



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 1

NEW YORK, TUESDAY, OCTOBER 1, 1946

TEN CENTS

Urges UN World Network

Radio Gives Coverage To Nuremberg Verdict

Hottest spot news item out of Europe since war's end, conviction and sentencing of Nazi criminals, gave broadcasting a fast beginning for the week Monday when the four major networks and independent stations scheduled extensive coverage of the Nuremberg trials finale. Climax of the tribunal's 100,000 word judgement is expected today with all webs probably carrying news flashes of sentences as they are imposed.

NBC correspondent Ray Porter was
(Continued on Page 4)

Hedges Tells Mfg. Group "Listenership" Important

Chicago—Smart Advertisers look for listeners rather than "potential coverage" William S. Hedges, vice-president of NBC said yesterday in an address before the National Association of Stationers at their 40th annual convention here yesterday.

Hedges explained that the reason is that many advertisers are now aware that not all owners of sets hear all the programs on all stations, and
(Continued on Page 2)

Will Install New Radios In 30 Vet Hospitals

Washington Bureau, RADIO DAILY
Washington—Three-channel radio receiving equipment will be installed in 30 Veterans Administration hospitals and homes during the next year, J. J. Rockefeller, chief of the VA's construction service, announced yesterday.

The equipment, which allows pa-
(Continued on Page 6)

Another For Bob

San Francisco—Bob Hope last night was awarded the American Legion Distinguished Service medal at the States banquet held at the Palace Hotel. Only 28 persons have been given this honor in the Legion's history, and Hope is the first member of the entertainment world to receive the award. Others who received the award last night were Cordell Hull, former Secretary of State, J. Edgar Hoover of the FBI and Maj. Gen. Lewis B. Hershey, Selective Service Director. Medals were presented by National Commander John Stolle.

Cards-Dodgers Series To Be Carried By MBS

Post season play-offs for the National League pennant between Brooklyn and St. Louis will be broadcast by Mutual with the first airing scheduled today at 2:25 p.m., EST., from the Missouri City. France Laux and Jack Bennett will handle the play by play in St. Louis.

Broadcast from Cardinals' home town will be sustaining but Thursday's game in Brooklyn will be sponsored.
(Continued on Page 7)

Amer. Legion Convention Films On ABC Television

The American Legion Convention, which opened yesterday in San Francisco, and which continues through Friday, Oct. 4, will be filmed for television.
(Continued on Page 7)

Brig. Gen. Sarnoff Honored On 40th Anniversary In Radio

Eight hundred leaders in the radio, television and allied communications fields gathered in the Grand Ballroom of the Waldorf-Astoria Hotel last night at a testimonial dinner to Brig. Gen. David Sarnoff, president of Radio Corporation of America, in commemoration of his forty years service to radio.

"The achievements of radio, from 1906 to 1946, have reached heights of greatness far surpassing any dream that any of us had at the beginning,"

U. S. Commission For UNESCO Asks State Department To Support Web; Cost Estimated At \$250,000,000

Washington Bureau, RADIO DAILY
Washington—Recommendations, calling for creation of a world-wide United Nations radio network estimated to cost 250 million dollars, have been formally submitted to Secretary of States James Byrnes, it was announced yesterday.

The radio network proposal is contained in the final report
(Continued on Page 5)

KQV's Lines Severed In Pittsburgh Strike

Pittsburgh—Radio station KQV had its broadcast and telephone lines cut three times Saturday at Carnegie Music Hall, the third time coming a few minutes before George Mueller, president of the employees union of the Duquesne Light Company stepped before another station's microphone to announce the results of
(Continued on Page 6)

Nielson Research Execs. Upped To Vice-Presidents

Eight executives of the A. C. Nielson company, have been promoted, five being named vice-presidents, A. C. Nielson, president of the marketing research organization announced yesterday.

The five new vice-presidents are:
(Continued on Page 2)

Irey Signed By Lord For T Man Radio Series

Elmer L. Irey, for 27 years co-ordinator of all law enforcement activities of the United States Treasury Department, has signed a contract with Phillips H. Lord for a series
(Continued on Page 6)

Live Tele Pickup Of Series Doubtful

Despite heavy impact and favorable impression television has made this year through telecasts of outstanding major sports, live transmissions of World Series games are not expected to be carried this year. Live telecasts would be possible only if Brooklyn wins the pennant but even with the Dodgers copping the flag, trade reports say baseball commissioner Al-
(Continued on Page 4)

Philly Radio Station Sponsors Tele Course

As a step toward educating members of the Philadelphia Appliance Dealers association and the Retail Record Dealers association on the subject of television, WPEN, Philadelphia
(Continued on Page 2)

Profit—and Loss!

Washington—The House Surplus Property Committee continues its crackdown on use by WAA of manufacturers' agents in appraising surplus radio and electronics equipment. The most spectacular case is that of an agent, who sold only \$14 worth of electronics equipment for which monumental undertaking the Government paid him expenses amounting to \$4,571.

Many Reservations

Reservations for the Television Broadcasters Association at the Waldorf-Astoria Hotel on Oct. 10 and 11 passed the 500 mark Friday and indications are that around 1,000 will attend. Two-day conference is attracting reservations from almost every state in the union. Many of them are broadcasters who will attend the NAB convention in Chicago the following week.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Mon., Sept. 30)

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, Zenith Radio. Includes High, Low, Close, Net Chg. columns.

OVER THE COUNTER

Table with columns: DuMont Tele, Finch, Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

Nielson Research Execs. Upped To Vice-Presidents

(Continued from Page 1)

A. B. Craford, M. F. Chapman and E. A. Pettersen of the New York office; J. D. Pope of the Chicago headquarters and H. Coates of the Toronto office.

J. P. Napier, who has headed the A. C. Nielson company of Canada, is returning to Chicago to take over the assignment of developing new types of Nielson service. He is being succeeded in Canada by D. M. Prather as president of the Canadian company. Norwald Weaver has been named to the post of vice president and assistant to the president.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY



PORTLAND, OREGON

REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

GIL BERRY, sales manager of the American network's central division, is attending the United Nations food fair in Kansas City. He is accompanied by ELL HENRY, publicity manager of the division; KARL SUTPHIN, promotion manager, and TOM CLARK and GERRY VERNON, account executives.

MORRIS NOVIK, radio consultant, is in Lansing, Mich., where today he will address the National Assn. of Educational Broadcasters. He'll discuss the distribution of FM sets.

MARIE H. HOULAHAN, director of publicity and public relations at WEEL, Boston, was busily occupied last week-end attending the Fall O'ning of the Massachusetts Press Assn. at the Mt. Washington Hotel, Bretton Woods, N. H.

BERNARD 'BUD' PEARSE, of ABC television, is spending this week in San Francisco directing the web's coverage of the American Legion convention.

FRANK W. FERRIN, Hollywood program producer, one of whose features is "Phone Again Finnegan," arrived in Gotham from Hollywood last week.

JOHN FREIBURG, head of the Los Angeles advertising agency bearing his name, is in New York in the interest of the E & J Gallo Winery.

EDWARD R. MURROW, vice-president of CBS and director of public relations, goes down to Washington today to confer with industry and labor groups regarding the labor-industrial program for 1947. He will be accompanied by LYMAN BRYSON, the network's counsellor on public affairs; ROBERT HELLER, program director, and WILLIAM FINESHRIBER, assistant director of programs.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is coming up to New York tonight to attend the Al Jolson testimonial dinner.

RED BARBER, CBS director of Sports, off to St. Louis last night for the first of the St. Louis-Dodger games.

GENE AUTRY broadcast his Columbia network program of Sunday from New York, and now goes on to Boston, the originating point for next Sunday's stanza.

ROBERT D. SWEZEY, "JESS" BARNES and ROBERT SCHMID, vice-presidents of the Mutual network, left yesterday for the ANA convention in Atlantic City. They'll return Thursday.

HATTIE CLAYTON, vocalist, heard on the Columbia network, has returned from a vacation spent in Detroit.

Hedges Tells Mfg. Group "Listenership" Important

(Continued from Page 1)

the question to ask is not "How many homes or automobiles are equipped with radios" but "How many people actually hear my commercial?" Another yardstick, the NBC executive suggested, is, "How much does it cost to deliver my sales message to 1,000 actual listeners?"

In his address, Hedges reviewed the current use of radio by stationers and manufacturers, offering specific examples on all networks. He suggested local tie-ins to enable local dealers to "cash in" on the tremendous consumer demand that such advertising creates.

Discussing relative popularity of various programs and stations, Hedges said, "the popularity of a station's programs certainly should be considered in making a selection, particularly with reference to those programs which may surround your commercial message. Of course, popularity in itself is not enough. It is also desirable, if possible," he added, "to determine what kind of audience listens to a particular station's programs. If you are selling a high-priced motor car, for example, and you find that the listeners to one particular station are generally in a low-income group, perhaps you'd be better off on another station."

Hedges also urged the delegates to insist their commercials be "in good taste." He was aware, he stated that some advertisers were of the opinion that the best commercials "are those that irritate the listener and there are others who believe that no matter what you say in your commercial the listener won't pay any attention."

The network executive explained that through the Schwerin System, NBC has been recently conducting studies of listener "likes and dislikes" in regard to programs and commercials. Pointing out that "it is too early" to come to any blanket con-

Philly Radio Station Sponsors Tele Course

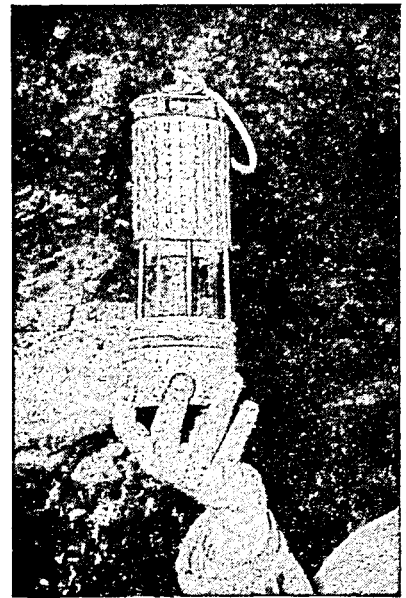
(Continued from Page 1)

Philadelphia, will sponsor a course of instruction divided into two six weeks periods. Courses will cover technical service information, installation factors and sales procedure. Manufacturers are cooperating by sending lecturers and demonstrating equipment to the classes.

WPEN Takes 8 WBS Shows

Philadelphia—G. Bennett Larson, general manager of WPEN, has announced the purchase, on a 52-week basis, of eight features produced by World Broadcasting System. They are: Myrt & Marge, Murder at Midnight, Casa Cugat, Strange As It Seems, Polka Holiday, Footprints on the Sands of Time, Sing, America, Sing and Mandrake, the Magician.

clusion, he was emphatic in the belief that listeners do express definite feelings regarding commercials and that "there is no reason why the commercial message should not receive the same attention from the listeners given to the programs themselves."



Safety lamp

The West Virginia miners use that lamp to test for gas. It's a safety lamp. It's only one of the various checks made after loosened coal has been loaded for the surface . . . and before another cycle of operations is started.

Those boys are playing with power that is dynamite. And they don't want to take chances.

Do we have to say more . . . when talking about radio in Baltimore?

There's a radio safety check in this 6th largest city. It's this: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any of the 4 other stations in town.

W-I-T-H belongs on the top of any radio list that aspires to sell goods by radio in Baltimore. Facts are available.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD

a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.

6-6-47

WPEN Goes to College



... and in a good cause

In the Philadelphia area there are 4 major college radio stations.* WPEN set up a network with these stations . . . and educated the students to professional broadcasting.

WPEN's modern studios are a laboratory, open to undergraduates at all times. WPEN's staff volunteered as instructors in engineering, programming, production and script writing.

This sort of progressive activity is typical of the many reasons why WPEN is daily welcomed into the homes of more and more Philadelphians. Both on and off the campus, WPEN's tailor-made shows fit precisely the interests and preferences of the people of Penn's town.

WPEN will be glad to introduce you to this audience which is America's third largest market. It's worth meeting.

*WBMC—Bryn Mawr WHAV—Haverford WXPB—Pennsylvania WSRM—Swarthmore

950
WPEN
PHILADELPHIA

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

THE EVENING BULLETIN STATION

Radio Gives Coverage To Nuremberg Verdict

(Continued from Page 1)

scheduled for a direct pickup from Nuremberg at 8 a.m., today and the web plans other cut-ins from Germany during the day. WJZ carried a broadcast this morning from 7-8 p.m., which originated in the Nuremberg court room and at 8:15 a.m., ABC brought in its correspondent Edd Johnson direct from Nuremberg. Johnson also broadcast from the scene Monday and at 9:45 p.m., last night. ABC carried a condensation of yesterday's events at the trials.

CBS was unable to bring in its correspondent, Stephen Laird, from Nuremberg Monday at either 8 a.m., or 9 a.m., but scheduled him again at 11:25 p.m., last night. Laird was scheduled also for three pickups today and eight and nine this morning and 11:25 p.m. tonight.

Mutual correspondent Arthur Gaeth was scheduled for a Nuremberg pickup at 9 a.m., today after making two on the spot reports yesterday. Another Mutual correspondent in Germany, Pat Conger, also was heard early Monday. Additionally the network and WOR broadcast at 10 p.m., last night the BBC airing of the voices of the Justices at the trials.

WOR was scheduled this morning to carry a live broadcast from the courtroom from 3 a.m., until conclusion of the tribunal reading.

Tonight from 8-8:30 p.m., Mutual and WOR will broadcast a three way roundtable discussion between reporters in Nuremberg and two U. S. cities. Arthur Gaeth will come in from Nuremberg, Albert Warner and William Hillman from Washington and Cecil Brown and Frank Kingdon from New York. Both Mutual and WOR carried a special Nuremberg program last night from 10:10-10:30 p.m.

BBC facilities have been utilized by WQXR to record major portions of the military tribunal judgments. Station selected best of the lot for broadcast from 10:30-11 p.m., Monday and has scheduled another program from 11:07-11:35 p.m., tonight.

One station outside New York known to have increased its air time for the Nuremberg trials is WPEN which advanced its sign-on time Monday to 4 a.m. Station broadcast early bulletins at the start of the day's court activity and twice during the day carried special broadcasts by John La Cerda, Evening Bulletin correspondent, direct from Nuremberg. WPEN also carried a 45 minute broadcast from BBC.

Allied Control Council announced from Berlin yesterday that two news-men from each of the four occupying stations will be allowed to witness executions of convicted Nazis.

AVAILABLE

Mid-November. Television Director—Expert. Complete programming, script writing, studio planning. Programming and Technical personnel training. Box 224, Radio Daily, 1501 Broadway, New York 18, N. Y.



California Commentary

• • • Customers at Mel Blanc's hardware store in Venice, Calif., have organized, unofficially, the charter chapter of a Mel Blanc Show fan club. Mel, who is a hardware-store proprietor in real life and a fixit-shop genius

Los Angeles

store into a ticket agency, and nary a week goes by that the studio audience at his Tuesday night broadcast isn't liberally sprinkled with home-town folks. . . . Lowell Smith of the Tullis Company, which handles "The Bible Hour" program, sponsored by the Bible Institute of Los Angeles, is producer of the program, which made its bow over Mutual Sept. 29. It emanates from KHJ, and Tony La Frano of the station and Ralph Whitmore of the Tullis Company, are the announcers. . . . XORA, bi-lingual station operated by the Central Chinese Government in Shanghai, is the 211th station to sign up for the Samuel Goldwyn weekly package of Hollywood chatter, "Stars In Your Eyes." At the insistence of 30 subscribers to the existing deal, Goldwyn is working up a weekly daytime chatter package aimed exclusively at women.

★ ★ ★

• • • Lew X. Lansworth has returned to direct the new "Main Line," which went on the air in its revised format Oct. 2 over KHJ-Don Lee. . . . With sales of Cass Daley's initial Decca recording, "Put the Blame On Mame," soaring to over 135,000 in three weeks, the record company has inked the star of Paramount's "Ladies' Man" to a new contract. Under the new deal, Cass will disc the oldie, "Mama's Gone Goodbye" and a new ballad by Joan Whitney entitled "Beginning Of The End," with Henry Russell's band. . . . Rapidly becoming one of Hollywood's busiest announcers, Rod O'Connor, who came to the Coast from Minneapolis, is also a top-notch actor. Starting in stock companies 17 years ago, immediately upon graduation from Weber College, Rod did not come into prominence until he arrived in Hollywood a few years ago. He is now name announcer on "People Are Funny," Kay Kyser's "College of Musical Knowledge," the Red Skelton show and "A Day In The Life Of Dennis Day."

★ ★ ★

• • • Frank Bingman, who recently returned from the service, has been signed to do the announcing chores on the Joan Davis show. He is also doing the splicing on the Cresta Blanca program. . . . The William Peck talent agency sold the "Buck Rogers" serial to Benton and Bowles and it made its bow over Mutual Sept. 30 for General Foods. . . . The veteran Charlie Hamp is back on the air with a new series of his familiar and well-loved "song and patter" shows, "Just Rememberin'" over KECA. It is sponsored by Barry's Jewelers, with the Raymond Keane Agency handling the account. Hamp made his first appearance in radio over WJZ in 1921. . . . Walter Tetley, who plays "Leroy" on "The Great Gildersleeve" program, is starting to raise turkeys at his Encino Ranch. He plans to expand his present flock of 20 to commercial proportions.

★ ★ ★

• • • Marvin L. Kline, president of the Sister Kenny Institute, and Tom Hastings, executive secretary of the organization, have returned to Minneapolis, after conferring with Rosalind Russell and Patrick Michael Cuning, television producer, in regard to the forthcoming drive for funds. . . . Donald W. Thornburgh, vice-president in charge of the Columbia Pacific web, and Edward W. Buckalew, stations relations manager, will attend the NAB convention in Chicago, entraining from Hollywood on Oct. 18. . . . Jimmy Wakely started his new early morning show over KNX at 5:45 Sept. 30. . . . "Sunrise Salute," KNX's early-morning variety show, went "Western" Sept. 30, with John "Dusty" King, the baritone, as emcee and the new cast including Burritt Wheeler on the commercials, Sally Foster as femme vocalist, Merle Travis and his guitar, and The Plainsmen, vocal and instrumental quintet.

Live Tele Pickup Of Series Doubtful

(Continued from Page 1)

bert Chandler has turned thumbs down on television until some future date.

It is known that Gillette was interested in sponsoring World Series television and did approach Chandler with the matter. However, it is said in trade circles that Chandler's refusal was guided by existing contracts held by baseball owners which provide only for the sale of radio rights to games. Had baseball given its OK, NBC probably would have televised the series under Gillette's sponsorship.

Next year may see an entirely different situation with baseball owners selling television rights rather than passing them out gratis. Such possibility is indicated in a television clause which owners reportedly are trying to put in new player contracts whereby players themselves would not share financially in benefits gained from sale of video rights by the clubs. According to Dan Daniel, New York sportswriter, who reveals he has seen the television clause, baseball players are balking at the proposition and intend to put up a fight against it.

AD GLIBS

by DAVID O. ALBER

Riddle me this. Why do most radio critics suffer from chronic jaundice? Why do they look down their noses at radio as though it was hardly worth writing about? Why do they pick on a new show and hack it to pieces? Why don't they realize that a new series has to go through birth pains and that, in all fairness, the critic should wait a few weeks before subjecting it to scrutiny?

Sure, radio has its faults, but it has brought sunshine into millions of homes. I suspect that too many of the critics have no patience for radio. Listening in is an ordeal. Their viewpoint is super sophisticated and they miss the average reaction by a mile.

Some day an astute editor is going to appoint as his radio critic a shut-in or a housewife—someone who respects radio for the wonderful entertainment and educational medium that it is.

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity
654 Madison Ave., N. Y.

RHinelander 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9489

UNESCO Group In U. S. Asks United Nations World Network

(Continued from Page 1)

of the U. S. National Commission for UNESCO sent to Byrnes by Assistant Secretary of State William Benton.

In his letter of transmittal to Byrnes, Benton noted that Brig. Gen. David Sarnoff, RCA president, estimated "it would cost \$250,000,000 to develop the world-wide communications system required by the United Nations, capable of laying down a strong and consistent radio signal, in all major areas of the world, comparable to the signal now received from a local station."

UN Seen As "Cutting Edge"

Stating that UN must serve as the "cutting edge" for international action, the Commission, in its final report said that a budget in the amount of a billion or a billion and a half dollars or even more might well be justified, if practicable and useful projects requiring such expenditures presented themselves. In the opinion of the National Commission, the report said, "the responsibility of UNESCO in the present crisis is so great and so pressing that the organization should not hesitate to employ any proper means however novel or however costly which gives promise of success."

The organization is itself a new agency, daring in purpose and novel in structure. The means it employs should be appropriate to its nature.

Termed 'Cheap Insurance'

"If annual military expenditures of thirteen billion dollars for the defense of the people of the United States against attack are justified, 10 per cent of that amount, and far more than 10 per cent, might well and wisely be expended to remove or greatly to reduce the danger of attack. It would be cheap insurance. In the first place, it is the consensus of military opinion that no adequate military defense against the weapons of modern warfare exists. In the second place, even if such measures were available, their cost in terms of life and suffering are so inestimably great that any action which would diminish the necessity for their use would be economical."

Duty To People Called Paramount

"But though the American delegation should be prepared to think and to act boldly and imaginatively in the general conference of UNESCO, it should never forget, in the opinion of this Commission that it represents a people deeply and firmly committed to certain fundamental proposition bearing upon the nature and destiny of man. It should hold unwaiveringly to the absolute requirement of freedom of thought and freedom of expression as the basic means of arriving at the

world understanding which is the immediate as well as the ultimate objective of the organization's labors."

Against Censorship

Although emphasizing that it is opposed to censorship "at all times," the Commission told Byrnes that the organization should "concern itself with the quality of international communication through the mass media and should give serious study to the means by which the mass media may be of more positive and creative service to the cause of international understanding and therefore peace."

Other proposals contained in the Commission's final report sent Byrnes:

The American delegation should advance and support proposals for the removal of obstacles to the free flow of information.

The American delegation should advance and support proposals for action to free the channels of international communication of obstacles created by discriminatory or unduly restrictive copyright legislation, discriminatory or unfair rates, or other similar practices or laws.

Radio, Press and Films Linked

The American delegation should advance and support proposals that the organization concern itself with the press, radio and motion pictures, and all other means of publication, reproduction and dissemination of materials, as instruments at the service of art, education, culture and scientific advancement in the labor of international understanding, and with the protection of the peoples of the world against any misuse of these media such as might result in their degradation and perversion to the point of fostering international ill-will and misunderstanding.

The American delegation should advance and support proposals for the investigation by the organization of methods of education for international understanding and for the development of attitudes conducive to peace. Such investigations should direct themselves to the processes by which nations organize and give practice, within their own boundaries, to their people in the arts of peaceful cooperation. They should be sociological studies of great scope and depth.

WMT's Farm Service Steps Ahead, Again...



Meet...

"Chuck" WORCESTER

New WMT Farm Service Director

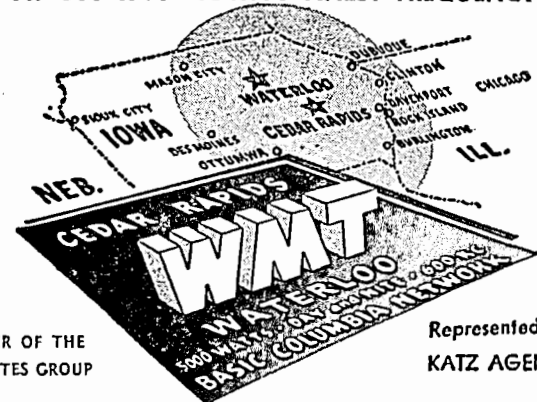
WMT provides "top talent" to its huge Farm audience—Charles "Chuck" Worcester, the latest addition to WMT Farm Service Staff recently conducted "Country Journal" for the CBS network, from WTOP, Washington, D. C.

"Chuck", well known to thousands of farmers and farm organizations, has been close to Farm problems from his Minnesota farm-youth on through the University of Minnesota where he received his degree in Agricultural Science.

Seed Analyst, Asst. Veterinarian, Plant Breeder and Pathologist plus an extensive background including Farm Service Work for NBC and CBS networks has put him to the fore in the American Farm World.

The addition of "Chuck" Worcester is another illustration of WMT's Farm activity in providing top talent and real "farm know-how" to Eastern Iowa's large, rich Farm market.

AT 600 KC's—IOWA'S FINEST FREQUENCY



MEMBER OF THE MID-STATES GROUP

Represented by KATZ AGENCY

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

POSITION WANTED

Competent bookkeeper seeks connection in the radio industry. Write RADIO DAILY, Box 226, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

DISTRICT OF COLUMBIA - WASHINGTON - WWDC has arranged with the D. of C. Board of Education to air the final portion of high school football games every Friday afternoon.

ILLINOIS - ROCK ISLAND - WHBF has announced the following additions to its news staff: Marjorie Taylor Shurtleff, formerly with Louisville Courier-Journal and Salt Lake City Deseret News.

KQV's Lines Severed In Pittsburgh Strike

(Continued from Page 1) the striking union's vote on whether or not to accept a new company offer. Prior to the moment the lines were cut the third time, KQV had refused to carry Mueller's speech because he would not release to the station beforehand the script of text of what he was going to say.

NETWORK SONG FAVORITES

The top 33 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of Sept. 20-27, 1946

Table with 2 columns: TITLE and PUBLISHER. Lists 33 popular songs and their publishers, such as 'And Then It's Heaven' by Remick and 'Blue Skies' by Berlin.

Will Install New Radios In 30 Vet Hospitals

(Continued from Page 1) tients a choice of three radio programs instead of one as at present, will be installed eventually in all VA hospitals and homes. The following hospitals are scheduled to receive the equipment during the next 12 months:

Irey Signed By Lord For T Man Radio Series

(Continued from Page 1) of programs based on his experiences. Irey, a detective of international fame, headed 3,000 T Men, who are credited with having prosecuted 64 per cent of all peacetime criminals who went behind bars of Federal penitentiaries.

AGENCIES

HERBERT F. GUENIN and HERMCKLEE BEITLER joining the advertising staff of the RCA-Victor home instrument department.

BERNARD LEWIS, ex-newspaper man and motion picture publicist for the past several years, has been appointed publicity director of Stone Productions, Inc.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC. REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933. OF "RADIO DAILY," published daily except Saturday, Sunday and Holidays New York, N. Y., for October 1, 1946.

Industry And Nation Honor Sarnoff; 800 Pay Tribute At Waldorf-Astoria

Cards-Dodgers Series To Be Carried By MBS

(Continued from Page 1)
... by radio, control of the weather
... radio push-buttons, individual
... communications
... other great
... scientific advan-



GEN SARNOFF

Automatic ra-
... weather sta-
... in remote
... in the polar
... in deserts,
... in jungles and on
... can col-
... and broadcast
... weather data,"
... n. Sarnoff said
... ready radar
... with a hurricane.

... into its vortex, plots its move-
... and photographs it from min-
... to-minute. Radio-controlled and
... equipped rockets will
... of the upper at-
... sphere. Within minutes new elec-
... computing devices can analyze
... information on a global basis.
... Sarnoff recalled his early ex-
... as an office boy with Mar-
... Wireless Telegraph Company of
... in 1903, and then
... into dramatic remission
... the progress of the electronic
... Henry.

Forecast's New Era

"We were only on the threshold
... Great progress has
... been achieved. But we are now
... on the edge of a new era. The
... of the weather is now within
... of our grasp. We are on the
... of a new era."

... turn their attention to the de-
... of atomic power for in-
... and the conquest of disease.
... will then hear less of biological
... and more of new triumphs
... that have plagued man-
... the centuries, destroying him-
... for number, then war itself."

... cates, informs and entertains," the
... General said. Distance has been an-
... nihilated. All people have been
... brought within the sound of a single
... voice.

Pays Tribute To FCC

General Sarnoff paid tribute to the
... Federal Communications Commission,
... the Army, Navy, and government
... scientific agencies for aid, encourage-
... ment and co-operation given the radio
... industry. The FCC, he said, is to be
... complimented on its efforts to expand
... the great service of broadcasting, to
... advance world-wide radio communi-
... cations, for the encouragement given
... American radio amateurs, and for
... helpful assistance in extending radio
... into new fields such as aviation and
... television.

Turning to the prospects of world
... peace, General Sarnoff declared: "If
... peace is the chosen course, scientists

Nostalgie

*A dramatic incident in the
... career of Brig. General Sarnoff
... was recalled yesterday with the
... presentation to him by officials
... of RCA of the wireless key with
... which he connected rescue ships
... and brought to the world the
... first news and list of survivors
... of the Titanic disaster in 1912.
... The wireless key was originally
... installed in the John Wanamaker
... store where Sarnoff picked up the
... startling radio message on April
... 14, 1912: "S. S. Titanic ran into
... iceberg. Sinking fast."*

... turn their attention to the de-
... of atomic power for in-
... and the conquest of disease.
... will then hear less of biological
... and more of new triumphs
... that have plagued man-
... the centuries, destroying him-
... for number, then war itself."

First Tribute To Tribute

... of the first tribute to the
... of the first tribute to the
... of the first tribute to the
... of the first tribute to the

Sarnoff, I honor you for what you are
... as well as for what you have ac-
... complished.

"Friends of Dr. Sarnoff, I freely
... confess that I am at a loss for words
... and ideas adequate to this occasion,
... but the thought occurred to me as
... interesting that the career of Dr.
... Sarnoff has run parallel in time with
... the career of the most nimble and
... obedient servant whom mankind has
... ever put to work, namely, the elec-
... tron. Dr. Sarnoff was born in 1891
... and came to America in 1900. The ex-
... istence of the electron was discovered
... in 1897 and its basic properties large-
... ly determined in the early 1900's. Dr.
... Sarnoff went to work for the Marconi
... Company in 1906, which is pretty
... close to the time when the first prac-
... tical application using the electron
... was patented in the form of the Flem-
... ing valve. Now I venture to assert
... that it was a happy coincidence that
... David Sarnoff and the electron grew
... up together, because so much of their
... subsequent careers has been in very
... close association. For it is not too
... much to say that the electron is at
... the heart of most of the business of
... the Radio Corporation of America,
... just as Dr. Sarnoff is at the head of
... this business. I have no doubt that if
... the electron had not been discovered
... for another 50 years, Dr. Sarnoff
... would have found some other im-
... portant field for successful achieve-
... ment and service, but nevertheless
... the coincidence of Dr. Sarnoff and
... the electron has been a happy one."

Many Notables Attend

Among the notables who gathered
... for the dinner were Charles R. Den-
... ny, acting chairman of the FCC; C. E.
... Wilson, president of General Elec-
... tric Company; James L. Fly, former
... chairman of the FCC; Edward J.
... Noble, chairman of the board of
... American Broadcasting Co.; Mark
... Wood, president of ABC; Edgar
... Kobak, president of the Mutual net-
... work; Bernard M. Baruch; Admiral
... Joseph R. Redman, United States
... Navy; Maj. Gen. Frank E. Stoner,
... United States Army Signal Corps;
... William S. Paley, chairman of the
... board of Columbia Broadcasting Sys-
... tem; Gerard Swape, chairman of the
... board of General Electric; Karl T.
... Compton, president of MIT; Nile
... T. Drayton, president of National
... Broadcast Company; Frank F.
... Madden, vice president of NBC; Col.
... James H. Doolittle, president of I T A T
... Inc.; J. M. W. of RCA; Dr. August
... H. Forester of GE; Adm. J. F. Pe-
... ters; Gen. J. E. H. Doolittle; Hon. H.
... C. Brown; Hon. A. W. C. Brown; Gen.
... H. T. Brown; Gen. H. T. Brown.

(Continued from Page 1)
sored by Old Golds with Red Barber,
... and possibly Connie Desmond, at the
... microphone. If a final game is neces-
... sary Friday, broadcast again will be
... offered by Old Golds. Special broad-
... casts are being offered by Mutual to
... the full network with a few excep-
... tions such as WOR which cannot
... carry games because of WHN's ex-
... clusive contract.

Exclusive television coverage for
... the Dodgers-Cardinals 'playoffs at
... Ebbets Field has been granted NBC
... station WNBT, according to Branch
... Rickey, Dodgers president and Noran
... E. Kersta, manager of NBC Television
... department. Telecasting begins at
... 1:15 p.m., EST., Thursday, with
... WNBT feeding the program to WPTZ
... in Philadelphia via radio relay. Sports
... announcer Bob Stanton will
... describe the event for television.

Meanwhile, Sportscasters Jimmy
... Britt of WNAC, Boston and Arch
... McDonald of WTOP, Washington
... have been selected for their World
... Series microphone debut over Mutual
... Oct. 6 in either Brooklyn or St. Louis.
... Only Series old timer behind the
... mike will be sportswriter Bill Corum
... who again will give a color descrip-
... tion.

Amer. Legion Convention Films On ABC Television

(Continued from Page 1)

vision exclusively by the American
... Broadcasting Company. It was an-
... nounced yesterday by Paul B. Mow-
... rey, national video director of the
... network.

ABC has sent two camera crews
... to the Coast to record the event on
... 35 mm film, will add sound track,
... and telecast it over the web's five
... outlets: WABD, New York; WBKB,
... Chicago; WPTZ, Philadelphia; WTTG,
... Washington, and WRGB, Schene-
... ctady. Bernard Pearce, director of
... special events for the network tele-
... vision department, will direct the
... coverage.

... er, Withrop W. Aldrich, Arturo Tos-
... canini, Allen B. DuMont, Albert D.
... Loecker, Dr. Walter R. G. Baker, Shel-
... don R. Coon, Ralph Austrian, Jack R.
... Popple and Judge A. L. Ashby

get me an
REFERENCE RECORDINGS
in CHICAGO
S TOOGOOD RECORDING CO.
111 N. LA SALLE ST. CHICAGO 1 CENTRAL 373

... the first tribute to the
... of the first tribute to the
... of the first tribute to the
... of the first tribute to the

Dominant
CALIFORNIA
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
KXO
P. CENTRAL
CALIFORNIA
SEC RAYMER



In 1808
 John Philpot Curran
 famous Irish orator and
 barrister, said in a speech
 in Dublin—

"Eternal Vigilance is the Price of Liberty"
 We of this age, too, must
 be constantly on guard to
 protect our freedom of
 speech—one of the essen-
 tials of liberty.

AS TRUE TODAY AS IT WAS THEN

*Free
 Speech
 Mike*



GUARDIAN OF AMERICAN FREEDOM

THE
 GOODWILL
 STATION
 INC.

FISHER
 BUILDING
 DETROIT

WJL

MICHIGAN'S GREATEST ADVERTISING MEDIUM

CBS BASIC AFFILIATE

REPRESENTED BY PETRY

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 2

NEW YORK, WEDNESDAY, OCTOBER 2, 1946

TEN CENTS

37 Video Grants To Date

Government Answers Petrillo Case Brief

Chicago — In a sixty-nine page brief filed in the Appeals Court by the Government here yesterday it was charged that James C. Petrillo, president of AFM, "has no right to direct and cause other persons to discontinue or not to accept employment."

The brief was filed in United States Circuit Court of Appeals in answer to Petrillo's move for dismissal of a criminal information against him charging violation of the Lea Act;

(Continued on Page 3)

Paul White Declines Post With MacArthur In Tokyo

Paul White, formerly director of news and special events for CBS, yesterday declined a War Department invitation to become civilian radio consultant at General MacArthur's headquarters in Tokyo. White will go to the University of Iowa at Iowa City on October 21 to conduct a five weeks course in radio news writing and editing. Later he may conduct a similar course at the University of Illinois.

Two-City Tele Exchange Set By NBC-Philco Deal

First step in the establishment of a two-city television network, whereby commercial and sustaining programs will be exchanged regularly between New York and Philadelphia, was completed yesterday in an agreement signed by NBC and Philco Corp. Announcement was made jointly by John F. Royal, vice-president in

(Continued on Page 6)

Unprogrammed

Mexico City—When Carlos Pickering of XEQ opened the first session of the Inter-American Broadcasters Association meeting here yesterday he spoke for a full minute into a "dead" mike. Pickering was introducing the National University orchestra and none of the 1,000 in the Palace of Fine Arts heard his remarks opening the very important Inter-American conference.

"Radio-1946"

Montreal — Radio's contribution to our way of life will be examined critically by experts in various fields in the new series "Radio, 1946," to be heard on Wednesdays, beginning tonight, at 8:45 p.m., EST, over the CBC Trans-Canada network. In 12 programs, the speakers will analyze broadcasting in Canada, Great Britain and the United States, and evaluate what radio can do to promote international understanding, to develop the arts, and its part in man's spiritual life.

Telev viewers To Join In TBA Conference

Television audiences in New York, Philadelphia, Schenectady and Washington will be linked together in programs originating from the Television Broadcasters Association's two day conference at the Waldorf Astoria hotel on October 10 and 11, Ralph Austrian, general chairman, disclosed at a press luncheon yesterday.

Among the program highlights

(Continued on Page 6)

Twenty New FM Grants Included On FCC List

Washington Bureau, RADIO DAILY Washington — The FCC yesterday awarded conditional grants to three applicants for new FM stations. At the same time the Commission grant-

(Continued on Page 2)

Baseball, Nazis And "Turtle" Offer Big Special Events Day

Radio's biggest special events day this year broke on a nation-wide scale yesterday in 1-2-3 order with the sentencing of convicted Nazis, arrival of the navy plane "Truculent Turtle" from Australia and the baseball playoffs between the Dodgers and Cardinals. All events got special treatment by both networks and independent stations throughout the country.

With three of the major webs opening at 8 a. m. all except Mutual

Commission Issues Television Report; 32 Outstanding CP's Recorded; 21 Applications Pending

Radio Donating Time For Vets Bureau Series

With 721 stations airing the first 13, Joseph Buchner, Veterans Administration radio chief, reveals that many stations are booking the second series of top flight talent transcriptions of the "Here's to Veterans" series. Discs in the second series will be ready soon for November use, carrying the first 13 discs of the series, which will run through October, and

(Continued on Page 6)

NBC To Train Employees For Jobs As Announcers

A course for training qualified junior National Broadcasting Company employees as announcers will begin Oct. 8, it has been announced by Ashton Dunn, NBC personnel

(Continued on Page 2)

ABC Signs 22 Sponsors For Eight Co-op Shows

Twenty-two new clients have signed during the past week with ABC for sponsorship of eight network co-operative programs, it was announced yesterday. Harry Wismer

(Continued on Page 3)

With the granting of a CP to the William Penn Broadcasting Company, Philadelphia, by the FCC for a new commercial television station, the grant brings the total up to 37 video stations either licensed and operating or recipients of CP's.

A roundup of the television picture shows total of six li-

(Continued on Page 5)

Report Mayor Selects New Director, WNYC

A re-awakening of interest in the importance of WNYC and an indication of future heavy participation in the programming activities of the station on the part of the present City administration is evidence in the report that Mayor William O'Dwyer has selected a commercial radio executive as director of the Municipal outlet. WNYC has been without an overall chief since the resignation of Mor-

(Continued on Page 3)

ATW Group To Launch First Tele Show On WABD

American Theater Wing launches the first of a series of four television programs written, produced and acted by professional veterans of its "GI University," with the co-operation of DuMont-WABD on Friday, October

(Continued on Page 6)

Going Up!

It's a long way from the cavalry to the airwaves but Major Bill Hood, chief broadcaster for the USMA at West Point, completed the trip this fall. Hood served overseas for two years, and was later transferred to West Point. After doing such a good job announcing Academy games over the public address, he was assigned all Army grid games over WNYC.

(Continued on Page 7)



Vol. 37, No. 2 Wed., Oct. 2, 1946 Price 10 Cts.

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

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FINANCIAL

(Tues., Oct. 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

New Radio Registry Dept. To Aid Talent Personnel

Radio Registry this month inaugurates a new department designed to service personnel of the talent field in search of talent information. Service, tagged "I'm Casting," was created by Doris Sharp, Registry head, to channel volume of calls received for such data into a department functioning for that purpose alone. The new division stresses it does not cast, but submits talent information only upon request. "I'm Casting" lists only Registry clients, who represent some 700 top performers.

AMB. 2142 For Air Checks—Line Checks

Universal Recording Corp. 42nd FLR., OPERA BLDG., CHICAGO

Coming and Going

DON SEARLE, vice-president of the American network in charge of the western division, is spending a few days in New York.

A. A. SCHECHTER, vice-president of the Mutual network in charge of news and special events, left yesterday on a short business trip to Washington, D. C.

WILLIAM C. GITTINGER, vice-president of CBS in charge of sales, is in Atlantic City to attend the meeting of the Association of National Advertisers. He is accompanied by DAVID FREDERICK, the network's director of sales promotion and advertising; JOHN KAROL, sales manager, and ALLYN J. MARSHALL, assistant sales manager.

EARL CRAIG—"Prof. Quiz" to his public—left yesterday for Cleveland, where he is scheduled for some hospital appearances. He's accompanied by MRS. CRAIG and FRANK SMALL. Thursday's stanza of the program will originate at WJW, Cleveland.

EDWARD R. MURROW, vice-president and director of public affairs at CBS, has returned from a quick trip to Washington, D. C.

CARL HAVERLIN, vice-president of the Mutual network in charge of station relations, who has been out of town for a while, is expected back today.

ROBERT LEWIS SHAYON, of the Columbia network's special documentary unit studying juvenile delinquency, leaves today on a one-month tour of the nation to make a survey which will be used as a basis for the network's forthcoming series on the subject.

G. W. "JOHNNY" JOHNSTONE, director of the radio department for the National Assn. of Manufacturers, leaves Washington, D. C., tonight for San Francisco and several other West Coast cities, where he will supervise NAM broadcasts. He's expected back at his New York office some time next week.

RAYMOND T. O'CONNELL, assistant to the program manager at NBC, is in Bridgeport, where today he'll address the Little Club of that city.

KINGSLEY HORTON, assistant manager and director of programs and sales at WEEL, Boston, is in town for conferences at the headquarters of the Columbia network.

GYPSY MARKOFF, accordionist, who appears this afternoon on the "Meet Me in Manhattan" program over WJZ, will leave later in the month on a USO tour abroad.

FRANK FALKNER, general manager of WBBM, Columbia's owned-and-operated station in Chicago, left yesterday for the Windy City after having visited briefly in Gotham.

FULTON LEWIS, JR., arrives from Washington today. He'll do his Mutual broadcast tonight from WOR.

FRANK R. MILLS is here. He's the station manager of WDWB, Columbia outlet in Champaign, Ill.

W. B. MCGILL, advertising manager of Westinghouse Radio Stations, Inc., was in Chicago last week to attend a meeting of the RMA advertising committee to make plans for National Radio Week, tentatively set for Nov. 24-30.

E. K. HARTENBOWER, general manager of KCMO, American network affiliate in Kansas City, Mo., is back at the station following his annual Fall trip to New York and Chicago.

MELVIN C. GREEN, general manager of WFEA, Manchester, N. H., was a visitor late last week at the New York headquarters of CBS.

JAMES STIRTON, assistant to the vice-president in the central division of ABC, is back in Chicago after having completed a business trip to New York.

ELEANORE LARSEN, manager of ZBM, Bermuda, arrived in New York yesterday.

ED HIGGINS, news editor at WOR, has returned from a 10-day visit to Stockholm, Sweden, where he studied conditions in the Scandinavian capital.

Twenty New FM Grants Included On FCC List

(Continued from Page 1)

ed final CP's to 20 other applicants for FM stations.

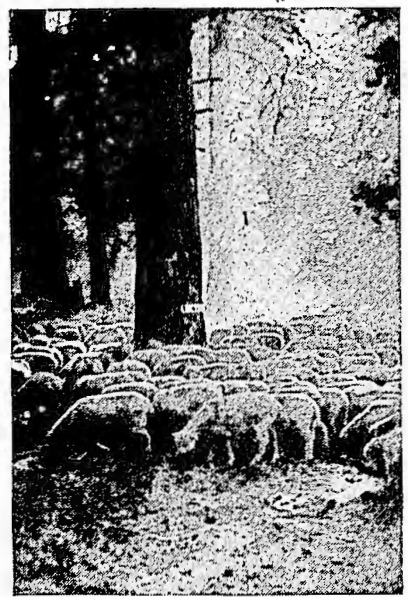
Conditional grants were given to Central Valley Broadcasting Company, Sacramento, Calif.; Harris County Broadcast Company, Houston, Tex., and Roanoke Broadcasting Corporation Roanoke, Va.

Final CP's were awarded to: Radio Columbus, Inc., Columbus, Ga.; Troy Broadcasting Company, Inc., Troy N. Y.; The Wooster Republican Printing Company Wooster, Ohio; Syracuse Broadcasting Corporation, Syracuse, N. Y.; Harrisburg Broadcasting Company, Harrisburg Ill.; KFEO, Inc., St. Joseph, Mo.; Muskogee Broadcasting Company Muskogee, Okla.; Valley Broadcasting Company, Eugene, Ore.; Radio Industries Broadcast Company, Asbury Park N. J.; Ramon G. Patterson, et al, d/b as WAPO Broadcasting Company, Rock Island, Ill.; Poughkeepsie Newspapers Inc. Poughkeepsie N. Y.; Pinellas Broadcasting Company, St. Petersburg, Fla.; Wilton E. Hallon, Anderson S. C.; Pape Broadcasting Company, Mobile Company, Mobile, Ala.; Lee Broadcasting, Inc., Quincy, Ill.; WRAC, Inc. Williamsport, Pa.; KARM, the George Harm station, Fresno Calif.

NBC To Train Employees For Jobs As Announcers

(Continued from Page 1)

manager, who supervises the employee training program. Patrick J. Kelly, supervisor of announcers, will audition applicants—who must signify their willingness to become announcers wherever openings may occur if they are graduated from the course.



End of summer

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

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

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

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

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

The BEST Farm Station Buy? SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F. "THE FRIENDLY FARMER STATION" SHENANDOAH, IOWA Call or Wire FRANK STUBBS

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

Report Mayor Selects New Director, WNYC

(Continued from Page 1)

ris Novik, who had filled the post during the administration of F. H. La Guardia, and is now a radio consultant.

Although the name of the new appointee is withheld, the selection is said to be final as far as the Mayor is concerned, and the request for approval and salary appropriations will be made to the City Council and the Board of Estimate very shortly,—probably when the current strike wave ends.

The O'Dwyer selection is said to be an experienced broadcasting exec, indicating that the Administration expects to make every possible use of the station. Salary of the new director, as reportedly set by O'Dwyer, is \$15,000—a figure expected to be sharply opposed by the two executive departments because it is double the amount paid the previous WNYC chief. New position, however, is said to be one of over-all head of radio for the administration, in addition to station responsibilities.

Although the name of the new appointee remains un-announced, he is said to be a close personal and business friend of the Mayor.

West. Elec. Bell Prexys Cited By Pres. Truman

Clarence G. Stoll, president of Western Electric Company and Oliver E. Buckley, president of Bell Telephone Laboratories, were recipients last week of the nation's highest civilian award—the Medal for Merit—conferred by President Truman for "exceptionally meritorious conduct in the performance of outstanding services to the United States."

Presentation of the Medal and accompanying citation was made by Major General Harry C. Ingles, chief signal officer, at brief ceremonies at the respective offices of the recipients. Col. Grant A. Williams read the citations signed by Mr. Truman.

Stork News

Dr. and Mrs. Bernard J. Handler became the parents of a six-pound, seven-ounce boy, Richard Paul, at the Harkness Pavilion Tuesday, Sept. 24. Dr. Handler is medical director of NBC. This is the Handlers' first child.

★ AGENCY NEWSCAST ★

LUTHER H. WOOD, vice-president of Ruthrauff & Ryan, Inc., has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as director of research.

LEONARD A. KAMINS, until recently a radio public relations specialist with the Army Air Force, has joined Brooke, Smith, French & Dorance, Inc., Detroit and New York advertising agency. Before the war, Kamins spent 10 years with Young & Rubicam, New York, where he was an account executive. He will work in the contact department at BSF&D.

HERBERT F. THOMSON, recently of the USAAF and veteran of 18 years in the advertising field, with Fuller, Smith & Ross, Inc., BBD&O, and the E. S. Edwards Advertising Agency of Dallas, Tex., has been appointed director of the creative department of the Dowd Advertising Agency, Boston. He succeeds Col. Earle W. Lancaster, vice-president, who has been appointed head of all client service.

HOMER GRIFFITH CO., a national station representative organization with offices in Los Angeles and San Francisco, Calif., as well as Chicago and New York, has recently opened offices in Dallas, Tex. The new office will be in charge of Walter S. Kline, formerly with the Texas State Network and more recently commercial manager of KVSQ, Ardmore, Okla.

ABC Signs 22 Sponsors For Eight Co-op Shows

(Continued from Page 1)

added seven new sponsors during the week ended September 27 to bring the total number of sponsors on his program to 57.

Three new sponsors were added by both "Headline Edition," ABC's nightly news program and Martin Agronsky. Raymond Swing-Elmer Davis, added two sponsors for their co-op programs.

Additional sponsors signed for the Wismer program include Goebel Brewing Company over WIBM, Jackson, Mich., Friedman Iron & Metal Works over KPLT, Paris, Tex., the Batten Floran Company over KTOK, Oklahoma City, Okla., Goebel Brewing Company via WBCB, Bay City, Mich.; Southern Oil Company on WLPB, Suffolk, Va., Drumm Nash Sales on WMRN, Marion, O., Henley Kimball Company over WPOR, Portland, Me., Sol Frank Company over KABC, San Antonio, Tex., Burger Beer on WMAN, Mansfield, O., and Pla-Mor Sport Shop, Inc., on WROK, Rockford, Ill.

Anderson, News Company signed to sponsor ABC's "Tennessee Jed" over WJOL, Florence, Ala., American Laundry & Dry Cleaners will sponsor "Baukhage Talking" on WTAW, of College Station, Tex., while Charles A. Kaufman, Ltd., will sponsor broadcasts of "Dick Tracy" over WDSU, New Orleans, La.

CAPT. HARRY C. BUTCHER, USNR, for three years Naval Aide to General Eisenhower, has appointed Joseph Hershey McGillvra, Inc., exclusive national sales representatives for his new station, KIST, Santa Barbara, Calif. KIST will become the Santa Barbara outlet for the National Broadcasting Company on October 1, 1946.

WALTER JACOBS, general sales manager of the National Silver Co., announces the appointment of Edward Scharf as assistant advertising manager. Scharf formerly was art director for Gertz Department Store, Jamaica, L. I. Assisting Ben Young, advertising manager, Scharf will make his headquarters at the firm's home office in New York.

BOYLE-MIDWAY, INC., manufacturers of household products, have scheduled for this fall season the most extensive campaign in the history of the company to feature Old English Scratch Cover Polish. Beginning in September and continuing for 39 weeks, two outstanding daytime radio programs will carry a daily sales message. The account is handled through Dancer - Fitzgerald - Sample, Inc.

Government Answers Petrillo Case Brief

(Continued from Page 1)

specifically the case is the outgrowth of Petrillo calling at strike on WAAF, Chicago, some months ago when he asked for more musicians than the station deemed necessary.

In briefs filed last month Petrillo had contended that the Lea act violates freedom of speech and imposes involuntary servitude. It was declared that he deliberately violated the law to bring about a court test of its constitutionality.

Constitutional Amendments Cited

Citing the Thirteenth and the Fifth Amendment to the Constitution, the Government brief, declared that neither amendment "protects a right to order other persons to work."

It is expected that the U. S. Circuit Court of Appeals will act soon on the new briefs.

McGowan Heads Campbell

James McGowan, Jr., was elected president of the Campbell Soup Company at a meeting of the Board of Directors held recently in the Company's offices at Camden, N. J. McGowan joined Campbell Soup Company following graduation from Massachusetts Institute of Technology in 1908.

CLEVELAND'S Chief STATION RINGS THE BELL

If you want to ring the bell in the Cleveland billionarea — want more daytime dialers per dollar than you can buy from any other regional station — want fast action and increased sales — just specify WJW!



WJNO
Where "Dun and Bradstreet" meet "Hoper and Crossley?"

CBS

THE VOICE OF THE PALM BEACHES

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

PROMOTION

Listeners' Comments

Newest mailing piece going to all local and national agencies and advertisers, capitalizes on listener and advertiser reaction on WCOP, Boston, increase in power to 5,000 watts. First piece, done up in bright blue and white, asks readers on page one to "Listen to the people who buy merchandise in Boston," and on the inside, listener testimonials on improved reception are spotted against a coverage map background.

The second piece, in black and white, invites "Listen to the men who sell merchandise in Boston" with boxed imprints of letters from businessmen and merchants who "know a good product" placed against the same coverage map background.

Helpful Blow-Up

WJR's promotion director, Bob Anthony, has recently installed a new and colorful window display in one of the extra large windows of the Wabeek State Bank of the Fisher Bldg., on the busy intersection of Grand Boulevard and Second Boulevard in Detroit. The display incorporates large blow-up of the outlet's call letters visible to passing autos and special groups of glossy stills depicting local and network talent in action. Current shows plugged are "Hermits Cave," local Sunday night, "Singin' Sam," recently added transcribed series, and "Blondie."

Gunnison Rites Held

Royal Arch Gunnison, Mutual correspondent killed in a China air crash last week, was buried Tuesday in Hong Kong's Happy Valley Cemetery. Among those who eulogized Gunnison were the U. S. Consul and the governor of Hong Kong.

Flamm Postpones Club Opening

Owing to World Series coverage, during which time sports editors around the nation will be called from their posts, the initial opening of the Aldecess Country Club has been postponed until Oct. 18, it was announced by Donald Flamm, president.

William Lang Renewed

The William H. Wise & Co., Inc., has signed a 52-week renewal contract with ABC for sponsorship of "William Lang," a commentary program heard over ABC Tuesdays from 11:45 to 12 noon, EDT. The renewal contract is effective Sept. 17, 1946, and the agency is Huber Hoge & Sons, New York.



Personal Postcards. . . !

● ● ● MILTON BERLE: The deal for Olsen and Johnson to follow you at Nicky Blair's Carnival will be set this week. They go in about Jan. 2nd and you go out with about \$400,000—a record we predict will never be broken. . . . PHID SPITALNY: Everybody along Radio Row is saying that your opener Sunday was your all-time high. . . . FRED ALLEN: One more statement from you about this being your last year on the air and you'll tie Harry Lauder's record for retirement stories. . . . AFRA: My spies in your organization tell me that there'll be a substantial hike in actors' fees for '47. . . . MILTON BLOW: Your refusal to allow Billy House to be a permanent fixture on the Vallee show will be a kick upstairs for the fat boy, who is now getting his own show. Incidentally, what do you think of "It Pays To Be Ignorant" now, hm? Its new rating is 8.8, a full three-point leap. . . . ASCAP: H'wood will go all out next season on film lives of the composers. These are set: Rimsky-Korsakov, Jerome Kern, Schubert, and let's not forget Joe Howard. Now how about one on Solly Violinsky? . . . THE HATFIELDS & McCOYS: The Toots Shor-Oscar Levant feud is aflamin' and ablazin'. . . . JIMMY DURANTE: In your next film, "This Time For Keeps," Joe Pasternak has a sequencé for you in which you teach gals in burlesque how to do a strip tease. Can't wait, you wonderful fellow.



● ● ● LOUIS PRIMA: Letter from Ambrose in England informs me that you have the American rights to Europe's greatest smash of the year, a ditty called "Mama Mia." . . . TONY & SALLY DeMARCO: Bravo for your wonderful performance at the Persian Room. . . . BUNTY PENDELTON: The whole street is rooting for you in your opening tonite at the Hotel Gladstone's Victorian Room. . . . DORIS BROOKS: Hear you're job-hunting, honey. Should be a cinch to find what you want after the terrific build-up job you did on your ex, Ted Steele. . . . ETTA MOTEN: The grapevine tells me that your performance in the forthcoming "Lysistrata" will have the critics drooling. . . . LYLE STUART: Thanks for the note and good luck in the new enterprise. . . . ALLEN DUCOVNY: Bud Collyer, your star in "Superman," just got married to actress Marion Shockley. . . . ESTELLE SLOAN: Your great work in the film, "Night and Day," has gotten you one of the fattest parts in "Toplitsky of Notre Dame," which Bill Cahn will bring to B'way. A musical of a Toots Shor-ish sort of guy.



● ● ● HUBBELL ROBINSON: Tell us the story of why your arm is in a cast. So many rumors, y'know. . . . MEYER DAVIS: Literary Alley has Bob Considine or Earl Wilson putting your memoirs, anent Roosevelt White House parties which you played, between covers. . . . LEO DUROCHER: The price for your guest shots on radio has now been upped to equal the loot garnered by top name movie stars—and in my book, you're more than worth it. . . . AL JOLSON: Ferde Grofe and Les Brown have been added to your Advisory Board of the Song Hit Guild. . . . BOB LEAVITT: Is it true that you and the Merm expect another heir and is that why Mary Jane Walsh is understudying Ethel in "Annie"? . . . CHARLIE MARTIN: Understand that Leo McCarey bought your new book, "Upward To The Stars" for \$175,000. . . . JULES ZIEGLER: Saw you in that Sardi huddle with John Reber and wasn't the whispering about your Oscar Hammerstein-Richard Rodgers radio idea? . . . VICK KNIGHT: The welcome mat will be out for your arrival here in late Oct., with Benny Goodman show. . . . JAMES MELTON: That magnificent Geri Dorsey who is singing the title role of "La Tosca" opposite you in the LaScala Opera Co. tour is, in private life, the veddy veddy social and wealthy Mrs. B. Ogden Chisolm, of the Social Register. . . . TOMMY ROCKWELL: Dick Stabile is in H'wood to form a new band, not to go in pictures, as reported.



CHICAGO

PAUL HARVEY, news commentator, added a Sunday night spot to his five-a-week nightly schedule on WENR and his ABC Saturday and Sunday afternoon periods. Started Sept. 29, under sponsorship P. F. Stewart and Ashby Coffee Co., Harvey is doing a special 15-minute commentary at 10 p.m. over WENR. Account was placed through Roche, Williams & Cleary, Inc.

Russel M. Seeds Co., advertising agency, has opened offices in Hollywood, and appointed Lou Place as its West Coast representative, according to an announcement by Freeman Keyes, president of the agency.

Myron Wallace, announcer, narrator and newscaster, has been selected to narrate "Is it Fact—or Fiction?" which makes its debut over ABC Sunday, Oct. 6, 12:55 to 1 p.m., CST, under sponsorship of Brown & Williamson Tobacco Co. (Wing cigarettes), through Russel M. Seeds Agency.

Fred Waring and his Pennsylvanians arrived in Chicago last week; did five Windy City broadcasts and a concert on Oct 1 from the Civic Opera House. The Fred Waring program originated from the NBC studios in the Merchandise Mart on Sept. 26, 27 and 30, and Oct. 2, and from the Stevens Hotel on Oct. 1. The latter broadcast was aired by representatives from the American Meat Institute, sponsors of the program on Tuesdays and Thursdays. The Florida Citrus Commission sponsors the series on Mondays, Wednesdays and Fridays.

"Bob Elson on the Flagship," featuring the Chicago announcer and interviewer, will make its bow over WENR Monday, Oct. 14, under sponsorship of Consolidated Royal Chemical Co. (Krank's Shave Cream), through Arthur Meyerhoff Agency. The program, which is wire-recorded, will be heard Mondays, Wednesdays and Fridays, 10:30 to 10:45 p.m., CST. Contract is for 52 weeks.

John Wehrheim, assistant auditor, has been given the additional duties of assistant general office manager of the NBC central division, it was announced this week by John F. Whalley, business manager. Neil Murphy was promoted to assistant to the auditor, Frank Derose replacing Murphy as budget officer, and Junius Zlop replacing Derosa as bookkeeper.

For Exclusive PERSONALized Publicity

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

SAN FRANCISCO

R. AND MRS. MONTY MASTERS of KFO dramatic staff organized entertainment unit to give shows nearby army camps and hospitals. ...

Announce Changes At GE For AM, FM, Tele Station

Schenectady—Several changes and additions to the operating personnel WGY, WGFM, and television station WRGB were announced yesterday by G. Emerson Markham, status manager of General Electric coordinating the various units which comprise the firm's broadcast- and video facilities here. ...

Rutgers Football On WHOM

Six broadcasts of the Rutgers University football games over WHOM will be sponsored by P. J. Young Dry Goods Co., of New Brunswick, N. J. WHOM will carry complete schedule Rutgers gridironers with four home games sponsored as well as two away from home. ...

WANTED An experienced copywriter. WENT Gloversville, N. Y.

FCC Grants 32 Tele CP's; 21 Applications Still Pending

(Continued from Page 1)

censed stations rendering broadcasts; 32 outstanding CP's authorizing new stations; 14 applicants designated for hearing and awaiting decision; 11 applications pending disposition of hearings in related cases; 10 applications pending receipt of information requested by the commission, and six applications being "processed."

In addition to the William Penn Broadcasting Co., the grantees include the following:

- A. S. Abell Co., Baltimore, Md.; Albuquerque Broadcasting Co., Albuquerque, New Mex.; American Broadcasting Co., Inc., Chicago, Ill.; Samberger Broadcasting Co., Washington, D. C.; Carter Publications, Inc., Ft. Worth, Tex.; The Chronicle Publishing Co., San Francisco, Calif.; Courier Journal and Louisville Times Co., Louisville, Ky.; Allen B. DuMont Lab., Inc., Washington, D. C.; The Evening News Association, Detroit, Mich.; The Evening Star Broadcasting Co., Washington, D. C.; Havens and Martin, Inc., Richmond, Va.; Hearst Radio, Inc., Baltimore, Md.; Intermountain Broadcasting Corp., Salt Lake City, Utah; Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa; King Trendle Broadcasting Corp., Detroit, Mich.; KRLD Radio Corp., Dallas, Tex.; KSTP, Inc., St. Paul, Minn.; National Broadcasting Co., Inc., Cleveland, Ohio; National Broadcasting Company, Inc., Washington, D. C.; National Broadcasting Company, Inc., Chicago, Ill.; Oregonian Publishing Company, Portland, Ore.; The Outlet Company, Providence, R. I.; The Philadelphia Inquirer, a division of Triangle Publications, Inc., Philadelphia, Pa.; The Pulitzer Publishing Company, St. Louis, Mo.; Radio-Television of Baltimore, Inc., Baltimore, Md.; Raytheon Manufacturing Company, Waltham, Mass.; Scripps-Howard Radio, Inc., Cleveland, O.; WBEN, Inc., Buffalo, N. Y.; Westinghouse Radio Stations, Inc., Boston, Mass.; WJAC, Inc., Johnstown, Pa.; Zenith Radio Corporation WTZR, Chicago, Ill.

Applications designated for hearing and awaiting decision include those in Los Angeles and New York.

Applications Pending

Applications being held up pending the disposition of hearings in "related cases" include the following:

- American Broadcasting Company, San Francisco, Calif.; Don Lee Broadcasting System, San Francisco, Calif.; Hughes Tool Company, San Francisco, Calif.; Dorothy S. Thackrey, San Francisco, Calif.; Maison Blanche Company, New Orleans, La.; New England Theaters, Inc., Boston, Mass.; United Detroit Theaters Corp., Detroit, Mich.; Allen B. DuMont Laboratories, Inc., Cincinnati, Ohio; Allen B. Dumont Laboratories, Inc., Cleveland, Ohio; Allen B. DuMont Laboratories, Inc., Pittsburgh, Pa.; Interstate Circuit, Inc., Dallas, Tex.

Most of these are being held up

pending FCC's investigation of Paramount.

- Applications awaiting information requested by the commission include: Crosley Broadcasting Corporation, Cincinnati, Ohio; Crosley Broadcasting Corporation, Columbus, Ohio; Crosley Broadcasting Corporation, Dayton, Ohio; Radio Sales Corporation, Seattle, Wash.; Connecticut Television Company, Bridgeport, Conn.; E. F. Peffer, Stockton, Calif.; Jacksonville Broadcasting Corporation, Jacksonville, Fla.; Philadelphia Daily News, Philadelphia, Pa.; Fort Industry Company, Toledo, Ohio.

Applications being processed include:

- Wm. Penn Broadcasting Company, Philadelphia, Pa.; Broadcasting Corporation of America, Riverside, Calif.; Minnesota Broadcasting Corporation, Minneapolis, Minn.; Associated Broadcasters, Inc., San Francisco, Calif.; WGN, Inc., Chicago, Ill.; Wm. H. Block Company, Indianapolis, Ind.

Additionally, receipt of 11 applications for new standard stations in scattered sections of the country was announced by the FCC. They include:

- Bermac Radio, Inc., La Crosse, Wis., to be operated on 1,490 kc, 250 watts, unlimited; Berkshire Broadcasting Co., North Adams, Mass., to be operated on 1,230 kc, 250 watts, unlimited; Frequency Broadcasting System, Inc., Shreveport, La., to be operated on 1,290 kc, 250 watts, unlimited; Louise C. Carlson, New Orleans, La., to be operated on 1,230 kc, 250 watts, unlimited; Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn., to be operated on 900 kc, 1 kw daytime.

- Also Seminole Broadcasting Co., in or near Wewoka, Okla., to be operated on 1,490 kc, 250 watts, unlimited; Forest Capital Broadcasting Co., Lufkin, Texas, to be operated on 1,420 kc, 1 kw, unlimited; Shasta Cascade Broadcasting Corp., Mt. Shasta City, Calif., to be operated on 1,340 kc, 250 watts, unlimited; Hillsdale Broadcasting Co., Inc., Hillsdale, Mich., to be operated on 830 kc, 250 watts, daytime; F. F. McNaughton and Louis F. Lourig, a partnership doing business as the La Salle County Broadcasting Co., La Salle, Ill., to be operated on 1,490 kc, 250 watts, unlimited; Sarkes, Bloomington, Ind., to be operated on 1,340 kc, 250 watts, unlimited.

Lie Commends WWRL

Trygve Lie, Secretary-General of the United Nations, in a letter to Fred Barr, program director of WWRL, this week expressed appreciation to the station for its "personal assistance" and "active interest" in the UN's search to obtain housing accommodations for UN personnel at Lake Success, L. I.

In his letter Lie reported: "In response to the appeals broadcast from your station, the citizens of Long Island have been most generous in offering accommodations for individuals associated with United Nations."

NEW BUSINESS

Frederic W. Ziv Co., producers of "The Barry Wood Show," quarter-hour transcribed open-end musical, adds these new sponsors on a 52-week basis: J. A. Kirven Co., 5 per week over WDAK, Columbus, Ga. Vicks Chemical (Morse International) 3 per week over WBZ, Boston, KYW, Philadelphia, WEAN, Providence, R. I., WGY, Schenectady, N. Y. Lansing Water & Light Co., Lansing, Mich., 3 per week over WJTM, Lansing. Delchamps' Food Store, Mobile, Ala., 5 per week over WKRG, Mobile. "The Barry Wood Show," produced in the New York office of Frederic W. Ziv Co., stars Barry Wood as singing host; Margaret Whiting, the Melody Maids and Henry Sylvern and his orchestra.

Sponsors On WBKB, Chi., Take All Commercial Time

Chicago—All time available for commercial sponsorship on television station WBKB has been sold and plans for fall programs are nearing completion, according to Bill Eddy, director of the station. The new schedule includes several established radio shows which will get television treatment for the first time. The head man of the radio breakfast table, Don McNeill, is transferred to an evening tele spot for "Don McNeill's Dinner Club," under sponsorship of Marshall Field & Co. It will be telecast at 8 p.m. Wednesdays for the next 26 weeks. The series started Sept. 25.

As previously announced Ford Motor Co., is sponsoring telecasts of Northwestern University home football games direct from Dyche Stadium in Evanston.

WBKB's commercial schedule also includes ABC's "Stump the Authors" at 9 p.m. Fridays, the Fair Store's "Telechats," featuring Bill Hamilton; Cutter Cravats' "Human Interest in the News," with Bob Wright; Commonwealth Edison's "Telequizicals," and a quadrupled schedule of illustrated time signals sponsored by Elgin Watch Co.

BALTIMORE'S Listening Habit WABC MUTUAL BROADCASTING SYSTEM John E. ... George H. ... General Manager

Radio Donating Time For Vets Bureau Series

(Continued from Page 1)

paid high tribute to the public service spirit of broadcasters.

Shows in the new series, each a special "capsule" version of the regular network offering, features Meredith Willson, great artists in music (Telephone Hour), Tommy Dorsey, Wayne King, Evening With Romberg, Dick Haymes, Contended Hour, Chicago Theater of the Air, Howard Barlow (Voice of Firestone), American Melody Hour, Jack Smith, American Album of Familiar Music, and Frank Morgan. Forty-nine stars and 12 bands are presented.

Co-operating sponsors, and their agencies, who agreed to use the VA information for veterans in insurance, loans, medical care and education and training in place of usual commercials, are:

Meredith Willson, General Foods, Benton & Bowles; Great Artists in Music, American Telephone & Telegraph Co., N. W. Ayer & Sons, Tommy Dorsey, Standard Brands, Inc., J. Walter Thompson Co.; Wayne King, American Tobacco Co., Music Corporation of America; Evening with Romberg, Brown & Williamson Tobacco Co., Russel M. Seeds Co.; Dick Haymes, Electric Auto-Lite Co., Ruthrauff & Ryan; Contended Hour, Carnation Co., Erwin, Wasey & Co.; Chicago Theater of the Air, (WGN-sustaining); Voice of Firestone, Firestone Tire & Rubber Co., company handled direct; American Melody Hour, Sterling Drug Co., Inc., Frank Hummert; Jack Smith, Procter & Gamble Co., Dancer-Fitzgerald-Sample, American Album of Familiar Music, Sterling Drug Co., Inc., Frank Hummert; Frank Morgan, American Tobacco Co., Foote, Cone & Belding.

The series can be booked by stations gratis, prepaid. Through the branch radio chiefs of the VA in Boston, New York, Philadelphia, Richmond, Atlanta, Columbus, Chicago, St. Paul, St. Louis, Dallas, Seattle, San Francisco and Denver. A complete promotion book, containing program notes, spot announcements and press releases is supplied to each station ordering.

CBS Splits Web Saturday For Two Grid Contests

For the first time in its coverage of national college football games, CBS will split the network next Saturday between stations covering the East, South and West.

Red Barber, network's sports director, inaugurates his program of regional coverage of college grid when he and Jimmy Dolan air the Columbus-Navy game from Baker Field at New York for Eastern listeners. This game will go on the air at 2:00 p.m., EST.

At 2:45 p.m., from Dyche Stadium, Evanston, Ill., Connie Desmond will make his debut as announcer on the CBS network when he broadcasts the Northwestern-Wisconsin game for listeners in the South, Midwest and Far West.

SOUTHWEST SIDELIGHTS

AUDITIONS are to be held in the studios of WFAA, Dallas, for a vocalist to join Sigmund Romberg. Winner will appear in a 118 concert tour.

Plans are under way for a half-hour program to be aired each Sunday over KCOR, San Antonio, by the local group in affiliation with the National Association for the Advancement of Colored People. Programs would be a roundtable discussion of the Negro by members of the race in San Antonio, and other sections of the state.

KVET, Austin, became a Mutual outlet when it took to the air on Oct. 1. Station operates with 1,000 watts on 1300 kilocycles, full-time. KNOW which has been with Mutual will become full-time American Broadcasting Co. outlet.

Jerry Lee will be heard in "Football Forecasts" over WOAI, San Antonio, for a quarter-hour each Saturday afternoon preceding each Southwest Conference football game. Airings are being sponsored by B-1.

Bryan Bisney has been named commercial manager for KFRO, Longview. Bisney comes here from a position as account executive at CKEY, Toronto.

Ben Kernan, merchandising director for WOAI, San Antonio, is the proud father of a baby daughter, born at a San Antonio hospital Sept. 27.

Call letters for the new Jacksonville station owned and operated by Bill Laurie will be KEBE. Station

will operate with 250 watts on 1400 kilocycles.

Application has been submitted by the McKinney Air Enterprises, Inc., of McKinney, to the FCC for license to operate a standard broadcast station on 780 kilocycles with a power of 250 watts, daytime only.

"So You Think You Know Sports," is the title of a new series of half-hour quiz shows to make its debut over KTSA, San Antonio, on Oct. 3. Airings will be sponsored by Catto & Putty, local auto supply dealer. Bob Holleron, KTSA sports editor and Harold Scherwitz, editor of the San Antonio Light sports department will be regulars on the airings. There will be two other coaches on the board of experts to be selected each week. Prizes will be awarded listeners who stump the experts.

Ted Nabors, program director of KTRH, Houston, is back at his desk following attendance at the CBS Program Manager's Clinic held in New York City. J. C. Kellam of KTBC, Austin, and Joe Phipps also of KTBC, were also in attendance.

Bob Holleron, and Bob Hopper aired a special wire-recorded account of a train trip from Austin to San Antonio over KTSA, San Antonio. Holleron is special events chief of KTSA and was in the cab of the locomotive. Interviews with the crew was also heard. Hopper is engineer.

KEBE, Jacksonville, and KCMC, Texarkana, will become outlets of the Keystone Broadcasting System.

Two-City Tele Exchange Set By NBC-Philco Deal

(Continued from Page 1)

charge of television for the network and John B. Loveman, vice-president in charge of television broadcasting for Philco.

"This agreement will make it possible for NBC and Philco to bring many of the nation's outstanding television programs to Philadelphia," Royal and Loveman said in a joint statement. In turn, it was added, programs of general interest originating in Philadelphia will be relayed to New York.

Arrangement will provide the first regular two-way video relay service in the history of the industry, "and will be an important landmark in the development of the television art," the statement added. "Signing of this agreement is a fitting climax" the statement said, "to the five years' preliminary work that Philco and NBC have done in the field of television relaying and perfecting of New York to Philadelphia telecasts."

Initial broadcasts under this project will begin when the AT&T cable is made available to both companies, it was explained. Cable has been used several times before to relay such broadcasts as the Lincoln's Birthday Memorial program from Washington, D. C., the Army-Navy game at Philadelphia, and the Army-Notre Dame game in New York last year.

ATW Group To Launch First Tele Show On WABD

(Continued from Page 1)

4, scheduled over WABD, and WTTG, Washington at 8:30 p.m., EST, it was announced yesterday. Vera Allen, acting chairman of the board of the ATW, will be the guest star.

Program is the first of four telecasts of Broadway stage hits, to be aired on alternate Fridays, as part of the eight-weeks course for students in the Wing's professional program. "Angel Street," "Personal Appearance" and "The Vinegar Tree" are expected to be telecast by the veterans, according to Bob Loewi, director and supervisor of the productions.

The class, comprising 22 members, was selected by the ATW from the veterans who attended the television seminar of the Wing conducted last summer by Worthington Miner.

Included in the first telecast in addition to Miss Allen, are Joe Graham, Harry Babbit, Fay Marlowe, Jane Dulo and Harold Gray. Byron McKinney will act as narrator. Dwight E. Hook, Jr., of Bob Loewi Productions, will design the sets.

Double Anni. For Grossman

Henry Grossman, director of technical operations for CBS, this week celebrated a double anniversary: his own birthday and his 16th year with the network.

Telev viewers To Join In TBA Conference

(Continued from Page 1)

which will be carried to television viewers on the Atlantic seaboard will be the address of Benjamin Cohen, assistant general secretary of United Nations, at the UN luncheon on opening day; a preview of 20 new model television receivers displayed by eight manufacturers and personalities appearing at the two day conference.

In announcing the program the Austrian put special emphasis on the United Nations luncheon and the display of television receivers which will be televised. He added that the innovation of "merchandising" telecasts via television was particularly worth noting. It marks the first time that televiewers in four cities have seen such a showing simultaneously.

Poppele Optimistic

Jack Poppele, president of TBA and Will Baltin, secretary, also discussed plans for the convention. Poppele said registrations indicated that the attendance would surpass the two day conference two years ago. There were 525 registrants of record yesterday and this number will swell to 1,000 or more by conference time, Poppele said.

Tele Program Plans

The Du Mont station WABD, New York has the most ambitious program schedule of New York stations in connection with the conference. WABD is virtually turning over its schedule to the convention. Bob Emery, director of sustaining programs, revealed. One WABD highlight is a program devoted to finalists in the search for "Miss WABD" which will be carried from 2 to 2:30 p.m., on Thursday, Oct. 10. Another is a film presentation which will be a flash back to WABD programs of the past which were filmed directly from the face of a Du Mont television tube. Two special pickups from Washington direct to the convention have also been arranged.

Annual TBA Awards of Merit will be presented to individuals for outstanding contributions to the development of television commercial and technically at the banquet of Thursday evening. The awards are to be made by Paul Raibourn, vice-president of Paramount Pictures, Inc. and president of Television Productions, Inc., who heads the TBA Awards committee.

Wildroot Signs King Cole Trio

Wildroot Company has signed the King Cole Trio for their new NBC time on Saturdays from 5:45 to 6:00 P. M. The complete network will be used. A highlight of each week's broadcast will be a request number which will be the favorite tune of an NBC star. The series will start October 19th.

Wedding Bells

Bob Brillmayer, "Pot of Gold" owner, and Bernice Gaines, of Kerbyon & Eckhardt's radio copy department, plan to be married some time this month.

Baseball, Nazis And "Turtle" Offer Big Special Events Day

(Continued from Page 1)

S. radio audiences a chance to see sentences as they were read by judge on the court room floor. Radio facilities in the German city were reported good with booths included in the rear of the court room. Words by the presiding judge were carried by wire into the radio booths where an earphone could be pressed against a radio mike. Communications from Nuremberg yesterday morning during the highlight hours was received fairly good.

NBC correspondent Edd Johnson was on at 11:30 a.m., with an in-

Hull Canceled

Mutual scheduled a statement by Cordell Hull on the Nuremberg trials at 8:05 p.m. last night, but comment recorded Monday by Al Warner, net's Washington news chief. Hull suffered a stroke early Tuesday and was reported as "having taken a turn for the worse" last night. Mutual claimed an exclusive on Hull's statement prior to a general release.

view with the three Germans who were acquitted—Schacht, Fritzsche and von Papen. All nets made at least one pickup from Nuremberg during the morning with Mutual's net opening at 9 a.m., and carrying four broadcasts throughout the day. At 8 p.m., last night Mutual correspondent Arthur Gaeth interviewed Colonel Sirus, Allied defense attorney during the trials, and Chaplain Gerecke, U.S. Army, who probably will administer the last rites to those sentenced to death.

Independent stations yesterday morning were constantly interrupting programs to flash sentences as they came in from Nuremberg at frequent intervals. Each condemned German made an individual appearance to hear his own sentence, which came out three minutes apart.

While the Nuremberg verdicts were being broadcast, network special committee directors sought to determine where and when the navy plane "Truculent Turtle," completing a record-breaking flight from Australia, would land. Early yesterday it was

not known just where the plane would land, so ABC placed wire recorder crews in Columbus, Ohio, Pittsburgh and Washington. Mutual readied a special events crew at Columbus and Anacostia and alerted Pittsburgh and Morgantown, W. Va.

NBC and CBS also were on deck at Columbus, and CBS earlier stationed men in Seattle and Washington, D. C. ABC reported breaking into "Glamor Manor" at 12:25 p.m., to announce the plane was over Columbus and three minutes later it landed. At 12:30 p.m., all nets were on the air with the event from Columbus, interviewing the plane crew and describing the gala scene.

NBC's broadcast of the arrival of the "Truculent Turtle" was handled by Dave Brinkley of the Washington staff while other nets used announcers from their affiliated stations in Columbus. Reporting for CBS was Bill Corley of WBNS, for ABC Gene Ragel of WCOL and for Mutual John Moses and Bob Sweeney of WHKC. Latter pair also did a broadcast for Mutual at 12:05 p.m., from Columbus airport about 23 minutes before the plane landed.

Approximately 300 Mutual stations carried the broadcast yesterday of the Dodgers-Cardinals playoffs in St. Louis. In addition, other networks came in with assistance in carrying the word about doings in the National League finale and ABC gave scores during station breaks. Galen Drake, in his 1:30 p.m., show over WJZ, devoted a portion of his program to last minute dope from St. Louis. And at 3:30 p.m., Walter Kiernan, also on WJZ, discussed at length the game's highspots.

NBC carried a special resume of the game last night in its 7:15 p.m., news roundup and will do the same when the teams move to Brooklyn. Many radio newscasts late yesterday inserted a special baseball resume.

WHN abandoned its baseball ticker Tuesday and shipped Red Barber to St. Louis for eye witness coverage. Connie Desmond will rejoin Barber at Ebbets Field Thursday when WHN feeds the pair's play-by-play to the Mutual network.

New Station Managers Announced By Ted Taylor

D. L. "Ted" Taylor, exec. partner of Taylor-Howe-Snowden Radio Sales, announced the appointment of Archie J. Taylor as manager of radio station KANS, Wichita, Kans., and of Iron W. (Barney) Ogle as manager of radio station KRGV, Weslaco, Tex. Mr. Taylor, formerly manager of KGV in Weslaco, replaced Jack Add, who has resigned to move to Boulder, Colo., to manage a new station there.

Mr. Ogle, who came up through the Taylor-Howe-Snowden ranks, was assistant manager of KRGV before his recent promotion to the post of station manager.

New Sponsor Signed For WQXR Music Series

"Just Music," light classical music program heard over WQXR nightly from 10:30-11 p.m., picks up a sponsor for two nights a week beginning Oct. 1 when Wine Shippers Import Corporation underwrites Tuesday and Thursday broadcasts. Thirteen-week contract was placed by Redfield-Johnstone, Inc.

Charlotte Adams 10:05 a.m., morning program, "The Run of the House," has acquired two more participating sponsors. Firm of Harry Jay Treu, fur remodeler, came in through Jasper Lynch and Fishel, Inc., while Velo-Derma began sponsorship thru Norman A. Mack & Co.

This is YOUR chance to hear—

Arthur Pryor, Jr., vice-president in charge of radio, B.B.D. & O.

Frank E. Mullen, executive vice-president, National Broadcasting Company

James Lawrence Fly, ex-chairman, Federal Communications Commission

Dean Mildred Thompson, Vassar College

If you are interested in radio, you will want to attend the Radio Executives' Club's first luncheon meeting of 1946 in the Hotel Roosevelt, tomorrow, October 3rd, where these outstanding speakers will present their views on "Responsibility in Radio" for:

- The Advertiser
- The Broadcaster
- The Government
- The Public

The cost of the luncheon is \$2.25 for members; \$2.75 for non-members. Tables will not be reserved—first come, first served—and doors to the Hendrik Hudson Room will open at noon. Luncheon will be at 12:30 sharp.

Make it a date: Tomorrow, Thursday, October 3rd, at the Hotel Roosevelt.

RADIO EXECUTIVES CLUB OF NEW YORK

COAST-TO-COAST

— TEXAS —

DALLAS—Bonnie Jo Spear of Houston was selected by Bob Hope as winner in his search for a singer conducted throughout Texas by the Interstate Theaters Circuit. . . . She will receive an all-expense trip to Hollywood and an engagement on one of Hope's airings during the fall. . . .

AUSTIN—Irene Crockett, director of KTBC's new women's feature, "What's New," is now being featured in a variety of topics each day, in everything from your favorite musical selection to the latest Austin club news and civic activities. . . . Dorothy Cloud, KTBC traffic manager, returned to the outlet after an absence during which time she attended the Public Service Radio Institute at the University of Wisconsin.

— WEST VIRGINIA —

BECKLEY—Recent additions to the WJLS announcing staff include: Mervyn Amols, formerly of WCOP, Boston and Anthony Cummings, formerly with WLEU, Erie, Pa. . . . Jack Pevara, chief announcer, back after two weeks vacation in Ohio and Michigan. . . . The boss, Joe L. Smith, Jr., tanned and vigorous after vacationing down Virginia Beach way. . . . "The Quarterback Club," with Jerry McDevitt interviewing local coaches every Saturday ayem. . . . "Art Baker's Notebook" being aired by national mail order and local retail concern. . . . Lost John Miller, WJLS hillbilly artist, hitting big time with his new song, "Rainbow at Midnight." "Sandy" Tepina toiling again at traffic manager's desk after vacationing in Washington.

— OHIO —

MARION—Jack Quinn, former disc jockey at WERC, and, prior to two and a half years in the Army, with WICA, has joined WMRN. . . . Hal O'Halloran, Jr., recently in the WLS production department and, before his three years Air Corps service, with WLW as news and sports editor, is the new WMRN farm editor. . . .

DAYTON—John Pattison Williams, veepee of WING and WIZE and president of the Ohio Association of Broadcasters, has been elected committeeman for the Second District Stations Planning and Advisory Committee of the American Broadcasting Company. . . .

