penn Station, Grand Central, the Holland and Lincoln Tunnels and other key travel points to bring descriptions of conditions prevailing the day following the interruption of regular service.

Late Friday afternoon the major networks and all independent stations in New York and nearby cities scheduled a special talk by President Truman regarding progress in the negotiations taking place between strike principals in Washington.

At that time, the Chief Executive declared that, unless the railroadmen were back on the job by 4 p.m. Saturday, he would ask Congress for special powers to deal with the emergency situation.

Puzzled commuters in and around the Greater New York area were almost completely dependent on radio news broadcasts Friday and over the weekend in order to decide on the feasibility of coming into the City on business or for other reasons.

To keep travelers completely informed as to conditions at focal transportation links such as bridges, tunnels, bus service, etc., stations spotted men at several points throughout the City to air descriptions regarding the advisability of travel.

Some Humorous Occurrences

Although the rail strike seriously hampered programming schedules in many network cities, the situation was not without its lighter side.

A bride and groom, recently married on Mutual's "Married for Life" (10:30-11:00 a.m. across-the-board) were all set to leave New York Friday for Ontario, Canada, and a visit to a silver mine on behalf of the Cancer Drive. Transportation was out, so the couple were "marooned" on their honeymoon in a New York hotel. "Myrt and Marge," daily transcribed show on WOR-Mutual, offered an ironic note with Friday's stanza set

Postponed

CBS has postponed its Program Clinic scheduled to open today in New York. Meanwhile the transportation deadlock which kept many from coming to New York in time, also held those who arrived early. Among the latter is Larry Walker, program director of WBT, Charlotte, N. C. Walker wired Charlie Crutchfield, general manager, that he was stuck in New York. Crutchfield wired back "Guess you know your vacation has started."

in a railroad station where Myrt was bidding Marge goodbye (!).

Meanwhile Johnny Olsen and the cast of "Ladies, Be Seated" (ABC) played before a crowd of 15,000 in Erie, Pa., and were faced with the

Real Public Service

Washington—For the duration of the railroad strike, station WWDC, Washington, D. C., will conduct a "Share Your Car" auto transportation service for its listeners. Listeners contemplating auto trips and have extra space, will be asked to get in touch with the station, which will make the information public, according to Ben Strouse, general manager.

Between the hours of 8 and 10 a. m. more than 250 calls were received from people desiring to make connections for the co-op service. By noon the calls reached a total of about 500 for accommodations, some for as far south as Chattanooga and one party was fixed up for Fort Worth, Texas.

People anxious to get back home or go out of town on important business have been coming direct to the station and rushing out upon receipt of the phone calls coming in to the station. Others are waiting at WWDC for the availabilities to come in.

problem of getting to Cleveland for Friday's broadcast. Bus lines were too jammed but producer George Weist hired an empty fruit truck to carry baggage and equipment for the group while the local Quaker Oats people, sponsors of the show, rounded up a few cars to transport the cast.

Kenyon & Eckhardt had a little more difficult job preparing for its "Ford Sunday Evening Hour" yesterday (ABC). Conductor Fritz Reiner was scheduled to perform from Detroit but when the rail strike broke he was in Westport, Conn. However, the Edgewater factory of Ford supplied him with a car in which to make the trip.

Passengers Interviewed

Ft. Wayne—WOWO's public service director, Hilliard Gates, and newsman Sam Gifford interviewed personnel and passengers taken from the Admiral and General, crack PRR trains and placed aboard the Trailblazer. They also took their recording equipment into the cabs of the trains to interview trainmen on duty. Recordings went out on the 6 p.m. news show.

Remotes On WTAG

Worcester, Mass.—The WTAG special events department broadcast three remotes from strategic travel points in the city. Immediately after the announcement that the strike was on, Gil Hodges, James Little, and Warren Greenwood brought the Worcester listeners up-to-date on the

strike's effect on the city covering Union Station, airport, and the bus terminals. The program was aired at 11:20 p.m. after the late news broadcast.

Richmond's ONE Train

Richmond, Va.—WRVA presented exclusive wire recorded broadcast of the first and only train to leave Richmond Friday since strike started. Train manned by Chesapeake and Ohio officials made a trip to Huntington, W. Va., to pick up passengers stranded along the route. Newsmen Jack Stone and Jimmy Clark interviewed passengers in the lounge car, then left the train at Doswell, Va., and put broadcast on air one-hour later. WRVA maintained observers at local rail stations and shops and broadcast bulletins from these points regularly.

WHB, And War Dads

Kansas City, Mo.—WHB, Kansas City, teamed with the American War Dads organization Friday, May 24, in all-out service designed to help stranded railroad travelers reach their destinations. Station set up an emergency travel bureau at War Dads office and with announcement at half-hour intervals scheduled for Friday, Saturday and Sunday, invited touring motorists to register their cars to carry passengers and share expenses. Announcement brought response by the hundreds and the staff worked swiftly to match requests with available motor cars.

Backlund's Dilemma

Minneapolis—For coverage of the Northwestern Railroad strike situation, WCCO news director Sig Michelson sent Reporter Ralph Backlund on the "400," Chicago train, which reached Adams, Wis., at 4 p.m. to describe the passengers reaction at being stranded in a small town. Backlund made almost half of his trip back to the Twin-Cities by taxi, after missing the only train leaving Adams for Minneapolis-St. Paul, which left while he was phoning his story to the WCCO newsroom.

WCOP Aids Stranded

Boston—WCOP, Boston, went on the air at 10:30 a.m., May 24, with an out-of-town transportation service for folk stranded in the Hub by the rail strike. Special announcements and all shows carried statement asking those driving out of the city and those in need of transportation to call the station and a special operator would connect the two. By late afternoon, 150 calls had come in.

The WCOP operator was on duty until 10:00 p.m.

In addition, WCOP on the evening of the strike broadcast alternate routes home for commuters and special bus announcements.

Miller Chides Petrillo For Not Co-Operating

(Continued from Page 1)

International Musician and by the press dispatches which were based thereon. In that editorial you said:

"I think the position of the international executive board, in making the ruling they did, is sound, unless such time as the radio people have something better to offer, or can convince us that we are wrong. So far they have not done so.

"As you know, I have repeatedly requested that a joint committee, representing the AFM and the radio broadcasting industry, be set up for the express purpose of discussing our differences and providing a basis for peaceful settlement; by recommending to our respective groups the adoption of such solutions as may be mutually agreed upon. I have met with you on three occasions for that purpose. When our last meeting adjourned I supposed that we were making good progress toward setting up such joint committee and have been waiting to hear that you were ready to go ahead.

"We Are Ready"

"So far as the radio broadcaster are concerned, we are ready to continue at your convenience. At the last two meetings—in January and again in May—the NAB board of directors approved the suggested procedure. Representatives of all segments of the industry have been chosen to serve upon the proposed joint committee. All the national network are represented.

"We have no desire to use oppressive or unfair methods. We wish to avoid the wasteful procedures of strikes and lawsuits. If such method and procedures are used, it will still be necessary, eventually, to sit down around the table and reach agreements by methods of discussion and adjustment. Surely, fair-minded people can do this, now.

"Your people and ours are anxious to give to the American listening public the best possible quality of music and to insure employment of all qualified musicians who can be profitably used by the radio broadcasting industry. To this end we should build up good will between our respective groups and employ the methods of education and persuasion. If we do so we may reasonably hope for long continued peace and ever-increasing employment of musicians.

"If we use, instead, the methods of conflict and aggression, we will still up bitterness and resentment, and delay the very object we both desire."

Musicraft Promotes Lee Savin

Oliver Sabin, vice-president and director of sales for Musicraft Records Inc., announces the appointment of Lee Savin as national sales manager. Savin has been associated with Musicraft since leaving the Armed Forces a year ago. He will make his headquarters in New York and will be in the field extensively.

Young Gets Gov't Post In Philippine Islands

(Continued from Page 1)

onal affairs. After joining the J. G. Girdling Getchell agency, during which time he was in the air with Ed E. Elynn, Young was director of radio and television for the New York World's Fair. In connection with this post he traveled throughout the world negotiating participating nations in the Fair. After he became director of public relations for New York World's Fair. Back at NBC in 1941 he became foreign correspondent in the Orient and Pacific. During the war he drew important and strategic posts in the State Department, going to Moscow in 1942, being Naval Attache at the American Embassy and subsequently aide to Admiral William H. Standley. He also saw service in the State Department in North Africa, China and the Middle East and Europe.



JOHN S. YOUNG

A close friend and protege of the late Alfred E. Smith, Young attended Yale and Syracuse Universities and received degrees from universities abroad. He attained the rank of Commander in the Navy during the war years.

Food Drive Returns

Washington—WWDC's food conservation booth took in \$204.48 in money on the first day it was in operation; \$677 the second day and \$354.46 on the third day for a total of over \$900. It was expected to pass the \$1,000 mark during last Friday night. Mike Hunnicutt and his "Man-in-the-Street" mike has been doing yeoman work and has now a large following of taxi drivers who co-operate with him in obtaining the food and money. In fact the place where Hunnicutt stations himself is a mecca for those seeking taxis.

FCC Okays 13 CPs For AM; Application Rush Continuing

(Continued from Page 1)

unlimited; News-Press Publishing Co., Santa Maria, Calif., to operate on 1400 kc., 250 watts, unlimited; Big Horn Basin Broadcasting Co., Cody, Wyo., to operate on 1400 kc., 250 watts, unlimited.

Also the Northern Colorado Broadcasting Co., Fort Collins, Colo., to operate on 1400 kc., 250 watts, unlimited; J. Herbert Hollister, Boulder, Colo., to operate on 1490 kc., 250 watts, unlimited; Upper Michigan-Wisconsin Broadcasting Co., Inc., to operate on 1230 kc., 250 watts, unlimited; Alpena Broadcasting Corp., Alpena, Mich., to operate on 1340 kc., 250 watts, unlimited; Arizona Radio and Television Co., Mesa, Ariz., to operate on 1400 kc., 250 watts, unlimited; Asheboro Broadcasting Co., Asheboro, N. C., to operate on 1260 kc., one kw., daytime, and James E. Murray, Hutchinson, Kansas, to operate on 1190 kc., one kw., daytime.

One Television Withdrawal

In addition, the FCC announced withdrawal of another applicant from the black and white television field and several new applications for new FM and AM stations.

Latest television withdrawal was sought by the Kansas City Star Co., from Kansas City, Mo.

Standard applications included Hill City Broadcasting Corp., Lynchburg, Va., to be operated on 1230 kc., 250 watts, unlimited; The Voice of Thomaston, Thomaston, Ga., to be operated on 1030 kc., 250 watts, daytime; Gifford Phillips, Denver, Colo., to be operated on 1450 kc., 250 watts, unlimited.

FM filings include Oneonta Star, Inc., Oneonta, N. Y.; West Central Broadcasting Co., Peoria, Ill.

Additional Applications

An additional total of 20 applications for AM and FM facilities were announced on Friday by the FCC. CP's for new standard stations were sought by the following: David M. Segal and Henry N. Fones, doing business as Texarkana Broadcasting Co., to be operated on 1400 kc., 250 watts, unlimited; Four States Broadcasters, Inc., Joplin, Mo., to be operated on 1310 kc., one kw., night, five kw., day; McHenry Tichenor, Boulder, Colo., to be operated on 1450 kc., 250 watts, unlimited; Intermountain Broadcasting Co., Artesia, New Mex., to be operated on 1450 kc., 250 watts, unlimited; Peninsula Newspapers, Inc., Palo Alto, Calif., to be operated on 850 kc., 250 watts, daytime.

Also Raymond Kandel, Parkersburg, W. Va., 1230 kc., 250 watts, unlimited; Tri-City Broadcasting Co., Newport, Ky., to be operated on 1110 kc., one kw., daytime; The Times-Picayune Publishing Co., to be operated on 940 kc., one kw., daytime; Eagle-Printing Co., Butler, Pa., to be operated on 1230 kc., 250 watts, unlimited; West Central Broadcasting Co., Tulsa, Okla., to be operated on 740 kc., 25 kw., night, 50 kw., day; Ralph D. Epperson, Mt. Airy, N. C., to be operated on 800

kc., 250 watts, daytime; Deep South Radioways, Lake City, Fla., to be operated on 1340 kc.; Liberty Broadcasting Corp., Rochester, N. Y., to be operated on 590 kc., five kw., unlimited; Rich Publishing House, Inc., Midland, Mich., to be operated on 1490 kc., 250 watts, unlimited; Radio Phoenix, Phoenix, Ariz., to be operated on 960 kc., five kw., unlimited.

FM Requests Added

Applications for CP's for new FM stations included the Colony Broadcasting Corp., New Haven, Conn., metropolitan; WJZ Broadcasting Co., Tuscola, Ill., Rural; R. G. LeTourneau, Longview, Tex.; Stillwater Publishing Co., Stillwater, Okla., community; KTRB Broadcasting Co., Modesto, Calif.

Paul Mowry, Sid Strotz Testify At Tele Hearing

(Continued from Page 1)

time programs will draw highly from Hollywood.

Most of Friday was devoted to testimony from Emil Corwin, brother of Norman; Ex-Congressman Thomas Ford and attorney Charles Katz. Members of the emergency committee on KFI were among witnesses.

Committee claimed that when KFI on Feb. 10, 1945, had discharged six commentators, station assumed censorship over its news and news analysts. Katz claimed KFI is not qualified for FCC television license.

Contending it has not met requirements of servicing public interests, Lillian Hurwitz, representing the Council of Hollywood Guilds and Unions, said the council opposed granting of a television license to Don Lee, maintaining that Fulton Lewis, Jr., and other commentators at Don Lee are unfair to labor.

Counsel for Don Lee objected to admission of her testimony, commenting that her evidence as presented was worthless.

Webs Help Affiliates, Says Strotz

Sidney Strotz, NBC v.p. in charge of western division activities, said NBC has done more for its affiliates, from a financial standpoint, than the affiliates have done for network, and that he believes that affiliates are making more money on their investment than NBC. He added that the public service program record of KPO, San Francisco, which is owned by NBC, is comparable to KFI which is an NBC affiliate.

Strotz testified that many commercial sponsors are doing an excellent public service job and had conceived better public service programs than networks.

Noran E. Kersta, assistant manager of NBC television department, said that operating expenses of a proposed station furnishing 28 hours of programming weekly is figured at \$110,000 per month.

Webs Announce Staff For Atomic Bomb Tests

(Continued from Page 1)

Peterson from Chicago (uses name of Ralph Howard). He is already en route. W. W. Chaplin, will leave soon for Kwajalein on the Appalachian and George Thomas Folster, now in the Pacific will somewhere board the Mt. McKinley Flagship of Vice-Admiral W. H. P. Blandy, commander, Joint Task Force I.

CBS who won the toss to have Bill Downs in one of the planes following the actual bomber for a pooled broadcast, has also assigned Webley Edwards aboard the Appalachian, radio correspondents' ship, located about 15 miles off Bikini Atoll. George Moorad, on the Rear Echelon Communication Ship at Kwajalein, 215 miles off Bikini; Don Mozley, aboard the McKinley. From the more scientific aspect, CBS has also assigned Philip W. Swain, of McGraw-Hill, an engineer for 30 years, to do a follow-up analysis.

Mutual has assigned Don Bell, from Tokyo; Robert Stewart, from Manila; Cecil Brown; Wayne Thomis, aviation editor, Chicago Tribune; Frank Morris, with U. S. Fleet; Ernest K. Lindley, Newsweek, in tieup and Jerome Beatty, American Magazine.

American has set Frederick Opper, who left from Shanghai on the McKinley; Cleve Roberts on Appalachian and Larry Tighe, from Tokyo.

WHEN FELLER NEEDS A FRIEND...



Sports opinions, forecasts, likes and dislikes are all enthusiastically expressed by the man-in-the street when Jim Muzzy goes on the air direct from the sidewalk in front of Yale's Clothing Store in Canton.

A WHBC original, "Sports Interviews," is another example of program "tailoring" that keeps Canton area listeners tuned to WHBC. Win your share of the \$286 million annual retail sales in the Canton marketing area. Use WHBC!

Write for Conlan Survey and complete information on availabilities. CANTON, OHIO

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

WTAG
WORCESTER

★ ★ ★ COAST - TO - COAST ★ ★ ★

— MASSACHUSETTS —
BOSTON—While Admiral Chester Nimitz receives an honorary degree of Doctor of Laws from the Southwestern University in Texas on June 17, Cedric Foster will stand beside the "Doughty Sea Battler" to receive the honorary degree of Doctor of Literature. . . . Foster is heard "coast-to-coast" daily, originating at WNAC, key station of the Yankee Network. . . . WORCESTER—WTAG is airing a new ayem series entitled "Julie 'n Johnny" featuring the combined talents of Julie Chase, outlet's women's feature editor, and Johnny Dowell, announcer and emcee of the "Wake Up and Smile" program.

— CALIFORNIA —
SAN FRANCISCO—KGO during "National Safety Month" is making an intensive campaign in all local newscasts and available local programs and spots. . . . SANTA BARBARA—Fred Burrous, who recently joined the KDB sales staff, is assisting in the writing and production of "The Roadrunner Review of 1946" for the University of California, Santa Barbara College. . . . OAKLAND—Frank Merrill and Ray Fournival, recently released from service have returned to KROW as announcer and staff announcer respectively. . . . RIVERSIDE—Stanley Reynolds, chief engineer of the Broadcasting Corporation of America and KROP manager, recently received a Naval Ordnance Award for his part in developing the proximity fuse, for the U. S. Navy Bureau of Ordnance. . . .

— MISSOURI —
KANSAS CITY—Eddie Clark, KCKN disc-jockey, has been upped to chief announcer with George Stump, former chief, filling the role of production manager. . . . Manly Bannister, former Marine sergeant, has joined KCKN as continuity editor. . . . KCMO's wire recorder wasted no time when the city's new Merchandise Mart, sponsored by the Advertising and Sales Executives Club, held their preview opening recently. Local color and interviews comprised a program based on the growth and accomplishments made by the Kansas

City Ad Club, and aired the following night over KCMO. . . . ST. LOUIS—Rush Hughes, popular record emcee, will return to the air in October with his famous "The Song and Dance Parade" over KXOK. Hughes has penned with the outlet to present his show Monday through Friday from 1:00 to 2:00 p.m.

— KENTUCKY —
LEXINGTON—For those who are undecided as to where they will spend their vacation this season, WLAP will air special informative vacation programs as "Know Your Kentucky," a digest of interesting places to go within the state; "Holiday at Harrington," gives information on lodges, hotel accommodations, recreational activities and "Vacation Time," which informs the listener on the Cumberland Mountains, Cumberland Falls, and the scenic beauty that may be enjoyed by trip or vacation into the historical range of mountains.

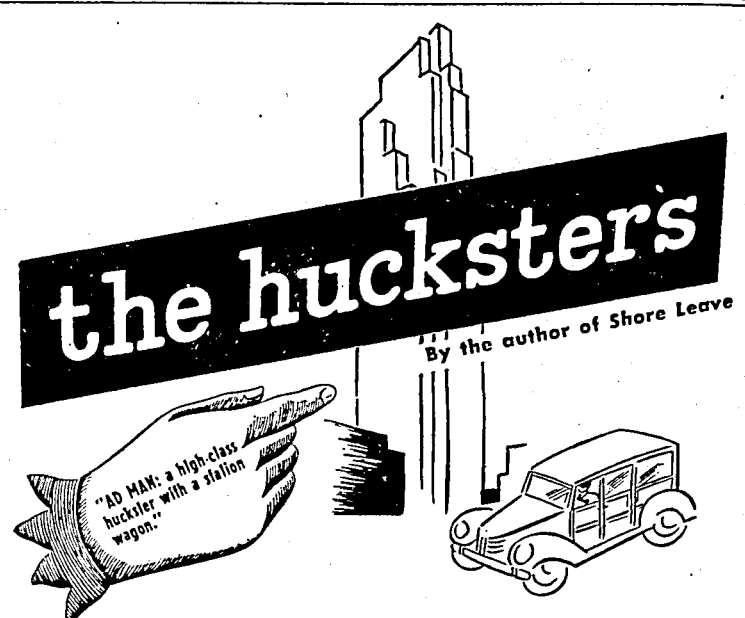
— ARIZONA —
PHOENIX—Ex-Wave Jane Connelly, of KOY's continuity staff is now airing an afternoon program of her own designed for the woman's ear and dealing with fashion, latest world news, and what's news in the women's world. . . . Bill Close, former KWBR, KLS and WAIT announcer, is the latest addition to the KOY mike staff. Bill, is one of those guys who couldn't stand taking only one major in college, but majored in economics as well as speech and drama at Stanford University.