MANSFIELD—WMAN has scheduled a series of airings featuring students of Ashland College and high school students from 20 nearby towns. . . . Produced and announced by W. H. Miley, head of the Ashland College speech department, series will run the balance of the year.

Send Birthday Greetings To—

October 2

Martha Atwood Groucho Marx
Joan Shield Cecil Ray
Harold W. Cassill Ray Shield
Rosemarie Brancato

— MISSOURI —

KANSAS CITY—Sponsored by the Crown Drug Company, Walt Lochman, KCMO director of sports is airing the top Big Six gridiron event of the week. . . . For a four-day period, KCMO supplemented its regular newscasts to Kansas citizens with exclusive neon-flashed news from the Goodyear blimp, the Ranger. . . . Blimp is on tour through the mid-west in an effort to make the region more conscious of the value of lighter-than-air craft as a supplement to the airplane. . . . Myron Curry, former KMBC announcer, was recently upped to continuity editor, assuming duties vacated by Robert Liggett, recently appointed WCAR program director. . . . Ruthann Thomas, of the continuity department, moves to KMBC to take over script for the Philharmonic broadcasts.

— CANADA —

VANCOUVER—David Spencer Ltd. department store here, has increased its radio activities with the addition of "Swingtime at Spencer's," weekly live talent show slanted to the younger listeners on CKWX. . . . Ron Robertson, is permanent emcee of the show with Reo Thompson handling production. . . . Vick Chemical Company has renewed sponsorship of thrice weekly weather reports on CKWX. . . . Canadian Legion, through its British Columbia Executive Council, has purchased 26 quarter-hour periods on CKWX for "Legion News." . . .

MONTREAL—William J. O'Reilly, until recently a member of the CBL announcing staff, has been named to the new position of program director of CBM. . . .

CORNWALL—Harrison Flint, CKSF manager, is back to work after a five-week illness. . . . Gerard Chaussi and Donald Page, both new to radio, have joined the control room staff of CKSF.

— UTAH —

SALT LAKE CITY—Through their recently established affiliation with the Salt Lake Tribune Telegram, KALL and the Intermountain Network are bringing four intermountain states complete news coverage seven days a week. . . . Stations involved in the new set-up include KALL, KOAL, KOVO, KVNJ, KFXD, KVMV, KID, KVRS, KWYO, KDFN, KPOW, KLO, KRJF. . . . Four news broadcasts emanating from the specially constructed booth in the Tribune-Telegram Bldg., go out to these stations, which are located in Utah, Idaho, Wyoming and Montana. . . . Mark Hamson, with the Merchant Marine during the war, is the new addition to the KDYL promotion department. . . . Jack Powers, 34, prominent radio executive here, passed away in sleep while on a short vacation trip in a canyon resort nearby.

— INDIANA —

KOKOMO—Betty Benson, former featured vocalist with Ray Herbeck and Jimmie James orchestras, is now starred on "Kokomo Kafe," combination variety and audience participation show. . . . Allen Jeffries, formerly of WOWO and United Press, Indianapolis, has joined the WKMO staff as featured newscaster and news-writer.

BMI Pin Up SHEET

Hit Tunes for October (On Transcriptions)

- BEST MAN, THE** (Vanguard)
LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Freddy Martin
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence
WORLD—Les Brown
- BLUE CHAMPAGNE** (Encore)
ASSOCIATED—Richard Humber
STANDARD—Freddy Martin
" The Californians
WORLD—Charlie Spivak
MacGREGOR—Henry King
THESAURUS—Vincent Lopez
" George Wright
LANG-WORTH—Johnny Long
" Al Trace
- COFFEE SONG, THE** (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jimmie Grier
WORLD—Les Brown
STANDARD—De Castro Sisters
" George Wright
CAPITOL—King Sisters
- EV'RYBODY LOVES MY BABY,
MY BABY** (Goode)
WORLD—Charlie Spivak
LANG-WORTH—Frankie Carle
CAPITOL—King Sisters
- I GUESS I'LL GET THE PAPERS
AND GO HOME** (Campbell-Pargie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
WORLD—Russ Morgan
CAPITOL—Peggy Lee
- IT'S MY LAZY DAY** (Stevens)
ASSOCIATED—Evelyn Knight
LANG-WORTH—Chuck Foster
THESAURUS—Novatime Trio
WORLD—Russ Morgan
- MISSION OF THE ROSE, THE** (Wemar)
LANG-WORTH—Frankie Carle
" Al Trace
WORLD—Hit Herh Trio
THESAURUS—Vincent Lopez
PIN UP—Enoch Light
- MOON OVER BROOKLYN** (London)
WORLD—Guy Lombardo
ASSOCIATED—The Stardusters
LANG-WORTH—Blue Barron
THESAURUS—Novatime Trio
STANDARD—The Coronettes
" Joe Reichman
- TOO MANY IRONS IN THE FIRE**
ASSOCIATED—Richard Humber
" Stardusters
LANG-WORTH—Blue Barron
" Al Trace
" Chuck Foster
WORLD—Russ Morgan (Marks)
MacGREGOR—Don Swan
" Jimmie Grier
THESAURUS—Novatime Trio
CAPITOL—Hal Derwin
- VEM VEM** (Pemora)
LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Music of Manhattan
- WHATTA YA GONNA DO** (B M I)
THESAURUS—Novatime Trio
ASSOCIATED—The Stardusters
" Phil Brito
MacGREGOR—Don Swan
" Jimmie Grier
WORLD—Les Brown
PIN UP—Enoch Light
STANDARD—The Coronettes
LANG-WORTH—Randy Brooks
" Chuck Foster
- WHEREVER THERE'S ME THERE'S YOU** (Republic)
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Red Nichols
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
STANDARD—Dick Jurgens
CAPITOL—Peggy Lee
- WHO TOLD YOU THAT LIE?** (Stevens)
ASSOCIATED—Galli Sisters
" Phil Brito
PIN UP—Enoch Light
WORLD—Les Brown
STANDARD—Dick Jurgens
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron
" Al Trace
- WITHOUT YOU** (TRES PALABRAS)
(Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Veranae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
" The Californians
WORLD—Mischa Barr



BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 3

NEW YORK, THURSDAY, OCTOBER 3, 1946

TEN CENTS

Miller Addresses Legion

Nat'l Electronics Meet Opens Today In Chi.

Chicago—The National Electronics Conference, sponsored by the Illinois Institute of Technology, Northwestern University, University of Illinois and American Institute of Electrical Engineers, with the co-operation of the Chicago Technical Societies Council, gets under way today at the Edgewater Beach Hotel, and will continue for three days. Seventy manufacturers of electronic equipment have exhibits and a three-thousand attendance is expected from all parts of the country.

President H. T. Heald will welcome
(Continued on Page 6)

CBS Execs. To Discuss Promotion Plans For 1947

Promotion plans for 1947 will be discussed by promotion managers of CBS-owned stations at a meeting which will be held at the Hotel Pierre, New York, Oct. 7 to 10, John P. Cowden, director of promotion for the network, announced yesterday.

The CBS promotion managers expected to attend the meeting are Guy Cunningham, WEEI, Boston; Jules Dundes, WABC, New York City;
(Continued on Page 8)

WINS Completing Plans For 50,000 Watt Debut

First shuffle by Crosley of WINS program schedule is set for Oct. 14 and station hopes to step up power to 50,000 watts on same date, according to Robert E. Dunville, vice-president and general manager of Crosley Broadcasting Corp. Date for power increase is not definitely set although Crosley and station execs are hustling
(Continued on Page 8)

REC Meets Today

The Radio Executives Club of New York will usher in the fall and winter season today with a luncheon meeting at the Henrik Hudson room of the Hotel Roosevelt in New York. Speakers will participate in a roundtable discussion of "Responsibility in Radio." The speakers will be Arthur Pryor, Jr., Frank E. Mullen, James Fly and Dean Mildred Thompson.

Spot News Cover

Utilizing its new metropolitan news roundup facilities for spot news coverage, WEAJ, yesterday called on the Brooklyn Eagle's news staff to give them spot news coverage on a 5-alarm fire at Coney Is. and. Reporters from the newspaper gave details of the pleasure resort fire over a direct line into paper's editorial rooms during WEAJ's 6 p.m. newscast. Kenneth Banghart presented the newspaper reporters.

Evans, Powley Meet Today In NABET Strike

Philadelphia — Attempts to negotiate a settlement of the week-old strike of NABET technicians at the four owned and operated outlets of Westinghouse Radio Stations, Inc., will be made here today when Walter Evans, vice-president of the company meets with Allen T. Powley, president of the union.

The two executives met early in the
(Continued on Page 2)

Mutual's Arthur Gaeth To Cover Nazi Executions

Mutual's correspondent, Arthur Gaeth, will be the only American reporter witnessing the executions of 12 convicted Nazi war criminals at Nuremberg, it was revealed yesterday. There will be eight correspondents of the United Nations altogether,
(Continued on Page 2)

Radio Parts Manufacturers Petition OPA For Decontrol

Washington Bureau, RADIO DAILY
Washington—Radio parts manufacturers, as represented by the OPA radio parts manufacturers industry advisory committee, have voted unanimously to petition OPA for price decontrol, it was announced yesterday. Petitions will be made on the grounds that supply and demand for components of receiving sets are in "relative balance."
Eighteen separate petitions will be filed by the committee to comply

Head Of NAB Asks Support For Move To Avoid 'Gov't Control' Of Radio; Cites Industry's War Record

Gerl Urges Committee To Guide Tele "Ethics"

Philadelphia—A proposal that the television set manufacturers and broadcasters set up an industry-wide committee to draft and enforce a code of ethics against "excessive commercialization" of television programs was made yesterday before the Poor Richard Club here by Joseph Gerl, president of Sonora Radio & Television Corp.

"Without such a committee," said
(Continued on Page 8)

Pittsburgh Radio Stations Carry On With Power Strike

Pittsburgh—As the city of Pittsburgh goes into the 10th day of the power strike the radio stations continue to devote heavy coverage to the strike developments. All stations
(Continued on Page 2)

Coast Engineer Promises Electronic Color Tele

An all-electronic system of color television is being offered by Color Television, Inc., of San Francisco. George Sleeper, head of the company,
(Continued on Page 8)

San Francisco—Broadcasters are today "recapitulating the fight for freedom which man and press fought out a century and a half ago," NAB President Justin Miller told the American Legion convention here yesterday. Miller called upon the Legionnaires to line up with the industry to keep radio "free and untrammelled: to serve us in our achievements of peace as it served us in the achievements of war."

Miller reviewed for the convention the wartime record of radio, both as
(Continued on Page 7)

BBC Auditions 9000 In Vets' Talent Hunt

British Bureau, RADIO DAILY
London—Immediately after the end of World War II, the British Broadcasting Corporation began a search for new talent among the men and women returning to civilian life, and to date it has auditioned over 9,000 persons in London and nearby cities, it was announced this week. Thus far, over 2,500 artists have been
(Continued on Page 7)

Crosley Names Guenther To Dual Station-FM Post

Dual appointment of Wilfred Guenther as station relations manager of Crosley Broadcasting Corporation and acting manager of Crosley's FM station in Cincinnati was announced
(Continued on Page 2)

Turnabout

Thirty executives from the advertising departments of Standard Oil Co. of New Jersey, McCann-Erickson and Marschalk and Pratt met in the Harvard Club last week to toast the farewell of G. W. Freeman, who was retiring. Unusual angle was that the host was R. M. Gray, ad-sales promotion manager of Standard Oil—a client entertaining an agency executive!



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

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FINANCIAL

(Wed., Oct. 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Pittsburgh Radio Stations Carry On With Power Strike

(Continued from Page 1) are urging their listeners to conserve in the use of power and in some instances are recommending that householders dispense with lights and use only the power required by their radio receivers.

Mutual's Arthur Gaeth To Cover Nazi Executions

(Continued from Page 1) and Gaeth won the assignment in a drawing. Executions are tentatively scheduled for October 16.

AMB. 2142 For Air Checks-Line Checks Universal Recording Corp. 42nd FLR. CHICAGO

Coming and Going

MEADE BRUNET, managing director of RCA's international division, left by plane Tuesday for Mexico City, where he is now attending the First Inter-American Broadcasting Conference.

PAUL MOWREY, national director of television for the American network, left yesterday on a business trip to Washington, D. C. He plans to return tomorrow.

SAUL HAAS, chief owner of KIRO, Columbia network affiliate in Seattle, was a visitor this week at the New York headquarters of the web.

ART DONEGAN, assistant to Earl Mullin, publicity director at ABC, is in Philadelphia for tomorrow's broadcast of Tom Breneman's "Breakfast in Hollywood," which will originate at the Mastbaum Theater in the Quaker City.

WILLIAM B. LODGE, director of general engineering for CBS, and DR. PETER C. GOLD-MARK, the network's director of research and development, left last night for Chicago. They're now attending the National Electronics Conference, which will continue through Saturday.

HENRY JOHNSTON, managing director of WSGN, Birmingham, Ala., is back at the station following a trip to New Orleans, where he attended a meeting of the Fourth District (American network) planning and Advisory Committee.

S. BERNARD BERK, president of WAKR, outlet of ABC in Akron, Ohio, is in Gotham for a few days on station business.

KEN GORDON looked in yesterday at the offices of the Mutual web. He's the general manager of KDTH, Dubuque, Iowa.

TRAFTON ROBERTSON, formerly record m.c. of WMAL, Washington, D. C., has arrived in Norfolk, Va., and has taken over his new duties as conductor of a morning and an evening program on WTAR.

HAROLD FELLOWS, general manager of WFEL, Boston, is in town for confabs with officials of the Columbia network.

LAWRENCE RUDELL, manager of recording for the American network, is en route to Hollywood in connection with the new Bing Crosby show, which makes its debut Oct. 16 on ABC under sponsorship of Philco Corp.

ABNER J. GRESHLER, artists representative, is in Chicago conferring with M. M. Zimmerman, executive secretary of the Super Market Institute, on plans for the forthcoming convention, which will be held in the Stevens Hotel and for which Greshler will produce and stage the shows.

LANNY PITTMAN, publicity manager of WWJ, Detroit, is in town conferring with Du Mont video officials prior to the television debut of the station next month.

J. P. WILKINS, general manager of KFBB, Great Falls, Mont., is here on station and network business. KFBB is an outlet of CBS.

BILL WHITEHOUSE, ABC staff writer, who has been away for several weeks as a result of illness, got a big welcome back yesterday at the network's newsroom.

WAYNE STEFFNER, sales manager of the Columbia Pacific Network has arrived in New York and is getting together with Radio Sales executives at the offices of the web.

JESSYCA RUSSELL, New York editor of Magazine Digest, has returned from a two-week business trip to Hollywood.

JACK CARNEY, producer and director of the CBS program, "Give and Take," has left town for a vacation of three weeks.

MORRIS NOVIK, radio consultant, who spent the early part of this week in Lansing, Mich., is en route to the West Coast, where he'll confer with FM interests.

BUDDY LESTER has returned from St. Louis, home town, and is continuing his engagement at the Latin Casino in Philadelphia.

EDITH DICK, WWRL station manager, back from a 10-day vacation in Bermuda.

Crosley Names Guenther To Dual Station-FM Post

(Continued from Page 1) yesterday by James D. Shouse, president of the organization. As station relations chief for Crosley, Guenther will co-ordinate activities between WLW in Cincinnati and WINS in New York. The two appointments for Guenther, who recently returned from the Navy, represent latest in a series of executive positions he has held with Crosley since joining organization in 1938.

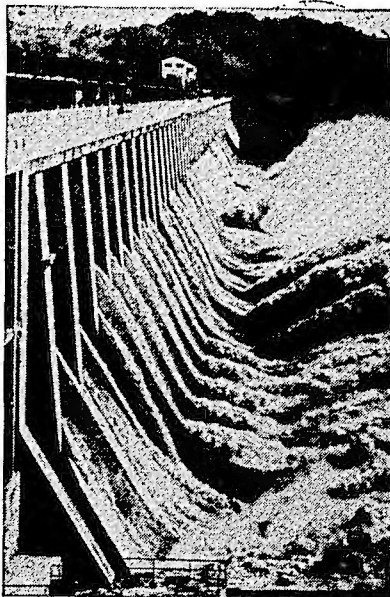
FM To Start Soon Shouse disclosed at same time that regular FM transmission from the top of the 48-story Carew Tower in Cincinnati will begin in the next 45 to 60 days. Shouse stated that application has been made for call letters WLW-A and that when the station begins operations, probably late in November, Cincinnati listeners will receive a minimum of six hours FM broadcasting daily. Experimental FM tests by Crosley engineers were begun in 1940.

Giants B. B. Series Extended Steve Ellis, sportscaster of "Giants Jottings" the New York Giants Sports Show, will continue on the air throughout the year sponsored by the New York Giants Baseball Club. "Giants Jottings" is heard over WMCA, 6:45 to 7:00 P.M., Mondays through Saturdays.

Evans, Powley To Meet Today In NABET Strike

(Continued from Page 1) week but no progress was made and both factions report "tough" opposition from the other. Powley revealed yesterday that the 1,300 members of NABET have agreed to donate funds providing for salaries of the 65 engineers while the strike continues. Stations involved in the walkout, and which have resumed normal operations under direction of supervising personnel, are: KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; and WBZA, Springfield, Mass.

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



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

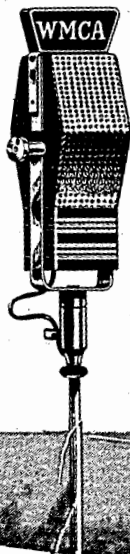
W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H. For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town. W-I-T-H belongs on any list that wants to make sales.

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

The happy medium in music produces the happy maximum in listener appeal!

WMCA airs music, day and night, of a character not heard regularly on any other station in the New York area. The music consists of the melodies and songs that America loves best. It is neither jive and boogie-woogie at one extreme nor the heavy classics at the other extreme. It is music with character, depth, and permanence, music that appeals to every human being.

Why has WMCA adopted this policy? Because we believe that this is the music that most people like to hear most of the time. We believe, moreover, that this middle ground of music is enjoyed by the greatest number of *buying* radio listeners in the New York market.



wmca

570 · first on New York's dial

REPRESENTED BY WEED & COMPANY

471714

With The



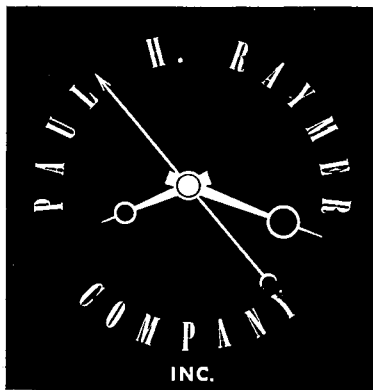


Right Men In the Field—

This play started in the field...and paid off where it counts most. It takes men out there who know the game, who have a way of being in the right place at the right time for a truly winning combination.

And that's why this company has been so successful during the past fourteen years. Our men in the field know where to be and when to be there. They are specialists in their positions. They've trained hard, have come up through the "minors" and are proud of their experience and ability.

The radio stations we represent recognize this winning combination. Their volume of spot sales is proof of it.



PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO



One of America's greatest instrumental trios, THE THREE SUNS, has been paired up with the nation's top song stylists to make up one of the most entertaining quarter-hour musical shows ever offered to local advertisers. It's called:

THE THREE SUNS AND A STARLET Styled of Sunlight and Stardust, THE TREE SUNS AND A STARLET features the same trio that has won world-wide fame through regular broadcasts over the NBC network, through their countless phonograph records and nightly appearances at New York's swank Circus Lounge.

* * *

Starlets Nan Wynn, Dorothy Claire, Irene Daye and Kay Armen balance the magic melodies of THE THREE SUNS with their distinctive stylizations of tunes of the day. As master mixer of this musical cocktail, we have chosen the popular young announcer whose voice you hear every week on THE RADIO HALL OF FAME, THE THIN MAN and MY TRUE STORY . . . Glenn Riggs.

* * *

Musical shows stand high on the list of listener preference and THE THREE SUNS AND A STARLET is a show with an IRRESISTIBLE MUSICAL APPEAL. Designed for LOCAL and REGIONAL sponsorship, it is priced on a distributed cost basis through the financial magic of NBC Syndication.

* * *

When you write for your audition record and presentation, we'll tell you of a special audience promotion plan in connection with THE THREE SUNS' phenomenally successful tune "Twilight Time."

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



Michigan Avenue Memorandum. . . !

• • • Fred Waring's Oct. 1 concert at the Civic Opera House was a sell out. . . . Songstress Dottie Dolson getting rave notices as result of her vocalizing the past week on the Breakfast Club. She looks like a good bet to permanently fill one of the two singing spots vacated

Chicago by Nancy Martin and Ilene Woods. . . . Saxie Dowell, currently baton-waving at the Blackhawk, has 13 musicians in his band because 13 is now Saxie's lucky number. The reason goes back to Saxie's naval service during the war when he was chief musician aboard an aircraft carrier, the USS Franklin. The Franklin, which refused to go down under a punishing Jap bombardment, was known in Navy parlance as the CV-13, carried Air Group 13 and was hit by Jap bombs first on Oct. 13. All of the band's musical instruments were lost during the bombardment, but Saxie borrowed a trumpet and trombone from some officers, rounded up some pots and pans for the rest of the band and thus helped boost the morale of the ship's survivors while the gallant carrier made its precarious way into New York harbor.

★ ★ ★

• • • Dan Thompson, radio director of the National Safety Council, is the new head of the Publicity Club of Chicago. Bruce Dennis, WGN public relations director, was elected a director of the club. . . . WBBM's special events director Jim Hurlbut was aboard the nation's first flying postoffice on its initial flight from Washington last week. A WBBM engineer with a portable wire-recorder met the plane at Dayton, Ohio. During the flight to Chicago, Hurlbut interviewed those aboard and described the new postal system.

★ ★ ★

• • • A Chicago columnist, who has been beating the drums for Chicago as a radio production center, tossed in the sponge the other day and called it quits. He took a dim view of Chicago from a radio standpoint. Where, asks this chap, are the Chicago stars of other years? Most of them, he explained, have left, despite a genuine love of Chicago, because Chicago was indifferent to them. In other words, to paraphrase Mark Twain, everybody loves Chicago, but nobody wants to stay here. Perhaps some of the stars who packed up and left did have a certain sentimental regard for the place where they got their big break in radio, but their affection was not strong enough to make them shun the blandishments of Hollywood or New York. And who can blame them? Why should the performers offer themselves as sacrificial goats when the networks and the advertising agency big shots continue their anti-Chicago attitude? What network brass hat wouldn't, despite his Windy City origin, sell Chicago short at drop of an option? What network biggie tried to dissuade Jimmy Edmondson from originating his "Professor Backwards" show from Chicago with the Mortimer Snerd remark: "They won't laugh in Chicago!" Tell that to Fibber McGee and Molly and the scores of other stars who got their starts here—and a pretty good start at that. Sure, the networks give lip service to Chicago radio, and every so often they make a to-do about tossing a few dramatic shows this way, crumbs from the network table, but give the network and agency boys an equal choice between New York, Chicago and Hollywood on anything reasonably good and watch them by-pass Chicago! Who's kidding who?

★ ★ ★

• • • Miss Betsy Weer of Chicago, president of the National Association of Sinatra Fan Clubs, has asked WBBM-CBS for a Christmas present: a reserved seat at the Sinatra broadcast in Hollywood Dec. 25. . . . There was big excitement in the Quiz Kids office the other day when a letter was opened and a check for \$50,000 fell out. A man in Pittsburgh was changing his account to another bank and sent his question for the Quiz Kids to the bank and his check to the Quiz Kids.

Nat'l Electronics Meet Opens Today In Ch

(Continued from Page 1) delegates and A. B. Brownwell Northwestern University will outline the objectives of the conference.

E. U. Condon, director of the Bureau of Standards, will talk on "Electronics of the Future" at today's opening meeting. J. E. Brown, of Zurich, will preside at the afternoon sessions, with talks on color television by P. C. Goldmark, CBS. D. L. Bahr will describe Westinghouse Corporation color-television studio equipment. President Frederick House, Purdue University, will talk on "National Welfare" at a luncheon meeting.

Talks by R. K. Honaman, K. E. Livingston, W. R. Young, Jr., of Bell Laboratories; T. C. Poulter, Armour Research Foundation; W. S. Huxford; R. J. Cashman of Northwestern University; G. E. Brown, Fort Belvoir, Va.; H. J. Holmquist, J. T. Wilk, Allis Chalmers Co.; A. O. Nier, University of Minnesota, and R. F. and C. Berkley, DuMont Lab., are today's agenda.

W. O. Swinyard, is president; A. B. Brownell, executive vice-president of the conference.

"Mr. D. A." In 8th Year

Jay Jostyn—Mr. District Attorney in the NBC program of that name—began his eighth year in the role of the broadcast of last night.

Heard Engages Basch, Ivey

J. C. Heard, bandleader, has appointed Waverly Ivey his personal manager and Buddy Basch his personal public relations man.

Elliott To M. C. 2 Tele Shows

Win Elliott, master of ceremonies on the Borden's "County Fair" program, is scheduled for m.c. post two television shows on WCBW this week. Tonight he will handle a quiz show and tomorrow will appear and act as commentator on the broadcast of the rodeo from Madison Square Garden.



Parts Mfrs. Will Ask OPA For 'Decontrol'

Miller, In Address To Legion, Warns Against 'Gov't Control'

BBC Auditions 9000 In Vets' Talent Hunt

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)

Manufacturers industry advisory committee meets in Washington to act on a proposal of RMA President R. C. Cosgrove that a petition be filed for decontrol of radio sets. Chairman R. C. Sprague, of the parts committee, who is also RMA director and former chairman of the RMA parts division, stated that members of the committee believe that radio components are in better supply and better relative price today than they were in 1941, the last full pre-war year of radio production.

RMA Parts Chairman J. J. Kahn, of Chicago, and RMA section chairmen attended the meeting of the industry advisory committee and subsequently met in separate session with committee members to set up the machinery for gathering the required supporting data through RMA facilities.

Members of the OPA industry advisory committee present at the meeting: Chairman R. C. Sprague, of Sprague Electric Co., North Adams, Mass.; A. Blumenkrantz, General Instrument Corporation, Elizabeth, N. J.; Monte Cohen, F. W. Sickles Co., Weymouth, Mass.; M. M. Owen, Aero-Corp., New Bedford, Mass.; Russell E. Cramer, Radio Condenser Co., Linden, N. J.; Frank Homstrom, H. Eby, Inc., Philadelphia, Pa.; W. A. Ehle, International Resistance Co., Philadelphia, Pa.; George Traser, Astatic Microphone Co., Neaut, Ohio; J. J. Kahn, Standard Transformer Corp., Chicago, Ill.; Al W. Fritzsche, General Industries, Elyria, Ohio; Leslie F. Muter, the Radio Co., Chicago, Ill.; W. S. Parson, Central Lab., Milwaukee, Wis.; George R. Haase, Operadio Manufacturing Co., St. Charles, Ill.

Princeton Broadcast On WAAT

The Princeton bi-centennial public program originating in McCarter Theatre, Princeton University, and dealing with "Engineering and Human Problems" will be broadcast by WAAT, Newark, from 8:30 to 9 p.m., Friday, Oct. 4. Those participating will be Princeton's president, Dr. Harold Wilford, Dr. Francisco Gomez of Mexico and Dr. Te-Pang Hou of China.

Dance Club On WWRL For Year

WWRL, New York, has signed the Meland Gardens, Ridgewood, Queens, N. Y., night club for a series of weekly half hour dance remotes beginning Friday, Oct. 4. The contest runs for 52 weeks and was broadcast direct.

WANTED

An experienced copywriter.

WENT

Gloversville, N. Y.

a direct military instrument and as a vital factor in the maintenance of the morale of the Armed Forces and on the home front. He then pointed out the importance to the national life of maintaining for radio the constitutional guarantees of freedom from interference.

Constant vigil is required Miller said, to block those "who dislike our free institutions, who would like to have Government take over the major industries, the major arteries of transportation and the media of communication. They would like to become directors of that Government in the process of taking over."

"These people are just as much our enemies as are the armies whom you defeated. They are more insidious and more vicious. They know the axiom that a nation divided against itself cannot stand, and they are busily engaged in the process of dividing us against each other."

"It behooves us to remember, therefore, that when we casually, or in irritation criticize the singing commercials, the soap operas or other features of radio broadcasting and suggest that the Government should prevent and correct such practices, we are playing directly into the hands of those whom I have described."

Miller admitted that the public has a right to demand improvement in program quality, but he said, "beware the man who wants to correct these things by expanding the activities of Government, and beware the Government officer or agency who plausibly justifies encroachments of Government in areas of free speech and free press."

Points To Other Nations

"Consider the old American adage that the man who pays the piper should have a right to call the tune. Who provides the funds which make possible the finest radio-broadcasting programs in the world? The advertiser. This is even more true of broadcasting than of newspapers and the magazines: because there are no subscription lists to support broadcasting. Would you want to trade our commercially-supported broadcasting for the tax-supported mediocrity and Government-slanted propaganda of other countries? Then don't let any enthusiastic officers get their hands on content of broadcasting shows."

"Government is like the proverbial camel, in this respect. It moves inch by inch. This has been the record of history."

"Consider that in the United States radio broadcasting operates in the public interest, convenience and necessity. What is the public interest? What serves the convenience of the people? What is the public necessity? Is not the convenience of our people served by good advertising? Is it not a matter of necessity, for our economy, that the maker and distributor of goods and services shall be able to bring them to the attention of the people?"

"When you stop to think of it, does it not become pretty obvious that a lot of people, who want something for nothing, or who have private axes to grind are doing most of the complaining?"

Miller called upon his audience to remember the lessons of history, saying:

"We are told that the channels of broadcasting are scarce. Does scarcity justify the taking over by Government? If so, what of the scarcity of paper pulp and of motion picture film? What of the scarcity which results from the need of the second-class mail privilege to maintain the newspaper and magazine in commerce? Make no mistake, the principle which governs in the one case, governs in all. The Constitution gave no more power to control radio broadcasting than it did the press. The sole power lies in the power to regulate commerce between the states. Let advocates of Government control of radio programs explain that away."

Sees Press, Films Involved

"As a matter of fact, the Constitution gives more power to control the press than it does broadcasting, because both the commerce clause and the postoffice clause apply to the press, while only the former applies to radio broadcasting."

Miller warned that Government control of broadcasting will be followed by a demand for Government control of the press, of motion pictures and of other media as well. He declared:

"It is said that radio sponsors control the character of broadcasting programs. The same has been said of the press. Even assuming its truth, does the remedy lie in a Government press or Government broadcasting?"

"It is said that broadcasting programs are in bad taste. What, after all, is good taste and bad taste? The Supreme Court told the Postmaster General that, whether the taste of the pictures and jokes in Esquire Magazine were good or bad, was none of his business, so long as they were not obscene or did not contribute to crime or violence. The Supreme Court will tell the Governmental critics of broadcasting programs, the same thing when the issue is presented to that court."

"Once concede to Government power to tell our people what they may read or hear—on the theory of good or bad taste—and we have conceded power to tell us what our political beliefs must be, what our religious beliefs must be and whom we shall call 'der fuehrer.'"

"That is not in the way of American life. That is what you men of the Legion fought to prevent, to eliminate. It is inconceivable that you will permit it to be insinuated into our way of life, by guileful men looking for power, or by the ignorant, the short-sighted, the stigmatic perverters of society."

passed for broadcasting, an average of better than one in every four, it was added.

Special test-hearings were held for the returning veterans and the music department of BBC in London alone auditioned over seventy. The drama department has used members of the Reunion Theater Association and Val Gielgud, BBC's drama director, seeks an unknown artist to be used in every cast. During the run of the variety program "They're Out", from February to July 1946, 340 demobilized actors and musicians were given their first post-war broadcast.

Regional Stations Active

BBC's regional stations have been particularly active in holding auditions and in most of them over 1,000 applicants have been heard. Auditions have covered the whole range of broadcasting: drama, music, variety, features, talks, schools, children's hour and sport.

In some cases BBC's lists of auditions is closed for the present, and in nearly all, audition times are fully booked by the organization for some months to come.



know
the
ropes

● It looks complex but if you know the ropes it's simple. Weed and Company men know the ropes and know the people.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

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

COAST-TO-COAST

PENNSYLVANIA

PHILADELPHIA — Bellevue-Stratford Hotel here recently marked its 42nd anniversary with WFIL taking its special events mike into the Blue Room to do a special anniversary airing. . . . In co-operation with record distributors here, WFIL is presenting a new recorded music series featuring the latest releases just as soon as they go on the market. . . . WDAS came out of its consolidated FM hearing thoroughly FM conscious when Alexander W. Dannenbaum, outlet owner and operator announced that the facilities of the station would be used in a concerted campaign to make listeners in the Philly area thoroughly cognizant of the many advantages of FM. . . . Philadelphia Leather Goods Corporation has selected J. M. Korn & Company here to handle their advertising. . . . PITTSBURGH—Herb Morrison, former lieutenant colonel, recently returned to civvies and joined KQV to handle publicity and sales promotion.

CONNECTICUT

HARTFORD—The Hartford station of the U. S. Weather Bureau and WTIC's Farmers Digest program are co-operating in a special weather service to tobacco growers of the Connecticut Valley during the critical period of the next few weeks while tobacco is curing in the sheds. . . . The Southern New England Telephone Company is now sponsoring 25 minutes of "Music Off the Record" on WDRC, five days weekly with Larry Colton as emcee. . . . The Hartford Courant is now airing state and local news over WDRC thrice daily excluding Sundays.

MASSACHUSETTS

SPRINGFIELD—Richard C. McMahon has resigned from the announcing staff of WBZA-FM to enter Bates College. . . . LAWRENCE—WLAW will air a special broadcast of the program honoring the centennial anniversary of Grace Episcopal Church Oct. 17, with Rt. Rev. Arthur Wheelock, Moulton, retired bishop of Utah and former Grace rector, as principal speaker. . . . Frederick P. Laffey who during the war served as announcer on the Los Angeles AFRS shortwave operation, is expected to resume duties as WLAW chief announcer. . . . WORCESTER—A free plane trip to a point within a 150-mile radius of Worcester will be awarded to the winner of a contest being sponsored by WTAG's aviation stanza, "Wings Over Worcester." . . . FALL RIVER—The FCC has okayed operation of a new FM station by the Fall River Broadcasting Co., Inc.

FLORIDA

MIAMI—WQAM, first AM station in Florida is now also the first FM station to go on the air with call letters WQAM-FM operating on 95.5 megs, channel 283. . . . With a special airing, WQAM observed the appearance of the 500th veteran on the outlet's stanza "Veterans Available." . . . WEST PALM BEACH—Stephen P. Mills, WJNO general manager, has been recently appointed advertising commissioner by the City Commission.

Gerl Asks Industry Committee To Draft Video "Ethics" Code

(Continued from Page 1)

Gerl, who is also a director of the RMA and a member of the Television Broadcasters Association, "there is a danger that television may turn out to be nothing but a complicated mechanism operated for the sole purpose of selling mouth wash and deodorants."

Commercial television throughout the United States will be a reality within a year, Gerl indicated.

"There are dozens of commercial sponsors today using television experimentally—trying to perfect their advertising technique," the Sonora executive said. "By and large, most of the experimentation in television broadcasting is along the lines of commercialization, rather than along the lines of public education and entertainment. Because of the fact that most of the personnel in television today have come from radio, there seems to be some danger that television may degenerate into an animated radio broadcast, with all the grating commercials and 'spots' not only grating on our ears but also on our eyes."

Gerl envisioned three major types of commercial programs: (1) live shows, (2) short films, and (3) pickups, featuring sport events, etc.

As an advertising medium, television will not compete with newspapers, radio or magazines, he pointed out, and added: "Newspaper ads are predominantly price and comparative value advertising. Television cannot do that."

"Radio advertising is mainly institutional, repeating a brand name over and over. Television cannot do

that either. National magazines do show the product, and sometimes beautifully illustrated, too, but the cost of a national television hook-up, to reach the same size audience as reached by a magazine, would be so far out of line, that magazines have given up worrying about television competition.

"Television as an advertising medium will complement all other forms of advertising, and will be used mainly to show a product and demonstrate how it works."

"The growth of television as an industry should add considerably to the nation's employment. Since in the next decade there will be about 25,000,000 new television sets sold, the industry calculates that about 2,500,000 new jobs will be created for television retailers, distributors, service and repair men, for employees in the television set factories, for television engineers and for a host of actors and actresses who will produce the hundreds of thousands of television shows annually. Veterans with radar and electronic training will be of utmost value."

"But all this growth is predicated on the hope that the television industry — both manufacturers and broadcasters — will awaken early enough to the dangers of sinking into the same commercial pit that has swallowed radio broadcasting. If, however, by self-regulation the industry can avoid that danger, television will enrich the life of every American family, and add a new dimension of enlightenment and entertainment to the family circle."

WINS Completing Plans For 50,000 Watt Debut

(Continued from Page 1)

plans faster than was anticipated previously.

New administration at WINS is nearing completion of its first revamped program schedule but officials are cagey about over all picture until details are arranged. When station's new schedule gets rolling, an additional five hours of live programs will replace current recorded shows. Some of the live replacements will originate in New York and others in Cincinnati.

Dunville already has revealed four live sponsored shows which will be piped in every morning from Cincinnati between 6 and 7 a.m.

Cincinnati Symphony Orchestra makes its first appearance over WINS Friday, Oct. 18, from 2:30-5 p.m., and each Saturday night thereafter from 8:30-11 p.m. Debut was changed from Saturday night because of conflict with Yankee football game. WINS is bearing all costs for the symphony broadcasts since they are not being carried by WLAW in Cincinnati.

Willard Schroeder, station manager, announced yesterday that WINS will give a play-by-play of all five

CBS Execs. To Discuss Promotion Plans For 1947

(Continued from Page 1)

George Taylor, WTOP, Washington; C. W. Doebler, KMOX, St. Louis; Robert Savage, WBBM, Chicago; Carl Ward, WCCO, Minneapolis-St. Paul; Ralph Taylor of KNX, Hollywood, and Robert Covington, promotion manager of WBT, CBS affiliate in Charlotte, N. C.

Among the network officials who will confer with the visiting promotional managers will be Howard S. Meighan, vice-president and director of station administration; David Frederick, director of sales promotion and advertising; Elmo Wilson, director of research; Thomas D. Connolly, director of program promotion; Louis Hausman, manager of the presentation division; John Fox, manager of production for sales promotion and advertising department; Irving Miller, director for CBS owned stations; Richard Hess, supervisor of research for CBS owned stations and radio promotion service and Howard Stanley, promotion director for radio sales.

home football games played by Columbia University starting with the Navy game Oct. 5.

AGENCIES

JOSEPH F. BECK has been named media director of the Duane Jones Co., Inc. Beck was formerly with Federal Advertising Agency for years, the last 10 years as vice-president and director.

ADVERTISING AND SELLING COURSE of the Advertising Club, New York, will open its twenty-fifth year at the Engineering Society Bldg., New York, Monday, Oct. 7th at 7:45 p.m. The speaker of the evening will be A. H. (Red) Motter, president, Parade Publication, Eugene S. Thomas, president of club will bring a brief message. Horace H. Nahm, chairman of educational committee will preside at the session.

MOVIE ADVERTISING BUREAU formerly advertising under the name of United-MPA (United Film Advertising Service, Inc., Kansas City, Mo., and Motion Picture Advertising Service Co., Inc., New York) to Horace O'Donnell Advertising, Inc., New York.

McCANN-ERICKSON's Sao Paulo office has been appointed by American Chicle Co., to handle all advertising of Adams Chiclets and Santa Confection in Brazil, effective immediately.

ARTHUR B. KRIM, president of Eagle-Lion Films, announced the appointment of Buchanan & Co., advertising agency. According to Arthur Schwalberg, Eagle-Lion vice-president in charge of sales, the company will make 10 large budget pictures during the coming year and will release five to 10 high bracket pictures of the J. Arthur Rank Enterprise

Coast Engineer Promises Electronic Color Television

(Continued from Page 1)

said here yesterday that his firm method involved stationary film whereas Columbia Broadcasting System's method involved rotating film. Patents were issued a year ago.

Sleeper said that his company would make its patents available for licensing, although it was not pursuing deals. He pointed out that its process offered a much simpler technique. Sleeper said he was in New York principally to purchase black-and-white television equipment.

Send Birthday Greetings To— October 3 Gertrude Berg Vincent Lorey Ben Gage Johnny Burkett June Crusinberry



The National Daily Newspaper of Commercial Radio and Television

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NEW YORK, FRIDAY, OCTOBER 4, 1946

TEN CENTS

Congress Gets Underway

CP's And Renewals Announced By FCC

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday granted CP's to four applicants for new standard stations and took varying action on more than a score of requests for license renewals. Granted CP's for new AM stations, were Altoona Broadcasting Co., Altoona, Pa., to operate on 650 kc, 250 watts, unlimited; Daniels and Sons Broadcasting System Deadwood, S.D., to operate on 1450 kc, 250 watts, unlimited; Arthur H. Creggan, Santa Monica Calif. to operate on 1580 kc, (Continued on Page 8)

Muzak FM Station Goes On Full Time Sked

WGYN, Muzak-owned FM station, became New York's only full time FM outlet this week when it began transmitting from 7 a.m. to 10 p.m. five days per week and until midnight every Saturday and Sunday. Station's previous operation ran from noon to 10 p.m. seven days a week. Extended air time is made up of news and recorded music, according to station manager Ralph Brent, who plans for WGYN's first live program. (Continued on Page 2)

Television Needs "Ambassador" To Aid Unity, Says Cuning

Patrick Michael Cuning, television associate of Edgar Bergen in Hollywood, declared in New York yesterday that "television needs an ambassador" who can bring the various interests together in a unified front. "The man I have in mind," said (Continued on Page 8)

'Nurnberg Nooses'

Aptly titled "Nooses Over Nurnberg," NBC television station WNBT on Sunday will offer the third edition of its "NBC Telescope," a series of documentary film programs. Sunday's program, dealing with the now-ended trial of the Nazi war criminals, was written by Budd Schulberg, who compiled much of the motion picture evidence used in prosecution.

Safety Awards

WHO, Des Moines, Iowa; WKY, Oklahoma City, Okla., and WMOH, Hamilton, Ohio, have been named individual station winners in the second annual National Farm Safety radio contest conducted by the National Safety Council. The ABC web was named winner in the national network division and a special farm network served by Ohio State University and WOSU was winner in the regional network division. WTIC, Hartford, Conn.; WLS, Chicago, and WPTF, Raleigh, N. C., were singled out in the individual station division for special praise.

Goldmark Reviews Improved Color Television

Speaking before the National Electronics Conference in Chicago yesterday, Dr. Peter C. Goldmark, director of engineering research and development for CBS, disclosed that the potential brilliance of color television pictures has been increased 11 times over that in January due to (Continued on Page 7)

WOR Services Libraries On "Tello-Test" Program

WOR's "Tello-Test" quiz program, trying to prevent any possible clash between burdened librarians and quiz fans, now mails a weekly advanced question and answer list to (Continued on Page 2)

Fly, On Gov't Control Of Air, Says "The Less The Better"

James F. Fly, former chairman of the Federal Communications Commission, yesterday called for the maintenance of a free radio in this country, and declared that the Government should aid and promote its development, in addition to protecting its international and domestic interests. Speaking before the opening luncheon of the Radio Executives Club's 1946-47 season at the Hotel Roosevelt, Fly was emphatic in his

150 Delegates Attend Inter-American Radio Congress At Mexico City; Emilio Azcarraga Presides

Proximity-Fuse Tube In New British Radio

British Bureau, RADIO DAILY
 London — Current "Britain Can Make It," Exhibition here, is offering a variety of new models of radio and television receivers, with a view toward showing how far the radio industry has progressed in the post-war changeover. New trend is shown by a baffle board radio in which the frame acts as the baffle speaker. Set is in a shallow cabinet supported by a tubular arm which may be set on the (Continued on Page 6)

Herman Bess Joins WMCA As Director Of Sales

Herman Bess, joins WMCA as director of sales, effective immediately, according to announcement yesterday by Nathan Straus, president of the station. Bess was vice-president in (Continued on Page 7)

Political Time Bought By Major Party Leaders

Political radio campaign picture took on more detail yesterday with the announcement that the Republican state committee has bought at (Continued on Page 7)

By J. M. DURAN
 Special to RADIO DAILY
 Mexico City — "Freedom of the Airways" with radio stations developing a strict code of ethics and policing the industry with minimum Government control over freedom of speech is the prime objective of the first Inter-American Radio Broadcasters Congress now under way here. Emilio Azcarraga (Continued on Page 3)

Sarnoff Gives Views On International Plan

Emphasizing the importance of international broadcasting in our quest for world peace, Brig. Gen. David Sarnoff, president of RCA, spoke yesterday on "Engineering and Human Affairs," at Princeton University's Bi-Centennial in Princeton, N. J. "Today, every country realizes the need for a powerful globe-encircling voice in the post-war world," Gen. (Continued on Page 7)

Radio Directors Guild Receives AFL Charter

Radio Directors Guild, was formally presented with its international charter in the American Federation of Labor, at a ceremony held at the Barbizon Plaza, New York, earlier (Continued on Page 3)

Rarities

Radio giveaways at audience-participation shows, heretofore limited to commercial items such as refrigerators, electric irons, nylon, etc., took a new slant this week when the "Winner Take All" program, heard daily on CBS, 3:30 p.m., started awarding pieces of genuine antique jewelry from the private collection of Pieter de Wit, prominent jewelry authority.



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

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FINANCIAL

(Thurs., Oct. 3)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, 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., Stromberg-Carlson.

Muzak FM Station Goes On Full Time Sked

(Continued from Page 1)

ming later this year. Station formerly operated 17 hours a day in 1942 but cut its air time during the war. Resuming full time was simply a matter of station policy since WGYN has an unlimited license.

Although station's return to 15 hours of broadcasting daily gives it the claim of first in the field, Brent states the move was done partly to sell the public on FM and dispel any idea that it's only experimental. Brent also points out that now New York radio dealers, if they have FM sets in stock, can give a demonstration to customers during morning hours whereas they have been limited before to the afternoon.

WANTED

An experienced copywriter.

WENT

Gloversville, N. Y.

Coming and Going

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, leaves Monday on a business trip to California.

TAGE PALM, of the Swedish section of NBC's international division, and NIELS BONNENSON, of the Danish section, have returned to New York following completion of a tour of the Scandinavian countries.

BEN GRAUER, announcer on NBC, who returned recently from a data-gathering trip to England and Germany, takes over Sunday as moderator on the web's 'American United' series, emanating from New York for the forthcoming 13 weeks.

CONNIE DESMOND, Columbia network sportscaster, left last night for Chicago and Evanston, Ill., where tomorrow he will broadcast the game between Northwestern and Wisconsin. He departed shortly after having completed broadcasting the playoff series of the Cards and Dodgers, alternating with Red Barber.

TOM BRENEMAN has been in Philadelphia most of this week. Today he will broadcast his 'Breakfast in Hollywood' program on the American network from the stage of the Mautbaum Theater.

PAUL BRINES is here from WGN, Chicago. Sat in for a while yesterday with officials of the Mutual network.

KENDALL FOSTER, of the William Esty advertising agency, off by plane for Nashville, Tenn., originating point of the 'Grand Old Opry' program for R. J. Reynolds Tobacco Company.

A. A. SCHECHTER, vice-president of the Mutual network in charge of news, publicity and special events, is expected back today from a business trip to Washington.

CARL O. WYMAN, technical supervisor for KYW, Philadelphia outlet of NBC, is back at the station after vacationing for two weeks in luxuriant atmosphere of his Florida orange grove.

JACK VAN VOLKENBURG, general sales manager of Radio Sales, the spot-broadcasting division of CBS, has left on a short jaunt to Chicago.

HOWARD PILL, president of WSFA, Montgomery, Ala., who was in town early this week for conferences with the national representatives of the station, has returned to the home offices.

RALPH H. MINTON, promotion director of WIP, Philadelphia, spending a few days in Gotham. Conferred for a while yesterday with officials of the Mutual network.

ROBERT REYNOLDS, sportscaster on WFDF, Mich., vacationing with his parents in Greenfield, Mass.

VERNON WILSON, formerly transmitter operator at WCOP, Boston, has arrived in Worcester, Mass., to take over his new duties as chief engineer of WNEB.

TOM PETERSON, of the Chicago office of Taylor-Howe-Snowden, is visiting his New York confreres.

Government Bureau Series Set By Green Associates

Ted Green of Ted Green Associates, is preparing a packaged series entitled, 'This Is Your Government,' which will dramatize the origin, growth, and current status and activity of the various governmental agencies. These will include such departments as Department of Interior, Agriculture, Treasury, Wildlife Conservation, Justice Department and other Government divisions.

Green has just returned from Washington where he obtained assurance of the co-operation of government agencies and officials in the production of the shows, planned as an educational as well as entertaining series.

WOR Services Libraries On 'Tello-Test' Program

(Continued from Page 1)

all branch libraries in New York for posting on bulletin boards. 'Tello-Test' show, heard daily from 11:15-11:30 a.m., is readily adaptable to such procedure since quiz-masters Bruce Eliot and Dan McCullough pick a question and keep telephoning until an answer is received. Pitch is that anyone in telephone book may be quizzed.

'Campbell Room' Starts Sunday

Hildegard's new program, 'Campbell Room,' under sponsorship of Campbell Soup, makes its debut Sunday at 9 p.m., over CBS. Tallulah Bankhead will be a guest.



Doing it the hard way

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

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

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

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

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



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

CKLW advertisement with radio tower and city skyline. Text: MORE COVERAGE PER WATT, MORE WATTS PER DOLLAR! in the DETROIT AREA, 5,000 WATTS • DAY and NIGHT, 800 kc. • MUTUAL SYSTEM

Inter-American Meet Opens In Mexico City

(Continued from Page 1)

raga, Mexico's most prominent radio figure, unanimously was elected president of the conference by the 150 delegates from all but three countries in the Western Hemisphere from Canada to Argentina. They hope to form a permanent Inter-American Radio Association. Work of committees has progressed so rapidly and smoothly that the first general session was moved up 24 hours to Thursday.

To begin acting on committee reports, principal points stressed so far by delegates working committees include:

Freedom of speech.

Free importation of all materials for transmitters and possibly of radio receivers to facilitate system throughout the Americas.

Minimum government control with governments exercising technical supervision over industry which expects to develop strong policing system of its own.

Adjustment of competition between privately-owned and government-owned stations now often a source of economic trouble for private enterprise.

Freedom of hours so that station can adjust transmitting time to suit conditions, especially in emergencies.

Development of a code of ethics that will prevent unfair competition between stations of the Americas.

International agreement on rights of authors and composers.

First Congress

The Congress, first of its kind ever held, has delegates from every country of the Americas except Santo Domingo, Haiti and Paraguay. Delegations from South American countries especially have been active in submitting proposals to committees. Throughout discussions so far has run a theme of commercial versus government control of radio as a paramount question as well as the need for the permanent federation and solidarity of Pan-American stations to improve.

The industry delegates also are discussing interchanges of artists and

★ AGENCY NEWSCAST ★

BUCHANAN & CO., has been engaged to handle the advertising for Andrew Stone Enterprises. John Hertz, Jr., Buchanan chairman of the board, has named William Dasheff as account executive. Conferences are now being held concerning methods of merchandising the new Stone picture, tentatively titled "A Ticklish Spot," starring Eddie Bracken and Priscilla Lane, to be released through United Artists.

ROBERT REUSCHLE, formerly of Young & Rubicam, Inc., has joined Sullivan, Stauffer, Colwell & Bayles' media department in charge of station relations and time buying. John Kelleher of Lever Bros. has joined the agency's media department in charge of space buying.

J. WARD MAURER, advertising director of the Wildroot Co., Inc., will speak over CBS Oct. 5 from 10:45-11 p.m., in observance of "Nationally Advertised Brands Week" scheduled Oct. 4-14. Event was started in 1938 and is underwritten by 83 of the drug trades' most important manufacturers.

information by stations in the various countries and development of cultural aspects of the radio facilities. They are urging strong efforts to get government recognition of the permanent association due to be formed but they have rejected any idea of trying to become a pressure block to force their wishes on governments. Some here hope for international treaties giving all countries equal rights to the airways with an arbitration system set up to compose differences such as might arise over conflicting wavelength in the absence of inter-governmental agreements to clear such overlaps.

Aside from Azcarraga, other well known figures in North American radio circles on official groups are Edmund Chester of the United States and Harry Sedgwick of Canada, named secretaries; A. M. Martinez and Elinor McNaughton of the United States, of the ethics committee, and Dick Rice of the United States on the proposal committee.

THE BANKERS LIFE & CASUALTY INSURANCE CO., Chicago, has appointed the H. M. Gross Co., Chicago, to handle its advertising. Henry Flarsheim is account executive.

CHARLES H. HEPPESTALL has been named an account executive with the Seidel Advertising Agency, Inc. Heppenstall had been with the Ralph C. Coxhead Corporation as advertising manager before joining the Army in 1943.

JOHN G. FITZPATRICK has joined the media department of Geyer, Cornell & Newell, Inc., to handle outdoor advertising, it has been announced by H. W. Newell, executive vice-president.

Radio Directors Guild Receives AFL Charter

(Continued from Page 1)

this week. William Collins, Regional Director of the AFL presented the charter and installed the following National officers:

George Zachary, New York, president; Ed Byron N. Y. vice-president; Burr Lee, Chicago, vice-president; Paul Franklin, Hollywood, vice-president; Earl McGill, N. Y., secretary, and Lyle Barnhart, Chicago, treasurer.

WJBO To Join NBC Oct. 10

WJBO, Baton Rouge, La., will re-affiliate with NBC as a member of the south central group about Oct. 10, it has been announced by Sheldon B. Hickox, Jr., station-relations head.

WAAT

Newark, New Jersey

Cordially invites you to attend

by radio

the review of World-important Conferences

marking

Princeton University's Bicentennial

Each evening

eight-forty-five to nine o'clock

Eastern Standard Time

at

970 on your dial

Send Birthday Greetings To—

October 4

Kathryn Card James R. Curtis
Jon Conrad Lenore Kingston

October 5

James S. Appell A. A. Klinger
Bob Bryon J. W. Bixler, Jr.

Renee Bernstein

October 6

Tom Carson George Crandall
Reo Fletcher Tad Bruce
Charles Pearson John Reber
Arthur H. Ashley

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING

5000 WATTS
600 ON THE DIAL

CBS—MBS

How—and Why— UNITED PRESS Beat the World On the NUERNBERG Sentences...

UPR43N

ALL UNITED PRESS DIVISION
THE UNITED PRESS SCORED
REPORTED MINUTES AHEAD OF
NUERNBERG WAR CRIMINALS.

AT 7:57 A.M. WE CARRIED
"NUERNBERG--GOERING SENTENCES"
THREE MINUTES LATER CAUSE
AT THAT POINT OPPOSITE
HISTORIC CLIMAX TO THESE
TO HOLD THE LEAD UNTIL HE
TELEPHONED CONGRATULATIONS
WOR IN NEW YORK AND FROM
HAD OTHERS.

THIS IS HOW THE JOB
OUR SIX-MAN CREW IN
GRIGG AND CLINTON CONGRATULATED
KNOWN MOST OF THE DEFENDERS
HAD WORKED IN THE BERGHOFF
WERE INTERNED BY THE
PRISONER WHILE A WAR
LATER PHASES OF THE

THIS MORNING CONGRATULATED
COURTROOM TO UP HEAVEN
THIS CHANNEL FOR SIX
DELIVERED THE NEWS

LATER WE UTILIZED
EUROPEAN NEWS POOL
AND SOUTH AMERICAN
THE NEXT STOP,
EXECUTIONS.

YOU ALREADY KNOW
HUGH BAILLIE THAMMONGKOL
FIRST HAND ACCOUNT
PHIL NEWSOM,

RADIO BUREAU MANAGERS:
WHAT BEAT THIS MORNING WHEN IT
SOURCES THE SENTENCING OF THE
DEATH BY HANGING."
ON HESS.
STILL HAD CARRIED NO WORD OF THE
SETTING TRIALS. AND WE CONTINUED
BEEN SENTENCED AND COURT ADJOURNED.
BEEN RECEIVED HERE FROM STATION
STATIONS, AND I AM SURE YOU HAVE

WAS HEADED BY EDWARD BEATTIE, JOSEPH
WILL RECALL THAT EACH OF THESE HAD
LONG BEFORE THE TRIALS STARTED. ALL
BEFORE THE WAR. GRIGG AND CONGER
LATER EXCHANGED. BEATTIE WAS TAKEN
PRISONER ON THE WESTERN FRONT DURING THE
COMMUNICATIONS CHANNEL DIRECT FROM THE
IN NEW YORK. OUR FIRST REPORTS CAME ON
TRANSMISSION TO OUR CLIENTS. THUS WE
THE SECOND IT OCCURRED.
DIRECT LEASED WIRE FROM NUERNBERG TO THE UP
WHENCE IT WAS TRANSMITTED BOTH TO NORTH
AND OUR BEAMED WIRELESS CIRCUITS.
WILL BE THE COVERAGE OF THE ACTUAL

WAS THOUGH THE EFFORTS OF UP PRESIDENT
--AT FIRST BARRED--WILL BE ABLE TO GIVE
THE EXECUTIONS.
MANAGER.
JA12N..

... And How Broadcasters Cheered U. P.'s Performance

- WBBM, Chicago—"U. P. did bang-up job."
- WIND, Chicago—"U.P. much better than any."
- WCFL, Chicago—"Great coverage."
- WGN, Chicago—"Congratulations on your beat."
- WOW, Omaha—"Gave us chance to flash news first."
- WEMP, Milwaukee—"Swell job. Good work, U.P."
- WOR, New York—"U.P. ahead all the way. Great job."
- WPTF, Raleigh, N. C.—"U.P.'s coverage superb."
- KJR, Seattle—"Superb coverage. We received terrific response."
- WINX, Washington—"Heartiest congratulations for trial beats."
- KOMA, Oklahoma City—"Fine job. Keep it up."
- WTBO, Cumberland, Md.—"U.P. 'firstest with mostest'."
- WPAT, Paterson, N. J.—"In 25 years have never seen such fast, accurate service."
- KFI, Los Angeles—"U.P. on its toes, ahead, excellent."
- KNX, Los Angeles—"U.P. infinitely superior."
- KLAC, Los Angeles—"U.P. excellent, as we expected."
- KFWB, Los Angeles—"Enabled us to put on a 30-minute special show which had everyone cheering."
- WWL, New Orleans—"Your Nuernberg beat great. Used it in entirety."

CHICAGO

By BILL IRVIN

AN order for the renewal of the Jimmy Blade and his music program was included in business announced this week for station WMAQ by Oliver Morton, manager of the NBC central division national spot sales department. The Chicago Motor Club, through Agency Service Corp., renewed the Jimmy Blade program for 52 weeks, effective Sept. 30. The program, featuring Jimmy Blade, pianist, and Richard Paige, tenor, is heard Mondays through Fridays, from 6 to 6:15 p.m. Spot announcement business was headed by an order from the Dublin's radios and records for 65 live announcements to be heard five times weekly for 13 weeks beginning Sept. 24 on Dave Garraway's 1160 Club.

Nelson Olmsted, NBC storyteller, will begin a new five-a-week series of short story narrations Monday, Sept. 30, 8:45 to 9 a.m., CST. The date also marks the start of Olmsted's seventh year on NBC.

Overseas Transmission Of Typewriting Exhibited

Communications highlight of the National Business Show in Grand Central Palace all this week is the high-speed typewriter-transmitting system of Globe Wireless Ltd., known as Radiotype. This new system, by which messages of felicitation can be exchanged across the Pacific at 100 words per minute in a short period of time, may be used to integrate the operations of scattered office and plant units; to reduce the burdens of handling the excessive volume of paper work involved in every large company, and to bring into office practice the every-day transmission from point to point of standard forms, billing records, purchase orders, shipping directions, instruction sheets and similar intelligence which ordinarily has been a manual operation.

Putnams Will Inaugurate New Type Newscasting

George Carson Putnam, newscaster, and his wife, Lee Carson Putnam, who was an INS war correspondent, will present a new type of husband-wife combination over the Mutual network starting Sunday Oct. 6 at 8:45 p.m. EST., when they team in 15 minutes of newscasting. George will present straight news. Lee will present fashion news. The Putnam newscast will be heard coast-to-coast, but so far only the New York airing on WOR will be sponsored. Local account is Ludwig Bauman Furniture Store. Craven and Hedrich controls.

Ave Maria Hour

WMCA — Sunday — 8:30

ST. FRANCIS of ASSISI
Played By COURT BENSON
Music By GEORGE SHACKLEY

In its twelfth year as a Donald Peterson production



Notes From An Aisle Seat. . . !

● ● ● Critics of Branch Rickey, Dodger proxy (or El Cheapo Rickey, as he has been tagged in certain quarters) may be interested to know that he tossed a cool \$100,000 overboard that he was offered for the broadcast rights to the three-game playoff series with St. Louis strictly out of loyalty to his sponsor, Old Gold cigarettes. Latter's contract only covered the regular season, with nobody figuring on a playoff, match, but Rickey held the position that the extra games belonged to them, anyway. Meanwhile, WHN holds the lovely spot of airing the World's Series exclusively in N. Y., feeding the Mutual net for the rest of the country. . . . When Oscar Serlin returns from London, he'll peddle the air rights to "Life With Father" in a half-hour weekly series, a sort of grown-up Henry Aldrich. . . . Hires' Sunday Evening Party changing its format and auditioning new emcees to replace Charlie Stark. . . . Marty Goodman's new office will be at 400 Madison Ave. . . . And while we're at it, if you're looking for office space, Maxine Keith has some to spare at the Sardi Bldg.

★ ★ ★

● ● ● ONE MAN'S POINT OF (RE)VIEW: This is premier air week and its Sunday start was not too exciting from our dial seat. . . . Jack Benny returned with the same formula, same cast and same gags. . . . The meaningless chatter and poor gags on the Phil Harris-Alice Faye show made the Bandwagon title a complete misnomer. Seems a shame to keep the kids up so late and to put the radio audience to sleep so early. . . . Daytime preem on Monday was "Grand Slam," a well-paced musical quiz starring Irene Beasley, who always comes up with a grand slam when it comes to tricks of showmanship. . . . Eddie Bracken's show was another typical effort to let a show ride on name value with little support from the material. It had every plot cliché possible—mix-up on dates, betting on wrong horse that turns out to be the right one, unsympathetic father of fiancée, etc. . . . The Joan Davis stanza offered the best blend of situation, character and gag comedy of any of the comedy premieres of the season. . . . Walter Winchell wordelighted us again with his comment that "Life never is more confusing than when it is Luce-id." . . . Not only was the Henry Morgan show up to his high par Tues., but his cast included Betty Garde, Charles Irving and Arnold Stang, all sure-fire radio regulars to whom our Hank gave generous name billing. That "soapless opera" was high class satire.

★ ★ ★

● ● ● The whole town still gabbing about the AVC dinner for Al Jolson Tues. nite at the Astor, rated by many as the greatest event of its kind ever staged. The first thing we learned when we joined this so-called profession was to throw away the word 'greatest.' Nothing is ever the greatest, we had pounded into us. There's always someone who can lick the champ. We're not so sure now. If that Jolson dinner wasn't the greatest testimonial, the greatest tribute ever paid a performer and the greatest air show ever strung up from one coast to the other, it'll do till a better one comes along. You've often heard the oldie about champagne flowing like water. Well, at this dinner, it was the tears that flowed freely. Not tears of sadness, nor of happiness, either—just nostalgic tears stemming from all-but-forgotten memories prodded by Jimmy Walker's hand-guided tour down Memory Lane. For nobody can open the door to yesterday's greatness like Hizzoner, who will always be The Mayor to most of us. For those of us who were too young to personally recall the fabulous Winter Garden days when Jolie had the entire show world hypnotized, Jimmy gave us a hand-painted portrait. Those lucky enough to conjure up their own memories of Al on one knee pouring out "Mammy" on that famous runway, well, to them, the evening must have been as precious as their first love letter.

LOS ANGELES

By RALPH WILK

JACK MEAKIN, radio baton wielder for "The Great Gildersleeves" and "Joan Davis" shows, drew a unique assignment of music consultant to screen writers Mel Boyd and Eleanor Beeson for their vehicle "Music and Violence," working with the screen writers from the inception of the story in the development of dramatic values. Motion Picture Director Al Rogell is currently negotiating for this property as one of four pictures he plans to produce under his newly-formed independent setup, with Meakin going along with package as music director.

Baldwin "Bud" Boomgard has joined the staff of the Universal Radio Supply Co. Boomgard has been connected with the radio industry for the past 20 years.

Lyman Smith, manager of KF recording division, returned to his duties this week. Smith has been sick leave for the past two months. "Erskine Johnson in Hollywood" with his reports on pictures, celebrities and movie news, will be sponsored Mondays, Wednesdays and Fridays on his daily Mutual show. Vick Chemical Co., starting November 11. Announcement was made by Sydney Gaynor, general sales manager for Don Lee Network.

Proximity-Fuse Tube In New British Radio

(Continued from Page 1)

floor like a bridge lamp, hung from the wall like a picture, or propped on the desk in place of a photograph. Exceptional tone is claimed for the model.

Also a personal set is on view which can be carried as if a small pair of binoculars or a camera with a shoulder sling. This is a powerful built instrument and is smart-looking to carry. Performance on the medium wavelength is said to equal to any standard portable set and has a crystal-clear tone. It is particularly designed to withstand hard knocks. Aerial is contained in the shoulder strap and the tubes are an adaptation of the famed wartime "proximity fuse" used in shells. It is powered by dry batteries, easily changed and will be on sale shortly. Other sets are entirely new in design, particularly as to speakers and cabinets.

New designs in British television sets is a prominent feature of the radio section of the exhibition. Plastics are much in evidence as to cabinets. Progress by radio here is hailed as being ahead of many other industries in post-war changeover.

Premiere!

John Tillman

ANNOUNCING
"The Stradivari Orchestra"
for Prince Matchabelli Perfume
SUNDAY, OCT. 6
2:30 p.m. E.S.T., over CBS



Goldmark Reviews Improved Color Tele

(Continued from Page 1)

development and use of a new set of color filters.

The new filters alone permit an increase of two and one-half times in picture illumination, Dr. Goldmark said. An increase in the color frame rate to 48 per second from the 40-me rate used at the outset of this year itself permits an increase in picture clarity of four and one-half times. In combination, the new filters and frame-rate produce the 11-fold improvement.

In his paper on "Color Television—Present State of the Art," Dr. Goldmark discussed fundamental considerations of the theory behind color television. The present system, he explained, has developed rapidly because it has been possible to employ the best knowledge gained in black-and-white broadcasting and the field of colorimetry.

The CBS color television system, he continued, permits results which surpass in color fidelity current photographic methods of reproducing color.

Political Time Bought By Major Party Leaders

(Continued from Page 1)

At least nine and one-quarter hours of time, mostly in 15 minute segments, which will be spread over New York City hookups of the four major webs, was also announced that the Democrats have acquired at least seven 15-minute periods on CBS which extend through Nov. 4.

One highlight noted in the two schedules is that on Oct. 22 and again on Nov. 1 both political parties will compete for a radio audience at the same hour. On these dates at 6:15 p.m. Democratic speakers will be heard on CBS while Republican candidates are scheduled simultaneously on NBC and ABC.

Republicans have bought the 6:15-6:30 p.m. period on ABC, CBS and NBC for Oct. 8, 14, 15, 28 and Nov. 1. All speeches will be repeated one hour later, 7:15 p.m., over Mutual. The same time segment also has been bought for Oct. 30 on all nets except Mutual. GOP candidates are scheduled for two half-hour programs on CBS this month — on Oct. 15 from 10:30-11 p.m. and Oct. 22 from 10-

Fly, On Gov't Control Of Air, Says "The Less The Better"

(Continued from Page 1)

and ability" extant in the industry today and declared it is the government's responsibility to promote its commercial development. He further warned that no restraint should arise in private industry whereby this progress might be retarded,—particularly that of freedom of speech. The former FCC official also said that the Commission itself, while it has the right of judgment over the conduct of a broadcaster, should keep abreast of technical developments in the public interest.

Reviewing the "Responsibility in Radio"—theme of the discussions—from the broadcasters' point of view, Frank E. Mullen, vice-president and general manager of NBC, explained that the broadcasters had not only assumed many responsibilities to the public, "but have managed to create many themselves." These, he said, include the responsibilities of citizenship, religion, conscience, good behavior, education and the legal responsibility of the law. "The broadcaster's first responsibility is to serve 99 per cent of his audience all the time," he added, "and one per cent of the audience part of the time." Another obligation, Mullen said, is that of "serving the commercial user of his facilities in as effective a manner as possible in order that customers may be attracted to purchase the goods of the advertiser, so that a continuous source of revenue be available to keep the broadcaster in business."

Mullen brought up the early days of radio development, and reminded REC members that the practice of using unpaid talent 25 years ago almost resulted in this country's not having any broadcasting.

Representing another segment of the broadcasting industry,—the public—Dean C. Mildred Thompson, of Vassar College, pointed out that its responsibility lay chiefly in making known its approval or disapproval of programs—news or entertainment, etc. Admittedly aware of the vastness of the American audience, and the "mass production" technique that is used, of necessity, by the broad-

10:30 p.m. Remainder of the Republican schedule for Oct. 22 lists ABC and NBC from 6:15-6:30 p.m. followed by a rebroadcast on Mutual at 7:15 p.m.

Broadcasting schedule of neither party follows the same time pattern throughout for on Nov. 1 Republicans will be heard over NBC and ABC from 6:15-6:30 p.m. with the CBS airing to follow immediately at 6:30 p.m. Mutual again repeats at 7:15 p.m. The half-hour Republican talks on ABC are set for Nov. 2 from 10:10-10:30 p.m. followed by 15 minutes on CBS at 10:45 p.m.

Democratic campaigning will be heard over CBS from 6:15-6:30 p.m. on Oct. 16, 18, 22, 29, 31 and Nov. 1. Party has bought the 6:30-6:45 p.m. period on CBS for Nov. 4.

Political party campaigning over

casters, she expressed the belief that the various polls used were "quantitative rather than qualitative measures."

"A response both of quality and quantity seems to me essential from your public," Dean Thompson said, "if the radio is to be a sufficient voice to America and from America to the world." On the other hand, she explained that the public has no adequate means of expressing satisfaction or dissatisfaction, "since the consumers are always at a disadvantage because it is difficult for us to express our wants individually and it is hard for us to mass our opinions collectively." As a possible aid to voicing its opinion, she said: "We, the public, need a critical review of radio programs, both of news and of entertainment, just as discriminating and just as independent as are the dramatic and the music reviews in our best newspapers."

Arthur Pryor, Jr., vice-president in charge of radio for BBD&O, felt the advertiser's responsibility was in his making certain that all concerned with the industry, talent, public, broadcaster, employees and stockholders—prosper. To do this, he urged that the advertiser "get right into the workings of the business, and learn to use his tools"—how much it costs to get his message to the public, etc. He felt that the radio industry was entitled to more "constructive intelligent criticism" than it has been getting, and is to be applauded for the job it has done in the past. Pryor also asserted that business, and not the individual, as in the past, was now becoming the "patron of the art,"—and by so doing is helping to spread radio's sphere of influence.

The opening meeting of the REC, attended by 300 members, was presided over by Robert Swezey, who was elected president at the close of the 1945-46 season. Seated on the dais in addition to the speakers were: Kolin Hager, Sesac, Inc.; Dorothy Lewis, NAB; Kay Kennelly, Radio Management Group, Chicago; Hugh Feltis, BMB; Frank White, CBS, and James Sauter, Air Features, Inc.

Landt Anniversary

A "Community Sing" rings out in Carnegie Hall Oct. 26 when the Landt Trio, celebrating 18 years in radio, leads the audience in tuneful merriment. Landt brothers "sing" is reported to be first time such event ever occurred in Carnegie Hall. Trio, heard daily on CBS, begins a national tour opening in Hartford Christmas week and going on into Boston in January.

the complete statewide hookups of the four major webs is in addition to use of independent stations for talks and spot announcements which are expected to be announced later. Democratic committee account is handled by Blaine-Thompson while Gahagan, Turnbull & Co., is placing Republican accounts.

Sarnoff Gives Views On International Plan

(Continued from Page 1)

Sarnoff said, "It is vital for friendship, for trade and for commerce. As part of its contribution, the United States must develop an adequate plan for international broadcasting."

Gen. Sarnoff then outlined the plan presented to the Secretary of State for the furtherance of international broadcasting and his proposal to the United Nations for the establishment of "The Voice of UN" as an international network.

"These two plans for international broadcasting—one by the United States and one by the United Nations—are based upon the American tradition of freedom," he continued. "I submit them as a joint 'Voice of Peace' that can speak around the planet and be heard by all the people everywhere no matter what their race or creed or political philosophies."

Herman Bess Joins WMCA As Director Of Sales

(Continued from Page 1)

in charge of sales at WNEW for 12 years until he resigned recently. He also headed his own advertising agency prior to joining WNEW. Bess will work in close co-operation with Charles Stark, executive vice-president of WMCA.

Straus, in making the announcement, pointed out that Bess had a long record of successful service in the commercial radio field and expressed his gratification and welcome to his new director of sales.

WQXR To Salute Freedom House

WQXR makes note of the fifth anniversary dinner of Freedom House on Oct. 8 when it broadcasts addresses by Trygve Lie, secretary general of the UN, John W. Snyder, secretary of the treasury, and James B. Conant, Harvard University president, from 9:30-10 p.m. Herbert Bayard Swope, chairman of the dinner to be held in the Commodore hotel, will introduce the speakers during the broadcast.

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Specializing in personalized delivery
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FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780
Hollywood, Calif.

BALTIMORE'S Listening Habit

WABC

MUTUAL BROADCASTING SYSTEM

General Manager

CP's And Renewals Announced By FCC

(Continued from Page 1)

5 kw, daytime, and Gulf Port Broadcasting Co., Inc., Pensacola, Fla. to operate on 1490 kc, 250 watts, unlimited.

Granted license renewals were the following: WMJM, Cordele, Ga., for the period ending August 1, 1948, KOCA, Kilgore, Texas, for the period ending August 1, 1949, WATT, Traverse City, Mich., same, KASA Elk City, Okla., same, KBIZ, Ottumwa, Iowa same.

Temporary Extensions

Licenses for the following stations were further extended upon a temporary basis for the period ending December 1, 1946 for the reasons shown:

KABC, San Antonio, Texas, pending consideration of information required in connection with application for transfer of control of licensee corporation; KGDE, Fergus Falls, Minn., pending further engineering study; KHUB, Watsonville, Cal., pending consideration of information required under Sec. 308 (B) of the act; KICA, Clovis, New Mexico, same, KODY, North Platte, Nebr. pending final decision upon renewal application of WOW; KROY, Sacramento, Cal., pending consideration of information requested under Sec. 308 (B) of the act. KSAM, Huntsville, Texas; pending final disposition of application for assignment of license, KTOH, Lihue, Hawaii, pending consideration of information requested under Sec. 308 (B) of the act; KVNU, Logan, Utah, pending further study concerning station ownership; WABY, Albany, N. Y., pending outcome of litigation involving WOKO; WACO, Waco, Texas, pending final determination upon application for transfer of control; WAGM, Presque Isle, Maine, pending consideration of information required in connection with application for transfer of control; WBAX, Wilkes-Barre, Pa., pending outcome of litigation affecting station's license; WBLJ, Dalton, Ga., pending further engineering study; WBLK, Clarksburg, W. Va., pending action on renewal of WCHS: WCOU, Lewiston, Maine, pending further accounting study; WEDC, Chicago, Ill., pending consideration of information requested under Sec. 308 (B) of the act; WFTC, Kinston, N. C., same; WHTB, Talladega, Ala., same; WMOB, Mobile, Ala., same; WSPB, Sarasota Fla., same; WEOA, Evansville, Ill., pending final determination upon application for assignment of license; WGRM, Greenwood, Mass., pending further engineering study; WING, Dayton, Ohio pending consideration of licenses application for CP: WINN, Louisville, Ky., pending consideration of information required in connection with application for transfer of control; WNOE, New Orleans, La., pending further consideration of applications qualifications; WPRP, Ponce, P. R., pending filing of data required pursuant to the Commission's approval of application for assignment of license; WPAR, Parkersburg, W. Va., pending final action on renewal of WCHS: WOV, New York City, pend-

COAST-TO-COAST

- MICHIGAN -

DETROIT—WJR will air all play-by-play football of the University of Michigan, both home and away. . . . Don Wattrick will handle the announcing chores assisted by Charley Park. . . . Joseph R. Hainline, formerly of NBC's New York news department, has joined the WJR news staff. . . . Laurence A. Rockelein, Jr., has joined the Detroit creative staff of Brooke, Smith, French and Dorrance, Inc., Detroit and New York advertising agency. . . . Cunningham's, fourth largest drug chain in the nation, launched its post-war campaign with Tony Weitzel, columnist and commentator for the Detroit News, and WWJ doing a nightly for the drug chain. . . . Show will feature a combination of last-minute gossip and human interest, similar in format to his column "Of Cabbages and Kings," which appears daily in the Detroit News.

- NEW YORK -

NEW YORK—Albert Grobe, WQXR chief announcer, has been signed by MGM International Films to narrate a two-reel short feature on the Pasteur Institute. . . . He is also heard frequently as the narrator for Universal short features and news reels. . . . Michigan Kroll "Coverage by Kroll," the former Mary Jane Kroll who was feature writer for newspapers and magazines before going into radio as director of women's programs for WABC, is the new gag and idea woman for the ABC "Society of Amateur Chefs." . . . Johannes Steel, WHN commentator and foreign editor of Readers Scope Magazine, is scheduled to begin a series of articles entitled "Must We Fight Russia?" in the Nov. issue of same publication.

- CALIFORNIA -

OAKLAND—Bill Willar, former news commentator for KALL, director of public service for KUTA and staff announcer at WIP has recently been added to the KROW announcing staff. . . . Scott Weakley, KROW special events man is teaching a special fall course in radio voice and workshop at Oakland Technical Evening School. . . . Elayne Peterson has been named traffic manager at KROW replacing Jennie Nelson, resigned. . . . **SAN FRANCISCO**—New series of shows entitled "Just Between Us," featuring the probings into the problems of everyday life by Bernard Cooney, well known writer and lecturer, is being aired over KSFO Monday through Friday at 8:45 ayem.

Cameron Show To CBS

"The Barry Cameron Show," currently heard on NBC, switches to CBS November 18, and will be heard Mondays through Fridays, 2:45-3 p.m. Sponsor is the Manhattan Soap Co., Inc., and agency is Duane Jones Co. Manhattan has another serial, "The Strange Romance of Evelyn Winters," running on CBS, too, at 10:30 a.m.

ing outcome of litigation involving transfer of control of license: WTAX, Springfield, Ill., pending consideration required in connection with application for transfer of control of licensee corp.

- NEW JERSEY -

NEWARK—In observance of "National Employ the Physically Handicapped Week," WAAT has scheduled several important programs calling upon employers of New Jersey to give every opportunity to the gainful employment of the physically handicapped. . . . PERLIN—Dr. Emery Meschter, who has been a group leader in the DuPont Perlin Research Laboratory, has been appointed laboratory director of the division's research lab at Towanda, Pa. . . . Dr. Frank E. Swindells, present lab director at Towanda is being transferred to the Perlin assignment and Dr. J. Paul Weiss has been named to take over Meschter's work as group leader at Perlin. . . . PATERSON—WPAT recently aired the opening ceremony of the Princeton University Bi-Centennial Celebration direct from the school's chapel. . . . In co-operation with Princeton University, WPAT began the weekly series entitled "The Princeton Bi-Centennial Is on the Air," transcribing most of the important of the Bi-Centennial programs directly from the University.

- COLORADO -

DENVER—In response to numerous and repeated protests from home owners objecting to increasingly heavy plane noise over their homes located near the Stapleton Airport and to clarify the air lanes' position, KLZ sent a special events crew aloft in a United Airlines plane and made a wire recording broadcast of interviews with CAA officials and United Airlines representatives. . . . Results were aired to listeners explaining how for reasons of safety the CAA men were forced to order planes to take off in certain directions, depending on wind changes, and explained that airlines' pilots and officials had no choice in the matter. . . . Vick Chemical, through Morse International Agency, is sponsoring "Shorty, Sue and Sally" in three-quarter-hours per week over KLZ.

- FLORIDA -

JACKSONVILLE—Representatives of the seven radio stations composing the Florida-American Network, have named Robert R. Feagin of Jacksonville as president of the group which the members also voted to incorporate. Other officers include: W. W. Esch and Robert Venn, vice-presidents, and Frank Taylor, Jr., secretary-treasurer. The managers of the seven stations composing the web were named as its board of directors and a program committee will include: Norman Brown, Frank Pepper, and Victor Bulsset.

Leaves ABC Legal Dept.

C. Clark Stover, Jr., has resigned from the legal department of the ABC network to become a partner in the law firm of Speir & Kerbeck. Stover is being replaced by Richard A. Moore, former member of Cravath, Swaine & Moore, who has just returned from the Army.

"Miss Subways" On WLIB

"Miss Subways" for October, a WLIB staff member, will be interviewed over the station today at 2 p.m. Subway queen is Mary Villacorta of WLIB's music library.

'Ambassador' In Tele Needed, Says Cunniff

(Continued from Page 1)

Cunning would have to be a diplomat and mediator." Cunniff emphasized the need for a man of vision and understanding who could end the bickering, jealousy, and suspicion of the industry.

"There should be an interchange of ideas, technics, information. Important thing is, we must get started. There must be unity. Once television gets into stride, then we can get as competitive as hell."

Sees Threat To Films

Television is a threat to the motion picture industry, he admitted. "Television will nibble away at the movies and radio," Cunniff predicted. When people can see and hear a good show at home, why should they go to the movies, he asked.

But television is also a threat to itself, he emphasized. He pointed out the various pitfalls, among them the perfectionist zeal of television researchers. "That's wrong. Television is sufficiently developed to go ahead. We shouldn't wait for color. The movie industry didn't wait for color in order to produce and distribute pictures."

Cunniff differentiated between the need for perfection in studio production and in studio transmitters. "It is more important that we develop television stock companies, and good entertainment. Technical improvements will grow with the industry."

Programming Important

He warned against haphazard programming. Just because a station has a franchise to telecast four or five hours daily is no reason for it to do so. It's much better, he asserted, that a station transmit 30 minutes of good entertainment than four hours of mediocre stuff. "Poor shows will sour the public, and set back television another five years." A half hour of successive entertainment from NBC, CBS, and DuMont is sounder television policy than four hours of competitive entertainment from these same stations.

Cunniff's contagious enthusiasm is so great that even though he is aware of the stumbling blocks, he speaks with prophetic zeal of the immense future of television. He spoke in glowing tribute of his partner Edgar Bergen.

Bergen is a man with tremendous vision. He's a bug on experiment, and 95 per cent of the telescreening winds up in the backyard incinerator. He doesn't give a damn about costs. He's looking for valid results."

Cunniff explained that though he and Bergen are partners, each works independently of the other. Cunniff's specialty is the programming of live shows; Bergen's, telescreening. Bergen believes there never can be enough first rate talent to provide the telecasting of 100 per cent live shows. And so he concentrates on developing telescreen technics. He has long since discovered that regular 35 mm. film does not give satisfactory results via television.

Survey By NAB-NRDGA

Commission CP's Set For Video, FM, AM

Washington Bureau, RADIO DAILY
 Washington—The FCC on Friday granted a CP to the Minnesota Broadcasting Corp. for a new commercial television station in Minneapolis. In addition, the Commission acted favorably on more than a score of other applications covering AM, FM and experimental television.

A CP for experimentation in both color and black-and-white video was granted St. Louis University.

Final CP's for FM stations were granted the following:

Amarillo Broadcasting Corp., Amarillo, Tex.; Darrell E. Yates, Lufkin, (Continued on Page 7)

World Series Broadcast Will Air On 400 Stations

World Series broadcast of the World Series is being carried by over 400 stations in the U. S., Canada and Cuba and in addition goes overseas via Armed Forces Radio Service without the commercials. U. S. radio listeners are hearing the series by means of some 100 mutual stations.

The Gillette-sponsored event is fed to Cuban stations by KMH, Havana, (Continued on Page 8)

World Tele Schedule On CBS Set For Fall

World Motor Company signed over the week-end for telecasting sponsorship of the first two home games played by the Brooklyn pro football team which will be televised over Columbia station WCBS. Contests are scheduled for October 11 and 25th (Continued on Page 6)

Public Service

Over 60 local and network broadcasts were carried from the American Legion convention which closed in San Francisco on Friday. Fifteen network broadcasts were made, according to Robert A. Drohlich, chief of the radio branch of the American Legion. Drohlich added that "the co-operation of the entire radio industry was excellent."

New FCC Rule Affects Application Dismissals

Washington Bureau, RADIO DAILY
 Washington — No application will be dismissed "without prejudice" after a hearing and the issuance of proposed findings, the FCC has ruled in denying such a petition by J. W. Birdwell, Nashville, Tenn. Birdwell has asked for dismissal of his application, which was heard in a consolidated hearing with five other applicants, because it would contribute (Continued on Page 7)

Await Company Proposal In NABET-West's Strike

Westinghouse Radio Stations, Inc., were reported over the week-end to have drawn up a counter proposal to present NABET officials, following a deadlock in the strike last week which has continued for the past 10 days. NABET officials in New York indicated that the proposal, which followed steps taken at a settlement (Continued on Page 2)

Inter-American Congress Completes Organization Plans

By J. M. DURAN
 Special Correspondent, RADIO DAILY
 Mexico City—Co-operation with governments in patriotic measures without submitting to regimentation, and development of strong ethical code to prevent cut-throat competition were high points of discussions Thursday as first Inter-American Radio Congress delegates voted definitely to organize permanently. Full organization and election of officers

Value Of Radio To Retailers Stressed In Study Conducted By Joske, Tex.; Results Enthuse Store Officials

AFRA Code Meetings Get Underway In N. Y.

Preliminary conferences relative to negotiation of new AFRA contracts between the networks and advertising agencies are progressing favorably in so far as procedure is concerned, with three confabs having been held last week by the union and representatives of the four major (Continued on Page 5)

Fire Ins. Companies To Debut Series On MBS

Beginning Sunday, November 3, the more than 200 leading fire insurance companies that make up the National Board of Fire Underwriters will debut a weekly mystery-drama series over the Mutual network. Program, which will be heard from 3:30 to 4 (Continued on Page 2)

Lodge Predicts Ghost-Free Color Television In N. Y.

Declaring that a radiated power of 10-kilowatts from an antenna in the Chrysler Tower will provide sufficient color television reception for people living within 50 miles of New York, William B. Lodge, director of (Continued on Page 2)

A campaign to make department stores and other retailers more radio conscious begins this week with the distribution of "Radio for Retailers," a 90-page report based on a year's radio survey conducted by Joske's of Texas, large San Antonio department store, in co-operation with the NAB. Assisting in preparation of the report, in addition to Joske's and NAB, were the Allied Stores Corporation, which owns Joske's, and the National Retail Dry Goods Association.

Survey discloses that radio advertising (Continued on Page 5)

Denies CBC Opposes Private Broadcasting

Montreal — While the Canadian Broadcasting Corporation might make a slight change in policy regarding commercial broadcasting, A. Davidson Dunton, chairman of the governors of CBC told the Advertising and Sales Executives Club of Montreal this week that the idea that it was trying to stamp out all private (Continued on Page 6)

Montreal Police Relent In "Zingo" Radio Test Case

Montreal—To avoid the City of Montreal being sued for damage should it lose its test-case against "Zingo," a radio program claimed by Pacifique Plante, police prosecutor, (Continued on Page 8)

Spot Coverage

Using their mobile radio unit and wire recorders staff members of WIP, Philadelphia, rushed to the scene of the Sun Oil Co. explosion at Marcus Hook, Pa., Thursday night and by 2 a.m. Friday had a vivid word picture of the disaster on the station. Later the wire recording description was made available to WOR in New York.

Hot News

The ABC press department, working at its normal "fiery pace," left a little over for the elements one day last week. Earl Mullin, web press chief, found his office gutted by flames of undetermined origin Thursday morning. Fire broke out about 5 a.m. and had the news department boys and Johnny Dalo, emcee of the night show, sprinkling foamite between bulletins.



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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 (Oct. 4)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB MARKET, OVER THE COUNTER, Du Mont Lab., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Await Company Proposal In NABET-West's Strike

(Continued from Page 1) last week by both parties, might begin to form a basis for conciliation. United States conciliation attorney, Donald Byrd, assigned to supervise arbitration negotiations in the strike, which affects 65 NABET technicians in the walkout, is expected to receive the Westinghouse proposal early this week. Stations involved in the strike, all owned and operated by Westinghouse Radio Stations, Inc., are KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston, and WBZA, Springfield, Mass.

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

Coming and Going

IVOR KENWAY, director of advertising and promotion for the American network, is in Nashua, N. H., where today he will address the annual convention of the Independent Food and Grocers Assn., on the subject, "Radio, Your Door-to-Door Salesman."

ANDREW HAMILTON, legal advisor at WGN, Mutual affiliate in Chicago, arrived in town late last week for the AFRA meetings.

MADISON HEARTMAN, assistant to the general sales manager of WLW, Cincinnati, has left Ohio, following the rigors of time change, to rest up for a few weeks in Mexico.

FRANK SAUNDERS, tenor on the Arthur Godfrey program heard over CBS, left Friday by plane for Youngstown, Ohio, where he will be guest of WKBN, Columbia outlet, and will make a personal appearance in behalf of the Policemen's Benevolent Fund.

JOHN PFEIFFER, science director of CBS, is in Philadelphia on business.

MORT HENDRICKSON, night news editor at KYW, affiliate of NBC in Philadelphia, has returned from a vacation in Sea Isle City, N. J., and Niagara Falls. He was right at the Falls a couple of weeks ago when a portion of the cliff face plunged into the gorge.

VAUGHN MONROE and the members of his "Camel Caravan" program made a personal appearance last week in Springfield, Mass.

TED ENNS, of Cowles Broadcasting Co., has left New York on a business trip to the western states. He'll be away four or five weeks.

FARNSWORTH FOWLE, foreign correspondent for CBS, who now is spending a vacation in the States, enjoyed a busman's holiday last Friday at the headquarters of the network. Then he left for Washington, D. C.

DORIS S. CORWITH, assistant to NBC's public service manager, Dwight Herrick, spent the week-end in Hollywood conferring with officials of the network's western division. According to her present plans, she'll be back in Gotham day after tomorrow.

GIL BERRY, sales manager of the American network's central division, and E. R. PETERSON, account executive, are expected back at their Chicago offices today following a short trip to Minneapolis.

NANCY CRAIG, commentator on WJZ, takes her microphone today to the high school auditorium in Darien, Conn., where she will accept felicitations from prominent civic leaders on the occasion of WJZ's silver jubilee.

KAY TURPIN, sales promotion department luminary in the central division of ABC, is back at the Chicago headquarters following a two-month leave of absence, during which she toured the midwestern and western portion of the U. S.

Lodge Predicts Ghost-Free Color Television In N. Y.

(Continued from Page 1) general engineering for CBS, addressed the National Electronic Conference in Chicago Friday. Lodge also stated that ultra-high frequencies permit control of the "ghost" problem and will provide ghost free reception in 95 per cent of the homes.

"Our Pal" Fund Appeals

WABC's month-long series of air appeals on behalf of the New York Police Athletic League will be launched by a special program, "Our Pal," on Tuesday, October 8 (5:30-6 p.m.). The program will be produced by Dick Swift, assistant general manager, and directed by Gordon Graham. During the month, 12 radio personalities will make appeals on WABC for membership-donations to help PAL's 1946 campaign for \$500,000. They are: Margaret Arlen, Red Barber, George Bryan, Bern Bennett, Harry Clark, Phil Cook, Arthur Godfrey, Joe King, John Reed King, Bill Leonard, Dan MacDonnell and Harry Marble.

Fire Ins. Companies To Debut Series On MBS

(Continued from Page 1) p.m., EST, will be heard over more than 300 MBS outlets. Program is produced and directed by Jim Sheldon, radio director of MacFarland-Aveyard, agency which handles the account.

BMB Releases Film Illustrating Its Service

The Broadcast Measurement Bureau has released a sound-color motion picture explaining, in dramatized form, seven ways in which advertisers and agencies may use BMB station and network audience reports. The first to be made on new commercial 16 mm. Kodachrome film, the picture was produced by Harold Young Productions, Inc., with Charles Curran as associate producer. Prints have been given to the ANA, AAAA and NAB and are available for showing by ad clubs, marketing associations, and BMB subscribers, etc.



Playing for keeps

The time's coming. The big time... when you'll have to get out there and fight for your share of business... Most of the talk is about a seller's market. But there are those who say, "Don't you believe it." One way or another you'll be playing for keeps. If you plan a selling campaign in Baltimore... and radio is part of the scheme... we suggest you put W-I-T-H at the top of the list. This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. Yes... pretty soon the marbles will be down... and you'll get the W-I-T-H listeners in Baltimore.



W-I-T-H and the FM Station W3XB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REIL

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

Why ABC won the ATS award for Commercial Television

*Practical television on an economical basis
puts ABC first in the commercial field*

The American Television Society Award "in recognition of the year's outstanding contribution to the development of television commercially" was recently won by the American Broadcasting Company.

The winning of this award points again to the sound commercial policy ABC set up when its Television Department was established over a year ago:

"Build shows which are *economically practicable* for advertisers—considering present audience limitations. And help advertisers build effective commercials that will really *sell* their products by *television*."

This is what ABC has been doing and plans to keep on doing. Advertisers need an opportunity to experiment *at low cost* with this powerful new medium. They need a chance to gain experience, learn new techniques, develop an understanding of television methods so that they will be able to take full advantage of television as it comes of age.

To give advertisers this opportunity, ABC started out by using tried and proved radio programs and techniques—adapting them to television in the most practical and economical ways. At the same time, ABC gave advertisers the benefit of rich radio programming experience in developing new shows for video.

And to keep costs in line with today's limited television audiences, ABC charges nothing whatever for air time!

At the right is a list of advertisers who got their start in television on ABC. As a result of that experience, many are making plans now for extensive use of television in the future.

The time is past for just *thinking* about television as the advertising medium of the future. It's here, right now, and ABC is busy helping many a wide-awake advertiser get in on the ground floor. Why not you?

SEND FOR FREE BOOKLET. If you'd like to see what ABC has already done in the field of commercial television and plans to do in the future, just drop a note to ABC Television, 33 West 42 Street, New York 18, N. Y., and ask for your copy of "The Show's the Thing."



ABC American Broadcasting Company

FIRST IN TELEVISION THAT SELLS

NOW OPERATING IN: NEW YORK • CHICAGO • PHILADELPHIA • WASHINGTON • SCHENECTADY

Here are some of the commercial programs televised by ABC



FIT FOR A KING (Chevrolet Motor Co.)



HERE'S MORGAN (Adler's Shoes)



THE FITZGERALDS (Gertz Department Store)

CHIME TIME (A. E. Rittenhouse Company)

WRITE ME A LOVE THEME (Sweetheart Soap)

ELK'S PARADE (BPOE)

TAM O'SHANTER (U. S. Rubber Company)

MINNEAPOLIS AQUATENNIAL (U. S. Rubber Company)

NATIONAL AIR RACES (U. S. Rubber Company)

SARATOGA RACES (Berkray Corporation)

LET'S PLAY THE GAME (Alexander Stores)

LADIES BE SEATED (B. T. Babbitt, Inc.)

EASTER PARADE (Esmond Mills)

DETROIT GOLDEN JUBILEE (U. S. Rubber Company)

MISS AMERICA PAGEANT (George W. Luft Co.)

LETTER TO YOUR SERVICE MAN (John David, Inc.)

BREAKFAST CLUB (Swift & Co.)

QUIZ KIDS (Miles Laboratories)

LADIES BE SEATED (Chef Boy-Ar-Dec)

TIME BREAKS (Waltham Watch)

ESQUIRE ALL-AMERICAN BOYS'

BASEBALL GAME (Esquire Magazine)

And ABC is always out in front with public service features like these:

82nd Airborne Division Victory Parade
Opening Day, UN Security Council
National Aviation Show
Memorial Day Parade
Operation Crossroads
Staten Island Fire
America's Town Meeting of the Air
Irene Wicker Series
Roosevelt Memorial Program
Washington, D. C., Planning Committee
Navy Day Activities

SAN FRANCISCO

KENNETH "ACE" STEDMAN, who has been serving as assistant auditor for ABC's Western Division in Hollywood, takes over as auditor of ABC's San Francisco office on October 10.

Bob Wassenberg, program director of KROW, has been elected to the board of directors of the American Red Cross.

The Gallenkamp Stores, Inc., have purchased KGO's mystery thriller, "Pat Novak For Hire," to promote sales of footwear in their Pacific Coast stores. The show goes over the ABC Pacific net Sundays from 8 to 8:30 p.m.

Ralph Howard, NBC correspondent and commentator for the past six years, is starting a daily commentary on the news over KPO and the Pacific NBC net at 7 a.m. Howard recently returned from the Marshall Islands and joined the staff of the KPO-NBC newsroom.

The "Standard School Broadcast," a weekly half-hour course in the history of music and music appreciation, starts its 19th consecutive year this month, over KPO and the Pacific NBC net.

Special events crew of all major stations here have been having a hectic week covering the American Legion national convention. All parades, important speeches and major happenings were either broadcast direct to networks and local listeners, or wire recorded for later use.

Dink Templeton's Saturday Sports Parade has been shifted to the 9:30 p.m. spot, and is now sponsored by Shasta Water.

Imogene Martin, formerly of the San Francisco ABC-KGO publicity staff, is now in the Hollywood ABC office doing publicity while Don Logan is on temporary leave from the station.

This week's "Quiz of Two Cities," usually aired from Los Angeles and San Francisco, over Mutual, was an all-American Legion show, with the visiting conventioners doing the nimble-wit airing.

Finch Station Presents First Live FM Program

Finch FM station WGHF airs its first live program tonight from 7:30-7:45 p.m., when "Coast-to-Coast," presenting news and views of Broadway and Hollywood, begins a weekly Friday night series. Show will offer a name personality each week with Jean Darling, star of "Carousel," set for an interview tonight by Dick Childs, WGHF staff announcer. Program, produced by Herb Stone, is sustaining.

"a mighty colorful emcee"—
(Radio Daily)

John Tillman

master of ceremonies
CBS Color Television
Demonstrations



California Commentary . . . !

• • • Don McBain, co-owner, chief engineer and head pilot of KCMJ, Palm Springs (other flap-droppers at KCMJ being Bob Jones, Hal Leland and Jack Donahue) flew to Seattle for the CBS affiliates' meeting. Incidentally,

Los Angeles

Leland, formerly of KPRO and KFXM, flew down to apply for the job of announcer-engineer, landing his plane only a few blocks from KCMJ and hiked across cactus to land it (the job). . . Ragtime ivory-tickler Jimmy Durante is going to play "The Lost Chord" in MGM's "This Time For Keeps." When questioned by Esther Williams about the tune, Jimmy answered "until Melchior tells me different, I'm thinking da 'Lost Chord' wuz a missing automobile." . . C. P. MacGregor's Skippy Hollywood Theater began its new fall series Oct. 2 in the time-slot of 6:30 p.m., previously held by Mr. District Attorney and following Duffy's Tavern. The first program was "World Series Widow," starring Anne Jeffreys, supported by Herb "Sad Sack" Vigran. WLW, WGN and WTAM have joined the Skippy network.

★ ★ ★

• • • KFOX, Long Beach, Friday night aired the second in the fall series of football broadcasts of collegiate night games, the Loyola-Santa Barbara tilt, with Bill Welch handling the play-by-play. KFOX is broadcasting the series of Associated Sportcasts on Friday nights from the Los Angeles Coliseum and Gilmore Stadium in Hollywood. . . Frank Moore and Bill Kelsey, the latter a former writer at KTAR, Phoenix, recently sold a "Gildersleeve" script to Needham, Louis and Brorby Agency, which produces "The Great Gildersleeve." . . The news that Henry A. Wallace had been requested to resign from his position as Secretary of Commerce was announced on KTAR complete with theme. The announcer broke in on the theme of the program in progress to make the announcement—and the theme was "Hit The Trail." . . KMPC is now broadcasting the race re-creations from the Bay Meadows track, Monday through Friday, with Joe Hernandez as announcer.

★ ★ ★

• • • Lorette Fillbrandt, former Chicago radio actress, has been given an important role in Irna Phillips daytime serial, "Today's Children." Other additions to the cast are Betty Moran and Leone Ledoux, the small baby. . . Joe Forte, Henry Blair, Jay Novello and Tom Collins have joined the cast of the Irna Phillips daytime serial, "Masquerade." Both serials are produced by Carl Wester and Co. . . Al Sack, maestro of the "Maisie" show, is ingenious in more ways than one. He has just finished sound-proofing the den in his home so that he may spend many quiet hours composing. His latest work for full orchestra is "Moonlight Memoirs." . . Opie Cates, musical director of "Meet Me At Parky's," usually wears a grin as lively as his musical renditions. Lately, he's been more on the sombre side, because the acute shortage of meat on the West Coast forced him to sell his 180 head of Berkshire hogs—including his favorite, Junior, given him by Bob Burns. And speaking of shortages, Pinky Lee, the comedian on the Don Ameche show, sagely observed that nowadays it's darned near impossible to get anything but company for dinner.

★ ★ ★

• • • Eddie Dukoff, Boswell for Danny Kaye, has embarked on a 7,000-mile business trip for the Goldwyn star, with the trip to terminate in Paris. During the entire jaunt, which will be by air, Dukoff will follow his standard practice of eating nothing but sleeping pills. Never airsick in his life, he's never going to be if he can help it. . . The screen's foremost dead-pans, Virginia O'Brien and Buster Keaton, visited the set of Red Skelton's "Merton Of The Movies" at MGM. Noticing their expressionless faces, Director Robert Altan asked: "Whatsa matter, kids, bad news?" "Nope," scoffed Skelton, I just told 'em a joke—and they are still enjoying it!"

CHICAGO

By BILL IRVIN

AN ORDER for a new 38-week series of 15-minute juvenile programs and orders for 16 five-minute political broadcasts were included in the new business announced by WMAQ. Carson, Pirie Scott & Co. of Chicago ordered direct a new weekly program, "The Hobby Horse," which will present outstanding authors of juvenile books, starting Saturday, Oct. 5, 8:45 to 9 a.m., CST. Mrs. Ruth Harshaw, writer of the program, will act as moderator; Hugh Downs, will announce, and Albert Crews, will direct. Jack Lester, Chicago radio actor, will present dramatic excerpts from books reviewed on the program.

Fred Waring aired his morning program of Tuesday, Oct. 1 (NBC, 10 a.m., CST), from the Chicago convention session of the American Meat Institute at the Stevens Hotel, where about 2,000 representatives of the nation's meat industry were gathered to mull over the meat storage.

Florence A. Neighbors, space buyer at Goodkind, Joice and Morgan, Chicago, has been made director of media. She will handle radio time buying as well as publications, outdoor and other media.

Robert O. Miller, general manager of WSBC, has been appointed chairman of the panel of "Foreign Language Programming in the Public Interest" at the National School Broadcast conference which will convene in Chicago on Oct. 21.

First in a series of television symposiums in Chicago originally scheduled for Sept. 18 and 19 at Ruthrauff & Ryan, Inc., will be held Wednesday and Thursday, Oct. 16 and 17. The symposium is conducted to inform clients and agency account executives of progress and development of television, and to bring them up-to-date on what other advertisers have done in the new medium.

Frank Falknor, general manager of WBBM, Columbia's owned-and-operated station here, has returned from a short trip to New York.



"... and are you what WFDF Flint calls a Dog Face?"

AFRA Code Meetings Get Underway In N. Y.

(Continued from Page 1)

Two meetings were held at CBS headquarters early in the week and on Friday the group met at CBS. Approximately 20 to 25 representatives of both sides have been in attendance, with AFRA negotiators being headed by George Heller, executive secretary. No specific people are representing the networks as a unit, which web is being represented by its own officials.

Codes Expires Oct. 31

The AFRA Code covering the networks and agencies expires Oct. 31, and the talent union is seeking a 35 per cent increase in scale. Electrical transcription scale to be on a par with live talent payments and sustaining scale to be the same as commercial.

Basic issue upon which the real tough sledding is most likely to be predicated is AFRA's request that the pact to be signed by the networks not to feed a station which has refused to negotiate with the union. While the basic points for web and agency pact are few, the negotiations are to include AFRA's demand for parity as to national and regional network scales. Also there are eight contracts to be negotiated in four cities, covering staff announcers and sound effects men.

Signatories to the AFRA Code which expires the end of this month have previously agreed to a retroactive clause in the event a new contract had not been negotiated, retroactive to November 1, 1946. This clause, however, may or may not become effective.

Presents Demands Wednesday

On Wednesday of this week, AFRA will meet with the representatives of the electrical transcription industry and present its basic and other demands. Live talent code signers gave an increase as per rise-in-the-cost-of-living agreement therein during the year. ET scale, however, has not been voted since it was signed. As mentioned above the ET scale will seek parity with that of live talent shows.

Survey By NAB And NRDGA Shows Radio Value To Stores

(Continued from Page 1)

tising during the study year, using 20.5 per cent of the store's newspaper-radio budget, "contributed to a profitable increase of sales volume; widened the range of Joske's trading area; reached new customers not previously reached by other advertising; and helped increase the prestige of the Joske name." Results from radio improved as the year progressed, the report states.

Ratings Shows Increase

One series of clinical studies showed that audience ratings of Joske sponsored programs also increased during the year, "indicating ample listener-acceptance of locally sponsored programs in competition with network shows." Study methods led the store to designate certain controlled departments to receive considerable radio advertising through 54 programs and 109 spot announcements weekly, while other departments received little or no radio.

Prominent among recommendations for the retailer is one calling for use of the "beamed program technique" whereby specific objectives are set by the retailer, specific customer types are predetermined as desired audiences, and specific programs and stations are selected to appeal to such audiences. Report stresses the more successful "rifle" approach rather than the "shot-gun" method.

Joske President Enthusiastic

James H. Calvert, president of Joske's said: "We know that the thoroughness of the study and the contributions of the many highly qualified specialists who co-operated, justify close examination of our experience by all those interested in retail promotional problems."

Emphasizing that the study was undertaken with a clinical attitude, "without prejudices and with an open mind—but we had to be shown," James H. Keenan, Joske's vice-president in charge of sales promotion, stated, "The study has enabled us to develop new and effective techniques in the use of an important advertising medium. After our year's experience it is fair to conclude that radio advertising has now become a permanent part of our store promotional program. We are most pleased

to share with other retailers what we have learned."

Results improved as the year progressed, the report states, indicating a cumulative value from regular, persistent use. Volume increased in radio-advertised store services, such as fur storage, mail order, gift wrapping, etc., and institutional values of radio advertising were described by a store official as "limitless and immeasurable," particularly in publicizing the Joske slogan of "the largest store in the largest state."

In some instances radio was found to be more effective when co-ordinated with other media.

Special research disclosed a close relationship between verified radio listening and increased sales. Throughout the study year numerous surveys were made, and the report stresses the application of such research to the practical solution of merchandising problems.

Assisting in preparation of the report were Russell A. Brown, vice-president in charge of sales promotion and advertising, Allied Stores Corp.; James Shand, assistant to the president, Joske's of Texas; Willard H. Campbell, sales manager, Sibley, Lindsay and Curr Co.; Howard Abrahams, manager of the sales promotion division, National Retail Dry Goods Association; Walt Dennis, radio and television director, Allied Stores Corp.; Cecil K. Beaver, general manager, KTBS; James Brown, general manager, KONO; Lewis H. Avery, president of Lewis H. Avery, Inc.; Walter Johnson, assistant general manager, WTIC; Frank E. Pellegrin, director of broadcast advertising, NAB, and Miss Lee Hart, assistant director, NAB.

'Take It Or Leave It' Adds 27 Stations In Canada

"Take It Or Leave It," sponsored by Eversharp over CBS Sunday nights, will be heard over an additional 27 Canadian stations starting Oct. 6. Program, carried on the full CBS net and two stations in Canada, will be broadcast over 29 CBS outlets beginning Sunday night. Biow is agency.

Inter-Amer. Congress Completes Organizing

(Continued from Page 1)

plagiarism and free time for paying clients for support of democratic principles in the Americas with full co-operation with governments on matters of high national interests without becoming involved in political matters and with governments staying out of the radio business.

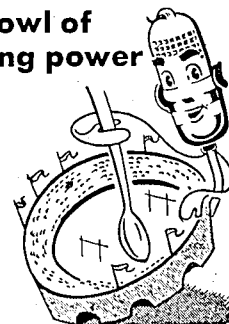
RCA climaxed a series of television programs with latest equipment Friday by screening a bullfight, technical show by RCA, General Electric, Zenith and others. Meanwhile, is giving Mexico City its greatest thrill of this kind with constant lines marching in or standing around to see the RCA special television programs.

Croghan Gets FCC Grant For Santa Monica Station

The FCC has granted Art Croghan, veteran broadcaster, a construction permit for a 5,000-watt AM station, 1580 kc., limited time, in Santa Monica, Calif. Of his 20 years in radio, Croghan has spent the last 16 operating independent stations. As part owner and sales manager, he built WJBK, a 250-watt independent at Detroit, Mich., into one of the most successful stations of its kind in the country.

"FOOTBALL CITY"

... bowl of
buying power



CANTON, OHIO — birthplace of professional football and home of WHBC, the station that sports a real record for results!

Football is Number One sport in Canton . . . and Canton's Number One station builds and holds audiences with play by play broadcasts of high school, collegiate and professional games. Cash in on guaranteed local loyalty. Let WHBC's Good Neighbor Mike carry the ball for your campaign in this market.

whbc
5000 WATTS SOON!
BASIC STATION MUTUAL NETWORK
Represented by RAMBEAU
your good neighbor in
CANTON, OHIO
always a busy city

The BEST Farm
Station Buy?

SINCE 1924, IT HAS
ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

MASTER THESE DIALECTS

- French-American
- German-American
- Greek-American
- Italian-American
- Russian-American
- Spanish-American
- Swedish-American
- Yiddish-American

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Actors, Producers, Directors, Students find the DIALECTON METHOD the simplest way of learning foreign-American dialects. The DIALECTON Album contains eight dialects, plus the Instruction Handbook—a complete course for home study or classroom. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education.

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DIALECTON, Inc.

244-46 West 49th Street

New York City 19, N. Y.

Denies CBC Opposes Private Broadcasting

(Continued from Page 1)
initiative was not only completely erroneous but nonsense.

Was Answering Beaudry

Dunton was speaking in reply to Roland Beaudry, M.P., veepee of the Association of Private Radio Stations, in a debate before the club in which Beaudry maintained that there was only so much commercial business available, and that if the national system took away some portion of it, private stations, which numbered 100 as against 12 CBC stations, would be unable to continue to operate.

Dunton said that on some of the networks of CBC a great deal of the commercial revenue went to private stations which co-operated on the networks. In one instance, there was one CBC station and 28 private stations, so that if there was more commercial business right across Canada it would mean more revenue for private stations, he declared. He claimed CBC had a national job to do in promoting Canadian culture, education, information and religion but also felt that the Canadian people should have the benefit of some of the good entertainment that is provided by commercials.

Claims Private Business Hurt

Beaudry argued, as a believer in free enterprise, that the national broadcasting system was encroaching on private business and was rapidly tending to become the controller and sole enjoyer of radio rights in Canada. He admitted CBC had done broadcasting a great deal of good, but said he believed that in carrying out its lofty ideals, it was bringing about the demise of private radio broadcasting and creating a state monopoly, and added that Canadian industry seeks promotion of business through advertising media and it is unfair that the state should control one of those media.

"The CBC," said Beaudry, "had been established to give Canada a national voice for the expression of culture and to protect Canadians in the distribution and use of air channels allotted this country. The Government collected \$4,000,000 in radio license fees, but spent \$1,000,000 less than that in cultural and national broadcasting, and yet is declaring it has insufficient revenue to do a thorough job and needs more funds.

"The sources of commercial revenue are neither inexhaustible nor greatly elastic, and there is a time limit on radio, so that any additional income derived from commercials would be lopped off private radio industry.

Sees Important Choice Near

"The private radio industry had an advertising income of approximately \$9,000,000 a year spread over 100 stations, and the CBC spent \$5,343,486.32 on its 12 stations and showed a deficit last year."

Canada, Beaudry declared, will soon have to decide for itself whether it desires freedom for private enterprise in radio or whether it wishes to have state-owned and controlled stations.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Jack Robbins, dynamic music exec. rates an assist should the new Leeds tune, "Faraway Island," written by Ted Shapiro and Benny Davis click. J. J. R. picked the song and made a deal with Lou Levy to jointly exploit the ballad. . . ● "Kishwaukee" Jack, songplugger for Will Rossiter, gives radio crooners small bottles of water from the Kishwaukee River (which flows through Illinois) which he contends should prove lucky. . . ● Virgil Davis, whose arrangements for Danny O'Neil's CBSonglets, are major league, has opened his own firm, Rivervale Music, starting off with "Mister Cupid" and "You Were Meant For Me Alone," the latter written by Sherman Feller, WEEL disc jockey. . . ● A trio of buddies who sang with the Great Lakes Naval Choir are each making the grade in radio. Jack Killy is on NBC's "Serenade To America," Durwood Kirby is emceeing the "Honeymoon In New York," NBCCoast-to-Coaster, and Bill Harrington is featured MBSerenader every morning at 11:30. Added note: last week we itemed that Bill rates a screen test. So a screen test he gets. Leaves in a fortnight for the Universal Lot to face the cameras. . . ● Fablen Sevlitzky, conductor of the Indianapolis Symphony wants Raymond Scott to orchestrate his "Lute Song" for a performance this winter. . . ● Youngest radio headliner is three-year-old Tommy Kelley, heard MBSundays from Detroit. . . ● "NBCan You Top This?" starts its fourth consecutive year today. Incidentally, Ed Weber, manager of the quartet of comics, started his theatrical career in 1911 at an amateur night contest at the Savoy Theater in Gotham.

★ ★ ★

● ● ● Melody Lane has a bouncy novelty ditty in Ervin Drake's "The Rickety Rickshaw Man." . . ● That's an appealing little ballad which Pete Doraine is pushing. We're referring to "I Wish I Had A Sweetheart" (Like that old sweetheart of mine), written by Frank Davis, Sam Braverman and Win Brookhouse. . . ● Enoch Light's band, currently heard daily via Mutual from the Hotel Taft, is responsible for the capacity luncheon and dinner business. . .

● Pretty Dorothy Rae, singing partner of 'Whistling' Fred Lowery, is the composer of the clever ditty, "Debutante's Lament," a show-stopper. . . ● Maxwell-Wirges follows its sensational "Banana Song," with another comedy rhumba, "I Want To Be A Romeo," written by Mac Benoit, Mike Mikita and Marjorie Harper. . . ● Arthur Gary starts a five-year contract today as announced on the Bill Stern NBCColgate Sport News Reel. Gary has come a long way in the last two years. . . ● Spike Jones and Monte Proser will co-produce a musical comedy, "Missouri Compromise," starring Billy Gaxton and Victor Moore. . . ● Did you know that Bud (MBSuperman) Collyer used to sing with Raymond Paige's Orchestra? . .

● The Frank Martins (he announces the "Dick Haymes CBSHow") expect Sir Stork in December. . . ● BVC introduced its newest novelty ditty, "Pity The Poor Lobster" to the press at a luncheon yesterday at the Lobster Restaurant (where else?) . . . ● Two major music firms are bidding for Bill Harrington's theme song "Looking For A Dream," a natural if we ever heard one.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Proxy Edward Wallerstein of Columbia Records predicts a record market to exceed a half-billion discs next year. . . ● Sam Donahue will wax 20 sides annually for Capitol under terms of his new contract. . . ● Dean Martin's Diamond disc of "Which Way Did My Heart Go?" with the flip-over Berlin's "I've Got The Sun In The Morning," made to order for the jukes and platter-chatter mixers. . . ● Vaughn Monroe's latest Victor release "The Things We Did Last Summer" back with "More Now Than Ever," a pair of easy-to-listen-to ballads. . . ● Frank Oberndorfer ass't. adv. mgr. at Musicraft has resigned. . . ● Deek Watson's Brown Dots have cut a hit-disk in "Rumors Are Flying" for Manor. . . ● Frank Sinatra's Columbia platter "Begin The Beguine," a most unwise choice. Tune set in high register and Frankie's voice 'no can do.' His recording, however, of "The Coffee Song," a sure-fire click. . . ● Dave Denney's latest coupling for Musicraft "Cheatin' On You Baby" and "Weary With Worry," one of his best.

Ford Tele Schedule On CBS Set For Fall

(Continued from Page 1)
against Chicago Rockets and Miami Seahawks, respectively. Sportcaster to handle the games for WCBS will be announced later.

Tentative schedule for Ford Motor Company's "Parade of Sports" over the Columbia television station includes 16 events for the remainder of this year consisting of football, hockey, basketball and the rodeo and horse show at the Garden. First indoor pickup in the sports series was done Thursday night from 9-9:30 when the Ford program spotlighted the rodeo in New York's Madison Square Garden.

Rodeo will be telecast again under Ford sponsorship Oct. 20 and on Nov. 9 the Horse Show is scheduled for video airing. First hockey game telecast is set for Oct. 30 with four others to follow in December plus five basketball games.

All sporting events are being telecast with two new image orthicons which CBS received the night before the first Columbia University home football game, also on the Ford series. "Parade of Sports" is under supervision of Bob Edge, WCBW sports director.

House Committee Reports On WAA Surplus Sales

Washington Bureau, RADIO DAILY
Washington—In an interim report filed last week, the House Surplus Property committee denounced the "confusion" in WAA and warned that this government would lose millions of dollars in disposal of radio and other surplus property unless present practices are corrected.

The report charged that some of WAA's regional offices have been marked by "ineptitudes, confusion and abundant opportunities for favoritism and fraud."

WAA's use of manufacturers' agents in appraising and selling surplus electronics equipment was also condemned in the committee's report. Previous testimony before the committee had indicated that several radio concerns had purchased valuable equipment at what amounted to "scrap" prices.

The report was signed by Chairman Slaughter (D., Mo.) and Representatives Davis of Tennessee and Rooney of New York, Democrats; and Ritzley of Oklahoma and Robertson of North Dakota, Republicans.

Send Birthday Greetings To—

October 7

Guila Adams Frances Moore
Marjorie Carroll Charles Pekar
Andy Devine Frances Hunt Bring
Alfred Wallenstein Harold Davis

Commission CP's Set For Video, FM, AM

(Continued from Page 1)

... Tar Heel Broadcasting System, Inc., Washington, N. C.; Larus & Brothers Co., Inc., Richmond, Va.; JBS Broadcasters, a partnership, San Francisco, Calif.; The Associated Broadcasters, Inc., San Francisco, Calif.

Granted CP's for new standard stations were the following:

R. I. Broadcasting Co., Providence, R. I., to operate on 1220 kc., 250 watts, daytime; William F. Butt and Paris E. Sinber, doing business as The Voice of Thomaston, Thomaston, Ga., to operate with 250 watts, daytime; Melonzo Stanford Dudley, Lake Charles, La., to operate on 1400 kc., 250 watts, unlimited; Gene Bruge Grophy, Flagstaff, Ariz., to operate on 1240 kc., 250 watts, unlimited.

Also Pikes Broadcasting Co., Colorado Springs, Colo., to operate on 1240 kc., 250 watts, unlimited; Northrop Broadcasting Co., Havre, Mont., to operate on 1340 kc., 250 watts, unlimited; Donald W. Reynolds, Fort Smith, Ark., to operate on 950 kc., one kw., daytime; San Diego Broadcasting Co., San Diego, Calif., to operate on 1510 kc., five kw-LS, one kw., night, unlimited.

Final Decisions Announced

The Commission also announced its order making final the grant of application of the Arkansas-Oklahoma Broadcasting Corp., for a new standard broadcasting station in Fort Smith, Ark., to operate on the frequency 1230 k., 250 watts, unlimited, subject to reaffirmation by CAA of antenna site.

At the same time the Commission announced its final decision granting the application of James L. Stapleton, et al., doing business as Grand Canyon Broadcasting Co., for a new station at Flagstaff, Ariz., to operate on 1340 kilocycles, 250 watts, unlimited, subject to approval of antenna site.

The Commission also listed its final decision granting the application of Valley Broadcasting Association, Inc., for a new station at McCallin, Tex., to operate on 910 kilocycles, one kilowatt, directional antenna, unlimited, subject to CAA approval of antenna system and transmitter site, and subject to installation of appropriate monitoring equipment as required by Section 3.55 (B) when such equipment is available.

At the same time the Commission denied the applications of KEEW, Ltd., to change operating assignment of KVAL, one kilowatt, directional antenna, unlimited, and of Howard W. Davis seeking the same facilities as Valley Broadcasting Association, Inc., at McCallin, Tex.

AMB. 2142 For Air Checks-Line Checks



42nd FLR., OPERA BLDG., CHICAGO

★ THE WEEK IN RADIO ★

UNESCO Seeks World Network

By JIM OWENS

RECOMMENDATIONS for establishment of a world-wide network of the United Nations were formally submitted to Secretary of State James Byrnes by the National Commission of UNESCO. William Benton, Assistant Secretary of State, made the request, which will cost an estimated \$250,000,000. . . . Eight-hundred leaders in radio, television and other fields of communications gathered at the Waldorf-Astoria to pay tribute to Brig. Gen. David Sarnoff on the occasion of his 40th anniversary in the industry.

The Inter-American Radio Congress convened at Mexico City, with over 150 delegates from all but three American nations in attendance. First of its kind, Congress was headed by Emilio Azcarraga, Mexico's leading radio exec. . . . Biggest special event broadcast was the coverage of the Nuremberg trials by all webs. Americans heard most of actual pronouncement of sentences of the 21 Nazis, in addition to verdicts.

NAB President Justin Miller asked American Legion convention in San Francisco for support to avoid government control of radio. Miller, citing broadcasting's war record, asked Legion to "line up" with industry. . . . Since the end of the war, BBC has auditioned 9,000 radio hopefuls. One of every four passed tests for air jobs. . . . Joseph Gerl, president of Sonora Radio Corp., urged formation of committee to guide television "ethics." . . . Impasse in NABET-Westinghouse Radio Stations, Inc. strike continued to the week-end, as negotiations brought no settlement. . . . Mutual's Arthur Gaeth won the toss as America's only correspondent at the Nuremberg executions.

Radio parts manufacturers petitioned OPA for price decontrol. Action is first formal step in support of a recent RMA decision to seek price relief. . . . National Electronics Conference opened in Chicago. CBS' Dr. Peter Goldmark told the group that potential brilliance of color tele pictures increased 11-fold due to new

filters. . . . James L. Fly, former FCC Commissioner, called for continuance of a free system of radio in U. S. . . . WINS completed plans for stepping up power to 50,000 watts about October 14.

Broadcast Measurement Bureau's board of directors voted to devote 1947 to research of recent station-web audiences, with a new survey slated for the following year. Project will cost approximately \$1,000,000. . . . Scripps-Howard Newspapers has engaged DuMont to install equipment in its new Cleveland video station. . . . National Opinion Research Center poll indicates public favors government supervision of radio.

CBS filed petition with FCC to adopt standard for color television and authorization to operate color video in UHF. . . . Campaigners in New York State political drives will use state-wide network as well as independent stations. . . . National League playoffs between St. Louis Cardinals and Brooklyn Dodgers were aired by Mutual and WHN. Plans for telecasts of the World Series, however, went awry as baseball moguls reportedly frowned on the idea. . . . KQV, Pittsburgh, had its broadcast and phone lines cut three times last week during the power strike.

FCC has granted 37 television licenses to date, with 32 outstanding CP's reported. Commission also granted four CP's for AM outlets, and took action on a score of new requests and renewals. . . . TBA conference will be broadcast to audiences in New York, Washington, Philadelphia and Schenectady. . . . A new director for WNYC was reported chosen by Mayor Wm. O'Dwyer. . . . Cliff Evans, WLIB news director, rumored in line for WNYC post. . . . Veterans Bureau series, aired by 721 stations since the beginning of the year, will add many more this winter. . . . Radio had one of its busiest weeks in special events with airings of the Nuremberg trials, flight of the Navy plane "Truculent Turtle" and Dodger-Card playoffs.

Two Tele Shows For Debut In Philadelphia

ABC's television department increases its schedule to five studio programs a week, beginning Friday, Oct. 11, when it introduces two new live shows over WPTZ, the web's Philadelphia outlet. Both programs, according to Paul Mowrey, network video chief, are scheduled to run four weeks.

First of the two, titled "Poetry and Music," to be aired from 8 to 8:15 p.m. stars Vera Massey, veteran radio performer, who will sing and recite monologues with a musical background. Immediately following ABC will present "The Women's Angle in Sports," another 15-minute show featuring Alice Marble, former world's tennis champion. Format in-

Hope First Crosby Guest On New Philco ET Series

Bob Hope will be Bing Crosby's first guest when the singer's transcribed series for Philco debuts on ABC, Wednesday, October 16, at 10 p.m., EST. Other artists on new Crosby series will be "Skitch" Henderson, pianist; Lina Romay, singer; Charioteers, quartet; John Scott Trotter and orchestra, and announcer, Ken Carpenter.

cludes demonstration of tennis strokes by Miss Marble and modeling of women's sportswear by professional models. She will also make predictions of football games and interview personalities of the sports world. Harvey Marlowe, ABC executive television producer, will produce both shows, with Bobbie Henry, directing.

New FCC Rule Affects Application Dismissals

(Continued from Page 1)

"to the prompt dispatch of business by the Commission."

The Commission said granting of the dismissal would be inconsistent with a policy set down in the WETM (Danville, Va.) case, "since dismissal without prejudice would permit, at any time thereafter, the filing as a matter of right, of a new application, and such new application may request a frequency which could not be granted without a hearing because mutually exclusive with a pending application.

"The Commission is of the opinion that public interest requires, and it has decided, that hereafter, after a hearing and the issuance of proposed findings, no application will be dismissed without prejudice. Applicants, whose applications have been dismissed under these circumstances, and who within 12 months after such dismissal find a frequency for which they desire to make application, may do so and request waiver of Section 1.363 of the Commission's revised Rules of Practice and Procedure and the Commission will examine each such request on its merits.

Advertising Council Aids Nurse Recruitment Drive

With the shortage still critical in a great many hospitals, an expanded recruitment drive is being considered by the Advertising Council, in which radio will again be asked to contribute as much aid as possible. In the past four months in a special campaign just completed, more than \$100,000 in advertising was donated.

In this drive, more than 100 leading radio programs on the four major networks carried the nurse recruiting messages apart from considerable local radio support. New drive is expected to resume co-operation with the Office of War Mobilization and Reconversion, nursing and hospital groups as well as Blue Cross Plans, seeking to fill the thousands of vacancies in Schools of Nursing throughout the country.

BALTIMORE'S *Listening Habit*

MUTUAL BROADCASTING SYSTEM

George H. Reader, General Manager

Exclusive National Representative

PROMOTION

Pathfinding In Radio

Orrin Dunlap's department of information of Radio Corporation of America has created another fine institutional booklet for RCA which dramatizes the company's research and development. Titled, "Pathfinding in Radio," the booklet covers the RCA Laboratories at Princeton, N. J., developments in radio, radar, television and FM with halftone illustrations throughout.

WHN Sports Calendar

New York distribution of Sport magazine's November issue will carry special insert called "WHN Sports Calendar" which is printed on a single, heavy sheet of paper size 8½x11½ inches. Promotional tie-in has been arranged between WHN and new MacFadden publication. Some 50,000 copies of Sport, out Oct. 25, will carry the insert which is blurred "Pin this calendar near your radio to remind you of these exclusive broadcasts over New York's station for sports—WHN."

Montreal Police Relent In "Zingo" Radio Test Case

(Continued from Page 1)

to be similar to the now-banned "Bingo," the program will continue until the recorder's court renders a decision on its legality.

Summoned to appear in court this morning to answer a charge of conducting a lottery, to which Bingo is similar, Roland Giguere, general manager of the firm sponsoring the show, pleaded not guilty. The date for trial will be fixed when a second accused, Julien Riopel, producer of the program, is able to leave the St. Jeanne D'Arc hospital where he was rushed yesterday suffering from an acute attack of appendicitis.

Mr. Plante explained to the court that it had been agreed between the prosecution and the defense that the articles seized last week at the studios of a radio station should be given back to the producers of the show who would hand them back should they lose their case.

WTAG Leads In 83 Out Of 96

Of the 96 periods per week rated by Hooper (Dec. - Apr. '46) in the Worcester area, WTAG leads in 83 and is a close second in the remaining 4½ hours per week.

W T A G
WORCESTER

COAST-TO-COAST

—PENNSYLVANIA—

PITTSBURGH—"It Could Happen Today," a dramatic salute to the Standard Oil Co., of Pennsylvania's "Esso Reporter" airing was presented Sunday by KDKA marking the program's eleventh anniversary. . . . KDKA solved the transportation problem when street car operation stopped because motormen refused to cross picket lines in the power strike, by organizing a share-the-ride program. . . . Ed Schaughnecy, Rainbow Jackson, Billy Hinds and other KDKA artists will take part in the Greater Homestead Jamboree to be observed Oct. 14 through 19. . . . Hinds, of the outlet's "Brunch with Bill" show, has taken over the "Musical Clock" show for three weeks while Schaughnecy vacations in California. . . . **PHILADELPHIA**—Leslie W. Joy, general manager of Westinghouse KYW, recently announced the resignation of John J. Kelly, publicity director, who has joined the radio department of Carl A. Byoir Associates, New York.

—CALIFORNIA—

SACRAMENTO—KXOA has announced the appointment of Adam Young, Jr., Inc., as its national sales representatives in New York and Chicago. . . . **HOLLYWOOD**—Bernard Dudley, of Dudley and Runions, package house here, now announcing the "Carroll A'cott" show on CBS for Campbell's Soups. . . . He is also doing "for gratis" the commentary on the Hollywood Bowl musical program for Armed Forces Radio Service. . . . **OAKLAND**—Scott Weakley and Lou Hartman of the KROW mike staff were on hand for complete description of the Shrine Convention parade here. . . . In observance of their 37th anniversary, Shane's Jewelers, sponsors of the daily "Tic Toc Time" program on KROW, recently concluded a special radio contest in which \$500 in

prizes, gift orders and merchandise was awarded to listeners with the best letters on why they like to shop at the sponsor's store.

—INDIANA—

FORT WAYNE—Richard H. Wangerin, WGL chief announcer has resigned his position to become manager of the Fort Wayne Philharmonic Orchestra. . . . **EVANSVILLE**—Fred Rollison, of the WGBL-WEOA announcing staff, has been assigned to present a nightly quarter-hour World Series roundup over WGBF at 11 p.m. . . . **SOUTH BEND**—WSBT recently celebrated its 25th anniversary with a series of special airings. . . . Work is now under way on construction of WSBT's new transmitters and towers which will increase the outlet's power of 5,000 watts. . . . E. E. Ferry, former WHAS news editor, has been named assistant to the director of public relations for Farnsworth Radio & Television Corp. . . . **ANDERSON**—Capitol Records, Inc., Hollywood, has announced plans to construct a phonograph record factory here. Equipment is expected to be installed the early part of 1947.

—UTAH—

SALT LAKE CITY—The 14-station Inter-mountain Network, serving Utah, Idaho, Wyoming and Montana, has captured exclusive broadcast rights for the entire University of Utah grid schedule. Sponsored by the Tidewater Associated Oil Co., the IMN schedule includes all home games at San Francisco, Denver, Ft. Collins, Colo., and Provo and Logan in Utah. . . . Sportscaster Paul Langford will handle the play-by-play with Mal Wyman of the KALL staff handling color. . . . Dr. Lowell Durham, a native of Utah, has joined the KSL staff as director of the KSL orchestra.

Ken Sparnon Joins BMI Station Relations Staff

Ken Sparnon, formerly musical director and production manager of WHEC in Rochester, N. Y., has joined the station relations staff of Broadcast Music, Inc., and will handle a special service to musical directors and manager of BMI-licensed stations. Prior to the eight years he spent at WHEC, Sparnon was associated with WSAY in Rochester, and station WSYR in Syracuse, where Ken Sparnon's String Orchestra was an NBC network feature.

Before going into radio Sparnon was prominent as a musical director for RKO motion picture houses located in New York City, Rochester and Syracuse.

Blair, Back From Army, Joins ABC As Producer

Leonard "Buzz" Blair has joined the American Broadcasting Company as a staff producer. Blair was discharged from the Army Air Forces in February, 1946, having served as a combat cameraman with the 14th Air Force.

World Series Broadcast Will Air On 400 Stations

(Continued from Page 1)

which receives a direct play-by-play account in Spanish from Rene Canizares, KMH sports announcer, now in St. Louis. Broadcast is heard in Canada via CBC.

Only series old-timer behind the mike this year is Bill Corum, New York Journal-American sportswriter, who delivers color and comment. Both Jimmy Britt, of WNAC in Boston, and Arch McDonald, of WTOP in Washington, are making their series debut, although each has announced one All-Star baseball game. Side-light on McDonald is his Congressional candidacy this fall as the democratic entry from Maryland's sixth district.

A World Series warm-up was staged over the Mutual network Saturday night from 9:30-10 p.m., from the hotel suite in St. Louis of Commissioner A. B. Chandler. On hand were league presidents, club managers and coaches, also Joseph P. Spang, Jr., president of Gillette Safety Razor Company, which will sponsor the broadcasts.

AGENCIES

JOHN H. O'ROURKE has been named radio director for the election campaign of the Liberal Party.

DR. WALTER H. EDDY, president of the American Institute of Food and Home Products, announces the addition of John R. O'Connor to its metropolitan, merchandising staff. O'Connor, Navy veteran, came from the New York Daily News and was formerly with Sterling Salt.

THEODORE F. FISHER has joined Pedlar & Ryan, Inc., New York, as media director. Fisher for the past 12 years was associated with Ruthrauff & Ryan in the media department.

Former Sing Sing Warden In New Series On Mutual

Lewis E. Lawes, former Sing Sing warden, will be featured in the new dramatic Sunday series, "The Warden's Crime Cases," which will be sponsored by Trimount Clothing Co. over Mutual starting Oct. 20 from 1-1:15 p.m., EST. Format will dramatize true-to-life stories adapted from private files of Warden Lawes which show causes and events leading a person into crime.

Clothing sponsor will play up its line of "Clipper-Craft" clothes in commercials. Contract was placed through William Weintraub Agency.

a TIMELY

Audience Participation

Show

APPEALING TO KIDS 6 to 60

Available Now!

Box 228, RADIO DAILY

1501 Broadway

New York 18, N. Y.



Foreign Radio Reps Here

Inter-Amer. Congress Elects Lorenzo Secco

By J. M. DURAN
Special Correspondent, RADIO DAILY
 Mexico City—Headquarters of Asociacion Interamericana Radiodifusion will be in Montevideo, Uruguay for the next two years as broadcasters completed the organization Saturday electing Lorenzo Balerio Secco their first president. Other directors elected were Eneas Machado do Assis of Brazil, Goar Maestri of Cuba, Marco Gandasegui of Panama, and Emilio Azcarraga of Mexico. The president has authority to select General Manager or Secretary General, and
 (Continued on Page 8)

Educational Tele Series Planned By CBS Station

In co-operation with the New York City Board of Education, CBS television station WCBW, announces plans for a new video educational series titled, "All-New York Junior High School Quiz." The new series will bring together best students through a series of quiz elimination contests. The first program will be televised on November 7 with the tournament set up in two 10-week brackets—one cul-
 (Continued on Page 2)

NBC, BBC Set Exchange On Tele Film Programs

International video coverage by the use of films has been given further impetus with the announcement that NBC has concluded a deal with BBC for an exchange of newsreels. ABC and BBC arranged a similar deal several weeks ago, and it is understood that John Royal, television chief at NBC, had conducted nego-
 (Continued on Page 6)

TBA Registrants
 As a service to our readers RADIO DAILY today publishes on Page 7 the first group of advance reservations for the Television Broadcasters Conference opening Thursday at the Waldorf-Astoria Hotel. The balance of the list will be carried in Wednesday's edition.

Coaxial Cable To Link Baltimore In Tele Web

First use of the coaxial cable which serves as a television link between New York-Washington will be made by Baltimore on next Saturday when NBC television picks up the Navy-Duke football game from the Baltimore Municipal stadium at 1:15 p.m., EST. The Baltimore pickup will be another step in the development of an east coast television network. Recently NBC announced two-way television transmission plans linking the
 (Continued on Page 2)

WOR Exploits World Series With Street Radio Sets

As a world-series "goodwill" gesture, WOR yesterday dispatched five Western Union messengers to Radio City, Wall Street, Times Square and Mid-town Madison Ave., armed with portable radios and huge buttons which said: "Ask Me the Score Over WOR." The Radio City courier, arriving at his post just at game-time, was highly popular with several "other-network" executives on their lunch hour.

Big Receiver Market Shown By Nation-Wide Mag Survey

Forty-one per cent of the families planning to buy radios this year consider FM a necessity, according to a survey just made by American Magazine, while 40 per cent are not familiar with the term FM. Sixteen per cent didn't consider FM essential and three per cent didn't answer. Mail survey reached 4,000 representative families of American Magazine readers and was distributed in proportion to the distribution of the

Representatives Of 40 Nations Inspect American Manufacturers Products During Appraisal Of Market

Mutual Hits New High In Co-op. Programs

Mutual hit a new high sales of cooperative programs within a two-week period with 71 such sales reported for the over-all picture. Erskine Johnson's "In Hollywood" leads the boost with 41 additional stations selling the show locally. Program is heard Monday through Friday 4-4:15 p.m., EDT., and region involved is KIBNE, Boulder City, Colorado,
 (Continued on Page 2)

Promotion Contest Winners Announced At Luncheon

Station winners were announced yesterday in the Longines-Wittnauer Watch Company's promotion contest for the recorded program, "The World's Most Honored Flights" at a luncheon held at the Waldorf-Astoria
 (Continued on Page 3)

Lazarsfeld At NAB Meet Will Explain NORC Study

Washington Bureau, RADIO DAILY
 Washington—NAB convention will hear Dr. Paul F. Lazarsfeld, author of "The Public Looks at Radio," explain results of the NORC radio study
 (Continued on Page 8)

Bidding battle between American and British radio and electronic manufacturers for a \$100,000,000 order annually from a world wide aviation group enters its second phase this month with a demonstration of U. S. equipment for representatives of 40 foreign nations. The aeronautics group,
 (Continued on Page 6)

Georgia Broadcasters Aid Institute Planning

Athens, Ga.—First annual Georgia Radio Institute will be held at the University of Georgia, November 21-22, with the Georgia Association of Broadcasters co-operating in staging the two day conference. A committee composed of Wilton E. Cobb, WMAZ, Macon; John M. Outler, Jr., WSB, Atlanta; Jack Williams, WAYX, Waycross; Charlie Smithgall, president of the Georgia
 (Continued on Page 2)

Eight Applicants Seek AM Station Licenses

Washington Bureau, RADIO DAILY
 Washington—Receipt of eight new applications for standard radio stations in various parts of the country
 (Continued on Page 8)

Trend in Boston
 Second Boston newspaper to announce a radio column within the past few weeks is the Boston Post. The Post inaugurated a Sunday radio news column the past week-end with Howard Fitzpatrick, veteran radio editor, in charge. Recently the Boston Herald inaugurated a Sunday radio column patterned after the New York Herald-Tribune column.

Promotion
 Montreal—Members of the Lions Club viewed a film of an actual radio broadcast at their meeting in the Mount Royal Hotel when Fred Molton, Information Department, The Bell Telephone Company, presented a sound motion picture entitled The Telephone Hour. Artists seen and heard included Josef Hofman, the distinguished pianist, and Donald Voorhees, conductor.



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

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FINANCIAL

(Mon., Oct. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
Am. Tel. & Tel.	172 1/4	172	172 5/8	+ 3/8
CBS A	33 3/4	32 3/4	33 3/4	+ 1/2
CBS B	32 1/2	32	32 1/2	—
Crosley Corp.	26	25 1/2	25 1/2	+ 1
Farnsworth T. & R.	8 7/8	8 3/4	8 7/8	—
Gen. Electric	38 5/8	37 7/8	38 3/8	+ 3/8
Philco	23	22 1/2	22 3/4	+ 1/8
RCA Common	10 1/4	10	10	—
RCA First Pfd.	83 1/4	83 1/4	83 1/4	+ 1 1/2
Stewart-Warner	15 3/8	15 1/8	15 1/4	— 1/4
Westinghouse	25 1/2	25 1/8	25 1/8	— 5/8
Zenith Radio	22	21 1/2	21 1/2	— 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 3/4	5 3/4	5 3/4	— 1/4
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/8	6 1/8
Stromberg-Carlson	13	14 1/2
WCAO (Baltimore)	37	—
WJR (Detroit)	36	—

Mutual Hits New High In Co-Op. Program Sales

(Continued from Page 1)

and the Don Lee Network. Client is Vicks Chemical Co.

Fulton Lewis, Jr., added 11 outlets to his commercial list for a total of 209 stations. Cedric Foster, reported 9 stations; Cecil Brown, 2; Frazier Hunt, 2; Bill Cunningham, 2; Johnson Family, one and "Tell Your Neighbors," three.

According to Bert Hauser, director of MBS cooperative department, the 71 new accounts constitute a record in co-op sales, for a two-week period.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

BOB DILLON, commercial manager of KRNT, Des Moines, has arrived from Iowa for conferences with the national representatives of the station.

LOUIS READ is in town from New Orleans. He's the commercial manager of WWL. Paid a call yesterday at the New York offices of his station reps.

ALMA KITCHELL, commentator on WJZ, is in Utica, where she is filling a speaking engagement before the Tri-City Division of the Business and Professional Women's Clubs.

HAROLD E. FELLOWS, general manager of WEEL, Columbia-owned station in Boston, is back in Beantown following a short trip to Gotham.

JOHN SWALLOW, head of the Hollywood office of Kenyon & Eckhardt, and IAN SMITH, manager of the agency's Detroit branch, are in Gotham for the meeting of the K & E radio department planning board. The confab will be held later this week.

A. A. SCHECHTER, vice-president of the Mutual network in charge of news and special events, and FRANK ZUZULO, assistant to the publicity director of the web, have transferred their labors temporarily to Fenway Park in Boston.

MARTHA McHATTEN, radio editor of the Indianapolis News, is in town engaging in many a tete-a-tete with her contemporaries of the Fourth Estate.

BILL DOWNS, Columbia network newsman, off to Chicago for the convention of the AFL.

WALTER SCHWIMMER, of Schwimmer & Scott, Chicago advertising agency, arrives in town today for the second time within a week. He plans to remain for several days.

ROBERT WHITE, supervisor of agriculture for the American network, broadcast his program, "The American Farmer," from Waterloo, Iowa, last Saturday. He was there to attend the National Dairy Cattle Conference.

Educational Tele Series Planned By CBS Station

(Continued from Page 1)

minating Jan. 16, 1947; the other, April 24. Each tournament will produce a semi-finalist who will meet for the finals on May 1.

ABC To Air Arrival Of New Comet Wed.

ABC has scheduled a special 15-minute program Wednesday night (10:30-10:45 p.m. EST) to broadcast a description of the "arrival" of the Giagonini-Zinner comet, with George Hix at the microphone.

The comet, which is expected to be visible to the naked eye, will be "shot" by the Harvard University planetarium in Cambridge, Mass., the Hayden Planetarium in New York, in addition to other sections of the country.

Arrange Star Program For TBA Luncheon Fri.

The Friday luncheon session of the Second Television Conference and Exhibition of the TBA, which opens at the Waldorf-Astoria Thursday, will feature Milton Berle, Basil Rathbone, Norman Cordon, and Pearl Bailey on the all-entertainment program, it was announced yesterday.

Program was arranged for TBA by the William Morris Agency.

Savo On 'Supper Club'

Jimmy Savo, veteran stage and screen comic, who recently underwent an operation for a leg amputation in New York Hospital, will make his first appearance tonight on the Chesterfield Supper Club over NBC. Savo will appear in behalf of the "National Employ the Physically Handicapped Week."

Joan Stanton Joins MBS

Joan Stanton, formerly publicity director of Jay Thorpe, Inc., has joined the Mutual press department as magazine editor, it was announced yesterday by Jim O'Bryon, network director of publicity.

Georgia Broadcasters Aid Institute Planning

(Continued from Page 1)

Association of Broadcasters and Dwight Bruce, WOTC, Savannah, are active in planning the two day institute.

Among the guest speakers will be James D. Connelly, director of program promotion of CBS.

Coaxial Cable To Link Baltimore In Tele Web

(Continued from Page 1)

Philco station in Philadelphia with WNBT in New York.

The pickup of the Navy-Duke game will be sponsored by the Goodyear Tire and Rubber Company through the N. W. Ayer & Son agency.

Dewey Speeches Slated

Gov. Thomas E. Dewey, of New York, campaigning for re-election, will deliver three political speeches over CBS's New York State network on Oct. 14, 28 and Nov. 4 at 6:15-6:30 p.m. Time for these talks has been purchased by the Republican State Committee.

Irving M. Ives, Republican nominee for U. S. Senator, will give a paid political talk Tuesday, Oct. 8, at 6:15-6:30 p.m., over the CBS New York State network.



Old faithful

To some, what we're going to say about Old Faithful may sound like pure Kansas, but we mean it.

Since when has it been corny to be dependable?

And that's the comparable claim we're going to make for W-I-T-H, the successful independent radio station in America's 6th largest city. Year after year W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. And don't forget this is a 5-station town.

If that's corn . . . a lot of smart time buyers have put on weight on an exclusive W-I-T-H diet.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD - 117 West 46th Street, New York, N. Y.

AGENCIES

Roy S. DURSTINE, INC., has announced the election of three new vice-presidents and treasurer of the agency. The vice-presidents are: Roy U. Gordon, head of a group of accounts, prominent among which is that of Edelbrew Brewery, Inc.; Arch T. Gardiner, in charge of media and research, and Thomas M. Crabbe, in charge of package goods. Elected to the post of treasurer is T. Arnold Rau, formerly controller of the organization.

C. E. STAUDINGER, executive vice-president of LaRoche & Ellis, Inc., and for 13 years a stockholder and director of that agency, joins Warwick & Legler, Inc. as a vice-president, member of the board of directors and stockholder, effective October 14th.

GEORGE BLECHTA of the A. C. Nielsen Company will be the guest speaker at the Media Men's Association Wednesday evening, October 9th at the Sheraton. His talk will be on the "Audimeter" and its operations.

LES STROM has been appointed manager of the National Opinion Panel Division of Industrial Surveys Company. For the past year he has headed the Radio Research Division of the Company. This division is now completing the Broadcast Measurement Bureau study.

CHARLES E. MURPHY, past president of the Advertising Club of New York, has accepted the nomination to the Supreme Court of the State of New York, Second Judicial District—which includes the counties of Kings, Queens, Nassau, Suffolk and Richmond.

Promotion Contest Winners Announced At Luncheon

(Continued from Page 1)

hotel. WOWO, Fort Wayne, won first place in the 50,000-10,000 watt station class; WROK, Rockford, Ill., first, in 5000 watt or under; KFEL Denver, first in the 500 watt class; KDAL, Duluth, first, among the 1,000 watters and CKRN, Regina, first among the Canadian stations. Two honorable mentions were KRGV, Westaco, Tex., and KIDO, Boise, Idaho.

Winners in each class will receive a specially inscribed Longines watch with the facsimile of Captain Eddie Rickenbacker's signature. Honorable mentions also received watches as prizes.

Judges for the contest were Bruce Robertson, Broadcasting; Reg Clough, Tide; George Rosen, Variety; Paul Ackerman, Billboard and Frank Burke, RADIO DAILY.

Stork News

David Van de Walker, assistant business manager of Young & Rubicam, Los Angeles, became the father of a baby girl, born October 1st. Baby weighed 8 pounds, 3 ounces.



door-opener

THIS SMILING LADY opens doors in more ways than here pictured. As one of the most literate saleswomen on the air today, she is known to approximately 167,000 WOR listeners every weekday afternoon as Martha Deane. Privately, she is a New York housewife, mother of twins, ex-NEA woman's feature editor-writer, beauty and fashion adviser; not to mention that she's consistently Hooper-rated among the highest-ranking woman personalities in New York radio today.

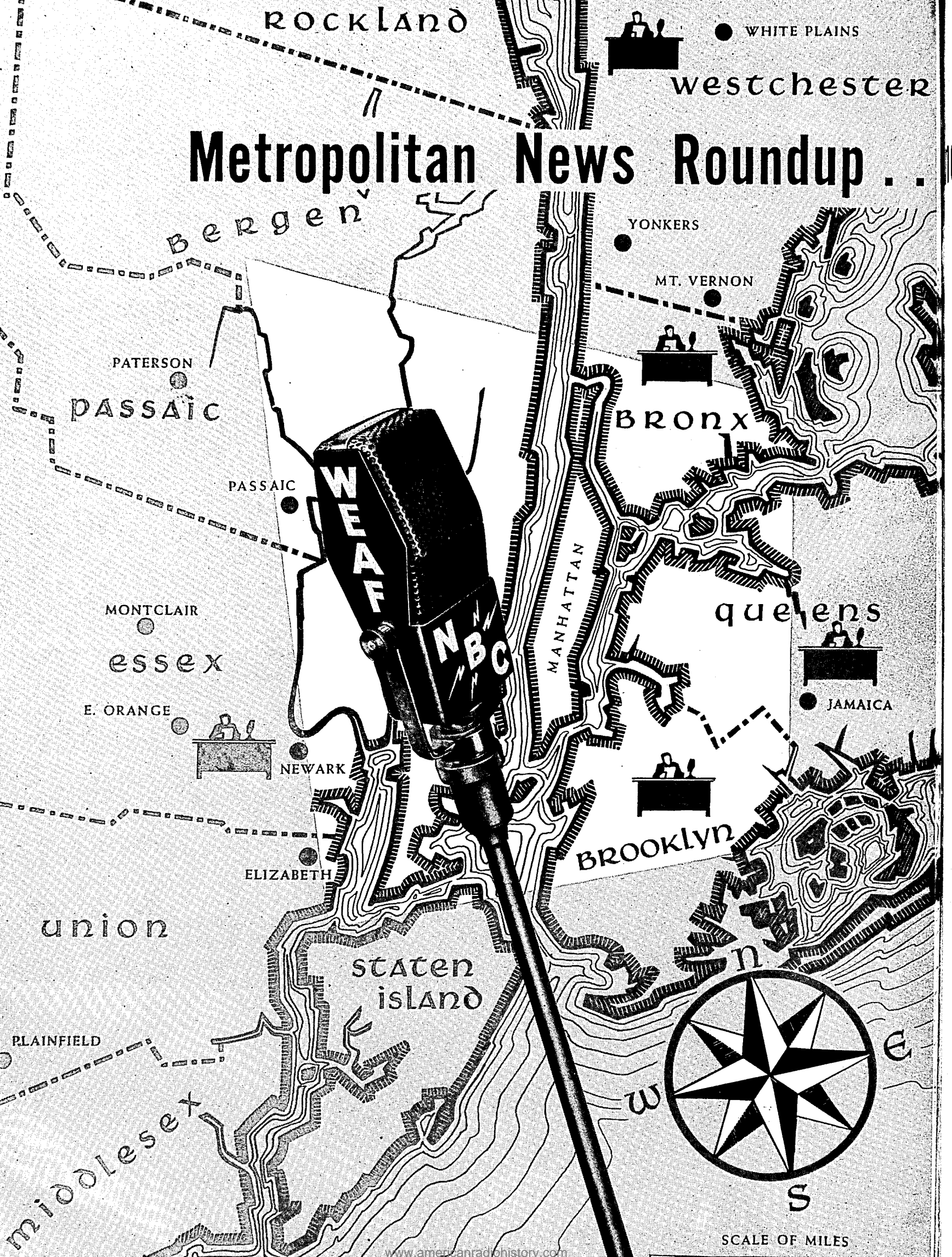
Her present WOR sponsors include such astute promoters as Abraham & Straus, Pure Food Co., N. Y. Herald Tribune, Burlington Mills, etc. What *they* think of her couldn't be more accurately mirrored than in the unsolicited comment of an executive of the O'Cedar Corp.: "Miss Deane has a large and loyal following. She successfully — and in an amazingly short time — established our prod-

uct in Greater-New York." She shrugs this off. But her record brilliantly contradicts such modesty.

Now entering her sixth year of WOR popularity, she has to her credit such kudos as — First award, 1945, from Ohio State University for "The most stimulating presentation of ideas and information." She was chosen best woman commentator in 1942 by hundreds of radio editors in the United States and Canada in a poll conducted by Motion Picture Daily. Locally, says the N. Y. Daily News, "...her material packs plenty of interest... copy is splendid." Says the N. Y. Times, "This show has really advanced the art of the woman's program."

A few openings are immediately available on WOR's Martha Deane program for those advertisers, or their agencies, who are interested in the tactful, but always powerful, selling of Martha Deane. The address is— WOR, at 1440 Broadway, in New York.

Metropolitan News Roundup . .



ROCKLAND

● WHITE PLAINS

WESTCHESTER

BERGEN

YONKERS

MT. VERNON

PATERSON
PASSAIC

BRONX

PASSAIC

MANHATTAN

QUEENS

MONTCLAIR

ESSEX

● JAMAICA

E. ORANGE

NEWARK

BROOKLYN

UNION

STATEN ISLAND

PLAINFIELD

MIDDLESEX



SCALE OF MILES

Another of WEAF's great new shows

Until WEAF started its newest program, Capetown and Murmansk were *nearer* than Larchmont, Brooklyn Heights, Newark, Riverdale or Flushing. To radio listeners within a 50-mile radius of New York City, word from Capetown, South Africa—on such newscasts as NBC's *World News Roundup*—was more familiar than news of their own neighborhoods.

But now these and scores of other communities receive local on-the-spot, integrated newscasts each Monday through Friday. Headlines, bulletins and human interest stories are broadcast from 12:15 to 12:30 p. m., direct from the

newsrooms of co-operating newspaper organizations: *Bronx Home News*, *Brooklyn Eagle*, *Long Island Daily Press*, *Newark Star-Ledger* and the news bureau of the Westchester County daily newspapers. Specially assigned newscasters are called in by the WEAF newsroom to report the day's events hot off the editors' desks.

The result: *Metropolitan News Roundup*, a program alive with local interest, tailored expressly for WEAF's home-town communities. Further result: WEAF becomes the first station to offer a co-ordinated local news service, in addition to superlative worldwide coverage.



THE NATIONAL BROADCASTING COMPANY

Britons, Yanks Battle For Big Aviation Biz

(Continued from Page 1)

officially called the Provisional International Civil Aviation Organization, will view the U. S. demonstration of radio aids to air navigation in New York and Indianapolis to determine whether American or British systems will be specified for world wide adoption.

Foreign representatives now in New York total about 135 in number, all associated with radio or aviation, either government or private. Largest contingent is from England which sent 40. Another of the larger is France, consisting of 12, and Russia, not a member of the PICAQ, send four representatives.

Makes RCA Tour

The group visits the Civil Aeronautics Administration transmitting station at Sayville, L. I., today following an RCA tour Monday. Foreign guests leave Wednesday for Indianapolis for the main industry demonstration lasting until Oct. 24 at the CAA's 300 acre experimental station.

British demonstrations for PICAQ representatives were held in September and the group goes to Montreal, headquarters of the organization, for the Australian display Oct. 28-29. Special radio technical division of the PICAQ air navigation committee will convene in Montreal Oct. 30 to decide what methods and radio aids shall be employed by global aviation. Initial order placed by the committee is expected to total \$5,000,000.

Manufacturers Participate

U. S. manufacturers participating in the demonstrations include International Telephone & Telegraph, Radio Corporation of America, Bendix Radio, Sperry Gyroscope, American Telephone & Telegraph, General Electric, Teleregister Corporation, Lear, Hazeltine Electronics, Westinghouse, Western Electric and Minneapolis-Honeywell.

If the PICAQ finds itself favorable to American methods and techniques relative to radio aids in air navigation, it is likely the organization will give its \$100,000,000 annual order to U. S. radio manufacturers. However, should the nod go to Britain, at least some equipment now used by American aircraft on international routes must be junked.

PICAQ representatives are being ushered on their U. S. tour by the State Department, the CAA and American manufacturers.

Wedding Bells

George Paulsen, sales service executive of Mutual, was married last Saturday to Hedwick Adams. Couple is honeymooning at the Chateau Frontenac, Quebec.

Former "Girl Friday" to leading artist and writer now available Monday-Tuesday-Wednesday-Thursday also!

Experience covers not only creative radio temperaments but competency in advertising production, typing, publicity research in radio features and transcription library service.

Write RADIO DAILY, Box 229
1501 Broadway New York 18, N. Y.



Broadway Bulletin Board. . . !

● ● ● Magazine industry soon to have its own co-operative research agencies similar to radio's Hooper. . . . An error in this col'm Friday had WHN airing the World's Series exclusively in N. Y., when what we meant to say was that they had the rights to the playoff series between St. Louis and Bklyn. Our apologies to Mutual and WOR, sub. . . . Duane Jones agency experimenting with program formats for five-minute segs, aside from news broadcasts. Talk is that one of its clients, Sweets Co. of America, is more than a little interested in this format with other clients watching carefully. . . . Ode to a horse, by Jackie Kelk: Today's winner, tomorrow's dinner. . . . And Jimmy Rich contends that the meat situation is so bad that even beefing is a luxury. . . . Alan Young gifted his manager, Frank Cooper, with a H'wood homestead. . . . Jerry McGill, writer-director of "Big Town," has a novel due out soon, "Appointment With Crime". . . . "It Pays To Be Ignorant" renewed again, as we thought it would be all along. . . . Mel Blanc claims he's got wonderful movie connections. Three of his cousins are picketing Metro.

★ ★ ★

● ● ● TWISTING THE DIAL: Baseball fans we've spoken to very unhappy over Arch McDonald's uninspired handling of the Series. . . . Somehow, we felt that the Fred Allen opener didn't quite come off. However, nobody can bat a thousand in any league and we're betting that Fred will be back in his clean-up spot in short order. We thought that Titus Moody was the best man in the alley; that lead-off with Pete Donald's new character was a bit uncertain: that Minnie Pious held her own and that Sen. Claghorn, now in the No. 4 spot, was up to par. Allen's skit, Operation Operation, was slightly labored and the pay-off at the end was something of an anti-climax. But don't get us wrong, we love Allen and rate him the brightest and most original comic on the air. . . . Joe Hasel, ABC sports commentator, handles the public address system for the L. I. Indians on his Sundays off. Sportscasters are evidently incorrigible.

★ ★ ★

● ● ● SMALL TALK: Miami nitery owners who swore off fabulous fees for headliners, have changed their minds and are forcing stacks of greenbacks on cafe topnotchers. . . . Jerry Cooper signed for new Coca-Cola commercial. . . . Jack Brickhouse commuting to Chi doing football games via WGN. . . . Walter Lurie's "Gold and Silver Minstrels" will feature a medley of tunes from "Jolson Story" on the 12th. . . . Aside to Oakley Christoph: Am still blushing over your recent item in the Hartford Daily Courant, which went right to my head, natch. . . . And to Bill Stern: Thanx for those kind words. . . . Stan Kenton's return date at the Paramount on the 16th will call for a \$10,000 fee—or exactly three times what he got a year ago at the same house. . . . Basil Loughraze taking over class in radio production at American Theater Wing for ex-GI's. . . . Angelyn Orr Neblett steps into the famous story teller shoes of her late husband, Johnnie Neblett, in "So The Story Goes". . . . Quentin Reynolds in his Collier piece on Toots Shor says that the many friends of Toots are concerned these days. Mr. Shor is getting to be such a celebrity they are afraid that he may soon stop patronizing his own tavern.

★ ★ ★

● ● ● OUR HAT'S OF DEPT': Beatrice Kay's headlinexpertness at the Roxy. . . . Jimmy Dorsey's Decca platter of "If I'm Lucky". . . . The tremendously improved Hallmark Reader's Digest stanza. . . . The Angie Bond trio at the Park Central's Mermaid Room. . . . Bob Wright and Chet Forrest's slick lyrics in the smash hit, "Gypsy Lady". . . . Bob Graham at Loew's State. . . . Charlie Powers' handling of "Famous Jury Trials". . . . Thelma Carpenter at the Zanzibar. . . . Bill Harrington's vocals via Mutual.

Radio Set Market Big, Survey Reveals

(Continued from Page 1)

ation radio-phonograph and are prepared to spend \$200 for a complete model.

Sixty-seven per cent said they would buy a television set at a price they could afford. Most popular price mentioned was \$200. Great majority of those who expressed a desire for a television set have never even seen a video program.

In describing the most important factor in deciding upon purchase of a radio, men attached greatest importance to manufacturer's reputation while women gave prime consideration to tone quality.

NBC, BBC Set Exchange On Tele Film Program

(Continued from Page 1)

tations during his recent trip to Europe.

First film exchange is expected to be coverage of the Queen Elizabeth inaugural voyage from Southampton to New York on October 16. Joint camera crews will film events of sailing broadcast them in London and dispatch them to NBC in New York.

AD GLIBS

by DAVID O. ALBER

Hold the presses, boys—the mercurium has arrived. I met a sponsor last night who confided to me:

I never tell the producer how to run my show, since I wouldn't expect him to tell me how to run his business.

I keep my nose out of the studio during rehearsals and broadcasts because I know it makes everybody nervous.

I'm not influenced by my wife or mother-in-law's criticisms.

I don't give a hooper about surveys. The only figures I watch are the sales figures.

I don't ask the stars of my show to appear and perform at private parties.

I never try to date the singer.

I keep the commercials short, interesting and to the point.

I know a good show is fun unless a lot of people tune in, and I spare no expense in promotion and publicizing it.

At that last crack my eye opened wide, and dammit, I was up.

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity

654 Madison Ave., N. Y.

RHinelander 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9469

ADVANCE RESERVATIONS FOR TBA CONFAB

The advance reservations, in advance of the two-day TBA conference which opens Thursday at the Waldorf-Astoria Hotel in New York City, follow:

- B. Du Mont, Du Mont Labs., Passaic, N. J.
- J. Boxell, Farnsworth Television, Ft. Wayne, Ind.
- Dr. H. Vogel, Farnsworth Television, Ft. Wayne, Ind.
- C. Page, Mutual Broadcasting System, N. Y. C.
- John D. Smith, National Broadcasting Co., Wash., D. C.
- W. Jackson, WLIB, Brooklyn, N. Y.
- W. Leichter, WLIB, Brooklyn, N. Y.
- Sam Joffe, Conde Nast, Inc., N. Y. C.
- W. Barrett, British Broadcasting Corp., N. Y. C.
- W. Fisher, Commercial Radio-Sound Corp., N. Y. C.
- W. A. Welman, IATSE, Cleveland, O.
- W. Treisman, Capitol Radio Eng. Inst., Wash., D. C.
- W. N. Goldsmith, N. Y. C.
- W. Flory, Grant Flory & Williams, N. Y. C.
- W. E. Dean, Hazeltine Electronics Corp., York, Pa.
- W. Allen, John E. Allen, Inc., Rochester, N. Y.
- W. Carpenter, United Broadcasting Co., Cleveland, Ohio.
- W. Brown, Zenith Radio Corp., Chicago, Ill.
- W. Genock, Paramount News, N. Y. C.
- W. Kaufman, National Radio Institute, Wash., D. C.
- W. Degener, National Radio Institute, Washington, D. C.
- W. Cook, National Radio Institute, Wash., D. C.
- W. McClure, N. W. Ayer & Son, N. Y. C.
- W. Rose, N. W. Ayer & Son, N. Y. C.
- W. Taylor, Central Radio and Television Schools, Kansas City, Mo.
- W. A. Springer, Wollensak Optical Co., Rochester, N. Y.
- W. A. Cook, Wollensak Optical Company, Rochester, N. Y.
- W. Czarnikow, Wollensak Optical Company, Rochester, N. Y.
- W. K. Pestrecov, Bausch & Lomb Optical Co., Rochester, N. Y.
- W. Norton, Bendix Radio, Towson, Md.
- W. E. C. Strieby, American Tel. & Tel. Co., N. Y. C.
- W. Z. Case, Eastman Kodak Co., Rochester, N. Y.
- W. M. Powers, Leland Powers School, Boston, Mass.
- W. E. Coon, Special Newspapers, Inc., Pittsburgh, Pa.
- W. Stuber, Eastman Kodak Co., Rochester, N. Y.
- W. Carter, The Radio Voice of N. H., Manchester, N. H.
- W. Chandler, The Radio Voice of N. H., Manchester, N. H.
- W. Colter, The Radio Voice of N. H., Manchester, N. H.
- W. T. Roach, Hawk-Eye Works, Eastman Kodak Co., Rochester 4, N. Y.
- W. B. Simmons, Hawk-Eye Works, Eastman Kodak Co., Rochester 4, N. Y.
- W. Boucheron, Farnsworth, Ft. Wayne, Ind.
- W. I. Sponable, 20th Century-Fox Film Corp., N. Y. C.
- W. A. Rogge, Bloomingdale's, Inc., Television Dept., N. Y. C.
- W. Prall, Raytheon Mfg. Co., N. Y. C.
- W. E. Sauter, Air Features, Inc., N. Y. C.
- W. Scopp, Air Features, Inc., N. Y. C.
- W. E. Doll, North American Phillips Co., Irvington, N. Y.
- W. Victor Wouk, North American Phillips Co., Irvington, N. Y.
- W. G. Jensen, Bell Telephone Labs., N. Y. C.
- W. Denis, Denis Outfitting Co., N. Y. C.
- W. Wendel, Radio News, N. Y. C.

- Paul J. Larson, Washington, D. C.
- Harry B. Braun, Radio City Music Hall Corp., N. Y. C.
- Russ Johnston, McCann-Erickson, Inc., N. Y. C.
- Richard Hubbell, tele. consultant, Crosley Corp., Cincinnati, O.
- Henry Rahmel, A. C. Nielsen Co., Chicago, Ill.
- Kenneth G. Bartlett, Director of Education & Television, Syracuse University, Syracuse, N. Y.
- J. B. Conley, Westinghouse Radio Stations, Philadelphia, Pa.
- F. M. Sloan, Westinghouse Radio Stations, Philadelphia, Pa.
- D. A. Myer, Westinghouse Radio Stations, Philadelphia, Pa.
- L. O. Coulter, McCann-Erickson, N. Y. C.
- M. A. Trainer, RCA Victor Div., Camden, N. J.
- E. P. H. James, Mutual Broadcasting System, N. Y. C.
- John Greutz, Consulting Radio Eng., Washington, D. C.
- Guy C. Cyr, Noblitt-Sparks Industries, Inc., Columbus, Indiana.
- Gordon T. Ritter, Noblitt-Sparks Industries, Inc., Columbus, Indiana.
- Ben H. Irwin, Noblitt-Sparks Industries, Inc., Columbus, Indiana.
- Selma Lee, William Morris Agency, N. Y. C.
- Joseph H. Chambers, Chambers & Garrison, Wash., D. C.
- Walton Butterfield, H. B. Humphreys Co., N. Y. C.
- Donald E. Hyndman, Eastman Kodak Co., N. Y. C.
- Robert M. Gillham, J. Walter Thompson Co., N. Y. C.
- O'Neill Ryan, J. Walter Thompson Co., N. Y. C.
- George Dibert, J. Walter Thompson Co., N. Y. C.
- William McKamy, J. Walter Thompson Co., N. Y. C.
- Franklin M. Doolittle, WDRG, Hartford, Conn.
- Walter B. Haase, WDRG, Hartford, Conn.
- Italo A. Martino, WDRG, Hartford, Conn.
- F. R. MacFarland, American Tel. & Tel. Co., N. Y. C.
- E. H. Rietzke, Capital Radio Engineering Inst., Washington, D. C.
- William Warsaw, Lacy's, Inc., Washington, D. C.
- M. R. Boyer, E. I. du Pont, Parlin, N. J.
- R. K. Gessford, Sylvania Electric Products, Emporium, Pa.
- W. R. Jones, Sylvania Electric Products, Emporium, Pa.
- C. D. Ford, E. I. du Pont de Nemours, Wilmington, Del.
- D. B. McKey, McKey & Shaw, Washington, D. C.
- J. Warren Gillon, Eastman Kodak Co., Rochester, N. Y.
- James C. McNary, McNary & Wrathall, Wash., D. C.
- Garrard Mountjoy, Electronic Corp. of America, Brooklyn, N. Y.
- Herbert O. Mueller, N. Y. Telephone Co., N. Y. C.
- Capt. W. C. Eddy, Balaban & Katz Corp., Chicago, Ill.
- John Balaban, Balaban & Katz Corp., Chicago, Ill.
- Arch Brolly, Balaban & Katz Corp., Chicago, Ill.
- Elmer C. Upton, Balaban & Katz Corp., Chicago, Ill.
- Richard H. Harris, Jr., W. L. Douglas Shoe Co., Brockton 15, Mass.
- Marx S. Kaufman, Theodore A. Newhoff Adv. Agency, Baltimore, Md.
- Theodore A. Newhoff, Theodore A. Newhoff Adv. Agency, Baltimore, Md.
- C. E. Hooper, C. E. Hooper, Inc., N. Y. C.
- Mr. D. W. Myers, The Halle Bros. Co., Cleveland, Ohio.
- J. W. McRae, Director of Radio Projects and Tele. Research, Bell Telephone Labs., N. Y. C.
- Harry R. Lubeck, Don Lee Television, Hollywood, Calif.
- Fred De Jaeger, Empire Broadcasting Corp., N. Y. C.
- John S. Garceau, Farnsworth Television & Radio Corp., Ft. Wayne, Indiana.
- James Forrestal, Anseo Division, General Aniline & Film Corp., N. Y. C.
- E. A. Willford, Anseo Division, General Aniline & Film Corp., N. Y. C.
- M. H. Sweet, Anseo Division, General Aniline & Film Corp., N. Y. C.
- C. W. Seager, Anseo Division, General Aniline & Film Corp., N. Y. C.
- Mr. Philo Farnsworth, Fryeburg, Maine.
- Mrs. Philo Farnsworth, Fryeburg, Maine.