— NEW JERSEY —
TRENTON—Attracting wide attention over WTTM is the new weekly feature "Youth Forum" which is conducted by students from four area high schools, under the direction of faculty advisors. A student from each of the schools is sent to the WTTM studios to meet one of the faculty advisors, at which time the program is constructed. Then on Saturday morning the group meets again for the final rehearsal along with the advisor and finally at 11:45 ayem, the discussion goes on the air. . . . Dean Andrews, WTTM's program director, is planning to have additional schools in the set-up this fall. . . . PATERSON—Chris Cunningham, recently released from the Army, has returned to the WPAT announcing staff.

— MICHIGAN —
SAGINAW—Lew Lowry, recently released from the AAF has joined the staff of WSAM as program director. . . . Other vets who have returned include, Harold McCullen, chief engineer; Fred Krell, Howard Finger, Floyd Clark, announcers and Lee Chetek, appointed promotion director. . . . DETROIT—As a follow-up to his appointment as acting general manager, Owen F. Uridge was elected vice-president and general manager of WJR, by the board of directors in regular session. He succeeds Leo J. Fitzpatrick, whose resignation was announced a little more than a week ago. . . . Paul J. Keenan, former AAF pilot and flight instructor, has joined WJR as staff writer in the script dept.

— NEW YORK STATE —
SCHENECTADY—Edward N. Schieberling, past national commander of the American Legion, was guest of news commentator, Robert Snyder, in an FM airing over WBCA, Wednesday, May 22. Snyder questioned his guest on the veteran viewpoint on OPA, Veteran Housing and the Atom Bomb. . . . JAMESTOWN—J. Carl Willems, ex-public relations officer in the Army and Donald Shapero, former In-

fantry officer, have been added to the WJTN sales staff and the news bureau respectively. . . . BUFFALO—Dorothy A singing hostess of WBEN's thrice weekly commercial "International House Party" en route to Toronto where she will sing at the Canadian Cavalcade, over CBL at the CBC network. . . . Max Miller, 18 years concertmaster of the Buffalo Philharmonic Orchestra, has been named musical director of WBEN.



CLIP THE COUPON
(What Coupon?)
TAKE ADVANTAGE OF THIS SENSATIONAL FREE OFFER
(What free offer? —it's \$2.50)
READ THE HUCKSTERS THIS VERY MINUTE
(Okay, tonight will be all right)

WILL clients and ad agencies put Wakeman on the black list? Will talent agents cut him dead in the streets? Will this new, streamlined, vitaminized, creamy, crispy, crunchy novel be barred from the networks? Wouldn't you like to know?

THE FOLLOWING SPACE HAS BEEN RESERVED FOR COMMENT BY SOME OF RADIO'S LEADING LIGHTS

Quoted testimonials from radio industry figures praising the novel.

FREDERIC WAKEMAN'S
long-awaited novel of advertising and radio
June Selection Book-of-the-Month Club
Leased to M. G. M. for \$200,000 for 10 years
RINEHART & COMPANY, Inc., New York 16

BALTIMORE'S Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
Elmer, President; George H. Roeder, General Manager

Offer Truman Radio Aid

CAB Annual Meeting Underway In Quebec

Quebec—With an address of welcome by the chairman of the board, the Canadian Association of Broadcasters opened its annual meeting here yesterday in the Jacques Cartier Room of the Chateau Frontenac.

The meeting is well attended, and this attendance is expected to be increased at the Tuesday, Wednesday and Thursday sessions by additional executives from the United States, many of whom were prevented from arriving here on time by the railroad

(Continued on Page 5)

Coast CBS Affiliates Planning L. A. Meeting

Los Angeles—Representatives of 23 CBS affiliates have been invited to attend the web's second annual Program Managers' Clinic which will be held at Columbia Square June 3-5 under supervision of Donald W. Thornburgh, CBS vice-president in charge of the western division and general manager of KNX.

Agenda for the confab, prepared by Edwin W. Buckalew, of the Columbia Pacific Network, includes a series of

(Continued on Page 5)

Top Films Too Expensive For Tele Use—Raibourn

West Coast Bureau, *RADIO DAILY* Hollywood—The cost of important feature length motion pictures will make prohibitive their use for television, said Paul Raibourn, president of Television Productions, testifying here at the FCC's television channel hearing. He said that motion picture

(Continued on Page 2)

Inside Dope

Reversing the usual procedure, ABC will let listeners in on a half-hour, closed-circuit broadcast Tuesday, June 4, 8:30-9 p.m., with Joe Louis, Billy Conn, Mike Jacobs, Don Dunphy and Bill Corum discussing plans for the forthcoming bout, which will be broadcast over the American network on June 19 under sponsorship of Gillette Safety Razor Company.

No Disappointment

Mary Margaret McBride introduced something new, a portable audience, on yesterday's program over WEA. Having suddenly decided to broadcast from Toots Shor's restaurant, her audience showed up as usual at the station's studio. There they merely listened to the show, then were invited across the street to Toots' place, there to meet him, Mary Margaret and sports luminaries.

CBC Won't Dispossess Outlets Sans Hearing

Montreal—The Canadian Government has "no intention of dispossessing" the operators of station CFRB in Toronto, or any other outlet, until all parties have been given an opportunity to be heard before the House Radio Committee, which begins its meetings today, Revenue Minister McCann said yesterday in the Commons.

He was replying to Gordon Graydon (PC-Peel), who asked Recon-

(Continued on Page 7)

Radio Analysts' Protest Added To UN Complaints

Association of Radio News Analysts through its president, H. V. Kaltenborn, over the week-end sent a wire to Christopher Cross, chief radio officer at UN in which the association added its protest to the

(Continued on Page 6)

More FCC License Renewals Brings Total To 129 Mark

Washington Bureau *RADIO DAILY* Washington—The FCC yesterday granted 35 more license renewals to stations in scattered sections of the country. The list is the second released by the Commission since issuance of the Blue Book and brings the total to 129 out of the approximately 300 put on a temporary basis. In addition, the FCC granted three AM applications and two FM requests, CP's for new standard sta-

NAB's President Promises Full Co-Op Of Stations In National Emergency; Suggests Five-Point Program

Washington Bureau *RADIO DAILY*

Washington—NAB President Justin Miller over the week-end offered to President Truman the "fullest possible co-operation" of the radio stations of America during the national emergency. In a message to the Chief Executive, Miller said: "The National Association of Broadcasters offers fullest possible co-operation in the present national emergency to assure one hundred per cent participation by the radio stations of America in the government's effort to sustain the

(Continued on Page 6)

Tele "White Collar" NLRB Tells Unions

National Labor Relations Board yesterday handed down a decision placing television employees with other "white collarites" at CBS where an election involving nearly 1000 office and professional workers to determine a bargaining agent is scheduled within the next 30 days.

Radio Guild (UOPWA) (CIO), IATSE (AFL), and IBEW (AFL),

(Continued on Page 7)

Yankee Net Sends Crew To Automotive Jubilee

Boston—The Yankee Network, will send its special features field crew to Detroit, to cover the Automotive Golden Jubilee to be held in that city May 29 through June 9. Under the direction of Linus Travers, executive

(Continued on Page 4)

NBC Promotion Directors Set Annual Meet June 5-7

Promotion directors of NBC owned and operated stations will hold their third annual meeting in New York, June 5-7. Charles P. Hammond, web

(Continued on Page 6)

Listener Average Up Over May Of Last Year

Jack Benny and Walter Winchell are the two top evening network programs listened to in the New York area, according to survey of quarter-hour listening released yesterday by The Pulse. Both registered a rating of 25.7 for May; Benny led the list in April with 24.0, whereas Winchell listed at 21.7 for that month. Charlie

(Continued on Page 2)

New Morton Downey Show Opens On MBS June 3

"Songs By Morton Downey" becomes "The Coke Club With Morton Downey" on June 3 when a new series opens on the Mutual network

(Continued on Page 4)

Tele In "Life"

Current issue of Life magazine has a layout on television, showing a good picture of the DuMont-Wanamaker studios (WABD) and a series of stills from Standard Brands' "Hour Glass" on NBC (WNBT). Editorially, however, Life is not too optimistic on the new art form as yet, stressing the music ban by the AFM and the "crying need for good scripts."



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

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

FINANCIAL

(Mon., May 27)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Margaret Gardner V.P. Of Coll-Freedman-Gardner

Margaret Gardner has been named vice-president in charge of West Coast operations and a member of the publicity firm of Coll, Freedman & Gardner, Inc. She will make her headquarters in Hollywood.

Fred Coll and Zac Freedman head the New York office.

Miss Gardner previously was director of magazine publicity for the Mutual network in New York.

"Charm School" Goes Co-Op.

"Powers Charm School of the Air," now heard over WJZ on a participating basis, bows in over the ABC web as a co-op June 3, 1:15 p. m., EDT.



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

Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of television, left Hollywood Sunday for Mexico City, where he will combine business with a vacation, conferring at Pan-American Broadcasting Co., which operates a 16-station chain in the south-of-the-border republic.

D. W. WILKENS, commercial manager for KFVB, Los Angeles, left the West Coast yesterday by Constellation for a business trip of one week in Gotham.

MARY CORCORAN and HELEN ANDERSON, of the American network's Chicago office, are visiting in New York.

TOM SLATER, director of special events for the Mutual network, went down to Baltimore yesterday to supervise the fight broadcast.

DICK and MAURICE ROFFMAN, radio editor of the magazine, This Month, and creator of the Topsy Turvy radio show, respectively, are in Philadelphia for conferences with Sara Colton, motion picture editor of the publication.

EDGAR TWAMLEY, general manager of WLIB, and FRANK KNAACK, technical director of the station, have returned from a short business trip to Schenectady.

PAUL JONAS, assistant director of special events for the Mutual network, is spending four days on business in Lexington, Ky.

STUBBY KAYE, radio and stage comedian, off to Battle Creek, Mich., where he will appear at several servicemen's hospitals with the USO camp show, "Showing Off."

ROBERT K. LINDSLEY, general manager of KFBI, Wichita, Kans., a visitor yesterday at the headquarters of the American network, with which the station is affiliated.

CHARLES COMPTON, salesman with WBBM, Columbia-owned station in Chicago, visited briefly last week at the offices of the network.

BILL SCHNAUDT, account executive for WOKO, Albany, N. Y., is back at the station following a visit at the CBS offices in New York.

Listener Average Rises Over May Of Last Year

(Continued from Page 1)

McCarthy was in third place in the Pulse survey with 25.0 for May, as against a 21.3 for April.

The Lux Radio Theater, Mr. District Attorney, Fred Allen, Bob Hope, Eddie Cantor, Fibber McGee & Molly and the Kraft Music Hall follow in that order.

Daytime honors in the quarter-hour period went to Kate Smith Speaks with a rating of 6.8 and was followed by Life Can Be Beautiful, Big Sister and Breakfast In Hollywood. Kate Smith reached a 7.0 rating for April as compared to the present figure.

New York Saturday and Sunday daytime listening, according to Pulse, was led by Counterspy and followed by The Shadow and the Family Hour.

Although radio listening in May continued to lower slightly in the pattern initiated in March, the level still continues high compared with the same trend last year, according to the Pulse report.

The average quarter-hour sets-in-use for May of this year was listed at 24.8, which is only .5 per cent under the same month last year when the survey week included several days of pre-V. E. Day (May 8) listening intensity. The continued high level of listening, according to Pulse, may also be seen in the extremely small loss from April to May of this year. This figure shows a loss of only 3 per cent from 25.1 to 24.8.

Average quarter-hour sets-in-use for the survey week was: for May, 1946: 24.8; April, 1946: 25.1. Listening for May of last year was 25.3, according to Pulse.

The report also indicates that listening to news broadcasts has not dropped off despite the end of the war, but has actually maintained its audience level.

Truman Films On WNBT

NBC films of President Truman's speech before Congress were aired last night over WNBT, the web's New York video outlet, in its 8 p.m. show.

Top Films Too Expensive For Tele Use—Raibourn

(Continued from Page 1)

and radio codes would govern material used on television.

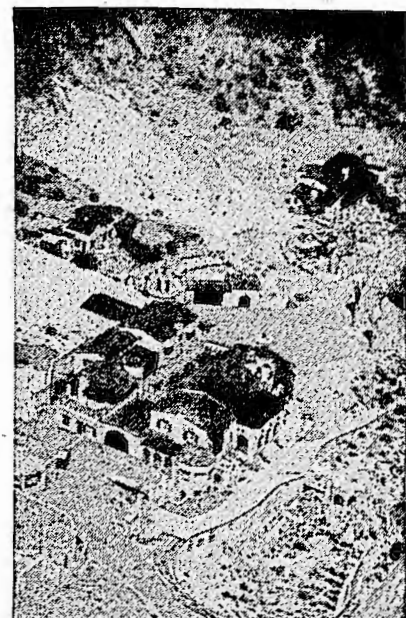
Raibourn does not expect television to be competition to theaters. He pointed out that the Gallup and Paramount surveys show that film patrons are preponderantly in 15 to 30 age group with others homebodies due to various reasons.

Television Productions has more than \$120,000 invested in equipment and new equipment will require another \$261,000. Estimate for the total cost of the first year's operation is \$896,000.

San Francisco—Television Productions has withdrawn its application for a San Francisco station permit, planning to concentrate its California activities in Hollywood. There are now only six applications remaining for the six television channels to be allotted in San Francisco and it is thought that no hearings will be necessary.

Pepper To Review Report

Sen. Claude Pepper (Dem. Fla.), will review President Truman's proposal on labor legislation tonight from 6:15 to 6:30 p.m. over CBS from WTOP, Washington.



Death Valley Scotty's Palace

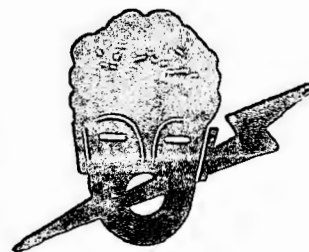
It doesn't look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from . . . but there it was. Scotty always had it.

To a great many people there's considerable wonderment why a little radio station like W-I-T-H can come up with so much gold in audiences. But there it is! We've always had it.

This successful independent delivers more listeners - per - dollar - spent than any other station in this big five-station town.

And don't forget Baltimore is the sixth largest city in the country.



W-I-T-H IN BALTIMORE

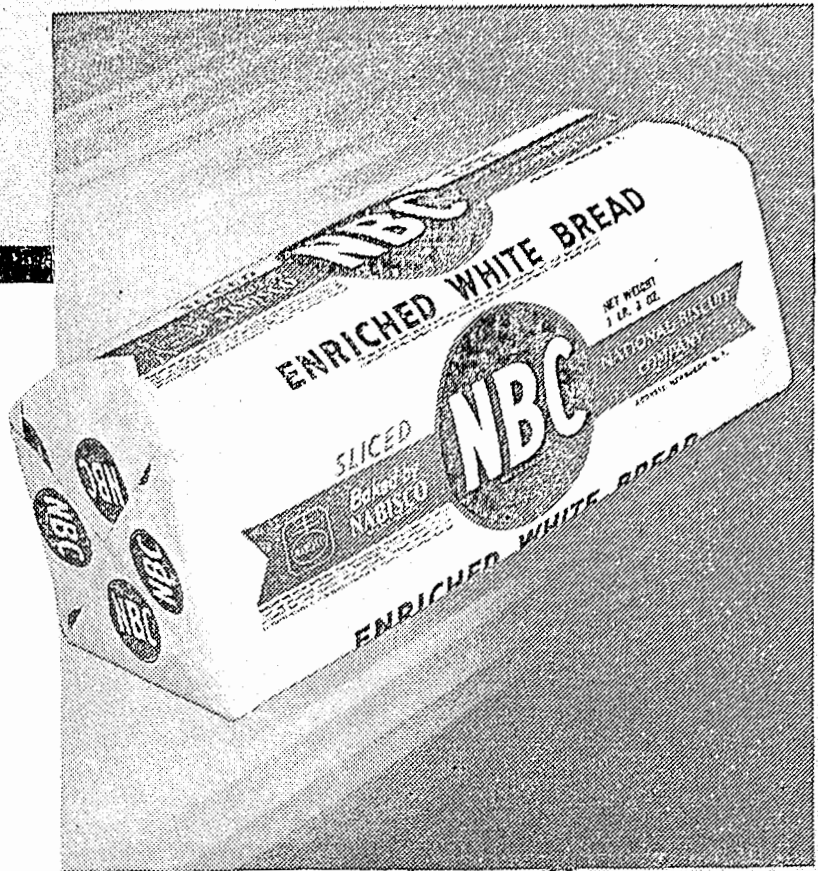
TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for Dominant Southeastern California, featuring a map of the region and the call letters KKXO. Text includes '100 MILLION DOLLAR YEARLY MARKET' and 'MUTUAL DON LEE EL CENTRO CALIFORNIA SEERAYMER'.

NBC Bread Proves

It!

Mothers and Housewives listen with confidence to the voice of WAAT in America's Fourth Largest Market! It was natural, then, that NBC Bread chose New Jersey's First Station to tell about this delicious, fine textured, wholesome bread. For 15 months 25 "station-breaks" weekly! Since January, 1946, Dave Miller, the "Home Town Boy", has been NBC's Baker-Boy on the famous "Home Town Frolic" 6 days weekly for 10 minutes. More and more the "trend" among sponsors at WAAT is from "spots" to "programs"—; because they know:



**WAAT delivers
more listeners per dollar
in America's 4TH Largest Market*
than any other station—
including all 50,000 watters!**

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

* Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

LOS ANGELES

By RALPH WILK

BRUCE BUELL will announce Don Lee's new pageant-of-the-west series, "California Caravan," when the program starts on the network June 12.

Sydney Gaynor, general sales manager of Don Lee Broadcasting System, has moved to San Fernando Valley, where he will remain until school is out, then takes his wife and family to their new home on Balboa Island for the summer.

Bob McInnes, Wade Advertising radio executive, is in New York for two weeks vacation, and to huddle with publishers over Mrs. McInnes' new book.

Composer David Raksin has been signed by Arthur Kurlan to compose and conduct theme and dramatic music for the latter's new radio series, "My Sister Eileen."

Gladwin Hill, New York Times writer soon to be assigned to West Coast coverage by that publication, will be air-interviewed late in May by Harry W. Flannery, CBS news analyst. Hill, who covered the Soviet zone of occupation in Poland for his paper, will give highlights of his experiences there.

Yankee Net Sends Crew To Automotive Jubilee

(Continued from Page 1)

vice-president of the Yankee Network, Charles Curtin will head the contingent of radio men. They will carry with them wire recorders and all the paraphernalia required in handling remote pickups for later broadcasts in New England. Bob Martineau, Verne Williams and Tye Byrne of the Yankee network staff will accompany Curtin.

The Yankee Network contingent will interview top-ranking officials in the automotive industry including Henry Ford II. The group will get the latest information of the plans of the giant automotive companies particularly as they affect New England. They will also arrange programs capturing the spirit and color of the Jubilee, its parades, pageants and top flight oratory that New England, serviced by the 23 stations of the Yankee Network, may be kept informed of the thoughts and purpose behind the Great American Industry on the occasion of its 50th birthday. All the recordings of programs and interviews arranged by the Yankee outfit will be flown east for immediate broadcast.

LEN STERLING

LA 4-1200



Broadway Small Talk. . . !