- L. W. Herzog, The Journal Co., Milwaukee, Wisconsin.
- Edward G. Smith, General Mills, Inc., Minneapolis, Minn.
- M. Clements, Caldwell-Clements, Inc., New York City.
- O. H. Caldwell, Caldwell-Clements, Inc., New York City.
- Ann Drobena, Television Associates, Inc., Chicago, Ill.
- Marlyn S. Lazar, Stewart-Jordan Co., Phila., Pa.
- Garry Bub, Stewart-Jordan Co., Phila., Pa.
- Mr. A. T. Chamerey, Sears, Roebuck & Co., Chicago, Ill.
- Mr. R. J. Mahler, Sears, Roebuck & Co., Chicago, Ill.
- V. L. Roberts, Sears, Roebuck & Co., Chicago, Ill.
- Fred Dayton Leslie, 20th Century Fox Film, N. Y. C.
- Wilbur M. Havens, WMBC-WTVR-WCOD, Havens & Martin, Inc., Richmond, Va.
- Wilfred H. Wood, WMBC-WTVR-WCOD, Havens & Martin, Inc., Richmond, Va.
- Walter A. Bowry, Jr., WMBC-WTVR-WCOD, Havens & Martin, Inc., Richmond, Va.
- A. James Ebel, Peoria Broadcasting Corp., Peoria, Ill.
- R. E. Poole, Bell Telephone Laboratories, Whippany, New Jersey.
- W. H. Doherty, Bell Telephone Laboratories, Whippany, New Jersey.
- J. F. Norrison, Bell Telephone Laboratories, Whippany, New Jersey.
- J. H. Ryall, Peninsular Dist. Co., Detroit, Mich.
- J. Lawrence Leeson, Crowley Milner & Co., Detroit, Mich.
- M. H. Cook, Bell Telephone Labs., Whippany, New Jersey.
- J. A. Abel, Henry J. Kaufman & Associates, Washington, D. C.
- W. F. Sigmund, Henry J. Kaufman & Associates, Washington, D. C.
- R. Maurer, Henry J. Kaufman & Associates, Washington, D. C.
- William W. Cone, Radio Corp. of America, New York, N. Y.
- W. L. Gieson, Broadcasting Corp. of America, Riverside, California.
- Joseph Y. Resnick, Video Television, New York, N. Y.
- Theodore Gannon, William H. Weintraub & Co., N. Y. C.
- Harry Trenner, William H. Weintraub & Co., N. Y. C.
- C. W. Turner, Radio Corporation of America, Los Angeles, Cal.
- R. E. Blackwell, International Film Foundation, N. Y. C.
- Aaron S. Bloom, Kasper-Gordon, Inc., Boston, Mass.
- Edwin H. Kasper, Kasper-Gordon, Inc., Boston, Mass.
- Roy C. Porteous, National Broadcasting Co., N. Y. C.
- Frank V. Dremer, Dremer Broadcasting Corp., Newark, N. J.
- Irving R. Rosenhaus, Bremer Broadcasting Corp., Newark, N. J.
- Ardlen B. Rodner, Commonwealth Edison Co., Chicago, Illinois.
- H. S. Morris, Altec Lansing Corp., N. Y. C.
- Vincent R. Bliss, Earle Ludgin & Co., Chicago, Ill.
- O. K. Kendall, National Film Board, Ottawa, Canada.
- Frederick L. Allman, Washington, D. C.
- Kendall Foster, William Esty & Co., N. Y. C.
- Willard E. Bowman, Newark Star Ledger, Newark, N. J.
- H. E. White, Eastman Kodak Co., N. Y. C., Rm. 626.
- Frank Katz, Mahool Advertising Agency, Baltimore, Md.
- Irving Kane, Viewtone Television & Radio Corp., Brooklyn, N. Y.
- Irving Kane, Viewtone Television & Radio Corp., Brooklyn, N. Y.
- Joseph Herold, WOW, Inc., Omaha, Nebr.
- Russ Baker, Television Prod. Man., WOW, Inc., Omaha, Nebr.
- James Frank, Jr., National Simplex Bloodworth, Inc., N. Y. C.
- Arthur Levey, Scophony Corp. of America, N. Y. C.
- Dr. A. H. Rosenthal, Scophony Corp. of America, N. Y. C.
- Phillip I. Merryman, National Broadcasting Co., Inc., New York, 20, N. Y.
- J. M. Carson, Gaumont British Picture Corp., Ltd., London, England.
- F. W. Fleisher, Westinghouse Electric Corp., Baltimore, Md.
- Edward C. Cole, Yale University, New Haven, Conn.

- Wm. H. Scott, Eastman Kodak Co., Rochester 4, N. Y.
- Mr. H. Beckjorden, Amer. Assn. Advertising Agencies, N. Y. C.
- N. T. Sutton, Bloomingdale's, Long Island City, N. Y.
- Olav Hansen, Bloomingdale's, N. Y. C.
- Mr. N. A. Woodford, North American Phillips Co., N. Y. C.
- Mr. L. J. Van Leshout, North American Phillips Co., N. Y. C.
- Mr. J. R. Beers, North American Phillips Co., N. Y. C.
- Mr. H. G. Boyle, North American Phillips Co., N. Y. C.
- Mr. S. A. Standing, North American Phillips Co., N. Y. C.
- Lewis M. Clement, The Crosley Corp., Cincinnati, Ohio.
- John D. Reid, Research & Adv. Dev. Dept., Crosley Corp., Cincinnati, Ohio.
- David P. Lewis, Caples Co., New York, N. Y.
- Roland V. Tooker, Philco Television Broadcasting Corp., Philadelphia, Pa.
- G. Emerson Markham, General Electric Co., Schenectady, N. Y.
- Boris D. Kaplan, Telescope Co., New York, N. Y.
- Edwin K. Wheeler, WWJ, The Detroit News, Detroit, Mich.
- Melvin Wiseman, WWJ, The Detroit News, Detroit, Mich.
- E. J. Love, WWJ, The Detroit News, Detroit, Mich.
- Prof. B. S. Leatham, Prof. Dram. Arts, Western Reserve Univ., Cleveland, Ohio.
- H. E. Ithen, Radio Corp. of America, RCA Victor Division, Camden, New Jersey.
- A. R. Hopkins, Radio Corp. of America, RCA Victor Division, Camden, New Jersey.
- Roland C. Hale, Mass. Broadcasting Corp. (WCOB), Boston, Mass.
- Richard H. Newmayer, Phila. Bd. of Pub. Educ., Phila., Pa.
- Joseph H. Beck, WTCN, Minneapolis, Minn.
- Alden Packard, Colonial Radio Corp., Buffalo, N. Y.
- Peter J. Vest, Elizabeth Arden, New York, N. Y.
- William L. Wernicke, Bulova Watch Co., N. Y.
- Harry B. Henshel, Bulova Watch Co., N. Y.
- Ijal Christensen, Caravel Films, Inc., New York, N. Y.
- William T. Kammerer, R. T. O'Connell Co., New York, N. Y.
- Robert W. Hannum, N. Y. C.
- Rikel Kent, Knox Reeves Adv., Inc., Minneapolis, Minn.
- C. H. Cottingham, Erwin Wasey & Co., N. Y. C.
- Coerne, Jack, Erwin Wasey & Co., N. Y. C.
- C. J. Durban, United States Rubber, N. Y. C.
- Harry Levine, RKO, N. Y. C.
- Murray Hirsch, Ray-Hirsch & Waterston, N. Y. C.
- Mr. James L. Caddigan, Paramount Pictures, Boston, Mass.
- Mr. Low Sarnoff, City Service, Inc., N. Y. C.
- Henry B. Wentague, Army Motion Picture Service, Jackson Heights, N. Y.
- Jules Alberti, Myron Selznick, Ltd., N. Y. C.
- Donald Shaw, Geyer, Cornell & Newell, N. Y. C.
- Dan D. Halpin, RCA Victor Div., RCA, Camden, N. J.
- Frank F. Harnes, General Electric Co., San Francisco, Calif.
- L. H. Flocken, Oak Mfg. Co., Chicago, Ill.

(Continued Tomorrow)

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 SEEBER & WYMER

Lazarsfeld To Explain NORC Radio Survey

(Continued from Page 1)

and describe how broadcasters can best use the extensive opinion poll.

Dr. Lazarsfeld's address will be heard on Oct. 23. His analysis of the NORC study is scheduled for publication on Nov. 2. Dr. Lazarsfeld is professor of sociology at Columbia University and director of Columbia's Bureau of Applied Social Research.

One of the functions of the Bureau of Applied Social Research is to study mass media of communication. Radio, popular magazines, newspapers, comics and movies are covered as well as the use of these media for political purposes. Some of the publications which have grown out of the bureau's program are Dr. Lazarsfeld's "Radio and the Printed Page" and "The People's Choice," which describes how voters make up their minds during a presidential election. He edited, with Dr. Frank Stanton, CBS president, a "Radio Research" series which is now being enlarged into a series to be "Communications Research."

Was Rockefeller Fellow

Dr. Lazarsfeld came to this country in 1933 from Vienna as a Rockefeller Fellow. After two years of traveling he decided to continue permanently the social research work he had started abroad. His first major assignment was to head Office of Radio Research at Princeton University, which was created with Rockefeller funds to study the role of radio in the social scene of America.

Dr. Lazarsfeld is on the editorial board of the Journalism Quarterly and the Public Opinion Quarterly. In 1941 he won the distinguished service award for research in journalism from Sigma Delta Chi, the professional journalistic fraternity.

New FM Station

Construction of the transmitter building and antenna-tower for FM station WHNY, Hempstead, N. Y., has begun, it was announced yesterday by Elias I. Godofsky, permittee of the station. The building and tower will be erected on a site leased to Mr. Godofsky for 21 years by the Village of Hempstead. CPA has authorized the construction of the building, which will be built of steel, aluminum and cinder blocks. Plans for the construction of a 3-story, air-conditioned studio and office building, also in Hempstead, are being completed by Harold Carlson, architect.

Send Birthday Greetings To—

October 8

Sheil Ellsworth William N. Robson

Tiny Ruffner

NETWORK SONG FAVORITES

The top 31 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of Sept. 27-Oct. 3, 1946

TITLE	PUBLISHER
A Garden In The Rain.....	Melrose
And Then It's Heaven.....	Remick
Blue Skies.....	Berlin
Coffee Song, The.....	Valiant
Come Rain Or Come Shine.....	Crawford
Doin' What Comes Natur'ly.....	Berlin
Five Minutes More.....	Melrose
Girl That I Marry, The.....	Berlin
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Got The Sun In The Morning.....	Berlin
I'd Be Lost Without You.....	Advanced
If You Were The Only Girl.....	Mutual
Linger In My Arms A Little Longer, Baby.....	Bourne
My Sugar Is So Refined.....	Capitol
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Passé.....	Feist
Rumors Are Flying.....	Oxford
September Song.....	Crawford
Somewhere In The Night.....	Triangle
South America Take It Away.....	Witmark
Surrender.....	Santly-Joy
They Say It's Wonderful.....	Berlin
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Under The Willow Tree.....	Peter Maurice
Wherever There's Me There's You.....	Republic
Whole World Is Singing My Song, The.....	Robbins
Why Does It Get So Late So Early.....	Harms
Without You (Tres Palabras).....	Southern
You Keep Coming Back Like A Song.....	Berlin

Eight Applicants Seek AM Station Licenses

(Continued from Page 1)

was announced Friday by the FCC. They include: Endicott Broadcasting Corporation, Endicott, N. Y., to be operated on 450 k.c., 250 watts unlimited; Abe Lapdies, Pontiac, Mich., to be operated on 830 k.c., 1 k.w., daytime; Mount Vernon Broadcasting Co., Mount Vernon, Ohio to be operated on 1340 k.c., 250 watts, unlimited; Craig Broadcasting Co., Chester, S. C., to be operated on 1490 kc., 250 watts, unlimited; Family Broadcasting Corporation, Minneapolis, Minn., to be operated on 1020 k.c., 10 k.w., daytime; Western Broadcasting Associates, Modesto, California, to be operated on 710 k.c., 1 k.w., daytime; Huntington Park Broadcasting Co., Huntington Park, California, to be operated on 1190 k.c., 1 k.w., daytime. Application was filed with the FCC Friday for a new station in Oak Cliff, Texas, a suburb of Dallas, by Barton R., and Gordon B. McLendon. The latter is the youngster who this week-end announced the Tulane-Florida football game, and who did considerable radio work while in the armed services in Hawaii. His father Barton McLendon, is a movie exhibitor in Dallas. They are seeking the 1190 band with 1,000 watts, daytime.

Bendix Advertising Director Favors Spot Campaign

Characterizing radio spot announcements as "one of today's best advertising buys," Walter J. Daily, advertising and sales promotion director of Bendix Home Appliances, South Bend, Ind., yesterday forwarded to merchandisers various-length spot announcements with recommendations for commercial radio use.

Spot announcements, Daily advises dealers "are comparatively inexpensive; they provide a certain impact that only repetition can produce; they are insistent because of their frequency and effective because the time of their delivery, within practical limits, is selected to reach more of the type of audience you want."

The scripts sent dealers are of 20-30, 50-60 and 100-125 words with provisions for announcement of the local dealer's name and address. Dialogue is shown for a second set of scripts recorded with sound effects and music. Each recorded script runs one minute.

Joins NBC Legal Staff

Thomas H. Compere, Chicago attorney, has been engaged to represent the National Broadcasting Company in legal matters in Chicago and Cleveland.

Inter-Amer. Congress Elects Lorenzo Sec

(Continued from Page 1)

he will select other officers with rectors.

The closing session was marked a heated argument over the proposal to force registration of station tax with national associations and new Interamerican Association. It was finally shelved.

The conference prepared a code ethics and stressed their demands: freedom of expression by radio without government interference. It asked for free importation of equipment and insisted on stations supporting democratic principles of government. Government-owned stations will not be given membership. Congress will cool awhile to get reactions suggestions.

Some delegates want to postpone the adoption of the ethics code to more time for suggestions. Delegates voted to admit manufacturers distributors to membership. It voted to ask all American governments to recognize radio's right freedom of expression, and will for a delegate to the United Nations Organization as representative of the broadcasting industry of America.

After delegates failed to agree on an assessment plan to finance a permanent association, Inter-American de Radiodifusion, Emilio Azcarraga Mexico's biggest radio figure, president of the current congress, he would underwrite expenses himself. Azcarraga led a successful fight against admitting government controlled radio as association member saying that the organization does not want such control encouraged.

Stork News

John Masterson, manager of Al "Breakfast in Hollywood," and executive producer of "Bride and Groove" yesterday became the father of seven pound, four ounce son, named Michael, at Hollywood Presbyte Hospital.

Walton Leaves WHNY

Sidney Walton has resigned as director and commentator on W New York, effective this week. No successor to Walton has been pointed.

ABC Airls Report On Hurricane

A transcription of a two-and-a-half-minute report on the Caribbean hurricane, which was broadcast from a plane flying through the hurricane area and transcribed by WABC American network affiliate in Miami was aired over the web last night during the "News of Tomorrow" program. The plane was flying above sea level 195 miles south west of Cuba.

If there is a young, hopeful announcer who thinks he has the making of a Godfrey, a Bill or Husing we would like to hear from him. We will give him a trial and pay him while doing so. Ours is a small station but a good one about fifty miles from New York. All applications will be held confidential. Give full details about yourself.
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1501 Broadway New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 37, NO. 7 NEW YORK, WEDNESDAY, OCTOBER 9, 1946 TEN CENTS

Tele Interest Growing

Swap Of BMB Reports Set By 7 Philly Stations

Philadelphia—The seven Philadelphia stations subscribing to the service of the Broadcast Measurement Bureau agreed yesterday to exchange their individual BMB reports so that each station will be able to compare its coverage with that of its competitors. The decision was reached at a meeting in the University Club called by Roger W. Clipp, general manager of WFIL and member of the board.

(Continued on Page 2)

CP's Granted Stations For 1600 KC Frequency

Washington Bureau, RADIO DAILY—Washington—The FCC made final decision granting six applications for radio stations to operate on the little-used regional frequency of 1600 k.c. Grants for CP's were made to James F. Hopkins, Inc., Ann Arbor, Mich.; Valley Broadcasting Co., Pomona, Calif.; United Broadcasting Co., Inc., Montgomery, Ala.; The Gatte Co., Cedar Rapids, Ia.; Long Island Broadcasting Co., Woodside, N.Y.

(Continued on Page 2)

Ford "Parade Of Sports" Under Way On WCBW

The World's Championship Rodeo, currently in session at Madison Square Garden, and aired Sunday over CBS' television station WCBW, is the first of a series of indoor events booked for the Ford "Parade Of Sports."

Under an agreement with the Garden, as announced recently, all events except boxing will be covered.

(Continued on Page 2)

Meteor Event

ABC will cover the meteor display expected tonight in a special program entitled, "Seeing Stars," which will feature pickups from the Harvard Observatory at Cambridge, Mass., also from New York, Chicago, Detroit and the West Coast. Show scheduled for 10:30-10:45 p.m. EDT will be emceed by George Hicks. An unusual display is expected.

NAB Problem

C. E. Arney, secretary treasurer of NAB, in Chicago to make preliminary arrangements for the convention opening Monday, October 21, yesterday disclosed that NAB had 1,100 room reservations and that indications are that total attendance will hit around 2,500. Arney stressed the importance of all broadcasters bringing their hotel reservation slips with them when they arrive for the convention. These slips, he pointed out, are just as important as train travel tickets.

Crosley Group Plans Strong WINS Sked

New face lifting scheduled for WINS next Monday, Oct. 14, includes 10 new live shows daily to be piped in from WLW in Cincinnati and one early evening program shifted from latter city for origination in New York, according to announcement yesterday by James D. Shouse, president of Crosley Broadcasting Corp. Additional program changes are

(Continued on Page 6)

Biddle's Name Mentioned UNESCO Permanent Head

With an American definitely expected to take over as permanent head of UNESCO following the Paris meeting next month, indications here are that the man selected for the job will be former Attorney General Francis Biddle. Biddle, now in

(Continued on Page 5)

Stations Of Florida Active In Hurricane Emergency

Radio stations of the St. Petersburg and Tampa areas in Florida yesterday resumed normal schedules after nearly 48 hours of emergency broadcasting in connection with the hurricane.

First warnings of the approaching storm late Sunday afternoon placed the stations on the alert and they continued to broadcast all available information throughout Sunday night, all day Monday and until early Tuesday morning when the hurricane

Record Crowd Registers For TBA Meet Opening Tomorrow At Waldorf; Expect 1,500 To Attend

CBC FM Station Opens In Toronto

Montreal—The Canadian Broadcasting Corporation began full time frequency modulation broadcasting in the Toronto area when its new transmitter on top of the Canadian Bank of Commerce building went into operation yesterday for the first time. The call letters of the new station are VE9EV and it broadcasts on the 99.1 megacycle band.

At present only a few people will be able to hear the new station since

(Continued on Page 6)

With advance reservations passing the 600 mark yesterday and capacity crowds assured for the luncheon and dinner sessions the Television Broadcasters Association's two-day conference which opens tomorrow at the Waldorf-Astoria Hotel will probably attract more than 1,500 broadcasters, agency ex-

(Continued on Page 6)

WJZ Revamps Schedule; Several Daytime Changes

Several time changes in WJZ's day program schedule to provide more news coverage and more adequately meet the needs of daytime listeners was announced yesterday by John

(Continued on Page 7)

NBC Bolsters List In "Parade Of Stars"

More than a dozen additional radio names will join the NBC "Parade of Stars" for the networks promotional programs which will be heard Sunday.

(Continued on Page 5)

SBC Conference May Attract 1,800

Chicago—Indicating growing interest among broadcasters in educational and public service programming, George Jennings, director of the School Broadcast Conference, declared yesterday that approximately 1,800 will attend the conference which will be held here, week of Oct. 21.

Among the speakers who have accepted

(Continued on Page 4)

WWRL Gets 5 Kw; Plans New Transmitter In N. J.

The FCC yesterday granted WWRL a power boost from 250 to 5,000 watts. The station plans to go on the air with the new power in January, and announced that it will build a new transmitter for the purpose at Secaucus, on the Hackensack Meadows in New Jersey.

The 1,000,000,000th

A "record record" is being set today in Camden, N. J., as RCA Victor presses its billionth platter. Ben Grauer, NBC announcer, left this morning for the south Jersey city to handle a special program saluting the milestone which will be broadcast over the network from 12:30-12:45. Frank Folsom, executive vice-president of RCA-Victor, will speak.

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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tues., Oct. 8)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg
Am. Tel. & Tel.	171 1/4	171 1/4	171 1/4	- 13 3/8
CBS A	33 1/2	33 1/4	33 1/2	+ 1/2
CBS B	33 1/4	32 3/4	33	+ 1/2
Crosley Corp.	26	26	26	+ 1/2
Farnsworth T. & R.	8 7/8	8 5/8	8 7/8	- 1/8
Gen. Electric	38 3/8	37 1/8	37 1/8	- 1 1/2
Philco	96 1/2	95	95	- 1 1/2
RCA Common	10 1/8	9 3/4	9 7/8	- 1/8
RCA First Pfd.	84 1/2	82 1/8	82 1/8	- 1 1/2
Stewart-Warner	15 1/8	14 5/8	14 5/8	- 5/8
Westinghouse	25 1/4	24 5/8	24 5/8	- 1/2
Zenith Radio	22	21 1/4	21 1/4	- 1/4

NEW YORK CURB MARKET

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	- 1/4
Nat. Union Radio	12 3/4	12 3/4	12 3/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/2	6 1/2
Finch Telecomm.	7 1/2	9
Stromberg-Carlson	13	14 1/2
U. S. Television	2 1/4	2 3/4
WCAO (Baltimore)	37
WJR (Detroit)	35

Ford "Parade Of Sports" Under Way On WCBW

(Continued from Page 1)
 ered during the season of 1946-1947. The "Parade of Sports" outdoor schedule got under way with the Columbia-Rutgers game on Sept. 28, and second on the schedule was the Columbia-Navy game last Saturday at Baker Field. Schedule calls for television coverage of the six home games of Columbia with Mel Allen calling the play-by-play. "Parade" is under supervision of Bob Edge, WCBW sports director.

Coming and Going

RED BARBER, Columbia network's director of sports, is in Boston for the World Series games of today and tomorrow.

JAMES O'BRYON, director of publicity for the Mutual network, is expected back tomorrow from a business trip to St. Louis and Chicago.

CY FISHER, of the Frank Cooper office, will leave later in the week for the West Coast, for conferences with Cooper, who is now in Hollywood.

ELDON PARK, program director of WLW, who visited in New York early this week, left last night for Cincinnati. Accompanying him to Ohio was JERRY DANZIG, new program director at WINS, who went out for a looksee at the big Crosley station.

GERALD VERNON, account executive at the central division of the American network, is back at his Chicago headquarters following a short trip to Kansas City, Mo.

HENRY LA COSSITT, conductor of the program, "The Editor's Diary," heard over the Mutual network, will broadcast this week's stanza from CKLW, Detroit-Windsor. He'll be back in town next week.

GENE HAMILTON is back from Boston, where he started his 16th year as concert commentator by presenting the Boston Symphony in the first broadcast of their series of Tuesday concerts over the American network.

HUGH O. POLLER, general manager of WOMI, Mutual network affiliate in Owensboro, Ky., a visitor this week at the New York offices of the web.

EARL JANES, engineer at CBS, leaves tomorrow for Ann Arbor, Mich., where on Saturday the network will broadcast the football game between Michigan and Army.

BRENT O. GUNTS, chief of the radio section, U. S. Savings Bonds Division, is in Washington for final conferences with Treasury officials on the forthcoming bond drive set for November. He'll be back in New York Saturday.

WELLS CHURCH, assistant director of news broadcasts at CBS, left by plane yesterday for Boston, where he's now conferring with officials of WEEI.

CY CARTER, Westinghouse Radio Stations engineer, is back at his desk in Philadelphia after having vacationed in Virginia and the Carolinas.

JACK VAN VOLKENBURG, general sales manager of the Radio Sales department in the spot broadcasting division of CBS, has returned from a business trip to Chicago.

WILLIAM B. LODGE, director of general engineering for CBS, has returned from Washington, D. C., where he had attended a meeting of radio propagation executives.

Swap Of BMB Reports Set By 7 Philly Stations

(Continued from Page 1)
 and of the executive committee of BMB.

Hugh Feltis, president of the bureau, came from New York to be present at the meeting and to answer the questions of local broadcasters concerning the reports recently distributed by BMB.

No Misuse, Says Feltis
 The broadcasters were particularly concerned with how the reports will be received by agencies and by advertisers. Feltis explains that the reports had been compiled with the cooperation of national advertisers and agencies, and that BMB is accepting as a part of its responsibility the task of insuring that reports are properly distributed and that it will attempt to point up proper usage of the reports as well as to guard against their misuse.

In addition, Feltis offered to review any proposed reproductions that any stations wish to make for presentation to their particular clients. He also pointed out that many stations find

Six CP's Granted Stations For 1600 KC Frequency

(Continued from Page 1)
 L. I. and Piedmont Carolina Broadcasting Co. Reidsville, N. C. The applications of Charlotte Broadcasting Co., Charlotte, N. C., and Four Lakes Broadcasters, Madison, Wis., were turned down. At the present time only two U. S. stations are authorized to operate on 1600 k.c.

Charles Palmer

Charles Palmer, 44, salesman for the American Broadcasting Co., died Monday night at New York Hospital of a heart ailment. Services will be held in Boston, Friday, Oct. 11. The funeral will be held from the Crosby Funeral Parlor.

that the BMB reports do not substantiate their previous coverage claims. The broadcasters agreed, however, that the value of a uniform measurement would offset any "cuts" the individual stations might suffer in their audience mail or engineering coverage tabulations.



Upstream

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

That's a fightin' species for you.

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

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

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

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REE

Jules Harburg
INSURANCE
 80 JOHN STREET
 NEW YORK CITY
 BOWLING GREEN 9-0284
 PHONES: WHITEHALL 8-6767

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

NBC Radio-Recording

INTRODUCES



A house in the country



■ ■ Nudge your memory a moment! That dream of a house in the country. Remember? . . .

And even if you don't remember . . . never ventured into that wondrous dreamland . . . this is a lively situation-comedy program that radio advertisers and the people in your town want . . . want mighty bad. For figures prove that listeners show an overwhelming preference for situation-comedy shows.

In offering A HOUSE IN THE COUNTRY, NBC Radio-Recording sets a new high in good fun. From the moment the program opens and voices cordially say, "Come In" . . . pandemonium breaks loose with hilarious situations, excruciating problems and, of course, love eternal . . . all striking a delightfully familiar note in the lives of us ordinary folk.

A HOUSE IN THE COUNTRY is fastly paced . . . expertly acted by outstanding network talent . . . cleverly written by Ray Knight, one of radio's top comedy scripters . . . and is for rent right now to advertisers everywhere on a syndicated basis . . . Write today to NBC Radio-Recording, builders and designers of A HOUSE IN THE COUNTRY, for audition records and complete details.

.. new situation-comedy show
.. fresh as country air



LYLE SUDROW is Young Husband, Bruce Marshall



RAY KNIGHT is Butcher, Mr. Brown



ABBY LEWIS is Telephone Operator, Clarabelle Hopkins



PATSY CAMPBELL is Young Wife, Joan Marshall



ED LATIMER is Landlord, Mr. Pattison



BUD COLLYER and HUGH JAMES are announcers

52 half-hours for 1-a-week broadcast

NBC Radio-Recording Division



A Service of Radio Corporation of America

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

AGENCIES

JOHAN M. ALDEN, for the past two years Pacific Coast manager for the Biow Company, has been elected a vice-president of the advertising agency and will be in charge of all Coast activities, it has been announced by Milton Biow, president. As Coast manager for Biow, Alden was in charge of all Pacific Coast business. Prior to joining the agency, he was for four years with J. Walter Thompson, San Francisco, in charge of the Wine Advisory Board account.

NATE TUFTS, vice-president and director of the Hollywood radio department of Ruthrauff & Ryan, announces his resignation from that firm after a period of 12 years. After a brief vacation he will announce his future plans.

JOHN W. MCGUIRE has resigned his position as account executive and director of the aviation division of Ruthrauff & Ryan, Inc., to join the American Newspaper Advertising Network, Inc. McGuire will become a member of the eastern sales staff, under the direction of C. S. Hanson, eastern sales manager. Prior to his work with Ruthrauff & Ryan, McGuire was on active duty as Colonel with the Army Air Forces.

SBC Conference May Attract 1,800

(Continued from Page 1)

Accepted invitations to participate in the conference which will be held simultaneously with the NAB convention are Dorothy Lewis, director of women's activities for NAB; Kenneth D. Frye, State Department; Don Horton, CBS television.

Exhibition space has been completely sold out, Jennings revealed. The exhibitors will include manufacturers of FM and television equipment.

Dizzy Dean Guest Of Barber

Dizzy Dean, former Card pitcher and current sportscaster for WIL in St. Louis, will be guest on Red Barber's sports program over CBS tonight at 6:30 p.m., Show will originate in Boston.

Barber's nightly sports program this week has been originating from either St. Louis or Boston while Red follows the World's Series. Barber and his assistant, Jimmy Dolan, are scheduled to report the Army-Michigan football game at Ann Arbor next Saturday.

For Exclusive PERSONALIZED Publicity

Jane Barton
publicity • promotion

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



Notes From An Aisle Seat. . . !

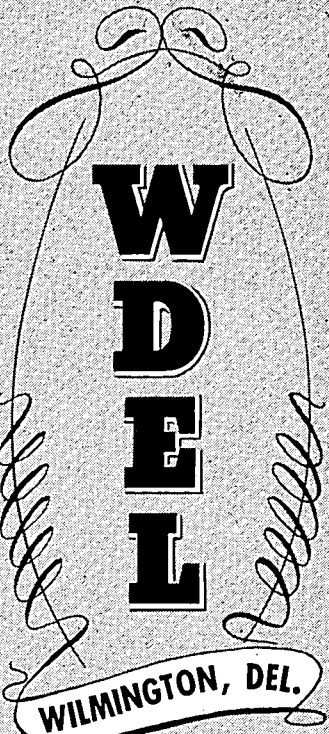
• • • The Hit Parade, many times rumored to be shifting to the coast, definitely goes west in November. . . . Ralph Edwards, minus his "Truth or Consequences" troupe, due for a solo build-up at Metro. . . . Earl Wilson's "Author Meets Critic" session last week over WQXR, with Toots Shor and Elsa Maxwell up at bat, wasn't re-broadcast Sunday afternoon as per schedule as the sponsor figured it was too hot to handle. Some of Toots' bon mots were of the purple variety, but it all added up to some of the liveliest listening these ears have been treated to in a long while. . . . Gertrude Berg auditioning young actresses for her new Junior Miss type of program. . . . Betty Garde will be a regular on the Henry Morgan ailer when Schick takes over on the 16th. . . . Several music publishers after Evelyn Love Cooper to launder her lyrics for "I'm Gonna Be A Bad Girl." Monica Lewis' boff number at the Blue Angel. Monica, meanwhile, starts her own ailer over Mutual on the 18th. . . . New Kate Smith show, which premed Sunday, one of her best yet. Format, streamlined by Ted Collins, puts the emphasis on variety, with Kate singing four tunes and Harvey Stone and Pert Kelton sharing the comedy honors. . . . If Al Capp likes you well enuf, he'll give you a Cadillac convertible. He gets one every time he endorses a commercial ad with Li'l Abner's likeness.

★ ★ ★

• • • This is the first space we've had to answer Larry Krasner's nice note recently in which he stated that advertisers prefer H'wood names to radio artists because movie stars are "box office." We can't help returning to bat to make the point that sales charts and radio history prove that the most sure-fire "box-office" in radio is soap opera. And when these programs do give name billing at rare times, the lucky actor is a "radio regular." Bing Crosby, Kate Smith, Irene Beasley, Fibber McGee and Molly, Amos 'n Andy and others ranking with them started out as radio unknowns. The combo of listener loyalty, careful programming, thoughtful promotion and, of course, genuine talent, has built them into reliable, steady, long-term salesmen. If some bright keeper of the bankroll would devote the same amount of money to production, promotion and name building that he spends on one appearance of a H'wood star, the radio actors he backed would soon have "name value" as great and greater than any Hollywoodian who can't produce at the mike.

★ ★ ★

• • • If there's one thing rarer than a smile on a pawnbroker's pan, it's one sportscaster bailing out another in time of trouble in this most highly competitive of professions. That's why we're only too happy to doff our lid this ayem to Bill Stern for offering Don Dunphy, of WINS, the use of NBC's private line the other day at the Columbia-Navy game when it was discovered that somebody or other had neglected to install a line for WINS. . . . Bing Crosby's new recorded show will have very little of the easy patter that always marked his former air appearances. Of course, his opener with Bob Hope will feature plenty of gags, but his 2nd stanza with Spike Jones carries practically no gab at all. Bing, incidentally, sent Harry Wismer a fan note praising latter for his coverage of the amateur golf tournament. . . . Paul Milton writing the new Gabe Heatter show. . . . John Tillman to emcee four more CBS color tele demonstrations Friday. . . . Recommended: Jane Dulo's smart special material and satirical thrusts, which is making Le Ruban Bleu practically a must stop on the midnite beat. Also on the recommended list is Joe Mooney's quartet at Dixon's, rated by many as one of the really great small combinations in the business. . . . Buddy Clark flashing photos of his new home in Kensington—like a brand new proud pop. . . . Allan Kent and Ginger Johnson, noted jingle writing duo (they penned "Just the Other Day" and "Pepsi Cola" thing, among others) signed to exclusive contract by Gale Agency. . . . If Peter Lind Hayes' fans are wondering why he doesn't use the Punchy Callahan character that wowed them when he was at the Copa, it's because of an injunction gotten out by Warner actor-writer Tom D'Andrea, who claims it's his baby. . . .




W D E L

WILMINGTON, DEL.

SELLS

WDEL is located in Wilmington, Delaware which, because of its strategic location, transportation facilities and wide industrial diversification is assured a great, stable and prosperous future. WDEL sells profitably for you in this area composed of Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

5000 WATTS DAY AND NIGHT



BASIC STATION

Represented by

RADIO ADVERTISING COMPANY

New York • Chicago
San Francisco • Hollywood

Stations Of Florida Active In Hurricane Emergency

(Continued from Page 1)

announcements of storm bulletins as received. Station stayed on air all night Sunday closely following progress of storm with immediate relay of information to public. All programs, including World Series broadcast, were interrupted to present latest storm information. Preparations were made to remain on air all of Tuesday night. Late Monday afternoon, Red Cross emergency alert was affected with resulting flood of public service announcements for balance of emergency period. All announcements were cleared through Red Cross and included wide variety, from evacuation of beaches to safety warnings on conduct during the storm and included information on places of refuge, designated unsafe areas and all similar announcements. Special weather news and public service announcements were carried on the hour and a half hour, plus any other information, broadcast as received by the station.

WFLA's news and special events staff was on duty constantly from 6 o'clock Monday morning until 9 o'clock Tuesday morning giving listeners informative coverage of movements of the hurricane which formed in the Caribbean and swept up the Florida coast, then across the state and up the East Coast area. Weather

bulletins were broadcast every quarter hour giving approximate location and movement of the storm center. Broadcast equipment was installed in the Red Cross and coast guard headquarters, and instructions and suggestions for public protection were broadcast direct from this point by J. W. Dupree, Tampa Red Cross disaster relief committee chairman. Dozens of public service bulletins were aired, and the newsroom was kept constantly busy handling a large volume of items informing employees of MacDill Field air base, Tampa shipyards and other public services of changes in working schedules and emergency measures.

WDAE (CBS) and WFLA (NBC), of Tampa, kept the West Coast of Florida fully informed on the progress of the storm.

WDAE, the Tampa Times station, gave hourly official broadcasts from 7 a.m., Monday until 2 a.m., Tuesday direct from the United States Weather Station. During the hurricane threat W. W. Talbott, veteran Tampa meteorologist, or one of his assistants, spoke directly to the public about the course and conditions of the storm.

Each station gave about the same amount of time to hurricane information, several minutes of each hour.

Biddle's Name Mentioned UNESCO Permanent Head

(Continued from Page 1)

Nuremberg as American judge on the war crimes trial, has already been in communication with President Truman on the matter, and it is believed he has signified his willingness to accept the post.

First candidate, and still the first choice of Assistant Secretary of State William B. Benton, is University of Chicago President Robert Hutchens. As soon as it became fairly certain that the naming of the permanent replacement for temporary Secretary Julian B. Huxley would rest with the United States, Benton began to campaign for his former University of Chicago associate, Huxley. He was particularly active during the sessions here two weeks ago of the U. S. commission to advise UNESCO participation.

NBC Bolsters List In "Parade Of Stars"

(Continued from Page 1)

day, Oct. 13, at 4-6 p.m., EST and Monday Oct. 14 at 10:30 p.m. to 12:30 a.m., EST. New additions to the Sunday program include, Red Skelton, Kay Kyser, "The Aldrich Family," Dennis Day, Lowell Thomas, the "Quiz Kids" and Buddy Clark.

Additions to the Monday program include, Roy Rogers, Carmen Cavallero, Art Linkletter and his "People Are Funny," program, Thomas L. Thomas, Donald Dame, Margaret Daum and Evelyn MacGregor.



Bob Riley has three college degrees from Rice Institute, Kansas State Teachers and Kansas University.

Marketcasts Are His Meat...

Another KMBC exclusive is a studio at the world's largest livestock building in Kansas City. From here three reports daily are broadcast by KMBC to that 49% of the listeners who fill the foodbasket of the nation from the *Heart of America*.

Bob Riley, an experienced marketcaster, gives his full-time attention to these livestock summaries. His background in broadcasting dates back to 1921 when as a youth of 24 he appeared over an Emporia, Kansas radio station.

Farm magazines throughout the country regularly publish his articles upon livestock market conditions. As a public speaker, he is in constant demand for stockmen meetings, civic club luncheons and educational assemblages.

Yes, with farmers, as with all other segments of the listening audience, the *program is the thing*. For over a quarter-century KMBC has been zealously pursuing ever increasing horizons in program service.

KMBC

OF KANSAS CITY



Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI & KANSAS

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

The **BEST** Farm
Station Buy?

SINCE 1924, IT HAS
ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"
SHENANDOAH, IOWA

Call or Wire **FRANK STUBBS**

Crosley Group Plans Strong WINS Sked

(Continued from Page 1)

planned between now and Nov. 1, the date officially set for WINS power increase to 50,000 watts.

Eight of the 10 shows to be piped from Cincinnati to New York are sponsored although contracts for WLW and WINS airings are handled separately. WLW-WINS pipe line is via Washington which has been connected with Crosley's Cincinnati station by leased wire for several years. Line costs between Cincinnati and New York will be shared jointly by WLW and WINS.

Plans for "Crossroads"

"Crossroads Cafe," successful WLW program for many years, will be produced in New York beginning Monday and fed back to Cincinnati from 6:30-6:45 p.m., EST. Show features Bert Shefter and his band, vocalist Elaine Howard, who was a member of the Cincinnati cast until last March, and Dorothy Day as hostess. Latter continues her morning program over WINS under the new schedule.

Another WLW show of long time standing is "Morning Matinee" which will be piped in to WINS every morning from 8:30-9:15 a.m. Participating program features music and comedy with emcees Ruth Lyons and Frazier Thomas hopping back and forth between two studio audiences.

"Moon River," one of the oldest programs on the air, will be fed to New York from Cincinnati nightly from 12:05-12:30 a.m. "Moon River" has been rolling along over WLW for more than 15 years with its dreamy organ music, a program for which Crosley has refused to sell sponsorship. Late stanza also features the DeVore sisters trio.

"Dawn" Schedule Looks Good

WINS new daily schedule tees off with a "Top of the Morning" hour from 5:45-6:45 a.m., with a series of four different 15 minute programs, all of which are sponsored and originated in Cincinnati. The "Cadle Tabernacle" will be heard from Indianapolis from 7:15-7:30 a.m., followed by Johnny Grant's local show now changed to the 7:30-8 a.m., slot.

WLW feeds WINS again from 8-8:15 a.m., with "Time To Shine," featuring the Trail Blazers, folk singers. Show is sponsored by Griffin shoe polish. Next 15 minutes is filled by Howard Chamberlain's newscast from Cincinnati. Peter Grant's nightly news commentary over WLW is to be carried simultaneously over WINS from 9:45-10 p.m.

Send Birthday Greetings To—

October 9

Robert Armbruster John Tackabery
Walter Compton Lee Wiley
John Guedel Marye Louise Stein
Henry Hunter Bart McHugh
Jack Pysler

Reservations At TBA Reflect Growing Interest In Television

(Continued from Page 1)

executives, producers and advertisers. Highlight of the opening day's session tomorrow will be a luncheon honoring the United Nations. Benjamin Conen, assistant secretary general of UN who has just returned from a Latin American tour will be the principal speaker. Conen is expected to discuss communications as it relates to the UN with special emphasis on the potentialities of television.

Annual awards for distinguished service to video will be made by the TBA awards committee headed by Paul Raibourn, vice-president of Paramount Pictures and president of Television Productions, Inc., who is chairman of the committee, at the banquet session tomorrow night.

Tele Exhibit Planned

The exhibit of transmitter equipment and television receivers which will bring together most of the member manufacturers of TBA promises to be one of the highlights of the two day session. More than 20 new television receivers, representing eight manufacturers, will be displayed at the conference. They will range from small table model sets to large console all-purpose receivers.

Scheduled to address the various meetings are:

Dr. Alfred N. Goldsmith, vice-president of the Institute of Radio Engineers; Arthur F. Van Dyck of the RCA Laboratories; Merlin H. Aylesworth, business consultant; Ralph Austrian, president, RKO Television Corp.; Edgar Kobak, president, Mutual Broadcasting System; Thomas F. Joyce, Raymond Rosen & Company; Frank Mansfield, Sylvania Electric Company; William Howard, R. H. Macy Company; H. Allen Smith, noted author; Theodore C. Streibert, president, Bamberger Broadcasting Service; H. V. Kaltenborn, commentator; Lt. Col. Eric Tebow, U. S. Army Signal Corps; Commander Bonney Powell, U. S. Navy; Ernest H. Vogel, Farnsworth Television & Radio Corporation; Leonard F. Cramer, vice-president, Du Mont Laboratories; L. G. Woodford, American Telephone & Telegraph Company; R. M. Gray, Standard Oil Company of New Jersey.

Also Charles Durban, U. S. Rubber Company; Terry Ramsaye, editor; Leonard F. Cramer, executive vice-president, Du Mont Television; Rob-

ert S. Peare and James D. McLean, General Electric Company; John Allen, Marschalk & Pratt; K. A. L. Foster, William Esty & Company; Edward Franklin, Newell Emmett Company; A. D. Rodner, Jr., Commonwealth Edison Company; Don McClure, N. W. Ayer & Son; Dr. O. H. Caldwell, publisher; David Arons, Gimbels of Philadelphia.

Also Noran E. Kersta, manager, WNBT; G. Emerson Markham, manager, WRGB; Samuel H. Cuff, manager, WABD; Paul Mowrey, manager, ABC television; Klaus Landsberg, West Coast director, W6XYZ; Harry Lubcke, director, W6XAO; Capt. William C. Eddy, director, WBKB; Lewis Winner, editor, Communications magazine.

Also Bob Emery, sustaining program director, WABD; Selma Lee, William Morris Agency; Richard Googins, American Broadcasting Company; Clark Jones, WRGB; Jock MacGregor, WOR; Warren Wade, executive producer, National Broadcasting Company television department; Ken Farnsworth, American Broadcasting Company; Louis Sposa, program service manager, WABD; Helen Choate; Charles Hammond, sales promotion manager, National Broadcasting Company.

Also Dan D. Halpin, RCA Victor

CBC FM Station Opens In Toronto

(Continued from Page 1)

the broadcast signal cannot be picked up without a special FM radio set. So far no FM receiver for the 99.1 megacycle band has been manufactured in Canada except for experimental purposes. To encourage their manufacture and their use the CBC has had two FM stations operating experimentally in Montreal for several months and plans to install other transmitters in Winnipeg and Vancouver. Station VE9EV is operating in Toronto at present at a power of 250 watts but will be increased to 3,000 watts later on. Programs broadcast over the FM transmitter will be selected from CBC local and network productions.

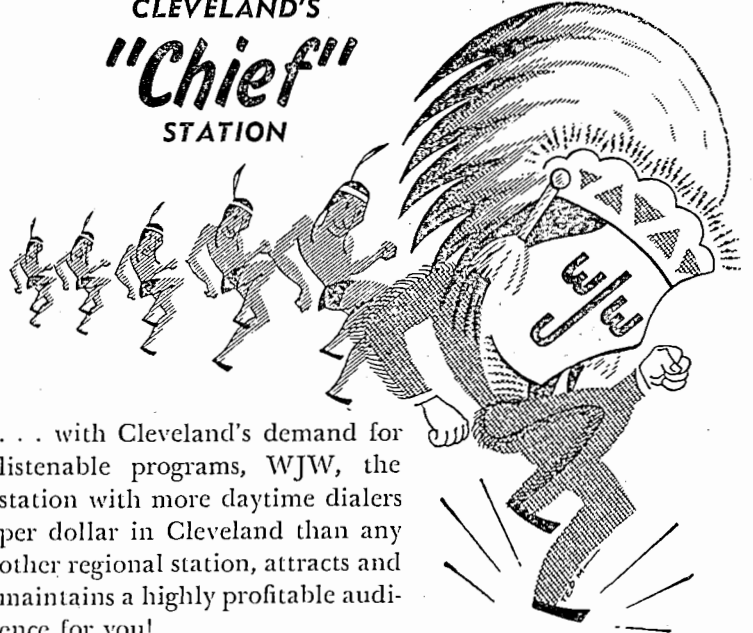
Division; Harry Houston, Allen B. Du Mont Laboratories; Joseph McDonald, ABC; Helen Rhodes, WRGB; Edward Stasheff, N.Y.C. Board of Education; Reynold Kraft, NBC; Dr. Frank Kingdon; Dr. George Gallup; Hoyland Bettinger, and others.

The Conference Committee, headed by Austrian, includes: J. R. Poppele, speakers; Douglas Day, budget; Richard Hooper, displays; F. J. Bingley, engineering; Philip G. Caldwell, panel meetings; George Shupert, program; Herbert E. Taylor, banquet; D. K. deNeuf, registration; Noran E. Kersta, television programs, and Will Baltin, publicity-promotion.

KEEP IN STEP WITH

CLEVELAND'S

"Chief" STATION



... with Cleveland's demand for listenable programs, WJW, the station with more daytime dialers per dollar in Cleveland than any other regional station, attracts and maintains a highly profitable audience for you!

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

POSITION WANTED

Competent bookkeeper seeks connection in the radio industry. Write RADIO DAILY, Box 226, 1501 Broadway, New York 18, N. Y.

TBA RESERVATIONS CONTINUE TO GROW

Eleventh hour reservations for the two-day conference of the Television Broadcasters Association, Inc., which opens tomorrow at the Waldorf-Astoria Hotel continued to pour into the offices of Will Baltin, secretary-treasurer in New York. Added reservations include:

- Hal Hode, Columbia Pictures, N. Y. C.
- H. E. Gibring, RCA, RCA Victor Division, Camden, N. J.
- M. Lawrence Swars, Noble and Swars, Inc., N. Y. C.
- Robert L. Fergusson, Adam, Meldrum & Anderson Co., Buffalo, N. Y.
- J. A. Oulmet, Canadian Broadcasting Corp., Montreal, Canada.
- Patrick Michael Cuning, Edgar Bergen Television Prod., Hollywood, Calif.
- E. B. Passow (ss), Maestric Radio & Television, St. Charles, Ill.
- Fred B. Parnell, General Electric Co., Bridgeport, Conn.
- I. J. Kaar, General Electric Co., Bridgeport, Conn.
- Paul Chamberlain, General Electric Co., Bridgeport, Conn.
- Grady Hoark, General Electric Co., Bridgeport, Conn.
- E. Patrick Towl, General Electric Co., Bridgeport, Conn.
- William S. Hedges, National Broadcasting Company, Inc., N. Y. C.
- Allan Kalmus, National Broadcasting Co., Inc., N. Y. C.
- M. Abramovich, Teletronics Service & Supply, N. Y. C.
- Frank Wellman, Radio Station WTTM, Trenton, N. J.
- Paul Alger, Radio Station WTTM, Trenton, N. J.
- K. K. Kellam, International Broadcasting Corp., KWKR, Shreveport, La.
- Don C. McNamara, Hughes Prod., Los Angeles, Calif.
- E. A. Hayes, Hughes Prod., Los Angeles, Calif.
- Niles Trammell, National Broadcasting, N. Y. C.
- Jackson Leichter, WLJB, New York, N. Y.
- Carl Class, Francis I. DuPont & Co., N. Y. C.
- Joseph Seiden, Cinetronics Corp., N. Y. C.
- Stuart E. Bonwit, Elce, Engineer, Naval Ordnance Lab., Washington, D. C.
- Norman H. Young, Federal Telecommunications Labs., N. Y. C.
- Arthur E. Newton, Stromberg-Carlson Co., N. Y. C.
- Willard H. Hauser, Westinghouse Radio Stations, Boston, Mass.
- W. C. Swartley, Westinghouse Radio Stations, Boston, Mass.
- John W. Allicote, The Film Daily, New York, N. Y.
- Charles L. Hotchkiss, Show Productions, Inc., N. Y. C.
- Lee Williams, Fuller, Smith & Ross, Inc., N. Y. C.
- Harry Dienes, Fuller, Smith & Ross, Inc., N. Y. C.

- Charles R. Browne, Fuller, Smith & Ross, Inc., N. Y. C.
- Wm. K. Dorman, John M. Perry Associates, N. Y. C.
- John Koepf, The Fort Industry Co., Wash., D. C.
- Glen C. Boundy, The Fort Industry Co., Wash., D. C.
- Fitzgerald Advertising Agency, New Orleans, La.
- M. B. Lamont, Bendix Radio, Div. of Bendix Aviation Corp., Towson, Md.
- H. W. Royer, Bendix Radio, Div. of Bendix Aviation Corp., Towson, Md.
- C. Merwin Dohyn, Consolidated Broadcast Corp., Long Beach, Cal.
- M. Harold Stevens, Bausch & Lomb Optical Company, Rochester, N. Y.
- American Broadcasting Co.: Paul Mowrey, Harvey Marlowe, Alice Cook, Richard J. Coggin.
- Donald B. Langan, Aitkin Kynett Company, Phila., Pa.
- H. R. Stevens, Robert Simpson Co., Ltd., N. Y. C.
- Robert Turnbull, Robert Simpson Co., Ltd., N. Y. C.
- Peter J. Faber, Montgomery Ward & Co., Chicago, Ill.
- W. K. Trukenbrod, Montgomery Ward & Co., Chicago, Ill.
- Jerry A. Danzig, New York City.
- Orville Colquhoun, National Education Assoc., N. Y. C.
- Howard J. Beck, Farnsworth Tele. & Radio Corp., Fort Wayne, Ind.
- W. A. Cushman, E. I. du Pont de Nemours, Wilmington, Del.
- Raymond W. Bristol, Radio Inventions, Inc., N. Y. C.
- E. W. Lier, Shell Oil Co., N. Y. C.
- G. Y. Bureau, North American Philips Co., N. Y. C.
- C. L. Beers, Radio Corp. of America, RCA Victor Div., Camden, N. J.
- Elmer G. Muschany, KXOK, St. Louis, Mo.
- E. C. Bonia, The Sparks-Withington Co., Jackson, Mich.
- E. N. Rauland, The Rauland Corp., Chicago, Ill.
- Szegho, C. S., The Rauland Corp., Chicago, Ill.
- Carlson, Edward, The Rauland Corp., Chicago, Ill.
- Orrin E. Dunlap, Radio Corp. of America, N. Y. C.
- G. H. Greenwell, Woodward & Lothrop, Washington, D. C.
- Curtis W. Mason, Earle C. Anthony, Inc., Los Angeles, Cal.
- Thompson L. Guernsey, General Television Corp., Boston, Mass.
- Norman Gerstenzang, Television Corp. of Florida.
- Batheloh, Geo. S. Armstrong & Co., N. Y. C.
- R. L. Campbell, Continental Television Corp., Boston, Mass.
- James J. Hennessey, Continental Television Corp., Boston, Mass.
- C. E. Atkins, Tung-Sol Lamp Works, Chicago, Ill.
- Robert F. Levine, Cine-Television Studios, Inc., N. Y. C.
- Ruth Friedlich, Cine-Television Studios, Inc., N. Y. C.
- Blayne Butcher, Newell-Emmett Company, N. Y. C.
- Edward Franklin, Newell-Emmett Company, N. Y. C.
- National Broadcasting Company, Inc.: John F. Royal, C. P. Hammond, Miss C. Stern, O. B. Hanson, R. F. Guy, C. A. Raeky, F. A. Wankel, E. W. Clark, R. E. Shelby, W. A. Clark, H. See, O. Davis, W. Wade, R. N. Kelly, J. H. Hartley, E. Sobol, A. B. Crotty, P. Alley, E. S. Colling, F. H. Coe, R. C. Oxford, H. Graf, N. E. Kersta, J. T. Williams, C. C. Bevis, C. R. Alexander, J. M. Milroy, R. R. Kraft, J. M. Greene.
- Robert W. Brown, International News Service, N. Y. C.
- Wickliffe W. Crider, Batten, Barton, Durstine & Osborne, N. Y. C.
- Thomas Wright, Batten, Barton, Durstine & Osborne, N. Y. C.
- Paramount Pictures: Paul Raibourn, Arthur Israel, Bernard Goodwin, Joseph Doughney, Newton Crawford, George Shupert, Oscar Morgan, Albert Deane, Burt Balaban, Walter Glomb, Robert Dressler, Walter Merkel, John Dickinson, Hal Periera, A. J. Richard, Alce Black, Gene LaRoche, Carl Maurer, Walter Swanson, Ten Greniere, J. C. Skinner, Klaus Landsberg, William K. Jenkins, Julius M. Gordon, R. H. Park.
- Peter Krug, Hicks & Greist, Inc., N. Y. C.
- Miner Williamson, Roche, Williams & Cleary, Inc., Phila., Pa.

- Louis S. Shuey, Sprague Electric Co., North Adams, Mass.
- J. C. Cooper, Philco Corp. of Canada, Toronto, Ontario, Can.
- Kleley, L. B., Philco Corp. of Canada, Toronto, Ontario, Can.
- Jeffrey, W. H., Philco Corp. of Canada, Toronto, Ontario, Can.
- Irwin W. Stanton, Los Angeles, Cal.
- Santino R. Sozlo, New York City.
- Frank A. Wellman, Jr., Wellman Advertising Agency, Phila., Pa.
- W. H. Stellner, Galvin Mfg. Corp., Chicago, Ill.
- John F. Howell, Telecomics, Inc., New York, N. Y.
- Robert Sherry, Telecomics, Inc., New York, N. Y.
- W. S. Vaughn, Eastman Kodak Co., Rochester, N. Y.
- Ben Gross, Gross Distributors, Inc., N. Y. C.
- Allen Du Mont Laboratories, Inc.: Dr. Goldsmith, Mortimer Leowil, Paul Ware, Samuel Cuff, H. E. Taylor, John S. Hunt, David Gross, Victor Olsen, Louis Sposa, L. Mautner, A. B. Chambers, Leslie Arries, Emil Knust, Leonard Cramer, Rudolf Feldt, I. E. Lempert, Robert Jamieson, Donald Stewart, E. A. Marx, M. J. Alexander, Robert Emery, C. O. Smith, J. Armstrong, Paul Eshleman, John McKay.
- Miss Kay M. King, WEEL, Boston, Mass.
- John Paul Goodwin, Steele Adv. Agency, Inc., Houston, Texas.
- Thomas Stowell, N. Y. State Dept. of Commerce, Albany, N. Y.
- Robert C. Berner, Emerson Radio & Phonos, N. Y. C.
- Lawrence Wilson, George Walker Co., Detroit, Mich.
- Reilly, Howard, J. Walter Thompson Co., N. Y. C.
- Edward Rice, J. Walter Thompson Co., N. Y. C.
- Harold Hermann, J. Walter Thompson Co., N. Y. C.
- William Morris, J. Walter Thompson Co., N. Y. C.
- M. G. Wallace, American Tel. & Tel., N. Y. C.
- Hampton W. Howard, Hampton W. Howard, Inc., N. Y. C.
- H. R. Doyle, W. L. Hurley Co., Camden, N. J.
- Bertrand Keane, Independent Writers & Prod. "Keaneleigh", New Rochelle, N. Y.
- Leonore Leighton Keane, Independent Writers & Prod. "Keaneleigh", New Rochelle, N. Y.
- R. H. Crum, Standard Oil Co. of N. J., N. Y. C.
- D. L. Nevin, Corning Glass Works, Corning, New York.
- T. G. Veal, Eastman Kodak Co., Rochester, New York.
- Norman B. Livingston, Bamberger Broadcasting Service, WOR, N. Y. C.
- Jose Di Donato, Doherty Clifford & Schenfield, N. Y. C.
- Chet McCracken, Doherty Clifford & Schenfield, N. Y. C.
- J. H. Ganzenhuber, Western Electric Co., N. Y. C.
- L. F. Backoven, Western Electric Co., N. Y. C.
- Rodney Erickson, WOR, N. Y. C.
- A. N. Foster, Lever Bros. Co., Cambridge, Mass.
- Joseph V. Noble, DeFrenes & Co. Studios, Phila., Pa.
- J. Cauliffe Bullock, The Outlet Co., WJAR, Providence, R. I.
- Walter F. Farrell, The Outlet Co., WJAR, Providence, R. I.
- D. H. Morrissey, The Outlet Co., WJAR, Providence, R. I.

- Thomas J. Prior, The Outlet Co., WJAR, Providence, R. I.
- M. L. Burbank, The Outlet Co., WJAR, Providence, R. I.
- Henry Grossland, Hughes Production, Hollywood, Calif.
- Dr. C. B. Joffe, RCA Laboratories Division, Radio Corp. of America, Princeton, N. J.
- Columbia Broadcasting System: Lawrence W. Lowman, N. Y. C.; Worthington Miner, WCBW, N. Y. C.; James Kane, WCBW, N. Y. C.; Noyland Bettinger, N. Y. C.
- R. K. Homann, Bell Tel. Labs., N. Y. C.
- Harold M. Young, Harold Young, N. Y. C.
- Eugene S. Thomas, Bamberger Broadcasting Service, N. Y. C.
- W. R. Johnston, Anthony Foster & Sons, Ltd., Toronto, Can.
- James N. Manilla, Compton Advertising, New York, N. Y.
- Miss Frances Hughes, Mademoiselle Magazine, Street & Smith, N. Y. C.
- Theodore C. Strelbert, Bamberger Broadcasting Co., N. Y. C.
- J. R. Poppele, Bamberger Broadcasting Co., N. Y. C.
- H. L. Perdue, General Electric Co., N. Y. C.
- Yeung, Wm., John Wanamaker, Philadelphia, Pa.
- Mr. Ziesmer, John Wanamaker, Philadelphia, Pa.
- R. Wheelahan, WJMB, Inc., New Orleans, La.
- John R. Brooks, Jr., Lansburgh & Bro., Washington, D. C.

WJZ Revamps Schedule; Several Daytime Changes

(Continued from Page 1)

McNeil, station manager of ABC's flagship.

New schedule starting Oct. 14 and not affecting Sunday program adds a morning newscast from 8-8:15 a.m., with Campbell Martin reporting Monday through Friday. George Hayes takes the assignment on Saturday. Newscaster Don Gardiner gets the early morning nod from 7-7:15 a.m., five days a week with Julian Anthony, ABC commentator, heard on Saturday.

In addition to change in news broadcasts, "Good Morning - It's Knight," featuring Ray Knight, heard from 7:15-7:45 a.m., gets an extra ten minutes following the Esso Reporter from 7:45-7:50 a.m. "The Fitzgeralds" now must wait another 15 minutes for breakfast although they'll have an additional 10 minutes at the table from 8:15-8:55 a.m.

The Nancy Craig program changes from 8:30 a.m. to 12:35 p.m. while the "WJZ Powers Charm School" will be heard at 2:15 p.m., rather than 12:35 p.m., and cuts air time to 15 minutes. The Pat Barnes show, now heard at 2:15 p.m., will be spotted at 4:30 p.m.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reeder, General Manager

1917 & 2122th, Inc. Exclusive National Representatives

MASTER THESE DIALECTS

French-American Russian-American
 German-American Spanish-American
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With the **NEW** Professionally Approved **Audio-Visual DIALECTON METHOD**

Actors, Producers, Directors, Students find the DIALECTON METHOD the simplest way of learning foreign-American dialects. The DIALECTON Album contains eight dialects, plus the Instruction Handbook—a complete course for home study or classroom. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education.

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FRANK MORGAN

as

“The Fabulous Dr. Tweedy”

(Written by ROBERT RILEY CRUTCHER
and RIK VOLLAERTS)



Will Be Heard at a New Time

TONIGHT (WEDNESDAY)

AND EVERY WEDNESDAY NIGHT . . . NBC . . . 10 to 10:30 P.M. (EST)

FOR

PALL MALL CIGARETTES

Narrator—JOHN HEISTAND • Music—ELLIOT DANIEL

Producer—Z. WAYNE GRIFFIN

★ ★ ★

Thanks To SAM PIERCE and
RUTHRAUFF AND RYAN
for everything . . . it's been fun!

Greetings TO GLENHALL TAYLOR, *Director*
and
FOOTE, CONE AND BELDING

Frank Morgan

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 8

NEW YORK, THURSDAY, OCTOBER 10, 1946

TEN CENTS

Political Radio-Use Heavy

Television

TELEVISION is Here!
Fifteen hundred will gather at the Waldorf-Astoria Hotel in New York today to learn about the new art during a two-day conference of the Television Broadcasters Association.

In New York, Philadelphia, Washington and Schenectady television set owners will view the proceedings through the magic of the image orthicon cameras, coaxial cable, and perfected receiving sets.

Seventy speakers, representing diversified fields of television, will participate in panel sessions during the next two days. Their messages will be eagerly received by broadcasters, agency executives, prospective sponsors and representatives of the retail trade.

Equipment manufacturers, plagued by OPA restrictions and part shortages the early part of the year, will exhibit twenty different new models of television receivers during the two-day conference. These sets, ranging from small table models, to massive all-purpose receivers, represent the keys which will open the doors of tomorrow's great visual audience.

—Burke.

Extra Curricular

The WABC maintenance crew had a new session with "sound" waves yesterday when they came to the rescue of two men stranded on Columbia Island, in Long Island Sound. The mariners foundered for some time in their water-logged boat and finally swam to network's transmitter site. George Miller and Al Hory picked them up in the launch "The CBS."

Weather Aid

Washington—Commercial broadcasters in the midwest and Rocky Mountain areas will co-operate with the U. S. Weather Bureau in airing special weather information for private pilots, the bureau announced. Already the bureau said more than 100 stations are carrying regularly weather programs from microphones installed in Weather Bureau office. A stepped up program will be tested in stations in Madison, Wisc., Chicago, Wichita, Fort Worth and Salt Lake City with bureau scripters stressing the information needs of pilots.

Three Network Shows Get Sponsors On ABC

Three network program sales—two half-hour periods and one 25-minute program—were announced yesterday by Fred Thrower, vice-president in charge of sales for the American Broadcasting Company.

"The Affairs of Ann Scotland," starring Arlene Francis, has been sold to Raymond Laboratories, Inc., of St. Paul, for 52 weeks starting Wednesday, October 30. Contracts

(Continued on Page 9)

Elgin Again Sponsoring Holiday Programs On CBS

Elgin National Watch company for the fifth consecutive year will sponsor its annual two hour variety program Thanksgiving Day and Christmas

(Continued on Page 2)

CBS Color-Tele Hearing Set; FCC Cites 9 Issues Involved

The Columbia network's drive to put color television on a commercial basis was stepped up yesterday when the FCC ordered a hearing before the full Commission beginning Dec. 9. The network had petitioned the Commission to authorize operation of commercial video stations in the band 480 to 920 megacycles. The FCC ordered the full-dress hearing on the following issues:

(1) To obtain full information

Web Stations, Independents Included In Present Biz; More Is Expected; 'Language' Spots In Demand

Fly Tele Equipment To Midwest Stations

With two mid-west television broadcasters flying their own planes into Camden, N. J., this week to take on new pick-up equipment the moment it rolled from RCA production lines, indication is that manufacturers can bill their orders FOB since stations won't wait for rail or overland delivery by the plant.

Capt. W. C. Eddy, director of tele-

(Continued on Page 3)

Facsimile To Be Topic At NAB Convention

NAB announced yesterday that four top authorities on facsimile broadcasting will lead panel discussion on facsimile during the NAB convention in Chicago.

Scheduled to speak first when the

(Continued on Page 9)

WJAR Gets Power Grant; WADC Application Denied

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday turned down the application of WADC, Talmadge, Ohio, for a switch in frequency and a jump to 50 k.w.,

(Continued on Page 2)

Political parties have led off their air campaigns by purchasing sizable chunks of time on New York City stations with a strong indication that there is much more to follow. Time bought by some 17 different parties and political committees includes to date 127 five-minute periods, 81 quarter-hour periods, 20 half-hour segments, four one-hour periods and 546 spot announcements consisting of station breaks, half and one-minute spots. Vast majority of these figures

(Continued on Page 9)

French Radio Interests Seek Advisory Group

French radio, officially titled Radio-diffusion Francaise, plans in the near future to invite membership to its Advisory Board from 52 American radio industry officials to assist the organization in its work here. According to Robert Lange, director of North American service, the French expect to begin an extensive ex-

(Continued on Page 3)

Petrillo's Trial Nov. 4; ACLU May Intervene

Chicago—Federal Judge Walter J. Labuy has set Nov. 4 as the date for the trial of James C. Petrillo, AFM president, under the Lea Act. The American Civil Liberties Union is said to be planning to intervene in the case, charging the Lea Act attacks freedom of speech.

Televise AFL

W. H. Stratford, IATSE photographer, filmed the opening of the American Federation of Labor convention in Chicago yesterday through the courtesy of President William Green. The films, made especially for television, were presented over WBKB, Balaban-Kat: television station, last night. The event marked the first time proceedings of AFL were televised.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wed., Oct. 9)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Finch Tele Comm., U. S. Television, WCAO (Baltimore), WJR (Detroit).

Staff Changes Announced By ABC Engineering Dept.

Clure H. Owen, formerly chief allocations engineer for ABC has been appointed administrative assistant to Frank Marx, director of general engineering for the network. John G. Preston, formerly Owen's assistant now becomes chief allocations engineer for ABC.

Ben Adler, chief facilities engineer of ABC's general engineering department since its organization, has resigned effective Oct. 15, to accept a position as vice-president in charge of engineering for the Transmitter Equipment Manufacturing Company of New York. Adler's successor will be announced at a later date.

Coming and Going

ALAN FISHBURN, radio chief at Schwimmer & Scott, Inc., Chicago, is spending a few days in New York in connection with "Counterspy" and "Esquire Fashion Parade," the agency's east coast programs.

WALTER HAASE, station manager of WDRG, Hartford, Conn., an affiliate of CBS, is in town on station and network business.

H. K. CARPENTER, of WHKK, Akron; WHK, Cleveland, and WHKC, Columbus, has arrived from Ohio on a short business trip. He paid a call yesterday at the offices of MBS, with which the stations are affiliated.

W. HANES LANCASTER, president of WJHL, American network outlet in Johnson City, Tenn., has joined the executive contingent currently in Gotham on business.

CARL BRISSON has returned from St. Louis and now is being color-photo'd by Liberty magazine for a picture spread in the November issue.

IRENE KRIEG, formerly of Free & Peters, New York station reps, now is in Philadelphia, and has taken over her new duties on the headquarters public relations staff of Westinghouse Radio Stations, Inc.

GYPSY MARKOFF, accordion star of radio and records, this week will embark with her own entertainment unit of 15 artists, on a USO-Camp Show tour of Japan, China, India and the islands of the Pacific.

JOHN MADIGAN, the American network's national news editor, left yesterday for Washington, D. C., where he will confer with web correspondents and officials of WMAL.

FRANK F. ASHBACKER got in yesterday from Muskegon, Mich. The president of WKBZ sat in for a while with executives of the Mutual web. He'll remain in town for a few more days.

MILTON BACON, of the CBS program, "Time to Remember," leaves by plane tomorrow for Milwaukee, where he will confer with officials of several historical societies.

CHARLES C. CALEY, vice-president of WMBD, Peoria, Ill., was a visitor yesterday at the offices of Columbia's station relations department.

J. KELLY SMITH, station relations director at CBS; WILLIAM FINESHRIBER, assistant director of programs, and CHARLES E. MIDGLEY, JR., sales service manager of the network, off for San Antonio, Tex., where they'll confer with a group of the web's affiliates.

WILLIAM H. ENSIGN, of CBS network sales, off to Buffalo on business, after which he'll cross the lake for a few days in Toronto.

EDWARD LARKIN, of CBS Radio Sales, is on a business trip contacting Columbia's owned-and-operated stations.

MIKE ROSKIND, a news editor at ABC, leaves today for Boston, where he has been assigned to the program of the Christian Science Monitor.

WGAR Gets Power Grant; WADC Application Denied

(Continued from Page 1)

power because of the station's "complete lack of concern" towards the local needs of its service area.

The commission granted the competing application of WGAR Broadcasting Co. (WGAR), Cleveland, Ohio, to operate with 50 k.w., power. WADC had sought to switch from its present frequency of 1350 k.c., to the 1220 k.c., band now used by WGAR.

Even though the controlling interests of WGAR were non-residents, and Allen T. Simmons, licensee of WADC, was a resident of his station's area, the commission said it was departing from its traditional policy of favoring applicants with such local ties because of WADC's "lack of concern."

"In the event its application is granted," the FCC said, station WADC proposes merely to become a conduit for the network programs of the Columbia Broadcasting System for the entire day after 8:00 a.m. when such programs become available. The hours before 8:00 a.m., would be principally devoted to broadcasts of recorded and transcribed music. All of this time would be available for sponsorship, but at rates admittedly prohibitive to purely local advertisers. No matter how worthy, a local program would not be substituted for a network program. The applicant stated: "We could think of no instances in which we would be interested in carrying a Cleveland program or an Akron program or a Canton program. The attitude of the station towards local programs is tantamount to an abdication to the network of the duty and responsibility of a broadcast station licensee to determine the nature and character of a program service which will meet the needs of the listeners in the area."

Elgin Again Sponsoring Holiday Programs On CBS

(Continued from Page 1)

Day over the full CBS network, 4:00-6:00 p.m., EST. Don Ameche will emcee the shows as in the past four years. Agency handling the programs is J. Walter Thompson company.

New Station Rep Company

George W. Bolling, formerly vice-president and general manager of the New York office of John Blair and Company, yesterday announced the formation of Bolling Company, Inc., national station reps with offices in New York. The company plans to open offices in Chicago and to have representation at the NAB convention in Chicago.

Joins CBS Web

WDAD, Indiana, Pa., joins CBS as its 161st affiliate, effective November 4, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. WDAD operates with 250 watts, unlimited.



Small model tests giant dam

Out in Denver they've built a small scale model of the proposed Bridge Canyon Dam. It's used to check and eliminate any "bugs" that might be in the final 763-foot high concrete structure.

Incidentally this baby when finished will be 100 feet higher than Boulder and will be the highest masonry dam in the world.

But what we really wanted to point out is that in Baltimore radio, a lot of the "bugs" in time buying have already been checked for you.

Down here in the 6th largest city, W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

That's a great help to know, when you realize that this is a 5-station town.

Most smart time buyers know this... but we're pointing it out again. W-I-T-H belongs on the list!



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

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

French Radio Interests Seek Advisory Group

(Continued from Page 1)

range of programs with U. S. radio stations.

Under the plan the Advisory Board could meet twice a year for discussion of various problems while French representatives would call on U. S. board members at intervals during the year. French are soliciting U. S. advice not only for American programs but for their own domestic network as well.

Radio execs who are being asked to in the group are as follows: John Licoate, Murray Arnold, Charles C. Barry, Martin B. Campbell, Larry Carl, Norman Corwin, Henry C. Whitehead, T. A. M. Craven, Joseph Sida, Henry Dupre, C. R. Downey, J. I. Fellows, John E. Fetzer, John J. Hillin, Jr., Abel Green, W. H. Fine-triber, John S. Hayes.

William S. Hedges, H. S. Jacobson, J. J. Jordan, Walter Krulevitch, Blair R. MacCollough, Harry Maizlish, J. Meyer, Clarence Menser, Hon. Justin Miller, Henry Milo, Edward R. Murrow, Bernard Musnik, Emelyn Owen, Edward Obrist, John F. Patt, Burton Paulu, Walter J. Preston, Mark Woods.

Joseph C. Ream, Dick Redmond, J. Leonard Reinsch, W. P. Ryan, A. A. Schechter, Don Searle, Ivor Sharp, C. Sewell, Robert D. Swezey, Saul Lashoff, D. W. Thornburgh, William Tyler, Owen F. Uridge, Jack Warner, Fred Weber, H. C. Wilder, Lewis Al-n Weiss.

VHF's Aviation Aid In "All Weather" Flying

"All weather" flying on the nation's airways is a step nearer to reality according to B. J. Vierling, engineering and research director for Capital Airlines-PCA, who has disclosed a communications development designed to insure constant contact between aircraft in flight and ground control stations, despite electrical storms or other adverse weather. New device, combining very high frequency radio and ordinary telephone, makes possible direct contact at all times between all aircraft in the skies and all ground stations included in the operating network.

VHF-phone system now is in operation in all Capital Airline-PCA flights between Norfolk, Washington, Pittsburgh, Cleveland and Detroit. Vierling explains the device currently is used only as a navigation and communications system but that experiments are continuing to determine the possibility of other adaptations.

AMB. 2142 For Air Checks-Line Checks



Universal
Recording Corp.
CHICAGO

CBS Color-Tele Hearing Set; FCC Cites 9 Issues Involved

(Continued from Page 1)

mitting the aural portion of the program.

(C) A full and detailed description of the channel width employed, the field intensities necessary for rendering adequate service to city and rural areas, and the adjacent and co-channel ratios of interference which are required for rendering adequate service.

(D) A full and detailed description of the method employed in live pick-up from studio or outdoor day and night events.

(E) A full and detailed description of petitioner's experiments with respect to transmission of program by coaxial cable.

(F) Size of picture for receivers employing direct view or projection method.

(H) A full and detailed description of transmitting and receiving equipment (including antennas) employed by petitioner in its experiments. A statement of the actual cost of such equipment, and an estimate of the cost of such equipment for various stages of mass production (1,000 units, 10,000 units, 100,000 units, 1,000,000 units, etc).

(2) To obtain full information concerning any field tests conducted by petitioner or others with respect to transmitters and receiver employing the standards proposed by petitioner for the purpose of ascertaining whether they have been adequately field tested. If adequate field tests have not been made, to ascertain how long a period would be required for such tests.

(3) To obtain full information concerning the practicability, from a technical and economic standpoint, of constructing a television receiver capable of covering television channels 1-13 and also the band 480-920

Plan Musical Auditions For N. Y. Concert Series

Young People's Concerts Committee of the New York Philharmonic-Symphony Society has announced competitive auditions for soloists open to pianists, violinists, violists and cellists between the ages of 12 and 17. Following first auditions in January and February, semi-finalists will appear in a series of 10 broadcasts over WQXR in the spring of 1947. Maximum of five from this group are to be chosen for the 1947-48 season of the Young People's Concert series.

Judges for the air auditions will include Walter Hindl, assistant conductor of the New York Philharmonic-Symphony Society; Leon Barzin, orchestral director of WQXR; Abram Chasins, music consultant of WQXR, and Mrs. Melvin E. Swain, chairman of the Young People's Concert Committee. Applications for the auditions are obtainable from the Philharmonic Society. Closing date for filing is December 1.

megacycles as proposed by the petitioner.

(4) To determine how soon after the Commission approves standards of good engineering practice for color television (if and when it does so) transmitters and receivers will be available to the public in a reasonable quantity.

(5) With respect to the several matters enumerated in Issue (1), to obtain full information concerning whether the system developed the petitioner (A) represented the most satisfactory standards which can be reduced to practice within the reasonably near future; (B) whether it will provide a type of service of sufficiently high quality to satisfy the reasonable expectations of the viewing public.

(6) With respect to the several matters enumerated in issue (1) to obtain comparable information for black-and-white television as in the case of color television. This information is desired not only for television channels 1 through 13 but also for the band 480 to 920 megacycles.

(7) To receive whatever data are available concerning propagation characteristics of the band 480 to 920 megacycles.

(8) To receive whatever data are available from other persons concerning experiments conducted by them with respect to ultra-high frequency television, particularly in the middle and upper portions of the 480 to 920 megacycle band and to ascertain whether the results of the experiments conducted by petitioner in the lower portions of the band are also applicable to the middle and higher portions of the band.

(9) To obtain full information concerning other systems of color transmission and repetition.

Cunning Names Kemper East Coast Tele Rep.

Patrick Michael Cunning, Television associate of Edgar Bergen in Hollywood has signed Jimmy Kemper, former NBC and CBS featured radio artist and writer, to a term deal as east coast television talent head. Kemper, television pioneer, formerly served as associate producer on Cunning's Stage 8-Osa Massen West Coast Tele-Features. Kemper will also be in temporary charge of Chicago, Minneapolis and San Francisco explorative activities.

Send Birthday Greetings To—

October 10
Johnny Green Charles Pickard
Virginia West

Fly Tele Equipment To Midwest Stations

(Continued from Page 1)

vision for Balaban & Katz in Chicago, flew his own plane into Camden for the WBKB equipment. He was accompanied by William Cusack of Television Associates. St. Louis Post Dispatch station, KSD, flew in its news coverage plane with Edwin Risk, of the station's television engineering staff, to pick up its order.

Air shipments, following just behind truck deliveries to stations in New York and Philadelphia, marked the beginning of quantity deliveries of the new RCA image orthicon camera and associated field pick-up equipment. Earlier deliveries to WCBS-TV and Philco's WPTZ were picked up in Camden by the station's own trucks.

31,919 See WABD Studios At Wanamaker Dept. Store

In the twelve-weeks period ending August 2nd, 31,919 day guests toured the Du Mont John Wanamaker Studios, Lari Wolf, manager of Du Mont Television guest relations department, announces. No count has been made of evening guests.



know the ropes

● It looks complex but if you know the ropes it's simple. Weed and Company men know the ropes and know the people.

WEED AND COMPANY

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



If you've got a "House" for rent these days it's pretty hard to keep it a secret . . . particularly if it's A HOUSE IN THE COUNTRY.

Not that we have been trying to hide the fact that we have a "House" available. The fact is you . . . as a local advertiser, as a radioman, as an agencyman . . . can put in your bid now for A HOUSE IN THE COUNTRY as your exclusive property in your town. Fortunately, there are enough "Houses" to go around. And you can rent yours for a full year without fear of eviction.

Now, just in case the preceding gibberish has been too rich for your palate, let's clarify the issue once and for all. A HOUSE IN THE COUNTRY is a new NBC Syndicated Program with more laughs per square-minute than any show of its kind. Each of the 52 episodes (a full year's series for 1-a-week broadcast) is a half-hour short. The situations rapidly revolve around the countryside adventures of a typical, city-bred young couple who go rural with a capital "R". Bombastic dialogue, hilarious situations, bright comedy make up a pattern of pre-fabricated entertainment.

The principals, Joan and Bruce Marshall, are played by Patsy Campbell and Lyle Sudrow. Patsy, who is heard on such network shows as "The Second Mrs. Burton," "The Aldrich Family" and "Just Plain Bill" plays the part of Joan with open-face-amazement-at-life's-great-complexities. Lyle Sudrow complements Patsy's naivete depicting Bruce as an understanding-and-tolerant-but-slightly-sarcastic-young-husband.

A House In The Country is written by Ray Knight who also plays the part of "Brown the Butcher."

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



Michigan Ave. Memoranda. . . !

A phony posing as Bob Burns was tripped up after fleecing two Loop hotels. The gyp artist tried his racket on a third hotel but came to grief when the hotel's credit man, in reply to the phony's request for credit, asked him how much he needed. "Ten dollars," was the gyp's give-away answer. . . Peggy Mann, the "Hit Parade" thrush, is getting bids from local nite spots. . .

Chicago

NBC Commentator Alex Dreier vacationing in the Ozarks. He'll resume his 7 a.m. Skelly News program Oct. 14. . . Everett Holles, WBBM news editor and analyst, goes to New York Oct. 23 to report the forthcoming sessions of the United Nations. Holles will continue his regular 6:05 to 6:15 p.m. week-day broadcasts from the east. . . Martin Seils, WIND engineer, nursing serious injuries incurred in an auto accident. . . WGN Announcer Holland Engle has been announced as winner of the station's Bull-titzer Prize for September. Engle earned the award with the following, which occurred recently when William Needham substituted for WGN News Chief Bob Hurlough on the 5 p.m. news spot: "And now, we bring you William Nudham with the knees". . . Joe Rohner, WBBM singer, who is looking for a last name that doesn't suggest "Groaner" or "Moaner," has asked listeners for suggestions. One of them wrote: "It's simple. We suggest 'Joe Aria' because he's a singer." Joe is thinking it over. . . Fred Waring's Oct. 1 concert at the Civic Opera House was such a success that he has been booked for three more in January.

Patrice Munsel, star of the CBS "Family Hour," will be heard in a performance of "Lucia di Lammermoor" at the Chicago Civic Opera on Oct. 9 and again on Oct. 25. . . Don McNeill, who has to get up early to emcee the ABC Breakfast Club, reports that each morning he goes out and shakes the trees in his back yard. "If I can't sleep," he says, "neither can those darn birds". . . Angelyn Orr Neblett, widow of the late Johnnie "So the Story Goes" Neblett, will step into her husband's famous story-teller shoes in an additional series of the "So the Story Goes" programs. . . Bill Lewis, veepee and radio director of Kenyon and Eckhardt, Inc., will address the tenth annual meeting of the School Broadcast Conference in Chicago on Wednesday, Oct. 23, on the subject of "Tolerance in Children's Radio Programs". . . William Ray, manager of the NBC Central Division news and special events department, hospitalized with the flu.

Urban Johnson, head of the WBBM sound department, decided to make a recording which would explain some of the difficult assignments radio sound technicians often encounter in providing realistic backgrounds for dramatic shows. "Urb" asked Mort Hall of the continuity department to write a trial script, something full of drama, pathos and intrigue. The result was a story of a jealous husband, a nagging wife and—the strangest sound on record—the sound of a man in a vinegar vat being slowly pickled to death!

Chicago radio performers will play a large part in the first general meeting of all divisions of the Community Fund campaign of Chicago on Thursday, Oct. 10. Joe E. Brown, currently appearing here in "Harvey," will headline Thursday's meeting in the grand ballroom of the Palmer House. . . Prophets without honor in their own home bailiwicks don't include Joe Bethancourt, NBC maestro-marimbist. When Jose finally managed to get away from his radio duties, for the first time in 26 years, to visit his home town of Quetzaltenango, Guatemala; the entire town rejoiced. Everybody pitched in to give him a royal welcome, the newspapers carried stories of his career and there were even announcements on the local radio station. What really convinced Jose that everybody was glad to have him back were two announcements over the radio. On the day he left Chicago there was a flash: "Jose Bethancourt has just left Chicago by plane for a visit to Quetzaltenango." And then when he debarked: "Jose Bethancourt has just landed in Guatemala for a two-week visit."