• • • Why Jack Benny wants to retire immediately from radio's nerve-racking pace and relax by doing a B'way show for a year will be the high-light on Ed Sullivan's Pipeline stanza tonite. . . Eugene I. Harrington, San Francisco mgr. of Foote, Cone & Belding, has resigned to set up his own agency with Mark Buckley. . . Phil Baker's "Take It Or Leave It" has run over into "We, The People" time so often Sunday nites on CBS that Milo Boulton, emcee of the latter show, figures he's bound to win the jackpot sooner or later. . . Don't pay any attention to those reports about Gillette feuding with Ted Husing over his going with the Schick show. Ted offered Gillette first refusal on his services some time ago. . . New Saxie Dowell ork set to open the swanky Cavalier Beach Club in Virginia Beach May 31st. Stand is for three weeks at two G's per, considered a big fee for a new combination. . . Frank Barton, ass't to Walter Craig, leaving Benton & Bowles. . . Fred Robbins, WOV's record-spinner, penning a col'm for Deb magazine. . . Manhattan Mural: The drunk in Gramercy Park the other ayem who shook the bars in the gate and hollered: "Lemme out of here!" . . . Stan Kenton out in H'wood after 60 one-nites to concentrate on waxing for the Capitol label. . . Lu Howard, one of radio's youngest producers (she's just 23), has set up new offices on 49th St. One of the new shows she's readying will offer drama critic Bob Garland with 15 minutes of news and views about the theater, screen and nite clubs.

★ ★ ★

• • • Replying to the flood of trade reports about his quitting his agency and taking the American Tobacco account with him, Emerson Foote, of Foote, Cone & Belding, summed it all up to this dept in one expressive word, to wit: "Nuts!" As a matter of fact, to put the quietus on the whole situation, this col'm will cover any and all bets that the firm doesn't go into a split within a year, as the rumor-bearers would have you believe. So long as Foote seemed to be letting his hair down, we were curious to know what his reaction was to Freddie Wakeman's so-called expose, "The Hucksters." Strangely enuf, he bears no feeling of malice or ill will toward his ex-account exec. One of Foote's henchmen at the agency expressed it best when he said that the only thing Wakeman exposed in his novel was the state of his own mind.

★ ★ ★

• • • The Morning Mail: Writes Clarence L. Menser, veepee in charge of programs at NBC: "I was very much interested in your printed quotation from a letter of Arch Oboler's about 'Lights Out.' My first reaction was that we seem to have hit a new low in radio broadcasting when a writer admits afterwards that, during the course of a commercial series for which he was paid, he did everything possible to sabotage the series so completely as to make it valueless for the future. In order to keep the records straight, 'Lights Out' is the sole property of NBC. It was created and first produced in Chicago by Wyllis Cooper and myself. During the course of its history it has had a number of writers. Wyllis Cooper was the first—Oboler was among the others. Some time ago we gave Mr. Oboler permission to produce a series of 'Lights Out' as a commercial. When that series was discontinued, all rights reverted to NBC. That is the situation as of this date. Last year we used the series as a summer replacement and found considerable acceptance. If present plans materialize, it will be on the air again this summer. There is no reason to believe either that the audience will not accept it or that the listener has changed so much as to make 'Lights Out' unsuitable for broadcast."

★ ★ ★

• • • Thumbnose Descriptions: Geo. Jessel: Toupee, Toupee, Tin. . . John L. Lewis: The Miner Vice. . . 400 Club's Benny Goodman: The Payed Piper. . . Buddy Lester: Phi Beta Quipper. . . Beatrice Kay: Glamericana. . . Louie Prima: Follower of the Sport of Bings.

SOUTHWEST

OWEN JOHNSON has been named merchandising and promotion manager for KTSA, San Antonio, replacing Bud Lutz who resigned his post last week. Johnson was recently discharged from the Air Corps and was a former announcer at WGST, Atlanta, Ga.

David M. Segal and Henry N. Fones, have applied to the FCC for license to operate a standard broadcast station at Texarkana, Tex., using 250 watts on 1400 kilocycles full-time.

A new series of programs titled "Interviews with Interesting People" is being aired each week over KSKY, Dallas. Programs feature well known and little known figures in every walk of life in the city.

As part of their study in radio advertising, the class in radio at the University of Texas at Austin, will produce, write and act in a commercial radio program to be heard over a station to be selected. Cast calls for eight girls and 19 men. Program is to be a 15-minute program sponsored Monday through Friday.

Rolf Donilo, tenor soloist with KTSA, San Antonio, has won a place in the Brooklyn Academy of Music Opera Co., through an audition held over the telephone. Alfredo Salmaggi, Brooklyn impresario, arranged the audition with George Lee Marks, KTSA program director. Audition was held last Sunday via long distance telephone.

New Morton Downey Show Opens On MBS June 3

(Continued from Page 1)

and stations in Bermuda, Canada, British Guiana and Alaska. Program which will be heard on the same time slot, 12:15 p.m., EDT, Monday through Friday, may also be carried by WOR later on. Show will be heard on 275 stations.

The new Downey show will have a male quartet that has never before worked as a group and includes Earl Rogers, Roy Halee, Hubert Hendrie, and Lionel Marconx. All have appeared on commercial shows in choral, glee club or groups. Jimmy Lytell and his orchestra will furnish the music.

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

★ AGENCY NEWSCAST ★

THOMAS P. COYLE, recently of the Army, has joined the publicity and promotion department of BBD&O. Prior to joining the Army, Coyle was with Blaine Thompson Co., and the Hubert Press department. . . FRED L. STOUTLAND, for the past 13 years with Lennen and Mitchell, has joined BBD&O as a time buyer.

W. E. HOSAC, president, Metropolitan Sunday Newspapers, Inc., announces the appointment of Walter Geier, Inc., to handle all advertising in Metropolitan Group, the National Newspaper Network, effective July 1, 1946.

WILLIAM G. RAMBEAU CO., has been appointed representatives of WAK, Atchison, Kans., and St. Joseph, Mo.

LIEUT. (j.g.) CHARLES HUTAFF, USNR, has joined the creative staff of Fuller & Smith & Ross, Inc., New York advertising agency. Prior to joining the Navy, he was with the advertising and sales promotion department of The B. F. Goodrich Company of Akron, Ohio, for four years.

H. E. HAMMERTON has been promoted to the position of art director, and JAMES F. JACKSON has been advanced to production manager of Florez, Inc., promotional and training specialists, of Detroit.

MOLLY MALONE, INC., featuring dresses for misses 5 feet four or less, has launched a radio musical spot announcement campaign. The account is handled through the Chernow Advertising Co.

Coast CBS Affiliates Planning L. A. Meeting

(Continued from Page 1)

Study panels devoted to analysis and discussion of various phases of program-building, writing and production. Other subjects, such as research, sales, legal aspects of talent and program contracts, network operational procedures, community service, educational programs and handling of news also are included.

Hal Hudson, western program director, will act as clinic chairman. CBS-KNX execs participating include Charles Vanda, Bill Robson, Chet Huntley, Ned Marr, Arch Morton, Everett Tomlinson, John Beck, Frank Ford, Les Bowman, Lloyd Brownfield, Nancy Holmes, George Allen, Wilbur Hatch, Tom Hargis, Al Span, Gordon Hughes, Maurie Webster and Ray Diffum.

Web affiliates invited are KGDM, Stockton; KARM, Fresno; KERN, Bakersfield; KQW, San Francisco; KIRO, Seattle; KFPY, Spokane; KSL, Salt Lake City; KOY, Phoenix; KTUC, Tucson; KLZ, Denver; KROY, Sacramento; KOIN, Portland; KTYW, Yuma; KGVO, Missoula; KVOR, Colorado Springs; KROD, El Paso; KSUN, Tusbee; KGMB, Honolulu; KFBB, Great Falls; KGGM, Albuquerque; WVSF, Santa Fe; KSUB, Cedar City; WCMJ, Palm Springs.

Named To Council Posts

Springfield, Mass.—Robert Donahue, manager of WMAS; Quincy A. Brackett, president of WSPR, and Harold Landol, manager of WBZA, have been elected to the board of directors of the Pioneer Radio Council for the 1946-47 term.

Technician—Musician AVAILABLE NOW
Married man—32 with 10 years' experience
Program director, studio-master control operator, musical director—continuity, recording. Go anywhere. Excellent references of past employers available. Box No. 182, Radio Daily, 1501 Broadway, New York 18, N. Y.

CAB Annual Meeting Underway In Quebec

(Continued from Page 1)

strike, or who stayed away because of doubt concerning transportation facilities for the return trip.

Seven committees met during yesterday's morning session. These conferences were followed by the reading of the annual report, after which an adjournment was taken for luncheon.

An open and a closed session was conducted during the afternoon.

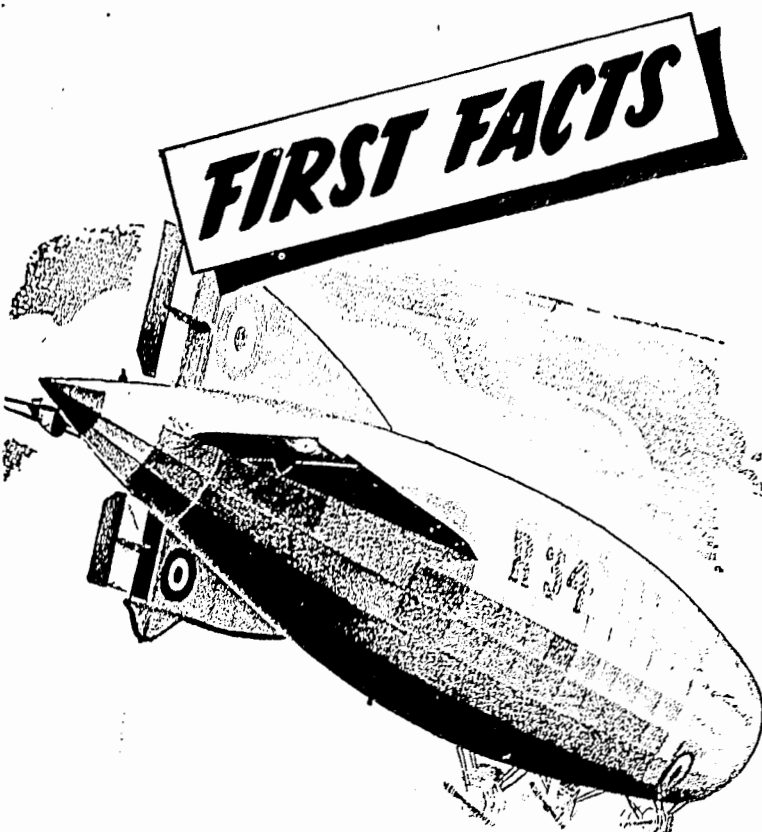
Two closed sessions will be held today and will be followed tonight by the annual banquet to be held in the Grand Ballroom of the "Chateau."

FCC's Program Report To Be Discussed Tonight

Discussion to be held tonight at the Longacre Theater (New York) on the pro and con of the FCC's recent Program Report, has found a strong response among listeners *et al* who have requested tickets to attend the discussion. Meeting is sponsored by the Civil Liberties Union and was called by Thomas Carskadon, chairman of the radio committee.

Charles Siepman, author, will speak for the FCC's side and Sydney Kaye, radio attorney and vice-president and general manager of BMI will be heard against the report. Heralded as the first meeting of its kind, no long speeches will be permitted and a standing "jury" will determine whether a question has been answered satisfactorily and if so give the green light to continue to the next question.

Jury will consist of: Jack Gould, radio editor, the New York Times; Ben Gross, radio editor, Daily News; M. H. Shapiro, managing editor, RADIO DAILY; Bruce Robertson, associate editor of Broadcasting; Joseph Koehler, managing editor of Billboard, and George Rosen, radio editor of Variety.



The first airship to cross the Atlantic was the dirigible R-34. It flew from Scotland to New York in 108 hours and 12 minutes.



WIP WAS THE FIRST RADIO STATION IN PHILADELPHIA

WIP IS FIRST IN THE NUMBER OF LOCAL ADVERTISERS

610 K. C.
MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS

REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERY CO.



More FCC Renewals Brings Total To 129

(Continued from Page 1)

metropolitan, and Minnesota Broadcasting Corp., Minneapolis, Minn., rural.

The following stations were granted renewal of licenses for the period ending Feb. 1, 1949: KFDD, Amarillo, Texas; KFXD, Nampa, Idaho; WAJR, Morgantown, W. Va.; WCBT, Roanoke Rapids, N. C.; WDSM, Superior, Wis.; WESX, Salem, Mass.; WHLN, Harlan, Ky.; WJBC, Bloomington, Ill.; WJOD, Hammond, Ind.; WLOG, Logan, W. Va.; KFJB, Marshalltown, Iowa; KSUN, Lowell, Ariz.; KWG, Stockton, Calif.; WAYX, Waycross, Ga.

The following stations were granted renewal of licenses for the period ending May 1, 1949:

WJLS, Beckley, W. Va.; KEDM, Beaumont, Texas; KFRY, Bismarck, N. D.; KOAC, Corvallis, Ore.; KLZ, Denver; WSYR, Syracuse; WNAX, Yankton, S. Dak.; KGMB and auxiliary, Honolulu; WEEL, Boston; WKZO, Kalamazoo; WLBZ, Bangor, Me.; WMAL, Washington; WMAM, Marinette, Wis.

The following licenses were granted renewals for the period ending November 1, 1948:

KYA, San Francisco; WHKY, Hickory, N. C.; WTAQ, Green Bay, Wis.; WFBM and auxiliary, Indianapolis; WLAY, Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala.

WINS, Hearst Radio, Inc., New York City, was granted renewal of license for the period ending May 1, 1948 (Comr. Durr voted for hearing).

WKRO, Oscar C. Hirsch, Cairo, Ill., was granted renewal of license for the period ending August 1, 1948, as was WNBR, Florida Broadcasting Co., Jacksonville, Fla., except for period ending Aug. 1, 1947.

Borden Renews Simms For 1946-47 Season

Los Angeles—Ginny Simms, of "The Ginny Simms Show," has signed a renewal of her contract for 52 weeks, and returns to the air either September 6 or 13, Friday nights from 7:30 to 8:00 p.m., EST, over CBS. (Rebroadcast 9:00 p.m., EST).

"The Ginny Simms Show" again is sponsored by The Borden Company.

Send Birthday Greetings To

May 28, 1946

Don Becker Al Jolson
Jack Clemens Waller King
Violet Dunn Andy Kirk
Bob Hope Phil Regan

Julia Hill

NETWORK SONG FAVORITES

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

Title	Publisher
All Through The Day.....	Williamson
As If I Didn't Have Enough On My Mind.....	Melrose
Atlanta, G. A.....	Stevens
Coax Me A Little Bit.....	Bourne
Come Rain, Come Shine.....	Crawford
Day By Day.....	Barton
Do You Love Me?.....	Bregman-Vocco-Conn
Full Moon And Empty Arms.....	Barton
The Gypsy.....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I'm A Big Girl Now.....	World
I've Got The Sun In The Morning.....	Berlin
In Love In Vain.....	T. B. Harms
In The Moon Mist.....	Shapiro-Bernstein
Laughing On The Outside.....	Broadcast Music
More Than You Know.....	Miller
Oh, What It Seemed To Be.....	Santly-Joy
One More Tomorrow.....	Remick
One-zy Two-zy.....	Martin
Personality.....	Burke & Van Heusen
Prisoner of Love.....	Mayfair
Seems Like Old Times.....	Feist
Shoo Fly Pie and Apple Pan Dowdy.....	Capitol
Should I Tell You I Love You?.....	T. B. Harms
Sioux City Sue.....	E. H. Morris
They Say It's Wonderful.....	Berlin
We'll Gather Lilacs.....	Chappell
Without A Penny In Your Pocket.....	Global
You Won't Be Satisfied.....	Mutual

NBC Promotion Directors Set Annual Meet June 5-7

(Continued from Page 1)

director of advertising and promotion, will preside.

Those attending will include Charles Philips, WEA, New York; James Seiler, WRC, Washington; Howard Barton, WTAM, Cleveland; Emmons Carlson, WMAQ, Chicago; Randy Smith, KOA, Denver; Bob McAndrews, NBC Western Division, Hollywood. David Lasley, KPO, San Francisco, will be unable to attend.

Court Reserves Decision Re "Battle of the Books"

New York State Supreme Court Judge Morris Eder yesterday reserved decision on a motion by Martin Stone, producer of "The Author Meets the Critics," for an injunction to prevent WHN from airing "Books on Trial," which replaced Stone's show when the latter moved to WQXR last week.

Stone alleged that the new program "constituted appropriation of the idea and format" of "Author," and "an obvious attempt" on the part of WHN "to confuse the listening public."

Affidavit by Herbert L. Pettey, executive director of the Loew station, which denied Stone's charges, offered that there can be no monopoly of an idea. "It cannot be denied, nor is it claimed by Stone, that the idea or plans of discussing or advertising books on the radio can be the subject

Radio Analysts' Protest Added To UN Complaints

(Continued from Page 1)

barring of commentators from direct news broadcasts relative to the Franco-Spain question. However, while Mr. Cross pointed out that commentators were not banned by the Spain Committee, he reiterated that direct pickups would not be the policy because of insufficient room for setting up mikes, for one thing. At the same time Cross pointed out that the Spain Committee would automatically disband itself at the end of the week since it has only until May 30 to operate.

Wire from the ARNA, in addition to Kaltenborn, was signed by the following officers: Lowell Thomas, Cecil Brown and Johannes Steel, of the executive committee; Quincy Howe, vice-president, and Charles Hodges, secretary.

of a monopoly," it stated by defendant. Henry Cohen, attorney for plaintiff, presented affidavits by Stone, Lewis Gannett, book critic; John McCaffery, moderator of "Author"; David Murphy, former announcer of the program, and several persons from the program's mailing list.

Pettey, Sterling North, "presiding judge" on "Books on Trial"; Jo Ranson, publicity director of WHN; Louis Carino, assistant program director, and attorney Leopold Friedman offered statements for defendant. William Klein represented the station.

Radio Aid To Truman Offered In Emergency

(Continued from Page 1)

economic structure of our country and to preserve the security of our people."

Although the rail strike is over, closing of mines and the threat of shipping strike has left a continuing national emergency, with radio ready to step in to keep the information wheels turning.

Miller suggested broadcaster "Alert themselves and their facilities in every possible way." With the threat of fuel shortages adding to the jumbled transportation problem, Miller suggested the following to American Broadcasters:

1. Prevent panic and hysteria by complete factual coverage of the news thus quickly scotching false rumors.
2. Offer immediate and full cooperation to all recognized community relief and service agencies.
3. Offer facilities of station as community clearing house for emergency information of all types.
4. Offer services to community channel pleas for assistance and public co-operation.
5. Help assure adequate domestic food supplies by every possible conservation and preservation of existing food stuffs. Urge production of additional supplies of food by means of some gardening and home canning. Urge the saving, especially, of wheat, fats and oils so badly needed at home and in the starvation areas of the world.

The coal and transportation tie-up make even more critical the need for every possible pound of food produced and preserved at home. Remember listeners there is still plenty of time to plant more and bigger gardens and that home preservation of food can be carried forward throughout the summer and fall.

"Night Life" To Substitute

"Night Life," a musical variety show, will fill in the time during the hiatus of the Joan Davis program on CBS, beginning Monday, June 3, at 8:30-8:55 p. m. EDT. Willie Bryant will be emcee and Teddy Wilson and orchestra will hold forth. Broadway stars will guest each week. Will Roland will produce and Ace Ochs will direct.

Do You Suffer From a need for A Program Director? Commentator? Writer-Producer?

Then I'm your medicine. A gal with ten years' experience in all phases of radio with NBC, World Broadcasting, WTAM, WGAR.

Box No. 183, RADIO DAILY
1501 Broadway New York 18, N. Y.

Tele "White Collar" NLRB Tells Unions

(Continued from Page 1)

involved on the ballot. IATSE protested the Radio Guild's petition to include eligible television work in the overall CBS unit. But supporting Radio Guild's petition, NLRB said: "IATSE's contention that the employees in question should be set apart because television is a new industry, separate and distinct from radio, is not upheld by NLRB."

IATSE attempted to prove that the television industry is more closely analogous to the motion picture industry than any other and that established collective bargaining patterns in the motion picture industry in New York afforded precedent for the television unit sought by it.

The NLRB rejected this offer of proof, saying: "It is evident that the television department as a whole is closely integrated with the company's (CBS) other operations in New York City and that there is a strong community of interest in wages, hours and working conditions among the company's white-collar employees in the City involved in the television department. . . ."

Moreover, there is no established pattern of collective bargaining which supports IATSE's argument that the television employees, as such, should be segregated from all other employees for bargaining purposes." The Radio Directors Guild, and IATSE, both AFL unions, are competing for representation of the CBS television directors. CBS and other unions involved, including UOPWA, are supporting the Radio Directors Guild position.