LOS ANGELES

By RALPH WILK

WALTER TETLEY, "Leroy" of "The Great Gildersleeve" show recorded the "voice" of a perfume bottle for the George Pal Puppetoon, "Date With Duke," this week.

Philip Leverett Saltonstall, cousin of Senator Leverett Saltonstall, has joined the CBS Editing Department. During the war Saltonstall served as District Postal Censor of Los Angeles and more recently was affiliated with the Motion Picture Producers Association, assigned abroad.

Rod O'Connor, announcer on NBC's Red Skelton program for the past two seasons, promises to be one of NBC's busiest announcers this year. Rod has just been signed by NBC's "People Are Funny" as the chief announcer and also by Kay Kyser for his NBC program, "College of Musical Knowledge."

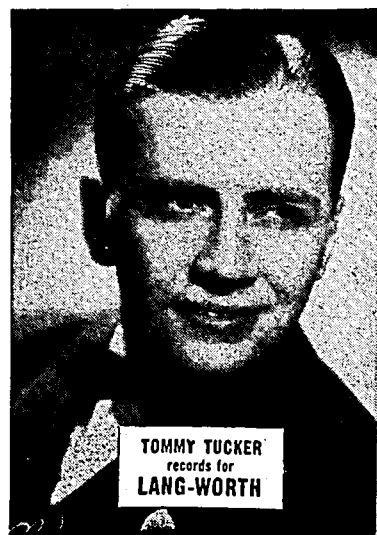
Frank Morgan, star of NBC's "The Fabulous Dr. Tweedy," Wednesday is having his schooner, Dolphin I outfitted for world travel. Morgan hopes to sail to Europe and the Orient next summer.

Robert McAndrews, Advertising and Promotion Manager of the NBC Western Network, had subject on "Advertising and Merchandising Principles in Relation to the Individual Merchant," Wednesday, October 9th at the Retailers Institute of the division of Vocational Education of the California State Department of Education meeting in La Jolla, Calif.

Frank H. Loggan, owner and manager of KBND, Bend, Oregon, is here conferring with Don Lee-Mutual executives.

Bill Anson, KFWB disc jockey plans to stage a series of "Let's Not Forget," shows for veterans hospital. Anson who will emcee the series, feels that this is the least the show business can do for those who are there because of having fought for us.

Gordon T. Hughes has taken over the producing assignment on the CBS program, "Voice of the Moment," dramatic show heard Saturdays.



TOMMY TUCKER records for LANG-WORTH

You've waited for

BMB's

coverage reports...

*The industry's buzzed for months and months
about BMB's coverage reports...*

Now, WOR brings you the *first* and *exclusive*
preview of how BMB
ranks one of America's great network keys...

WOR

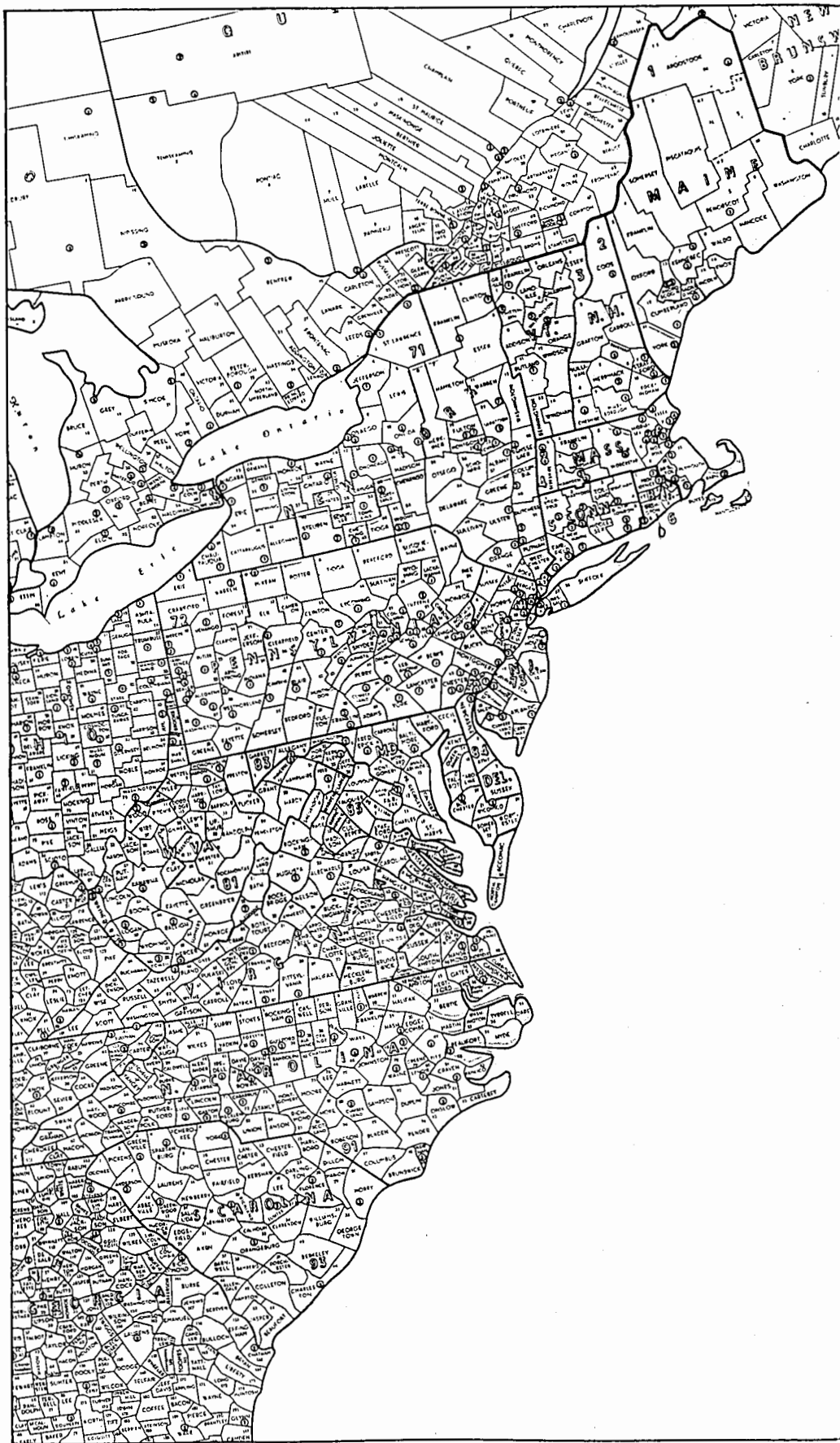
that power-full station, in New York

MUTUAL

BMB *proves* that WOR is one of the greatest

This daytime station audience map, audited by BMB and impressed with its official seal, indicates all counties and measured cities containing 7,275,320 homes with radios in which 10% or more of the families listen to WOR in the daytime (before dark) at least once a week.

NOTE — 50 to 89% of all homes with radios in 70 counties listen to WOR during the daytime!



Is it any wonder that WOR's costs-per-thousand far

great station buys in American radio today!



This nighttime station audience map, audited by BMB and impressed with its official seal, indicates all counties and measured cities containing 8,548,620 homes with radios in which 10% or more of the families listen to WOR in the nighttime (after dark) at least once a week.

NOTE — 50 to 95% of all homes with radios in 99 counties listen to WOR during the nighttime!

reached are probably the *lowest* in the industry?

Is it any wonder that WOR is one of the greatest great station buys in American radio today?

The facts on the foregoing pages are merely a mild summary
of the startling, proof-laden data BMB has uncovered
about WOR's tremendous penetration of millions
of guaranteed and *bonus* homes with radios.

Ask for and see BMB's proof that WOR is listened to by more than 78%
of Greater-New York's families at least once a week!

Ask for and see BMB's proof that the Guaranteed Area WOR sells is
bought by *you* at less than a *fraction* the cost of the area WOR *actually* delivers!

Ask for and see WOR's extraordinary breakdown of its coverage of 430
counties in 18 states!

— that power-full station

WOR

at 1440 Broadway, in New York

MUTUAL

Political Use Of Radio Heavy, And Increasing

(Continued from Page 1)

are in addition to time purchased by politicians on state-wide hookups of the four major webs. First batch of contracts for air time on New York City stations alone is estimated to total upward of \$38,000.

WJZ's schedule, exclusive of the network, shows six 15-minute programs for New Jersey Republicans, while New Jersey Democrats have bought four 15-minute segments. Socialist Workers Party has taken four 15-minute broadcasts and the Liberal Party is scheduled for eight 15-minute segs and one 30-minute program. American Labor Party has bought three station-break announcements for registration promotion.

Web Stations Busy

WJZ and the state hookup will carry two 15-minute periods by the Communist Party while the Labor Management Committee of the Food Industry is sponsoring one 30-minute program. One quarter-hour period has been bought by the Citizens Committee for the election of Henry Epstein. Independent Citizens Committee for Dewey and Ives has purchased 10 fifteen-minute, four thirty-minute and one one-hour periods. Republicans also have skedded a series of station break announcements.

Between now and Election Day, Republicans have contracted for 15 quarter-hour segs on WOR, four half-hour shows and one 40-minute program. Liberal Party has bought one 15-minute segment. Republicans have one full hour on Mutual's state hookup the night before election from 11:15 p.m., to 12:15 a.m. A portion of WOR's political broadcasts may be carried on the state network.

WEAF, exclusive of the network, will carry five quarter-hour programs by the Democrats and eight ten-minute periods by the Republicans. Demo time is set for daily broadcasts between Oct. 28 and Nov. 1 while Republican speeches will be heard at intervals from now until Nov. 4. In the early stages of the political campaign WEAF gave time to various parties for keynote speeches of gubernatorial candidates.

All Parties Using Indies

WMCA has signed the Liberal Party for six one-half hour shows and the Democrats for 26 spot announcements. Labor Management Committee for the Food Industries will use a half hour, while the American Labor party is set for 35 minutes time, plus 24 spots. Republicans will air 56 spots on WMCA with the Communist Party buying two hours of time. Labor Management Committee of Meat Industries is scheduled for 15 minutes.

Rural Citizens Committee for Dewey and Ives will sponsor four 15-minute periods on WHN from 12-12:15 p.m., each Saturday from now through Nov. 2. Broadcast is part of a special hookup including other New York state outlets. Democrats are using 36 spots on WHN to bring out registration while the American Labor party is using 18 one-half min-

★ AGENCY NEWSCAST ★

KENNETH YOUNG has been appointed director of the television department of Campbell-Ewald Company and associate director of radio. Young was in Campbell-Ewald's radio department before joining the Army Air Forces for four years, where he served as an officer.

JAMES D. THOMPSON, recently released from four years as lieutenant-commander in the U. S. Navy and formerly head of the research department of Pouch & Co., has joined Sullivan, Stauffer, Colwell & Bayles, Inc., in an executive capacity. . . . **RUDOLPH P. RUELL, C.P.A.**, formerly associated with R. H. Macy & Co. and Alexander Grant & Co., has joined the agency as controller.

JOHN E. WOOLLEY has been appointed assistant advertising manager of Time International. Woolley, a native New Yorker and Yale graduate, joined Time, Inc., in 1935 after 15 years' activity in the foreign trade field.

GRANA WATCH CORPORATION of America has engaged Kiesewetter, Wetterau & Baker Advertising Agency to handle its account.

ute announcements for the same purpose.

Republicans will air seven 15-minute transcribed speeches by Dewey over WQXR while the Campaign Committee for election of Edward Rager to the New York City Council is sponsoring seven five-minute broadcasts between Oct. 21 and Nov. 4. Republican and Liberal State Committee for election of Jacob K. Javits will present 11 five-minute talks over WQXR between Oct. 21 and Nov. 4.

Republicans are shooting for a big foreign language audience over WWRL and have scheduled a total of 88 five-minute periods, eight 15-minute segs in 10 different foreign languages. Same party also will use 71 one-minute announcements in English. Foreign languages include Greek, French, Czech, German, Hungarian, Ukrainian, Syrian, Spanish, Lithuanian and Russian. This campaign begins Oct. 16. WWRL also will broadcast for the Communist Party, in English, five 15-minute programs and a half-hour show.

Spot Announcements Numerous

Republicans have contracted for 34 station breaks over WINS and 22 one-minute announcements during October. Demos have bought 31 one-minute spots for same period.

All of WLIB's political business signed to date has been spot announcements with the Democrats buying 32, American Labor Party 30, Republicans 35 one-minute announcements and 31 chain breaks, and the Liberal Party six one-minute spots. WLIB also has a "Meet the Candidates" series which gives five minutes of free time to each Congressional candidate in New York City's five boroughs. Same amount of time is handed out to candidates for Lieutenant Governor, Attorney General and Comptroller. Each candidate for

FRANK MAC MILLEN, New York newspaper man, has joined the staff of the American Standards Association as director of information. P. G. Agnew, vice-president and secretary of the association, has announced. Mac Millen, who resigned from the staff of the New York Times to take his present position, previously was connected for ten years with the Associated Press as financial news editor.

RUTHRAUFF & RYAN, INC., has elected Robert M. Watson as vice-president. Watson came to the New York office in 1943 as an account executive after having been for three years manager of the agency's San Francisco office.

WALTER W. HOLT has joined the Duane Jones Company, Inc., as account executive. Holt formerly was with Dancer-Fitzgerald-Sample, Inc., for five years in the same capacity.

JEANNE McEWEN has been named account executive with the Seidel Advertising Agency, Inc. Miss McEwen had been space buyer and account executive at Nachman & Company, also Seymour Blum Advertising.

Governor and U. S. Senator will be offered 15 minutes of free time.

Democratic State Committee, American Labor Party and Citizens Committee for re-election of Dewey, All American division, have bought spots on WHOM. In addition to spots, ALP used a 15-minute seg last night, while the Communist Party will begin four 15-minute talks in Jewish every Saturday morning on Oct. 12. Both Demo and ALP spots over WHOM are broadcast in Italian, Polish and Jewish.

WEVD is carrying 41 spots for the Democrats, while American Labor Party has bought 24 to promote registration. ALP also used a 15-minute segment last night.

WBYN broadcasts a series of spot announcements for both Democratic and Republican State Committees. Station expects to schedule time for paid political talks later in the election.

WNEW Time Gratis

Non-partisan Committee for election of Ramos Lopez has scheduled three 5-minute periods in Spanish over WBNX. Democrats are airing eight spots in German, six in Polish, four in Jewish and eight in Spanish, all of them this week.

WNEW is not selling any time for political advertising but has scheduled a series of 18 broadcasts, starting Oct. 14, called "The People's Choice." Station will allot time to gubernatorial and senatorial candidates and will also make available time for each political party which has candidates for state-wide offices. This will cover only New York state candidates.

With the first official evidence of the politicians' radio campaigns now on view, it is almost assured that this fall will see the heaviest radio spending by political parties to date.

Three Network Shows Get Sponsors On ABC

(Continued from Page 1)

were signed through Roche, Williams & Cleary, Inc. This program will originate in Hollywood and will be produced by Helen Mack.

Sale of the "Sammy Kaye Serenade" show, whose sponsorship by Raymond Laboratories, will expire October 20, was also announced by ABC. Kaye's new sponsor is Richard Hudnut through Roche, Williams & Cleary, Inc., and the show will be heard Sundays from 1:30 to 1:55 p.m., EST., for a period of 52 weeks effective October 27.

Third sponsorship is "I Deal With Crime" purchased by the Hastings Manufacturing company through Keeling & Company. Program which will star William Gargan as a private investigator will be heard Saturdays from 8:30 to 9 p.m., EST., effective Oct. 12. "I Deal With Crime" was heard on a sustaining basis via ABC Monday nights from 9 to 9:30 p.m.

Facsimile To Be Topic At NAB Convention

(Continued from Page 1)

facsimile meeting gets under way at 4 p.m., on October 21 is Capt. W. G. H. Finch, president, Finch Telecommunications, Inc., whose subject is "Facsimile Broadcasting." He will be followed by Philip G. Caldwell, sales manager for General Electric company's television and facsimile equipment. Caldwell will discuss "Modern Facsimile Broadcast Equipment."

Third speaker on the panel is Elliott Crooks, director, newspaper publishers facsimile service, Radio Inventions, Inc. Crooks will discuss "Programming Your Facsimile Newspaper." Final discussion leader is John V. L. Hogan, president, Radio Inventions, Inc. Mr. Hogan's topic is "Facsimile and the Broadcaster."

REC Exec. Committee Meets

The Executive Committee of the Radio Executives Club held a special meeting yesterday at the Park Lane Hotel to discuss policy and future programs of the club. Arrangements were made for next week's regular luncheon at the Roosevelt Hotel which will be Songwriters' Day, with many of the country's leading tunesmiths expected to be on hand.

POSITION WANTED

Competent bookkeeper seeks connection in the radio industry. Write RADIO DAILY, Box 226, 1501 Broadway, New York 18, N. Y.

SOUTHWEST

TEX LOONEY being heard over KTSA, San Antonio is being called the first cowboy disc jockey, for he is being heard in a full half hour program each Monday through Saturday. Besides the recordings of other cowboy favorites he is heard in a program of songs to his own guitar playing. A special kiddies jamboree is to be held in the KTSA studios each Saturday morning.

Interstate's "Screen Test" formerly heard over stations of the Texas Quality Network each Wednesday is now being heard over KGKO, Fort Worth; KXYZ, Houston, and KABC, San Antonio, on Thursday. Jack Mitchell is casting director with broadcasts currently originating from the stage of the Palace, Dallas.

The W. C. Stripling Co., Fort Worth's largest department store is airing "The Early Morning News" Monday through Saturday at 7:30 a.m. over KGKO, Fort Worth.

New series of studio shows are being heard over WOAI, San Antonio each morning for a half hour titled "Once Over Lightly." Airings are heard Monday through Friday and feature the studio orchestra under the baton on Melvin Winters. Vocalists are Libby Hale and George Young. Perry Dickey is announcer.

KVAM will be the call letters of the new standard broadcast station at Alpine which was recently authorized by the FCC. Station will operate in close co-operation with the Sul Ross College of Alpine. Station's transmitter will have the highest elevation of any in Texas.

Poni James Adams was a guest in Dallas for several days while en route to Kansas City where the "Darts for Dough" show on which she appears was to be broadcast. Miss Adams was guest of Mr. and Mrs. Don Bryan. Mr. Bryan is president of the Dr. Pepper Bottling Co., sponsors of the program.

John Rosenfield, amusements editor of the Dallas News interviewed screen star Walter Pidgeon over WFAA, Dallas while the star was on a visit here last week.

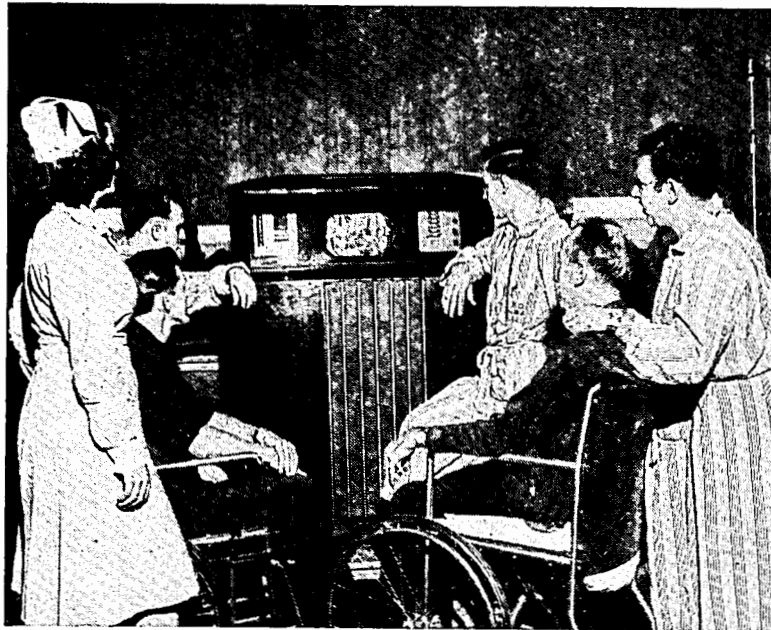
The Community Broadcasting Co., has applied to the FCC for license to operate a standard broadcast station at Fort Worth on 1490 kilocycles with a power to 250 watts full time.

Elbert J. Haling, continuity and publicity director for WBAP-KGKO, Fort Worth and WFAA, Dallas prior to his service in the Air Forces is now associated with the Veterans Administration in Dallas.

ABC Aids UNESCO

State Department has asked ABC network to assist in the collection of data to be exhibited at the United Nations Educational, Scientific and Cultural Organization during the UNESCO celebration to be held concurrently during the month of its first general confab in Paris. This will take place next month and as part of its contribution, the network is forwarding a recording of its June 6, 1946 broadcast "To Live in Peace."

PICTURE OF THE WEEK



Disabled veterans at the Vaughan unit of the Veterans Administration hospital in Chicago saw their first television show recently when Marshall Field and Company provided receivers for the preview of their new video show, "Don McNeill's Dinner Club" over WBKB, Balaban and Katz tele station.

Texas Interests Plan Campaign For FM

San Antonio—An outstanding promotional campaign is under way in San Antonio to acquaint AM listeners with FM. Charles "Bud" Lutz, director for radio of the San Antonio Express which has been granted a license and will soon take to the air with KFYM, is in charge. A newsletter is being published and sent twice monthly to dealers bringing them latest information on FM and news of the local station. Two columns are to be published in the San Antonio Express and Evening News titled "FM Facts" and "On The Beam," the latter column being written by Leo Marks, radio editor of the paper.

A survey has been made on FM sets in San Antonio and those sold in the area and merchants are being contacted to stock FM receivers in anticipation of the local station taking to the air.

A buffet dinner will be held prior to the opening of the station and local radio men are to be invited to see the station and hear the inaugural broadcasts.

A radio show is being planned in which dealers will be given space in the KFYM auditorium to display their sets. At the same time newspaper ads will tie in the show and sale of the receivers.

Mayor Gus Mauermann has stated that an "FM Day" will be declared when KFYM takes to the air.

RCA Starting Production Of 5-Kw. Tele Transmitter

First post-war RCA television transmitter, providing five kilowatts of power on any one of 12 frequency channels, has been placed in production, according to W. W. Watts, vice-president in charge of the RCA engineering products department. New model TT-5A television transmitter and super turnstile antenna, together with other equipment recently announced, complete RCA's initial line of devices for video broadcasters.

Heart of the new transmitter is its output tube, the RCA 8D21, claimed to be the first tube specifically designed to provide the high-power, high-frequency, wide band operation required for television broadcasting.

Radio, Film, Press Execs. For Forum At NAB Meet

Radio, motion picture and press leaders will join in a panel discussion on freedom of speech before the NAB convention on Oct. 23. Moderator for the discussion will be Edgar Kobak, Mutual network president. Participants will include Byron Price, vice-president of the Motion Picture Association; A. D. Willard, Jr., NAB executive vice-president, and John S. Knight, publisher and president of the American Society of Newspaper Editors. Topic of the forum is "Do We Have Freedom of Speech in the U. S.?"

COAST-TO-COAST

—MISSOURI—

ST. LOUIS — Smearer Chevrolet Company here has contracted for a series of eight airings over KXOK immediately following the ABC description of the Army football games. The quarter-hour program will feature sportscaster Johnny O'Hara, who will present a review of the preceding game and a complete round-up of all other grid contests throughout the nation. . . . Robert J. Hennessey, until recently a captain in the AAF at Scott Field, Illinois, has been named director of special events and publicity, for KMOX, filling the long-vacant position formerly held by Jerry Hoekstra, who retired to his musical studios at Kalamazoo. . . .

SPRINGFIELD—Fred Rains, formerly in Army Special Services, is the latest addition to the KWTO local news staff, replacing Walton D. Clarke, newscaster-writer, who left the outlet to take the post of director of the radio workshop at Kent University, Ohio. . . .

KANSAS CITY—Pia-Mor, the midwest's largest recreation center, recently bought the "Noon Hour Clock" straight across the board with Wayne Stitt, spinning the discs.

—MICHIGAN—

DETROIT—WJR has inaugurated a 10-minute period featuring the music of "The Men About Town" in an effort to capture the glamour and sparkle of local night club and theater stars. . . . Aired Mondays through Fridays, session brings to the airman's personal items and behind the scenes and chatter about Detroit entertainment celebrities as voiced by Charley Park. . . . WJR is now in its 21 years of broadcasting the play-by-play grid games of the University of Michigan. Don Watrick, who for the past four years has handled description, is again at the mike with Charlie Park assisting. . . . Athletic directors and football coaches of 15 of the top colleges and universities of the state of Michigan were feted in a special banquet, broadcast by WJR, centered around the theme that these 15 colleges and universities meet competition from a majority of the 48 states.

—FLORIDA—

MIAMI—Electric Sales and Service Company, Inc., Philco distributor for South Florida, became the first sponsor of an FM program in this state when they bought a three-day-a-week, 15-minute musical show on WIOD-FM. . . . Program will be heard Sundays, Tuesdays and Thursdays, from 5:45 to 6:00 p.m. . . . The University of Miami football broadcasts over WGBS have been bought by Kennedy and Ely, Insurance. . . . The 10-game schedule will be on the air every Friday evening throughout the football season. . . . WIOD aired exclusively a portion of the final concert of the Miami Youth Symphony Orchestra from Bayfront Park.

Stork News

Dick Weist of the WLIB accounting staff, is the father of a seven-pound boy named after his father, Richard Douglas. Baby was born in Holy Name Hospital, Teaneck, N. J.

TELEVISION DAILY

Trade Mark Reg. U. S. Pat. Off.

★ SECTION OF THE RADIO DAILY . OCTOBER 10, 1946 ★ ★

TBA CONFERENCE OPENS AT WALDORF

Meet Cues Strong Drive For Nat'l Network

NBC's Mobile Tele Aids Coverage Rise

London—BBC television, already under way with programs originating here, is gradually widening sphere of operation, both in the programming sense and in the technical development sense, as borne out by a special broadcast scheduled for Saturday, October 12.

NBC's mobile television unit will at that time venture further afield than ever before, when it televises the inauguration of the King George VI Stakes from the traditionally famous Berkshire racing village, Ascot.

(Continued on Page 13)

WOW, Creighton Univ. To Start Tele Program

Omaha—Creighton University here will begin a program of intensified television late in October, William H. Mabe, president of the University, and John J. Gillin, Jr., president and general manager of WOW, Inc., announced this week.

Approximately \$42,000 worth of television equipment will be moved to the Creighton campus. Experiments at that location will be under direct supervision.

(Continued on Page 13)

Five Tele Shows Planned For Detroit By ABC

Detroit—The American Broadcasting Company will be producing live television programs over its Detroit station by next June, according to Bill Mowrey, national video director for the outlet, who said last week that he expects to be the first television broadcaster on the air in this area.

The FCC has already issued a construction permit for the station.

(Continued on Page 13)

Add Another City

Baltimore—This city will make its television debut next Saturday, October 12, when the Navy-Duke game is broadcast from Municipal Stadium by NBC and sponsored by Goodyear Tire & Rubber Co. Telecasts, seen as another step in establishment of an east coast web, will be fed to Washington and N. Y.

TBA Exhibitors

Manufacturers displaying equipment at the Second Television Conference and Exhibition of the TBA at the Waldorf today and tomorrow include the following:

Transmitters: General Electric Company; RCA Victor Division, RCA; Allen B. Du Mont Laboratories, Inc.; Receivers: Farnsworth Television & Radio Corporation; Philco Corporation; General Electric Company; RCA Victor Division, RCA; Allen B. Du Mont Laboratories, Inc.; Telicon Corporation; Crosley Corporation; Sonora Radio & Tele Corp.

New Farnsworth Unit May Expel "Ghosts"

One of the major problems in quality reception of television programs in metropolitan homes—to both the viewer and the broadcaster—is expected to be quickly eliminated with the arrival of the new post-war Farnsworth receiver, due for mass distribution in large cities during October and November. With its appearance, "ghost images," that peculiar electronics phenomena which has plagued video engineers for a considerable time, will be virtually extinct on a Farnsworth model, it is expected.

(Continued on Page 14)

Navy Television At Bikini

Following is an eye-witness account of the atom bomb tests at Bikini, as narrated by Lt. Thomas E. Farrow, USN, television observation officer on the USS Appalachian. Farrow's account was logged for press release to newspaper correspondents.

Lt. O. K. Bell was the officer who assembled men and material for the television program of Operation Crossroads, and under Captain J. Engelman, as the electronic co-ordinating officer, was responsible for the training of personnel to handle video equipment for the tests. There were several complicated problems in the arrangement since we were attempting to provide a television program at sea,—something that had

Leaders From Industry, Government Gather For Two-Day Exhibition; Record Attendance Seen

The television industry, already firmly established in its post-war drive for recognition as a major communications medium, will make its formal debut today at the Waldorf-Astoria, as broadcasters, advertisers and manufacturers gather from all sections of the country for the Second Television Conference and Exhibition of the Television Broadcasters Association, Inc.

The two-day meeting, participated in by more than a dozen of the nation's top manufacturers, and over 1,500 representatives from all phases of the industry and allied fields, comes at the close of "National Television Week," and keynotes the start of a concerted drive to create a national video service.

Over 80 important papers will be delivered at the general session and panel meetings by recognized leaders in programming, production, advertising and technical phases of the art. Of equal importance, and perhaps of greater significance to the

Says Tele Advances Depend Upon Public

The public will play as important a role in the early development of television as the manufacturers and broadcasters, if the industry is to avoid any further false starts, since it is upon their method of acceptance

(Continued on Page 13)

early establishment of national video coverage, is the all-day exhibition of latest broadcasting and receiving equipment occupying over 15,000 feet in the Jade and Basildon Rooms and the Astor Galleries.

Ralph B. Austrian, general chairman of the Conference, announced

(Continued on Page 13)

NBC-Du Mont Skeds To Salute TBA Confab

NBC and Du Mont have scheduled two specially-programmed days of telecasting in honor of the TBA convention today and tomorrow, with events of the meeting broadcast to Schenectady, Philadelphia and Washington.

WNBT goes on the air this morning.

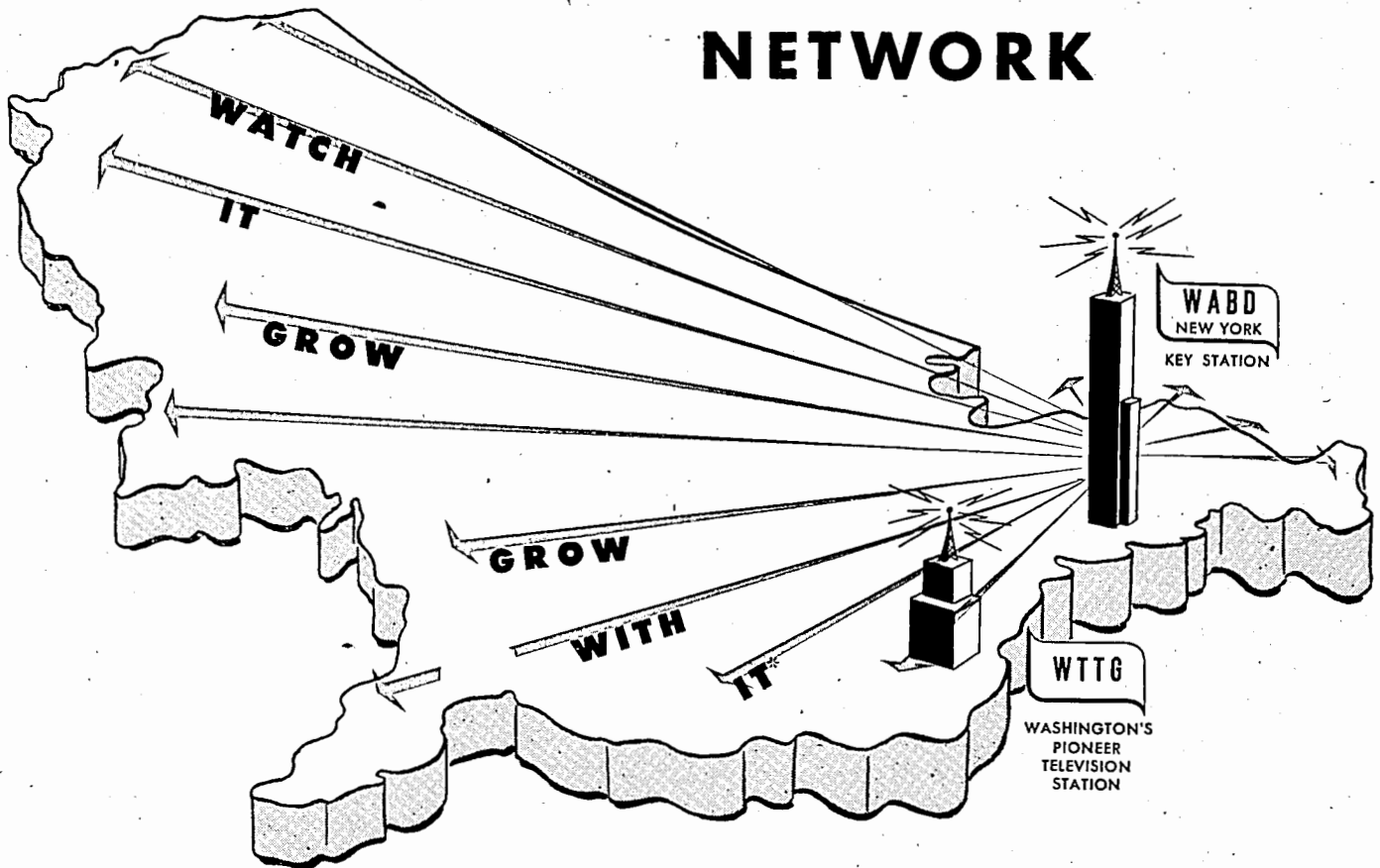
(Continued on Page 14)

Distaff Side

Television's value in airing sports and fashions has been cited (and proved) many times, but the two have been worlds apart programwise. But the twain shall meet tomorrow night when Alice Marble, former tennis champ, debuts with a sports, and sportswear, program on WPTZ,—with models.

(Continued on Page 14)

DUMONT TELEVISION NETWORK



*Your inquiries are earnestly solicited.
May we explain how Du Mont's plans
may be useful and profitable to you?

TELEVISION BROADCASTING DIVISION
OF THE
ALLEN B. DU MONT LABORATORIES, INC.
515 MADISON AVENUE . . . NEW YORK 22, N. Y.

A Confab Opens At Waldorf-Astoria

(Continued from Page 11)

Yesterday that the meeting promised to be a "sellout," with top executives in radio, motion pictures, advertising and other fields attending from half a dozen states of the nation, as well as the District of Columbia, Dominion of Wales and Great Britain.

R. Poppele, president of TBA, last week declared that the exhibition will provide conclusive evidence that television is ready to proceed as a greatly expanded commercial industry, and the new industry is well on the way to becoming one of the most important in the nation.

Highlighting other events of a busy day conference are the banquet luncheon sessions today in the ballroom of the Waldorf. The annual TBA Awards of Merit will be made at the banquet tonight by Paul Raibourn, vice-president of Paramount Pictures, Inc., and chairman of the awards committee. At the luncheon session, the conference will elect the United Nations, and guest speaker will be Benjamin Cohen, of the American Telephone and Telegraph Co., assistant secretary general of the I.R.T.U.

All of the principal sessions of the conference are to be televised on a city-wide network — New York, Philadelphia, Philadelphia and Washington, D. C., through arrangements completed by the video program committee, headed by Noran E. Kern, manager of the NBC television department. Image Orthicon cameras will scan proceedings in the main ballroom of the Waldorf, pickup trucks at the luncheon and banquet sessions and also move into the exhibition rooms to televise the display of video equipment.

Television receivers being installed at the meeting will be fed through a special distribution system known as Intra-Video, developed by the Television Corporation. In addition to new transmitters and broadcast equipment, the exhibition will display approximately 30 new post-war receivers, all of which are samples of forthcoming scheduled production of national major manufacturers.

These new sets, table models, etc., will be on display in the various ballrooms.

The Awards Committee, which will make its presentations at the banquet session tonight, is headed by Paul Raibourn, vice-president of Paramount Pictures, Inc., who is also president of Television Productions, Inc., a Paramount subsidiary. Others on the committee include:

Walter Howie, editor of The American Weekly; Eric Hodgins, editorial vice-president of Time, Inc.; William Nichols, editor of This Week magazine; Edward Barrett, executive director of Newsweek magazine; F. R. McKim, vice-president of Western Electric Company; Charles Butterfield, co-editor of The Associated Press; Alfred N. Goldsmith, vice-president of the Institute of Radio Engineers, and Paul J. Larsen, member of the Board of Governors and of the Society of Motion Picture Engineers.

"Television—It's Here"

By RALPH AUSTRIAN

Chairman, TBA Second Annual Conference
President, RKO Television Corporation

The past 14 months have brought to light a series of new scientific and technological developments. They have appeared with a suddenness and with such terrific, emotional impact that we haven't yet been able to regain our composure and really evaluate them. Radar—atomic energy—signals sent to the moon and back—jet propulsion—supersonic speeds for airplanes—radio controlled missiles—rockets of nearly world girdling range,—and Television.



RALPH AUSTRIAN

These and many more heretofore unbelievable things are happening right in front of our bewildered and unbelieving eyes. Most of us cannot witness these wonders. Some of them are still in the early experimental stages. Some are too dangerous to display to all who would like to study them. Not so television, however. This long heralded wonder means of communication, given final impetus by war-born developments is ready—it's here now—ready for its place in the homes of America.

The main purpose of the Conference and Exhibition of the Television Broadcasters Association which is to be held at the Waldorf-Astoria Hotel today and tomorrow is to show any and all who want to see—and their number is legion—concrete evidence that a new industry has been born. Dozens of sets will be on display and operating. The set you have been waiting for is pretty certain to be there.

It's not a public showing. It's of the industry, by the industry and for the industry. Every person connected with radio, motion pictures, the stage, any part of the entertainment or advertising world is going to feel television's impact. How will it affect you and your business? For the first time, you can get the entire story and see for yourself—all at one time, all under one roof. At the Waldorf Astoria you will see what The Television Broadcasters Association means when it says:—"Television—It's Here."

BBC's Mobile Tele Unit Aids Coverage Rise

(Continued from Page 11)

about 30 miles from Alexandra Palace. The most remote point from which the unit has operated to date is the Epsom race track, some 23 miles from London.

Camera positions, using the Emi-tron cameras, will be installed near the starting and finish lines, and possibly, in other positions along the two-mile route. The entire race will be broadcast, as well as other interesting events prior to and following it.

Live Tele Shows Planned For Detroit By ABC

(Continued from Page 11)

struction permit for an ABC station here, as announced some time ago, and the company's plans call for two large downtown studios with a transmitter located on a 22-acre clearing suburban Detroit.

Broadway Stage Stars On NBC Television Show

Broadway stars Uta Hagen and Bramwell Fletcher, veterans of many stage successes in New York and elsewhere, appeared in NBC's television production of "The Curtain Rises" over WNBT, last week. Fletcher and Miss Hagen, who was last seen in "Othello," were supported by Richard Davis and Mary Shipp.

Edward Sobol, network's television producer, handled production and direction chores.

WOW, Creighton Univ. To Start Tele Program

(Continued from Page 11)

tion of Russ Baker, WOW production manager for television, and the Rev. R. C. Williams, Creighton director of radio education. Equipment will include two image orthicon cameras, control and sound pickup apparatus and six or more of the latest type receivers. Two of the receivers will have 16 by 22-inch screens, and the rest of moderate size.

Programs presented by the University radio and television guild will be televised, Williams said. Plans also are underway to telecast athletic events in the school's gymnasium and stadium. Receivers will be located in the auditorium.

First telecasts will be shown only to Creighton and WOW officials, but later ones will be open to the public.

Du Mont To Telecast Washington Sports Events

Du Mont's television sports coverage continues to grow, as indicated yesterday with the announcement that Uline Arena, Washington sports center, has granted the video broadcaster exclusive rights to televise attractions in the nation's capital.

Almost nightly for the next five months, M. J. "Mike" Uline, has scheduled professional and amateur ice hockey, professional and amateur basketball, ice - capades, boxing, wrestling, the rodeo or the circus.

Contract between Uline Arena and Du Mont was consummated by Leonard F. Cramer, executive vice-president for Du Mont. Telecasts will start in late fall and will be aired over

Says Tele Advances Depend Upon Public

(Continued from Page 11)

that the medium will flourish, according to Irving Kane, president of Viewtone Television Corp., manufacturers of low-price sets.

"The public must be educated in the operation of a television receiver," Kane pointed out in an interview in the firm's new offices in Brooklyn recently, "and they must realize, first of all, that it cannot be operated in the same manner as a radio set." He classified a tele set as a "precision" instrument, which must be expertly installed and intelligently handled, and added that it operates under certain limitations at the moment which are in no way controlled by the set itself. "Frequently, it is pointed out to us by dealers and customers that a set will give perfect performance on one station and only fair performance on others," he said. "We naturally explain that the reason for this lies in the station's power facility,—and is not the fault of the receiver. This is one of the many problems which we, and every other set manufacturer, will face for some time,—until the customer begins to understand television." He added that the public must be intelligently convinced that he can't buy a perfect receiver, in the sense that it will at all times and forever satisfy his entertainment desires on a 24-hour a day basis. Kane feels that three or four hours of well-produced video entertainment, whether it be a full-length stage play, comedy program or sporting event, is in itself a just return on the initial investment today, while hastening to add that much more in the way of top quality programs is becoming available daily to viewers. The set owner can easily get his money's worth today, Kane declared, "and in a year or so can trade the receiver in for a newer, improved model."

Viewtone has installed 1500 sets in homes in and around the New York area up to Sept. 30, and output is now "about 250 sets per week." Production is slowly catching up with demands, Kane pointed out, and the average weekly figure will probably reach 300 sets this month.

New Television Reflector Tested At Lockheed Plant

Los Angeles—A seven-foot long, 4,000-megacycle parabolic reflector, newest wrinkle in post-war television, was the subject of a novel experiment at Lockheed Air Terminal, Burbank, last month when scientists from three organizations set up their micro-wave gadgets and flash synchronized sight and sound across the Southern California air lanes.

The Southern California Telephone Company, the Bell Telephone Laboratories and the Don Lee Television System demonstrated the reflector.

WABD, N. Y. and WTTG, Washington.

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NBC, Du Mont Programs To Salute TBA Confab

(Continued from Page 11)

ing from 10:00 a.m. to 12:15 p.m. from the main ballroom of the Waldorf-Astoria where it will pick up registration of members and speeches by personalities of the industry. Station will also broadcast a direct pickup from the Capital from 12:30 to 12:45 p.m. this noon and return to New York at 1:45 p.m. WABD presents its "Salute to TBA" from 2:00 to 2:30 p.m. this afternoon, to be followed by film and news programs. Station will air conference highlights from 5 to 5:30 p.m.

Both stations will remain on the air late tonight for convenience of viewers at the Convention. WNBT will continue broadcasts to 12 midnight tonight and Friday; WABD has scheduled special programs up to 11 p.m.

Prepare For Mass Use Of Tele In Boston Homes

Boston—This area is being prepared for the introduction of mass use of television in the home, following an announcement that newly developed equipment will soon be made available and the construction of a commercial television station for this sector would get underway as soon as the FCC authorizes commercial operations on high frequency channels.

Utilizing methods learned in television and radar research during the war, the Continental Television Corp. has developed a new type of receiver, it was announced by James J. Hennessey, who said "it was designed with one thought in mind—that television will continue to develop and that a receiver must be produced that will not become obsolete but will adapt itself to the advances made in the art, including the possible adaptation to color television reception."

Hennessey also maintained that his firm has developed the first use of pulse time modulation for television sound, a system whereby radio sound accompanies the moving televised image on the same wave band.

Navy Television At Bikini

(Continued from Page 11)

were completely equipped and were instructed to fly in circles at a specified height, and in such a radius to safeguard them from the actual blast. Their mission was of the utmost necessity, since they would receive the television picture and transmit it to surface craft. The height of the planes, according to our calculations, would greatly increase the range for television transmission, and provide a picture of quality to show definition and focus of the target vessels at the time of the explosion, and the smoke, secondary fires and explosions that were sure to follow.

Tele Setup

The other ships were equipped in much the same manner as the Appalachian, so that Admiral W. H. P. Blandy on the USS Mt. McKinley, might have first hand detailed information. Various wardrooms, decks and offices were also equipped with receivers and repeaters with 5½ by 4½ inch screens, so that newspaper correspondents would be able to view the blast via television from almost any point on the ship.

All equipment used on board ship was designed by RCA for aircraft installation, but necessary adjustments had been made for this project.

During tests, under favorable conditions, scenes clearly visible at the transmitting station were capable of reception at a distance of 35 miles. Equipment was designed to operate under severe conditions of vibration, temperature, humidity and altitude.

The Explosion

ABLE DAY, July 1, aboard USS Appalachian: Bomb away over ships. With the filter (screen) on, observed bomb burst. Appeared as a large ball of fire, directly above USS Nevada. It seemed to spread out entirely over the target array. Heavy, dense smoke followed, but could observe the top-most super-structure of the Nagata. Nagata did not seem to roll with the blast, and smoke cleared rapidly, drifting upward and apparently westerly. Nevada's mast was sighted, she was not rolling, and other ships in target array seemed steady. Saratoga did not appear covered with fire or smoke.

Secondary fires broke out on a heavy cruiser believed to be Pensacola or Japanese Sakawa. Approximately one minute later, fire spread to another ship, not identified. Observed APA's on port side of Nevada seemed to be damaged. Trees on (Bikini) beach seem still standing, also the CB dock and small boats alongside apparently secure. Ships on fire continued to burn heavily. Thick, black smoke covered the area on right of television scene. Television scene went off the air.

Second Test

BAKER DAY, July 25, USS Appalachian: Observed detonation. Water started to rise from the center of the target array, in a large plume. Flash appeared as a "v," slightly rounded on the water line, but generally egg-

shaped and elongated. This lasted momentarily, then changed to a ball shape. Almost at the same time, a progression of light, like the sweep of a searchlight, emerged covering the entire television screen from water level to the top of the frame.

Plume appeared to be about three-quarters of a mile in width, and as it rose, the Japanese battleship Nagato seemed to leap into the air. This also happened to a destroyer believed to be the Mustin. Observed large objects flying through the air from out of the plume, and falling into the sea towards the beach,—about one and one-half mile from the center of the target. Water plume now seemed to cover the entire target array, or it might have been steam or vapor rising from the blast. Gave appearance of a white sheet surrounding the target, hanging there as a solid wall. Objects continued to come flying out of target, falling into the lagoon.

Video Drama

Observed the first wave coming into the beach, moving rather slowly, and appearing as a heavy black line about five feet in height. It did not break until it hit the beach. Others followed, but they were less in height, and about 15 seconds apart. There were 15 to 20 waves in all, and four LCT's, anchored to the north, seemed to ride them very well.

Target cleared slowly, and it appears that the Arkansas has broken from her mooring, as she is not visible. Nagato sighted and upright. The stack of the Saratoga appears bent, also the fore truck mast is listing forward and starboard.

Scene Clears

Looking at the center of the target array, it appears that the water is discolored for a distance of a quarter-mile. Into the center of the television scene, moving very rapidly, is a destroyer, probably coming from the south. It moves quickly, then turns and disappears from the picture.

As the screen cleared up, it was noted that the target array had shifted about considerably. The battleship Arkansas was missing, and could not be identified. Unable to ascertain what had become of her. As pre-blast brightness returned to the screen, outlines of ships, many of them unidentified, could be clearly seen. Television scene went off the air.

Du Mont Names Murphy Dir. of Mobile Oper.

John B. Murphy has been appointed director of mobile operations for WABD-Du Mont, it was announced this week by Leonard F. Cramer, executive vice-president of Allen B. Du Mont Laboratories, Inc.

Following his discharge from the Army, Murphy joined WABD in February, 1944. He started as a studio assistant, and progressed through various departments until his present appointment.

New Farnsworth Unit May Expel "Ghosts"

(Continued from Page 11)

is said, because of a new "push-ton" directional antenna which will be operated by the viewer.

The new antenna, a development of patents obtained by Farnsworth in 1936, and improved by wartime search and experiment, is designed specifically for metropolitan centers where "ghosts" and blurred images are present due to obstructed air. It is operated by two buttons, located on a small box attached to the receiver, which when pressed, rotate the antenna directionally. Upon switching from one channel to another, the viewer simply presses the desired button until a clear, "ghost-free" image is obtained. Price of antenna is \$62.50.

The Farnsworth receiver itself is a table model with a 10 inch diameter "flat face" tube, is known as the "FV-200," and will sell from \$300. Company officials and other television executives who have witnessed such recent outstanding events as the Louis-Conn and La Mauriello title fights, claim it provides the "most brilliant picture they've seen yet. A particular advantage of the image, and one which seems to bear out this contention is the fact that darkness is not required in the room while the set is in operation.

The Farnsworth video "streamlined" model is all-metal, which is an outgrowth of the wood-cabinet style, and is designed to consider less production costs and other factors. Company officials announce that the good many thousands" of the models will be distributed in the New York area when full mass production gets under way next month.

Tele's Pulling Power Shown In Bab-O O

The pulling power of television in the "premium offer" field, was clearly demonstrated last week by ABC. B. T. Babbitt, Inc., makers of Bab-O-O, when a program of this type received a return from over four per cent of the known television homes in the territory of the broadcast.

A premium offer was employed for the first time on video when Babbitt offered an Egyptian scarab beetle to the audience for a Bab-O-O label and 25 cents. The offer made over ABC's television version of "Ladies, Be Seated."

Robert Brenner, advertising director of Babbitt, in announcing the results of the offer, said: "We estimate that we received requests for scarab pin from over four per cent of the known television homes in the territory. . . . This is a greater percentage of returns than we ever received from a one-time offer in any medium."

Paul Mowrey, ABC's national advertising director, added that the results achieved by this type of program "may well open up an entire new advertising field to the industry."



CONGRATULATIONS

T B A

In bringing together the top engineers, manufacturers, producers and advertising executives who have combined their vast experience to provide the best entertainment and culture through the medium of this new art called television.

From the developments put forth by these pioneers . . . television today now stands ready to serve set-owners with television images possessing brilliance, definition and contrast equal to those of motion pictures. This (one-time) infant of the electronic age, which suffered growing pains for several years now stands on the threshold of a boom era.

YES!

Television is here to stay.

The next important job is good program production. This will be the final keynote to prosperous television.

During the past seven years we have planned and developed our production department for programs, which now places us in a position to do a real job for commercial television.

BERGEN-CUNNING TELEVISION PRODUCTIONS

AMERICA'S LARGEST INDEPENDENT TELEVISION PRODUCTION ORGANIZATION

Contact:

THE EDGAR BERGEN TELEVISION CENTER
6524 SUNSET BLVD., HOLLYWOOD, CALIF.

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PATRICK MICHAEL CUNNING
WALDORF-ASTORIA, PARK and LEXINGTON AVENUES
NEW YORK 22, N. Y.

What Are the Commercial Potentialities of Television?

Television leaders were asked to answer the foregoing question by TELEVISION DAILY this week. Their answers, representing diversified opinions, are contained in the following columns:

By **J. R. POPPELE**

President, Television Broadcasters Association, Inc.

Few, if any, of the radio broadcasters who entered the new field in the early 1920's had the remotest idea where they were going—commercially speaking. They knew that radio had great possibilities, but the idea of networks, of vast radio accounts by principal advertisers, of international exchange of programs, did not evolve until broadcasting had toddled along for several years.

Television interests are well aware of the immense potentialities which this new medium offers and are making every effort to capitalize on them from the very outset. Selling television to an advertiser does not require "high pressure" salesmanship; the medium stands on its own merits and offers the time buyer a precious advantage—visual display.

That top advertisers are quick to recognize this fact is amply illustrated in the number of sponsors currently utilizing the television stations operating in four principal cities. In spite of the fact that today's television audience is still limited in size, major advertisers are vying for choice time on the air. These advertisers include: Standard Brands, Gillette, Ford Motor Car Company, U. S. Rubber Company, Goodyear Rubber Company, and others.

Preliminary surveys among televiewers indicate a greater power of concentration on the advertised product visually displayed over that aurally described. It stands to reason that where concentration is required, the impression gained is longer lasting.

As network facilities are provided across the nation, television will expand with great rapidity, strongly supported by advertisers who will find in it a remarkable new media. Television's potentialities stagger the mind; they are too enormous to be fully comprehended.

By **DON McCLURE**

Director of Television, N. W. Ayer & Son, Inc.

It's almost like giving the chef of the Waldorf eggs, flour, sugar, milk and salt, then asking him what his chances are of making the most delicious, delectable sought-after cake man has ever tasted. The same necessary ingredients are available for television—sight, sound and action—eventually color. The success of the cake or the television commercial depends upon the proper blending of the ingredients and the skill and imagination of the chef.

Minute movies, a firmly established and successful advertising medium, has many things in common with television commercials. Good one-minute shorts appearing on the screens of thousands of theaters in the nation have proven themselves capable of increasing sales by almost unbelievable percentages. There is every reason to expect that the same general technique, modified for television use, can develop perhaps an even greater record of success.

Already alert advertisers are aware of the commercial potentialities of television. Far-seeing sponsors such as The Atlantic Refining Co., The Goodyear Tire & Rubber Company, The Waltham Watch Company, are surveying today's audiences with the hope of improving their present commercial efforts in television. Various treatments, techniques, and patterns are being studied. There is every reason to believe when the audience is there, the *Cake* will be to their liking.

By **DR. ALLEN B. DU MONT**

President, Allen B. Du Mont Laboratories, Inc.

The salesman that gets by the front door, reaches the living room, commands the undivided attention of the household, demonstrates the wares and gives a sales talk—such is commercialized television—the born salesman.

Because television is "seeing" as well as "hearing," it adds infinitely to the effectiveness of advertising via radio. The fact that television commands the undivided attention of the audience, and that the eye is far quicker to grasp details than is the ear, means that television can convey its "commercial" in a more subtle, more polite yet far more effective manner than can ever be the case with the spoken advertising message of usual broadcasting.

Little wonder, then, that television is already assured of generous financial support by large and small advertisers alike. The fact that leading sporting events, elaborate plays, top-flight entertainers and no end of studio programs are already gaining sponsors even when the audience is relatively modest in numbers, means that commercialized television is already here.

The end of this year will see excellent telecast entertainment available on a regular scheduled basis in the New York, Chicago, Schenectady, Philadelphia, Washington and Los Angeles areas, with Detroit and other areas not far behind. Meanwhile, an impressive and growing list of applications filed for television transmitters means that many more areas will soon be served by telecasters. To complete the commercial picture, several manufacturers are already rolling telecasts off their assembly lines in a remarkable range of quality and price to meet all buying tastes.

Commercialized television is already here. It's just a matter of expansion from now on.

By **PAUL MOWREY**

National Director of Television, American Broadcasting Company

"What are the commercial potentialities of television?" I wish I knew. Or I wish someone else knew and could tell me. But we don't really know, any of us, although a lot of us are making guesses.

My first guess is that video sponsorship is going to cost a lot. Directors, producers, studio crews, props, lights, equipment—the bills are terrific. Today's rate-cards are just come-ons. Tomorrow's rate-cards will make them look like price tags in a



PAUL MOWREY

five-and-dime.

My second guess is that in spite of the cost, advertisers will be standing in line for a chance to become sponsors. The reason: television will sell goods like nothing else ever has. At least, it will sell some types of goods. For instance, it will sell clothes, particularly women's clothes and accessories which must be seen to be wanted. Television will sell such things as fast as a candy man sells suckers at a Girl Scout picnic.

Any product, big or little, that depends to an important degree on visual appeal, such as a handbag or an automobile, will find a bonanza in television. So will a product that lends itself to demonstration like a washing machine.

But some industries, including some of radio's biggest spenders, may not find television a good investment. Radio can deliver a listener for one-half cent each. Today a television sponsor pays \$2 or more, sometimes much more, per listener. This figure, of course, is way out of line and will be cut down as receiving sets are sold. But I doubt if television's per-listener cost will ever equal radio's.

As a conclusion I suggest that some companies who today are figuring on television sponsorship, even now sponsoring programs, will quietly change their minds about video when costs and competition for air time increase. And many other companies not now in television or even considering it will suddenly discover that for them video has the Midas touch.



ALLEN B. DU MONT



J. R. POPPELE



DON McCLURE

What Are the Commercial Potentialities of Television?

(Continued from Page 16)

By **KLAUS LANDSBERG**

Director of Television, W6XYZ, Hollywood

While pessimists and above all enemies of the air picture medium continue with pot shots at its capabilities entertainment wise and money wise, all who know the worth of advertising look at television as the fulfillment of every salesman's dream. Finally, radio's sound message, the printed word and picture of newspaper and magazine, and door to door canvassing are all combined in one.



KLAUS LANDSBERG

The Chinese may not have a proverb for the worth of pictures with action, but to the advertiser it spells ideal selling. The doors to all television homes swing open at once and without knocking for a demonstration of the sponsor's product if it is linked tastefully to an entertaining program. With mass manufacture of television receivers now under way, the number of television homes may soon surpass all expectations and make television's commercial potentialities UNLIMITED and UNRIVALED.

By **G. EMERSON MARKHAM**

Manager WRGB, Schenectady

The relative effectiveness of television and other advertising media has been widely and inconclusively debated. That television will have a greater impact on the public than radio has had is generally agreed. If a superiority of two to one can be demonstrated—and a far wider margin is generally claimed—then the future of commercial television is secure.



G. EMERSON MARKHAM

This belief is based on prevailing radio time costs, six years of experience with television programming, confidence that adequate television network facilities will become available, and the conviction that television will eventually serve the public on a satisfactory schedule.

Many things have worked together to cast doubt on the economic feasibility of the television broadcasting industry now in the making. Indecisiveness in assigning television its place in the radio spectrum, the black-and-white versus color argument, strange ideas about what the public expects in television programming, the general disposition of almost everyone concerned to milk the television cow before it freshens—these are only some of the more obvious reasons why the casual observer views television with misgivings. All the dirty linen has not only been hung in the front yard; it has also been repeatedly spotlighted by articles, speeches, and those who are jockeying for position or who are fearful that the arrival of television will adversely affect their interests.

There are certainly large problems to be met, but none of them are insurmountable. Nothing is economically wrong with television which plenty of television receivers will not cure.

Ford Adds Pro Grid Tilts To WCBW Sports "Parade"

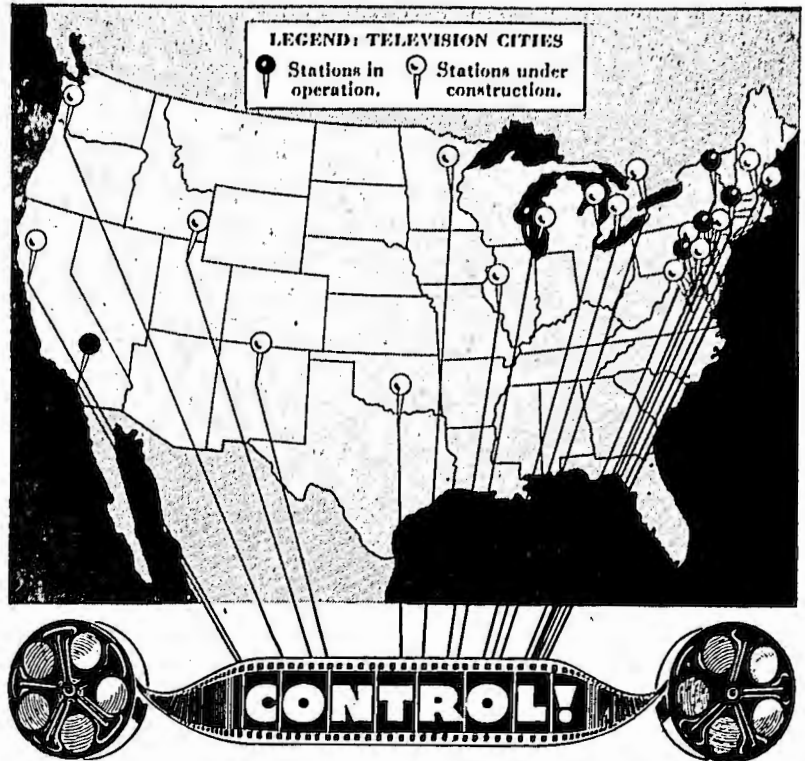
Supplementing its current WCBW-CBS video sports schedule of Madison Square Garden events and Columbia University collegiate football, the Ford "Parade of Sports" will pick up the first two home games of the Brooklyn Dodgers Professional Football Club in the All-American Conference.

Both games will take place on Friday nights at Ebbets Field, the first on Oct. 11 and the other on Oct. 25. Connie Desmond will call the play-by-play for the opener, and sportscaster for the second game will be announced later.

Chicago Community Fund Aired On WBKB Television

Chicago—The Community Fund, which opened here last week, was aided by set owners and commercial sponsors over WBKB, the Balaban & Katz station, to bring programs to the largest television audience ever assembled in this area.

The section of State Street, fronting the Fair Store, was roped off all week to accommodate the crowd which viewed the show on a large screen receiver installed in the store's window by the Fair and Cutter Cravat, one of WBKB's clients.



MOTION PICTURES Can Give You TELEVISION Market CONTROL!

New television stations are springing up all over the map.

But *only film* can develop new television markets for you... instantly... effectively... economically.

Only Film makes possible selective marketing, *without* costly individual programs—expensive rehearsals—telephone line charges—time zone differentials.

Only Film can guarantee repeat performances of uniform quality—identical selling messages.

Only Film will assure you perfect lighting—absolute focus—flawless dialogue.

In TELEVISION...

...**FILM** removes the question mark.

Now available for sponsorship... exclusive **Telereel*** Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film — The Backbone of Television Programming."

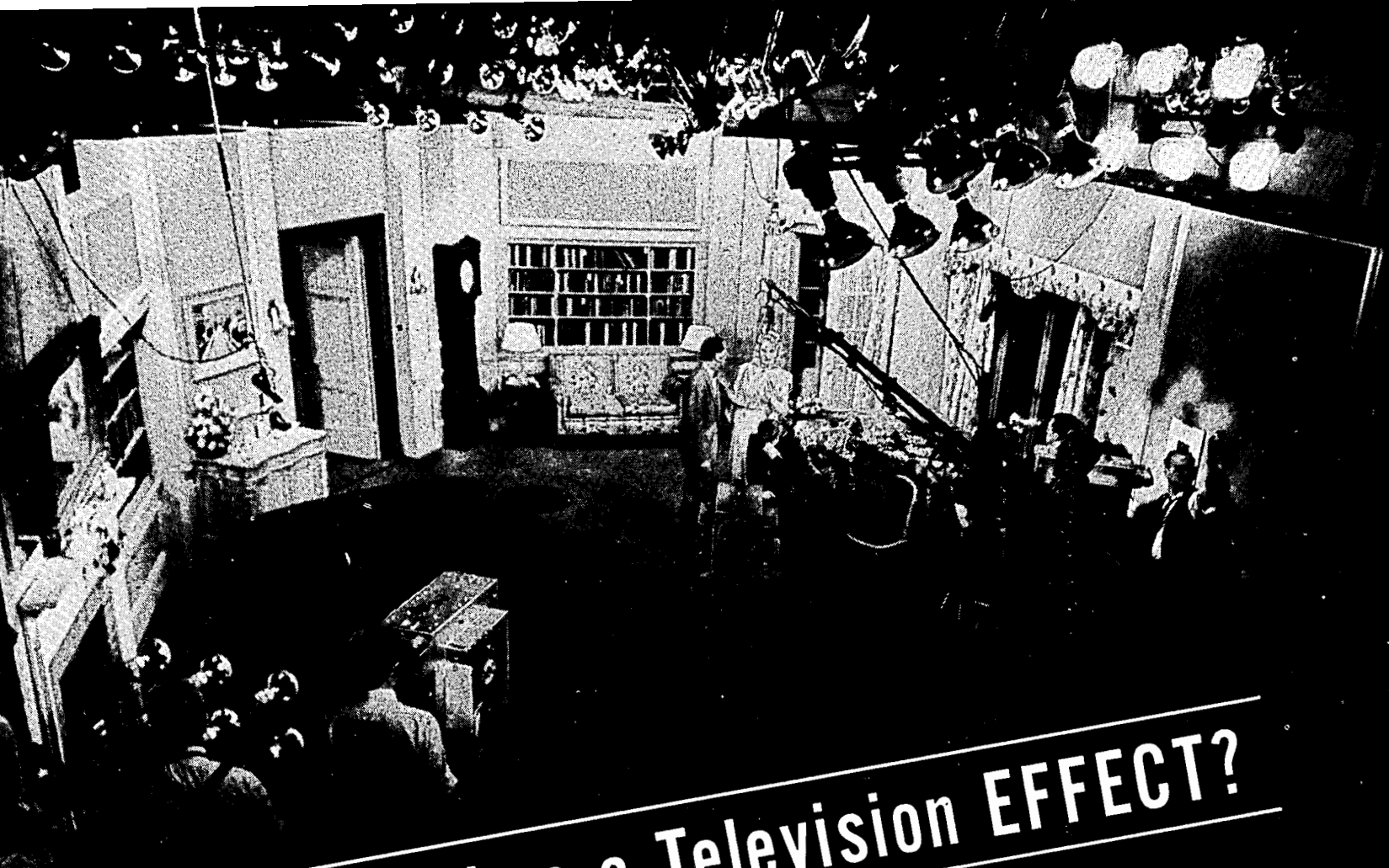
RKO TELEVISION CORPORATION



Dept. xxx, 1270 Avenue of The Americas, N. Y. 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

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What makes a Television EFFECT?

• Double image scanning . . . film sequence insertion . . . small scale sets . . . process shots . . . lighting tricks . . . microphone arrangements—these are elements from which special television effects are made.

The long experience of NBC crews, the dexterity of control board technicians, the imagination of producers and directors—these are the skills which build exciting illusions when a video script calls for special effects.*

WHAT MAKES WNBT TODAY'S BEST BUY IN THE TELEVISION MEDIUM?

In every aspect of show after show on WNBT, NBC demonstrates the result of television's perfect working combination: an expert staff with years of continuous practical experience behind them, facilities that are the finest in television,

Whatever your requirements—whether you produce your own show with NBC experts . . . whether your ideas are developed and

produced by NBC . . . or whether you sponsor programs built and broadcast by NBC—WNBT offers unique advantages and economies built by continuous, practical broadcasting—the longest in television.

*" . . . From the technical viewpoint, 'Blithe Spirit' was transferred to the fluorescent screen like a finished product with polish, fluency, and compactness . . . the technique depended here on highly mobile camera units for a fluid vision. *The trick shots demanded by the story with its materialized ghosts were also neatly processed with typical Hollywood expertness . . . This is television as it should be.*"—VARIETY

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

Pittsburgh Dept. Store Cites Value Of Video

Television's value as a selling tool, particularly as a new and persuasive merchandising medium in department store operation, is clearly stressed in a survey released by Kaufmann's, Pittsburgh. The report is a detailed account of the two-week intra-store video demonstration arranged by the store and RCA-Victor. Approximately 60,000 persons witnessed 143 demonstrations from June 17 through June 29, with 88 per cent agreeing that "shop-by-television" should be a permanent "Kaufmann feature." Store officials assigned 10 guides to personally interview customers during the demonstrations and to discuss its possibilities with them. Of those questioned, 77 per cent said that television was an aid to shopping, 6 per cent said it was not, and 17 per cent were not decided. It was explained, however, that 70 per cent of the audience were witnessing television for the first time, but response to presentations were in general, good in those departments featured in the programs. Based on its survey, Kaufmann's feels that "a 10- to 15-minute presentation seems to be long enough to tell any merchandising story and not too long to hold customer attention throughout the entire show. In general, it was felt that television presents an interesting new advertising media," it was added but costs of producing live talent programs might be reduced if shows were prepared by manufacturers and sent "on tour" of stores using video. It was also suggested by Kaufmann's that motion picture films may partially solve the cost problem.

Women Radio Directors Meet In Hartford Today

Leaders of the Association of Women Directors will convene at Hartford today to hold a radio clinic with an invited list of outstanding Connecticut club women held under the auspices of the Service Bureau for Women's Organizations. Governor and Mrs. Baldwin will be guests at luncheon after which the Mary Margaret McBride program will be broadcast from Sentinel Hill Auditorium before a large audience. The Governor will be interviewed. Speaking at both morning and afternoon sessions will be Alma Kitchell, WJZ, Pres., AWD; Mildred Bailey, WCOP, vice-pres., AWD; Nell Daugherty, WSTC, 1st District Chrmn.; Fay Clark, WBRY, AWD State Chrmn.; and Frances Farmer Wilder, CBS Consultant on Daytime Programs. **Uses Full Page Ad** Nathan Straus, president of WMCA, New York, took a full page ad in Tuesday's Herald-Tribune to announce the dramatization of "The Gentleman From Mississippi." Program which was presented last night was based on the life and political career of Theodore G. Bilbo.

"The Year In Television"

By JIM OWENS

Louis-Conn Fight Topped All Events

Industry executives are in enthusiastic agreement that the past 10 months have been the most important in the history of the medium. Technical progress, programming development, while far from complete, point the way to new heights. One event in particular—the Louis-Conn championship bout in June—gave tele its greatest impetus and pushed it over the top as a major service to the public. On the night of broadcast 150,000 persons were estimated to have witnessed the formal post-war debut of big-time commercial television. . . . Early in February, CBS demonstrated color video for the first time on film. Recently the network showed live-action color, the result of long research and development. . . . In the beginning of the year, Jack Popple, president of the Television Broadcasters Association, put other business execs at ease with his statement that tele offers no threat to existing media. "Television will operate in a realm all its own. . . ." he said. . . . Following a six-year black-out of operations during the war, BBC resumed television broadcasts from Alexandra Palace in February, later augmenting schedules with regular daily programs. . . . As another keynote to a progressive year in television, AT&T opened its coaxial cable from New York to Washington. Occasion was observed with a special program from the Capitol building and Lincoln Memorial.

At the two-day Television Institute in New York, Paul Porter, then FCC Chairman, told the industry that video would take its place as an established American service within the next two years, "—Petriello and God willing." . . . Color tele was gaining momentum. CBS and Zenith Radio Corp. announced plans for two color stations in Chicago.

With the arrival of Spring came many important technical improvements that had undergone intensive wartime research. The Navy and RCA demonstrated "airborne" tele. Westinghouse and Glenn L. Martin revealed their system of "stratovision," and predicted it would build a national video network quickly and economically. Plans were announced for tele participation in the Bikini atom bomb tests. NBC, CBS, ABC, Du Mont, Philco and Balaban & Katz planned broadcasts of the films. . . . Early in March all stations went off the air temporarily to change over to newly assigned channels. . . . FCC assigned Washington (D. C.) channels to NBC, Bamberger Broadcasting Service and the "Evening Star." Du Mont was later awarded the fourth channel.

In April, the largest studio setup in the world was completed by Du Mont in the John Wanamaker Department Store. . . . Shortly after, Bob Emery announced plans for the first continuous daytime commercial, a six day series. . . . Special events hit a new

high when the United Nations security council convened at Hunter College. NBC aired the opening session live; CBS and ABC filmed it for later broadcasts. . . . Industry execs mulled heavily over OPA's "freeze" order on new construction. . . . RADIO DAILY conducted a survey which revealed that most manufacturers would be out with some sets this winter.

Charles Denny took over as acting chairman of FCC, predicted the U. S. would have 100 tele stations operating by the end of next year. . . . Several large radio stations began withdrawals of black-and-white applications in favor of color. . . . In May, NBC and the 20th Century Sporting Club signed a deal for coverage of all events arranged by Promoter Mike Jacobs.

Du Mont displayed its post-war line of quality receivers, ranging in price from \$600 to \$2400. . . . ABC launched television operations on a three-city basis — WABD, N. Y.; WRGB, Schenectady, and WPTZ, Philadelphia. The network also announced that it would spend \$10,000,000 within the next three years for overall development. In the first serious labor squabble, NLRB ruled that tele employees at CBS were "white collarites."

The American Television Society presented 13 awards for outstanding work in the medium during 1945-46. . . . Capt. "Bill" Eddy of WBKB, predicted Chicago would be a key television center. Shortly afterward, plans were announced for a television exposition in the Windy City. . . . International video became a reality with an agreement made by BBC and ABC for exchange of films. . . . West Coast and Paramount's W6XYZ went into major sports on tele, with a week-long broadcast of the Pacific Tennis Championships. . . . AFRA announced that its fall meeting (now underway) with the radio industry would cover tele rates.

New York architect, Lawrence B. Elliman, announced plans for construction of a 60 million dollar "Teletivity." . . . First indication of the coming rivalry between tele broadcasters and newsreels came with showing of the Bikini bomb films. . . . Major league baseball owners began thinking seriously about video coverage of their games. . . . NBC and RCA perfected a new antenna to broadcast television sound and picture and FM simultaneously. . . . WWJ announced that Detroit would have its first station in November of this year. . . . At the end of July, OPA dropped tele receivers from its price ceilings. Viewtone Television Corp. announced that 1500 of its sets had been installed in homes in the New York area. . . . Don Lee Television inaugurated a three-year research project in color video, under supervision of Harry R. Lubcke.

Government To Sell Navy Electronic Plant

A radio test equipment and electronics plant in Norwood, Mass., which was operated by the Bendix Aviation Corp., for the Navy during the war, is for sale or lease, War Assets Administration announced recently.

One building containing 87,000 sq. ft. of floor space occupies a site of almost 27 acres. The structure is of steel frame on concrete foundation and has brick walls. It is equipped with automatic sprinkler facilities.

The plant contains some standard and special production machinery required for the manufacture of radio equipment and has complete utilities. The property is connected with a spur line of the New York, New Haven and Hartford Railroads.

Detailed data on plant may be obtained from the WAA regional office, 600 Washington Street, Boston 11, Mass. Any WAA field office will supply general information.

Pulse Completes Survey For WOV's "1280 Club"

In probably the first survey of its kind, The Pulse, Inc., has just completed a listener study of WOV's "1280 Club" which reveals age, economic status and sex of the audience, it was reported yesterday by Ralph N. Weil, station manager. Of each 1,000 listeners to disc jockey Fred Robbins air club, 560 are women and 440 are men with the average age of 23 years and eight months. The majority 763 of each 1,000, are in the middle income group.


In each 1,000 group unit, telephones are found in the homes of 578, just short of 60 per cent while the New York average telephone ownership is 34 per cent. The detailed survey provides the advertiser and agency with comprehensive data as to what comprises one specific group of radio listeners.

U. S. Study In Germany May Aid Radio Industry

Washington Bureau, RADIO DAILY
Washington—Led by assistant Secretary of War Howard C. Petersen and RFC Director George Allen, a group of 12 high government officials left yesterday for Germany, where they will study methods of reviving German trade. The study is expected to have an important impact on the U. S. Radio industry. Radio Manufacturers, plagued by a shortage of many materials in this country, have looked for assistance from German industry.

Prime purpose of the group's study is to "assist in the revival of the German economy to the extent that Germany may be able to export goods in an amount sufficient to pay for essential imports." Others in the group include representatives of the Commerce, State and Treasury departments.

The 24th ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION OF BROADCASTERS

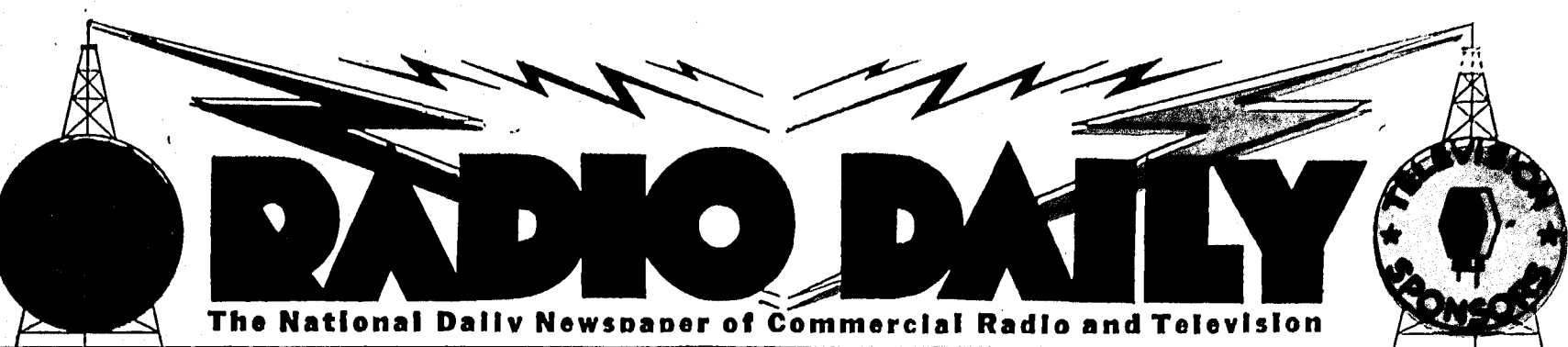


Four days of on-the-spot news coverage will be reported by RADIO DAILY's staff at the NAB convention. A complete record of the activities at the various meetings will appear in RADIO DAILY each day of the convention for readers in attendance as well as those who are unable to attend.

Read RADIO DAILY at the convention or at your desk for a complete daily on-the-spot record of goings-on in Chicago.

OCTOBER 21-22-23-24

PALMER HOUSE, CHICAGO, ILLINOIS



TBA Presents '46 Awards

Sports ETs Lined Up For Huge Bond Drive

Important sports personalities will be heard on nearly 1,000 stations in a new transcribed series set up in the interest of the forthcoming United States Savings Bonds campaign scheduled to be held throughout the country Nov. 11 to Dec. 7, inclusive. Twelve five-minute transcribed "Sports Spots," designed to be used as part of an already existing sports broadcast or as individual features, have been prepared by the Radio Section of the United States Savings Bonds Division, Brent O. Gunts, Chief of the section revealed yesterday. The records are produced with

(Continued on Page 5)

Ten 250-Watters Sought In Applications To FCC

Washington Bureau, RADIO DAILY
 Washington—Receipt of 10 applications for new standard stations in scattered sections of the country, most of them in small cities, was announced yesterday by the FCC. They include: Steel City Broadcasting Corp., Homestead, Pa., to be operated on 860 k.c., 250 watts daytime; Western Pennsylvania Broadcasting Corp., Pittsburgh, Pa., to be operated on

(Continued on Page 7)

Advisory Board Of CBS Will Meet In Chi. Oct. 20

Affiliates advisory board of CBS, representing 153 independently owned stations associated with the net, will meet for the third time this year on Oct. 20 in the Ambassador East Hotel in Chicago. Mutual problems of affiliates and the network will be discussed by board members on the

(Continued on Page 4)

In Memoriam

WMCA has set a special program honoring the memory of Alfred E. Smith and featuring addresses by His Eminence, Francis Cardinal Spellman, Under Secretary of State Dean Acheson and Mayor William O'Dwyer from 10:03-10:30 p.m., Oct. 16. Program will originate at a dinner meeting which will be held in the Waldorf-Astoria Hotel.

Copyright Info Free

The full report of the proceedings of last June's Inter-American Conference of experts on copyright, containing many actions vital to radio interests, can now be obtained free of charge by writing to the Pan-American Union, Washington 6, D. C.

Music Societies Meet In U. S. October 21-26

For the first time in its history, the Confederation of International Societies of Authors and Composers will hold a conference in the United States, with some 100,000 creative artists from 27 nations to be represented at the six-day convention in Washington, Oct. 21-26. Ascap will act as official host to the leading composers, authors and dramatists who will be in attendance, representing their respective performing rights societies. More than 150 delegates from the 27 nations will be on hand as official attendees.

Confederation Internationale des Societes d'Auteurs et Compositeurs

(Continued on Page 5)

Ad Council Radio Head To Address NAB Session

George P. Ludlam, radio director of the Advertising Council, will be principal speaker at a breakfast meeting under the auspices of the Chicago Radio Management Club on

(Continued on Page 4)

Annual Tribute To Industry's Leaders Highlights Conference Banquet At Waldorf-Astoria

By JIM OWENS, Staff Writer, RADIO DAILY

The television industry entered into a new era of progress yesterday as 1,200 executives from all fields of communications met at the Waldorf-Astoria Hotel in New York for a two-day conference and exhibit sponsored by the Television Broadcasters Association.

Highlighting the day's programming was the TBA Awards of Merit presented at the conference banquet last night by Paul Raibourn, vice-president of Paramount Pictures, Inc., and chairman of the TBA awards committee. The nine awards went to "individuals whose contributions have furthered the progress

of television as a science and as a commercial utility."

Greetings to the distinguished assemblage were received from General of the Army Dwight D. Eisenhower, Hon. Thomas E. Dewey, Governor of New York; Admiral H. P. Blandy, Commander of Task Force One, and

(Continued on Page 6)

State Dept. Reveals New Manila Stations

U. S. State Department will soon beam programs to all countries in the Far East from two 50-kilowatt transmitters now being erected in Manila, the government agency officially disclosed yesterday. Plan was presented to the Philippine government by the U. S. more than a year ago and an informal agreement was made at the time. Final confirmation from the Filipinos is expected at an early date.

Two powerful transmitters, one a short wave and the other medium wave whose installation is nearly complete, will supply the U. S. a means of broadcasting programs not

(Continued on Page 7)

FCC Approval 30 FM, Also Indianapolis Tele

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday granted a CP for a new commercial television station to the William H. Block Co., Indianapolis, Ind., and acted favorably on 30 FM applications. Given conditional FM grants were the following applicants:

Sun Country Broadcasting Co., Phoenix, Ariz., and Tucson, Ariz., both Class B; Colony Broadcasting Corp., New Haven, Conn., Class B; Sunflower Broadcasting System, Kan-

(Continued on Page 7)

Sound-System Guide Issued To Promote Classroom Radio

Washington Bureau, RADIO DAILY
 Washington—Radio Manufacturers Assn. is issuing information to aid widespread use of radio equipment in the nation's schools, the data having been prepared by RMA's Joint Committee on Standards for School Audio Equipment in co-operation with the U. S. Office of Education. Toward this end publication of a brochure was announced yesterday entitled, "School Sound Systems."

RMA hails the booklet as an au-

thoritative guide agreed upon by educators and manufacturers for the school superintendent or board of education which desires to equip a school building or fit up a new school with the latest devices.

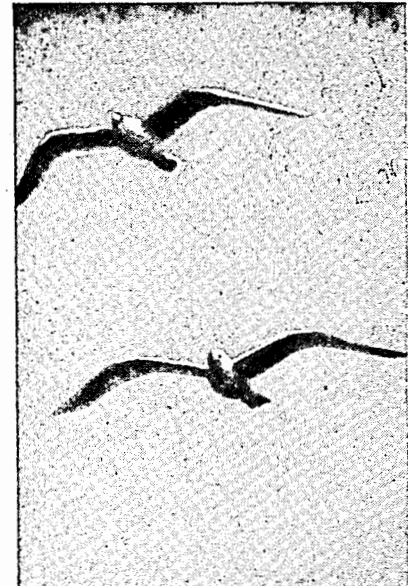
Basic standards and requirements are listed in the book, which is also for use of colleges and private schools such as Parochial and others. It is also pointed out that apart from aiding in studies, radio equipment would

(Continued on Page 2)

Gold Rush

Special sound effects were provided Hunter College's radio workshop this week when 200 children, ages 8 to 12, swarmed in to audition for 20 roles open to child actors. Called to the mike in groups of two or three, youngsters read from scripts such as "Rumpelstiltskin," "Mary Poppins," and "The Happy Prince." Course uses child actors to play kid roles.

Coming and Going



Birds of a feather

Those two babies will follow a ship for miles. Always on the lookout for a handout.

They take it easy.

Too bad sales can't be made on such a leisurely basis. But you've got to hustle. You've got to plunge headlong into the battle if you want to make sales. W-I-T-H, the successful independent radio station, is the way to get the jump on competition in Baltimore.

W-I-T-H is the station that delivers more listeners-per-dollar-spent than any other station in this 5-station town.

So if you're at sea about how sales are made in the country's 6th largest city, put W-I-T-H on that radio list!



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FRANK M. RUSSELL, vice-president in charge of NBC's Washington office; CARLETON D. SMITH, general manager of WRC and WNBW, Washington television station now under construction; MAHLON GLASCOCK sales manager of WRC, and GEORGE SANDEFER, assistant to the general manager for television, are spending a few days in Gotham.

JACKIE KELK leaves today for Washington, D. C., where he'll attend the AFRA Ball, but he'll be back Sunday in time to fill his "Adrich Family" role on NBC's "Parade of Stars."

T. B. LANFORD, president of KPLC, Lake Charles, La., a visitor this week at the offices of his national reps in New York.

PETER DONALD, of "Can You Top This" and the Fred Allen show, tomorrow will be in Muncie, N. Y., where he'll emcee the all-day benefit for the Brooklyn Children's Aide Society which will be held at the Harriman Farm School.

ALMA KITCHELL, women's commentator on WJZ, who has been attending the meeting of the Association of Woman Directors in Hartford, Conn., leaves today for Rochester, N. Y., where tomorrow she will speak before the Business and Professional Women's Club.

ROBERT SAVAGE, promotion manager of WBBM, is back at his desk in Chicago following a few days on conferences at the New York headquarters of the Columbia network.

STEPHEN SLESINGER, publicist, has left on a business trip to the West Coast.

MAJ. GARLAND POWELL, director and general manager of WRUF, Gainesville, Fla., a Mutual affiliate, is back at the station following a short trip to New York for conferences with the national representatives of the station.

ERIC SEVAREID, chief of the Columbia network's Washington news bureau, spoke yesterday at a "Book and Authors Luncheon" in the Nation's Capital and then left on a two-week circuit of the crucial Fall election states of the Midwest.

JAMES H. NELSON, assistant director of advertising and promotion at NBC, is preparing to attend the 18th annual Boston Conferences on Distribution, which will be held next Monday and Tuesday. Nelson will leave for Down East on Sunday.

J. W. KENNEDY, JR., sales manager of WHAM, Rochester, N. Y., is here on station business. Sat in for a while yesterday with his national representatives.

PERRY COMO goes up to Cleveland tomorrow to appear at the Italian War Relief Benefit which will be held in the Municipal Auditorium. He'll be back Monday in time for his "Supper Club" program on NBC.

CECIL K. CARMICHAEL, of NBC, left last night on a short business trip to Pittsburgh.

WELLS CHURCH, assistant director of news broadcasts at CBS, has returned from Boston, where he conferred with newsmen and other officials at WEEL.

RMA Guide Describes School Sound Systems

(Continued from Page 1)
be of particular value in receiving fine musical programs in the classroom. Book also explains how the sound systems can be used "flexibly" for many educational purposes in general.

Gets WFAF Adv-Promotion Post

Ben Z. Kaplan has been named assistant director of the WFAF advertising and promotion department. He replaces Jack Newman, who has been appointed by the War Department to the post of assistant to the director of public information in Korea. Kaplan comes to WFAF directly from the U. S. Army in which he was an Air Corps major and director of the home town news service of the Mediterranean Allied Air Forces.

Will Cover Football Game

Steve Ellis will give a play-by-play account of the Brooklyn Dodgers-Chicago Rockettes football team over WBYN, from Ebbets Field, today, October 11th beginning at 8:25 p.m.

Westinghouse Stations Set Educational Agenda

Philadelphia — Westinghouse radio stations' 1946-47 educational broadcasts will include nearly 1,000 individual "in-school" listening programs, Gordon Hawkins, program and educational director, has announced. Programs on a five days weekly schedule will reach an estimated 686,000 grade and high school students through stations KYW, Philadelphia; WBZ, Boston; WBZA, Springfield; KDKA, Pittsburgh, and WOWO, Fort Wayne.

KYW is beginning its fourth consecutive year of educational broadcasts while it will be the third year for the other stations. School broadcasts over KEX, Portland, Ore., acquired by Westinghouse in 1945, will ultimately follow the same pattern, Hawkins revealed.

Five different subjects will be presented by each station each week. Subjects will include music, history, literature, geography, current events, religion, arts and sciences, and physical culture. Programs generally will be of 15 minutes duration.

FINANCIAL

(Thurs., Oct. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	168 1/4	169 3/8	- 1 1/8
CBS A	32	31 1/4	31 1/4	- 1/4
CBS B	32	31 1/2	31 1/2	- 1/2
Crosley Corp.	23 1/2	23 1/2	23 1/2	+ 1/8
Farnsworth T. & R.	8 1/4	8	8 1/4	+ 3/8
General Elec.	36 3/8	36	36 3/8	+ 1/4
Philco	21 3/4	20 3/8	21 3/4	+ 3/4
RCA Common	9 1/2	9 1/8	9 1/2	+ 1/4
RCA First Pfd.	82 3/4	82 1/4	82 3/4	+ 1/2
Stewart-Warner	13 3/4	13 1/8	13 5/8	- 3/8
Westinghouse	24	23 1/2	24	+ 1/2
Zenith Radio	20 1/4	19 3/4	20 1/2	+ 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	4 3/4	5 1/2
Finch Telecom	7	8
Stromberg-Carlson	11 1/2	13
U. S. Television	2 1/4	3
WCAO (Baltimore)	37	37
WJR (Detroit)	36	36

"Dinty" Doyle Stricken

J. E. "Dinty" Doyle, WBAC news editor, suffered a severe heart attack while en route to Boston Wednesday night and is confined in the Peter Brant Bingham hospital in that city. Doyle's condition late yesterday was described as serious.

Gibson At La Conga

Ronnie Gibson, radio singer, opened an engagement last night at La Conga, New York.

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FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

MUSIC has power

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

No wonder WDAS audiences say "Thank You!"



THE VOICE HAS CHANGED!

NOW 5 times more powerful!

WOL is now operating at 5000 watts power from a superb new transmitter, which will also house WOL FM, facsimile and color television.

At base rates lower than those of any station of comparable power in any comparable market in the United States, the new WOL signal is geared to deliver a metropolitan area considerably wealthier and more heavily populated than such metropolitan markets as Baltimore, Cleveland and Minneapolis-St. Paul.

WOL's impressive share of national spot and local business, most of which is on a renewal basis, testifies to the sales effectiveness of Washington's fastest-growing station.

Ask Katz!

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

LOS ANGELES

By RALPH WILK

RONNIE MANSFIELD, singer on "Mender of Dreams," heard over KLAC, became the proud father of a baby boy, born October 5th, weighing eight pounds. Baby has been named Ronald Daniel and will be called Danny. The Mansfields' have a little girl who will be four in Jan.

Fred M. Jordan, Pacific Coast manager of Buchanan & Co., announced the appointment of Nat Wolff as radio director for the agency on the Texaco Eddie Bracken show. Wolff takes over his new assignment immediately.

J. Donald Wilson, Director of Programs for the Western Division of ABC, leaves Friday, for three weeks in New York, where he will discuss Fall programming and confer with network officials in the home office.

Hollywood officials of N. W. Ayer & Son, Inc., are leaving for several days of conferences with agency executives in Philadelphia. Stanley Talbott, in charge of new business, trained out Thursday; Charles Hogah, vice-president in charge of service, leaves October 13th, and Arthur White, account executive for the United Rexall Drug Company, goes east next Tuesday.

Advisory Board Of CBS Will Meet In Chi. Oct. 20

(Continued from Page 1)

eve of the NAB convention in the Windy City.

Board members attending will be I. R. Lounsberry, WGR, Buffalo, chairman; E. E. Hill, WTAG, Worcester, secretary; C. T. Lucy, WRVA, Richmond, Va.; Glenn Marshall, WFOY, St. Augustine; W. Howard Summerville, WWL, New Orleans; Frank Eighmey, WTAD, Quincy, Ill.; Arthur Church, KMBC, Kansas City; Ken Brown, KOMA, Oklahoma City; and Clyde Coombs, KARM, Fresno, Calif.

CBS execs planning to attend the meeting are William S. Paley board chairman; Frank Stanton, president; Joseph H. Ream, vice-president and secretary; Frank K. White, vice-president and treasurer; H. V. Akerberg, vice-president in charge station relations; Edward R. Murrow, vice-president and director public affairs; Davidson Taylor, vice-president and director programs; Earl H. Gammons, vice-president and director of CBS Washington office; J. Kelly Smith, station relations director; Thomas D. Connolly, program promotion director; Nathan L. Halpern, executive assistant; and William A. Schudt, Jr., eastern division manager of station relations department.

"a mighty colorful emcee"—
(Radio Daily)

John Tillman
master of ceremonies
CBS Color Television
Demonstrations



Television Takes A Bow!

● ● ● Television—divested of its pre-war mantle of experimental uncertainties—presented a streamlined picture of modern electronic magic at the Waldorf-Astoria yesterday as 1,000 gathered for the two-day TBA video conference. It was a video fie'd day with all doubts removed as to whether the infant industry was ready for its postwar role in the audio-video spectrum.



● ● ● New receivers, modern station equipment, cameras, coaxial cable, and an army of willing demonstrators made the exhibit hall popular with all the conference registrants. . . . Small table models with direct image tubes, larger console models with both direct and reflected images, were on display bearing the trade names of such manufacturers as DuMont, RCA, Farnsworth, General Electric, Philco, Sonora and Telicon. Some receivers were modern in design with natural wood and chromium bright grills, others were fine custom built cabinets in mahogany and maple styled after antique furniture pieces.



● ● ● RCA's portable television control room and camera equipment with actual televising of street scenes outside the Waldorf was an innovation—ditto for DuMont's professional looking model studio with lights, cameras, and other props which gave one behind the scenes data on the new art. Coaxial cable, split open for close scrutiny was a part of the AT&T exhibit of network planning while GE vied with RCA for attention with their line of studio equipment.



● ● ● Benjamin Cohen, assistant general secretary of United Nations, shepherded by Chris Cross, U. S. radio liaison officer, was greeted by Jack Poppele, president of TBA, when he arrived for his noonday speaking engagement. Poppele took his distinguished guest on a tour of the exhibits and Mr. Cohen's enthusiasm ran high when he pictured a console model in his offices at Flushing Meadows. Later the UN representative graciously accepted in behalf of the member nations a scroll pledging TBA's support in UN's crusade for world peace.



● ● ● Personalities of the radio and television world paraded through the exhibit halls and into the meeting rooms throughout the day. . . . O. B. Hanson, NBC vice-president and chief engineer, was caught talking to Ralph Austrian of TBA. . . . George Schupert, president of the American Television Society, seen huddled with his boss, Paul Raibourn, chairman of the awards committee. . . . Genial Sam Cuff, general manager of WABD, greeting many friends of the television world . . . ditto for Dick Hubbell, WLW video consultant who came on from Cincinnati to attend the two-day coference. . . . Johnny Johnstone, NAM public relations exec, seen walking about in quest of Bob Emery of WABD. . . . Paul Mowrey, ABC tele expert, also on the prowl at the luncheon for television friends. . . . Dr. Allen B. DuMont of the DuMont Laboratories among the early arrivals. Dr. DuMont's first interest was his company's display and what kind of a picture they were getting. . . . George Moskovics, Larry Lowman, Worthington Miner, and Jim Kane among the CBS contingent of video observers. . . . Ben Gimbel, general manager of WIP, Philadelphia, seen chatting with Ted Streibert, president of WOR. . . . Orrin Dunlap, RCA public relations expert, hurrying into luncheon.



● ● ● Page boy with a corsage looking for "Miss Television—1946." Perplexed when Bill Baltin, secretary of TBA, said no such gal existed at the conference. . . . Newspapermen from dailies, trade papers, and technical publications trying to find the press room

(Continued on Page 6)

SOUTHWEST

APPPLICATION has been submitted to FCC by the Hopkins County Broadcasting Co., for a standard broadcast station at Sulphur Springs to operate with a power of 250 watts on 1230 kilocycles, full-time.

"Pigskin Views and Previews" will be aired over KABC, San Antonio, under sponsorship of the Mathews Bottling Co., bottlers of B-1. Airings will be heard each Saturday afternoon prior to the station's football airings. Programs will feature Tommy Reynolds and Jim Wiggins at the microphone.

Ad Council Radio Head To Address NAB Session

(Continued from Page 1)

Tues. Oct. 22, during the convention of the NAB. Subject of Ludlam's talk will be, "Dividends from Public Service Advertising." Other Council members who are planning to attend the NAB Conventions are: Mrs. L. S. Schwartz, manager of the Chicago Radio Division; Gordon Kinney, of the New York Radio Division and Robert Coleson, of the NAB who also serves as Hollywood representative of the Advertising Council.

Since the dissolution of the OWI, Ludlam has headed all of the Council's radio activities, including administration of the network and National Spot Allocation Plan. Currently, 124 major advertisers are cooperating with the Council by carrying public service messages on their radio programs.



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- Highly experienced technical staff

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CINEMART Recording
Motion Pictures
STUDIOS Public Address
101 PARK AVENUE • NEW YORK 17, N. Y.

Sports ETs Lined Up For Huge Bond Drive

(Continued from Page 1)

...the voice of the interviewee and tips will be provided for the stations so that a local personality can conduct the interview. Conforming with FCC regulations the word "transcribed" is used at the beginning and end of each interview, which run four minutes and forty-two seconds each allowing fifteen seconds for local sponsor identification. The twelve sports figures who are lining "all-out" for the fall campaign's theme of "Sign Up For Security Month," are: Eddie Dooley, Grantland Rice, Mrs. Lou Gehrig, Tom Crowley, of the original "Four Arsenemen"; Jack Dempsey, Sid Luckman, Bill Slater, sports commentator; Ed Bishop, new Amateur U. S. Golf Champion; Elroy Hirsch, known as "Crazy-Legs" at the Universities of Wisconsin and Michigan; Bill Tilden, of the Red Sox; and Thomas J. Watson, Sr., President of the International Business Machines Corp.

Expect 945 Requests

The transcribed "Sports Spots," several of which were directed by Ed Girard, are being sent to radio stations upon request. To date, the number of requests indicates that of the 945 stations now airing the "Treasury Salute," all of them will broadcast the sports interviews. In addition to the "Sports Spots," eight one-minute and fourteen fifteen-second transcribed announcements utilizing a new technique, are being sent to every radio station in the United States. These announcements employ the talents of Jimmy Stacy's "Koralites," a group of seven men and women who do expert, spoken, choral work. One of the "gimmicks" used in the Treasury commercials is a repetition of lines by the "Koralites," behind the straight announcing of Stutz Metz.

Live announcement kit for use of local announcers, and the new bonding, "What's Your Favorite Dream," complete the material on transcription for the November campaign. The "Treasury Salutes," with Robert Aldrop in stories from "The American Notebook," continues twice a week on over 945 radio stations.

Durocher's Preem

Leo Durocher's premiere over WJZ-ABC Sunday, Oct. 13, affords perfect timing for the Dodgers' manager to discuss his personal view of the World's Series and "second guess" managers Joe Cronin and Eddie Dyer. Durocher's question and answer sports quiz will be heard each Sunday at 1:15 p.m., EST.

Ave Maria Hour

WMCA — Sunday — 8:30

Flora Campbell as Pauline Jaricot
Script by Wm. Morwood

In its twelfth year as a Donald Peterson production

★ AGENCY NEWSCAST ★

AMERICAN ASSN. OF ADVERTISING AGENCIES, in one of its current surveys, makes six suggestions to trade associations to assist them in the handling of their advertising campaign through advertising agencies. These recommendations are: (1) Centralize advertising authority in the hands of a small advertising committee; (2) Maintain continuous contact with the agency through responsible and full-time executive; (3) Make advertising plans on a long-range and continued basis; (4) Assure stable financing for the advertising plans; (5) Make no unreasonable demands on the agency's time; (6) Let the advertising agency keep an objective viewpoint.

PR ASSOCIATES, INC., public relations consultants, announce that Charles Flato, executive vice-president, now is in charge of the New York office, replacing Allen Fields,

who has severed his connection with the organization, having resigned as a vice-president and director. Bernard LeRoy, president of the firm, continues in charge of the Washington branch.

PRUDENCE DORN, formerly head of the nutrition service in the research and development department of Anheuser-Busch, Inc., St. Louis, and a teacher and nutritionist of wide experience, has joined the staff of the Charles W. Hoyt Company. Miss Dorn will be in charge of Hoyt's nutrition and test kitchen work for clients.

RUSSELL VREELAND, vice-president of Grove Laboratories, Inc., St. Louis, announces the appointment of Robert J. Piggott to the position of advertising manager. Piggott has been associated in the past with Needham, Louis & Brorby; B B D & O and Hill Blackett Company.

Davis Joins John Blair; Ingram To New York Office

John W. Davis, has been appointed an account executive in the Chicago office of John Blair & Co. He will replace Ward D. Ingram, who will be transferred to the New York office on Oct. 14, also as an account executive. Prior to joining the Blair organization a year ago, Ingram was for 10 years sales manager and assistant general manager of the Don Lee San Francisco station KFRC.

Davis was with the AAF during World War II, and has had considerable radio and other sales experience.

New Utah Station

Los Angeles—Richard F. Dick (Connor) former manager of KMPC and KRKD here, and Howard D. Johnson, who built KNAK, Salt Lake City, have been retained to supervise construction and management of new station KJAM, Vernal, Utah, it was announced by James A. Wallentine, licensee. The latter station is scheduled to go on the air early in November.

Lee Walker has been appointed resident manager and Clem L. Rawlins, Jr., commercial manager. While supervising management of KJAM, Connor will continue in his capacity of general manager at KNAK.

Emerson Radio To Buy Jefferson-Travers Corp.

Emerson Radio & Phonograph Corp. has agreed to cash purchase of the radio communications division of the Jefferson-Travis Corp., a joint announcement by the two firms reveals. Emerson will acquire all assets relating to other concern's line of radio-telephones and marine radio equipment but will continue the equipment under the Jefferson-Travis name.

Irving M. Felt, Jefferson-Travis president, said the move was made so his company can concentrate on the phonograph record industry. Other assets not related to record business may be sold later, said Felt, and stockholders will meet Oct. 21 to approve the program and vote on a possible name change of Musicraft Record Corp., the main subsidiary of Jefferson-Travis. Musicraft recently signed with Electrical Musical Industries, Ltd., of England for production and distribution of Musicraft records in 38 foreign countries.

Stork News

Jim Kane, television publicist at CBS, is the father of a child born Wednesday to Mrs. Kane at the Lutheran Hospital. Newcomer will be named Garry James Kane.

Music Societies Meet In U. S. October 21-26

(Continued from Page 1)

(CISAC) was organized in 1926 and has held 14 annual meetings in various capitals of Europe. The forthcoming meet to be held in the Library of Congress, will be the first since 1938 for the organization.

Among the delegates scheduled to attend are: Eric Coates, and Dr. William Turner Walton of the British Performing Rights Society; Dr. Alberto Ribeiro and Dr. Oswaldo Sarruaga from Brazil (UBC); Dr. Eduardo Marquina and Dr. Jose Fornés, of Spain (SGAE); M. Albert Willemetz and Mme. Camille Barbo, from France (SACEM); Messrs. Zoltan Kodaly and Fred Markush from Hungary (MARSZ); Don Francisco J. Lomuto and Francisco Canaro, Argentine (SADAIC) and Deems Taylor and Gene Buck, ((ASCAP). Six additional delegates will attend for Ascap.

According to John G. Paine, general manager of Ascap, and a Confederation official, the "Confederation" is organized democratically everywhere in the world, and the only societies eligible for membership in the group are those organized and administered on a strictly co-operative non-profit basis."

Leslie A. Boosey, of London, Chairman of PRS, is acting president of CISAC.

New NBC Attorney

Chicago—Thomas H. Compere, local attorney, has assumed new duties as legal representative of NBC, in Chicago and Cleveland, it is revealed by I. E. Showerman, general manager of the NBC central division. Compere replaces Edward J. McCrossin, Jr., who resigned in September to establish his own law office in New York.

Ives On MBS Oct. 18

New radio series by ballad singer Burl Ives will premiere over Mutual network Oct. 18 from 8-8:15 p.m., under Philco sponsorship. In addition to his folk tunes, Ives will relate homespun tales which he collected during years of roaming the country.

MASTER THESE DIALECTS

- French-American
- German-American
- Greek-American
- Italian-American
- Russian-American
- Spanish-American
- Swedish-American
- Yiddish-American

With the **NEW** Professionally Approved Audio-Visual **DIALECTON METHOD**



Actors, Producers, Directors, Students find the DIALECTON METHOD the simplest way of learning foreign-American dialects. The DIALECTON Album contains eight dialects, plus the Instruction Handbook—a complete course for home study or classroom. The DIALECTON METHOD has been approved by authorities of Stage, Screen, Radio and Education.

SEND TODAY FOR FREE BOOKLET

DIALECTON, Inc.

244-46 West 49th Street

New York City 19, N. Y.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM

John Gray, President; George H. Rorer, General Manager

1200 N. WASHINGTON ST. BALTIMORE, MD.

TBA Presents Awards For 1946; Banquet At Waldorf Draws 1,200

(C. ntinued from Page 1)

director of the atom-bomb tests at Bikini, and Rear Admiral E. E. Stone, of U. S. Navy Communications.

Awards were made in the following categories:

For the outstanding technical contribution to television: Dr. Albert Rose; Dr. Harold Bell Law; Dr. Paul Kessler Weirmer, all of RCA Laboratories, Princeton, N. J., for the development of the "image orthicon."

The individuals responsible for the outstanding programs of the past year:

John Royal, vice-president, NBC, for "his initiative in bringing the Louis-Conn fight to the television audience. . . ."

Best Entertainment Program: Donovan B. Stetler, adv. director Standard Brands, Inc., for the "Hour Glass" program, "which has been widely characterized as having more entertainment than any other."

Outstanding Artistic Program: Paul Belanger, of WCBW, "for his artistry in combining the previously used elements—music, ballet and setting into an attractive and appealing ensemble for television."

Best public service program: Klaus Landsberg, W6XYZ, Television Productions, Inc., of Los Angeles; "for educating the citizens of Los Angeles by means of 'Your Town'."

To individuals for outstanding contributions to the field of television: Dr. Oliver E. Buckley, president of Bell Telephone Laboratories, Inc., "for his supervision of the application of television to military uses during the recent war and his work in the application of his broad communications knowledge of the transmission of television programs." Keith S. McHugh, vice-president of AT&T, "for his work in furthering a program of facilities to transmit nationwide television on a commercial basis."

Raibourn Pays Tribute

Raibourn, in making the presentations, declared that television, as compared with other media, affords an unbiased method of disseminating information. "Spoken or written words are colored by the minds of the men through which they are transmitted while television is the first instrument which makes it possible for a distant citizen to attend a presidential speech," he said, "or closely watch the strife on an industrial picket line without the intervention of any human mind."

UN Representative Heard

The United Nations, represented by Benjamin Cohen, of Chile, assistant secretary general, was honored at the luncheon session, and presented a scroll by J. R. Poppele, president of TBA.

In his acceptance, Cohen lauded the progress of science in recent years, and said that "the television industry and the United Nations are both

new and should work and grow together in the interests of uniting all nations. The industry would," he said, "aid greatly in the establishment of lasting peace, since by it the peoples of the world would become aware of the factual truths outlined in the principles of the UN."

Opening the convention yesterday morning, Poppele called upon broadcasters of the nation to be "ever-conscious of their moral responsibility to the television audience." Where television is concerned, he said, "there can be no compromise with decency," and expressed the certainty that "more care and attention must be given to video program quality and standards than in any other form of entertainment."

The TBA prexy declared that the industry having been given FCC's signal to go ahead, "is now ready to stride forward." Merlin H. Aylesworth, first president of NBC, likened the new medium to radio—in its early stages—and predicted that "history will repeat itself. Television is entirely out of the laboratory, just as we were with NBC in 1927." He also expressed a firm belief that the FCC "will help immediately to develop television now—not next year or the year after." As in radio,



PAUL RAIBOURN

Aylesworth continued, "the medium will be supported by the sponsors and the public," and envisioned a market of 2,000,000 sets in a few years.

Kobak Analyzes Tele

Although he agreed with Aylesworth that tele is out of the laboratory stage, a sober warning to the industry against unintentional "overselling" was offered by Edgar Kobak, president of the Mutual Broadcasting System, who suggested that much has been written and discussed regarding prices, etc., which has resulted in "confusing the public." Many problems have developed since the end of the war, he said, which have hindered the progress of the industry, and he asked care in advertising and selling, adding "there should be less talk and more application—and fewer delays in Washington."

Running through the various phases of the industry as he saw them, Kobak offered several suggestions. "Keep the black-and-white versus color dispute within the industry. Perhaps programs are not as good as they should be—television is big business. Millions are spent on equipment and thousands on programs.

"Don't try to force experience gained in other fields on television—this is a new art." Concluding he said, "television is necessary and inevitable."

Prominent among the guests present were: Brig. Gen. David Sarnoff, president of RCA; Niles Trammell, president of NBC; Mark Woods, president of the American network; Edgar Kobak, president of Mutual

DuMont Plans Course For Dealer Employees

Based on the theory that satisfactory television reception must be founded on good television equipment properly installed and maintained by experienced video servicemen, Allen B. DuMont Laboratories, Inc., recently gave its first "familiarization course" to the servicemen of its franchised dealers. Course was held in studios at 515 Madison Ave. and extended for several days at cost to the students or dealers.

In view of the complex technique required in television servicing, distinguished from ordinary radio servicing, it was found necessary to "screen" candidates for the course. A written examination was held a week prior to the course itself, and no candidate was admitted without successfully passing the preliminary test. Course deals with general principles, adjustments, maintenance and installation—more particularly as applied to DuMont post-war telecasts.

The training course will continue as more franchised dealers and their servicemen appear with the spread of video especially to other metropolitan areas, according to Ernest Marx, who heads television set activities at DuMont.

Gets New Sales Post

Rochester, N. Y.—William C. Lewis, former chief of Stromberg-Carlson government contract terminations department, has been promoted to assistant sales manager, according to announcement by Arthur F. Gibbs, assistant general sales manager.

Broadcasting System; Dr. Allen DuMont, president of DuMont Laboratories; George Schupert, president of the American Television Society; Ernest H. Vogel, vice-president Farnsworth Television & Radio Co.; F. J. Bingley, of Philco Corp.; G. Markham, of WRGB, Schenectady; Eugene Thomas, president of the Advertising Club of New York; O. Hanson, vice-president and chief engineer of NBC; Carl Whitmore, Western Electric, and Justin Mill, president of the NAB.

MAIN STREET

(Continued from Page 4)

hidden away in Room P, 4th floor. . . . Jack Alicoate, publisher of RADIO DAILY, *Film Daily* and *Television Daily* exchanging pleasantries with Sol Taishoff, publisher of *Broadcasting*. . . . Ed Kobak, president of MBS, congratulated by friends for his straight forwardness in discussing television at the morning session. . . . Harry Lubcke, Klaus Landsberg, Patrick Michael Cuning among the Hollywood crowd attending the meeting. . . . Bill Eddy, director of B&K's Chicago station, enthusiastic about the coming NAB convention in the Windy City and the station's convention planning. . . . John Churchill, BMB's director of research and an old tele fan, taking a quick look at the receiver exhibit between his BMB appointments. . . . WNYC, NBC and WOR mikes on the speaker's dais during the morning session. . . . P. A. trouble bothered Toastmaster Poppele at the luncheon—he made a public appeal for sound engineer assistance which came and cleared up the situation.

★ ★ ★

● ● ● First day's registration passed the 800 mark at noon and it was expected that more than a 1,000 would be of record before nightfall. . . . It was announced during the afternoon that New York television dealers would be invited to view the exhibits today. . . . This coupled with eager gate crashers should swamp the exhibition hall today. "Television—It's Here," slogan of the meeting, seems to fit the occasion.

Send Birthday Greetings To—

October 11

Norman Stanley Case Jeff Bryant
Opal Craven Jimmy Donnelly

October 12

Goodman Ace Phil Kramer
Ted Collins Theodore Webb
William Dekker

October 13

Georgia Backus J. Gerson Shaff
Harry Hershfield Irene Rich

C Approval 30 FM, so Indianapolis Tele

(Continued from Page 1)
City, Kans., Class B; WICA, Inc.,
atubala, Ohio, Class B; Northwest-
Ohio Broadcasting Corp., Lima,
Class B; Jay R. Davis, Tiffin, O.,
ss A; Rouge Valley Broadcasting
Inc., Ashland, Oregon, Class A;
caster Broadcasting Co., Lancas-
S. C., Class B; City of Dallas,
las, Texas, Class B; Richmond Ra-
Corp., Richmond, Va., Class B.

FM Grants Listed
These following applicants were
en FM CP's:

Donald W. Reynolds, Fort Smith,
c.; Marysville-Yuba City Broad-
sters, Inc., Marysville, Cal.; Belve-
e Broadcasting Corp., Baltimore,
; E. F. Pepper, Stockton, Cal.;
mbelt Broadcasting Corp., Lincoln,
; F. C. Todd, Gastonia, N. C.;
awha Valley Broadcasting Co.,
, Hickory, N. C.; Radio Americas
p., San Juan, P. R.; Tri-State
roadcasting Corp., Evansville, Ind.;
omas Garland Tinsley, Jr., Rich-
nd, Va.; Mayflower Broadcasting
t, Inc., Huntington, W. Va.
Also Voice of Alabama, Birming-
n, Ala.; Northern Broadcasting
t, Inc., Wausau, Wis.; Stark Broad-
ting Corp., Canton, Ohio; The
oto Broadcasting Co., Portsmouth,
io; Sharon Herald Broadcasting
t, Sharon, Pa.; Findlay Radio Co.,
adlay, Ohio; Santa Clara Broad-
ting Co., San Jose, Cal.; Cornell
iversity, Ithaca, N. Y.; North Shore
roadcasting Co., Inc., Evanston, Ill.;
rtsmouth Radio Corp., Portsmouth,
t; Richard Field Lewis, Jr., Win-
ester, Va.

Hollenbeck To CBS

Don Hollenbeck joins CBS news
ff Monday, Oct. 14, to report
BS News Features" from 11-11:15
n., Monday through Friday and on
t. 27 he begins handling the net's
nday morning newscast from 9-15
n. Hollenbeck will continue his
5 a.m., Saturday news report over
Z which is sponsored by Marlin
ides.

Joe Bell On 'Sherlock Holmes'

Joseph Bell has signed to do the
nouncing chores on ABC's "The
w Adventures of Sherlock Holmes."
ll was the announcer on the initial
herlock Holmes" program of 16
ars ago.

ASSISTANT

Some busy executive can devote more
time to important matters if other detail
work could be entrusted to a RELIABLE
ASSISTANT. This man, who is now avail-
able, is efficient in office practice and
administration, business correspondence,
bookkeeping, cost analysis, and production
supervision. College graduate.

Write RADIO DAILY, Box 226
1501 Broadway New York 18, N. Y.

COAST-TO-COAST

—ALABAMA—

ANDALUSIA—WCTA will broad-
cast play-by-play description of
all local high school football games
and Alabama Polytechnic Institute
games. . . **DOTHAN**—WAGF is seek-
ing authority to change its frequency
from 1400 to 1320 kilocycles and its
power from 250 to one kilowatt. . .
MONTGOMERY—WSFA will con-
tribute 15 minutes every Thursday
ayem for 13 weeks to broadcasting the
Junior League's "Book for Adven-
ture" juvenile program. . . Also,
WSFA has contracted with the local
Packard agency for a 15 minute ayem
spot, "Strictly Personal," emceed by
Radio Hostess Esther Mahoney, who
gives personal items about locally
prominent people. . . As a public
service, WMGY, is sponsoring a stu-
dent at St. Margaret's Hospital School
of Nursing.

—NORTH CAROLINA—

ROCKY MOUNT—Station WEED, has
been added to the Atlantic Refining
Company's North Carolina football net-
work. . . Tom Snowden of WEED re-
cently completed play-by-play broadcasts
of the Coastal Plains League Baseball
Play-Off series between Rocky Mount and
Wilson (N. C.) clubs. . . **CHARLOTTE**—
The General Electric Film, "The Story of
FM," was shown this week to the entire
staff of WSOC to better acquaint each
employee with the characteristics and
advantages of FM over AM broadcasting.
At the termination of the film, Earle J.
Gluck, president of the station answered
questions asked by the staff members
pertaining to FM. . . **GREENSBORO**—
All grades of Greensboro public schools
will participate in a new educational
series of programs which makes its debut
over WBIG, Tuesday, October 22, at 5:45
p.m. C. C. Rankin, supervisor of Audio
and Visual Education, will direct the pro-
gram featuring music, dramatic skits and
roundtable discussions.

—OREGON—

PORTLAND—Jack Wassan, KGW
Sales Manager, visiting Petry offices
throughout the States. Bob Franklin,
KGW staff announcer, has returned
from a two-week vacation in Vic-
toria, B. C. "Winnie" Searles returns
to KGW program department after
seven months absence. Leonard
"Happy" Moore, first tenor for the
"Men About Town," and Bob Thom-
linson, KGW's Director of Special
Events, are proud papas—both girls
—Bob's first and Hap's second. Evelyn
Sibley Lampman, Education Director,
and Helen Alexieve, Continuity Chief,
are writing dramatic scripts for Port-
land School broadcasts which have
been requested for use at WBEZ, Chi-
cago. The Oregon Advertising Club
and the radio stations of Portland, re-
cently prepared a half-hour salute to
John Keating and station KPOA,
Honolulu. Ben Heinz, Director of the
Traffic Safety Commission, speaks to
the national assembly of traffic safety
experts in Chicago—subject: "Radio's
Role in Traffic Safety." He cites Port-
land stations for the outstanding story
of cooperation in the nation.

—DISTRICT OF COLUMBIA—

WASHINGTON—Helen Shenton, for-
merly continuity editor at WTOP, has
been appointed assistant to Hazel Kon-
yon, director of education and com-
munity service. . . "Labor Arbitra-
tion," radio program that settles labor
disputes on the air is now being aired
Saturday evenings over WWDC. . .
WWDC is expected to go all out for the
Community Chest during its campaign
from Oct. 22 through Nov. 19. . . In
addition to a number of special an-
nouncements, WWDC has set-up a five-
minute regular weekly broadcast to be
known as the "Community Good Neigh-
bor."

—VIRGINIA—

STAUNTON—David Kent, WTON
continuity editor, has returned to his
post from a plane trip to New York
where he attended the NBC televi-
sion production of "Mr. Mergen-
thwirker's Lobbies" of which he is
co-author. . . WTON has been added
to the list of stations which are car-
rying the world series broadcasts. . .
RICHMOND—Gil Shaw, WMBG, an-
nouncer, has returned of the outlet
after a two-year absence, during
which he served in the Navy. . . He
has taken his place on the announcing
staff as the platter emcee on the
"Pin Up Matinee" stanza, aired daily.
. . . G. Conrad Rainhard, formerly of
WMTM, Virginia, has joined the pro-
gram department of WMBG. . .
ALEXANDRIA—Will Daugherty, for-
merly program director at WMBO,
WRBL, and WHBO is the new pro-
gram manager at WPIK. . . Joyce
Daugherty, new to radio, handling
publicity for WPIK. . . Harold
Wolfe, former WENC-ite, is the recent
addition to the WPIK engineering
staff.

—TEXAS—

FORT WORTH—Frances Helm, WBAP-
KGKO women's program director, has
been appointed chairman of the Tex-
as district of the Association of Women Di-
rectors of the NAB. . . KFJZ, owned
and operated by the Tarrant Broadcas-
ting Co., of which Mrs. Ruth G. Eidsor,
former wife of Elliot Roosevelt, is prin-
cipal owner, has filed a petition with
the FCC for a ruling declaring a 19-year
agreement providing free broadcast time
to the First Baptist Church, its former
owner, to be "illegal and of no force
and effect." Outlet is also key flash-
point of the Texas State Network. . . **SAN
ANTONIO**—KMAC recently began a se-
ries of amateur shows under the spon-
sorship of Starkist Toothpaste. . . The
14-week Sunday shows will be emceed
by Tony Bessan.

—CANADA—

TORONTO—CFRB listeners are
again hearing the popular Ontario
Panorama show originating each
week from a different part of the
Province starring Alan Savage and
Gordon Sinclair. . . For the 2nd con-
secutive year, CFRB's sportscaster
Wes McKnight has been chosen by
the Toronto Argonauts to air a play-
by-play account of their home games.
. . . Each Saturday afternoon Savage
will broadcast with Ramsay Lees,
assisting.

State Dept. Reveals New Manila Stations

(Continued from Page 1)

only into the Far East but even into
some parts of Russia. While the State
Department spokesman emphasized that
the U. S. Government is not plan-
ning for "psychological warfare" with
Russia in spreading propaganda
throughout the Orient, he did volun-
tarily state the Manila transmissions
are expected to reach into the Soviet
nation.

Stations in Manila will serve as
relay points with all programs origi-
nating in New York. Operation will
be on a 24-hour basis with the med-
ium wave transmitter being allotted
to the Filipinos for daytime use in
producing their own programs.

KZFM, the five-kilowatt station op-
erated in Manila by U. S. Information
Service, is expected to be declared
surplus property and sold to the
Philippine government, a request
which has been made by the State
Department. KZFM remains in opera-
tion at the present time.

Two new transmitters in Manila
cannot be classed as the most pow-
erful in the Far East since the British
have equipment of equal wattage in
Singapore and Burma and the Dutch
have a powerful transmitter in
Bandoeng.

Ten 250-Watters Sought In Applications To FCC

(Continued from Page 1)

1490 k.c., 250 watts, unlimited; J. G.
Long, doing business as Eagle Pass
Broadcasters, Eagle Pass, Texas, to
be operated on 1450 k.c., 250 watts
unlimited; Radio Bedford, Inc., Bed-
ford, Indiana, to be operated on 1340
k.c., 250 watts, unlimited; Broadcas-
ting Corp. of America, Blythe, Calif., to
be operated on 1450 k.c., 250 watts
unlimited.

Also Mrs. Clara Burnham Keys,
Farmville, Virginia, to be operated
on 870 k.c., 1 k.w., daytime; Ellis
County Broadcasting Co., Waxaha-
chie, Texas, to be operated on 730
k.c., 250 watts daytime; Frank An-
drews, Modesto, Calif., to be oper-
ated on 730, 870, 1010 or 1050 k.c.,
250 watts daytime; Border Broadcas-
ting Co., Nogales, Ariz., to be oper-
ated on 1240 k.c., 250 watts unlimited; Ra-
dio Sanger Co., Sanger, Calif., to be
operated on 900 k.c., 1 k.w., daytime.

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING

5000 WATTS
600 ON THE DIAL

CBS—MBS



The 24th Annual Convention

of the

National Association

of

Broadcasters

(Oct. 21-22-23-24, Palmer House, Chicago, Ill.)

will be one of the most
important meetings in
broadcasting history . . .

Represented by a staff including Marvin Kirsch,
Albert Ashcroft, Frank Burke and Bill Irvin,
Radio Daily will carry a complete, daily, on-the-
spot record of all activities.

ADVERTISING FORMS CLOSE OCTOBER 16 FOR CONVENTION ISSUES



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 10

NEW YORK, MONDAY, OCTOBER 14, 1946

TEN CENTS

Tele Production Looms

National Radio Week Plans Formulated

An estimated 30,000 radio dealers will participate in the observance of National Radio Week from November 24-30, RMA said over the week-end. Posters calling attention to the showing of new fall sets and urging listeners to tune in on new fall radio programs are now being prepared by the RMA advertising committee and will be put in the hands of all radio dealers for window and show room displays. The posters also will be available to all department stores.

(Continued on Page 5)

Selling System of WAA Completely Overhauled

Washington Bureau, *RADIO DAILY* Washington — Answering widespread criticism of WAA's radio equipment disposal program, George I. Moriarty, director of WAA's electronics division the past week-end announced a complete overhauling of the agency's selling system.

Admitting that the old methods, condemned by the House Surplus Property Committee were "sloppy,"

(Continued on Page 2)

Permanent Post To Church As CBS News Director

Wells Church, acting director of news broadcasts of CBS since May 1945, was appointed director the past week-end. Announcement was made by Edward R. Murrow. In 1931 Church was CBS publicity man in Washington, becoming manager and assistant to the V. P. In 1936 he left CBS to join the Republican National Committee. In 1941 he was with BBC and subsequently rejoined CBS.

Interference

Oklahoma City—Parson Caradine R. Hooton of the First Methodist Church has an interference problem. Last Sunday while the Rev. Mr. Hooton was delivering his sermon over the church p.a. the voice of Charlie McCarthy, crept into his pronouncement. Engineers from WKY have been asked by the congregation to solve the interference mystery.

Iconoscope's Daddy

Trials and tribulations of running a convention always include the risk of the unexpected happening and of course everything doesn't run off as smoothly as planned on paper. As for instance Ralph Austrian mentioned at the banquet session: An elderly gent ambled up to the ticket desk and sought admittance to the banquet. He didn't seem to have a ticket and none were available for "unknowns" because many w.k. fellers were hard pressed to obtain them.

The gent almost got the "bum's rush" when he was discovered to be none other than Dr. V. K. Zworykin, who had and still has something to do with tele.

P. S.: They let him in.

Feltis' BMB Report Okayed By Committee

Broadcast Measurement Bureau is readying a report, approved by some 30 station execs and station reps, which Hugh Feltis, BMB president, will make to the NAB convention in Chicago on Oct. 22. Station execs and reps were invited to BMB headquarters last week to hear an outline of the report.

Aside from statistical facts, Feltis is expected to tell the NAB convention that BMB realizes it cannot control individuals in their use of BMB data. However, BMB will state that it will strive to encourage use of BMB

(Continued on Page 6)

Bankers Receive New ETs For Commercial Radio Use

First series of packaged radio shows, designed by American Bankers Association and produced and recorded by NBC, will be released today to assist banks all over the country in the use of radio advertising as a supplement to other media. Package consists of thirty 4½-minute dramatizations to inform the public about bank credit, loans, etc.

The 4½-minute programs were chosen because of flexibility in allow-

Manufacturers At TBA Meet Forecast 100,000 Video Sets By Xmas, With Million In 1947

Westinghouse Strike Settlement Reached

Settlement of the 18-day-old strike of 68 NABET engineers employed by Westinghouse stations was announced Friday with the technicians returning to work at KYW, KDKA, WBZ and WBZA over the week-end.

Terms of the settlement were announced by Walter Evans, vice-president in charge of Westinghouse

(Continued on Page 6)

Radio Assistance Given To VA Employment Drive

Washington Bureau, *RADIO DAILY* Washington—Forty-six top commercial and sustaining net shows used spots and interviews last week, as the radio industry aided the handicapped gain employment during "national employ the physically handi-

(Continued on Page 2)

South Dakota Stations Form New Association

Pierre, S. D.—Five South Dakota radio stations have banded together in an association and at a meeting in Pierre discussed radio problems

(Continued on Page 6)

Production figure of over one million television receivers in 1947 is the unofficial estimate gathered from industry officials and reps. as the second annual TBA convention came to a close late Friday. Big current push by manufacturers is aimed at the Christmas trade and possibly 100,000 video receivers

(Continued on Page 6)

Radio Set Production Mouning In Canada

Quebec—S. L. Capell, president Radio Mfrs. Association of Canada, told third joint conference of the Radio Manufacturers Associations of Canada and the United States in the Chateau Frontenac that monthly unit production of radio receivers in Canada had reached a record level, exceeding the monthly averages of the best pre-war years.

"Despite shortages, and the shack-

(Continued on Page 5)

Expand Walgreen Show To Thirty-Four Stations

Chicago—New technique in radio program syndication whereby scripts and exact production instructions are issued to stations has been announced by Schwimmer & Scott, Inc., which

(Continued on Page 2)

NAB Minded?

American Broadcasting Company, only network not affiliated with NAB, is reported making plans to join the broadcasters association at the forthcoming Chicago convention. ABC officials, according to reports, recently polled their affiliates and the results indicated membership interest in NAB with many stations already in the fold.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(October 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Expand Walgreen Show To Thirty-Four Stations

(Continued from Page 1)

handles the "Week-end Reporter" under sponsorship of Walgreen Company. Program, a Saturday half-hour stanza, has been expanded into 34 additional major markets after an extended test on WGN, Chicago.

Blueprint plan allows each station full freedom to use local talent and consider local differences in merchandising and listener tastes. "Week-end Reporter" is a shopping service for homemakers with the commentator, between musical numbers, describing Walgreen special for the day.

AMB. 2142 For Air Checks—Line Checks



42nd FLR., OPERA BLDG., CHICAGO

Coming and Going

JOHN PFEIFFER, the Columbia network's science director, tomorrow will be in Boston to broadcast his "Frontiers of Science" over WEEI from the Massachusetts General Hospital as a feature of the celebration marking the centennial of the introduction of medical anesthesia.

ESSIE RUPP, of the Fred A. Palmer organization, radio consultants on management and operation, was in Dayton, Ohio, late last week for conferences with company clients.

ED LARKIN, of CBS Radio Sales, has returned from a business trip during which he contacted the web's owned-and-operated stations.

HOWARD J. LONDON, director of radio and motion pictures for the National Foundation for Infantile Paralysis, left Friday for Los Angeles, where he will make preliminary plans for Hollywood's radio participation in the 1947 March of Dimes Campaign.

A. C. NIELSON, president of the marketing research organization bearing his name, is in Boston, where today he will deliver an address at the Boston Conference on Distribution.

J. L. VAN VOLKENBURG, general sales manager of CBS, left over the week-end for Chicago and will remain there right up to and through the NAB convention which starts the end of this week.

CARL GEBUHR, press information director at Columbia's WTOP in Washington, D. C., was a visitor Friday at the New York offices of the network.

WILLIAM R. TERRY, general manager and station director of WJLD, Bessemer, Ala., is spending this week in New York, and will spend much of it, naturally, at the Mutual network headquarters.

MARTIN AGRONSKY, American network commentator, has left on a pre-election swing through the Midwest. He's in Chicago today, will be in Detroit Wednesday and in Boston next week-end.

LOUISE ERICKSON, who plays the role of Judy in "A Date With Judy," has returned to her Hollywood chores following a care-free two weeks in New York.

"JESS" BARNES, vice-president of the Mutual network in charge of sales, is back from Boston, where last week he conferred with officials of the Gillette Safety Razor Co. during the course of the World Series games played in Beantown.

FRANK ORTH, assistant CBS supervisor of master control, has left on a late Fall vacation, which he will spend looking for a gentleman's farm, close enough to Gotham to make commuting practicable.

PHYLLIS DOUGHERTY, publicity director of WNAC and the Yankee Network, spent last week-end in New York and plans to return today to Boston.

RED BARBER and JIMMY DOLAN have returned from Ann Arbor, Mich., where on Saturday they broadcast over CBS the gridiron tussle between Army and the Wolverines.

Radio Assistance Given To VA Employment Drive

(Continued from Page 1)

"apped week" proclaimed by President Truman.

Joseph L. Brechner, radio director of the Veterans Administration—the co-ordinating radio service for all the government agencies involved—said that the 46 network shows were "definitely co-operating" in the use of material.

Particularly timely was the Jimmy Savo spot on Chesterfield Supper Club, October 8—Savo having recently undergone a limb amputation.

Vox Pop on Oct. 7 was completely devoted to handicapped veterans. Fred Waring, Breakfast Club, Professor Quiz, and We, The People used specially prepared stories and interview spots. Also, a number of dialogue inserts were spotted on the Hummert daytime serials. All four networks featured special material on their sustainers.

The Bulova Watch Co., included the slogan, "Hire the Handicapped—It's Good Business," on all its time check announcements throughout the country.

750 stations carrying the "Here's To Veterans" a sponsored transcription series broadcast special tie-in spots, and the U. S. Army provided spots for its present series. "This Day," heard on 60 stations.

Joan Edwards Returning

After an eight-week vacation, Joan Edwards returns to her starring duties on "Hit Parade" on Saturday, October 19th, 9:00 p.m., EST. Miss Edwards spent two months in Hollywood making her film debut in Republic's "Hit Parade of 1947."

Selling System of WAA Completely Overhauled

(Continued from Page 1)

Moriarty said he has made the following changes:

- 1. Wiped out the jobs of 32 "key" employes out of 89 in his Washington office.
2. Cancelled 32 contracts under which the manufacturers' agents named by WAA reaped a 10 per cent commission plus sales costs for selling surplus material.
3. Called for new contracts providing a fixed fee of 30 to 35 per cent of the sales price—and no costs.
The House Committee brought out that much of the government's return from sales of surplus radio and electronics property was being cut down by high "costs" of the sales themselves.



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.

The BEST Farm Station Buy? SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F. THE FRIENDLY FARMER STATION SHENANDOAH, IOWA Call or Wire FRANK STUBBS

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



THE VOICE HAS CHANGED!

NOW 5 times more powerful!

WOL is now operating at 5000 watts power from a superb new transmitter, which will also house WOL FM, facsimile and color television.

At base rates lower than those of any station of comparable power in any comparable market in the United States, the new WOL signal is geared to deliver a metropolitan area considerably wealthier and more heavily populated than such metropolitan markets as Baltimore, Cleveland and Minneapolis-St. Paul.

WOL's impressive share of national spot and local business, most of which is on a renewal basis, testifies to the sales effectiveness of Washington's fastest-growing station.

Ask Katz!

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

RADIO DAILY

LOS ANGELES

By RALPH WILK

BUD ABBOTT and Lou Costello, who started the season on the air last week over NBC, spent most of their summer vacation making personal appearances at theaters with proceeds going to the Lou Costello, Jr., Foundation, a philanthropic organization for the benefit of underprivileged children.

Bob Ballin, vice-president in charge of the Ruthrauff & Ryan Agency, has appointed Glenn Y. Middleton as producer on the "Amos 'n' Andy" show which returned to the air October 1, for the 1946-47 season.

Casting and background were most fitting from Lew X. Lansworth's return as producer of Don Lee's "The Main Line" last week, when the script concerned a war vet's welcome home. Ex-GI Elliott Lewis narrated the star role, and the story was titled "It's Good To Be Back."

Wendell Niles is the one member of the Bob Hope program who will shuttle between Hollywood and eastern cities during the next month while the show is traveling. Niles will announce "Hollywood Star Time" each Saturday, after which he will plane east. The Hope show is tentatively set to emanate from Philadelphia, New York, Boston and Detroit for the next four Tuesdays.

Jimmy Wakely, Monogram western star, made an appearance as guest star on the Hollywood Barn Dance, October 12, over CBS. Deal was also set for Wakely to be starred on the McMahon Furniture Co.—sponsored program daily, Monday through Saturday, over KNX.

Blair MacPhail, vice-president of Potts-Turnbull Co. of Kansas City, advertising agency, has returned to Kansas City following conferences with John Whitehead, manager of the company's western division.

The Ken Dolan package show, "I Deal In Crime," starring William Gargan, has been sold commercially to the Hastings Manufacturing Co., and starts Saturday over ABC. The show has been heard for the past eight months, as a sustaining program over ABC. Ted Hediger, who has been doing the writing will continue as the writer.

Ira Schuster

Ira Schuster, 57, died Thursday evening of a heart attack. He was a co-writer of many songhits including "Shanty In Old Shanty Town" and "I'm Alone Because I Love You." He was a member of ASCAP and for the past several years had been professional manager of Paul-Pioneer Music Co.

"a mighty colorful emcee"—
(Radio Daily)

John Tillman

master of ceremonies
CBS Color Television
Demonstrations

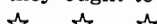


Broadway Bulletin Board. . . !

• • • Understand Foote, Cone & Belding are changing all Lucky Strike commercials, shelving LS/MFT and the auctioneer's chant. . . That o'die about Perry Como quitting Chesterfield for a CBS sponsor has bobbed up again. . . You gotta hand it to Marty Goodman, ex-MCA boy. Three days after he opened up his own shop, he had Jean Sablon inked to a contract for a Hudnut show. The French swoon king had only been on sustaining five weeks, too, which makes it cozy 'all around. . . Sammy Kaye adding 10 string instruments to his ork. String and Sway with Sammy Kaye. . . Why radio production men get gray: Tallulah Bankhead, skedded for Hildegarde's opener (a pip, incidentally), had script trouble during the dress rehearsal and threatened to walk off the show unless they handed her some of Bert Lahr's laff lines. . . Aside to Henry Morgan: Capitol Theater bookers have been scouting you and have decided they want you for a personal appearance date at that house. . . Eve'yn Knight being held over at the Palmer House in Chi until Dec. 8th.



• • • The Herald-Trib's John Crosby writes about a Joseph W. Conn "who has invented a sound-actuated relay which turns off the radio with a clap of the hands whenever a commercial comes on and turns it back on again with another handclap when the commercial is over." Mr. Crosby didn't state whether or not he personally approved of the device, but the space devoted to it is what piqued us. If Mr. Crosby has any fault to find with the quality, or lack of it, in commercials, I'll buy his violets any time. However, tuning them out completely isn't quite the solution nor the answer. It's all very well to worship art for art's sake, and all that, but somebody's got to pay the freight. And when a guy pays the freight, he's got a right to be heard. We don't scan all the ads in newspapers, either, but does that mean they ought to be cancelled out?



• • • Cutest dialect sessions at the Cub Room are when Winchell and Peter Donald meet and Wa'ter hun-tones: "Vere do vee meet tonite? Vee orchanize a Bund, yah?" Pete's dialect answers are enuf to cause any eavesdropping stranger to rush right to the FBI! . . . Al Bernie, the wit opening Wed. at the Roxy, is attracting agency attention with his novel idea of sponsoring himself three times weekly over WMCA in a show called "Al Bernie Presents Al Bernie." . . Rhea Diamond back with Will Yolen at WNEW. . . Geo. Schreier, one of radio's topflight exploiters, back on his feet again after his recent illness, and seeking a connection. This col'm will recommend him anytime, anywhere and to anybody. . . Paramount Pictures have asked Lew Lauria for first reading on his new book, "Let The Chips Fall". . . Mack Davis, MCA radio exec, has turned songwriter in his spare time, if any. His first effort is "Serenade With Love," with music by the veteran Sammy Stepl. . . Alun Williams to announce the Kraft Music Hall. . . Jim Fleming, back in the states after 3 yrs. overseas as CBS war correspondent, has collabed with his brother, Ed, to come up with a quizzer called "Family Question Bee."



• • • The imminent departure of the Hit Parade for H'wood is a heavy blow to the N. Y. radio scene—particularly significant since it is the first top show to move westward because of a trend and not because of star pressure. Mark Warnow also moves "Sound Off" and the double exodus affects the livelihood of a hundred musicians, singers and arrangers. Also consider that Warnow, Joan Edwards, Andy Russell and Lyn Murray, all top recording artists, will now make H'wood the hub of their record sessions—another blow to N. Y. musicians. The time has more than arrived when agencies should assert their protective forces on behalf of the dwindling activity in the radio capital of the world. This col'm doesn't claim to know all the answers, but a few smart execs had better start working quickly before they rechristen it the Ghost Town.

AGENCIES

STERLING RECORDS, INC., has engaged J. R. Kupsick Advertising Agency to handle its account. Sterling makes and distributes records especially for the juke-box industry.

MALCOLM - HOWARD ADVERTISING AGENCY has added to its copy staff Paul H. Little, formerly assistant advertising manager of Continental Casualty Co., and Armour & Co., and more recently Chicago editor of Meat Merchandising.

BERNICE FITZGIBBON, advertising director of Gimbel Brothers, will be a speaker tomorrow at the luncheon of the Advertising Women of New York, Inc., which will be held at the Hotel Astor.

HICKS ADVERTISING AGENCY has added to its staff Dagmar Van Haur, stylist.

EMIL MOGUL CO., INC., has been retained to place the advertising of French-Kettle Soup, produced by House of Delicacies.

Six Stations Added

Six stations, all located in North Carolina, have been added to the ABC coverage of the Professor Quiz show, by the Joseph Katz Agency, handling the series for the American Oil Company. The stations, comprising the so-called tobacco network, include WFNC, Fayetteville; WGBR, Goldsboro; WGTC, Greenville; WHIT, New Bern; WGTM, Wilson and WJNC, Jacksonville. With the new added outlets, the Professor Quiz series is now broadcast over 93 ABC stations.

Pays Tribute To Radio

Montreal—The part radio can play in bringing understanding in the international field was stressed by Miss Gloria Chandler of New York in an address delivered last week to the Junior League of Montreal.



"You shouldn't try to fool all the WFDF listeners all of the time—only a majority is necessary."

National Radio Week Plans Formulated

(Continued from Page 1)

urniture stores, music stores, and critical retailers which sell radio sets. Many radio set manufacturers will have new fall receivers ready for display by dealers during Radio Week, and in many areas new AM-FM sets, now in production, will be on exhibit. Television receivers will be shown in a few cities where television stations are now operating. National Radio Week this year will, for the first time, have the active support of organized retail trade organizations such as the National Retail Furniture Association, the National Retail Dry Goods Association, the National Music Merchants Association, and the National Electrical Retailers Association.

Production Ahead of 1941

Radio set production is currently running well ahead of that of 1941, the last full pre-war year, and is expected by set manufacturers to reach its 1946 peak before National Radio Week. While production during the first half of the year was predominately of portable model types, the output of consoles and radio phonograph combinations is rising steadily as more wood cabinets become available.

Following the pattern set last year, many radio retailers will tie in with local broadcasting stations in joint programs and projects during radio week. Last year RMA, with the cooperation of NAB and radio dealers, presented plaques to every radio broadcasting station in the United States, in recognition of radio's twenty-five years of public service.

Programs to be followed in the second RMA industrial relations seminar to be held Oct. 31 and Nov. 1 at the Bismarck Hotel in Chicago was announced Friday by RMA. The program follows:

Thursday and Friday Agenda

Thursday morning, 10 a.m.—Introduction by Glenn W. Thompson, Oblitt-Sparks Industries, Inc., "Job Evaluation in the Radio Industry"; L. C. Smyth, "The Design of a Suitable Plan"; M. J. Murphy, Bendix Radio, "The Installation of the Plan." Thursday luncheon, 12:30 p.m.—Stanley Luke, International Telephone and Telegraph Corporation, "The International Aspects of Labor Relations."

Thursday afternoon, 2 p.m.—E. K. Taylor, Zenith Radio Corporation, and John Roche, national safety council, "The Problems of Safety in the Radio Industry."

Friday morning, 10 a.m.—"Training in the Radio Industry," including Shop Operator Training," by Alvin J. Lyons, Fairbanks Morse and Co.; Foreman and Supervisor Training," by A. E. Sinclair, P. R. Mallory and Co., and "Training of Engineering Personnel," by R. E. Samuelson, The Hallicrafters Co.

Friday luncheon—"What's Immediately Ahead in Collective Bargaining," by E. H. Van Delden, director of industrial relations, Libby-Owens Ford Glass Co.

Once-Mayor, Amsterdam Heads N. Y. Radio Firm

Community Service Broadcasting Corp. of Amsterdam, N. Y., has been issued a charter to conduct a radio broadcasting business in Amsterdam. Authorized capital stock is 500 shares, no par. Heading the incorporators is Arthur Carter, who held the office of mayor of Amsterdam for eight years before the war. Carter was commissioned in the Allied Military Government branch and was stationed in the Mediterranean Theatre.

Co-incorporators are: Felix J. Aulisi, 130 Glen Avenue, and Ralph H. Kurlbaum, attorney, 13 Market Street, Amsterdam. Carter's address is 119 Stewart Street. The former mayor is known as a radio speaker.

Radio Set Production Mounting In Canada

(Continued from Page 1)

ling effect of pricing regulations," he said the industry in Canada has now achieved monthly unit production of over 40,000 sets. This has been achieved only at tremendous cost in effort and financial setbacks to the radio set manufacturers who have absorbed increases in component parts and labor costs, and kept their production line, moving despite almost unsurmountable difficulties. As a result over 400,000 sets have reached the Canadian consumers since resumption of production after V-J Day.

Canadian and American directors acted as observers at each other's meetings.


Bankers Get New ETs For Commercial Use

(Continued from Page 1)

from region to region, choice of music is left to the individual bank using the ET.

Free Samples Offered

Free sample recordings of four dramatizations have been offered to stations for showing to prospective sponsors. First bank, or group of banks, in each community who orders the package will be given exclusive local rights. American Bankers Association plans additional recorded shows to follow this first of the new series.



THE AVENGER

Another
CHARLES MICHELSON
STAR SHOW

NOW TRANSCRIBED by the
firm that gave you "The Shadow"

Hold Your "Hard-to-Please Advertiser" With This Show

A new, surefire half-hour network talent, mystery feature. Guaranteed to produce listeners and sales for advertisers. Already proven with sales results and audience ratings. St. Louis—11.5; Los Angeles—8.6; Cincinnati—9.6; Nashville—8.6. Scheduled for Chicago, Boston, Seattle and the Arizona Broadcasting System.

A sure way to bolster your station's program schedule. Send for audition samples and your local rate today.

OTHER PROGRAMS: A DATE WITH MUSIC • THE SHADOW • ADVENTURES OF DICK COLE • BLACKSTONE, THE MAGIC DETECTIVE • SMILIN' ED McCONNELL

WIRE • PHONE • WRITE

CHARLES MICHELSON INC.

67 WEST 44th STREET, NEW YORK 18 • PHONE: MURRAY HILL 2-3376-5168

Westinghouse Strike Settlement Reached

(Continued from Page 1)
Radio Stations, in a statement, which follows:

Wage settlement—basic issue in dispute during the 18-day walkout—was at a top rate of \$90 for a 40-hour week, according to Walter Evans, vice-president of Westinghouse Radio Stations, Inc., broadcast subsidiary of the parent company. This is the same figure offered by the stations before the strike was called. Involved are: KYW, Philadelphia; KDKA, Pittsburgh; WBZ, Boston, and WBZA, Springfield, Mass.

Included in the settlement is a straight across-the-board increase of \$7.00 a week, retroactive from April 14, 1946, to the date of the walkout. This increase matches a similar pay boost granted the Westinghouse parent company workers in April.

Evans declared: "The walkout came after negotiations, begun in early June, had bogged down. Except for brief delays when operators walked off their jobs, services were continued without interruption throughout the strike with supervisory personnel taking over vacated posts."

South Dakota Stations Form New Association

(Continued from Page 1)
for presentation at the forthcoming NAB convention in Chicago.

The meeting was called by Mrs. Ida McNeil of Station KGFX. Those present included:

George Hahn, General Manager of KSOO, Sioux Falls; George W. Chitty, of the James River Broadcasting Co., Huron; A. A. Fahy, General Manager of KABR in Aberdeen, accompanied by Fred Stellner, Business Manager for KABR; and Robert J. Dean, President of the Black Hills Broadcast Co.; Abner H. George, Program Director, and Stan Lieberman, Sales Manager, all of KOTA in Rapid City, were present. Mrs. Ida McNeil was selected as the acting head of the organization.

The first regular meeting of this organization will be held immediately following the NAB convention in Chicago, at which time by-laws will be drawn and regular officers will be elected.

One Billionth Disk

One billionth phonograph record pressed by RCA Victor yesterday is a performance of "Semper Fidelis" and "Stars and Stripes" by the Boston Symphony Orchestra, Serge Koussevitzky conducting.

See Million Tele Sets In '47 As TBA Convention Closes

(Continued from Page 1)
are expected to hit the market before the end of the year.

Largest producer between now and Jan. 1 is likely to be RCA which plans for 35,000 sets within this period. RCA line will include four models but the first offered to the public in November will be the 10-inch direct view table model.

Du Mont plans to distribute approximately 6,000 sets within the next

Consummation

Early establishment of a television network via coaxial cable is seen in the report of plans and progress by AT&T. L. G. Woodford, of the long lines department, announced that 2700 miles of cable were already in the ground as of October 1. This will increase to 3,000 miles in 1947. Bell Laboratories are also developing radio relays, with one being installed now between New York and Boston.

In 1947, Woodford explained, AT&T will expand links to Pittsburgh, Cleveland, Buffalo, Detroit, Chicago and St. Louis. The southern trans-continental route through Washington, Dallas, Atlanta and El Paso to Los Angeles may be completed by the end of next year, as well as extension along the Atlantic seaboard to Miami.

two and one-half months. Company official at the TBA convention stated his sets would definitely be on the market in November and possibly some 500 may go to dealers before the end of October. Newest Du Mont model, the "Clifton," was on view for the first time at the convention. Set, with AM and FM, sells for about \$795 plus installations. Production plans by Du Mont include an equal quantity of all models.

Telicon Corporation has released no planned production figures but reports that it is now manufacturing several models to be on the market before Christmas. Company is concentrating on its two most expensive models, "The Projection," which has a 24 inch screen. Both sell for about \$2,640 (including excise tax) plus installation cost. Saul Sagall, Telicon president, indicates that the standardization of television components and mass production of same should reduce set prices approximately 50 per cent within twelve months.

While most all manufacturers plan to begin distribution next month, Philco does not expect to place sets on the market before next year. Its postwar line will be presented to dealers at its forthcoming mid-winter convention, the date and place to be announced later. But once Philco large scale production begins early in 1947 at its new \$2,250,000 plant in Philadelphia the company will be a big factor in the industry goal of one million sets next year. At its dealer convention Philco will introduce a

complete line of receivers including table and console models.

Another hypo for video in 1947 was revealed during the TBA convention with the announcement that experimental large screen television, using the Baird patents, will get under way in about a year, with operations on a commercial basis to start a year later. This was disclosed by R. N. Rauland, president of the R. N. Rauland Company of Chicago which owns American rights to the Baird patents.

Rauland said installations may be made in Los Angeles, Chicago and New York theaters to get public reaction and to show the trade "how it is done." J. Arthur Rank, owner of the British Baird Company, has no interest in the Rauland organization, the two officials are understood to have agreed on swapping engineering information.

Panel session, held throughout the morning and afternoon of the closing session, covered all phases from programming to servicing and installing sets.

Regarding television as the "orphan stepchild" with most advertisers, C. J. Durban, advertising director of the U. S. Rubber Co., attempted to explain the alleged lack of sponsor revenue in current stages of tele. "It represents such a small and comparatively unimportant part of their activities that it doesn't get the effort or the brain power it needs," he said. Advertising agencies, too, he added, can't afford to supply it with top talent "because commissions are non-existent or so small." In his discussion of "Films vs. Live Commercials," Durban found and expressed many advantages for both, but felt, however, that this is a question which will remain a controversy for years to come. "It is my feeling," he said, "that the best thing, from an advertiser's point of view, that could happen to the industry is a constantly growing audience created by the strong and intelligent promotion of the sale of good television receivers."

Cramer Looks for "Common Sense" The need for "common-sense" in television commercials was emphatically urged by Leonard F. Cramer, executive vice-president of Du Mont, who warned advertisers and broadcasters that they "have unparalleled opportunity for public service which they must regard as a sacred trust." He declared that the industry must co-operate "to evolve tasteful, subtle and effective selling."

The commercial program "experimentation" now under way by advertisers and broadcasters, will serve to benefit the television audience, while it waits for receivers to come off the production lines, according to Paul Mowrey, ABC tele chief. Classing this experimenting as a "closed circuit" testing period, he emphasized that commercial video "has had time to solve many of its most vexing problems." He compared this to the struggle of radio in 1921, when listeners "were forced to serve as guinea pigs."

Fellis' BMB Report Okayed By Committee

(Continued from Page 1)
only for purposes for which its findings can be validly used and will discourage misuses and application. It will be made plain at the convention that BMB neither approves nor disapproves of any specific manner in which its data is used.

Included in BMB issues to be reiterated in Chicago are that discussion of proposed uses at the recent series of clinics is not to be construed as BMB endorsement of these uses that BMB audience and ABC circulation are not measurable in the same terms, and that those who proposed to evaluate stations in terms of cost per thousand BMB must beware of certain false and dangerous conclusions.

Viewtone Picking Dealers

Entire October production of 1,000 Viewtone television receivers will go to dealers who have proved they can properly install video sets, it was reported yesterday by Irving Kane, president of Viewtone Television & Radio Corp. Production has been increased, said Kane, by concentrating on one model, the one this month being the "Adventurer" which has a radio receiving unit as well as television. Set retails at \$279.95 without installation.

4,000 MORE, THAT'S WATT!

and what's more—
467,810

more radio families will listen when WHBC goes 5,000 soon.

There's a backlog of purchasing power in this market as Canton banks report an all time high in savings. Deposits have increased from \$47,561,389 to

\$50,980,879

for the first nine months of this year.

These are Signs of the Times, and time to sign your campaign with WHBC for results.



WANTED
Experienced salesman recording services; young, personable; with proven selling ability; to work in New York area. All replies confidential.
Box 232, RADIO DAILY
1501 Broadway New York 18, N. Y.

★ **THE WEEK IN RADIO** ★

Television Enters New Era

By JIM OWENS

FTER years of wartime and economic uncertainty, television was vigorously launched in a new era of progress at the Television Broadcasters' Association convention at the Waldorf-Astoria. Over 1,200 executives from communications industries attended the two-day meeting and exhibit. . . . As political campaigns get under way with registration week, party organizations lead off with heavy use of air time on web and independent stations. First batch of one bought approximately \$40,000 on New York outlets.

CBS' color television hearing was set by FCC to open December 9. Commission cited nine issues involved in the web's petition. . . . ABC announced sale of three programs on 52-week basis. . . . Two mid-west radio broadcasters flew their own planes into Camden, N. J., to pick up equipment from RCA. Step was taken to save time and trouble of rail and overland shipment. . . . French radio (Radiodiffusion Française) will invite American radio execs to act as an advisory group in organizing its work here.

Next U. S. Saving Bond ET campaign will use name sports personalities. . . . State Department will shortly begin shortwave broadcasts to the Far East via two stations under construction in Manila. . . . FCC approved 30 new FM licenses, in addition to a television license for Indianapolis. . . . For the first time in its history, Confederation of International Societies of Authors and Composers will meet in the U. S. Set

for Washington (D.C.), Oct. 21-26, 27 nations will be represented. . . . RMA is providing information regarding use of radio equipment in U. S. schools. Educators and manufacturers collaborated on the idea.

The seven Philadelphia radio stations will exchange their individual BMB reports to compare coverage. . . . Former Attorney General Francis Biddle has been mentioned as possible chief of UNESCO. . . . CBC started full-time FM broadcasts in the Toronto area. At present, audience is limited by the lack of sets, but Winnipeg and Vancouver will begin operation this winter. . . . Crosley Corp. debuts new WINS schedule today with 10 new live shows piped in from Cincinnati.

Campaign to make department stores and retailers more radio-conscious got under way with release of a year's study by NAB and National Retail Dry Goods Assn. Survey showed radio helped increase sales volume, trading area and prestige of Joske's, San Antonio department store. . . . A. Davidson Dunton, CBC chief scored the claim that Canadian Government was opposed to private broadcasting. . . . Inter-American Congress at Mexico City agreed on several measures regarding broadcasting, including development of strong ethical code to prevent "cut-throat" competition.

AFRA meetings on new contracts with networks and agencies opened in New York. Present code expires October 31. . . . American Magazine survey showed that 41 per cent of U. S. families planning to buy radios this year consider FM a necessity. . . . First use of New York-Washington coaxial cable was made last Saturday by Baltimore with NBC telecast of Navy-Duke game. . . . Mutual hit a new high in co-op with 71 sales reported over a two-week period. . . . Representatives of 40 nations are in U. S. inspecting electronics products. American and British industry execs are seen contending for \$100,000,000 annual order from European countries. . . . Univ. of Georgia Radio Institute is set for November 21-22 with state broadcasters co-operating in conference plans.

Joins Young As Vice-President

Aldo M. Ermini, former Major of the U. S. Signal Corps, has joined Harold Young Productions, Inc., as vice-president and associate producer. Ermini has been for many years a leading advertising photographer in New York City and one of the first to specialize in color photography. He will supervise production of motion pictures both in English and foreign languages, with particular attention to color cinematography. The organization has just completed a 16 mm. Kodachrome sound motion picture for Broadcast Measurement Bureau and J. Walter Thompson Company of this city, which had its premiere at the convention of the ANA in Atlantic City.

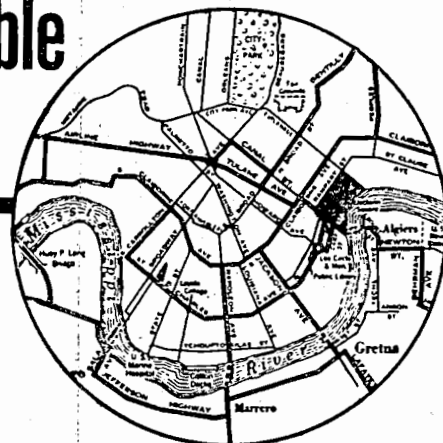


Fulton

Lewis, jr.

... available now* in

NEW ORLEANS



Reach the important New Orleans market through the Fulton Lewis, jr. program—Monday through Friday—over radio station WNOE. Talent cost makes this a great buy . . .

With local and national advertisers on 209 stations throughout the United States, the Fulton Lewis, jr. program is the NUMBER ONE COOPERATIVE on the air today.

Investigate — now. Wire, phone or write us for complete information.

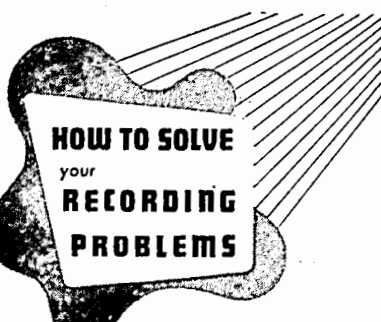
*** Offered Subject to Prior Sale**



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.



CINEMART offers you:

OPEN TIME

at your convenience

- One of the largest studios in New York
- Highly experienced technical staff

Phone us today: PLaza 3-9172

CINEMART Recording Motion Pictures
STUDIOS Public Address
101 PARK AVENUE • NEW YORK 17, N. Y.

COAST-TO-COAST

— IDAHO —

BOISE—Walter E. Wagstaff, general manager, KIDO, has been appointed general chairman of the 1947 convention of Advertising Association of the West at Sun Valley next June. . . . Vern Moore, chief announcer, is back at KIDO after vacationing at Portland and Payette Lakes. . . . "Name That Movie," new KIDO program plays excerpts from well-known movies of the past on transcription. Listeners call in their guess as to the correct title. . . . Winner receives a free month's guest ticket to Menmar Theaters in Boise.

— NORTH CAROLINA —

GREENSBORO — The Baptist Temple program "God's Word," a 52-week series, made its debut over WBIG. . . . Program will be heard Thursday mornings at 9:15. . . . Weekly sportscast, "Patriot Patter," moves to a new time under a new sponsor. . . . Program will be presented at 10:45 p.m. Tuesdays under the sponsorship of Tar Heel Sports, Inc. WBIG's Wally Williams is sportscaster. . . . A Certificate of Award from the American Cancer Society for distinguished service rendered to the society in its efforts to combat cancer has been awarded WBIG.

— MASSACHUSETTS —

WORCESTER—Elmer Blum, control operator, is the last veteran to return to the staff of WTAG after spending 21 months in the Army. . . . **HOLYOKE**—William G. Dwight president of WHYN has been elected Hampden County Commissioner to fill an unexpired term left vacant by death. . . . Within 10 minutes after broadcasting an appeal for blood donors over WHYN to give to a patient at the Holyoke Hospital, five ex-GI's responded. . . . **BOSTON**—The Radio Technicians Guild of Metropolitan Boston held its monthly meeting in Studio A, WCOP. Guild has an agreement with WCOP providing for callibration and insertion of call letters on all sets coming into Guild members in return for air announcements.

— PENNSYLVANIA —

PITTSBURGH—Bill Burns, ace newscaster of station KQV, scooped Pittsburgh newspapers by some 18 hours, when he broke the story of a back movement beginning in the ranks of the strikers of the Independent Union of the Duquesne Light Co. . . . Vickey Corey, assistant supervisor of public service programs for KDKA will be moderator at the panel discussion on "Student Training for Professional Radio" at the fifth annual conven-

tion in Pennsylvania. . . . **PHILADELPHIA** —WBIG has completed arrangement with the USES for a new public service feature, "Jobs for Veterans." . . . Program will feature interviews with servicemen seeking employment, and talks advising local employers of working conditions in the area.

— DISTRICT OF COLUMBIA —

WASHINGTON—WOL's top quiz program "Quiz of Two Cities," celebrates its ninth year on WOL. . . . Bill Brundige's "Sports Parade" moving from 6:45 to 6:15. . . . If you want to know where the meat is, listen to WOL's "Where's the Meat?" program to be aired Friday night 8:30 through 9 p.m. . . . Sunday afternoon, October 23, at 3:15, WOL inaugurates a new health program series titled "Your Health." Dr. James Gannon will serve as narrator with scripts okayed by the District of Columbia Medical Society. . . . Margaret Jones is the new assistant to Natalie Towle in the WWDC Record Library. . . . Felix Grant who recently was operated on for appendicitis, is back at the mike for the "All Sports Parade" on WWDC.

— IOWA —

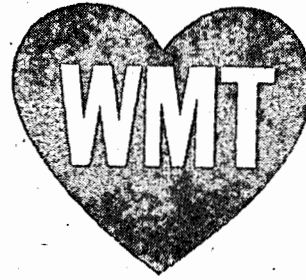
DES MOINES—The Rath Talent Revue is in its fifth year on KRNT. . . . KRNT special events men, Jon Hackett and Bill Riley thought they had covered just about everything for radio worth broadcasting, but the other day RKO cooked up a promotion stunt for "Kid From Brooklyn," with several of the city's prettiest girls competing in a goat milking contest. . . . Jon Hackett, KRNT sports director has organized the Quarterback Club which meets for luncheon and discussion of football games played by local and state schools and colleges with KRNT making recordings of the forum to be played back as a half-hour program each Tuesday night.

— COLORADO —

DENVER—Margaret Mellor, important personalities clerk at KOA was promoted to continuity editor, it was announced by General Manager Lloyd Yoder. . . . General Foods, advertising Grape-Nuts Flakes, has renewed for six months over KOA, airing nine transcribed announcements weekly. . . . The Chicago, Burlington, and Quincy Railroad has signed a 52-week renewal contract for one-minute daily announcements over KOA. . . . Peter Paul, Inc., will sponsor Denver Post newscasts, Monday, Wednesday and Friday, on KOA.

— OHIO —

MARION — Ohio Wesleyan University resumes its weekly broadcasts direct from the campus in Delaware over WMRN, each Sunday. . . . In addition, high schools in Delaware, Upper Sandusky and two in Marion have weekly reporters. This series is in its fifth year. . . . **CINCINNATI** — Commercial and religious broadcasts, which comprised a major portion of the Sunday schedule, on station WCKY have been cancelled, and a two-hour free time period set up in the morning for all churches on a rotation basis. . . . Under this plan, churches of all denominations within Greater Cincinnati area may have the time without charge.



AT 600 KC'S

"IOWA'S FINEST FREQUENCY"

SERVES THE

HEART

OF THE GREATEST FARM

AREA IN THE WORLD!

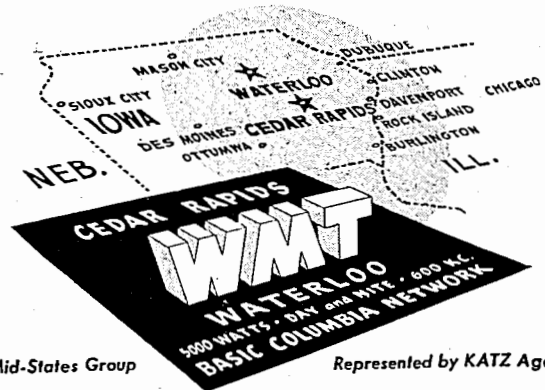


IOWA'S FARM FIRSTS!

- 1st in Average Gross Farm Income!
- 1st in percent of Land Under Cultivation!
- 1st in Rural Telephone Development!
- 1st in CORN production in the entire world!

(Record Iowa Corn Crop Forecast by U. S. Dept. of Agriculture of 652,242,000 Bushels.)

Your "Best Buy" to
Cover Eastern Iowa - the richest
part of this great market



Member of Mid-States Group

Represented by KATZ Agency

Send Birthday
Greetings To—

October 14

Leslie Edgley F. C. Taylor
Dan Russo Russel Throson
Paul Di Sarino



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 11

NEW YORK, TUESDAY, OCTOBER 15, 1946

TEN CENTS

Educators Seeking FM

MBS 9-Month Billings Reach \$19,033,606

Indications that the Mutual network will have its biggest year in history are borne out by the announcement yesterday that billings for the nine-month period of 1946, from January through September, have reached \$19,033,606, representing an increase of 32½ per cent over the same period last year. Billings for first three-quarters of 1945 were \$14,361,551.

Mutual executives expect that the overall increase for the year 1946 will range from 20 to 25 per cent, as

(Continued on Page 7)

ABC-Met Opera Series Sponsored by Texaco

The entire season of Saturday afternoon operas at the Metropolitan Opera House in New York will be broadcast throughout the U. S. and Canada by ABC beginning Nov. 16. Series is under the continued sponsorship of the Texas Company. Contract was placed by Buchanan & Co.

George A. Sloan, board chairman of the opera association, recalled yesterday that during the 1939-40 season an appeal for financial support went

(Continued on Page 2)

Bar ACLU Intervention In Suit Against Petrillo

Chicago—The American Civil Liberties Union's plea to intervene in the Government suit against James C. Petrillo, president of the AFM, has been denied by Judge Walter J. Labuy. Trial starts Nov. 4, with each side having been given half a day to present its argument.

Added Starters

Toronto—Plans are being made to carry Bing Crosby's new radio show in Canada on the CBC Dominion network beginning Wednesday, Oct. 16, 10:10:30 p.m., EST. The program will be heard at first on stations from Montreal to Winnipeg and will be extended to the full Dominion network by the end of the year, sponsored in Canada by Philco Corp. of Canada.

Truman On Tele

NBC Television Dept. took motion pictures of President Truman when he made his meat and stabilization speech in Washington last night, and flew the films to New York. Pictures will be televised tonight over WNBT at 8 p.m. Station is normally off the air Tuesday nights, but event is considered extra special. Paul Alley directed the filming.

N. Y. Hotels Start Tele Installations

First permanent use of television by major hotels in New York City will get under way this winter with the announcement yesterday by the New Yorker that six of its larger rooms will be equipped for service about November 1. Current installation, which is expected to pave the way for complete separate room reception, when sets are available in sufficient quantity—is being made by the Commercial Radio-Sound Corporation and Bruno-New York, in co-

(Continued on Page 7)

Whitridge, Hooper V.-P. Drowns In Boat Mishap

John C. Whitridge, Jr., 41, a vice-president and director of C. E. Hooper, Inc., since 1944, was drowned Sunday night as a dinghy in which he was riding was upset in Long Island

(Continued on Page 5)

71 Educational Institutions Licensed Or On File With FCC For Stations; Plan Non-Commercial Networks

NBC Completes Plans For Special UN Week

NBC will inaugurate the national observance of United Nations Week, Oct. 20-26, by a special program on Sunday, beginning at 4:30 p.m.

Addresses of welcome to the UN General Assembly which will convene Oct. 23 will be given by Acting Secretary of State Dean Acheson and

(Continued on Page 5)

Gaeth In Pooled Broadcast To Tell Of Nazi Hangings

Arthur Gaeth, the only radio reporter who will be permitted to view the hanging of the top Nazi war criminals tomorrow, will be heard in a pooled broadcast immediately following the executions. The program will be offered to all networks and will be aired 9:15-9:30, EST.

Analysis Of NORC Study By Lazarsfeld Out Nov. 2

Washington Bureau, RADIO DAILY
Washington—First copies of "The People Look at Radio," based on the NORC survey, have come off the press, NAB has announced. The book

(Continued on Page 5)

RMA Supports Decontrol At Canadian Joint Confab

Quebec—The RMA board of directors, meeting for the third joint conference with the Canadian RMA, has voted to give full support to decontrol efforts of the OPA industry advisory committees on sets, parts and tubes. RMA will make available its facilities for compiling statistics which the committee is expected to file in its decontrol petition. Chairman R. C. Sprague said the petition would be filed as soon as possible.

OPA set industry advisory committee

is scheduled for a meeting in Washington Oct. 16. The tube committee, however, will take no decontrol steps until after OPA acts on pending application for price relief on radio receiving tubes.

At the two-day joint conference in Quebec, U. S. and Canadian RMA directors exchanged information on production, labor relations and school sound equipment. Another joint conference was tentatively scheduled for

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—Seventy-one educational institutions are licensed, have received initial authorization or have applied to operate non-profit broadcast stations, the FCC announced yesterday.

In the non-commercial educational FM service, six stations are on the air, 21 are un-

(Continued on Page 6)

CBC Paring Budget On Web Programming

Montreal—In a drive to cut down operating expenses, the CBC will decrease the funds earmarked for programs and will scrutinize all other expenditures, large and small, in the hope of effecting further savings, it was announced by A. D. Dunton, chairman of the Canadian Broadcasting Corporation.