An appropriate directors unit will be decided by the NLRB following final hearings in Washington on June 4.

Stradivari Replacement

"Sunday Strings," a new ABC musical show, bows in June 2, 12:30 p.m., E.T., replacing the Stradivari Orchestral show for the summer. Ralph Norman conducts the string ensemble, with tenor Nino Ventura as soloist. Di Russell produces with Donald Live announcing.

THE Only REGIONAL
BETWEEN
DALLAS, SHREVEPORT
and **HOUSTON!**

KFFR LONGVIEW
James R. Curtis, Pres.

100 WATTS day and night!

COAST-TO-COAST

— TENNESSEE —

KNOXVILLE—WBIR, in co-operation with the local Tourist Bureau, is airing a new weekly series entitled "The Guide Post," designed to promote interest in the many vacation spots in East Tennessee. . . . Ed Starr, WBIR, disc-jockey, is having big success with his Saturday afternoon "Tune Shop" show. In addition to giving listeners every possible type of entertainment, he brings in all of the top vocalists and orchestras and keeps chatter confined to promoting next week's programs. A weekly contest pays listeners in the form of their favorite record albums.

— NEW YORK —

NEW YORK—Exclusive interviews with Joe Louis and Billy Conn, plus descriptions of their work-outs, recorded at their respective training camps, were aired by Marty Glickman last Friday, on his sports program over WHN. . . . Douglas Gibbons, the president of Douglas Gibbons and Company, is serving as chairman of the publishing, entertainment and professional groups of the Greater New York Fund's 1946 Campaign. Goal of the ninth annual campaign is \$5,900,000, which is 25 per cent more than was received last year. . . . **BROOKLYN**—Walter Kaner, known to thousands of GI's in the Pacific as "Tokyo Mose" over the Armed Forces Radio Network in Japan was presented the "Song Hits" Magazine "Award of the Month" plaque for the entertainment of overseas troops. The presentation was made last Friday during Elsa Maxwell's "Party Line" over Mutual and was re-broadcast over WLIB the same night.

— CONNECTICUT —

HARTFORD—In co-operation with the U. S. Weather Bureau, WTIC has inaugurated a Farm Weather Forecast as a feature of the "Farmer's Digest" airing daily. . . . Donald MacGovern,

Survey Finds Fair Split On FCC's Recent Report

Leaders in the field of advertising and public relations are sharply split on their opinions of the recent criticism of broadcasting practices as made by the FCC, according to the second report on the new Leadership Survey as conducted by Tide Magazine.

Panel members were queried on three topics which included the FCC "blue book," the subject of supporting governmental public service programs in national advertising and the question of black-and-white vs. color television.

Of the executives queried, only 57 per cent agree that the criticism by FCC is justifiable. Forty per cent disagree with the report while 3 per cent have no opinion.

An equal number of people are interested in black-and-white, and color tele, exclusive of the other, the report indicates. Thirty-eight per cent want b&w now, color later; 39 per cent say wait for color only; and 17 per cent urge immediate development of both.

former WTIC staffer, who served over 2½ years in the Pacific area as a dental assistant, will this fall enter the University of Conn. . . . Deputy Fire Chief W. L. Sullivan recently conducted the "Curb Club" broadcast in the downtown area asking passers-by questions in connection with "Clean-Up Week and Fire Prevention." Program ordinarily is presided over by Jack Lacy.

— ILLINOIS —

ROCK ISLAND—Carl Straub of Nebraska, has been named director of farm service for WHBF. In addition to airing agricultural and rural news on the outlet's "Valley Farm Hour," he will conduct station activities in rural areas of Western Illinois and Eastern Iowa. . . . The Four ex-servicemen who joined WHBF recently are, Bill Pannell and John O'Donnell on the announcing staff; Frank Krone on the sales staff and Flavel "Bill" Shurtloff, Jr., on the news staff. . . . **CHICAGO**—J. Oren Weaver, WBBM educational director, has been named as radio consultant for a special committee on radio education of the International Council of Religious Education. Sessions of the committee are usually held in or around Chicago.

— INDIANA —

INDIANAPOLIS—Maxeey Wall, released from the AAF, has joined the WIBC staff as merchandising assistant to Samuel R. White, promotion man-

CBC Won't Dispossess Outlets Sans Hearing

(Continued from Page 1)

struction Minister Howe to give assurances no steps would be taken by the CBC to assume use of the CFRB wave length until all interested parties had a chance to appear before the committee.

Howe said the question was one which should be directed to the Revenue Minister, under whose jurisdiction the CBC operates. Dr. McCann said he could give Graydon the assurances which he sought. (Application by the CBC for permission to take over the wave lengths now used by radio stations CFMB and CFCN in Calgary, was announced in the Commons by Reconstruction Minister Howe. If the application is accepted, the stations would be free to operate on another wave length).

ager. . . . Gene Kelly, WIBC sports announcer, described the Annual Indianapolis News Horse Show and Rodeo for the outlet from the ring-side of the Indiana State Fair Coliseum. . . . Dave Hamilton, back from the Navy, has joined the WIBC vocal staff, airing three shows weekly. . . . Sonja Grigo, vocalist on WIBC's "P. M. Party," has resigned to go to Hollywood to continue her career in the film capital.

17 Million LETTERS IN 16 Years

WLS GETS RESULTS!

**890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE**

CHICAGO 7

THE PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

REPRESENTED BY JOHN BLAIR & COMPANY



IN
NEW ENGLAND



JIM BRITT

and his

SPORTS ROUNDUP

• Tuesday • Thursday • Saturday 6:15 — 6:25 p.m.

A ten-minute resume of scores and highlights of major league baseball and other headline sports events. Jim Britt is Yankee's ace sportscaster whose exclusive daily play-by-play descriptions of Braves and Red Sox games are presented for the eighth consecutive year by The Atlantic Refining Company and co-sponsored for the second consecutive year by Narragansett Brewing Company, Cranston, R. I.

There's greater interest than ever in this program as New England rocks with baseball excitement

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 43

NEW YORK, N. Y., WEDNESDAY, MAY 29, 1946

TEN CENTS

Petrillo Testing Lea's Bill

Memorial Day Shows Set By Webs-Stations

The first peacetime Memorial Day since 1941 honoring America's war dead will be observed with a wide offering of significant programs tomorrow (May 30) ranging from reverent documentaries to patriotic military demonstrations in Washington and other national shrines.

NBC will air a special half-hour program in co-operation with the American Legion tomorrow from 12:30 to 1:00 p.m., EDT, dramatizing the "Life of Philander Javez," written by Robert Drohlich of the Legion headquarters staff. The fantasy-drama

(Continued on Page 9)

Court OKs More Money To Firm On WOW Deal

Omaha — Approximately \$100,000 more of Radio Station WOW's net income must be returned to the Woodmen of the World Life Insurance Society, under a ruling issued Saturday by District Judge James T. English.

WOW, Inc., made approximately that amount of improper charges to operating expenses, the judge ruled, adding still another phase to a long

(Continued on Page 2)

CBS Assigns Scovill To Head Capital Dept.

Washington Bureau RADIO DAILY Washington — Edward E. Scovill was yesterday assigned to the Columbia network Washington office as director of talks and special events. He was transferred to the new position from his post with CBS in New

(Continued on Page 2)

Dilemma

At the recent AFRA ball, Lindsey MacHarrie thought it would be novel and practical to offer an acting spot on his show, "We, The People," as his door-prize contribution. Now he's wondering how he can pay off. The winner was Harold Stein, the radio photographer, whom AFRA had hired to cover the affair for its house organ, "Stand By!"

No Paper Tomorrow

Memorial Day, being observed throughout the nation as the formal occasion when tribute is paid the honored dead who gave their lives for their country, Radio Daily will not be published.

Mrs. Thackrey Heard As Tele Session Ends

West Coast Bureau, RADIO DAILY Hollywood—Local FCC television channel hearing was completed Tuesday afternoon and Harry M. Plotkin, who presided, leaves today for Washington. A joint hearing will be held in Washington June 20, and after FCC has issued a preliminary decision, applicants will have 20 days in which to file any exceptions.

Mrs. Dorothy Thackrey, owner and operator of KLAC, Los Angeles, who seeks a television station permit, and her husband, Ted Thackrey, were

(Continued on Page 12)

WNEW's UNRRA Effort Over 15,000 Cans Of Food

WNEW's five-day food collection drive last week resulted in 15,187 cans of food and \$3,314.32 for the Emergency Food Collection, it was announced yesterday by Mrs. Ann C. Cunningham, of the American Women's Voluntary Services, agency which picked up the contributions. The drive had all programs plugging the campaign and making appeals for food and cash donations.

Calls Strike Against WAAF In Chicago For Refusal To Hire More Men Although It Violates Law

Gen. Mills, Swift Co. Expand ABC Programs

General Mills, Inc., and Swift & Co., both expanded use of network radio via ABC yesterday with the added sponsorship of "The Lone Ranger" and a 15-minute segment of Don McNeill's "Breakfast Club."

Through Dancer, Fitzgerald & Sample, Inc., of Chicago, General Mills, Minneapolis, has signed with

(Continued on Page 8)

Overseas Press Club Elects Committee Officers

Newly-elected officers of the Overseas Press Club's Inter-American Committee, announced yesterday, include Edmond Chester, CBS short-wave director, chairman; Hal Lee, editor, Pan-American Magazine, vice-

(Continued on Page 5)

WKNB Debut By Aug. 1; Windsor Named Manager

New Britain, Conn.—Announcing at the same time that its AM station, WKNB, would go on the air on or before August 1, the New Britain Broadcasting Company has appointed

(Continued on Page 12)

Chicago—James C. Petrillo, president of the American Federation of Musicians, has singled out WAAF, with studios in the Palmer House, as the "guinea pig" in a test of the constitutionality of the new Lea Bill, known as the "Anti-Petrillo" bill, which provides penalties against union leaders who try to force broadcasting stations to employ more people than they need. As the first step in his "test case" Petrillo yesterday called a strike at WAAF by taking

(Continued on Page 8)

Feltis Addresses CAB At 2nd Day Of Meet

Quebec—A tribute was paid by Hugh Feltis, head of the Broadcast Measurement Bureau, to the Canadian counterpart of the measurement organization, the Bureau of Broadcast Measurement, at yesterday morning's session of the current annual meeting

(Continued on Page 12)

Dunninger's 4-Wk. Series Replaces Amos 'n Andy

Dunninger, mentalist, will return to the NBC network for a series of four special broadcasts beginning Tuesday, June 4 at 9:00 p.m., EDT, taking over the "Amos 'n' Andy" time spot for four weeks.

The "Dunninger Show," which

(Continued on Page 2)

Propose Drastic FM Changes; To Make It More Practical

Washington — Sweeping changes in FM rules proposed yesterday by the FCC is expected to place it in a more practical position to compete with standard broadcasting and in the absence of any protest on or before June 15, the Commission will not schedule oral argu-

ment relative to the proposed change. Under the changes, FM will be reduced to two classes and additional power authorized up to 20 kw. under certain conditions.

Under the proposed changes, community stations will be

(Continued on Page 5)

Nomenclature

Shirley Wolff, cafe society commentator who is heard twice weekly over WJZ, is full of wrath about a mule named Shirley in the new film "Down Missouri Way." Miss Wolff is annoyed about it, and is enlisting the support of all the Shirleys in the land to assist her in demanding a re-naming of the valuable, useful but unsuspecting animal.



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

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FINANCIAL (Tues., May 28)

Table with columns: High, Low, Close, Net. Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURE EXCHANGE, DuMont Lab., Finch Tele Comm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Flamm Buys Country Club

Donald Flamm, chairman of the board of WPAT, Paterson, N. J., has acquired ownership of the Aldecross Country Club in Alpine, N. J., it was announced this week. The 200-acre golf course, which is valued at close to two million dollars, is accepting applications at present and to date lists many radio and advertising executives among its membership. Formal opening will be set sometime early in July.

"Miss Firefighter" On WWRL

Jean Woytiser, who last night was crowned "Miss Firefighter" at the Firemen's Ball in Madison Square Garden, will be interviewed today on the "Mona and Pat" program over WWRL.

LEN STERLING LA 4-1200

Coming and Going

DR. KARL KREUGER, conductor of the Detroit Symphony Orchestra, checked in at LaGuardia Field yesterday, completing a goodwill tour of 12 European countries. He will conduct a press conference this afternoon in the Rainbow Room of the RCA Building.

GAYLE V. GRUBB, manager of KGO, American network outlet in San Francisco, made a recent airplane trip to Hollywood, where he conferred with Mark Woods, president of the web, who is in California for the television hearings.

DWIGHT COOKE, of CBS, has left for Chicago, where he will cover the Trucksters and Teamsters program.

ELEANOR CHARLES, of the WLIB publicity department, has left on a vacation trip of one month in California.

J. L. VAN VOLKENBURG, general sales manager of CBS, plans to be in Chicago next Monday to visit the Radio Sales offices in the Windy City.

WILLIS B. PARSONS, manager of the NBC Thesaurus and Syndicated Sales; BERT WOOD, production manager, and NORMAN CLOUTIER, program manager, are representing NBC Radio-Recording at the CAB meetings in Quebec.

N. W. BRANDON, JAMES WOODS and L. H. THESMAR have returned to WSAV, Savannah, Ga., after having attended the NBC affiliated-stations meetings in New York.

GEORGE TOWNE and the members of his orchestra are back in New York for an engagement at the Pelham Heath Inn, from which spot they will broadcast four times weekly over WOR.

Court OKs More Money To Firm On WOW Deal

(Continued from Page 1) trail of litigation over lease of the station by the society.

The suits began when Dr. Homer H. Johnson, Lincoln member of the society, charged that the society was not being paid enough for the station. The courts finally upheld him.

WOW, Inc., as a result, was ordered to return to the society all of its net income during the time of the lease's effectiveness, from January 14, 1943, to August 31, 1945. WOW, Inc., recently reported that amount to be approximately \$745,000.

Dr. Johnson, through Attorney Don Stewart of Lincoln, objected, saying the amount should have been \$140,000 more. Largest item which Judge English ruled should not be charged to operating expenses was approximately \$50,000 for defense of the suit brought by Dr. Johnson.

He found that the salary of \$25,000 yearly paid to John J. Gillin, Jr., as president and general manager of WOW, Inc., was "reasonable and not excessive." But the judge did find that additional pay of \$1,200 a year to Gillin as director could not be allowed as operating expense because "he was an officer and manager devoting full time to the duties which were his and for which he was compensated."

CBS Assians Scovill To Head Capital Dept.

(Continued from Page 1) York as supervisor of network operations.

Scovill has been with CBS for ten years with the exception of his military service. He was released from the Army last fall as a colonel and holds the Legion of Merit and Croix de Guerre with Silver Star.

Prior to the war, Scovill was successively assistant production manager and supervisor of network operations for CBS in New York.

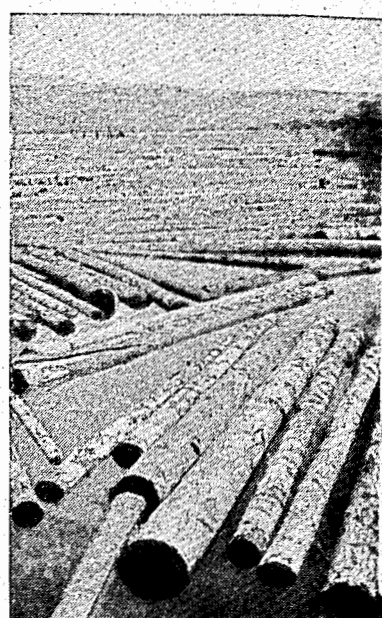
Nomed XEX Commercial Mgr. George A. Kessler has been appointed commercial manager in charge for station XEX, known as the "Voice of Mexico" in Mexico City.

Dunninger's 4-Wk. Series Replaces Amos 'n Andy

(Continued from Page 1) combines mental gymnastics and feats of legerdemain with a good deal of audience participation, will have Bill Slater as emcee. Laura Linwood, songstress, accompanied by Dave Grupp and the orchestra, provide musical interludes.

Wittlig Promoted At WCBW

Appointment of Paul Wittlig as manager of technical operations at television station WCBW has been announced.



Log Drive

Floating placidly on the pond for these logs, the long journey's over. They've piled up in log jams... they've been tossed by raging rapids. But they made it. The log drive's over.

Many a smart business man could look at that picture and wonder: "How rough will my trip be when the big production starts and the sales heat goes on?"

We can speak only for one sales help in one market. Our sales help is in radio... and we're concerned with WITH, the successful radio independent. The market is Baltimore.

In this, the sixth largest city WITH delivers more listeners-per-dollar spent than any other station in this five-station radio town.

In drive for sales... the trip can be made smoother in this market with W-I-T-H on the list. Better put her on!

ROSS FEDERAL RESEARCH CORPORATION Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations. Executive Offices 18 E. 48th Street New York 17, N. Y.

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



“He says he can prove that the largest share of the nation’s spendable income belongs to families who . . .

Listen to **ABC**”

FIND OUT where the nation’s spending money is being passed around, and you’ll find the bulk of it in the areas blanketed by ABC’s 204 stations. And this coverage is *local* coverage because ABC stations cover more of the 300 major U. S. markets *from within** than does any other network—an important factor to advertisers who desire to merchandise their radio programs.

That is one big reason why so many leading companies are buying time on ABC today. They know they can reach a rich, nation-wide audience . . . at low cost per thousand . . . and over a network whose facilities are constantly improving.

Right now, for instance, ABC is able to point to a 100% increase in its number of 50,000-watt stations. KABC, San Antonio, Texas, has just gone from 250 watts to 50,000 (10,000 night time). WLAW, Lawrence, Mass., will go from 5,000 to 50,000. KCMO, Kansas City, Mo.,

from 5,000 to 50,000 (10,000 night time), and a switch in Buffalo adds WKBW with its 50,000 watts.

Improvements are happening fast on ABC, and one by one the best time periods are being snapped up by advertisers who know a good radio value when they see one. Valuable ABC franchises have already been nailed down by leading companies like Swift, General Foods, Westinghouse, Miles Laboratories, Philco, Jergens, Kellogg, Procter and Gamble, Sterling Drug, General Mills and many more. If *you* are thinking of radio in terms of good time periods, low cost per thousand listeners and a franchise that will be mighty valuable for years to come, investigate available time periods on ABC.

*Meaning a station actually located in the market

7 REASONS

why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES** — Coverage of the important markets at rates that effect a low cost per thousand listeners.
2. **REACHES 22,000,000 RADIO HOMES**, located in practically every major market in the U. S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL** — a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **204 STATIONS** — eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION** — program building on an economical basis.

American Broadcasting Company

A NETWORK OF 204 RADIO STATIONS SERVING AMERICA

CHICAGO

By BILL IRVIN

H. R. BAUKHAGE, ABC commentator, will receive a citation from the alumni association of the University of Chicago at its annual alumni reunion on June 8. Baukhage, a U. of C. graduate, will receive the award as one of the university's "worthy alumni."

Francis Coughlin, a WGN staff member for 13 years, has been named script and continuity editor, according to an announcement by Frank P. Schreiber, general manager of the station. A graduate of University of Illinois, Coughlin joined WGN as a member of the continuity department in 1933, after serving for three and a half years as literary editor of The Chicagoan magazine and as columnist for a Chicago daily. He originated the format and wrote the first scripts for Kay Kyser's "College of Musical Knowledge" when it was launched over WGN. For the past year he has been script editor of "The Human Adventure," WGN documentary series produced in conjunction with the University of Chicago.

Vaughn Monroe Signed As Camel Replacement

Vaughn Monroe and his orchestra go in as a summer replacement for Abbott & Costello and their sponsor Camel Cigarettes.

Tom Luckenbill, vice-president of William Esty and Co., agency for the R. J. Reynolds Tobacco Co., said yesterday, that Monroe opens for Camels on July 4. First broadcast will be from Boston. Monroe's heavy schedule of top summer bookings remains as planned with remote pick-ups every Thursday night in the regular Camel time, 10-10:30 p.m., EDT, over the full NBC network. Deal calls for the use of the full Monroe organization and options.



FRANKIE CARLE
records for
LANG-WORTH



Notes From An Aisle Seat. . . !