In an interview Mr. Dunton said that curtailment of spending where-

(Continued on Page 6)

Book-of-Month Club Dropping Two Programs

Book-of-the-Month Club, sponsor of "Author Meets the Critics" on WQXR and "Let's Go to the Opera" on WOR, is dropping the first pro-

(Continued on Page 2)

Room Service

Washington—At 5 p.m. last Friday, two hours after a strike was called in 18 hotels of Washington, WWDC appealed to local citizens to make available to out-of-town visitors any rooms or space available. WWDC broadcast, periodically, room availabilities. It will continue to do so until strike is over, according to Ben Strouse, general manager.

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

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FINANCIAL

(Mon., Oct. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	170 ³ / ₄	170	170 ⁷ / ₈	
CBS A	31 ¹ / ₂	31 ¹ / ₄	31 ¹ / ₂	+ 1/2
CBS B	31	31	31	
Farnsworth Corp.	26	26	26	+ 1/2
Farnsworth T. & R.	9 ³ / ₈	9	9 ¹ / ₈	+ 1/2
Gen. Electric	38	37 ¹ / ₄	38	+ 1/2
Philco	23 ¹ / ₂	22 ¹ / ₂	22 ³ / ₄	+ 1
RCA Common	10 ¹ / ₂	9 ⁷ / ₈	10	
RCA First Pfd.	82 ³ / ₈	82 ³ / ₈	82 ³ / ₈	- 1/2
Stewart-Warner	14 ¹ / ₂	14	14 ¹ / ₂	+ 1/2
Westinghouse	25 ¹ / ₂	24 ⁵ / ₈	25	- 1/2
Zenith Radio	22	21 ¹ / ₄	22	+ 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	15 ¹ / ₂	15 ¹ / ₂
Nat. Union Radio	5 ³ / ₈	5 ³ / ₈
OVER THE COUNTER		
DuMont Lab.	5	5 ³ / ₄
Stromberg-Carlson	11 ¹ / ₂	13

ABC-Met Opera Series Sponsored By Texaco

(Continued from Page 1)

out to the radio audience when it seemed the Metropolitan must be closed. To help purchase the opera house and meet other unavoidable deficits, more than 152,000 radio listeners sent in some \$327,000, nearly one-third of the gross amount needed.

At the close of the Metropolitan broadcasts last season, the air audience again was invited to participate in the 1946-47 season by selecting six operas to be included in the program. More than 150,000 responded by select Aida, Carmen, La Traviata, Hansel and Gretel, Der Rosenkavalier, and Boris Godounoff. All six programs will be heard on Saturday afternoon for the benefit of the radio audience.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

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

Coming and Going

WALTER J. DAMM, general manager of WTMJ, Milwaukee, will go from his business activities in New York to Chicago, where he'll attend the NAB convention, which will be held Oct. 21, 22 and 23.

TED CHURCH, director of news broadcasts at CBS, has left for Washington, D. C., where he will make arrangements for the airing of forthcoming election returns.

BOB SHAW, co-author of the NBC program, "Mr. District Attorney," has left for Milwaukee to be with his father, who was critically injured in an automobile accident.

LYMAN BRYSON, counsellor on public affairs for the Columbia network, goes up to Albany today to address the membership of the Jewish Community Center on the subject, "Is Democracy Finished?"

FARNSWORTH FOWLE, foreign correspondent at CBS, speaks tomorrow under the auspices of WGAR, Cleveland, before the Advertising Club of the Ohio city. He'll tell of his experiences during four years in Soviet Russia.

BRAD DE MARCUS, production manager of WIBC, Mutual network affiliate in Indianapolis, is in Gotham. He plans to remain until the end of the week.

PAUL MOWREY, the American network's national director of television, left yesterday on a 10-day trip to Detroit and Chicago. While in the Windy City, he'll attend the convention of the NAB and will speak at the Ruthrauff & Ryan symposium and at the School Broadcast Conference.

MAURICE DREICER, theater reviewer for WWRL, has left for Detroit, where he's scheduled for a speaking engagement at the Highland Park Women's Club.

H. E. FAST, general manager of WKRC, Cincinnati, is back at the station following a short business trip to New York.

BILL DOWNS, news analyst at CBS, has returned from Chicago, where he covered the convention of the American Federation of Labor.

CHARLES C. CALEY, vice-president of WMBD, is back at his Peoria, Ill., headquarters, having completed his station and network business in Gotham.

J. KELLY SMITH, station relations director of CBS; **WILLIAM FINESHRIBER**, the network's director of programs, and **CHARLES E. MIDGLEY, JR.**, sales service manager for the web, have returned from San Antonio, Tex., where they met with Columbia affiliates.

J. D. 'Dinty' Doyle Dead; Funeral Rites Tomorrow

Joseph E. "Dinty" Doyle, news editor of WABC for the past several years, who gained national fame for his daily radio column "Dialing With Dinty," died Sunday at the Peter Brent Hospital in Boston. His age was 52.

His syndicated column in the Hearst papers which was started in the Oakland (Cal.) Post-Enquirer, followed a long and successful career as a foreign correspondent, during which time he served as city editor of The China Press in Shanghai. As a youthful reporter in the Orient after the first World War, Doyle scored a world scoop regarding the occupation of a large Chinese province by Japanese troops.

"Dinty" gave up his radio column to become publicity director for Billy Rose's Aquacade at the San Francisco World's Fair and later in the 1930's handled publicity for the St. Mary's college football team. Doyle was also credited for discovering Tony Martin and Horace Heidt. And at one time managed Anson Weeks' orchestra.

A graduate from the University of Maine, Doyle is survived by his wife,

Book-of-Month Club Dropping Two Programs

(Continued from Page 1)

gram on Nov. 14 and the latter on Oct. 20. Book club says it is discontinuing all institutional radio advertising with the exception of the "New Friends of Music" concerts which resume for the fourth successive year on WQXR Nov. 4. Sponsor has bankrolled "author-critics" since May 23 and the opera program for 26 weeks.

WQXR will continue its literary tug of war program as a sustainer while it looks for a sponsor. "Let's Go to the Opera" will be replaced on WOR's Sunday night schedule by "Symphonic Notes," with Sylvan Levin as musical conductor.

the former Rosemary Brennan, three daughters, Jeanne Regina, Lois and a sister, Mrs. Richard Pendergast. Funeral services will be held at the Church of the Annunciation in Danvers, Mass., on Wednesday.

Among those who will leave today for the funeral services in Danvers are: Arthur Hull Hayes, manager of WABC; Bill Slocum, director of special events, and Don Miller, sales manager of the station.



Frozen... temporarily

It seems that car was parked at the scene of a \$500,000 fire up in Manchester, New Hampshire. It is totally covered with ice and frozen to the street. Note the heavily ice-coated ladders in the background.

But it's only frozen temporarily.

And that's our point about business. Your production lines have been frozen... but now you're about to thaw out and get going.

If your sales plans call for radio in the 6th largest city... we'll simply call your attention to this one fact: W-I-T-H, the successful independent in this 5-station town, delivers more listeners-per-dollar-spent than any other station in Baltimore.

The way to thaw out this market is W-I-T-H. The FM audience is yours free!



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.



Shortly, in this space we hope to call your attention to developments here at WINS during the initial weeks of ownership by the Crosley Corporation. We will list a number of responsible and representative advertisers whose confidence in the future of the station is being expressed in the tangible form of contracts for time and for programs.

A 50,000 Watt transmitter has already been installed and is being tested. A new rate card has been issued to take effect November 1, 1946. In some respects at least it represents a rather unusual, but we hope, sound concept of Independent Station rate structure.

No deletions have been made in the WINS staff, rather every effort has been, and will continue to be made, to strengthen it.

The station will stand on its own, with all the help we in Cincinnati can give it, but WINS will not be run by remote control.

New York is a big market...we know full well that we are dealing in terms of years, not months, of sound and constructive growth before either WINS as a station or our company as the licensee can consider that our obligation to the people of New York is being fully met.

C R O S L E Y C O R P O R A T I O N
C R O S L E Y B R O A D C A S T I N G C O R P O R A T I O N

CHICAGO

By BILL IRVIN

JOHAN P. MEAGHER has resigned from the staff of WGN public relations to become the publicity director of KYW, Philadelphia. Meagher has been associated with WGN since 1940. Effective with Meagher's resignation, Marilyn Jayne was transferred to the WGN public relations staff as a writer.

The 52-week renewal of a 15-minute transcribed program to be heard four times a week and orders for four 15-minute and 16 five-minute political broadcasts headed new business announced last week for WMAQ by Oliver Morton, manager of the NBC central division national spot sales department. Consolidated Royal Chemical Corp. (Krank's Shave Cream), through Arthur Meyerhoff & Co., ordered a 52-week renewal of the "Bob Elson on the Century" transcribed program, to be heard Mondays, Wednesdays and Fridays at 10:45 p.m., CST, starting Oct. 28.

American Bird Products, Inc., Chicago, will resume sponsorship of the "American Radio Warblers" over the Mutual network, 12:15 to 12:30 p.m., CST, beginning Sunday, Oct. 20. The Warblers will be returning for their 19th consecutive year of broadcasting. The tiny canaries do all their own singing, without aid of recordings or other mechanical devices. Background music is furnished by Organist Helen Westbrook. Contract was placed through Weston-Barnett, Inc., Chicago, for 26 weeks.

Marilou Neumayer, well-known Chicago radio actress, was married to Dr. Harrison Putnam, Jr., Saturday, Oct. 5 at St. Jerome's Church in Chicago. The couple will make their home in Rochester, Minn., where Dr. Putnam will be associated with the Mayo Clinic.

Bowling's own broadcast returned to the air Saturday night, Oct. 12, and will be heard every Wednesday and Saturday at 7 p.m. over WCFL. It will be the 12th year for Sam Weinstein, radio's ten-pintattler, rated as the foremost radio authority on bowling.

The National Safety Council presented its Award of Honor for distinguished service to safety to ABC's "American Farmer" program on the October 12 broadcast.



California Commentary . . . !

• • • Teleways Radio Productions, which is producing several transcription shows, is making plans for several live shows. Tentatively included in these plans are Allan Jones and Ray Sinatra's orchestra, plus, either live or transcribed, quiz shows, soap operas,

Los Angeles 5-minute spots, psychological horror stories, comedy and drama. Teleways is now producing "Strange Wills," a dramatic series of stories of unusual and old wills made by strange people; "Moon's Dreams," which combines romantic poetry woven into dreams by Marvin Miller with the lyrical tenor voice of Warren White; "Sons Of The Pioneers," featuring the stars of the Alka-Seltzer Saturday Night Round-Up. . . . A birthday cake that turned out to be a pile of o'd transcription platters covered with frosting was the way Art Linkletter and "The People Are Funny" troupe said "Happy Birthday" to Johnny Guedel, producer of the show. Later on though there was real cake and champagne for about 15 members of the show.

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• • • KFVB's Maurice Hart, who came to Hollywood only a few months ago, has really become a Westerner. The boy's bought himself a ranch in Encino—right next door to the one owned by Martin Block, with whom he'll work when Martin joins KFVB next year. . . . Jack Lloyd, free-lance actor, who has been here for 10 weeks, could not beat the housing shortage, and has returned to New York. He appeared on several shows here, including "To Have And Have Not," starring Humphrey Bogart and Lauren Bacall on Lux Oct. 14. . . . A special Sonovox identification spot has been cut for Drene Shampoo. A string ensemble batoned by Henry Russell, "the golden strings that sing for Drene," provided the music. The melody and lyrics for the Drene jingle were written by Jack Rourke and the session was produced by Rourke for Sonovox and Kastor, Farrell, Chesley and Clifford.

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• • • After all these years of frustration, Jack Carson finally has a swimming pool on Manager Frank Stempel's Valley property. Frank, who smokes a cigarette while he swims, can navigate in shallow waters, but he went off the deep end for Jack. There's 10 feet of water at the diving board, so that Jack can go into one of his power dives without fear of injury. . . . Virginia and Fleetwood Lawton (he's the news commentator) recently sent the following card to their friends: Virginia and Fleetwood present Peter Alan Fleetwood Lawton, born July 25, 1946. By authority of the Children's Home Society of California inaugurated Sept. 23, 1946. Broadcasting on unlimited hours, power two lungs, wavelength, 534 Muirfield Road, Los Angeles, Calif.

☆ ☆ ☆

• • • Purnell Gould, manager of KSDJ, San Diego, and Edgar L. Tidwell, program director, have been conferring with CBS executives at Columbia Square. KSDJ goes on the air within the next few weeks. . . . Sharon Douglas is probably one of the happiest girls in radio this season. She has just landed the role of Dennis Day's girl friend in his new NBC program, "A Day In The Life of Dennis Day." In addition to that she is the bride of Edward Nassour and is busy getting her new home into order. . . . Talented radio actress Jo Gilbert is busy sculpting these days. Jo, using clay and spatula for the first time, has managed a very good likeness of Joan Harrison, RKO producer. Chances are Jo's next project will be Van Johnson. . . . Bob Jones, assistant chief engineer of KCMJ, Palm Springs, is still booming as a champ diver and swimmer down San Diego way on his days off. He also gave a diving exhibition at the Banning Municipal Pool.

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PROMOTION

WBT's "Briarhoppers"

Proving that people are easy to please—if you give them what they want is the basic idea for the folder titled "They Knew What They Wanted" being sent out by WBT. A light brown cover showing radio wires sending programs through the state is pictured on the cover. The inside has a cartoon of people enjoying a barn dance to the music of the "Briarhoppers," local WBT band. Copy tells why dance was postponed to a later date so that the best in entertainment could be provided, in this case the Briarhoppers. WBT is located in Charlotte, N. C.

Window Displays

WSPR, Springfield, Mass., is currently promoting several of its network shows in combination photograph-card display at the State Cafeteria. The pictures show top network talent, and the card copy promotes not only the network shows but the spot announcements of the cafeteria which lists its daily menu.

AD GLIBS

by DAVID O. ALBER

I can't understand it. When I go to the movies and see a musical, the orchestrations sound rich, sonorous, thrilling. I go home and listen to the radio, and something is lacking.

Could it be my radio or does the music lose something in transit through the air?

Perhaps the bugs lie in the broadcast studios. Some of the studios are too "dead" and the music has no resonance. Too, many a swell orchestration has been ruined by an engineer with a tin ear. Some day, there'll be a law that no engineer can monitor a musical show unless he knows his brass from his oboe.

Another thing. It's hard to conceive how the control room jury can lend proper ear to the music when the speakers are harsh and raspy. The pianos are tuned regularly. Why not the speakers? And why do they insist on playing the music so loud in the control room, when the listener at home seldom tunes it in above a whisper?

All right. So maybe it's none of my business, and I ought to stick to publicity. But a guy is entitled to his opinion, isn't he?

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity

654 Madison Ave., N. Y.
RHinelander 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9469

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

BC Completes Plans For Special UN Week

(Continued from Page 1)
 les Trammell, president of NBC, representing the UN on the program will be Paul Henri Spaak, president of the Assembly, and Trygve Lie, secretary-general of UN. Sterling Fisher, assistant public service counselor for a network, will be chairman of the program.

The observance of UN week will climax the public service project launched by NBC last spring. It has been sponsored jointly by the American Association for the United Nations and the National Educational Association. Over 7,000 organizations throughout the country are participating in the activities.

In Chicago next week, the NAB will honor United Nations at the convention session of Tuesday. Benjamin Cohen, assistant secretary of UN, will address the convention at 11 a.m.

Dr. Angella Speaker
 Dr. James Rowland Angell, Public Service Counselor for the National Broadcasting Co., will be one of the principal speakers at the United Nations dinner at the Waldorf-Astoria Friday, Oct. 25. The dinner will mark the first meeting of the UN General Assembly in the United States.

Presiding at the dinner will be Nelson A. Rockefeller. Other speakers include Paul Henri Spaak, President of the General Assembly; Trygve Lie, Secretary-General of the UN; Warren R. Austin, head of the American delegation to the UN; and Clark M. Eichelberger, director of the American Association for the United Nations.

The dinner will climax the United Nations Week activities.

Hartley To Address SBC

Arnold B. Hartley, WOV program director, will speak and participate as a panel member on "Programming the Foreign Language Station in the Public Interest" at the 10th annual meeting of the School Broadcast Conference in Chicago Oct. 21.

Joins WLIB Staff

Ruth Brummer has joined the WLIB press department. She was formerly assistant to Ted Cott, program director of WNEW.

★ AGENCY NEWSCAST ★

ADVERTISING RESEARCH FOUNDATION has enlarged its technical committee from four to 11 members. Otis A. Kenyon of Kenyon & Eckhardt, Inc., is chairman of the committee which reviews and approves all research procedures of the foundation. The committee has six agency and five advertiser members. Other committee members are Robert S. Brown, Bristol-Myers Co.; Robert J. Browne, Pillsbury Mills, Inc.; John Capies, Batten, Barton, Durstine & Osborn, Inc.; Dr. George H. Gallup, Young & Rubicam, Inc.; Arno H. Johnson, J. Walter Thompson Co.; John F. Kurie, M&M Ltd.; David E. Robinson, Lakoche & Ellis, Inc.; Dr. J. P. Smelser, The Procter & Gamble Co.; H. M. Warren, National Carbon Co., Inc., and Dr. Wallace H. Wulfbeck, Federal Advertising Agency, Inc.

N. J. RAHALL has engaged Joseph Hershey McGillivra, Inc., as exclusive national representatives of his new station, WWRN, Beckley, W. Va., which went on the air August 1, 1946, 250 watts on 1450 kc., and which is an affiliate of the Mutual network.

Whitridge, Hooper V.P., Drowns In Boat Mishap

(Continued from Page 1)
 Sound while cruising offshore opposite Northport, L. I.

A \$1-a-year man on the War Production Board which he served as chairman of an industrial advisory committee, Whitridge was also one of the founding stockholders of the Hooper Agency.

Last Friday Whitridge left for a week-end trip on a cruiser owned by William B. Okie, a retired vice-president of J. M. Mathes, Inc., owner of the boat, and William T. Okie, his son and a vice-president of Mathes. After dining Sunday evening at a Long Island shore lodge, the party planned to return by dinghy to the cruiser. As Whitridge and a member of the party set out, a sudden wind capsized the dinghy and he disappeared before attempts at rescue could be made by his companions and the Coast Guard.

For a number of years Whitridge was associated with the Johns-Manville Corporation and later with International Business Machines. Surviving are his mother, Mrs. J. C. Whitridge, Sr., of New Canaan, Conn.; his wife, Mrs. Eleanor Graves Whitridge, and four children.

Kane Signed For Series, "Sammy's Bowery Follies"

Johnny Kane, master of ceremonies on the Sammy's Bowery Follies air show, now in its 39th week on WBYN, Brooklyn, has signed up for 13 more weeks with Sammy Fuchs, proprietor of the nationally-known Bowery nite club. The new series will start Monday night, October 21, and will be heard as heretofore every Monday and Thursday nights over the Brooklyn station, 11:30-12 p.m.

In addition, Kane will start two

HENRY H. MARSHALL, who served as major in the British Army during the war, has joined the copy department of Cecil & Presbrey, Inc. He was formerly with Matner & Crowther, Ltd.

FULTON DENT, formerly executive vice-president, and DOROTHY GREEN, ex-editor of National Radio Records, now head Spot Radio Service, 1 East 54th St., New York.

LEON S. GOLNICK & ASSOCIATES, Baltimore advertising agency, has opened a New York office at 144 Broadway. Norman Gladney is in charge of the new branch.

ROBERT S. TAPLINGER will establish his own offices for industrial and public relations in New York, Hollywood, Washington, Chicago and London. Taplinger, now with Paramount Pictures in a production capacity, will remain with the studio for a month to complete preliminary preparation of the picture, "World Cruise."

Analysis Of NORC Study By Lazarsfeld Out Nov. 2

(Continued from Page 1)
 is an analysis of the NORC survey by Dr. Paul F. Lazarsfeld, director of the Bureau of Applied Social Research of Columbia University. Under an agreement with the book's publishers, "release date" has been set for Nov. 2, NAB said.

In his preface to the book, Dr. Lazarsfeld says that the survey shows the "generally favorable attitude of the American public toward existing radio."

"No Surprise"

"This should come as no surprise," Dr. Lazarsfeld continues, "to anyone who has given even a superficial thought to the radio scene in this country. The average man listens to the radio at most three hours and the average woman listens almost four hours a day to the radio. It is not conceivable that people will spend hundreds of hours of their leisure time on something which they do not enjoy.

"The fact that the National Association of Broadcasters sought out independent research experts to prepare and report such a survey is a sign that the industry is doing its best to mold a constructive program of action from the great variety of forces which impinge upon it. It is encouraging also that the NAB conceives of this survey as the first of a series of continuing studies."

new weekly shows, one from Club 66, Wednesday, October 23, and the other from Tony Pastor's, Tuesday October 29th. Both will be heard over WEVD, New York, 11:30-11:45 p.m., with the Greenwich Village nite clubs making their debut in radio via the Kane programs.

RMA Asks Decontrol At Canadian Meeting

(Continued from Page 1)
 early Spring at some U. S. resort hotel.

RMA directors appropriated \$10,000 for the promotion of National Radio Week, Nov. 24-30, to be spent in conjunction with NAB. R. C. Cosgrove, RMA president, appointed Joseph Gerl, president of Sonora Radio & Television Corp., chairman of the RMA excise tax committee to succeed Ben Abrams, president of Emerson Radio & Phonograph Corp., who resigned. Cosgrove also announced that he will appoint a special committee of RMA directors to maintain permanent liaison with NAB in response to a suggestion by Justin Miller, NAB president, that the two associations work more closely together on problems of mutual interest.

Twenty-three new members were admitted to RMA membership while 21 resignations were accepted from companies discontinuing radio manufacturing. Current RMA membership totals 331. Board of directors decided to hold its next meeting Dec. 11 at the Statler Hotel in Washington.

New Personnel Added To SESAC N. Y. Staff

Latest addition to the SESAC staff is M. K. "Vic" Vickrey, just released from the Navy as a Lieutenant Commander. "Vic" as he is known in the industry, will represent SESAC, Inc. As a SESAC field representative, Vickrey will contact the Southern stations in matters of performance licenses, music requirements and the SESAC Transcribed Library Service.

Jack Tallcott has been added to the staff of the New York office as assistant to Robert Stone, director of the SESAC Program Service Department. Tallcott, formerly in charge of NBC's library of recorded music in New York and recently discharged from the Army after 45 months with Armed Forces Radio, was also associated with Station KROW, Oakland, California, in an announcing night-program operation capacity.

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

Big Daytime Leadership
 In the 40 daytime quarter-hour periods (Mon. thru Fri.), the latest Hooper Listening Index in the Worcester area of over 500,000, gives WTAG 31; Station B, 7; Station C, 2; Station D, 0 and Station E, 0.
WTAG
 WORCESTER

CBC Paring Budget On Web Programming

(Continued from Page 1)
ever possible was essential to bring expenditures of the corporation into line with receipts. Latest estimates indicated that the CBC is currently overspending its budget by approximately \$78,000 with receipts set at \$6,132,263 and expenses at \$6,210,689.

"We must start to lay out our plans for the year ahead," Mr. Dunton declared. "It is apparent that we must take some steps to cut down on our expenses of operation."

The amount of money which the corporation will spend on programs during the next 12 months will be "a little less" than expenditures for the same purpose in the last year, he disclosed. It was difficult to estimate the percentage decrease he said, but it might run to about five per cent.

"It will mean that we will not be able to engage some of the artists whom we would like to have," Mr. Dunton explained. "It's too bad, but we just have to do it."

Economy In Many Directions

Attempts to effect savings will not be limited to the programming end of operations, the official emphasized, but would extend into every field where such economies were possible. In no way, however, would CBC policy be changed. The type of program provided by the corporation to Canadian listeners would remain the same.

"The reason why we must try to save is obvious," Mr. Dunton said. "Our total revenues from licenses—our chief source of income—have been a little bit less during the last three years. Meanwhile, our operating costs have risen, costs of producing individual programs, particularly, have risen very sharply in recent years. The costs of materials have also gone up."

The CBC program of expansion would not be affected by the new economy wave, he said, pointing out that the costs involved in the latter were classed as capital expenditures.

Recently, Mr. Dunton had suggested that the full amount of the Canadian radio receiver license fee go to the CBC. Up to the present, of the total \$2.50-fee the department of transport retains 50 cents for administrative costs and passes along \$2 to the corporation. Mr. Dunton's plan, which would increase CBC revenues by about \$300,000 annually, has had a mixed reception at Ottawa and no action has yet been taken on it.

Film Mag Honors Shirley Wolff

"Movie Play," motion picture magazine, has voted its annual award to Shirley Wolff for her "Celebrity Night" program heard on WJZ. The presentation will be made by Gene Autry on Thursday night's show, 12-12:15 a.m.

Buys Spot Time

Dynamic Electronics has signed a 52 week contract with WLIB calling for seven half-minute announcements per week. Business was placed through Alexander J. Kurk.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Something new has hit the Main Stem. Never have we heard more music ranging from Beethoven and Bach to Berlin and Be-bop than we did Tuesday nite at Dixon's where the Joe Mooney Quartet (accordion, clarinet, bass and guitar) made its Broadway debut. A musical honey-Mooney. . . ● Irene Beasley's first week on her new "Grand CBSlam" show brought in over 22,000 fan letters, and everybody's happy. . . ● Lanny Ross will preem three of Kent Cooper's (he's gen. mgr. of AP) songs on NBCities Service Oct. 18 at 8 p.m. Songs are based on Cooper's Life of Anna Zenger tome. . . ● The Sheraton Hotel spent \$55,000 to refurbish its lounge in order to feature the organ wizardry of Paul Weber. . . ● Dick Stark's poetic leanings aren't exactly akin to that of Longfellow, but nonetheless the throwaway he composed and sent to producers should net him some of the work he gave up when he joined the Army. . . ● Jim Boles and his 'wife' in "Linda's First Love" will adopt a six-year-old child. The child will be portrayed by Athena Lorde, who in reality is MRS. Jim Boles. . . ● Winston Ross, after four years in the South Pacific, part of which time he served on the staff of Gen. MacArthur, is back. Before donning khaki Ross sang with Lyn Murray's Choir and has a running part in "Bright Horizons". . . ● Lester Sims doing a fine coaching job at Feist. . . ● The Wagners & Their Music (Vi and Jerry) heard via WENR for the past 15 months from the Hotel Graemere in Chicago open Oct. 20 at the LaSalle Hotel in Milwaukee with a WEMP wire.

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● ● ● Tunesmith Irving Caesar's new book of songs, "Sing A Song Of Friendship," already translated into seven languages and soon to be marketed all over the world, is an inspired step toward universal peace via the hearts of children. . . ● Paul Flynn, ace Chicago-getter of plugs, has joined the Williamson Music staff there to assist Paul Case. . . ● Back in 1936 Ben Gross heard his "Scrooge" interpretation on WQXR and raved about Phil Clarke. Since then Phil has been heard on 4,000 broadcasts in 100 different characterizations. . . ● Bourne, Inc., has a great and timely ballad in "One World," written by Geoffrey O'Hara and John Brattman. . . ● According to reports, the gal singer just signed by Don Reid will start a scramble among radio and film scouts. Her name is Anne Marleau and she is currently heard on station CKAC in Montreal. . . ● The Hotel Taft in Gotham has featured many good dance orchestras, but none (including that of the late Hal Kemp), compares with the new Enoch Light Orchestra. His music is just as easy to listen to as to dance to. . . ● One of America's best loved songwriting teams, Bert Kalmar and Harry Ruby return to the Coast next week after spending a month in the environs of Lindy's, the Brill and RKO Bldgs. . . ● Ray Eberle has formed his own band and opens at Donahue's Oct. 26. . . ● Bud Barry rates a kudo or two for spotting the Herman Chittison Trio on a Saturday ABCoaster-to-coaster at 6:15 p.m., a time when top names can guest on the series.

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● ● ● **ON AND OFF THE RECORD:**—Look for a demand soon by the Musicians Union, asking for from \$60 to \$75 per man per each recording date. Recording execs will offer to settle for \$50. . . ● Adele Clark's new Musicraft platter of "Don't Blame Me," a honey. Miss Clark's phrasing and enunciation augurs well for this Ex-Wac. . . ● New firm, Songcraft Records, officered by Manuel Warner and Max Rich, gets under way with Larkin Sisters' warbling of "Love Lost Its Way," backed with "I'm Looking For A Way". . . ● Jerry Blaine doing a fine selling job at Cosmo. And the fact that Jerry used to be a top ork pilot himself helps him spot new talent. He discovered and signed Sherman Hayes' Band, about whom you'll soon be hearing pahlenty. . . ● Vic Damone, Betty Garrett and Ray Bolger set to wax an album of Kern Tunes for Victor. . . ● "Texas" Jim Robertson's initial platter for Victor, since his honorable discharge from the U. S. Marine Corps, "Filipino Baby" backed with "Rainbow At Midnight," a natural for 'western music lovers'. . . ● How come recording execs don't sign MBSongster Jimmy Farrell?

Educators Seek FM; 71 Formulate Plan

(Continued from Page 1)
der construction, and 23 applications are pending. Of 29 educational organizations functioning the standard broadcast band, are on a non-profit basis. A construction permit was recently granted the Iowa State College of Agriculture and Mechanical Arts to erect the first television station intended to serve without profit.

Primarily To Schools, Universities
Non-commercial educational broadcast licenses are issued primarily schools and universities for furnishing educational programs to schools, units, as well as for supplying educational programs to the public. The six existing stations in that category are now operating in the old non-commercial educational band (42-4 megacycles), but 20 channels (88-4 megacycles) have been set apart in the FM broadcast band to encourage the development of this type of service. "Hundreds of letters" received by the commission, augmented by testimony at hearings, indicate that most states are planning to establish FM non-commercial educational FM networks, some of which will link county and municipally-operated stations with state-wide systems.

Probably the oldest university-operated station is WHA, of the University of Wisconsin, which has furnished uninterrupted service for quarter of a century, the FCC notes.

Statewide Webs Planned

Since the war and in spite of material shortages, 58 applications have been received from colleges, universities, and public school systems for FM stations, integrated more or less with statewide plans.

"These figures," the FCC said, "do not give a wholly fair comparison. Several hundred inquiries received by the Commission suggest that there is a growing awareness of the possibilities of FM in the educational field but at the same time suggest that educators in many instances may need to secure the assistance of competent legal and engineering advice in the selection and planning of FM stations. The Commission realizes that schools generally need more time to complete their plans and to arrange for financing than do commercial interests. Wherever possible, it is suggested that schools planning to apply for FM stations seek the advice and aid of state planning committees. A large number of states have such committees at work and, in some cases, may have technical personnel available to aid in the filling out and filing of applications."

New WQXR Staffers

WQXR's personnel additions include the return from the Navy of Arch Kepner, formerly chief announcer for the station, who now is serving as continuity editor. Louis Kerrigan, ex-New York Times reporter, has joined WQXR as assistant to Pat Hurley, publicity director. Another addition to the publicity department is Dorothy O'Keefe.

N. Y. Hotels Start Tele Installations

(Continued from Page 1)

operation with RCA Service Corp., a subsidiary of Radio Corporation of America.

Approximately 18 outlets will be installed in the New Yorker, providing complete FM and television reception, in the Manhattan Room, the ballroom, the north ballroom, the East Room and two parlors. Six of the latest RCA receivers will be installed, with 4 additional screens installed in the Manhattan Room, which has a dining room with a huge circular bar. Receivers will be 6 and three-eighths inches by 8 and one-half inches with an over-all area of 52 square inches. Individual selection of New York stations and separate control of the sets will be provided, it was explained that this setup is through a single "di-pole" antenna.

In addition to the New Yorker, the Hotel Pennsylvania was similarly equipped with a video system last month for a dealer showing, although it was explained that this setup is all of a temporary nature. Several other major hotels in the City are said to be negotiating for video installation, but nothing concrete has been undertaken because of the receiver shortage. It was added that current installation systems will permit "every-room" distribution at a later period.

New Washington Station To Go On Air Dec. 1

Washington's newest radio station, WGAY, located in Silver Springs, Md., a nearby suburb, expects to begin operation about December 1, John Kluge, president of the Tri-Surban Broadcasting Corp., has announced.

"Construction was begun when WGAY received an earlier FM permit," Kluge declared. Estimated cost of the entire project is \$100,000.

The studio and transmitter building is now under construction and will include both a standard (AM) and a frequency modulation station. The AM station will broadcast on a frequency of 1050 during daytime hours. Its sister station, WGAY-FM will begin operations soon after the AM station begins and will eventually reach 18 hours a day of broadcasting on 104.3 megacycles, Kluge said. Programs will be supervised by Joseph L. Brechner, general manager, currently director of the Veterans Administration Radio Service, and radio writer and producer of many government and commercial shows.

Station Openings

Central Kentucky's newest radio station, WKLX, began broadcasting Friday, operating with 1,000 watts, day and night, on 1300 kilocycles. Dewey Long is general manager.

WMOU, operated by the White Mountains Broadcasting Co., went on the air at Berlin, N. H., Friday night. S. Holbrook is general manager.

NETWORK SONG FAVORITES

The top 30 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of October 4-10, 1946

And Then It's Heaven.....	Remick
Blue Skies	Berlin
Coffee Song, The	Valiant
Doin' What Comes Natur'ly	Berlin
Either It's Love Or It Isn't	Mood
Five Minutes More	Melrose
For You For Me For Evermore.....	Chappell
Girl That I Marry, The	Berlin
I Don't Know Why	Feist
I Got The Sun In The Morning	Berlin
I Guess I'll Get The Papers And Go Home.....	Campbell-Porgie
I'd Be Lost Without You	Advanced
If You Were The Only Girl.....	Mutual
It's A Pity To Say Goodnight.....	Leeds
It's My Lazy Day	Stevens
Linger In My Arms A Little Longer Baby.....	Bourne
Old Lamp-Lighter, The	Shapiro-Bernstein
Ole Buttermilk Sky	Burke and Van Heusen
Rumors Are Flying	Oxford
Save Me A Dream	Starlight
South America Take It Away	Witmark
Surrender	Santly-Joy
Things We Did Last Summer, The.....	E. H. Morris
That Little Dream Got Nowhere	Famous
They Say It's Wonderful	Berlin
This Is Always	Bregman-Vocco-Conn
To Each His Own	Paramount
Under The Willow Tree	Peter Maurice
Whatta Ya Gonna Do?.....	Broadcast Music
Who's World Is Singing My Song.....	Robbins
You Keep Coming Back Like A Song.....	Berlin

Telephone Lines Link Two WSYR Luncheons

Civic and radio personalities in Syracuse, N. Y., were linked with 60 New York agency executives, advertisers and time buyers through the medium of a two-way telephone line at a luncheon sponsored by WSYR, Syracuse, at the Ambassador hotel in New York last week.

Telephone lines connecting the luncheons in Syracuse and New York served as the media for informal discussion of radio affairs.

In Syracuse, Frank Hennessy, WSYR's timekeeper acted as master of ceremonies, and introduced E. R. Vadeboncoeur, outlet's vice-president, Mayor Frank Costello of Syracuse, Carl Dietz, president of the Manufacturers Association, Harry Davies, president of the Chamber of Commerce and Professor Harry Hepner, advertising and research expert of Syracuse University.

William Rothrum, program director WSYR, was m.c. of the New York luncheon.

The unique two-way meeting was introduced by Col. Harry C. Wilder, owner of WSYR, Syracuse; WTRY, Albany - Troy - Schenectady, and WELI, New Haven. Next voice was that of H. R. Ekins, noted commentator of WSYR. Questions from the floor were picked up by a portable mike for Ekins' response in Syracuse.

Texaco Buys Football Sked Through WGAR, Cleveland

Cleveland—WGAR has sold 10 game "Game of the Week" college football schedule to Texaco. Van Patrick, former Texas Christian football player and sports editor of WEBR, Buffalo, signed for play-by-play on free-lance basis as WGAR Sports Editor Bob Neal tied up with play-by-play of Cleveland Browns pro football schedule for Sears, Roebuck.

Patrick will do all games except opener, Ohio State at Southern California, agency Lang Fisher and Stasnow, arranging for West Coast coverage of first game, October 5. Army vs. Michigan was heard on October 12 with balance of schedule depending on importance of games. Texaco also bought five minute spot Monday through Friday 6:25 p.m. for football feature story also with Patrick.

Latest sale gives WGAR solid sport schedule. In addition to college and pro schedule and featuring story station also has 10 minute sports show five days 6:05 p.m., with Bob Neal for Firestone, five-minute late sport summary five days 11:10 p.m., with Neal for Yellow Car and 15-minute Saturday football scores 6 p.m., for B. R. Baker Men's Store. With time change started October 7, WGAR is carrying Red Barber network sport program 6:30.

MBS 9-Month Billings Reach \$19,033,606

(Continued from Page 1)

compared with an 8 per cent increase in '45 over the previous year.

Mutual announced that the figure covers a total of 20 and three-quarter hours of commercial time sold in new or renewed contracts since September 1 of this year to inaugurate the fall season. A breakdown revealed that of this time, eight and one-quarter hours were sold to new clients since September 1 with the remaining 12 and one-half hours renewed since that date.

Store Broadcasting Firm Opens Biz In Philadelphia

Store Broadcasting, Inc., a Pennsylvania firm with headquarters in Philadelphia, has been organized and has taken over from Tele Music, Inc., the Store Broadcasting Services installed in a chain of super markets in the Quaker City. Operation consists of a wired music service transmitted by telephone lines from a central studio into the chain of Baltimore Markets. Commercial spot announcements are delivered at regular intervals to promote sale of products carried in the market.

New ad medium will be extended nationally either by direct ownership of Store Broadcasting, Inc., or licensing or both. Patented devices have been developed to make the system effective.

Spot Sales, Inc., New York City, has been appointed exclusive sales agency. Number of advertisers will be limited and at present only one product of a kind is accepted. Some classifications already are closed.

Officers of Store Broadcasting, Inc., are: John B. Kelly, chairman of board; Loren L. Watson, president; Joe Lang, vice-president; Paul Harron, treasurer; John Morgan Davis, secretary. Directors include the above named and Anthony J. Drexel Biddle.

Transcribed Stories From "The American Notebook"

Written and Narrated by Robert Waldrop

With Music Under the Direction of Mark Warnow

Are Broadcast Weekly on 945 Stations

Directed by RUTH GIRARD (Currently Presented in the Interest of U. S. Savings Bonds)

★ ★ ★ COAST - TO - COAST ★ ★ ★

—COLORADO—
DENVER—Grove Laboratories has bought "Les Weelans' Open House" on KLZ, 4:30-4:45 p.m., Mondays, Wednesdays and Fridays. Show features music director Les Weelans playing all types of popular music except jive, with comments on the music composers, plus friendly chatter aimed at local people. . . . Lex Boyd, former announcer for the AFRS station in Shanghai, has joined the announcing staff of KFEL.

—CONNECTICUT—
HARTFORD—Chief Engineer I. A. Martino of WDRS observes his 23rd anniversary with the station this month. . . . WDRS is now lining up a state-wide radio network to broadcast talks by the winners and losers of the gubernatorial and senatorial races on November 5. . . . Red Barber, famous sportscaster is now doing his stuff nightly on WDRS at 6:30 p.m. . . . A fireman a day will be featured on the "Main Street, Hartford" street interview program this week in observance of Fire Prevention Week. . . . All the leading Republican and Democratic candidates in Connecticut are being invited to exchange barbs at the exclusive "Needle Club" dinner broadcast over WDRS, October 29.

—FLORIDA—
FORT PIERCE—WIRA's Chief Announcer, John Salder, is unable to do his daily stint on the Morning Coffee Club—due to a broken nose. . . . WIRA will carry all football games between Ft. Pierce High and its opponents. This includes six games away from home and one game with Ponce de Leon High at the Orange Bowl in Miami on October 25—not so bad for a 250 watt local to be handling. . . . WEST PALM BEACH—Steve Will, general manager of WJNO was unanimously elected president of the West Palm Beach Chamber of Commerce.

—MARYLAND—
BALTIMORE—Following in the wake of Ian Ross MacFarlane's recent move in behalf of a deserving fellow citizen, the Junior Association of Baltimore presented Mr. MacFarlane with a resolution signed by more than 700 citizens declaring the WITH commentator to be an outstanding humanitarian. MacFarlane staged a benefit with total proceeds going to Simon Fried, an East Baltimore garment factory worker who was critically injured on the night of August 22nd when he went to the assistance of a Baltimore patrolman who was engaged in a death struggle with a burly fugitive from justice.

—OHIO—
CINCINNATI—A shower of gifts descended yesterday upon Ruth Lyons, "Femcee" of the WLW "Morn-

WOMAN WRITER—EXECUTIVE
Just finished writing a leading network show. Have headed a transcription continuity and program department, written all types of radio programs and been commentator on two women's shows. Interested in free lance or permanent position.
Box 233, RADIO DAILY
1501 Broadway New York 18, N. Y.

ing Matinee" program. Listeners sent large cakes, over two hundred greeting cards, and a bottle of champagne in honor of Ruth's fourth wedding anniversary. . . . Standard Oil Company of Ohio has renewed "Midwestern Hayride" for another fifty-two weeks. The show originates in the studios of station WLW. . . . DAYTON—Winner and companion will be flown to and from the Rose Bowl game, with tickets on the 50 yard line and reservations in the Towne House in Los Angeles as a reward for winning the nine-week slogan contest staged by WING in connection with broadcasts of the University of Dayton football games.

—PENNSYLVANIA—
PITTSBURGH—As the cleaning women of station WCAE studios were doing their chores, came the announcement over the air that their union had voted to strike. Immediately they dropped their brooms and mops, leaving their party finished tasks. Necessary sweeping is now being done by WCAE staff members. . . . Ernie Noff, WCAE announcer, has landed the new "Man Behind The Music," early morning feature for a local bakery. This replaces the "New York Fashion Letter," which had the same sponsor. . . . George Seibel, director of the Carnegie Free Library of the Allegheny district of Pittsburgh will return to the air over WCAE on Sunday afternoon, October 13, for a series of weekly talks on "Books and Authors." A Pittsburgh book store is sponsoring the 52-week series.

—TENNESSEE—
NASHVILLE—FCC granted an application for assignment of license from the National Life and Accident Insurance Company to WSM, Inc. . . . change contemplates that the properties now used in the broadcasting operations of WSM and its affiliated stations will be leased to WSM, Inc., the new operating company. . . . Beasley Smith who has been featured on "Mr. Smith Goes to Town" sustainer is doing "Signed Beasley Smith," a coast-to-coast musical which made its debut from WSM on October 11th, at 11:05. Format of show has Evelyn Parker and the Dixie Dons doing vocals, and an outstanding guest star each week. . . . KNOXVILLE—Owen J. Remington, present Promotion-Public Relations Director at WNOX has been appointed an instructor in the Public Relations Division, AAF Special Staff School, Craig Field, Ala.

Send Birthday Greetings To—

October 15

Bob Sherry Bob Trout
Don Bigelow William Edmondson
E. Lewis King Robert E. Lee
Ransom Mil's Sherman

—NEW HAMPSHIRE—

MANCHESTER—As a public service, WFEA has inaugurated a new program called "Award of Merit." A board of judges will each month select a municipal employee who has contributed the most to his city and department. Reward will be a U. S. Savings Bond, a commendation, and a recording of the broadcast. . . . Lee Bankus, WFEA traffic director, is back at work after hospital confinement. . . . Advertising Director Arthur T. Brush, has resigned to become advertising manager of the New Hampshire Sunday News. . . . Moore's Super Markets, sponsors of Armand LaPoints and the News on WFEA, recently received 10 tons of lamb. Called the station to place a hurried one-time spot announcement, 15 minutes before store opened. Minutes after the announcement lines formed. Meat was sold in less than one hour.

—CANADA—

HAMILTON—Requests from St. Jerome's College of Kitchener for Bud de Bow's early ayem show are pouring in for a continuance of last season's program. Show is carried over CKOC and is referred to by the college as their 'kick me outa bed.' . . . The first meeting of the CKOC Drama Workshop was held in Studio A with

a class of 60 radio aspirants. . . . Workshop plays will be presented on the air every Thursday at 10:30 p.m. . . . TORONTO—The New York Philharmonic Symphony Orchestra has started its 17th season over CFRB, a public service feature. . . . Art Rodzinski conducted the opening program and in the course of the season he will be relieved by a list of distinguished guest conductors.

New BBC Program Sked Beamed To United States

Washington—Programs with a fixed time schedule have become regular nightly features of BBC, the British Information Service announced here on Friday.

As part of its so-called "third program," BBC is offering feature "which can take their own time and not be bound by a fixed clock schedule," BIS said.

The program opened on September 29 with a speech of General Smuts from the Luxembourg Palace. Now, nightly part of British radio from o'clock to midnight, the third program is planned for home consumption and "cannot normally be picked up in America."

YOU CAN ALWAYS KEEP YOUR FINGER ON WHAT HAPPENS IN CHICAGO . . . THROUGH WLS "FEATURE FOODS"

Grocery-store-sold product manufacturers find WLS "Feature Foods" combines all phases of advertising-merchandising-selling. The selling-effectiveness of air-veterans Martha Crane and Helen Joyce is complemented by the merchandising staff, calling on 1,250 Chicago-area food marts. Displays are set up, special store promotions carried through. Advertisers receive regular reports on the movement of their products, competitive sales, retailer-comments. For more detailed information, see your John Blair man, or write for the first of a new series of case-history-packed folders, explaining how advertisers keep their fingers on what happens in Chicago through WLS "Feature Foods."

50,000 WATTS
890 KILOCYCLES
AMERICAN AFFILIATE

Represented by John Blair and Company. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK.





Webs Allot Time To GOP

FM Leaders Consider New Organization

If a lot of talk and planning among FM licensees comes to fruition next week it may be that a new FM group distinct from NAB will be mapped out during the NAB convention in Chicago. At the same time, there will be no question of pulling out of NAB, with most FM'ers satisfied that NAB is the trade association which can serve them best.

The new group would be set up as a promotional center for FM broadcasting, with its prime purpose the (Continued on Page 6)

Four U. S. Reps Named For Paris Meet Oct. 24

Washington Bureau, RADIO DAILY
Washington—The Department of State yesterday announced the appointment of United States representatives to attend an informal four-power international high-frequency broadcasting conference in Paris on Oct. 24 to discuss the feasibility of creating a new world broadcasting organization. Francis Colt de Wolf, chief of the Telecommunications Division of the Department of State, (Continued on Page 4)

Defend Minority-Rights, ADL Diners Are Urged

The securing of the rights of minorities by the checking of anti-democratic bigotry themed the addresses delivered yesterday to the luncheon group of the Anti-Defamation League meeting at the Hotel Astor. Principal speakers were Will H. Hays, former president of the MPPDA, and Lou Novins, of Paramount.

The Joint Defense Appeal, which (Continued on Page 2)

Humor, Inc.
Al Bernie, stage comedian, appearing at the Roxy, has bought six 15-minute periods on WMCA this week and next to sponsor himself. New Idea, reasons Bernie, is that he himself is a business and that all biz should use consumer advertising. "Al Bernie Show" will be heard 11:45 a.m. to noon, Monday, Wednesday and Friday.

Radio Next?
Washington—Radios soon will be freed from price control, OPA indicated yesterday following President Truman's call for price decontrol speedup. This was indicated as both RMA and OPA's radio industry advisory committee renewed their demands for decontrol. Although the pricing agency would not set a date for the action, radios are expected to be among the first of many items to be freed.

President's Address Had Record Audience

President Truman's address Tuesday night on the lifting of all price controls on meat was heard by 44,546,000 adults, his largest audience to date, C. E. Hooper, Inc., revealed in a survey made for CBS. The survey covers the four networks and independents which carried the President's speech. The rating for the speech was 57.6, second highest of the Truman incumbency. His highest rating, 64.1, representing a daytime audience of 36,500,000 adults, came on May 8, 1945 when he made his V-E Day proclamation.

WOR Plans Special Cover Of Queen Elizabeth Arrival

Arrival of the Queen Elizabeth in New York on her maiden commercial voyage will be broadcast over WOR from a plane circling the harbor Monday, Oct. 21. Event will be reported. (Continued on Page 6)

Continued Radio Control Recommended In Germany

Washington Bureau, RADIO DAILY
Washington—Return of radio to German political authority would result in "obvious perils to freedom" the U. S. Education mission to Germany warned yesterday in recommending continued radio control by military government.

The mission also noted that a competitive radio system is "beyond the economic reach of Germany." The mission, headed by Dr. William Zook, president of the American

CBS, ABC Granting Periods To Answer President Truman's Monday Talk; Networks To Report Elections

OK Experimental Fax; Other Activity At FCC

Washington Bureau, RADIO DAILY
Washington—The FCC has granted authority to Acme News-Pictures to construct an experimental Class 2 radio station near Cleveland, Ohio, for the development and testing of facsimile equipment. The service proposed to be rendered would be in the nature of a point-to-point service involving the transmission of pictures by radio to fixed locations in the United States. In connection with its experimental program, Acme expects (Continued on Page 5)

NBC Radio-Recording Holding 5-Day Sales Meet

NBC's Radio-Recording Division is holding a five-day meeting in New York for its sales representatives, with Willis B. Parson, manager of Thesaurus and Syndicate Sales, pre- (Continued on Page 6)

Atlas Corp. Buys Interest In Musicraft Disk Firm

Atlas Corp. has purchased a financial interest in the Jefferson-Travers Corp. owners of Musicraft Records, Inc., according to Irving M. Felt, (Continued on Page 2)

Two of the major networks have granted a request by the Republican National Committee for equivalent free time to answer President Truman's speech of Monday night. While CBS and ABC scheduled GOP broadcasts, Mutual reported it did not consider the President's message a political talk and was refusing free time to the Republicans. NBC said late yesterday it had not received any request for time by the GOP party.

Carroll Reece, Republican national chairman, was heard over the CBS (Continued on Page 6)

Tele Course Planned At Midwest University

Omaha — Through arrangements completed between WOW and Creighton university experimental programming in television will be launched soon on the stage of Creighton auditorium on the university campus.

John S. Gillin, general manager of WOW, is placing at the disposal of the university engineering and production crews together with two image orthicon cameras, control (Continued on Page 5)

Four New Outlets Opening As Affiliates Of ABC Web

Four stations now under construction will join the ABC network between now and Dec. 1 to bring the web's total affiliates to 224. Effective (Continued on Page 4)

Hometown
Jo Ranson, native son of Brooklyn, found himself in a rather embarrassing role on the "Books on Trial" program over WHN, New York, Tuesday night. He was obliged to prosecute the book, "Brooklyn, U. S. A.," when Burion Turkus, barrister, failed to appear to "prosecute." Ranson qualified his remarks by saying he was prosecuting the book, not Brooklyn.



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

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FINANCIAL

(Tues., Oct. 15)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Mass In N. Y. For Doyle Friday

Solemn Requiem Mass for the late Joseph E. "Dinty" Doyle, WABC news editor, will be held at 10 a.m., Friday, Oct. 18, in St. Patrick's Cathedral. Dinty's friends from the radio, newspaper and advertising fields are expected to attend. Doyle is being buried today in Danvers, Mass.

Where "Dun & Bradstreet" meet "Hooper & Crossley"!

WJNO

"THE VOICE OF THE PALM BEACHES"



Coming and Going

ROY C. PORTEOUS, audience promotion manager of NBC, left yesterday with MRS. PORTEOUS on a motor trip to the West Coast. They'll return in about a month.

LYMAN BRYSON, Columbia network counselor on public affairs, goes down to Princeton today to preside over a discussion of popular arts at the Princeton Bi-centennial Celebration.

ELMO C. WILSON, director of research for CBS, has left for Boston, where he'll attend that city's Conference on Distribution.

WILLIAM H. ENSIGN, of CBS network sales, has returned from a business trip to Buffalo and Toronto.

JOHN STENGER, program director of WBAX, Wilkes-Barre, Pa., is in town for conferences with officials of the Mutual network.

FULTON LEWIS, JR., is in Atlantic City to speak at the convention of the American Hardware Manufacturers Assn.

JACK SULLIVAN, promotion director at WNEW, and HENRY R. POSTER, research director of the station, have left to attend the Chicago convention of the NAB.

EDGAR KOBAK, president of the Mutual network, will deliver an address today before the Illinois Chamber of Commerce in Chicago.

MILTON BACON, of the "Time to Remember," program heard on CBS, is back from Milwaukee, where he attended the conference of the Wisconsin Historical Society.

HARRY HELD, president of WHTB, Talladega, has arrived from Alabama. Sat in for a while yesterday with executives of MBS, with which the station is affiliated.

ARTHUR HULL HAYES, general manager of WABC; BILL SLOCUM, director of special events, and DON MILLER, sales manager of the station, will return today from Danvers, Mass., where this morning they attended the funeral services for "Dinty" Doyle.

Atlas Corp. Buys Interest In Musicraft Disk Firm

(Continued from Page 1)

president of the record company. Musicraft is an independent firm, has a total production capacity of 24,000,000 disks annually. It has factories in Norwalk, Conn.; Ossining, N. Y., and Los Angeles.

Jefferson-Travers recently sold its communications division to Emerson Radio and Phonograph Corp., which leaves the firm free to concentrate on its recording business. Terms of the agreement and amount involved was not disclosed.

New FM Station Set For West Coast

Los Angeles—Burbank Broadcasters, Inc., has been authorized by the Federal Communications Commission to operate a new frequency modulation radio station in Burbank.

Studios to cost approximately \$40,000 are nearing completion and should be in operation within 90 days, according to Sam Kerner, president of the corporation.

The FM station will have the first Western Electric 250-watt transmitter ordered in the United States and will carry local programs to Hollywood and the San Fernando Valley.

Zenith Models Described

New table model AM-FM radio to retail for less than \$100 rounds out Zenith Radio Corporation's line of table model receivers, according to a statement by H. C. Bonfig, vice-president. Production of the new set, 8HO32, began in September and Bonfig states shipments to distributors already are being made in small quantities. Material shortages, however, will prevent large scale distribution for some time.

New model offers FM reception on both the 45 mc. band and the new 100 mc. band in addition to the standard broadcast between 540 and 1600 kc. Set operates on AC only. Zenith also is producing and shipping two other table model AM-FM units.

Defend Minority-Rights, ADL Diners Are Urged

(Continued from Page 1)

finances the activities of the ADL, held the special meeting to further plans for the dinner which will honor Barney Balaban, Paramount president, and which will be held at the Astor Nov. 21.

Members of the publicity committee are: John D. Hertz, Jr., chairman, Maurice Kann and John W. Alicoate, publisher of The Film Daily and RADIO DAILY.

Among those attending yesterday's luncheon were George Barnett, Rabbi Bernard Birnstein, Harry Brandt, William Brandt, Lou Brecher, T. J. Connors, Carl Erbe, Leopold Friedman, Harry Goldberg, Arthur Israel, Jr., Harry M. Kalmine, Maurice "Red" Kann.

Also Marvin Kirsch, William C. Michel, Charles M. Reagan, Saul E. Rogers, Herman Schleier, Abe Schneider, W. H. Scully, Max Seligman, Al Senft, Sam Shain, Al Steen, Milton C. Weisman.

On the dais were Jack Cohn, Max A. Cohen, Leonard H. Goldenson, Hays, Novins, Malcolm Kingsberg, Sam Rinzler and Spyros Skouras.



Wisdom

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

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

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

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

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

Advertisement for K.F.N.F. radio station. Text includes: 'The BEST Farm Station Buy?', 'SINCE 1924, IT HAS ALWAYS BEEN', 'K.F.N.F.', 'THE FRIENDLY FARMER STATION', 'SHENANDOAH, IOWA', 'Call or Wire FRANK STUBBS'.

Advertisement for W-I-T-H radio station. Text includes: 'W-I-T-H and the FM Station W3XB IN BALTIMORE', 'TOM TINSLEY, President', 'REPRESENTED BY HEADLEY-REED'.

k n o w

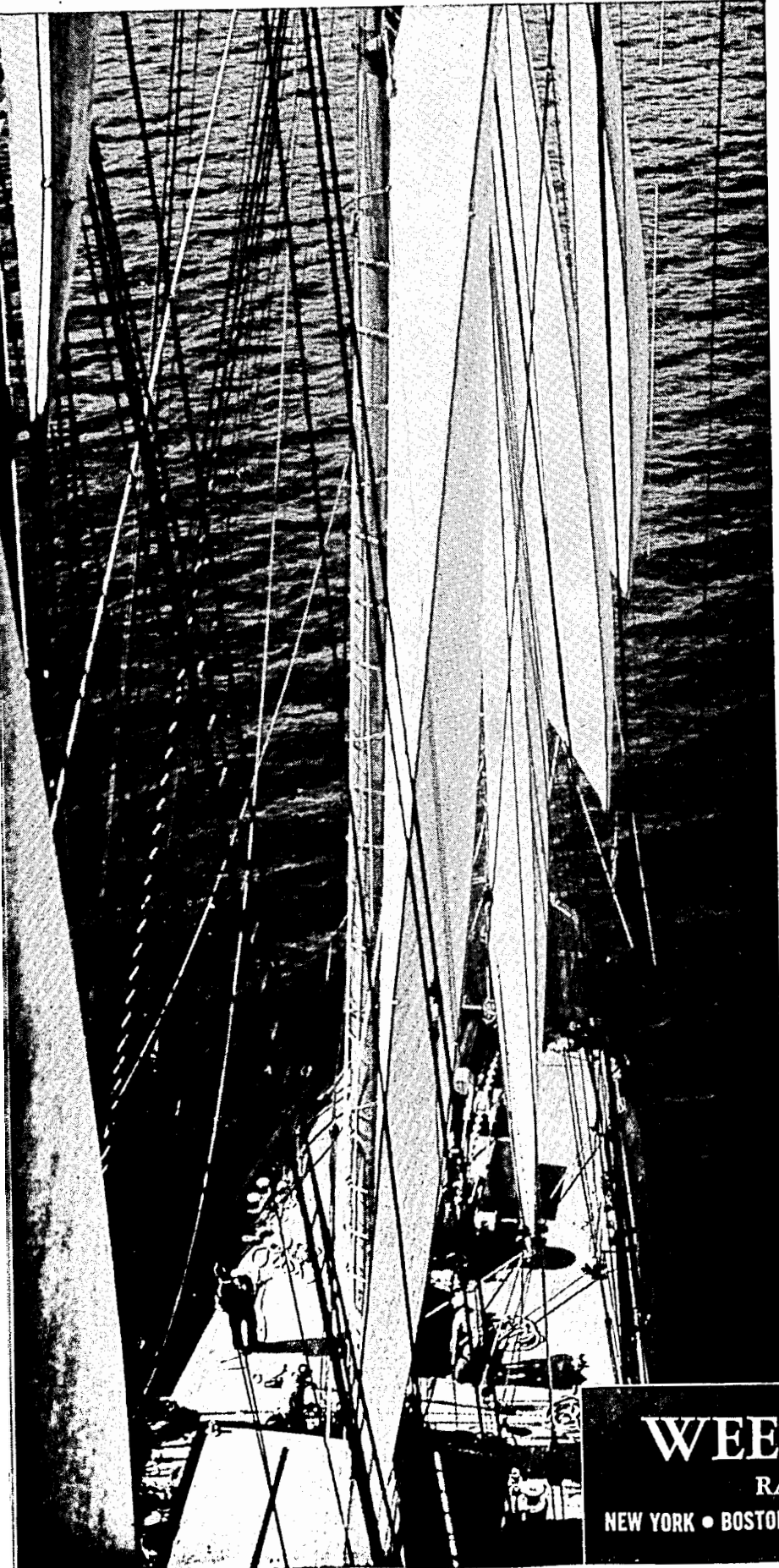
t h e
r o p e s

It looks

complex but if you know the ropes

it's simple. Weed and Company men

know the ropes and know the people.



WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

LOS ANGELES

By RALPH WILK

JOAN BENNETT, George Brent and Adolpe Menjou were starred in the Lady Esther Screen Guild Players production of "Experiment Perilous," Monday, October 14th, over CBS. Producer of the show was Bill Lawrence, story adaptation was by Harry Kronman, and the announcer was Truman Bradley. Wilbur Hatch directed the music. Salaries of the stars who appear on this weekly show are turned over to the Motion Picture Relief Fund.

Sam Edwards, heard on "Lux Radio Theater," "Dr. Paul," "Dr. Christian," "Cavalcade," and many other air shows, will shortly star in a transcription for the Red Cross which will be heard over 300 stations.

"Michael Shayne," with a record of 105 broadcasts on the Mutual-Don Lee network, where it was one of the top West Coast shows, begins a new coast-to-coast series over Mutual, October 22. The original stars Wally Maher as "Shayne" and Cathy Lewis as his secretary, Phyllis Knight, will headline the new series.

Arthur (Dagwood) Lake of the Sunday CBS "Blondie" show, will exhibit his comical jumbo sandwich machine at the Midwest Industrial Exposition to be staged next month in Chicago.

Four New Outlets Opening As Affiliates Of ABC Web

(Continued from Page 1)

Nov. 15, WGLN, Glens Falls, N. Y., joins ABC as a basic supplementary station operating full-time with 100 watts on 1230 kc. Station is owned by Glens Falls Publicity Corp., and will be managed by John R. McKenna.

Also affiliating with ABC as a basic supplementary station is WGAT, Utica, N. Y., owned by the Central Broadcasting Co. Station, which joins the net on Dec. 1, will operate daytime only with 250 watts on 1100 kc. J. Eric Williams will be manager of WGAT.

Two Alabama stations joining ABC as south central supplementary stations are WHBS, Huntsville, and WGNH, Gadsden. WHBS joins the web Nov. 1, operating full-time with 250 watts on 1490 kc. Owned by the Huntsville Times Co., Inc., it will be managed by A. L. Smith. WGNH, owned by General Newspapers, Inc., will operate full-time on 1400 kc. with 250 watts power. It joins the web Dec. 1 with Henry A. Jones as manager.

For Exclusive PERSONALIZED Publicity

Jane Barton
publicity • promotion

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



Notes From An Aisle Seat. . . !

• • • Transcription companies put on the 'unfair list' by boss-man Petrillo, with strike called for on the 20th. Meanwhile, the companies are working harder than a Dodger fan piling up all the stuff they can before the blow falls. . . . Wm. Morris packaging a quizzer for Donald Woods tagged "You Describe It." . . . Jeanette MacDonald may have her own air series shortly. A tire company is interested. . . . One of the wags points out that Truman's Monday night speech would have had more listeners if there hadn't been a ceiling on his Hooper. . . . Get this for a laugh: The new Chesterfield ads show Basil Rathbone, as Sherlock Holmes, smoking a ciggie. Even the school kids know that A. Conan Doyle's character always smoked a pipe—even on the screen. . . . Army biggies requested it. That's why Peggy Mann will trill for the second time on "Sound Off" on the 31st. Monica Lewis guesting with Bob Hope next week and we'll take even money that she winds up with the show on a regular basis. . . . Paul Denis starts his new radio-television col'm for the Post in three weeks. . . . Jimmy Rich has unearthed a gal singer, Tony Wray, who outmuscles Russell and promises to be the hottest thing in the B'way bistros this winter. . . . Definition of some agency execs: Guys who lift themselves by their own bootlicks.

★ ★ ★

• • • TWIRLING THE DIAL: Leo Durocher teed off answering sports questions over ABC in his usual two-fisted attitude and style and was as refreshing as a happy ending. . . . After getting mild rebukes from the critics on his opener, Fred Allen bounced back, as everybody knew he would, to present one of his brightest stanzas. . . . Kate Smith's way with a song remains unchallenged. Pert Kelton got the laughs—Harvey Stone, a combo of Jessel and Youngman, didn't. And heaven help that statistical commercial. It's an LS/MFT with numerals.

★ ★ ★

• • • Art Ford swamped by calls after his first preview of Lyn Duddy's new Sonora album on "The Milkman's Matinee," proving that disc jockeys are still star makers. Ford raves that "Duddy has raised recording standards by 10 years with these revolutionary miniature musical comedies." . . . Win (County Fair) Elliott's one-shot video rodeo job went so well he's been signed to do four more telecasts of the bucking broncs. . . . When a disabled vet with both legs shot off wistfully confided to Prof. Quiz that his biggest ambition was to try out his new artificial limbs and go dancing with his wife, the Prof. immediately arranged a party at the Diamond Horse-shoe. . . . Morey Amsterdam did a swell job subbing for Hank Morgan on his 6:45 show Wed., while Henry began his new half-hour spot. How about Morey for a permanent replacement on this spot? . . . Milton Cross and Gene Hamilton have less than a month in which to sell "Basin St." or lose their option, while letters continue to pour in from listeners all over the country who are eager for its return. . . . Mort Nussbaum handling col'm publicity on Theater Guild of the Air with Rusty Pierce. . . . Lionel Hampton due next at the Strand. . . . Bobby Doyle missed his show last week due to laryngitis.

★ ★ ★

• • • OUR HAT'S OFF DEPT: Gil & Ruth Braun's lively scripting on "Frank Merriwell." . . . Billy Perry's tip top tenoring on "Saturday Nite Serenade" via CBS—a ten-year run. . . . Bret Morrison's 5 o'clock "Shadow" via Mutual. . . . Fred Fratkin's musical patterns around "The Thin Man." . . . Al Bernie's ayem comedy show on WMCA sponsored by himself. . . . Irene Beasley, whose Grand Slam musical quiz is piling up mail in fantastic quantities. . . . Evelyn Knight's latest Decca disc, "Passe." . . . Jose Ferrer's magnificent Cyrano de Bergerac at the Alvin. . . . Any Sherman & Marquette radio production. Very Sherman & Marquette-able.

AGENCIES

RICHARD A. STEVENS, formerly office manager, has been appointed business manager of the Duane Jones Co., Inc. Stevens has been with the company for two years.

LANTERN PRESS has engaged Sidney Ascher Associates to handle publicity and promotion for its forthcoming book, "A Treasury of Sport Humor" by Dave Stanley, to be published October 24. Radio will be included in the campaign.

ASPEGREN MFG. CO., INC., makers of Aspen Drive-All, mechanical equipment and special machinery, has appointed Paris & Peart, New York, advertising agency.

J. PORTER REILLY has been named as media director, Madison Advertising Co., Inc., New York. Reilly's background includes years of experience in Graphic Arts and Advertising. His new duties will include space and time buying, as well as media research.

Four U. S. Reps Named For Paris Meet Oct. 24

(Continued from Page 1)

was named chairman of the U. S. representation. Other representatives include:

Dr. J. H. Dellinger of the National Bureau of Standards; Forney A. Rankin, associate chief of the International Broadcasting Division of the Department of State, and Robert Burton, of the International Broadcasting Division of the Department of State.

Other countries to be represented at the conference are the United Kingdom, the Union of Soviet Socialist Republics and France.

It is contemplated the conference will informally discuss high-frequency organization problems with respect to broadcasting only and will not be concerned with frequency allocations to stations. The conference does not plan to phrase any concrete proposals but will concentrate on seeking unanimity of potential proposals for a projected world conference to set up the world broadcasting organization.

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

DK Experimental Fax; Other Activity At FCC

(Continued from Page 1)
o arrange for additional observation exception points, some of which may e located in Europe and South America, for the purpose of collect- ing data on the practicability of transmitting pictures over great dis- ances.

The Commission also granted au- rority to School District No. 9, Gla- rier County, Montana, to construct even provisional stations, to operate n the intermittent service on a tem- orary basis, to be used as a safety nd health protection measure for omunication with its rural schools ocated in isolated areas on the Black- eet Indian Reservation. The appli- ant stated that communication with hese schools at the present time is mpossible during a large portion of he year because of bad roads, heavy nws and lack of telephones.

Louisiana Grant Approved
The FCC also announced issuance f an order making final the grant f the application of I. K. Corkern or a new station in Bogalusa, La., o operate on 1490 kc., with 250 watts, unlimited. The mutually exclusive plication of John L. Plummer, trad- ng as John L. Plummer Enterprises, or the same facilities was denied.

The FCC yesterday announced doption of an order making final the grant of the application of A. G. Bea- nan and T. B. Baker, Jr., doing busi- ness as Capitol Broadcasting Co., for a new station in Nashville, Tenn., to operate on 1240 k.c., 250 watts, unlim- ited, and a grant of the application of Cecil N. Elrod, Cecil N. Elrod, Jr., and S. D. Wooten, Jr., a partnership, 1/3 as Murfreesboro Broadcasting Service for a new station in Murfrees- oro, Tenn., to operate on 1450 k.c., 250 watts, unlimited.

At the same time the applications of Nashville Radio Corp., for 1450 k.c., 250 watts, unlimited; Tennessee Radio Corp., 1240 k.c., 250 watts, un- limited, and J. W. Birdwell, 1240 k.c., 250 watts, unlimited, all seeking a new station in Nashville, were denied.

The Commission ruled it would not be in the public interest to author- ize two additional stations in Nash- ville, which already has three sta- tions.

Seven Applications Received

Receipt of seven applications for new standard stations also was an- nounced yesterday by the FCC. They include: Hope Broadcasting Co., Hope, Ark., to be operated on 1490 k.c., 250 watts, unlimited; Pilgrim Broadcasting Co., Boston, Mass., to be operated on 950 k.c., one kw., day- time; Heart of Ohio, Inc., Columbus, Ohio, to be operated on 66 k.c., one k.w., daytime; The Times Herald Co., Port Huron, Mich., to be operated on 1030 k.c., one k.w., daytime; Texas Gulf Broadcasting Co., Corpus Christi, Texas, to be operated on 1070 k.c., 10 k.w., unlimited; Lake States Broadcasting Co., Milwaukee, Wis., to be operated on 1520 k.c., five k.w., unlimited, and F. L. Thornhill, doing business as Eastside Broadcasting Co., Kirkland, Wash., to be operated on 860 k.c., 250 watts daytime.

SOUTHWEST SIDELIGHTS

SPECIAL broadcast studios for WFAA, Dallas, have been erected in the Hall of Foods at the State Fair being held here. A control room and spectator space is available for visi- tors to see and hear many special broadcasts to originate from the Fair. An FM display will be a feature of the studio.

Speaker of the House Sam Ray- burn was heard in a special broad- cast over WFAA, Dallas, from Collin County Centennial Celebration from McKinney.

Opening of the new Interstate Wil- shire Theater was broadcast over WRR, Dallas, when visiting notables were introduced.

A new series of half-hour programs titled, "The Three Caballeros," has made its debut over KCOR, San An- tonio, each morning. Programs fea- ture Stan L. Morris, Jimmie Farmer and Jimmy Smith. Eddy Hyman is announcer.

New series of cowboy jamborees is being heard over KABC, San An- tonio, each Saturday under sponsori- ship of Sommers Drug Stores. Group also sponsor Del Dunbar, "The Drug Store Cowboy" daily over KABC.

Hugh A. L. Half, president and general manager of WOAI, San An- tonio, represented the NAB at the first Inter-American Radio Congress held in Mexico City. One of the high- lights of the convention was the pro- posal of the formation of an "Associa- tion of Inter-Americana de Radio," sponsored jointly by the National As- sociation of Broadcasters from Uru- guay and Mexico and the Congress organizing committee. Among the AIRL objectives would be to make recommendations whereby govern- ments would guarantee radio trans- mission the same freedom of speech and thought guaranteed the press.

Alice Lon, 19-year-old Dallas soprano, will be heard in a repeat per- formance over the ABC network "Breakfast Club" with Don McNeill. Miss Lon was heard on the Interstate Theaters "Showtime" over the Texas Quality Network.

The cast of "Melody Souvenirs," featuring the Imperial Quartet and Don Gordon as soloist, observed its ninth birthday on the air last Mon- day. Programs originate in the studios of WFAA, Dallas, and are heard over member stations of the Texas Quality Network.

Darrell E. Yates has been granted a construction permit for an FM station at Lufkin. Yates is manager of KRBA there.

The FCC has granted authority to transfer control of KSAM, Hunts- ville, from W. J. Harpole and J. C. Rothwell to J. G. Long. Station oper- ates with 250 watts on 1490 kilocycles. Long is a theater chain operator and also recently purchased KVIC at Victoria.

Elizabeth Hodges is a newcomer to the staff of KABC, San Antonio. Miss Hodges will do continuity writ- ing.

KTSA, San Antonio, has introduced a full-hour program titled "Carnival

of Song," to be heard Monday through Friday. The first quarter-hour fea- tures a "Date with Betty," then a "Date with a Lad" follows, followed by a "Date with a Lass," and to round out the hour "Smilin' Bill Long." The KTSA staff orchestra is heard in the latter 15-minute program.

Susana Guizar, Mexican academy award winner, visitor in San Antonio, was interviewed over KCOR, San An- tonio. Miss Guizar was a guest o. Raul Cortez, station owner and oper- ator.

Jimmie Gobardt has joined the an- nouncing staff of KNOW, Austin.

R. E. Lee Glassgow, manager of WACO, Waco, has reservations for a flight to Chicago and the NAB con- vention.

Back at his desk following his honeymoon is Bob Tobey, promotion manager of KNOW, Austin. Tobey married Miss Katherine Stroud.

Bill Hightower is the latest addition to the announcing staff of KFJZ, Fort Worth, key station of the Texas State Network.

Sheb Wooley is a new western sing- er who this week began a new series of five a week radio programs over KGKO, Fort Worth. He is author of about 100 songs and is a true cowboy, coming here from his father's ranch in Oklahoma.

Tele Course Planned At Midwest University

(Continued from Page 1)
equipment and six or more new tele- vision receivers.

Plans call for limiting the televi- sion program course to WOW staff members and Creighton students studying radio or dramatics. The ac- tivities will be under the direction of Joseph Herold, technical supervisor of WOW; Russ Baker, WOW produc- tion manager for television; the Rev. Henry Linn, S.J., dean of the Creigh- ton school of journalism and the Rev. Roswell C. Williams, S.J., head of the department of radio education at the university.

Coast Newsmen Elect

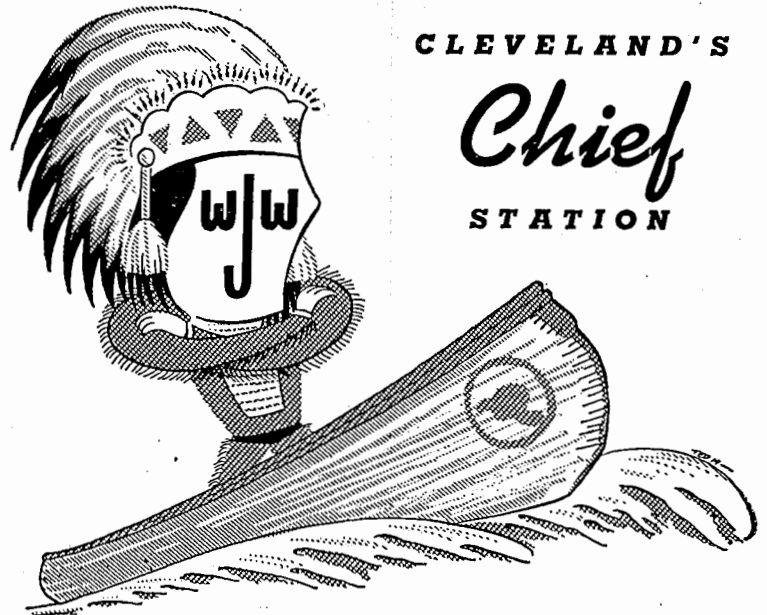
Los Angeles—The Radio Newsmen of Southern California, tentative title for the new organization, held their first meeting this week and elected the following officers: Chet Huntley, Director of Public Affairs at CBS, was elected president; Clete Roberts, former ABC foreign correspondent, vice-president, and Bill Burns, ABC news editor, was made secretary and treasurer. Nomination and election of board of directors will be held at next session, November 6th. Purpose of the organization is to further promote goodwill among the newsmen, and to raise the standards of their profes- sion in general.

RIDE THE CREST OF THE WAVE with

CLEVELAND'S

Chief

STATION



Wjw rides the crest of the wave of listener acceptance—an acceptance built by better local programming—local programs planned for top interest. And Cleveland's Chief Station has won a large listening audience in this 7th largest . . . 5th richest . . . 3rd most densely populated area in the United States—delivers more daytime dialers per dollar than any other regional station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850-KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Ask Continued Control Of Radio In Germany

(Continued from Page 1)

sired because of the obvious perils to freedom in such a solution. A competitive radio system, such as exists in the United States, on the other hand, is beyond the economic reach of Germany. At present the information control division is developing quasi-public radio corporations which would seem to be the right solution for this problem.

"While the important role of radio is recognized as a factor in developing self government, it is only intended here to touch upon radio in its relations to the more formal aspects of education. Some experiments have been made in the broadcasting of special programs to the elementary schools. It is urged that these be extended to the stations which do not now carry them, and also expanded in regard to the amount of time allotted and variety of program.

"There have been instances in which the radio stations have been successful in bringing to the German types of programs novel to them, such as round-table discussions and forums. In other cases radio has been too easily discouraged by initial German ineptitude in the technique of discussion and other difficulties natural to educational efforts to utilize the medium. Shortages in the educational and religious affairs field staff have made it impossible for the branch to perform its intended function of liaison in this field. It is urged that every effort be made to solve this problem so that there can be the full co-operation which is needed."

The mission also recommended the creation in this country of a voluntary body which would serve as a clearing house for information and as a "recruiting agency" for teaching and other personnel to serve in Germany.

"The Germans," the report said, "are starved for information as to what has been going on in other parts of the world during their intellectual imprisonment. They are eager to learn."

NBC Radio-Recording Holding 5-Day Sales Meet

(Continued from Page 1)

siding. Meeting was called to outline the year's activities and the future sales objectives of the company. Schwerin reports on NBC recorded shows will be among the items discussed.

Other subjects up for discussion include: Syndicated package sales, promotion of such programs and educational and commercial recordings. Speakers at the meeting will include, Parson, Norman Cloutier, William Seth, George Stewart, and Donald J. Mercer.

Teen-Age Guests For Hildy

Hildegard, on her "Campbell Room" program over CBS next Sunday, will have as guests Jackie Kelk, Virginia Weidler and Roddy MacDowell.

Republicans Given Free Time To Answer Truman's Speech

(Continued from Page 1)

network last night from 10-10:15 p.m. GOP broadcast will be heard over ABC web Thursday, Oct. 17, from 10-10:15 p.m., but the speaker had not been disclosed last night.

A CBS exec reported that his web offered free time to the Republicans before any request was made. Late Monday Edward R. Murrow, CBS director of public affairs, received an advance copy of President Truman's speech and, ruling the speech was controversial, immediately cleared time for a Republican talk on Tuesday night. According to the report, CBS contacted the Republican committee after the President made his address and offered them free time.

ABC received the Republican request for time about noon yesterday. Net officials checked program schedule, offered the GOPers the 10 p.m. Thursday slot and they accepted.

Meanwhile, the four major networks are planning complete coverage of the November 5 Congressional and gubernatorial elections, with arrangements being made with affiliates for late bulletins on results throughout the country.

The entire domestic staff of NBC will co-ordinate its reporting of the elections to provide audiences with trends as they develop. Early results will be covered in the regular web news programs between 6:00 and 8:00 p.m., EST. At 8:26 and 8:56 p.m., NBC will provide stations with three minutes of late results. At 9:24, 9:54 and 10:24, five minutes of poll returns will be aired. In all five of these latter periods, provision will be made for stations to give their listeners local results, for two minutes in the first two periods and three minutes in the following three. From 11:00 to 11:30 p.m., regular news periods will cover results and trends, and from 11:30 to 12:00 midnight, NBC will switch to the various points where important races have developed.

From 12 to 12:30 a.m., a round table of NBC commentators will give results and speculate on the meaning of various victories, losses and trends, and final "wrap-up" show will be

heard from 12:30 to 1:00 a.m., including a recapitulation of all events of the night. Richard Harkness and Morgan Beatty, network's Washington commentators, and William McAndrew, manager of the Washington news and special events department, will cover results from the New York newsroom.

Mutual is organizing a "report to the listener" coverage which is expected to be on a par with coverage of Presidential elections. From the opening of the network and polls throughout the United States on Election Day, until closing time in each section of the country, Mutual will maintain contact through newsrooms of 327 affiliates, it was announced yesterday.

Direct lines will be connected to Democratic and Republican national and key state headquarters until results are finally determined. Carroll Reece and Robert F. Hannegan, chairmen of the Republican and Democratic National Committees, respectively, will be heard in pertinent commentary on the results as expressed in the poll totals. In addition, Mutual commentators from various parts of the nation will forecast and analyze trends, also interpret their meaning. Gabriel Heatter will start off a concentrated series of special broadcasts of returns and commentary which will take listeners on a swing around the country. During Election Day, George Carson Putnam, Prescott Robinson and VanDeventer will act as MBS co-ordinators of election returns. Reactions in the Nation's Capital as election news pours into Washington, D. C., will be presented by Albert Warner, chief of the MBS Washington News Bureau; Fulton Lewis, Jr., Upton Close, Ray Henle, William Hillman and Winthrop Sherman. Commentary and reports will be brought to listeners from New York by Gabriel Heatter, Cecil Brown, Henry La Cositt, Dr. Frank Kingdon, VanDeventer, George Carson Putnam, Arthur Hale and Paul Schubert, and from Boston by Cedric Foster and Bill Cunningham.

ABC To Offer New Series Over WRGB Wednesdays

The ABC network will inaugurate a new audience-participation television series titled, "Don't You Know Me?" tonight (Oct. 16), on WRGB, Schenectady, it was announced yesterday.

The new series of four-weekly programs, will be televised from 7:30 to 8:00 p.m., EST, on Wednesday nights. Program features two emcees who will interview six to 10 persons per program who are well known in the general area of WRGB. Viewers, upon recognition of the personalities, may phone the station and identify for prizes. Persons used on the opening show will be hooded and cloaked to conceal identity from the audience.

Web Seeks Co-operation On New Program Series

Washington Bureau, RADIO DAILY

Washington—CBS is pushing plans for a lengthy series of weekly 30-minute round-up programs, presenting the viewpoints on issues of the day of eight national organizations representing business, labor and agriculture. The AFL was invited to participate but has not accepted. Plans call for special pickups calling upon spokesmen from the CIO, Railway Labor unions, Chamber of Commerce, NAM, New Council of American Business, National Grange, Farm Bureau and national farmers union. All eight will not be heard weekly, but plans call for scheduling at least one spokesman for each of the three classifications on every show.

FM Leaders Consider New Organization

(Continued from Page 1)

education of the public to the advantages of FM. Such an educational job has never been done properly FM leaders feel, and the need for a strong campaign is today stronger than ever because of the failure of set manufacturers to turn out any large quantity of FM receivers thus far.

FM broadcasters have been a part of NAB for about one year now, and in general are satisfied that they have not lost ground by abandoning their own separate association. "FMBI could never have had the resources to perform the functions of a trade organization as completely and fully as can NAB," one leading FM'er told RADIO DAILY yesterday. "NAB has serviced many of our members with information and technical advice, as well as commercial services which are extremely valuable. Certainly I feel that we could never have had comparable service from an organization financed only by the growing but still small group of FM broadcasters."

This same individual also felt that it is not the function of NAB to sponsor an education campaign on FM's advantages. "NAB cannot possibly push an FM campaign because obviously that would not appear to be in the bulk of its membership to be in their best interest," he said. "Any group set up for this purpose would have to be separate from NAB."

He added that many FM broadcasters, impatient because of the retarded distribution of FM receivers, have been talking privately for some months now about a joint public education campaign to speed up acceptance and demand for FM. At the same time, it is likely that such a group would attempt to work with receiver manufacturers toward speedier production of FM receivers.

WOR Plans Special Cover Of Queen Elizabeth Arrival

(Continued from Page 1)

ed by Dave Driscoll, WOR news and special events director, who will fly in an Eastern Air Lines plane. Estimated time of arrival for the big Cunard liner is 8 a. m. although it may not dock until around noon.

Although this is the ship's first commercial voyage to America, it will be the second time Driscoll has reported its arrival here. The uncompleted Queen Elizabeth made its first trip to the U. S. in 1940 to escape war damage and Driscoll flew out to sea in a plane to report the ship's arrival in safe waters. Broadcast was recorded and aired only after the ship had docked in Manhattan.

WOR, in conjunction with BBC, also will make two other broadcasts with the arrival of the Queen Elizabeth. One will be made from the ship itself, presenting interviews with the captain, other officers and passengers aboard. Other joint broadcast will be handled from the pier after the ship ties up.

COAST-TO-COAST

—NEW YORK STATE—

BUFFALO—Bill Jacobs has joined the ranks of the WEBR announcing staff. . . . Dan Cupid has been working overtime at station WEBR during the past three months. Six members of the staff have "went and done it." . . . **WOODSIDE**—Jocko Maxwell, WWRL sportscaster, will have Dave Stanley, author of "A Treasury of Sports Humor" as guest of honor next Thursday night at 10:15. . . . **SYRACUSE**—James MacNear, formerly a member of WFBL's announcing staff, has been transferred to the station's sales department. . . . WFBL's busiest man "on vacation" was Bob (Deacon) Doubleday, agricultural director, who in one week was guest speaker at the weekly meeting of the Cobleskill Exchange Club, Cobleskill Rotary Club and the Adirondack Horse Association at Johnston.