• • • Next government blast at radio will concern phony patent-medicine advertisements. . . The Kaiser-Frazer Co. will launch a network show in the fall. Auditions are being held in Chicago right now. . . Joan Davis nixed a Bristol-Myers bid for her services as she didn't care for the Friday nite (Duffy's Tavern) spot. . . Jane Froman goes in for Connee Boswell next week on the Schick airtel for two weeks. . . Two nat'l news mags will soon swoop down on a B'way columnist who has been printing their news items without a credit line. . . Looks like Victor Lombardo will have to abandon his plans for his own ork and remain with brother Guy. Difficulty of obtaining crack musicians, travel problems, etc., stopped him cold, plus the fact that so many new bands went so heavily in the red last year. . . Irene Lesser resigned from Universal Pictures flack dep't to handle radio publicity for Lou Goldberg. . . Comic Lenny Kent, who just finished three big weeks at the Strand, being wooed by the nets for a summer series. . . A Puerto Rican syndicate planning to back Elsa Miranda, the Chiquita Banana singer, in a B'way musical with a tropical locale.

★ ★ ★

• • • The Morning Mail: "Dear Sid," writes David M. Kimel, sales mgr. of WLAW, in Lawrence, Mass. "I noticed in a recent col'm of yours that NBC is planning to make a charge for broadcast tickets, proceeds going to help feed Europe. We here at WLAW have for some time made a can of any kind of food an admission fee to studio broadcasts. The cans are turned over to one of the Catholic Churches in this area for distribution abroad. It has paid off very, very well, and I heartily recommend it to other stations. It is surprising how many people will send in food even tho' they may not attend the broadcast."

★ ★ ★

• • • Henry Souvaine, well known producer for years, returns to his first love at the Carnegie 'Pops' Concert Thursday nite when his American tone poem, "Songs of the City," is presented by the symphony ork under the baton of David Broekman. Eileen Farrell makes a return guest appearance on the same show. . . Tony Provost's gorgeous new sec'y has made him the most popular guy at NBC, judging from the constant stream of 'visitors.' . . Herb Shriner and Jimmy Carroll a big click at Attorney Gen'l Tom Clark's Washington party the other nite. . . Carr & Stark will offer their "DuMont Beepstakes" tonite at the DuMont Five-Year party. . . Benedict Gimbel, Jr., Pres. & Gen'l Mgr. of WIP, just received a citation from the Red Cross for distinguished services. . . Doris Sharp has her Radio Registry clientele busy donating food for UNRRA. . . Decca dickering with Pancho to have him record his sensational "Vem-Vem" with the Andrews Sisters. Publicist Sid Ascher's unpublicized war work (counter-espionage) will be revealed next month when he goes to Washington to receive a citation. . . Aside to Herb Rosenthal: What's the big idea of talking Buddy Clark out of my seats to "Call Me Mister," hmh?

★ ★ ★

• • • Our Hat's Off Dep't: Rob't Maxwell, producer of "Superman," who is responsible for latter's stand on intolerance and juve delinquency—a stand which incidentally upped their rating from 4th to 1st place among children's shows. . . Ray Bloch's arrangements on the improved Schick stanza. . . Frank Lovejoy's handling of the role of Benson on the Theater Guild's "Boy Meets Girl" Sunday nite. . . WEVD's "On The Swing Side," offering a pair of teen-agers who interview celebs for their school paper. . . Evelyn Knight's ear-resistible vocalizing at the Versailles. . . Frank Cooper's masterminding of Jackie Kelk into the Big Time as a single. . . Jerry Wald's Sonora waxing of "Laughing On The Outside," which should go a long way toward propelling him into the inner circle of top-money orks.

SOUTHWEST

CHARLES D. LUTZ, newly named head of the radio dept. of the Express Publishing Co., has left San Antonio for a trip to Washington, D. C., for hearings on the application for a standard broadcast station of 1450 kilocycles by the newspaper. Application is also with the FCC for an FM station.

The Texas Telecasting Co., has been organized at Amarillo and has applied to the FCC for license to operate a standard broadcast station there on 1230 kilocycles with a power of 250 watts unlimited hours.

The commentator which handles the new "Farm News" program daily over KCOR, San Antonio, is oddly enough named Jimmy Farmer. Program works in co-operation with local farm groups and county agents. It is heard daily at 6:30 a.m., CST.

Rosemary Walker, publicity director for WOAI has resigned her post to become a bride in July of Robert Holtzinger of State College, Pennsylvania. Her post is being taken by Marcia Birenberg.

Application for a standard broadcast station is being sought by the Bay Broadcasting Co., at Goose Creek, utilizing 250 watts on 650 kilocycles for daytime operation only. Hearing is pending.



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

52%* more listeners . . .

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

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



WFPG

ATLANTIC CITY
ABC NETWORK



LOS ANGELES

By RALPH WILK

WHEN Judy Canova's NBC show takes its 8-week summer hiatus following the June 29th broadcast, the comedienne immediately reports to Columbia Pictures to begin work on her third vehicle for the studio, "Ghost Town," a western musical production.

Robert Young has been signed to star in "The High Wall" on "Suspense," radio's outstanding "theater of thrills," June 6. The chiller-diller was written especially for "Suspense" by Bradbury Foote.

Jack Haley, star of NBC's Sealtest Village Store, is heading a group of Hollywood personalities to whip up a benefit musical film, proceeds from which will be used for the assistance of families of 28 USO entertainers who lost their lives while on tour during the war. The film will complement a previously announced mammoth stage show, which is expected to be produced this summer with Hollywood luminaries donating their services for the same cause.

Hoffman Radio Corp., on June 7, will have open house at its new administration building, 3761 S. Hill Street (Los Angeles). Besides a display of new models and tour of the factory, a model A-300 six-tube AC-DC set will be on display. The receiver was in the window of the Moses Co., Hilo, when the tidal wave struck. Tossed into the water and buried with wreckage, the set still plays.

Overseas Press Club Elects Committee Officers

(Continued from Page 1)

chairman, and Don Glassman, formerly with the State Department, secretary.

Two major aims of the Committee, set forth at its initial meeting, were (1) "To preserve and promote freedom of the press, radio and newsreel wherever it now exists in the Western Hemisphere," and (2) "To work for closer mutual understanding among the peoples of the Americas and for the maintenance of democratic ideals."

Members of the Committee, in addition to the officers, include: H. V.

Propose Drastic FM Changes; To Make It More Practical

(Continued from Page 1)

designated "Class A" and Metropolitan and Rural stations will be lumped together as "Class B" stations.

In addition, the Commission proposes to divide the United States into two areas for purposes of allocations. Area I will include Southern New Hampshire; all of Massachusetts, Rhode Island and Connecticut; South-eastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware and the District of Columbia; Maryland as far west as Hagerstown; and Eastern Pennsylvania as far west as Harrisburg. Area II, will include the rest of the country not mentioned in Area I.

Under the proposed changes, Class A (now Community) will be provided a coverage ranging up to 1,000 watts effective radiated power, and Class B will range up to 20 kw., depending on the area and antennae height.

Proposed new rules for Class B stations follows:

1. In Area I, Class B stations will be licensed to operate with a service area equivalent to a minimum of 10 kilowatt effective radiated power and antenna height of 300 feet above average terrain and a maximum of 20 kilowatt effective radiated power and antenna height of 500 feet above average terrain. In metropolitan districts in Area I with a population greater than 250,000 the minimum service area shall be the equivalent of 20 kilowatt effective radiated power and an antenna height of 350 feet above average terrain. Class B stations in Area I, will not be licensed with an effective radiated power greater than 20 kilowatts.

In Area II, Class B stations will be licensed to operate with a service area equivalent to a minimum of 2 kilowatts effective radiated power and antenna height of 300 feet above average terrain and a normal maximum of 20 kilowatts effective radiated power

Kaltenborn, NBC commentator and vice-president of the OPC; William W. Chaplin, NBC commentator and president of OPC; Lawrence Haas, CBS South American program director; John P. Lloyd, head of AP in South America; Robert U. Brown, editor of Editor & Publisher; Lucy Goldsmith, economic analyst and writer on South America; Casey Hirshfield of the Joshua Powers Organization; Stanley Ross and Jewel De Bonilla of the Overseas News Agency; William Carney of the N. Y. Times and Bernard Estes former correspondent. All at present are in this country.

South American members are: John Evans, AP Mexico Bureau; Thomas Curran, UP vice-president in South America; Vaughn Bryant, AP Santiago, Chile Bureau; Morrill Cody, U. S. Embassy, Buenos Aires and Charles Parmer, of the United States News in Washington, D. C.

and antenna height of 500 feet above average terrain.

In Area II, where it is shown that the public interest would be served by authorizing greater power or antenna height either to serve greater area or to provide a higher signal intensity within an area, the power, antenna height, and area will be determined on the merits of the case, with particular attention being given to rural areas which would not otherwise receive service.

(B) Sixty channels beginning at 92.1 MC and ending at 103.9 MC (channels 221 through 280) are designated as Class B channels.

Class A Stations

Rules for Class A stations include:

(A) A Class A station is a station which operates on a Class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The transmitter power and antenna height of a Class A station shall normally be capable of coverage equivalent to a minimum of 0.1 kw., and a maximum of 1.0 kw., effective radiated power at 250 feet antenna height, as determined by the methods prescribed in the standards of good engineering practice concerning FM broadcast stations. Class A stations will not be authorized with more than 1 kw., effective radiated power. Standard power ratings of transmitters used for Class A stations shall be not less than 250 watts nor more than 1,000 watts. A normal minimum separation for Class A stations of 50 miles will be provided on the same channel and 35 miles on adjacent channels.

(B) Twenty channels beginning with 104.1 MC and ending with 107.9 MC (channels 281 through 300) are designated as Class A channels. All of these channels are available for assignment in cities which are not the central city or cities of a Metropolitan District. Ten of these channels are also available for assignment in central cities of metropolitan districts which have fewer than six Class B stations.

(C) The main studio of a Class A station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

It is known that some members of the Commission have been concerned over the growing number of applications for new standard stations in the low wattage class. Even under existing rules, comparable FM stations would give better coverage. Under the proposed changes in rules, FM will have a definite advantage over many AM stations with respect to coverage.

In the absence of protests on or before June 15, the FCC said "it is not contemplated that oral argument will be held thereon."



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

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



5000 Watts at 850 on the Dial

BOSTON

REPRESENTED NATIONALLY BY
JOHN BLAIR & CO.

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

It happened on NBC

BUD ABBOTT



Born William Abbott under a circus tent in Asbury Park, New Jersey, he was the son of a circus advance man and a bareback rider. His first job was in Coney Island's Dreamland Park where he did a kid-prank in the Crystal Maze. When the customers would get lost in the maze, Abbott would appear and lisp: "Are you lost, mister? I'll take you outside for a dime."

At sixteen Abbott occupied the box office of a Brooklyn burlesque theater. He had just got this job when he walked into a waterfront café and woke up to find himself stoking coal on a Norwegian freighter bound for its home port. Back in Brooklyn he re-entered the box office field, and later with his brother operated theaters in six cities.

One night in a Pennsylvania town he was rushed on stage to replace an ailing comic. He never left the stage. In 1936 he joined a sad-faced little clown named Lou Costello in a Minsky burlesque unit in Chicago.

► In January, 1938, Bud Abbott and Lou Costello were doing a five-a-day act at Loew's State Theater on Broadway. Ted Collins, Kate Smith's business manager, was in the audience and spotted them. They appeared on the Kate Smith Hour. Soon they were regularly engaged on this show. In July, 1940, they moved to NBC as a summer replacement for Fred Allen. The following April they began a regular spot on the Edgar Bergen-Charlie McCarthy

show. In October, 1942, under the sponsorship of Camel Cigarettes, they began their own show on NBC. It immediately became one of the top Hooper-rated shows.

Back of their fun-façade, Abbott and Costello take life seriously. They pride themselves that in all their years in burlesque they never used a profane word. Concerned with the growing juvenile delinquency problem, they have established a national youth-serving agency to promote the

AMERICA'S NO. 1 NETWORK

LOU COSTELLO

Born Louis Cristillo in Paterson, New Jersey, his first love was basketball. He attended high school only during the basketball season. When his teacher made him write on the blackboard 100 times, "I'm a bad boy," he never forgot it. Years later it became a trade mark known to millions — "I'm a Ba-a-a-d boy!"

Lou hitchhiked to Hollywood, arriving with 65¢ in his pocket. During his first six months in the film capital he was constantly on the verge of starvation. Helene Costello, starring in an early talkie, "Trail of '98," was required to dive out of the second floor window of a Klondike hotel. Dressed in a flowing black wig and a can-can dress, Lou took the dive. Later he also took her name—out of gratitude when she saved his job for him.

After two years of stunting and bit parts he hitchhiked back east and landed a job in burlesque in St. Joseph, Missouri. Then he was off to Minsky's and a fateful rendezvous with Bud Abbott.



health and good citizenship of boys and girls. Known as the Lou Costello, Jr. Youth Foundation—named in memory of Costello's infant son who died in 1943—its headquarters will be a building costing more than \$200,000, financed entirely by Abbott and Costello.

Abbott and Costello would be the first to tell you that their real success came with radio. Once on NBC they skyrocketed to fame and fortune. It is a familiar story. Opera

stars or burlesque comedians, concert singers or boogie woogie idols—it makes no difference. Given that indefinable something known as showmanship, backed by genuine talent, they achieve their greatest success on NBC. For NBC impartially opens to showmanship and talent of all kinds its superlative facilities which lead to the world's greatest audience and the association of other great programs heard on NBC.



... the National Broadcasting Company

Petrillo Calls Strike To Test 'Lea' Validity

(Continued from Page 1)
three studio librarians off their jobs following his demand that the station employ a total of six.

Petrillo's contention is that the station can afford to hire three more "record librarians," as the musicians are called, because of increased profits. They earn from \$60 to \$70 a week for a six-hour day and a five-day week.

Asserting that he expects his action will bring prosecution, Petrillo, at one of his rare press conferences in the headquarters of the Chicago musicians union, said he was taking the step on the advice of attorneys and because he personally believed the Lea law is unconstitutional. He declared that he would carry the fight to the Supreme Court, if necessary.

WAAF, owned and operated by the Drover's Journal Publishing Co., with offices in the Palmer House, is a 6:30 a.m., to local sunset station using 1,000 watts on 950 kc. Its transmitter is located at 1001 Exchange Ave.

In belligerent mood, Petrillo took verbal pot shots at Congress, and at President Truman, indirectly, for efforts to push through "anti-labor" legislation "in the heat of the moment." The anti-labor legislation now pending in Congress would, he predicted, unify the AFL and CIO for the first time.

Robert St. John Show From Carnegie Hall

Robert St. John, who has claimed that "there's at least one good story in everybody," will attempt to prove that on his special broadcast today, Wednesday. It is on this day that his program will originate at Carnegie Hall, marking the 1,000th human interest story that he has aired over WEAF and NBC.

St. John will take three people from the audience, introduce them to the 2,900 people expected at the broadcast and then later interview them for their "one big story" which he will broadcast on his program in the near future.

Also on this special program will be the ten principals of St. John's 10 most popular human interest stories selected on the basis of audience response.

Ascap Postpones Meet

The Ascap committee on elections, which was to have met today, May 29, to count the ballots in the recent election of board of appeal members, has postponed the meeting until next Monday, June 3.

WEEK AFTER WEEK

MORT LAWRENCE
ON "ONE MAN'S DESTINY"
LE. 2-1100

WOMEN IN RADIO

IT WAS exactly ten years ago that Eleanor N. Sanger came to WQXR "to help out," and stayed on to "grow up" with the station as head of the program department. Helping out included learning radio as it was in 1936, and adapting it to a new station with a different idea. Programming, production, audience reaction, promotion and sales were part of her everyday chores. In addition, her role was one of moral support for her husband, Elliott Sanger, and their friend, John V. L. Hogan, when they saw their dream of a station specializing in good music come true. Behind the charm and poise of her five feet, four inches is a mind experienced in coping with the daily crisis of radio. Her chief interest in her job was to assist her husband without seeming to place herself in the position of being the boss' wife. She has succeeded admirably . . . Eleanor Naumburg Sanger was born and raised in New York, and attended the Ethical Culture Teacher Training School. She has been married 25 years, and has two sons, Elliott Jr., 24, and Kenneth, 22. Both boys saw active service during the war, Elliott with the Army in Europe, and Kenneth with the Navy in the Pacific.



Ten-Year Vet

☆ ☆ ☆

The Annual Conference of 1st District (New England) Women Directors of the NAB will be held at Hotel Wentworth-by-the-Sea, Portsmouth, N. H., June 15-16. Theme of the meeting will be keyed to United Nations Week in September. Plans for the conference were worked out last week at a meeting in Boston of the committee in charge. Among those who attended were District Chairman Nell Daugherty, WSTC, Stamford; Lee Spencer, WHEB, Portsmouth; Mildred Bailey, WCOP; Evelyn Howe and Marie Houlahan, WEEI; Louise Morgan, WNAC; Kay Harrison, WCOP, and Bertha Bannan, station rep. Phyllis Doherty, of WNAC, and Kay Harrison were appointed to the publicity committee, and Bertha Bannan was named membership chairman. Guests of honor at the main event of the Conference, luncheon on the 15th, will include: Governor and Mrs. Charles M. Dale, Mrs. Lefill Dickinson, president, Federation of Women's Clubs; Helen Hussey, Champlin, president, Federation of Garden Clubs; Hilda Hundely, president, Navy Wives Clubs; Senator Stiles Bridges; Harold Stokes, president, University of New Hampshire; Rt. Rev. John Dallas, the Very Reverend Matthew Brady, Roman Catholic Bishop of New Hampshire, and the 1946 Mothers of the six New England states.

☆ ☆ ☆

The creation of a network post to fit the talents of one person is a rare, almost unique, occurrence, but such was the case when Frances Farmer Wilder was named CBS Daytime Program Consultant in 1944. Although she did not enter radio until 1938, today she enjoys the distinction of being one of the outstanding women in the industry. Mrs. Wilder joined CBS on the West Coast as personnel director, and in 1939, was made director of education for the Columbia Pacific Network. Her program series "These Are Americans" won the Peabody, Variety and Ohio State Awards in 1944 and led to her appointment in New York. A native of California, she attended the University of California and Columbia University. With her husband, she later spent five years in China, following this with a trans-Siberian journey to Russia and a tour of Europe. She is in great demand as a speaker by women's groups throughout the country, and hers was one of the best-received talks at the convention held recently in New York by the Association of Women Directors.



Creative

☆ ☆ ☆

Gen. Mills, Swift Co. Expand ABC Programs

(Continued from Page 1)

ABC for a 52-week period beginning Monday, June 24, covering sponsorship of the "Lone Ranger" over the ABC Pacific Coast network three times weekly. Under the new contract General Mills will sponsor the "Lone Ranger" on Mondays and Wednesdays from 7 to 7:30 p.m., PST, and on Saturdays from 8:30 to 9 p.m., PST.

The "Lone Ranger" program which originates in Detroit is sponsored on other ABC network stations Monday, Wednesday and Friday from 7:30 to 8 p.m., EDT, by General Mills, Inc.

General Mills recently simultaneously renewed their four ABC programs. These programs are "News & Betty Crocker," "Hymns of All Churches," "Lone Ranger," and "Jack Armstrong."

Swift & Co., Chicago, through J. Walter Thompson and McCann-Erickson Agencies, Chicago, will begin sponsorship on Monday, June 3, of the 9:15 to 9:30 a.m., EDT, segment of ABC's "Breakfast Club" in addition to its currently sponsored 15-minute period 9:30 to 9:45 a.m., EDT, Mondays through Fridays.

The last quarter hour of ABC's "Breakfast Club," 9:45 to 10 a.m., EDT, is under the auspices of the Philco Products, Inc., through Hutchins Advertising. Only the 9 to 9:15 a.m., EDT, segment of the program is non-commercial.

Adm. Mitscher To Appear On WNBT Program Friday

Admiral Marc. A. Mitscher, commander of the U. S. Navy's 8th Fleet which arrived in New York yesterday, will be the guest of honor on NBC television's "In Town Today" over WNBT, Friday, May 31, at 8:00 p.m., EDT.

Adm. Mitscher, a hero of the Pacific war, arrived aboard the aircraft carrier Franklin D. Roosevelt. Forty-five vessels of the 8th Fleet will be in the New York area by the end of the week, it is expected.

Listening Habit

W
C
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MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roeder, General Manager
FREE & PETERS, Inc., Exclusive National Representatives

AGENCIES

THOMAS K. CARPENTER, JR., has joined Kenyon & Eckhardt, Inc., as radio continuity editor. Carpenter was with Young & Rubicam in radio and as account executive for the past seven years. Prior to that, he was associated with N. W. Ayer.

A. J. FRIES and **JOSEPH G. JOWAISAS** have joined the art director's staff of Charles W. Hoyt Company, Inc. Fries was for a number of years art director of the merchandise department of General Electric Company and is also a former art director at Batten, Barton, Durstine & Osbourne. Jowaisas, recently discharged from the Armed Forces, was previously an art director with J. Stirling Getchell and with the Compton Agency.

JOHN V. WILLIAMS, recently released from the Navy, after serving overseas with aircraft, Seventh Fleet Headquarters, has joined the Kelly and Lamb Advertising Agency, Columbus, Ohio, as a member of the copy and creative staff. Before military service, Williams was vice-president and radio director of the Ohio Advertising Agency, Cleveland.

PAUL W. KOHLER, manager of advertising at the East Springfield, Mass, works of Westinghouse Electric Corporation has left to take a position as account executive with the Howard Swing Advertising Agency in Marion, Ohio.

New Quiz Program Debuts Over WCBW Thurs. Night

"The Consumers Quiz," with Fred Uttal, as emcee, debuts over CBS television station WCBW as a Thursday program tomorrow, May 30 from 8:45 to 9:15 p.m., EDT. Joan Barton is Uttal's assistant as merchandise demonstrator.

Purpose of the "Quiz" is to provide consumers with factual but completely impartial information on what to look for and how to take care of any consumer item which is purchased. Uttal will select five contestants from the studio audience, describe to them the five products which are the subjects of the quiz, and ask each person specific questions on the varied qualities of each product described. Contestant who is the best informed will receive a cash award.

"Consumers Quiz" was a radio feature for almost six years, and is directed for television by Cledge Roberts.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

Webs And Stations Program Memorial Day Special Skeds

(Continued from Page 1)

will tell the reverent story of an epitaph on a tombstone, and how a man's life passes in review with the revelation of a lesson especially applicable to the meaning of Decoration Day.

Maj. Gen. Luther D. Miller, chief of chaplains of the U. S. Army, will deliver the invocation on the NBC program, and Captain A. W. Moore, former chief of Navy chaplains for the Pacific Fleet, attached to Adm. Chester Nimitz's staff, will give the benediction. Louis A. Johnson, past national commander of the Legion and former assistant secretary of war, will also speak.

Ted Malone, ABC commentator will dedicate his entire broadcast tomorrow (11:45 to 12 noon) to the spirit of Memorial Day. In addition, ABC will air a special Veteran's ceremony from Arlington National Cemetery from 1:30 to 2 p.m., EDT, at which General Omar Bradley, head of the Veteran's Administration, will speak. Colonel Oliver, famed as the chaplain of Bataan, will deliver the benediction at Arlington, which will be followed by taps. Music on the program will be furnished by the U. S. Marine Band. Also, Lew Lehr, comic-emcee of "Detect & Collect," will take part in a special portion of memorial ceremonies at Morristown, N. J. Lehr will present the town with 2,001 trees to grow in Morristown as a living memorial to the men who fell in action.

Admiral Mitscher To Speak

Mutual's coverage of the day will be highlighted with a broadcast by Tom Slater, special events manager, as a feature of the Navy's Memorial Day tribute in connection with the visit to New York of the Eighth Fleet of Adm. Marc Mitscher.

Slater will describe activities from a Navy Hellcat as it flies out to sea to drop a wreath in memory of the dead from the Navy, Coast Guard and Marine Corps. An address by Adm. Mitscher will also be included on the program (1:30 to 1:45 p.m.) which will be heard from the deck of the carrier Franklin D. Roosevelt.

Another MBS feature of Decoration Day will be the description, at four various time periods, of the famed Indianapolis Speedway 500-mile racing classic. First broadcast will be heard at 11:45 a.m., EDT, and others later in the day, including the finish. Program will be sponsored for the first time in the history of the classic by the Perfect Circle Piston Ring Co. of Indianapolis.

New York's indies will observe the day with special programs, messages and musical and dramatic presentations. At 8:15 p.m., WNYC will broadcast the Naumburg Memorial Day Concert from Central Park, and at 10:30 will air a special drama, "Elegy," by Kenneth Greenberg, winner of the Carrington Playhouse award. Nathan Rudich produces and directs.

"The Story of Meyer Levin," drama-

tization of the life of the Air Force hero, will be aired by WINS, 10:30 p.m., together with an interview with Mrs. Leah Levin, mother of the late sergeant. George Carlesco wrote the script and John Poindexter produces. At 8:30 p.m., the outlet will air a special program on Memorial Day poetry.

WNEU will air two special shows, 10-11 p.m. The first half-hour will be devoted to a BBC program of special services from a church in Norwich, England, and the second 30 minutes to "Patrick Henry and the Frigate's Keel," a transcribed program featuring Clifton Fadiman, narrator, Conrad Thibault and the Lyn Murray Chorus.

A minute of silence will be observed by WMCA at 8:15 p.m., followed by a narration by Frank Kingdon. A recording of the late President Roosevelt's memorable D-Day Prayer will be aired during a specially-narrated musical show in memory of the war dead, 10:03 p.m.

WHN's Sidney Walton and William Lang will devote their programs to the observance, with Lang airing the story of Miss Moina Michael, originator of poppy day. At 10 p.m., the outlet will present "Memorial Day," a special program by Hal Marc Arden.

"In Memoriam," a drama by staffers Rhoda Cantor and Cliff Evans will be broadcast by WLIB, 2:15 p.m., with Mimi Trepel directing. WHOM will present appropriate programs in Italian, Polish and Jewish, with a special tribute by Maurice Barrett in English at 2:45 p.m. WOV will air special requiem music in observance of the day, with all Italian shows carrying messages toward the building of a permanent peace.

WQXR's Alma Dettinger show will feature May Gadd, a USO-YWCA staffer at Valley Forge General Hospital and a returned veteran from the hospital, 11:05 a.m. At 7:05 p.m., the station will air "Music of Three Wars," featuring the music from shows dealing with the Revolutionary and Civil Wars and World War II.



"We're dusting off the welcome mat for Marshall Field, whose recent purchase of station KOIN proves he's a smart man. Portland stations serve one of America's best radio markets. The city has grown to 415,000, with 98.36% of the homes owning radios. Home ownership is 58% plus, and Portland ranks second on the coast and fourth in the nation in telephone applications.

"Under Chuck Myers' direction KOIN has contributed materially to the high broadcasting standards Portland has enjoyed. KGW congratulates the new owners on making a splendid purchase"

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Out of 56...

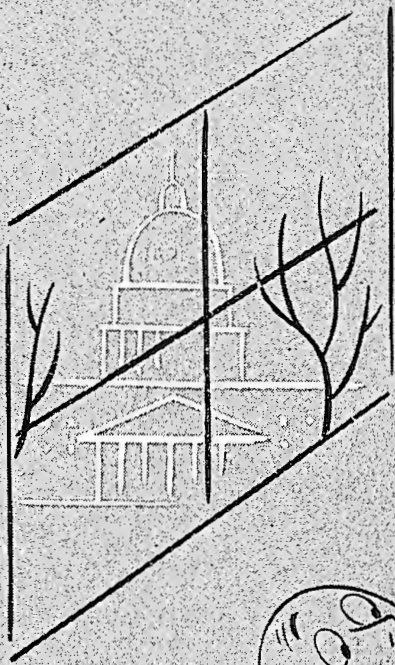
... night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.

*WTAG has no money-give-away shows.

WTAG

WORCESTER

how to give



coffee a capital flavor

WRC imparts an exciting flavor to everything it touches in Washington . . . whether it's coffee, personalities or programs. When these three are combined the result is forty minutes of unusual entertainment called:

COFFEE WITH CONGRESS

Every Saturday morning at 8:15 Bill Herson, WRC's famous "Timekeeper," presents official Washington—over the coffee cups. On a strictly *ad lib* program, Herson chats with members of Congress in their own homes during breakfast. He gets Congressmen to talk about every subject under the sun—except politics—to the delight of his listeners. *TIME Magazine* calls it "The capital's liveliest, most popular breakfast program . . ."

Coffee With Congress is just one of many unique shows on WRC . . . the direct result of alertness in programming. This same alertness pays off in sales for WRC sponsors.

FIRST IN WASHINGTON

WRC



980 KC.

Represented by NBC SPOT SALES

Mrs. Thackrey Heard As Tele Session Ends

(Continued from Page 1)
witnesses Tuesday. Mrs. Thackrey plans to spend \$335,000 for annual operational costs and one-half million dollars as initial outlay for construction, etc.

Norman Chandler, president of the Los Angeles Times-Mirror Company, publishers of the Los Angeles Times, said that his organization plans to build a new 10-story building to house television and FM quarters and will spend three million dollars on structure. He added that the company expects to sustain a loss for the first five years of television operation and expects to spend \$40,000 a month for operating its proposed television station. He said that Times-Mirror had set aside \$4,340,000 for its television and FM project.

Landsberg Testifies

Klaus Landsberg, in charge of Television Productions operations on the Coast, said Television Productions expects to spend between \$500,000 and \$750,000 for a television building.

David M. Crandall, program manager of the Los Angeles Times proposed video station, disclosed that the Times has made a tie-up with the Pasadena Community Playhouse for five years, with an option of a maximum of 15 years.

U. S. Steel Assigns Shaw To Write Five Programs

Bob Shaw, co-author of "Mr. District Attorney," has been commissioned to do five of the one-hour mystery dramas for the U. S. Steel summer replacement series on ABC. First of the Shaw adaptations of famous mystery yarns will be heard Sunday, June 30, in "Above Suspicion," by Helen MacInness.

Agency for U. S. Steel is BBD&O.

Stewart Back On MBS Show

Bob Stewart, assistant producer on the "Married for Life" program broadcast Monday-through-Friday over Mutual from 10:30-11 p.m., has returned to his chores following a short period of illness, during which time Pat Burke substituted for him.

Send Birthday Greetings To

May 29

Mario Chamlee William Hines
Oliver Wakefield

May 30

Russ Brinkley Paul Franklin
Whispering Jack Smith
Norris Goff (Abner) Sidney Walton
Benny Goodman Madeline Lee
Cornelia Otis Skinner

COAST-TO-COAST

—MINNESOTA—

MINNEAPOLIS—A. E. Joscelyn, general manager of WCCO, here and in St. Paul, has recently been named a member of the Advisory Committee of the Association of Women's Directors of the NAB. Notification of the committee appointment came from Dorothy Lewis, co-ordinator of listener activity for the NAB. . . . Other committee members include, Ben Baylor of WMAL, Washington; A. N. Armstrong of WCOP, Boston, and John McNeil of WJZ, New York. . . . America's food conservation program may soon have a theme song as the result of a jingle featuring the famous Dinning Sisters, introduced recently over WCCO. With the co-operation of the Hotel Radisson orchestra, where the sisters had been singing, the outlet cut a master disc of a food conservation song, and will forward it to Secretary of Agriculture Clinton P. Anderson, for distribution to the nation's radio stations.

—WISCONSIN—

MILWAUKEE—Pros and cons of Milwaukee's future financial policy were discussed by City Attorney Walter Mattison and Lewis Stocking, Taxpayers' Assn. Counselor, in a debate on "Shall We Operate On the 'Pay As You Go' Plan?" on May 15 during the WISN forum program, "What Do You Think?" . . . William Hebal, who for the past 17 years has been associated with WTMJ, serving the outlet in many capacities, has recently been named broadcast technical supervisor, succeeding Dan Gellerup, resigned. . . . Phillip Laeser will continue as FM-television supervisor for the Journal Company.

—MASSACHUSETTS—

BOSTON—The United Rexall Drug Company has contracted for two quarter-hour five-a-week strips on WCOP. . . . **CHICOPEE**—Permission to construct a \$14,000 radio station here, expected to open by late summer, has been granted the Regional Broadcasting Company, by the Civilian Production Administration. . . . **SPRINGFIELD**—As part of its tenth anniversary policy of expanding local programs, WSPR has inaugurated a new half-hour weekly show dramatizing public issues. Presented by Wilbraham Academy students and directed by Norman DeMarco, the show will be designed to attract participation of area high school students, with school delegates invited to attend to engage in roundtable discussions of subjects included in the scripts.

—INDIANA—

FORT WAYNE—New WGL series "Susie Smith Sees the City," aired Fridays, gives listeners a fuller understanding of "behind the scenes" in Fort Wayne as seen by Greta Erikson, eight-year-old daughter of Reid Erikson, director of the Fort Wayne Civic Theater. Mildred Jones, WGL director of civic events, is writer and producer of the series. . . . Jim H. Mader, has recently been named sales manager of the industrial sound division of Stark Sound Engineering Corp. . . . Special stock dividend of 20 per cent,

payable June 1 to holders on record May 4, in addition to the regular semi-annual cash dividend of twenty-five cents per share, has been declared by directors of the Magnavox Co. Richard A. O'Connor, president, tells that orders of radio-phonographs from dealers for their next four months requirements are far in excess of any former year's business.

—IDAHO—

BOISE—Southwestern Idaho County Agents are being interviewed over KIDO by Hugh Shelley, farm director, informing listeners of demonstration dates, places and facts about fly control. . . . The outlet is co-operating with the University of Idaho in the State's "Shoo-fly" campaign with a series of informative airings. . . . Bob Vaughn, formerly of KLOGden, has joined the KIDO announcing staff.

—GEORGIA—

ATLANTA—Wilton Cobb, WMAZ general manager and John Fulton, WGST, associate manager, are among the new officers elected for the Georgia Association for Education by Radio. Cobb was elected vice-president and Fulton treasurer. Both men have been active in the organization as directors since its inception in 1944. . . . Mrs. Carrie Rowland, advertising manager of Rich's Inc., has been named president of the association for the ensuing year.

—DISTRICT OF COLUMBIA—

WASHINGTON—WOL sports director, Bill Brundige, developed a new twist in sports interviews when he recently interviewed Aaron Perry, local welterweight sensation. Inviting Mrs. Perry, new bride, to the studio, the listening audience heard some very revealing facts. Namely, that Perry, one of the hardest hitting welterweights in the game, does all of the cooking and dishwashing and that he is also teaching his wife how to cook. . . . Mrs. Perry concluded her interview with a knock-out blow when with authority she said, "Come on, its time to go home" proving that though he gains decisions in the ring, Perry is always the loser in the household.

—SOUTH CAROLINA—

COLUMBIA—WIS "Youth Week" show received nation-wide recognition last week with feature stories in Senior Scholastic and World Week magazines. . . . J. Dudley Saumenig, WIS sales manager, recently addressed the Men's Club of the Church of Good Shepherd on television. Accompanied by promotion chief, Steve Libby, a 30-minute sound movie accompanied the spiel. . . . Ruth Register, registered with WIS as new receptionist.

—MONTANA—

MISSOULA—"Livestock Reports," new daily feature sponsored by the Missoula Livestock Auction Company, is being heard over KGVO. . . . The outlet has been airing several shows designed to call attention to the world-wide food shortage, including "A Message to Wheat Farmers," a talk by F. H. LaGuardia, Director General of the UNRRA, presented under the auspices of the U. S. Dept. of Agriculture.

Feltis Addresses CAB At 2nd Day Of Meet

(Continued from Page 1)
of the Canadian Association of Broadcasters being held at the Chateau Frontenac.

Feltis declared that BMB's first uniform measurement of American station and network audiences is well underway. He said that over 57 per cent of the ballots had already been returned and that tabulation of audiences has begun.

Feltis opened his remarks with a tribute to the Bureau of Broadcast Measurement, Canadian counterpart of BMB. He said, "The Bureau of Broadcast Measurement was the first organization to measure radio station audiences on a uniform basis. As such, it was the forerunner of BMB in the United States. I am very glad to acknowledge our debt to BMB," said Feltis.

The annual banquet of the CAB was held last night in the Grand Ballroom of the "Chateau." The guest speaker was H. Napier Moore, editorial director of the MacLean Hunter Publishing Company, Ltd.

The meetings will continue today and will close tomorrow.

WKNB Debut By Aug. 1; Windsor Named Manager

(Continued from Page 1)

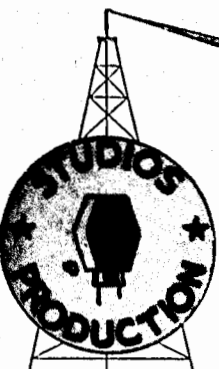
Walter M. Windsor as station manager. Mr. Windsor comes to the new Connecticut outlet from the Army, having just completed three and one-half years with Armed Forces Radio Service. During the war, he was on the Hollywood AFRS staff, went overseas to manage the Expeditionary Station at Ahwaz, Iran, in the Persian Gulf.

Prior to entering military service, Windsor was production manager of KLO, in Ogden, Utah, and before that served in announcing, writing and production capacities for WSGN, Birmingham; WMCA, New York; KFOX, Long Beach, Calif.; and the J. Walter Thompson Co.

WKNB will operate with 1,000 watts on 840 kilocycles, daytime only, sharing a 1-A clear channel with WHAS, Louisville. Main studios will be located at 213 Main Street in downtown New Britain. Transmitter is now being constructed at Newington, about midway between Hartford and New Britain, and a large studio is incorporated into the plans for the transmitter building. WKNB is also planning auxiliary studio setups for nearby communities, in order to better serve its 1,650 square-mile potential primary area.

New Britain company also has conditional grant for WKNB-FM, 10 kilowatts, on metropolitan Hartford channel.

Staff will be announced soon and Associated Press news service has been signed. The firm of Adam J. Young, Jr., Inc., will represent the station nationally. World and Capitol transcription libraries will be used.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 35, NO. 44

NEW YORK, N. Y., FRIDAY, MAY 31, 1946

TEN CENTS

CAB To Fight CBC Move

Liberty Mag. Cancels La Guardia ABC Show

Liberty Magazine is withdrawing sponsorship of former Mayor F. H. LaGuardia's Sunday night (9:30 p.m., EDT) network program over ABC-WJZ, effective next Sunday, it was announced yesterday.

Program will continue, however, on a sustaining basis, "for an undetermined period" ABC headquarters added. Termination of sponsorship by Liberty comes at the end of the cycle. When LaGuardia was asked about

(Continued on Page 8)

Legion of Merit Awarded To Lawrence W. Lowman

Lawrence W. Lowman, vice-president in charge of television for CBS, was awarded the Legion of Merit by Major General William J. Donovan, director of the Office of Strategic Services. Lowman was Chief of the Communications Branch of the OSS, during the period covered in the citation, from June, 1942 to April, 1945.

Official text of the citation follows: "Colonel Lawrence W. Lowman, as Chief, Communications Branch, Office

(Continued on Page 8)

Press Wireless Satisfied With Test Transmissions

As the fifty-eighth and last demonstration program was signed off at 10:15 p.m., EST, Wednesday, Press Wireless officials expressed themselves as "very satisfied" with reports to date on their demonstration of short-wave as a carrier of programs. Transcriptions of the programs, and reports on their quality, have been pour-

(Continued on Page 4)

Traffic Bulletins
 WOR will revive one of its pre-war services next Sunday, June 2 when traffic bulletins will be aired following the 6:55 and 7:30 p.m. news broadcasts. Announcements will provide full information of road and travel conditions in and around the New York City area.

More Space To Radio By Many Newspapers

Space allotted to radio, either listings, news and columns is definitely on the increase since the end of the war, reflecting increased public interest in radio and the desire by both newspapers and magazines to fulfill this want.

Although the newsprint shortage is by no means over, newspapers throughout the country are instituting radio columns, and those that have been carrying columns are devoting

(Continued on Page 6)

Television Patents Suit Adjourned Until June 11

Federal Judge John Bright on Wednesday granted Scophony, Ltd., an adjournment until June 11 for a hearing on its motion for dismissal from the Government's anti-trust suit charging monopoly and restraint of trade in connection with television patents. The Department of Justice told the court it would not oppose

(Continued on Page 2)

ACLU Holds Lively Debate On FCC's Program Report

In one of the liveliest discussions to date of the pro and con of the FCC Blue Book, Charles Siepmann, former member of the BBC and author of "Radio's Second Chance" and Sydney Kaye, industry attorney, offered sharply divergent interpretations of the Commission's report Tuesday night before a jury of radio editors and 200 radio executives at the Long-acre Theater, Mutual Playhouse No. 2, sponsored by the American Civil

Resolution At Convention Asks Halt To Government Taking Over Outlets Now In Private Ownership

Gov't Moves Promptly In AFM Lea-Bill Test

Chicago—Shortly following James C. Petrillo's calling of a strike at WAAF for the admitted purpose of testing the constitutionality of the Lea Bill which was recently enacted into law, J. Albert Woll, United States Attorney, requested the station to submit through its attorneys a written memorandum detailing any alleged violations of the law by the AFM president. Petrillo had called

(Continued on Page 8)

Women Of 1st NAB Dist. Set Committees For Meet

Giving initial impetus to the Second Annual Conference of the women of the 1st District of the NAB scheduled for the week-end of June 15 at Hotel Wentworth-by-the-Sea, Ports-

(Continued on Page 2)

Robbins Still In Music; Forms New Organization

Jack J. Robbins, who marked his 35th year in the music business by selling out his 26 per cent of the Big Three (Robbins Music Corp., Leo

(Continued on Page 2)

Quebec—The Canadian Association of Broadcasters, with an affiliation of 81 radio broadcasting stations throughout Canada, gathered here in their annual meeting, views with alarm the suggestion of the government owned Canadian Broadcasting Corp. to take over certain frequencies presently occu-

(Continued on Page 3)

CBS Starts Building Color Tele On Coast

West Coast Bureau, RADIO DAILY
 Hollywood—Construction of buildings to house experimental color television equipment on Mount Wilson site leased by CBS will be started immediately, it was announced by D. W. Thornburgh, network vice-president in charge of Western Division. Authority to erect two buildings necessary for project was received from Civilian Production Ad-

(Continued on Page 6)

Miners' Pact Brings End To CPA Power Limitation

Washington—CPA on Wednesday rescinded its drastic power-limitation order after the coal strike was called off but the agency warned that dimout restrictions would continue for several weeks.

Dr. Foster
 Boston—Cedric Foster, Mutual and Yankee network commentator, whose broadcasts originate at WNAC, Boston, received the honorary degree of Doctor of Oratory on Tuesday at the graduation exercises of the Staley College of the Spoken Word. Foster was the principal speaker at the graduation exercises, which were conducted at the Copley Plaza Hotel.

Extremes
 There was a range of 83 years between the youngest and oldest visitor to Robert St. John's one thousandth broadcast over WEAJ, which originated at Carnegie Hall Wednesday. Michael Bowen of New York City, four years old, was the youngest among the 2,500 persons present and Alice Stone, also of New York City, at 87 was the oldest.



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FRANK BURKE : : : : : Editor
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FINANCIAL

(Wed., May 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	198 3/4	198	198 3/4	+ 3/4
CBS A	38 7/8	37 1/2	38 7/8	+ 1 1/8
CBS B	38	37	38	+ 5/8
Crosley Corp.	32	32	32
Farnsworth T. & R.	15 3/8	15 1/8	15 3/8	- 1/8
Gen. Electric	49 1/2	48 3/8	49 1/2	+ 7/8
Philco	36 1/2	35 7/8	36 3/8	- 1/4
RCA Common	16 5/8	16 1/4	16 1/4	- 1/4
RCA First Pfd.	90	90	90
Stewart-Warner	25 3/4	24 1/2	25 1/2	+ 1
Westinghouse	36	35 5/8	36	+ 3/8
Zenith Radio	37	37	37

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22	21 7/8	22
Nat. Union Radio	10 1/2	10 1/4	10 3/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	10 7/8	11 5/8
Finch Tele Comm.	14	15
Stromberg-Carlson	23 1/2	25
WCAO (Baltimore)	37
WJR (Detroit)	37	40

Cancer Society Award To Broadcast Music, Inc.

The American Cancer Society awarded Broadcast Music, Inc. a special plaque Wednesday in recognition of services contributed during the recent National Cancer fund-raising drive.

General John Reed Kilpatrick, chairman of the New York City Cancer Committee presented the award to Sydney M. Kaye, who accepted on behalf of the 1,080 radio stations licensed by BMI and lauded their united efforts 'in this humanitarian aim.'

ON THE SPOT!
THAT'S MORT LAWRENCE
ANNOUNCING THOSE
SINCLAIR GASOLINE E.T.S.
LE. 2-1100

Robbins Still In Music; Forms New Organization

(Continued from Page 1)

Feist and Miller Music Corp.) to Metro-Goldwyn-Mayer last week for a net sum of \$500,000, has formed a new organization, J. J. Robbins and Sons, Inc. In partnership with Reg. Connelly, top-ranking British music publisher and songwriter, Robbins will take an active part in the newly-organized firms, Robbins-Connelly Ltd., with headquarters in London and Robbins-Connelly, Inc., with home offices in New York. Robbins has also made a partnership deal with Duke Ellington, whose recordings and compositions will center mainly about Duke Ellington Publications, another new enterprise.

Will Work With Son

He plans also, to take active control with his son, Buddy, in the operation of the Robbins Artists Bureau, most of the attractions to date of the Rhumba and Latin-American type of aggregation, best known of which is the Nora Morales Band currently at Bill Miller's Riviera.

The J. J. Robbins and Sons, Inc. combo will also be the American representatives for the J. Arthur Rank Enterprises and will act as sole American distributor for products of the above-mentioned firms. Offices to house the affiliated groups will be announced shortly.

Television Patents Suit Adjourned Until June 11

(Continued from Page 1)

the adjournment if it could be assured that there would be no further postponements.

It was believed that the British company was seeking the postponements because the defendants in the case were nearing an agreement for the settlement of the action out of court. Defendants include Scophony Corp. of America, Paramount Pictures, Television Productions, Inc., and General Precision Equipment Corp.

The Government charges that the defendants withheld Scophony patents from prospective licensees.

Scophony Ltd. is basing its motion for dismissal on the ground that the U. S. Government has no jurisdiction over a British company which has not yet done business here.

Women Of 1st NAB Dist. Set Committees For Meet

(Continued from Page 1)

mouth, N. H., Nell Daugherty, 1st District chairman, has announced the following appointments to committees in charge of arrangements.

The executive committee consists of Mildred Bailey (WCOP-Boston), chairman; Lee Spencer (WHEB-Portsmouth, N. H.), and Marie Houlihan (WEEI-Boston). These three are lining up speakers for the main event, which will be a luncheon on Saturday, June 15, at 1:00 p.m. Governors Charles M. Dale of New Hampshire and Maurice J. Tobin of Massachusetts have already expressed their intention of being with the women broadcasters. Governors of the other four New England States have been invited.

The hospitality committee consists of Mrs. Howard Wood (WJAR-Providence, R. I.), chairman; Mrs. Heloise Parker Broeg (WEEI-Boston), Miss Helen Hope (WHYN-Holyoke, Mass.), Miss Una King (WHTT-Hartford, Conn.), and Miss Marie Forsberg (WLNH-Laonia, N. H.). Six New Hampshire stations have invited the women broadcasters to be their guests at a cocktail party before dinner on Saturday afternoon, and these ladies will assist the New Hampshire women as hostesses. New Hampshire station managers and their wives will be in attendance.

Planning Committee

The planning committee consists of Miss Evelyn Howe (WEEI-Boston), chairman; Mrs. Connie Stackpole (WNAC-Boston); Mrs. Dorothy Kraus, Greater Boston Radio Council; Miss Julie Blake (WMUR-Manchester, N. H.); Dorothy Wadman (WGAN-Portland, Me.); Beth Davis (WSYB-Rutland, Vt.); and Fay Clark (WBRY-Waterbury, Conn.). In addition to the events above detailed the planning committee has arranged for a tour of the ancient houses about the area, viewing of commercial technical film of interest to the women broadcasters, and talks by men in the industry that will aid them in the development of their programs.

Mrs. Daugherty announces that Miss Daisy Basham, AWD member from New Zealand will be in New England at the time of the meeting and plans to attend the Conference of the New England Women Broadcasters.



How do Homing Pigeons do it?

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

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

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

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

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Within Your Reach

Philadelphia's

WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

CAB Will Fight Move By CBC To Take Over Private Outlets

(Continued from Page 1)

ried by private enterprises, it was revealed at the conclusion of the two and one-half days meeting, most of which was held *in camera*.

The disclosure made Wednesday maintained that it has always been the custom in Canada that all kinds of licenses when granted, as long as the regulations are obeyed and dues are paid, remain in the custody of the licensee. Any departure from this practice "would make the broadcasting business much less attractive as a career, much less secure and less attractive for capital investment, would create a lack of confidence in our democratic system and would be detrimental to the public," it was disclosed.

"Not In Public Interest"

The CAB resolved that it is not in the public interest that the Canadian Broadcasting Corp. be permitted to interfere with frequencies now used by private stations and authorized the directors and officers of the association to oppose the CBC proposal as vigorously as possible.

The arbitrary action of the CBC in attempting to take over frequencies used by independent stations with which it is in competition for audience and revenue points up to the situation presently existing under which the CBC, while competing with independent stations, at the same time regulates and controls its competitors.

Wednesday's communique further stated that so long as the CBC occupies the field of commercial broadcasting, it should be confined to its broadcasting activities and not interfere with or regulate its competitors.

Publisher Heard

The CAB urged that the control and regulation of independent stations should be taken away from the CBC and that a new and impartial body should be set up to assume the function of regulating the operation of all radio stations whether operated by a government corporation or independently.

H. Napier Moore, editorial director of the MacLean-Hunter Publishing Co., declared "if the plans of the Canadian Broadcasting Company, in acquiring certain privately-owned broadcasting facilities entail an in-

justice or a departure from the scope of the CBC as understood by the public at the time of its establishment, it is certain that in the press and in Parliament champions will arise to do battle."

350 Delegates Present

More than 350 delegates and approximately 50 American observers were here to attend the annual meeting. Harry Sedgwick, president of station CFRB, Toronto, and president of CAB declared at earlier sessions that it would be of the utmost importance to all owners of privately-owned radio broadcasting stations in Canada, because of the proposed plan of federal government to acquire privately-owned wavelengths in Calgary, Toronto and Winnipeg, a move which has been strenuously and consistently opposed by private owners.

Bureau of Broadcast Measurement session was presided over by L. E. Phenner, who spoke of the great strides made in radio broadcast audience measurement technique within recent years. He declared further that the surveys initiated in Canada had been adopted in the U. S.

At a closed session a resolution was adopted by CAB to the effect that a committee be formed, composed of Canadian private radio owners and members of CAB to consult with parliamentary committee in Ottawa in an effort to reach an understanding on the question of government's intention of taking over privately-owned wavelengths.

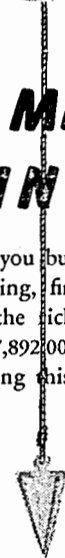
Many Americans Attend

Among American observers and guests of CAB during convention are Sil Aston, Chicago Herald; Beck Jordan, Ottawa; P. Brandt, Vera Brennan, Robert Buechner, John K. Churchill, Norman Cloutier, Frank Coulter, Jr., Hugh Feltis, J. D. L'Anglais, K. A. Jadassohn, Kolin Hager, E. B. Lyford, Willis Parsons, C. C. Weed and Adam J. Young, all of New York radio and advertising agencies.



RIGHT IN THE MIDDLE OF BIG THINGS!

A TIME BUYER'S PARADISE! When you buy time on KFYO, situated right in the geographical, trading, financial, industrial, commercial, and educational center of the rich South Plains of Texas area—you're buying time in a \$167,892,000 market! KFYO's the station—the ONLY station dominating this area with a consistent clear signal!



AFFILIATED WITH
LONE STAR CHAIN
AMERICAN BROADCASTING CO.



TAYLOR HOWE-SNOWDEN
Radio Sales

THE VOICE OF THE LONE
SOUTH PLAINS OF TEXAS
STAR ON THE DIAL

KFYO

LUBBOCK, TEXAS



250
WATTS

1340
KILOCYCLES

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

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

CBS—MBS

Studebaker Corp.
Takes High Rating

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

WTAG
WORCESTER



A new category of activity has been added to the three existing phases of operation at NBC Radio-Recording. And as a result of it, many of our top men are freshening up on their courses in education.

* * * *

With the introduction of the Roosevelt record album, RENDEZVOUS WITH DESTINY, the Division took its formal plunge into the field of educational recording, which has all the earmarks of a major activity.

* * * *

Since the Public Service department of NBC is pretty well steeped in this educational business, we have held firmly onto their steady hand as they have guided us into the maze of problems connected with the production and distribution of educational recordings. It's a comforting thought to realize that Dr. James Rowland Angell and his competent staff are there to give us moral and sometimes physical support in this new project.

* * * *

NBC Documentary Recording is the overall title that has been affixed to this new department within NBC Radio-Recording. Though still in its infant stage, it promises . . . from the overwhelming response to RENDEZVOUS WITH DESTINY . . . to have a real future.

* * * *

Radio stations all over the nation are finding RENDEZVOUS WITH DESTINY a valuable addition to their record libraries . . . a living re-enactment of the historic moments of Mr. Roosevelt's years as President. Advertising agencies, museums, libraries, colleges and schools have added their voices of approval to this new trend in educational recording. Orders for this two-volume album of two hours' duration have been pouring in daily.

* * * *

Other NBC Documentary Recordings are in production at this time and will soon be announced as further editions in this series.

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



Broadway Bulletin Board . . . !

• • • The Bob Burns stanza has been snapped up by American Home Products. . . . Earl Wilson off for a few days outtown relaxation and Buddy Lester opines that he's prob'ly tired of B'adway and Falsie-Second street. . . . Manning Sherwin, England's No. 1 composer (he penned "A Nightingale Sang In Berkeley Sq.") huddling with Jack Knapp about a Decca deal and Oscar Serlin regarding a musical on B'way this fall. . . . Cute Monica Lewis may not know this yet but she's going into the Blue Angel for an Evelyn Knight build-up. . . . Ed Wolf's "O'Neills," which returned to the air in April on a twice-a-week basis, goes to three times weekly June 10th and four times a week starting July 15th. Show is written and produced by Jack Rubin who did such a sweet job with "Junior Miss." Latter show is also reported making an early comeback to the airwaves. . . . Vic Damone, 17-year-old singer on the "Gloom Dodgers," due for the biggest build-up since The Voice. His backers have already sunk over two G's in recordings of his voice. . . . Universal talking to Steve Ellis about a series of sports shorts. . . . Louie Prima knows a character who's such a blank personality that Reuben's names empty plates after him.

☆ ☆ ☆

• • • One Man's Point Of (Re) View: So far as the Carnation Hour is concerned, number us among the Percy Faith-ful. Musically, the show is aces, but someone forgot to make the between-tunes dialogue listenable. . . . Main trouble with Schick's "Tonite On Broadway" is trying to crowd too much into a half hour without anyone getting a distinguished solo inning. And please, Mr. Producer, Ken Roberts has a microphone and doesn't have to shout his announcements across the country. . . . Herb Polesie comes up with another winner in the Beatrice Kay ainer. Show has more than its share of laffs plus Bea's warbling which alone is worth the price of admission.

☆ ☆ ☆

• • • Overheard at Toots: Tom Lewis is thinking of hiring Tom Revere as a summer replacement. . . . Bob Broder, attorney for Abbott & Costello, leaving tonite with the boys for Calif. . . . Nat (King) Cole, Alvino Rey and Red Allen will be guest experts on Alan Courtney's Record Carnival tomorrow. Show, incidentally, shifts to new time, 2:00 to 3:00 p.m., starting June 15th. . . . Marc Sebastian, ace Russian-born pianist-singer, will rock Radio Row-ers with his satire on Hildegard's air show when he opens at Bradley's Tues. nite. . . . Basil Loughrane, indie producer of "Light of the World," huddling with Phil Clarke, of the "On Whitman Ave." cast. . . . Frankie Carle breaking records at Lakeside Park in Denver. . . . BD&O's Jack Denove, former Journal-American sports ed, garnered plenty of space with his "Detect & Collect" commercial tie-ups. . . . Scriptor Mort Green is responsible for the writing of the NBC show from Detroit celebrating the Automotive Golden Jubilee. . . . Ed Gardner may run into legal snarls in trying to open a real "Duffy's Tavern" in N. Y. While he owns all rights to the air show, there are already several "Duffy's Taverns" in N. Y. Which puts Gardner in the interesting predicament of possibly not being able to use the name. . . . Les Brown admits that he plays black-market bridge. Says his wife kicks him under the table.

☆ ☆ ☆

• • • The Morning Mail: "If you're going in for reader suggestions concerning high points of radio broadcasting," writes Sid Garfield, "you can't very well overlook the two Norman Corwin dramas, 'Bill of Rights' and 'On a Note of Triumph.' Both of these have been accepted as mike classics, combining a solemnity of purpose with a loftiness and brilliance of writing that no other radio craftsman has since come within a thousand miles of duplicating."

☆ ☆ ☆

CHICAGO

By BILL IRVIN

A SERIES of weekly contests to find a typical Chicago mother and the "courtesy" of the week, is being conducted by WENR, Chicago outlet of the American network, on the "Midnight Extra" news program, aired nightly from 12:00 to 12:15 a.m. Contest closes on Sunday, June 2.

Creighton Scott, nationally-known news analyst and author, has joined the WBBM news staff, it has been announced by Everett Holles, midwest director of news for CBS-WBBM. Scott will be heard weekdays, Monday through Friday, 10:30 to 10:45 p.m., CDST, in an analysis of the news.

Buckingham Gunn, WGN program director, has been named radio consultant of the International Council of Religious Education.

Press Wireless Satisfied With Test Transmissions

(Continued from Page 1)

ing into the Press Wireless New York office. While they have not been tabulated completely, the initial reaction is one of satisfaction. The majority of stations reported quality "suitable for rebroadcast" with many accompanying letters lauding the tests as being "of studio quality."

The co-operation of monitoring stations has been remarkable. Some have moved their receiving sites into the country to assure a minimum of interference. Others constructed specially directed antennas. Offers of technical assistance, such as field intensity measurements, were frequent.

Many amateurs have run across the broadcasts during their continual scanning the bands. They have sent in reports, which in most cases, indicated good reception—or as the amateurs put it, "QSA 5, R9."

The relay transmissions—from New York to points in the east via Los Angeles—and the "moduplex" broadcasts—in which code was sent simultaneously with program material—were also received with good quality, although not quite as strong or clear as the direct A3 emissions.

During most of the test period, which ran for eleven days, bad weather was encountered at points of reception. Thunder-storms, dust storms in Arizona and cloudbursts and flash-floods in Pennsylvania were some of the local conditions the transmissions were forced to penetrate. Despite these adverse atmospherics, the broadcasts were considered successful.

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

Debate On FCC's Program Report Held By Amer. Civil Liberties Union

(Continued from Page 1)

and definite in his belief that concessions made now to the FCC by broadcasters would represent a "distasteful blow to our civil liberties." The FCC's threat to refuse renewal of licenses, if the broadcaster has not satisfactorily met his promise of performance, is in itself an act of "control," he added.

Calling for staunch resistance to these prefixed, arbitrary controls, Kaye insisted that "if the principle of power is applicable to one medium, it is applicable to another."

"If we concede these criteria (as set up by the Commission) now," Kaye said, "we have conceded everything. We must resist the first experiment on our liberties." He added the charge that the FCC power will ultimately spread, if permitted, to include FM, television and facsimile.

"The timing of the report itself is important," Kaye declared, "since we are on the brink of an era in which thousands of new stations (including FM) will spring up all over the country."

Siepmann, who has recently been appointed a professor of education at New York University, said that the basic issues of the report itself have so far been clouded "in an atmosphere of antipathy and rancor" and urged more logical discussion absent of controversial mudslinging.

The report, he said "is a reasonable statement of the case, and written, I think, in that spirit and no other." To bolster his stand on the program issue, Siepmann referred to and quoted from an NAB statement made before a House committee in 1934 in which the radio organization said that "manifest duty of the FCC" is to concern itself with program content when considering renewals. He also referred to statements made by Niles Gammell, NBC president and Frank Stanton, CBS president, made in 1941 which substantially bear out what the FCC report now seeks.

The entire issue, however, Siepmann explained, will probably be decided when the Commission turns over a station and the case is brought to the courts. "And until then," he added, "we can only discuss it."

The former BBC official further declared that, in his opinion, the FCC had done a service to the broadcasters in reporting to them what may be expected in future license renewals. At least a broadcaster, who has thus far been in the dark regarding his responsibilities, will now know what

to expect . . ." Siepmann added that "it was a tragedy the report had not been written by the industry itself five years ago."

In the question-and-answer session, which was participated in by several top executives who would not be quoted by name, Kaye was asked if he would repeal the Communications Act in the light of the "implied power" represented by the FCC. He answered that he would remove from the Commission the power to revoke licenses—because of program performance—and refer it (the power) to the federal courts "because it is easier to reach a decision in Washington than in the locality of the station." His answer hinted at the possibility, in a case of this type, of "administration influence."

Throughout the question period, Siepmann and Kaye were at odds on the "literal" or "implied" meaning of certain issues of the report, with each staunchly adhering to the interpretation as he saw it.

One network executive pointed out that the report had been conceived and written during the war, when personnel and local talent was scarce, thus making prohibitive the presentation of good "local-live" program.

The meaning of "public service" programs was also considerably expanded and widely interpreted from both sides. A lady executive deplored the late-hour scheduling of such programs and was answered by another that several of the top commercial programs had "excellent public service value."

Thomas Carskadon, chairman of the radio committee of the American Civil Liberties Union, acted as moderator of the discussion with the assistance of the following jury of radio editors: Bruce Robertson, broadcast; M. H. Shapiro, RADIO DAILY; Joseph Koehler, Billboard, and Mor-

ris Novik, prominent radio consultant.

Among those present many of whom took part in the question-and-answer discussion were: Joseph Ream, vice-president, CBS; Edgar Kobak, president Mutual; G. W. "Johnny" Johnstone, NAM; Ted Cott, WNEW; Ed Byron, radio producer; Carl Haverlin, vice-president of station relations, MBS; Charles Godwin, MBS; Dorothy Dunbar Bromley, New York Times; Luella Laudin, president of two women's clubs' national radio committee; Nat Rudich, WNYC; Roger Baldwin, president, ACLU; James L. Fly, former FCC chairman; Ralph Austrian, president, RKO Television Corp.; Alfred J. McCosker, chairman of the board, Mutual; Syd Eiges, NBC press head, and others.

Parker Pen Co. Renews

Parker Pen Co., has renewed for 52 weeks the 8:55-9:00 p.m., EDT, Saturday and Sunday "Ned Calmer and the News" program over the full CBS network. The renewal, effective June 22, marks the start of the fourth year that Parker Pen has sponsored the Saturday and Sunday 5-minute news period.

Dr. Krueger Delayed

Dr. Karl Krueger, conductor of the Detroit Symphony Orchestra, who was expected in New York yesterday, is remaining in Europe because of additional concert commitments. He now is scheduled to arrive in the States on June 10.

Anti-Bikini Talk On WOV

A blast at Administration and Army-Navy brass will be loosed tomorrow by Prof. Louis Ridenour, of the MIT radiation laboratories, in a talk titled "Is Bikini Worth the Trouble" on WOV at 7 p.m.

AGENCIES

TULLIS COMPANY, Los Angeles advertising agency, has announced the addition of five new accounts, three of which are nationals. Plans for these accounts include the use of radio as well as magazine and outdoor advertising. The new accounts are: Pacific Pathways Magazine, Mullenbach Electric Company, Keep-Sake Photographers of Los Angeles, Party-Snax Food Products Co., and Jean Ball School of Charm.

SEIDEL ADVERTISING AGENCY, New York, has been engaged to handle the advertising for Old London Melba Toast, a product of the King Kone Corp. The advertising includes a Home Economics program with Nancy Craig on WJZ. Robert Seidel is account executive.

THE SIGHT LIGHT CORPORATION, Deep River, Conn., manufacturers of specialty lighting equipment for homes, offices, stores, manufacturing plants, has placed its advertising account with Charles W. Hoyt Company, Inc.

WYLIE B. JONES ADVERTISING AGENCY, Binghamton, N. Y., has changed its official name to CLARK ASSOCIATES, INC. It is a change in name only.

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800 kc. • MUTUAL SYSTEM**

More Space To Radio By Many Newspapers

(Continued from Page 1)

more space to them. This trend is not confined to metropolitan papers, but is in evidence in small town dailies and weeklies as well.

In addition, many trade journals now offer effective radio coverage, including Editor and Publisher, Consumer publications and shopping news sheets also are among those who have recently jumped aboard the broadcasting bandwagon.

The movement is attributed largely to increased public interest in radio and the great circulation value of radio news. According to the continuing study of newspaper reading conducted by the Advertising Research Corporation of the ANA and the AAAA in co-operation with the Bureau of Advertising of the ANPA, radio ranks third in popularity among newspaper features, and in some cases is in second place. (The two most popular features are comics and sports, in that order.)

Another factor, is, of course, the increasing number of newspaper-owned stations. However, among newspapers which recently have instituted radio departments, the number owning stations is in proportion to the total number of paper-owned stations.

Among recent newcomers are columns in the Washington Daily News, Chicago Daily News, Mobile Register, New York Herald-Tribune, and the Newark Star-Ledger. In Toronto, publication was begun recently of "Radiovision," a weekly magazine devoted entirely to radio. The nation's news services, AP, UP and INS, also are in the field, with the recent addition of a column by Saul Pett to the INS wire.

With the inauguration of John Crosby's column in the Herald-Tribune, New York's five morning papers now carry radio news. In the afternoon field, the World-Telegram and the Brooklyn Eagle run radio columns. The Post soon will include a column, and the Sun, once a leader in the field of radio coverage, is expected to re-establish the department in the near future, leaving the Journal-American as a lone hold-out.

The trend toward increased radio coverage is evident also in the magazine field, where virtually every newcomer has a distinct radio department. Among the leaders in radio lineage are Newsweek, Life, Woman's Day, Look, Time, Liberty, Saturday Evening Post, Seventeen, American Magazine, Esquire and Redbook.

By the same token, radio and television manufacturers are using considerable lineage, particularly the former in newspapers and tele in class magazines.

Engaged

The engagement of Rita Hurwick, publicity director of WOV, to John D. Hymes, business manager of the Biow Agency, was announced this week.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **SUCCESS STORY:**—Some years ago, a young violinist, but a few weeks from his native Hungary, spent entirely in a fruitless search for work, stopped for a moment at Broadway and 50th Street to make a momentous decision . . . the perplexing question persisted, should he use his last nickel for the subway ride home OR—drop into a nearby cafeteria for a cup of hot coffee? . . . the gnawing of an empty stomach decided him and no sooner had he entered the restaurant when he met an old friend, also a musician, who advised him to go immediately to the stage entrance of the Capitol Theater and see Erno Rapee, conductor of the orchestra there . . . Rapee, of Hungarian descent, listened to the violinist's magnificent music and said, "You are much too good to play with a theater orchestra—you really should be at Carnegie Hall—however, if you want a job with me, you're hired." . . . Within a week, the lad was appointed Concert Master and his star began a meteoric ascent . . . today, via the radio and Columbia Records, the music of his Philadelphia Symphony is heard and loved by millions . . . his name . . . **EUGENE ORMANDY.**

★ ★ ★

● ● ● **TIN PAN ALLEY-OOPS:**—After a year away from the Alley for a fling at the jewelry game, Pat Ballard has returned to town to publish his latest ditty, "Just A Little Bit Late." . . . ● Phil Kornheiser has started action on a revival of the standard ballad, "She's Funny That Way," featured in MGM's "Postman Always Rings Twice." . . . ● Meredith Willson's tune, "Iowa," published by Variety Music has been selected by the Iowa Centennial Committee as the official ballad of the state centennial which takes place between June 29 and July 4. . . . ● After two decades as a staff musician and NBConductor, Dave Grupp resigned to free-lance . . . He'll direct the orchestra on the "Dunninger Show," which will summer-replace "Amos 'n' Andy," starting Tuesday. . . . ● Ed Latimer goes into his second year as the 'police sergeant' on the MBSeries, "Nick Carter." . . . ● When Johnny Graff, writer-producer at Donahue & Coe, couldn't get the right musical interpretation of an idea, he rounded up a group of musicians and cut an audition record, doing the vocals **HIMSELF**—Johnny used to be a bandleader in Boston before hitting Broadway.

★ ★ ★

● ● ● **Tex Beneke and the Glenn Miller Orchestra** broke every record for attendance when they opened last Friday at Frank Dailey's Meadowbrook Club . . . this outfit, in tribute to a great American, Glenn Miller, will devote its entire program at 5 p.m. this CBSaturday to airing those hit songs identified with the late Maestro . . . Johnny Desmond who sang with Glenn's Army Orchestra, will make a special guest appearance to again sing the vocals. . . . ● Fastest growing firm in Chicago is M. K. N. Productions . . . With ten radio shows currently on the air, the outfit has just leased a large suite of offices at 203 N. Wabash. . . . ● Did you know that Vaughn Monroe, Claude Thornhill, Artie Shaw and Helen O'Connell got their starts as members of the original Larry Fung Orchestra? . . . Larry's new band started at the Dixie Hotel in Gotham, Tuesday with a Mutual wire. . . . ● Marie "Mom" Kenney, recently returned from a USOverseas tour has a honey of an idea for a radio series, all the talent to be ex-GI's with radiolite Craig McDonnell permanent emcee . . . Program can give ex-GI's a much-needed morale boost, uncover new talent for radio and can **SELL** a sponsor's product. . . . ● Hal McIntyre is seeking a quartette to replace the Song Vendors. . . . ● After 35 years in the music business, Jack Robbins deserves a rest . . . He's one of the smartest music execs ever developed and we won't be surprised to see him back on the 'Alley' by the Fall. . . . ● Our recent prediction of a bright future for the ditty "Lucky" is upheld by top bands including Carmen Cavallero, Alvino Rey, Tommy Tucker, Vincent Lopez, Korn Kobblers, Al Trace, Jerry Jerome, Bobby Byrne and George Towne who have already put the number in their books. . . . ● Arthur Kohl started a running part as "Sam Parker" in "Young Widder Brown."

CBS Starts Building Color Tele On Coast

(Continued from Page 1)

ministration. Cost of building project is estimated at \$25,000. Larger of two buildings, 40 by 60 feet, will house television transmitter, scanners and projection equipment.

A smaller structure, 20 by 20 will contain diesel generators providing necessary power supply. Demonstrations of Columbia network's ultra-high frequency color television have been under way at network's New York studio since February 4. An application for an experimental license to broadcast from Mount Wilson site in Southern California is now before the FCC. Transmitter which will be used by CBS on Mount Wilson has been built and is under test in the East. It will be shipped to the West Coast and installed as soon as buildings are completed on transmitter site.

CBS has filed an application with FCC for permission to construct an FM station for the Washington, D. C. listening area.

CBS is now operating WABC-FM and WBBM-FM in New York and Chicago, respectively. It has also filed with the FCC for FM stations in Boston, Los Angeles, St. Louis and Minneapolis.

In a letter accompanying its FM application for Washington, CBS asked the Commission to consider granting it along with the others now pending in the following order: Boston, Los Angeles, Washington, St. Louis and Minneapolis.

This application is filed at this time, CBS stated, because of the growing interest in FM as the preferred future radio service for a majority of listeners and the importance of Washington as a potential area of concentrated FM listening. It was also pointed out that the application does not now raise any questions under the FCC rule limiting FM station ownership by any one licensee to six outlets, as such a question would not arise until the FCC had granted six FM licenses to CBS.

Knox On 'County Fair'

James Holland Knox has been added to the Kenyon & Eckhardt production staff as assistant producer of the Borden's "County Fair" series, via CBS. Knox recently received his honorable discharge from the Marine Corps, serving as a combat correspondent during six Pacific invasions.

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Liberty Mag. Cancels La Guardia ABC Show

(Continued from Page 1)

this he said, "At no time did Liberty Magazine exercise any censorship. They never knew what I was going to say until after it was said. I was informed that they did not approve of some of the statements made last Sunday. . . . Liberty Magazine terminated the sponsorship. It is all right with me. I have no contract with Liberty. My contract is with the American Broadcasting Company. I don't think Liberty Magazine and I were very happy together, and I so notified the American Broadcasting Company on April 28."

Continues Program

Meanwhile LaGuardia will continue his Sunday afternoon program (over WJZ only at 12) sponsored by the June Dairy Products Company.

Liberty Magazine has purchased a time period for Mondays, from 10:00 p.m., EDT, to 10:15 p.m., EDT, beginning June 3, 1946, for a new radio program, featuring Edward Maher, editor of Liberty Magazine, in a news commentary. This new program is scheduled for broadcast for the next five weeks, or a final broadcast on July 1, 1946, when Liberty Magazine's contract with ABC for network facilities expires.

Old Gold Sets Renewal Of "Meet Me At Parky's"

P. Lorillard Co. for Old Gold cigarettes through the Lennen & Mitchell agency, has renewed "Meet Me at Parky's" for another season starting September 15, over NBC network. Headed by Parkyakarkus (Harry Einstein), Opie Cates and orchestra, Betty Rhodes, featured vocalist and others, the program came on as a summer replacement nearly a year ago and has remained on ever since.

Program is heard Sundays 10:30-11 p. m. EDT and originates in Hollywood studios.

Send Birthday Greetings To

May 31

- Don Ameche
- Fred Allen
- Bill Kitay
- Jack Patrick Costello
- Edward C. Ryan
- Jefferson Sparks
- Hugh Studebaker
- Joe Kelly

June 1

- Ray Heatherton
- Harriet Davis
- Frank Morgan
- Marshall Pape
- Erik Rolf
- Edgar Fairchild
- Milton Samuel
- Jimmy Blair

June 2

- Louis Shoobe
- Betty Adams
- Frank Arnold
- Lillian Cornell
- Tony Gilman
- Ellen M. Ryan
- Ben Grauer
- Walter Tetley
- Hedda Hopper
- Gladys Heen

COAST-TO-COAST

—NEW YORK STATE—

DUFFALO—Van Keel, Esso evening news reporter on WBEN, collapsed from a heart ailment shortly before airtime last Saturday and is recovering in Buffalo General Hospital. Ralph Knox, who joined the outlet last month, has taken over as newscaster. . . . Pat Hill, WBEN announcer is recovering at his home after a thyroid operation. . . . **ALBANY**—"Veterans of Victory," National Radio Feature's half-hour show, format of which provides a quarter-hour of an experience happening to a vet on the battlefield and his subsequent return, while remaining 15 minutes are talks by heads of Legion and Vets Organizations of the nation. . . . Lyle Bosley, recently out of the Army has taken over Charlie Bell's "The Minute Man" program over WOKO because Charlie has been upped to sales manager of WOKO and WABY.

—TEXAS—

SAN ANTONIO—Jack Mitchell, former manager of the Majestic and Uptown Theaters, has been named emcee of the new half-hour quiz "Screen Test" which will be aired over the Texas Quality Network Wednesdays. Series will originate from one of the key Interstate Theaters in Dallas, San Antonio, Houston and Fort Worth for a period of five weeks. Show is said to be the only complete quiz show devoted to the motion picture audience. Cash prizes ranging from one dollar to fifty are being offered to those answering the correct questions. As a "box-office" prize, all those answering their questions correctly are invited for a jackpot question which offers a prize of an article from some Hollywood artist plus cash award starting at fifty dollars, which amount is carried over to the next week plus an additional fifty if missed.

—INDIANA—

FORT WAYNE — WOWO has included in its promotion of National Safety Month the "What Do You Think" program debating on the question "What is the Primary Cause of Our Highway Traffic Fatalities?" guesting Lloyd D. Hickerson, director of public relations of the Indiana State Police and Carl Rothert, manager of the Chicago Motor Club. . . . **PLYMOUTH** — John Meck Industries recently announced that Roger Brown, new process engineer and time and job study specialist, has been added to the staff.

—NEBRASKA—

OMAHA—As a spur to finding a name that will click with the public and to publicize the Omaha World-Herald's new FM station, one hundred dollars is being offered to the person who finds the best combination of letters. It must be a four-letter combination that begins with K. . . . Gordon Grey, KOIL vice-president and general manager, has recently been named to a special committee of civic leaders to study the problems of the Omaha school system. The committee will work in conjunction with the Omaha School Board in an effort to improve facilities and instruction methods in the schools.

—CONNECTICUT—

HARTFORD — WDRC will air the testimonial dinner to Brig. Gen. Kenneth F. Cramer of Wethersfield, commander of Connecticut troops in the Far East, to be held in the Hartford Club June 25. . . . Trinity College's memorial service to its war dead will be aired over WDRC June 16 in an hour-long program. Dr. Vannevar Bush will be heard in a second college airing on June 17. . . . Ralph D. Kanna, WONS manager, has been elected to corporate membership in the Hartford Tuberculosis and Public Health Society. He was also appointed a member of the Public Relations Committee of the Society.

—IDAHO—

BOISE—Peter Brooks, former Army lieutenant colonel has joined the commercial department of KIDO as account executive. . . . John A. Basteven, account executive for the outlet, has resigned effective June 15, to assume ownership of a wholesale firm here. . . . Katie Scotland, KIDO traffic manager and secretary, is now Mrs. "Andy" Anderson. . . . KIDO news director, Hugh Shelley, recently completing "Operation Idaho" in which 10 business and civic leaders pioneered an air tour to acquaint residents with their own state, has become a flying reporter. Brief notes of flight positions and progress were wired to the outlet for release on the day's newscasts.

—TEXAS—

SAN ANTONIO — KABC, deep in the heart of the Lone Star State, opens and closes its airing schedule with The Eyes of Texas. New sign on and off procedure was arranged by George T. Case, program director when the station opened its new 50 kw. transmitter on 680 kc.

Application For FM Filed By Operators Of WBT

Charlotte, N. C.—Application for an FM station has been filed with the FCC by the Southeastern Broadcasting Company, owners and operators of WBT, Charlotte, Charles H. Crutchfield, secretary-treasurer of the parent company and general manager of WBT, has announced. Pending action by the FCC on channel number 266, Southeastern has obtained an option for the purchase of Spencer Mountain, sixteen and a half miles from Charlotte, as proposed site for the station.

NBC Guest Relations Sets Personnel Changes

Three personnel changes in the NBC guest relations department have been announced by Paul Rittenhouse, department manager. Two pages have been promoted—Charles Riehm to junior announcer on the NBC announcing staff, and James D. Lalor to copy clerk in the NBC international department. Vincent F. Mitchell, recently discharged from the Army, has returned to his post of assistant supervisor in charge of night reception in guest relations.

Gov't Moves Promptly In AFM Lea-Bill Test

(Continued from Page 1)

three record librarians off their job last Tuesday following the station's refusal to increase the number to 5. In a statement issued last Wednesday, WAAF officials declared that they had requested a conference with Petrillo regarding the record-librarian situation, but that the AFM president had refused to meet them.

Petrillo denied that the station had sought a conference. When asked in a conference at this time would be satisfactory to him, he replied that he had no time for such meeting since he was preparing to attend the forthcoming convention of the musicians union.

Meanwhile, WAAF is continuing with its all-recorded music. Members of the station's staff, in conjunction with their usual duties, are performing the library chores of the strike.

Legion Of Merit Awarded To Lawrence W. Lowman

(Continued from Page 1)

of Strategic Services from June 1942 to April, 1945 organized a worldwide clandestine communications system and supervised its operation. With utmost skill and imagination initiated personnel training program instituted a program for the procurement of special equipment, and directed the establishment of installations whereby vital intelligence was transmitted from within enemy countries to allied headquarters.

Commissioned by the Signal Corps in June, 1942, Lowman reported directly to General Donovan in OS. On resumption of civilian status, June 1, 1945, he was named CBS vice president in charge of television. Prior to military service, Lowman was vice-president in charge of operations for the network.

Powers Producing "Trials"

Charles Powers, ABC staff director beginning tomorrow, June 1, takes over the directing on ABC's "Famous Jury Trials," succeeding Bob Nolan.

BALTIMORE'S Listening Habit

WABC

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roeder, General Manager

FREE & PETERS, Inc., Exclusive National Representatives