—FLORIDA—

MIAMI—James LeGate, general manager of station WIOD, and Robert Fidler, commercial manager of WIOD, left for a two-week business trip to consult with station representatives and NBC officials in New York and to attend the NAB convention in Chicago. . . . Station WGBS has initiated a course in "Practical Radio Broadcasting" at the University of Miami. Station is using special equipment for the project and will assist graduates in obtaining jobs at radio stations.

—PENNSYLVANIA—

PITTSBURGH—Ted Newlin joins the sales staff of WWSW. . . . New addition to the WWSW announcing staff is Bill Martin. . . . KDKA's "Midnight Club," with Bill Brant will be heard from midnight until 12:55 a.m., Monday to Friday. . . . Renewal of Pittsburgh Brewing Company's four musical shows presented over KDKA each week for 52 weeks.

. . . **PHILADELPHIA**—George Edwards, WPEN announcer, handling color spots on the station's heavy college and high school football schedule. . . . Bill Sears, WPEN sports director, does play-by-play. . . . Through a reciprocal trade agreement with the Philadelphia Retail Record Dealers Assn., WPEN was the first radio station to broadcast the one billionth RCA phonograph record which was cut last week at the Camden, N. J. plant.

—OHIO—

PORTSMOUTH — WPAY's football sportscaster, Rusty Marshall wanted to know if his fans had a chair with a soft pine seat. The fans, to get even, sent

"Rusty" a large throne-like chair, the type used in funeral homes, with an inscription reading "Reserved for Rusty Marshall." . . . When Maurice Myers, chief engineer heard fire sirens at 2 a.m., he summoned WPAY's news editor and the two arranged for an on the scene broadcast. . . . **YOUNGSTOWN**—Warren P. Williamson, Sr., 88, first treasurer of WKBN, died October 7. . . . **CANTON**—Bob Hinners, formerly with WJW, has joined the WHBC announcing staff.

—MASSACHUSETTS—

BOSTON — In recognition of WCOP's services to the Legion Blood Donor Committee for the year 1945-46, WCOP has been awarded a citation by the American Legion. . . . Quiz Kids return to the air October 20, over WCOP, 5:00-5:30 p.m. . . . **WORCESTER**—The "Make Friends With Music" club of the air will hold its first meeting over WTAG, Saturday morning. . . . Program is slanted toward the 8 to 14 year old group to stimulate youthful interest in fine music. WTAG's "Breakfast Party at the Baroque Room" has a new feature. . . . six guests at each broadcast who are celebrating something will be guests invited to the "Celebration Table."

—INDIANA—

FORT WAYNE—WGL is again airing its popular "Fort Wayne School of the Air" program. Program is heard thrice weekly, Monday, Wednesday and Friday mornings. . . . To enable the public to recognize the earmarks of unfair schemes and various rackets, WGL is presenting a new program titled "Facts and Frauds." . . . Eighteen lectures and demonstrations on radio broadcasting will be offered at 7 p.m. each Wednesday with Ben Hudelson of WOWO in charge, by the Fort Wayne extension center of Indiana Univ.

—NEBRASKA—

OMAHA—KOAD, FM station, now carries the "Alcoholics Anonymous," transcribed series produced by WWJ, Detroit. . . . "There Goes Your Money," new dramatized series over KOAD each week in co-operation with the Better Business Bureau of Omaha. . . . Rev. Emil Kontz, executive secretary of National Committee for Juvenile Protection of the Northern Baptist Convention, appeared on KOAD's "Radio Church" to explain his organization's plans for correcting juvenile delinquency. . . . KOIL's locally produced Krime Klan, Hoop-ered to a 13.5 during the 45-46 season despite airing opposite the potent Lux Theater. . . . Program is back on its Monday night spot. . . . New ailer for KOIL, is the Saturday Farnam Street Follies, half-hour of variety emceed by Lee Barron.

Stork News

Wife of Barry Gray, WOR disc jockey, gave birth to a girl, Melody Ann, Oct. 13, in Manhattan's Park East hospital. Gray's Monday morning record show was handled by announcer Russ Dunbar, without chatter, but mother and daughter are doing fine.

TIN PAN ALLEY

is

UP YOUR ALLEY

(or should be)

MANY of America's leading song writers will dissect the problems pertinent to fathering new songs at the next luncheon meeting of the **Radio Executives Club**, Thursday, Oct. 17, at the Hotel Roosevelt's Hendrik Hudson Room at 12:30.

M. C. will be Charlie Tobias (Don't Sit Under the Apple Tree, etc.).

Also participating will be W. C. Handy, father of the blues; Joan Whitney and Alex Kramer (Love, Love, Love, Candy, Money Is the Root of All Evil); Jeffrey O'Hara (K-K-Katie, One World); Lucky Roberts (Moonlight Cocktails); Mabel Wayne (In a Little Spanish Town); Harry Armstrong (Sweet Adeline), and Al Goodheart (author of numerous patriotic songs).

You won't want to miss
SONG WRITER'S DAY

Members, \$2.25; Guests, \$2.75

Send Birthday
Greetings To—

October 16

Cynthia Carlin Rosemary Garbill
Wilfred Lytell Frances E. Kaye
Carl Kent Judith Ann Rosenberg

We believe in PROMOTION!

We believe in promotion because it means *selling power* . . . a quicker build-up for your program and your advertising message. Obviously, the more promotion, the greater the audience . . . adding up to more sales for advertisers who use WGAR, the Friendly Station, in Cleveland.

Edward Petry & Co., National Representatives



FOLLOW THE BROWNS

PAUL BROWN

with

WGAR

1220 ON YOUR DIAL



Spectacular paint board on an east side traffic artery supplements 24 sheets and is seen by 147,311 persons daily!



These posters in the advertiser's stores catch the eyes of customers and build a radio audience.



These car cards on one thousand Cleveland streetcars feature a new show weekly.



This west side Spectacular is seen by 128,405 persons every day.



These cards in schools and public places capture popular interest to get a listening audience.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 13

NEW YORK, THURSDAY, OCTOBER 17, 1946

TEN CENTS

Nurnberg's Radio Finale

More Webs Set Plans for Election Coverage

Coverage of the November 5th Congressional and State elections throughout the U. S. was provided yesterday with the announcement of schedules for the day by CBS and NBC. Mutual and NBC made known their schedules earlier this week.

On Sunday, November 3, ABC will air a public-service program titled "Shame of the People" (7-7:30 p.m.) with speakers from both the Republican and Democratic National committees discussing the three top domestic issues of the coming election. The following day, "Election Pro-

(Continued on Page 8)

Public Interest Disks Offered Outlets By IDE

Success of the one-minute spot announcements originated by New York indie WNEW to counteract race prejudice has prompted the Institute for Democratic Education to offer the disks gratis to every station in the country. IDE is mailing announcement brochure of the "Keep Faith with America" series to more than 1000 stations which can obtain free letters upon request. WNEW is pay-

(Continued on Page 2)

Unlimited Comm. Service Sought By Press Wireless

Application was filed with the FCC yesterday by Press Wireless, Inc., world-wide radio carrier of news dispatches, for a license to furnish preferred commercial service in addition to its present press service. According to Attorney Kelley E. Griffith, of the law firm of Kirkland,

(Continued on Page 2)

Topical

With public interest in the nation's meat supply running high, Parks Johnson and Warren Hull will interview cattlemen and stock breeders from the arena of the American Royal Livestock and Horse Show in Kansas City, Mo., on their CBS "Vox Pop" broadcast of Tuesday, Oct. 22, WABC-CBS, 9-9:30 p.m., EST. Broadcast will be aired from KMBC, K. C.

Working Man

John Shepard, III, president of the Yankee Network, will double in brass next Saturday when he interviews famous travelers aboard the Queen Elizabeth as she heads to the U. S. on her maiden voyage. Shepard, who is himself returning from Europe aboard the giant liner, will handle the microphone for a Mutual network broadcast.

ABC Affiliate Meet Set For Sun. In Chi.

Owners and managers of ABC affiliated stations will be hosted by the network during the NAB convention in Chicago, when officials will report on the progress made by the web during the past year and future plans discussed. At the gathering, set for Sunday Oct. 20, at 5:30 p.m., in the Boulevard Room of the Hotel Continental, will be top ABC executives from all divisions. Reception and dinner will be part of the proceedings.

ABC officials in Chicago for the Na-

(Continued on Page 6)

Requests For 12 New AM Received By Commission

Washington Bureau, *RADIO DAILY*
Washington — Applications for a dozen new standard stations were reported yesterday by the FCC, as well as one incomplete application from Bruno Shaw for unlimited hours on

(Continued on Page 6)

NBC Sets 11 More Programs For United Nations Project

NBC has announced 11 programs which will mark United Nations Week, Oct. 20-26, as a climax of the web's UN project. Co-sponsors of the project with NBC are the American Association for the United Nations and the National Education Association.

Special series leads off at 12:30 p.m., Oct. 20 with a presentation of "The Eternal Light," a dramatic fantasy of a visit by the Old Testament prophet, Isaiah, to a UN meeting. At

Networks Bring First Authentic News Of Executions; Pooled Broadcast By Gaeth, New High In Drama

Iowa Radio Audience 90% According To Poll

Des Moines—Nine out of 10 Iowans classify themselves as radio listeners and the majority of this group are of the opinion that they can always find something of interest to listen to whenever they want to, according to a special survey by the Iowa Poll. Poll is taken every two weeks throughout the state on varied important subjects. Iowa's radio listeners have their radios turned on

(Continued on Page 6)

WLW Shifts Personnel In Sales-Merchandising

Cincinnati—WLW yesterday announced the shifting of personnel in the merchandising department and the addition to the sales department of the station. William H. Oldham, Jr., who has been director of grocery

(Continued on Page 8)

Radio's Future Course Subject Of CBC Series

Montreal—What radio has done, what it has failed to do, and what it must do in future to justify its position in the modern world is the

(Continued on Page 8)

One of the most dramatic events in world history—the execution of the 10 convicted Nazi war criminals in Nuernberg, and the climactic suicide of Hermann Goering a few hours before—was first reported to Americans early yesterday over the four major networks by Arthur Gaeth, the

(Continued on Page 6)

MBS Adding 7 Outlets Making Total Of 359

Seven new MBS affiliates, and power increases for four other stations, have been announced by Carl Haverlin, vice-president in charge of station relations for Mutual Broadcasting System. The seven new stations include the following: KBMY, Billings, Montana, 250 watts, operating on a frequency of 1240 k.c., and owned and operated by the Billings Broadcasting Co., joined MBS as a full-time

(Continued on Page 8)

Ithaca College Offers Tele Course By ABC

Ithaca College, Ithaca, N. Y., has introduced a television course prepared by the American Broadcasting Company, it was announced yesterday, which will become part of the

(Continued on Page 2)

Art Note

Jack Smart, rotund lead in WJZ-ABC's mystery series, "The Fat Man," heard Mondays at 8:30 p.m., EST, is pictured prominently on the cover of this week's Saturday Evening Post, in a painting by his artist friend, John Faller. Smart, too, is an artist of no small calibre, doing caricatures of his friends at the Player's Club in the evenings.



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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.

Coming and Going

JOSEPH E. BAUDINO, general manager and station director of KDKA, left town last night for his Pittsburgh headquarters following conferences with officials of NBC.

WILFRED GUENTHER, station relations manager at WLW, is here from Cincinnati. He'll get together with the people at WINS to coordinate the activities of these two Crosley-owned stations.

DONALD COE, American network staffer, has left for Boston, where he will edit Martin Agronsky's morning program which emanates from Boston on Monday and Tuesday of next week.

HOWARD A. JACOBS, sales manager of Tone Products Corp. of America, is on a business trip to Buffalo, Detroit and Chicago, checking distribution for Merry-Go-Sound "kiddidisks."

CLYDE SCOTT, general manager of KECA, the American network's managed-and-owned station in Los Angeles, is visiting briefly in Gotham.

MIKE ROSHKIND, staff editor at ABC, is in Akron, Ohio, for today's broadcast of the Christian Science Monitor program from that city.

LEO DUROCHER, baseball-great-turned-radio-commentator, has left for the West Coast. He'll play a double-header Sunday, appearing on Jack Benny's program in addition to his own afternoon stint over ABC.

FRANCES E. COINER, publicity director of WBT, Charlotte, N. C., in New York this week. She was welcomed yesterday at the offices of the Columbia network.

ROY COWAN, manager of the New York office of Taylor-Howe-Snowden Radio Sales, and ARTHUR POPPENBERG, eastern sales representative for the organization, leaving for Chicago, where they'll attend the convention of the NAB.

ELMO C. WILSON, director of research at CBS, is back at his desk following attendance at the Boston Conference on Distribution.

CARL BRISSON waxed 16 songs for Apollo Record release this week and then left for Cleveland for an engagement at the Mounds Club.

BEATRICE KAY is spending a few quiet weeks at her Closter (N. J.) domicile. She leaves for Buffalo Nov. 4.



For the future

In a greenhouse in Glen Dale, Maryland, they grow cinchona seedlings. Quinine comes from the plant. They grow from 5 to 15 inches. Then they are air expressed to Latin America.

That's something like the sending coals to Newcastle line... but that's certainly playing it safe.

And there's a tip in all this for business. What are you doing about the future of your brands? If you've got distribution in Baltimore and plan to use radio, we'd like to tell you about W-I-T-H, the successful independent.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. It's the safe station to trust your future to.

Facts are available to prove it.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(Wed., Oct. 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists various bonds like Nat. Union Radio, DuMont Lab., etc.

IBS Appoints Avery

Intercollegiate Broadcasting System has appointed Lewis H. Avery, Inc., New York, as its national advertising representative, effective immediately. Avery will handle both spot sales and network programs for the college web and its 23 stations.

Stork News

Radio actress Paula Stone became the mother of a boy at Le Roy Sanitarium Oct. 14. Paula's sister Carol, starring in the "Red Mill," has taken over the former's "Hollywood Digest" program on WNEW. Miss Stone also has a substitute for her on "Leave it to the Girls," on Mutual.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY



PORTLAND, OREGON

REPRESENTED BY EDWARD PETRY & CO.

Public Interest Disks Offered Outlets By IDE

(Continued from Page 1)

ing for production of the spots and IDE is paying distribution costs.

Public service announcements, using radio's commercial jingle technique, were written by Ted Cott, WNEW program director. They feature Jay Jostyn of "Mr. District Attorney" fame as narrator, Dick Brown as vocalist and the music of Roy Ross and his orchestra.

Limited Comm. Service Sought By Press Wireless

(Continued from Page 1)

Fleming, Green, Martin and Ellis, counsel for the company, the proposed limited commercial service would be given on a deferred basis, allowing all press traffic priority on all Press Wireless circuits.

Hasel Interviews Collins Tonite

Ted Collins, radio commentator, sportsman and owner of the Boston Yanks football team, will be interviewed by Joe Hasel over ABC tonite at 11:15 p.m.

Ithaca College Offers Tele Course By ABC

(Continued from Page 1)

college's regular curriculum and will run for two semesters.

Course will count three credits toward graduation, and at the end of the school year, copies of the lectures, etc., and results of examinations will be submitted to the New York State Board of Regents. If the latter considers the course worthwhile, the Board will endorse and recommend it to other colleges.

Membership in the video course is limited to juniors and seniors. Present enrollment is 44 students. Paul Mowrey, who is a graduate of Ithaca, planned the course with regular faculty members and is assisted by Richard Goggin and Harvey Marlowe, ABC tele execs. Other web execs will also handle lectures, according to Mowrey, and a trip to WRGB, Schenectady is planned later in the course.

Dr. L. B. Job, president of the College, is enthusiastic over the course, and described the school as "pleased to have the opportunity to offer to its students a series of lectures and seminars on television by leaders in the industry."

FOR RESULTS IN THE Philadelphia MARKET



PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

IN GREATER BOSTON . . .

The people who sell merchandise
join the people who buy

in praising WCOP's

new 5000-watts power

From all over the Greater Boston area — from Ipswich to Mansfield and from Cohasset to Wellesley — letters have poured in congratulating WCOP on the range and clearness of our new 5000-watt signal.

Gist of the dealer comments: "Your station is covering this area 100% . . . have been getting your monthly magazine SPOTLIGHT, and find it very helpful . . . I have been more than pleased with the WCOP Window Display that you installed for me . . . congratulations on your increase in power."

Gist of the customer comments: "The reception is fine and clear . . . all programs come through splendidly . . . the Louis-Conn fight came in loud and clear . . . you won a great many new friends along the North Shore last evening . . . the reception from WCOP is now perfect."

You can "air your advertising" to these enthusiastic listeners in Greater Boston, America's third richest market of 3,000,000 population . . . and we'll help you move your product through the dealers who have been so favorably impressed with WCOP's new power and live merchandising service. Rates and availabilities from any Katz office.



A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston.



The October issue of **THE SAURUS PROGRAM NEWS**, which will be in the mail before the week is over, carries an important message on its cover. It's a memo from Gordon Webber, Script Manager of NBC Radio-Recording.

"The other day," Gordon begins, "Wally Dunlop, Program Director of WMOB, Mobile, Alabama, dropped in to chat about **THE SAURUS** continuity. I think his experience is an excellent example of what can be done with a musical program service. Out of the 25 programs provided by **THE SAURUS**, WMOB has sold 13 to local sponsors, with the prospect of selling more this Fall."

An interesting observation here is the fact that the sale of 13 **THE SAURUS** programs more than pays the cost of the entire library for WMOB. And, while there are 25 weekly **THE SAURUS** programs for which script is provided, the service itself numbers some 4,000 selections with new music coming along at the rate of 65 selections per month. All of this music represents a program potential that is almost inestimable.

The note continues, "WMOB is just one of scores of **THE SAURUS** subscribers who find **THE SAURUS**-BUILT programs good audience-holders with big sponsor appeal. We are glad to learn of WMOB's experience first hand, because here in the Script Department that is our continuing purpose—to build programs that will win and maintain audiences for you and do a selling job for your advertisers."

NBC **THE SAURUS** has built its entire policy on "PROGRAMS TO SELL . . . SELECTIONS TO PROGRAM." The well-versed, experienced and talented writers who create **THE SAURUS** scripts are the same writers who have written some of the nation's finest network shows. **THE SAURUS** music is ever-flexible, always at your fingertips to program spontaneously.

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



Convention Vanguard Arriving!

• • • The vanguard of early arrivals for the NAB's first peacetime convention since 1941 has already put in an appearance in the Palmer House, scene of the meeting, first sessions of which get under way Monday morning. All advance information indicates that it will be

Chicago

a record-breaking 3,000-convention, as compared to a previous high of 1,200. Several factors, it was pointed out, are combining to make this one a record-breaker. First, there is the fact that it will be the first NAB meeting since the 1944 so-called war conference. Second, there are many more stations and CP's now, and, three, greatly increased staffs. . . . Eighty rooms have been set aside on the 8th floor of the Palmer House for exhibitors, each of whom will be allotted from one to three rooms for his display. Four thousand feet of display space has been reserved in the hotel's exhibition hall on the fourth floor for exhibits by 10 heavy equipment manufacturers, nine of whom make transmitters. This will be the first exhibit of its kind at an NAB convention. Included in this exhibit will be several complete transmitters. The 10 heavy equipment exhibitors will be General Electric Co., electronics department; Graybar Electric, Radio Corporation of America, RCA-Victor division; Western Electric, Radio Engineering Laboratories, Inc.; Raytheon Manufacturing Co., broadcast equipment division; Frederick H. Hart Co., Inc.; Federal Radio and Telephone Corp., Collins Radio Co., and Gates Radio Co.



• • • On deck for the past two weeks setting up the convention machinery and attending to a thousand and one details have been C. E. Arney, NAB secretary-treasurer, and his secretary, Miss Ella Nelson, oldest NAB employee in point of service. They have established a smoothly functioning convention office in Room 402-403, during the past week with Arthur Stringer, director of NAB special services. The NAB staff was augmented this week with the arrival of Everett Revercomb, auditor, and Miss Gladys Hall, secretary to Jess Willard, NAB vice-president.



• • • Danny Kaye, who arrived in town Tuesday, was cocktail party'd at the Ambassador East the same day by Balaban & Katz. Kaye headlines the 25th anniversary show at the B&K Chicago Theater, beginning Friday. His schedule calls for seven shows a day. He brought his own stage revue, which includes radio songstress Georgia Gibbs. . . . Ernie Shomo, WBBM sales manager, discovered his stolen car, but it was in a badly damaged condition. . . . Don Kelley, CBS central division publicist, tossed a press luncheon Monday at Continental Hotel to introduce Eric Sevareid, CBS correspondent and author, to local scribes. H. Leslie Atlas, CBS veepee, and Frank Falknor, assistant general manager of the network's central division, headed the WBBM-CBS representation.



• • • Eddie Hubbard, emcee of WIND's nightly recorded ABC Club, recently conducted a popularity poll in which Tex Beneke and the old Glenn Miller band took top honors in the band division, with Harry James, second, and Tommy Dorsey, third. Frank Sinatra was first among male vocalists, Perry Como, second, and Bing Crosby, third. Dinah Shore was voted first among female singers, with Jo Stafford, second, and Peggy Lee, third. Among vocal groups the Pied Pipers came in slightly ahead of the Ink Spots, with the Mills Brothers, third. The King Cole Trio took top place among singing and instrumental combos. The Three Suns were second, and the Benny Goodman Sextet, third. Eddie Hubbard got 10 votes as male vocalist, and, Margaret Whiting, received six votes as a vocal group. Eddie sometimes sings along with the Whiting records.

LOS ANGELES

By RALPH WILK

EDDIE BRACKEN, comic, is a songwriter as well. The theme music which introduces the comedian's Sunday broadcast was written by him, and as yet is known only as "The Eddie Bracken Song." He's looking for a better title, and would welcome suggestions from listeners.

Walter Tetley, who does the voice of "Andy Panda" in the Universal Cartoons series, has been set by MGM for the role of Douglas Mutt in "Green Dolphin Street."

For a brief period this week Norman Jean Nilsson, 8-year-old mopper on CBS' "Jack Carson Show," has the honor of being enrolled in two schools. Taking time out from his regular studies at the Hollywood Victory Garden School Norma Jean skipped over to the Warner Bros. lot for a screen test and, of course, has to attend the studio class. When she got back to Victory Garden she surprised her new geography teacher by reeling off all the countries of North, Central and South America.

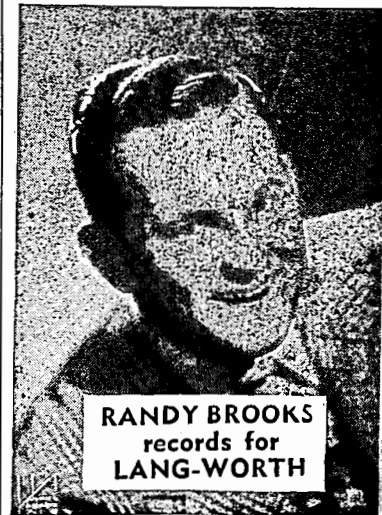
Jack Benny, who has returned radio for his 15th season over NBC, probably will broadcast from Palmdale, Calif., several times during the winter.

Movie actor Roddy McDowall's guests Bill Stern's sportscast show Friday, October 18th, via NBC air on the Hildegard show, Sunday, October 20th via CBS.

The "Hollywood Players" are planning to shift their fabulous stock company to Broadway in December for at least three CBS broadcasts.

Tom McKnight, producer of the new "Sherlock Holmes" drama series opened October 12, on ABC station launched the Conan Doyle character on the radio waves in 1930 and carried on as producer for twelve years; skipping only the past three while was serving as Army captain.

Jimmy Scribner, Mutual's "Johns Family" man, has been signed by Edward Nassour to bring his solo characterizations before the camera around the first of January.



PROMOTION

"NBC Digest"

A new magazine has been published by the National Broadcasting Company's Information Department. Titled "NBC Digest," it will be published quarterly under the editorial supervision of Horton Heath, director of Information.

The first edition, of which 10,000 copies have been printed, includes talks by Secretary of State James F. Byrnes, Veterans Administrator Omar N. Bradley, and U. S. Reparations Commissioner Edwin W. Pauley; a discussion of the Paris Peace Conference on the "University of Chicago Round Table," and excerpts from NBC's broadcast of the first atom bomb test at Bikini.

In addition to talks and dramatic scripts, the magazine contains "Chords and Discords," a sampling of listener letters.

Agricultural Response

According to Professor Louis W. Kaiser, in charge of radio services at Cornell University, nearly sixty per cent of the more than 72,000 bulletins requested from the New York State College of Agriculture, in response to radio offers during the first six months of 1946, have been received from General Electric's radio station WGY listeners.

Forty-five New York state radio stations receive the daily State Extension Service, which includes radio "briefs" offering Cornell bulletins of information and suggestions for farmers, gardeners, and homemakers. Of the portion of listener mail that went through Professor Kaiser's office, 42,877 requests came from WGY out of a total of 72,447.

News Service

Special tieup between WLIB and RKO Albee theater in Brooklyn is giving movie patrons one minute of news headlines three times daily through the house PA system. News periods follow showing of the newsreel at approximately 3:30, 5:30 and 9:30 p.m. Message flashed on screen reads, "RKO Albee News Headlines prepared and presented by the New York Post WLIB newsroom." Theater lobby display, showing pictures of station's news staff, reads: "Hear the news before you read it. Up to the minute news in co-operation with radio station WLIB, 1190 on your dial."

Shell Renews Yankee Net

Boston—Shell Oil Co., has renewed its contract with the Yankee Network for the "Shell Digest," heard Mondays, Wednesdays, and Fridays from 6:15 to 6:25. Program features Nelson Churchill with sports and news.

AMS. 2142 For Air Checks—Line Checks



CHICAGO

NBC Sets 11 More Programs For United Nations Project

(Continued from Page 1)

tor of National Broadcasting Company-United Nations project.

At 5 p.m., same date, the NBC symphony orchestra will present a special concert for UN delegates while the American Album of Familiar Music, at 9:30 p.m., will honor UN week. A documentary drama of Pacific countries will be heard during the "Pacific Story" at 11:30 p.m.

First program series entirely devoted to UN is scheduled Oct. 22 at 11:30 p.m., with a dramatization and commentary on current UN issues. On Oct. 24 at 11:30 p.m., Frank Black will conduct a program of music by United Nations composers. A drama of U. S. Foreign Service officers on duty on UN territory is to be heard at 11:30 p.m., Oct. 25.

On the final day of the NBC-UN project, Oct. 26, a special broadcast is scheduled from the lower plaza at Rockefeller Center at 12:30 p.m. Program will be devoted to The Netherlands with exchange conversations between New York and Holland. A discussion of "The United States and the United Nations" will be heard at 7 p.m., Oct. 26.

St. Louis—The St. Louis "Post-Dispatch," in a Tuesday editorial entitled, "Good Will on the Micro-

phone," paid tribute to NBC, saying:

"All the intimate techniques of radio, from music and drum-rolling epic to the homely drama, have been marshalled by the National Broadcasting Co., for a United Nations Week beginning Oct. 20. When so much of the time radio leads its audience on a merry escape from the important issues of life, NBC's program series is an example of broadcasting's first obligation—public service.

"One of these weekly programs will be discussions of foreign policy, but the attempt at direct address ends there. A second program explores the music of other lands; a third dramatizes the work of our foreign service, which has been more thrilling than the communiques reveal; a fourth is the drama of outposts and nations particularly important to America's future—the panorama of the Pacific.

"The fifth program is virtually a new twist in that sturdy stock in trade, the soap opera. This is a revelation of the home and family life of our neighbors around the world. So NBC is sponsoring internationalism with a human touch which internationalism desperately needs—and we think radio can do that better than any other medium of expression."

Public Interest Program Wins Additional Honors

San Francisco—"You Can't Print That," dramatized and broadcast as a public service feature April 27, by KGO over the full ABC network, as the winning script in the San Francisco Press Club's scholarship competition for Northern California High School students, will receive added recognition Tuesday, Oct. 22, when the school broadcast conference of the Association for Education in Radio devotes a session of its convention to an analysis of the script.

Will Invite NAB Groups

George Mullaney, chairman of the Press Club Scholarship Committee and radio director of the San Francisco public schools, will represent the Press Club at the convention in Chicago. The conference will be held simultaneously with that of the National Association of Broadcasters. Members of both groups will be invited to attend when a transcription of "You Can't Print That" is played in the Continental Hotel in Chicago.

Send Birthday Greetings To—

October 17

Helen Choat	Jack Owens
Radie Harris	John Prosser
Robert Kinne	Marlyn Thorne
Claire Barry	

Ed Kemble Adds Tele To Duties At Don Lee

Los Angeles—Ed Kemble, sales service manager of the Don Lee Broadcasting System this week takes on additional duties as assistant to Jack Stewart, Don Lee—W6XAO television program director, it has been announced by Willet H. Brown, vice-president and assistant general manager of the network.

Activities To Expand

With an application for a commercial license for the television station on file with the FCC, Don Lee now will expand its activities in experimental commercial video presentations, according to Brown. Don Lee has been telecasting for the past 16 years. Kemble has just returned from overseas service with the U. S. Marine Corps.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.

AGENCIES

J. B. DYSON has been named manager of McCann-Erickson's office in Santiago, Chile, replacing William H. Bray. Bray has been transferred to the agency's new office in Lima, Peru.

THOMAS F. VIETOR, JR., formerly of Ruthrauff & Ryan, Inc., has joined the radio department of Sullivan, Stauffer, Colwell & Bayles, Inc.

BETH HOLMES, formerly of Compton Advertising, Inc., has joined the creative staff of SSC&B. Prior to entering the advertising agency business, Miss Holmes was associated with Bamberger's, Newark; Franklin Simon, New York, and Wanamaker's Philadelphia.

RONALD C. BRADLEY, formerly a merchandising manager with the Emporium, San Francisco department store, has joined Doherty, Clifford & Shenfield, Inc., as an assistant account executive. Recently returned to civilian life after three and a half years in the Navy, he was also with United States Steel Corp.

L. HOWARD MOSS, JR., has joined the staff of the Green-Brodie Agency, New York, as account executive. Prior to joining the agency Moss was an executive of the P. F. Collier & Sons Corp.

MAX MENCHER, OPA regional information executive in Region II, has resigned from that agency. He joined OPA as head of the Regional Public Relations and Publicity Division in January, 1944, shortly after Daniel P. Woolley became OPA regional administrator. Previously, he held the post of secretary of the New York City Department of Markets, when Woolley was the commissioner.

MATT W. HOUSTON has resigned from the western office of the Crowell-Collier Publishing Co., to join the western sales staff of the American Newspaper Advertising Network.

Transcribed Stories From

"The American Notebook"

Written and Narrated by

Robert Waldrop

With Music Under the Direction of

Mark Warnow

Are Broadcast Weekly on

945 Stations

Directed by

RUTH GIRARD

(Currently Presented in the Interest of U. S. Savings Bonds)

ABC Affiliate Meet Set For Sun. In Chi.

(Continued from Page 1)

tional Association of Broadcasters convention who will attend include: Edward J. Noble, chairman of the board; Mark Woods, president; Keith Kiggins, E. R. Borroff, Robert E. Kintner, Robert H. Hinckley, and John H. Norton, Jr., vice-presidents.

Also scheduled to attend are C. T. Hagman, general manager of ABC's Central Division; Paul Mowrey, national director of television; Ivor Kenway, director of advertising and promotion; Ted Oberfelder, assistant director of advertising and promotion; Robert Saudek, director of public service; John H. McNeil, manager of WJZ, New York flagship of ABC.

Gil Berry, sales manager of ABC's Central Division; Ell Henry, publicity manager of the network's Central Division; Robert B. Jones, Jr., Central Division Station Relations manager; Ernest Lee Jahncke, Jr., Eastern Division Station Relations manager; Francis Conrad, Western Division Station Relations manager and Otto Brandt, Pete Schloss, Jim Connolly and William N. Davison of the New York Station Relations staff; Ray Diaz, traffic manager, Edward F. Evans, director of research for ABC, and Frank James of the network's research staff, James L. Stirton, assistant to the vice-president in charge of the Central Division, complete the list of those attending the dinner along with ABC station owners and managers.

Requests For 12 New AM Received By Commission

(Continued from Page 1)

the 620 band in New York City. The Shaw application was sent back for power specification.

Radio Santa Cruz, Santa Cruz, Calif., seeking a permit to operate with one kilowatt, daytime, filed to amend its frequency request from 1000 to 1080 kilocycles, while WKTU, Mayfield, Ky., operating on the 1050 band filed to increase its power from 250 watts to one kilowatt.

Three of the applicants for one-kilowatt operation seek daytime hours only—Mrs. Carla Burnham Keys, Firmville, Va., on the 870 band; Radio Sanger Co., Sanger, Calif., on the 900 band and the Huntington Park Broadcasting Co., Huntington Park, Calif., on the 1190 band. Associated Broadcasters, Inc., of Wadena, Minn., seeks unlimited operation with one kilowatt on the 920 band.

Seeking unlimited operation with 250 watts are the Western Pennsylvania Broadcasting Corp., Pittsburgh (1490 kc.); Eagle Pass Broadcasters, Eagle Pass, Tex. (1450 kc.); Radio Bedford, Inc., Bedford, Ind. (1340 kc.); Craig Broadcasting Co., Chester, S. C. (1490 kc.); Broadcasting of America, Blythe, Calif. (1450 kc.), and Border Broadcasting Co., Nogales, Ariz. (1240 kc.).

Seeking daytime operation with the same power are the Steel City Broad-

Gaeth's Nazi-Execution Story Heard On All Webs Via Pool

(Continued from Page 1)

only U. S. radio correspondent present in the death chamber. The American press representative was Kingsbury Smith, of INS.

Pooled broadcast was flashed across the nation by Mutual, NBC, ABC and CBS, and the eyewitness account of the proceedings followed in a short time after the final execution and was heard yesterday from 12:30 to 12:50 a.m., EST.

Gaeth, who drew lots with other American radio reporters to obtain the coveted assignment, has covered

Showmanship

WOR's Fred Van Deventer moved his microphone at 11 p.m. from the usual news room spot to the ticker room to broadcast latest reports from Nuernberg. He remained on the job for comment and bulletins following the Gaeth broadcast.

Station rebroadcast the recorded account at 7:20 a.m. after building it up on the 7:00 a.m. news period, cutting part of the John Gambling program, and again at 8:20 a.m., cutting into the Dorothy & Dick segment.

Many 'phone calls to all webs requested a repeat.

the Nuernberg trials and the Paris Peace Conference for Mutual since his arrival in Germany over a year ago, is one of radio's most studied authorities of the European scene. His narrative of the executions, considered by several top executives yesterday as "probably the best thing of its kind ever done in radio," was in strict keeping with the mood and atmosphere of the occasion,—gripping and dramatic throughout and spiced here and there with the tone of justice that has dominated the situation since the sentences were meted out last week.

Eyewitness Account

While Mutual's Arthur Gaeth reported the actual eyewitness account of the hangings, all networks from 6 p.m. Tuesday until early Wednesday pitched in to give Nuernberg's hour of climax the full dramatic treatment. At 7:15 p.m., NBC's Ed Haaker, talking from Nuernberg, told the network audience that from all indications the hangings were under way. Stephen Laird over CBS described the condemned men's last meal while Lowell Bennett told the last-minute preparations over the ABC web.

About 11:15 p.m., all nets broke into programs to report that executions were completed. At this point it was expected that Arthur Gaeth's eyewitness story would be broadcast shortly but an hour passed without any Gaeth report. At 12:20 a.m., networks and radio listeners got an answer as to the delay when it was reported that Goering had committed

casting Corp., Homestead, Pa. (860 kc.), and the Ellis County Broadcasting Co., Waxahachie, Tex. (730 kc.).

suicide. Ten minutes later Gaeth was on the air from Nuernberg describing the hangings.

CBS correspondent Stephen Laird unsuspectingly missed out on a possible several hours beat on the Goering suicide. Over an hour before the hangings began, Laird met an American GI in the prison corridor who asked him if he had heard about Goering's suicide. The CBS newsmen laughed at the report, saying a high official source had told him the 11 Germans were ready for the gallows.

Although a news service wire report shortly before midnight had stated that the 11 Nazis had been hanged, this was refuted in another announcement approximately a half-hour later when it was made known that Goering had committed suicide. However, the whole incident had taken on a new significance, and consequently the pooled broadcast was awaited for further information.

Goering Flash

Overshadowing the account of the hangings themselves was the lead-off report by Gaeth regarding Goering. The Mutual reporter said, in part, "I saw only 10 Nazis die. Wilhelm Hermann Goering, guilty on all four counts . . . escaped his fate by hanging by committing suicide at 10:45 last night . . . he did it so cleverly that the sentinel watching him did not even see him put his hand to his mouth. He was first observed as twitching. He was heard to make a strange sound. When the German Dr. Fluker and the chaplain who were on the floor arrived, and with an officer rushed in, they already heard the death rattle."

Gaeth went on to explain how an envelope was discovered in Goering's cell, revealing, among other things, a small brass container made from a cartridge case. "Examination of Goering," the report said, "revealed bits of glass in his mouth and an odor which to the doctor indicated the pressure or the presence of cyanide potassium."

Lack of heavier buildup on the pooled broadcast prior to 11 p.m., Tuesday, and subsequent confusing reports regarding the completion of the hangings, was believed due to War Department instructions to the effect that nothing would be forthcoming on the executions until early yesterday morning.

Harry A. Holloway

Harry A. Holloway, 66, assistant secretary and paymaster of Batten, Barton, Durstine & Osborn, Inc., died suddenly Monday at his desk in the New York offices of the agency. Holloway was the oldest employee of BBD&O in the point of service, having observed his 50th anniversary with the company at a luncheon given in his honor by Bruce Barton, Alex F. Osborn, Bernard C. Duffy, F. R. Feiland and other executives on November 21, 1945.

Iowa Radio Audience 90% According To Poll

(Continued from Page 1)

more today than they did five years ago. Some 42 per cent have their radios turned on more today and 32 per cent have their radios turned on about the same amount of time as they did five years ago.

In answer to the question, "Can you think of any radio advertising messages that you think especially good?" recently asked by the "Iowa Poll" of the Des Moines Sunday Register, 40 per cent of the radio listeners answered affirmatively. The opposite query, "Can you think of any radio advertising messages that you think especially bad?" brought affirmative response from 35 per cent of the listeners while 51 per cent said no.

Material for the "Iowa Poll's" radio report was gathered by the same methods which enabled the research group to correctly predict within two-tenths of one per cent the outcome of the state primary election last June. Poll's manager Henry J. Kroeger said interviews constituted an accurate, representative cross section of the entire state.

Good Vs. "Bad" Advertising

The 35 per cent of radio listeners who recalled "bad" advertising named 22 different advertisers and five different classifications. The 40 per cent who could think of "good" commercials named 54 different advertisers and three distinct classifications. Pros and cons of radio advertising were voted upon mainly by listeners with a college education since high school and grade school groups are not so aware of commercials.

Of the nine out of ten people in Iowa who listen to the radio, 61 per cent of the men and 73 per cent of the women say they can generally find something they want to listen to when they have the urge to tune in. More than three-fourths say they sometimes are occupied with other matters while listening.

As for public service programming, 51 per cent of the listeners say broadcasters are "about right." In regard to free radio time for important government men in Washington," 55 per cent say the officials get "their share" of time, 25 per cent say they get "too much," and only ten per cent say they receive "not enough."

Tele Cameras Busy

Television cameras are now shooting home games of all three New York professional football teams with the announcement by WNBT, NBC video outlet, that it will begin coverage of the Giants from the Polo Grounds Oct. 20 at 2 p.m. Giants are scheduled to meet the Chicago Cardinals in their first home stand.

Bob Stanton will handle the sports commentary.

Milt Livingston Joins "U"

Milt Livingston, formerly radio writer on Motion Picture Daily, has joined the publicity staff of Universal Pictures.

America finds a new, easy way to save

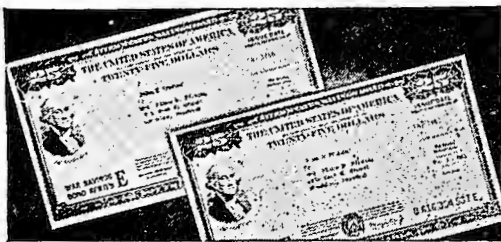
OUT of the war has come one blessing—a lesson in thrift for millions of those who never before had learned to save.

Enrolled under the Payroll Savings Plan in thousands of factories, offices, and stores, over 27 million American wage earners were purchasing "E" Bonds alone at the rate of about 6 billion dollars worth a year by the time V-J Day arrived.

With War Bond Savings automatically deducted from their wages every week, thrift was "painless" to these wage earners. At the end of the war, many who never before had bank accounts could scarcely believe the savings they held.

The moral was plain to most. Here was a new, easy way to save; one as well suited to the future as to the past. Result: Today, millions of Americans are continuing to buy, through their Payroll Savings Plan, not War Bonds, but their peacetime equivalent—U. S. Savings Bonds.

Accumulating steadily and surely in America's Payroll Savings accounts is the money to pay for all those long-awaited postwar possessions—the millions of new homes, new automobiles, new home appliances.



From war to peace! War Bonds are now known as U. S. Savings Bonds, bring the same high return—\$25 for every \$18.75 at maturity.



Out of pay—into nest eggs! A wage earner can choose his own figure, have it deducted regularly from earnings under Payroll Savings Plan.



New homes to own! Thousands of new homes, like this, will be partially paid for through Bonds wisely accumulated during the next five to ten years.



Keeping cost of living in check! Buying only needed plentiful goods and saving the money which would bid up prices of scarce goods keeps your cost of living from rising. Save automatically—regularly.

Weekly Savings	SAVINGS AND INTEREST ACCUMULATED	
	In 1 Year	In 10 Years
\$ 3.75	\$195.00	\$2,163.45
6.25	325.00	3,607.54
7.50	390.00	4,329.02
9.38	487.76	5,416.97
12.50	650.00	7,217.20
15.00	780.00	8,660.42
18.75	975.00	10,828.74

Savings chart. Plan above shows how even modest weekly savings can grow into big figures. Moral: Join your Payroll Savings Plan next payday.

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

More Webs Set Plans For Election Coverage

(Continued from Page 1)

logue" will be aired by the network (9:30-10:00 p.m.) featuring a pickup around the country with Elmer Davis handling the over-all commentary.

On Election Day, Davis will head general coverage of results from national and state headquarters for ABC assisted by Martin Agronsky, Jack Beall, Baukhage, Earl Godwin, Walter Kiernan, George Hix, Gordon Fraser, Taylor Grant, Don Gardner and Julian Anthony. Beginning at 7:30 p.m., ABC will provide a three-minute spot for local station results at the 57 minute period of each hour, with the exception of the 8 o'clock period. At 8:30 a half-hour dramatization of candidates expected to figure prominently in the coming presidential election will be heard.

Quincy Howe will handle results for CBS for the New England sector, with Charles Collingwood handling the middle-Atlantic area, Ned Calmer, Bill Henry, Douglas Edwards, Willard Shadell, John Daly and Robert Trout providing other sectional reports. Trout will air local results over WABC, key CBS outlet. Network will air a preview election broadcast from 6 to 6:30 p.m., November 5, followed by a news-return program from 8 to 8:30 and 9:15 to 9:30 p.m. Robert Trout will again be heard with last-minute returns and bulletins from 10:30 to 11:30.

Eric Sevareid, director of the CBS Washington news bureau, will be heard from time to time throughout the night. New York City returns will be provided by Harry Marble. Bill Downs and Gunnar Back stationed at the national headquarters of the Republican and Democratic committees in Washington, will air reports from that point.

Beauty Finalists On WABD

The John R. Powers television program on WABD at 8 p.m., tonight (Thursday) will feature the three finalists in the American Veterans Committee campaign to pick "Miss American Veteran." The three beauties—says Powers—will be bedecked with jewels totalling in value a quarter of a million dollars.

Louis-Barber To Aid Drive

Joe Louis, heavyweight champion, will appear as guest of Red Barber on the latter's sports program over CBS on Tuesday, Oct. 22, in aid of the National Community Chest Drive.

Wedding Bells

Marie-Terese Perrine, of the sales staff at WABC, will be married Saturday to William Anthony Baum, Jr., at St. Gabriel's Church in Elmhurst, L. I.

COAST-TO-COAST

—ALABAMA—

HUNTSVILLE—A radio range station will be built by the CAA on a two-acre site leased by the government to serve the airport here. . . . **MONTGOMERY** — Mrs. Lula Mae Harper replaces Lee Gooch, who is undergoing an operation, as traffic manager of WSFA. . . . WSFA, WCOV, and WMGY are giving free time to publicizing the current Charity and Welfare Council drive. . . . **CULLMAN**—WKUL, owned by Judge H. H. Kinney, went on the air with Congressman Carter Manasco as chief speaker at the dedication ceremonies. . . . **MOBILE**—WKRK is the new Mutual affiliate here, operating on a frequency of 710 kilocycles with 1,000 watts power. WKRK is slotting three local newscasts daily from their "Telegraph Road" studios.

—NEW JERSEY—

PATERSON—WPAT's "Columns Write" will have four editors of leading New Jersey weekly newspapers discussing "What is Man's Greatest Invention and Discovery?" Sunday, October 20, at 2 p.m. . . . "The High School Reporter" will be resumed at WPAT this Saturday at 12:05 p.m. Program gives timely and vital news to students, parents, and teachers, and an "Inquiring Reporter" feature has students from high schools giving their views on important national and international problems. . . . Adele Hunt, director of WPAT's women's program, will choose the best dressed man and woman in a contest held by the American Legion Post, Walter Nightingale, Waldwick, N. J. . . . Bob Carter, conductor of WPAT's "The Man Around Town," has been added to the staff of featured Paramount Newsreel commentators.

—CANADA—

VANCOUVER — Imagine Mike Crammond's surprise (he just finished a yarn titled "Never Trust a Bear") when his wife rushed into the house with their four months old daughter petrified because there was a bear in the yard. Mike grabbed his rifle, took aim and pierced the bear's heart. Mike conducts CKWX's "Fish and Game Club of the Air." . . . **TORONTO**—CFRB's newscaster, Jim Hunter, has been invited to make an address at the annual memorial service on Armistice Sunday, November 10. . . . To start the day off right there's Dick "Two-Ton" Baker to supply you with easy listening piano music every week-day morning from 8.30 to 8:45 ayem over CFRB. . . . On Sunday afternoons there is the Toronto Conservatory of Music, the Stradivari Orchestra, and the New York Philharmonic.

—MONTANA—

BILLINGS—Five shops joined together for a fashion show broadcast over KGHL from Montana's largest hotel, when they sponsored "Fall Fashion Preview." June Leff and Wendell Barcroft did the descriptions. . . . Ed Yocum, manager of station WGHL, was recently elected vice-president of the Montana Highway Safety Council. . . . **MISSOULA**—KGVO is featuring a new half-hour show titled "Six O'clock Edition." . . . Rod Belcher will air by telegraphic re-creation three Montana Grizzly games being played away from home over KGVO. . . . New addition to KGVO's continuity department is Charles Tuedke. . . . Public service features on KGVO this week included a talk by C. E. June of the U. S. Employment Service on the subject of employing the physically-handicapped.

WLW Shifts Personnel In Sales-Merchandising

(Continued from Page 1)

trade relations division of the merchandising department was named new account executive for the sales department, while James Sandner, in charge of special merchandising, moves into the vacancy created by Oldham's promotion to sales. Stewart Lewis will head up the special merchandising division.

Oldham who first joined the WLW staff in 1939 became director of grocery trade relations in 1941. When war broke out, he joined the U. S. Navy, and after three years service, returned to WLW last December. He will move to Chicago WLW sales office about Nov. 1. Sandner, who has been on the WLW merchandising staff for the past five years, became director of special merchandising in 1941. In his new position he will direct grocery trade activities for the station in the four state WLW merchandiseable area. Lewis who fills Sandner's former position has been on the staff of WLW for five and one-half years. He returned from services with the Armed Forces last November at which time he was a member of the merchandising department staff.

Radio's Future Course Subject Of CBC Series

(Continued from Page 1)

theme of talks being given over the CBC Trans-Canada network by a group of experts in various fields. Each Wednesday, at 8:45 p.m., EST, a speaker deals with one aspect of present-day broadcasting, under the title "Radio, 1946."

Speakers to be heard in the series, and the subjects on which they will speak, are Dr. I. Keith Tyler, executive director of Institute for Education by Radio, Columbus, Ohio, on "Broadcasting in the United States;" Jack Gould, radio editor, New York "Times," on "Radio as Entertainment;" Deems Taylor, distinguished composer and critic, on "Music on the Air;" Merrill Denison, well-known Canadian playwright, author, radio writer, on "Radio Drama;" A. W. Trueman, president, University of Manitoba, on "The Listening Reader;" Rev. Dr. James S. Thompson, president University of Saskatchewan, formerly CBC general manager, "The Listening Worshipper;" Lyman Bryson, counsellor on public affairs for CBS on "Freedom of the Air;" Arthur L. Phelps, assistant general supervisor of programs, CBC International Service, on "Ra-

MBS Adding 7 Outlets Making Total Of 359

(Continued from Page 1)

affiliate on October 12. WPLH, Huntington, West Virginia, 250 watts, 1450 k.c., owned and operated by Huntington Broadcasting Corporation of which Flem J. Evans is President and James Newton Vice-President, will join Mutual on or about Nov. 1. WWNS, Statesboro, Georgia, 250 watts, 1490 k.c., owned outright by Alfred Dorman, will also become an MBS affiliate on Nov. 1. WSGC, Elberton, Georgia, 250 watts, operating at 1400 k. c., owned by the Elberton Broadcasting Co., comprising Harry G. Thornton, President of the Elberton First National Bank, John L. Barnes, and G. T. Christian, owner of the Elberton Star. WSGC joins Mutual as a full-time affiliate on Nov. 1. Station KPDR, Alexandria, Louisiana, 250 watts, 1490 k.c., owned and operated by the Central Louisiana Broadcasting Corporation of which Eugene P. Levy is president, will also join Mutual on Nov. 1.

WKAL serving Rome and Utica, New York, 250 watts, 1450 k.c., will join the MBS network on or about Dec. 1. WKAL is owned by the Copper City Broadcasting Corporation of which Myron J. Kallet is president and owner. Kallet also operates theaters in 20 cities in New York.

WBBQ, Augusta, Georgia, 250 watts, 1340 k.c., is now under construction and will join Mutual on Dec. 15. WBBQ is owned and operated by the Savannah Valley Broadcasting Co. These seven new Mutual affiliates bring the total of MBS stations to 359.

WOL Washington increased its power to 5,000 watts on October 1; WLWL, Minneapolis-St. Paul increased its power to 5,000 watts on Sept. 22; WHBC, Canton, Ohio has been authorized to increase its power to 5,000 watts on Nov. 1; WJHP, Jacksonville, Florida, has been authorized by the FCC to increase its power to 5,000 watts Nov. 1.

dio and National Consciousness," Elmer Davis, commentator and former head of OWI, on "Radio and International Understanding," Charles Siepmann, author of "Radio's Second Chance," on "The Essential Effectiveness of Radio."

Arranged as a series marking the 10th anniversary of the CBC, the first talk, dealing with broadcasting in Canada, was delivered by A. Davidson Dunton, Chairman of the CBC Board of Governors. He was followed by Sir Ernest Barker, a noted economics historian and member of the BBC advisory committee, who spoke on broadcasting in Great Britain.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

Wanted—A young newspaper reporter who knows how to gather and can write news—and who would like the experience of broadcasting that news over a Radio Station in an area of about 250,000. Fine opportunity to gain valuable experience—and paid while doing so. Give full details about yourself. All letters in confidence. Address Box 230, RADIO DAILY, 1501 Broadway, New York 16, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 14

NEW YORK, FRIDAY, OCTOBER 18, 1946

TEN CENTS

Sale Of WCAU Approved

NAB Exhibitors Ready For Opening Monday

Chicago—Advance guard of NAB exhibitors will start moving into the Palmer House today with television, FM, AM and facsimile equipment which will be a part of the convention's 10th floor exhibition. Officials of RCA, who recently closed the Mexico City "jeep" television exhibit at the Inter-American Radio conference are on hand with the same video display which was featured there. From General Electric comes a heavy equipment display, some of which

(Continued on Page 7)

Crosby's ABC Opener Hits Hooper Of 24.0

Bing Crosby's opening recorded program over ABC Wednesday night or Philco (10-10:30 p.m., EST) had a Hooper rating of 24.0, with a 60.5 share of the audience, it was revealed yesterday. Sets in use was put at 9.6. Also opening as a commercial program over ABC was the Henry Morgan show following Crosby, 10:30-11:00 p.m., EST) for Everharp, Inc., which hit a Hooper of 11.1, with an audience share of 40.3. Sets-in-use was 27.6.

Chi. To Re-Beam Via FM WLS School Quiz Disks

Chicago—The Chicago Board of Education has just completed arrangements to re-beam transcriptions of the Chicago Times-WLS "Quiz-town" program over its own FM transmitter to approximately 157 Chicago elementary schools. "Quiz-town" is a weekly question-and-answer

(Continued on Page 5)

By Request

With the news from Nuremberg still hot in the air, CBS offered a special broadcast Wednesday night 7:30-8 p.m., EST, a dramatic piece titled "The Empty Noose." As a result of listener response, network rebroadcast the program five hours later, at 12:30 a.m. yesterday morning. Theme followed Jackson's address to the Nuremberg Court.

Obscured

St. John's N'd.—A monument to Guglielmo Marconi, marking the spot where the Italian inventor received the first transatlantic wireless message in history, has stood here for seven years awaiting unveiling. The monument was erected in 1939 but the official unveiling never took place because the world was too busy with war. It has stood, shrouded in sailcloth on St. John's Citadel Hill. It stands nine feet high and was a gift of the Canadian Marconi Company to the people of Newfoundland.

Leading Sponsors Aid United Nations Week

Further plans were announced yesterday for radio observance and reporting of United Nations Week, Oct. 20-26, as the U. S. radio liaison section of the UN disclosed 381 broadcasting representatives who are accredited to UN headquarters at Flushing Meadows. NBC also reported that many program sponsors have offered co-operation in calling attention to United Nations Week.

Standard Brands will recognize the

(Continued on Page 7)

Tin Pan Alley Stars Honored At REC Meet

Writers of songs famous for a half century or more were honored yesterday in an hour of nostalgia presented by the Radio Executives Club

(Continued on Page 8)

Radio Biz In Manila Okay; Seek Pickups From U. S. Webs

San Francisco—Back in the United States from Manila collecting supplies and additional equipment for his newly rebuilt station KZRH, Bert Silen states that broadcasting in the Philippines is gradually getting back on a pre-war basis. KZRH now has a staff of 48, and is broadcasting daily in the nine basic island dialects, plus English, Chinese and Spanish. Business is good, with 158 sponsors whose commercials have to be sand-

Highest Priced Station On Record Passes Hands Without Hearing; Levys Not Quitting Radio

AFM-Recording Men Seek Scale Accord

Chicago—Negotiations between officials of the AFM and representatives of the recording and transcription companies continued yesterday, with no indication as to what if any definite progress has been made toward an agreement. Long heralded, the increase in scale demanded by the musicians union was first made known to the recording companies some months ago in a letter from

(Continued on Page 6)

Novik To Co-Ordinate Radio Welcome To UN

Morris Novik, radio consultant, will co-ordinate all broadcasting arrangements for the New York City welcoming to be extended to United Nations delegates at City Hall Oct. 23 and the luncheon to follow at the

(Continued on Page 7)

NBC "Auditions" Project Ends On Second Anniv.

The "Welcome Home Auditions," set up by NBC as a war project to give veterans an opportunity to audition in music, drama and announcing,

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—FCC yesterday approved without hearing the sale of WCAU, Philadelphia clear-channel CBS outlet to the "Philadelphia Record" for a face amount of \$6,000,000—the highest station price on record. Commissioner Paul Walker voted "no", but it was understood he was anxious for a hearing rather than flatly opposed to the sale. Cash reserves, physical properties and liabilities of the WCAU Broadcasting Co., all changing hands, alter the balance

(Continued on Page 6)

Five CBS Programs Renewed For Year

Renewal of five sponsored evening programs and signing of a contract for a new five-a-week serial over CBS was announced yesterday by William C. Gittinger, vice-president in charge of sales. All contracts are on a 52-week basis over the full network.

New program is "Barry Cameron,"

(Continued on Page 5)

Special WQXR Concerts For Advisory Committee

The 4,500 members of WQXR's Advisory Committee, a group which gives opinion by mail on programs, have been invited to attend three special concerts featuring the enlarged WQXR symphony orchestra under

(Continued on Page 5)

Cabinet Guest

Secretary of the Treasury John Snyder, will be a guest on the "Quiz Kids" program on NBC this Sunday 4-4:30 p.m., EST, when he will present the program with the Treasury Silver Award medal for its sale of U. S. Savings Bonds. Also, the Secretary will assume the emcee role temporarily when he asks one question of the Quiz Kids.

(Continued on Page 5)



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

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FINANCIAL

(Thurs., Oct. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Admiral Corp.	113/8	103/4	107 1/2	—	3/8
Am. Tel. & Tel.	174 1/2	173	173 1/2	—	1/4
CBS A	32 3/4	31 3/4	32 3/4	—	3/4
CBS B	32	32	32	—	1/2
Crosley Corp.	28	28	28	—	3/4
Farnsworth T. & R.	10	9 5/8	9 5/8	—	3/8
Gen. Electric	38 1/2	38	38 1/2	—	1/4
Philco	24	23 1/2	23 1/2	—	3/4
RCA Common	10 3/4	10 1/2	10	—	1/2
RCA First Pfd.	85	85	85	+	1/2
Stewart-Warner	15 1/4	15 1/8	15 1/4	—	1/4
Westinghouse	26	25 1/4	25 3/8	—	1/4
Zenith Radio	22	22	22	—	1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 1/2	5 3/8	5 3/8	—	1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/2	7 1/4
Finch Telecomm.	7 3/4	8 1/2
Stromberg-Carlson	13	14 1/2
U. S. Television	2 1/4	2 3/4
WCAO (Baltimore)	36	—
WJR (Detroit)	37	—

KLAC Gets Power Boost

West Coast Bureau. RADIO DAILY

Hollywood—The FCC has granted KLAC an increase in power to 5,000 watts. The outlet expects to operate under the new wattage shortly after the first of the year.

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

JAMES H. NELSON, assistant director of advertising and promotion at NBC, and HUGH M. BEVILLE, JR., director of research for the network, have returned from Boston, where they attended the Conference on Distribution.

RALPH E. DENNIS, spot sales manager for the American network, and BEN BAYLOR, sales manager of WMAL, the web's affiliate in Washington, D. C., are spending several days in Boston on business.

EDWARD R. MURROW, vice-president and director of public affairs at CBS, and DAVIDSON TAYLOR, vice-president and director of programs at the network, left last night for the NAB convention in Chicago.

WILLIAM L. GLEESON, president of KPRO, Riverside, Calif., is in New York for conferences at the headquarters of ABC, with which the station is affiliated.

GEORGE CROTHERS, Columbia network's director of "Opinion, Please," Friday series of the CBS "School of the Air," is in Hartford, where today he will preside at a Wesleyan College panel discussion by student veterans.

BILL STERN, pilot of the "Sports Newsreel" on NBC, will celebrate the 7th anniversary of the program tonight by broadcasting it from Knoxville, Tenn.

MURRAY GRABHORN, manager of station sales at ABC, entrains today for the broadcaster's pow-wow in Chicago.

L. W. HERZOG, assistant general manager at WTMI, and PHILLIP B. LAESER, engineering supervisor for FM and television, were visitors in town this week.

ELEANOR INNMAN, director of religious broadcasts at CBS, is enjoying an Indian Summer vacation.

FRED ROBBINS, disk jockey at WOV, planes out tonight for Johnston, Pa., from which point tomorrow he will emcee the "Teen Timers" program over NBC.

BILL HENRY, Washington newsman for CBS, is expected momentarily at the Nation's Capital. He'll report the proceedings of the United Nations General Assembly which opens Oct. 23.

C. P. MacGREGOR, head of the Hollywood transcription organization bearing his name, is en route to Chicago to attend the NAB convention. He's accompanied by P. J. RUDOLPH, sales manager of the Los Angeles studio. In Chicago he will be joined by ED KIRBY, his eastern representative, and CLIFF ENGLE, his SAN FRANCISCO manager.

JOHN McNEIL, manager of WJZ, leaves tomorrow for Chicago, where he will attend a dinner for American network station managers, also the NAB confab next week.

AL BERNIE, comic, has arrived from Baltimore and has opened at the Roxy.

PAULINE FREDERICK, American network correspondent who left the States for England last month, is returning on the "Queen Elizabeth," docking in New York Monday.

T. B. LANFORD, president of KPLC, Lake Charles, La., who has been in town all this week, leaves tonight for the home offices, with a stopover scheduled for Chicago.

GLENN McCORMICK, president of KSLM, Salem, Ore., is visiting briefly in New York. Paid a call yesterday at the offices of the Mutual network.

GUY LOMBARDO and the members of his band leave today for Augusta, Ga., for a one-nighter. They'll return to New York in time for their "Spotlight Band" program on Mutual next Monday.

RED BARBER, director of sports at CBS, and 'IMMY' DOLAN, assistant director, are leaving for Knoxville, Tenn., where tomorrow they'll broadcast the game between Alabama and Tennessee from the Shields-Watkins Stadium.

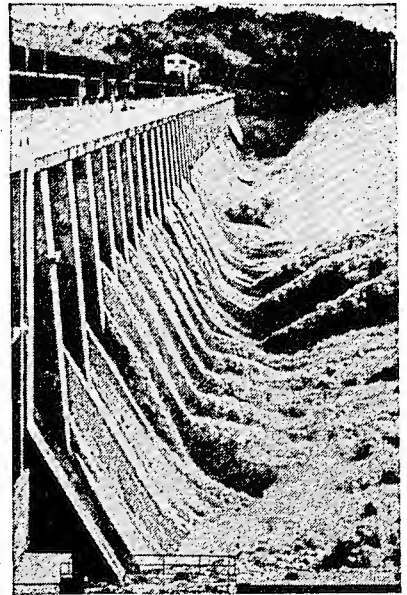
G. W. "JOHNNY" JOHNSTONE, radio director for the National Assn. of Manufacturers, accompanied by MRS. JOHNSTONE, have plane reservations for Chicago on Sunday.

HERSCHEL B. WILLIAMS, JR., director of commercial program development at CBS, who has just completed his terminal leave from the Armed Forces, goes tomorrow to Washington, D. C., where his fellow-officers of the 12th Air Force are throwing a soiree in his honor.

FREDERICK A. KNORR, president and general manager of WKMH, Dearborn, Mich., an outlet of Mutual, is spending the week-end in New York.

CARL GEBUHR, press information head at WTOP, owned-and-operated station of CBS in Washington, D. C., and TED CHURCH, director of news broadcasts for the network, passed each other on the Pennsy yesterday. Gebuhr, a visitor in New York, was returning to the station; Church was coming from the station back to the web.

RICHARD HARKNESS, Washington commentator for NBC, will leave the Nation's Capital Sunday for a "grass roots" tour of areas which are expected to be crucial in the forthcoming elections Nov. 5.



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

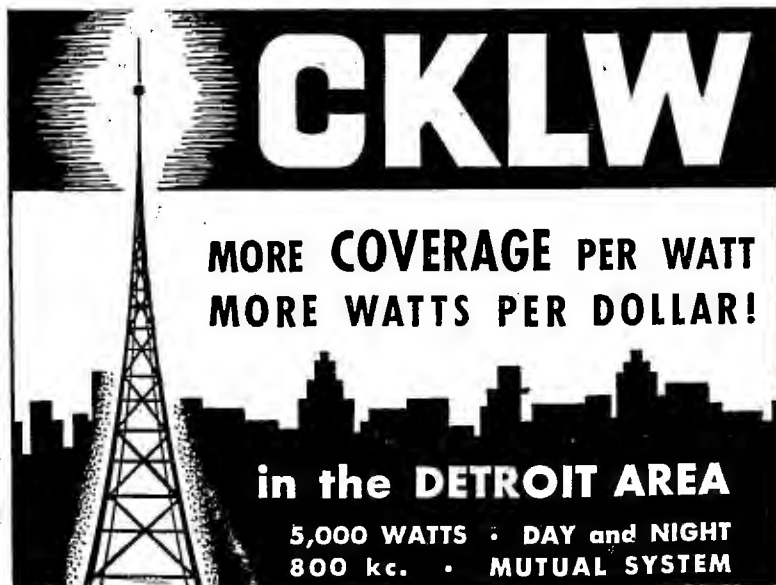
For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

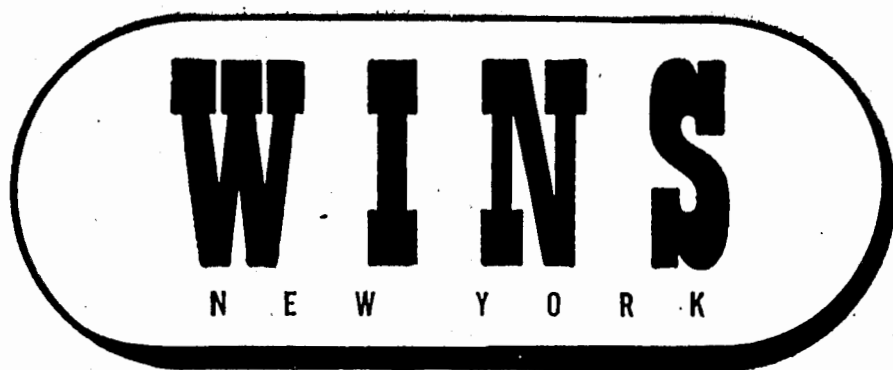


CKLW

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

in the DETROIT AREA

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



Shortly, in this space we hope to call your attention to developments here at WINS during the initial weeks of ownership by the Crosley Corporation. We will list a number of responsible and representative advertisers whose confidence in the future of the station is being expressed in the tangible form of contracts for time and for programs.

A 50,000 Watt transmitter has already been installed and is being tested. A new rate card has been issued to take effect November 1, 1946. In some respects at least it represents a rather unusual, but we hope, sound concept of Independent Station rate structure.

No deletions have been made in the WINS staff, rather every effort has been, and will continue to be made, to strengthen it.

The station will stand on its own, with all the help we in Cincinnati can give it, but WINS will not be run by remote control.

New York is a big market...we know full well that we are dealing in terms of years, not months, of sound and constructive growth before either WINS as a station or our company as the licensee can consider that our obligation to the people of New York is being fully met.

C R O S L E Y C O R P O R A T I O N
C R O S L E Y B R O A D C A S T I N G C O R P O R A T I O N

LOS ANGELES

By RALPH WILK

"KIRK O' THE AIR," new series of musical shows commenced over KFWB Sunday, October 13, produced by Joel Allan. The new program features Marilyn Hall, lyric soprano, The "Highlanders Quartette," Bud Miller, Helen Marie Thomas at the organ, Don Swan, tenor, and Johnny Johnson, baritone.

MCA is peddling a new program devised by Walter Tetley and Mel Boyd entitled "Hollywood Junior," aimed at juvenile audiences. Half-hour show will include juvenile star interview and drama. Jane Withers is being sought to emcee the program, which Tetley will produce and Boyd will write.

Frank Martin, long-married announcer on "The Dick Haymes Show," will become a father for the first time in December. Asked if he wants a boy or a girl, Frank replied that he won't be particular, after waiting six years.

Secretary Byrnes' Report Sked By WEF and WOR

Secretary of State James Byrnes' radio report of the Paris peace conference will be heard at 10 p.m., to-night over at least two New York stations, WEF and WOR. Mutual's key station will pick-up the speech from Washington on its own direct line since web itself is not broadcasting the address. NBC is the only network carrying event.

Columbia will broadcast a report by Senator Arthur Vandenberg on the Paris conference Oct. 19 from 7-7:30 p.m., EST. Vandenberg will speak from the studios of WJR in Detroit and will be interviewed by George Cushing, news editor of Columbia's Detroit outlet. Talk is not classified as political but will present Vandenberg's impressions of the Paris meeting.

New WMCA Veteran Series

The story of the "forgotten men" of World War II, the thousands of veteran-victims of tuberculosis, will be dramatized on WMCA's "Where Do We Go From Here" series next Wednesday, October 23, from 9:30 to 10:00 p.m. Guest authority on the broadcast will be David Danzig, director of program services for the USO.

Series, which is devoted to the veteran in peacetime following the initial transition to civilian life, is written by John Farley and directed by Joseph Gottlieb. Dr. Robert Golden-son, of Hunter College, is permanent moderator.

Ave Maria Hour

WMCA — Sunday — 8:30

CHARLES WEBSTER as CARDINAL MERCIER
Script by BROOKE BYRNE

In its twelfth year as a Donald Peterson production



Memos Of A Midnigher. . . !

• • • Hooper just telegraphed Der Bingle opened with a 24 rating—and Henry Morgan with 11. And now let's see the red faces of the guys who contended that Crosby couldn't get a rating with a recorded session. . . . Inside on the Perry Como-Chesterfield situation is this, we are told: When Doug Coulter was at CBS he agreed (but only orally) to let Tommy Rockwell have Como for Chesterfield on NBC as long as he wished. However, Coulter is no longer at CBS and latter web now wants their exclusive property back again. . . . Earl Wilson, whose radio style has improved tremendously of late, guesting with Hildegard Sunday. . . . Former baseball pitcher, Waite Hoyt huddling with Mutual's Nick Kessely at Shor's yesterday. Nick was the lad who gave Hoyt his first radio start. . . . The Joe Mooney Quartet, one of the really great little combos in the land, starts a series on ABC Monday nite from the House of Dixon, with Paul Whiteman as regular emcee. . . . Firms specializing in handling quiz show prizes trying to take credit for that job on Irene Beasley's "Grand Slam." However, Irene's own firm, Radio Production Service, handles all the details.

★ ★ ★

• • • Virginia Travers, of Compton's, recently endorsed our Radio Annual with this quote: "Radio Annual is my Bible." The other day, she received this note from Steve Libby, of WIS, Columbia S. C.: "Our Radio Annual, which art in the hands of many hucksters, hallowed be thy timespace. Thy index come, thine appendix done, in Radio Annual as it is in any publication. Give us this hitchhike, our Radio Annual, and deliver us from promotion men, as we forgive those who write singing commercials. And lead us not into summer replacements, and deliver us from cowcatchers. For thou art the bible, the prayer book and the Koran forever and ever. Yeah, man!"

★ ★ ★

• • • TWIRLING THE DIAL: On his new Philco show, Bing Crosby waxes as the same corpulent crooner, dealer in tasty corn. Bob Hope offered his usual routine with his customary laugh nursing and Lina Romay didn't impress even in wax. But it's a Bing-o score every time. . . . Hank Morgan was slow in starting for his usual par score on his Wed. premi-air for Schick, but he has made the grade-A with his satire on movies and "They Say That Falling In Love," etc. That shavathon commercial, however, hits a new low in our estimation. . . . The Rudy Vallee show still is far from satisfying, plus poor engineering. Balance on "Vieni, Vieni" Tues. was as bad as anything that ever came out of a crystal set. . . . Rex Harrison surprised the folks recently. A movie star, he went on the Theater Guild airtel and didn't make a single fluff. . . . Now that Durocher has a radio session, your set has a loudspeaker on both ends, maintains Bernie Green. . . . Susan Douglas is in the higher echelon of radio emoters. . . . Ted Collins explained to Joe Hasel over ABC the problems of owning a pro football club and not seeing it play. Collins broadcasts with Kate Smith on Sundays and the Boston Yanks play the same day. So far, Kate has been a winner, but the Yanks haven't.

★ ★ ★

• • • When the "Pot o' Gold" first went on the air (as one of the first shows to give away money), its popularity immediately soared into the high 20's on the Hooperade. However, insiders are not so optimistic about its current edition, claiming it doesn't mean a thing anymore with the dozens of giveaway shows cluttering up the airwaves. In addition to that, it bucks one of radio's most solid citizens in "Mr. D. A." on NBC plus the costly Dinah Shore-Peter Lind Hayes package on CBS. Let an old predictor stick his neck 'way out again. It's our guess that the new "Pot o' Gold" with its excellent musical structure (Jimmy Carroll, Vera Holley, Happy Felton and Harry Salter's ork) together with its gimmick should crowd the leaders on the ABC web.

AGENCIES

W. WARD DORRELL, who has been in charge of station subscriber relations for C. E. Hooper, Inc., since April, 1943, was elected vice-president at a special board of directors meeting held October 10. Prior to his association with the Hooper firm, Dorrell occupied the following posts: manager, WOW and WGL, Ft. Wayne, Ind.; account executive, John Blair & Co., and Paul Raymer Co., also radio director, Henri, Hurst & McDonald, Inc., Chicago advertising agency.

WKBR, Manchester, N. H., has appointed The Walker Company as its national representative, effective immediately. Station is a Mutual and Yankee Network affiliate.

AMERICAN BRAKE SHOE CO., is launching an institutional campaign using a series illustrating how American Brake Shoe research and engineering are developing longer-wearing parts for industry and transportation. Cecil & Presbery, Inc., is the agency.

ALDEN JAMES, New York representative, the magazine, "This Week," spoke before the Advertising and Selling Course, conducted by the Advertising Club of New York, Thursday, October 17, on "Careers in Advertising."

EUREKA DIVISION of the Eureka Williams Corp., will launch the biggest advertising campaign in its history this fall and winter to promote its new home-cleaning systems and cordless electric irons. Initial copy breaks this month.

Amsterdam Replacement In Morgan's Old Spot

Morey Amsterdam, veteran radio and night club comedian, will be the replacement for Henry Morgan on WJZ Monday through Friday, at 6:45-7:00 p.m., EST, for two weeks starting October 21. John Hade, station program manager, announced yesterday that a new program is now being prepared which will be the permanent replacement.

Morgan relinquishes his daily WJZ program to devote full time to his new show which opened as a commercial on ABC Wednesday.

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Manila Radio Okay; Seek Shows From U. S.

(Continued from Page 1)

Silen uses the three forms of broadcasting. Silen states that the regulatory power over broadcasting in the Philippines is vested in the "Radio Regulation Division of the Department of National Defense." Its powers are identical with those of the FCC. The application form used by the FCC is the same as that used by the Filipino...

Licenses Last One Year

The licenses they grant you are limited to one year's operation, with a renewable provision dependent on whether you have been operating in the public interest and necessity."

Silen's station has a particular advantage, however. "Back in 1939 the Filipino Legislature granted me a five year franchise, and that is the authority which can take away my operating license," he said.

There is no question of how much power a station can or can't use as air waves are not cluttered up the way they are in the United States. There are only two commercial broadcasting companies, and two governmental stations, so the conditions don't require the multiplicity of regulations needed there.

Silen mentioned two things that are not found in the Philippines that are important factors here. There is the problem of obtaining music rights and the use of a particular composition unless the composition originated in the Philippine Republic. Also, advertising agencies have absolutely no say in the preparation of programs, the broadcasting station being responsible for this activity.

Seek U. S. Pickups

But the Filipino people have their favorite radio artists, too, just as we have here. Even before Abbott and Costello went on the air with their comedy stunts, two boys named Pugo and Togo were delighting the Island customers with the same kind of fun-business.

A little man named Frankie Gomez builds radio shows with personalities under contract and sells the package to the station.

Bing Crosby has his Philippine rival in Bimbo Dano, and Lupita and Epito are the counterpart of our Burns and Allen.

Silen declares, however, that his listeners still want to hear something from America, and one of his jobs while here is to try to arrange for the pickup of the Jack Benny and Charlie McCarthy and Edgar Bergen programs.

HELP WANTED—FEMALE

RADIO COMMERCIAL TRAFFIC CLERK—Large advertising agency willing to train young girl with knowledge of operation of cut-in and hitch-hike announcements for position as radio traffic assistant. Radio station or network experience essential. Salary \$35-\$40. Write full details to Box 234, Radio Daily, 1501 Broadway, New York 18, N. Y.

WHO'S WHO IN RADIO

WILLIAM H. REUMAN

BILL REUMAN, who fashioned tin cans into condensers to build his first radio set, smiles with satisfaction as he reads the hundreds of telegrams that pour in congratulating him on the twentieth anniversary of WWRL, of which he is president and owner.

Twenty years ago, Bill Reuman's boyhood dream became a reality when his own commercial station took to the air, broadcasting to New York City listeners from the living room of his Woodside, Long Island home.

Unlike most of the fellows who were out playing ball, Reuman worked after school to earn money for radio equipment and read all books pertaining to radio. When 14 years old, he lectured his schoolmates on radio, and at 18, he served as radio operator for an expedition to raise the "Progresso," a Mexican gunboat sunk off the coast of Mexico. The very first year licenses were issued by the Department of Commerce, 1912, Reuman obtained his ham license. Today, 34 years later, he still operates his amateur radio station, using the same call letters W2RB.



"Pioneer"

Ten days after being granted a license, August 16, 1926, WWRL went on the air using two button carbon microphones, and a microphone line running directly to the transmitter. Studio?—the heavily draped 12x15 living room of his Woodside home. Three months after its beginning, WWRL had its first sponsor. At first the station was assigned to 1160 kilocycles, later shifted over to 1180 kilocycles. At this time Reuman's station was sharing time with other Long Island and New Jersey stations. In 1941 WWRL began full-time operation on 1600 kilocycles, 250 watts. Next April the station goes to 5,000 watts.

Although, the station is still located at its original site, it is housed in a modern two-story building. Fifty-four of its 112 hours are devoted to foreign language broadcasts, including German, Spanish, Greek, Czechoslovakian, Russian, Yiddish, Ukrainian, Lithuanian, and Hungarian.

Because of its geographic site, the station is now in the midst of a world-wide event. The United Nations General Assembly meets at nearby Flushing. In honor and to bring further understanding of the worthy organization, WWRL is planning extensive United Nations broadcasts this fall.

Chi. To Re-Beam Via FM WLS School Quiz Disks

(Continued from Page 1)

The program originated last year by the Times with the co-operation of WLS. It is the only radio quiz program in which school children of the fourth, fifth and sixth grades provide the questions as well as the answers and in which teams from public and parochial schools compete on alternate weeks. The program is becoming country-wide, with eight other newspapers already utilizing the format and 21 more making plans for 1947.

Received in 150 Schools

Under the Chicago Times' new arrangement with the Radio Council of the Chicago Public Schools, recordings are made of the "live" Saturday morning "Quizdown" on which public school pupils appear. These records are re-broadcast the following Monday over WBEZ-FM, owned and operated by the Chicago Board of Education. The programs are received in approximately 150 Chicago public schools which are equipped with FM receivers. Staffs of the schools are given advance notice of upcoming "Quizdown" re-broadcasts through a weekly program bulletin published and distributed by the

Special WQXR Concerts For Advisory Committee

(Continued from Page 1)

direction of Leon Barzin. In announcing concert series at Hunter College on Oct. 20, Nov. 17 and Dec. 15, Elliott M. Sanger, station executive vicepres, revealed the permanent establishment of the committee which he calls the first of its kind to be formed by a radio station.

Committee came into being as a result of enthusiastic response to a questionnaire sent more than a year ago to nearly half of the 26,000 subscribers to station's program booklet. About 3,500 answered the query and added comments and suggestions. Among other things, the now permanent committee tries new advertised products and helps in surveys.

Radio Council to all the public and parochial schools.

The Radio Council of the Chicago Board of Education, which operates WBEZ on a regular program schedule throughout daytime school hours, requires that its programs embody both high standards of education value and livening pleasure. Programs regularly are evaluated by teachers in the field to insure that these standards will be met.

Five CBS Programs Renewed For Year

(Continued from Page 1)

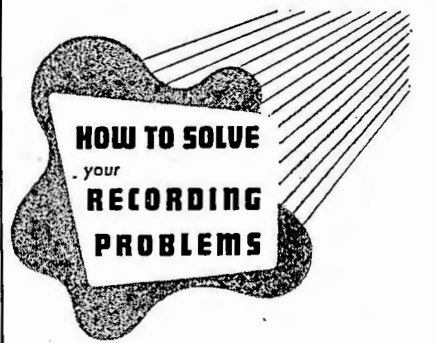
currently on NBC, and which debuts on CBS November 18. Sponsored by the Manhattan Soap Co., Inc., for Sweetheart Soap, program will be heard weekdays from 2:45-3:00 p.m. Agency is Duane Jones Company, Inc.

Two of the renewals are Whitehall Pharmacal Co., shows,—"Mr. Keen, Tracer of Lost Persons," Thursdays from 7:30-8:00 p.m., for Kolynos, through Dancer-Fitzgerald-Sample, Inc., and "Ellery Queen," heard Wednesdays from 7:30-8:00 p.m. Program advertises Anacin and is handled by Ruthrauff & Ryan, Inc. Effective date for these shows is Oct. 23 and 24 respectively.

Also effective October 23 are renewals on Chesebrough Mfg. Co., Consolidated's "Dr. Christian" and P. Lorillard Co.'s "Songs by Sinatra." "Christian" is heard Wednesdays from 8:30-8:55 p.m., and is handled through McCann-Erickson, Inc. Sinatra is heard the same night from 9-9:30 and Lennen & Mitchell is the agency. Fifth renewal is "Dick Haymes Show" for Electric Auto Lite Co., heard Thursdays 9-9:30 and handled by Ruthrauff & Ryan, Inc.

Stork News

It's a seven-lb, eight-ounce girl for the Bob Weitmans. Bob is manager of the Paramount Theater in N. Y. This is their third child, the other two being a girl and a boy. Mother is at the Williamsburg Maternity Hosp.



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AFM-Recording Men Seek Scale Accord

(Continued from Page 1)

James C. Petrillo, AFM president. Petrillo however at the time, merely stated that an increase would be sought when the current contracts expired. This expiration is set for October 21, 1946.

Early this week the demands were presented and called for various increases in three categories. These are: phonograph recordings, phonograph records by symphony orchestras, and a new classification, covering the spot announcement jingles.

"Backlog" Prepared

Broadcasters did not see any immediate effect on radio if the AFM should call a halt to commercial recordings next Monday. All of the recording companies involved have been rushing transcribed musical shows for months, piling up a backlog to their utmost extent.

"True delay" broadcasting will not be affected since this comes under the live talent agreement, and there is enough ET material and other recordings to keep radio going indefinitely. About all of the ET firms have been making disks far in advance of needs, even in the distant future. Phonograph records however will feel the rise in scale or any other complications severely.

Soaring Scales

Actual increases demanded run from a possible 225 to 525 per cent over the old contract. It is pointed out that possibly the negotiations may result in a similar agreement to that of the motion picture firms with the AFM, and that the eventual settlement will be lower than now asked and certain zoning features developed. New scales sought are as follows:

Phonograph Recordings

New Scale—For one hour recording, during which not more than five minutes of recorded music is made, \$50 per man per hour.

Old Scale—For three hours of recording, during which either: not more than ten and one-half minutes' total of recorded music is made on not more than four ten-inch master records, or not more than fifteen minutes of recorded music is made on not more than three twelve-inch master records, \$30 per man for the three hours.

On both scales leaders and/or contractors receive double pay.

Symphonic Recordings

New Scale—For two hours, with not more than forty minutes' playing time in each hour, \$50 per man, and for each additional half hour or fraction thereof, in which play-

★ THE WEEK IN RADIO ★

Networks Air Nazi Executions

By JIM OWENS

NEWs of the actual hanging of 10 Nazis, war criminals, and the suicide of Hermann Goering were aired by the four networks via a pooled broadcast Wednesday morning. Aired from Nuernberg by Arthur Gaeth, MBS reporter, broadcast was lauded by trade execs as of top-notch calibre. . . . Following President Truman's talk Monday night, several Republican officials asked, and received time on networks to answer some of the charges he made. . . . CBS and ABC offered time to GOP officials. . . . Truman's talk had a record audience—44,546,000.

NBC plans 11 programs to mark United Nations Week, October 20-26, as a climax to the web's UN project.

. . . Mutual added seven more affiliates, bringing web total to 359. . . . ABC is preparing a television course for students of Itinaca College. . . . Nine out of 10 Iowans are radio listeners, according to a recent poll. . . . BMB is readying a report, already approved by some 30 station execs and representatives, for presentation at the NAB convention next week.

An estimated 30,000 radio dealers will participate in the observance of National Radio Week, November 24-30, according to RMA. Promotion of new sets, etc., will be one of the highlights. . . . TBA manufacturers forecast an output of 100,000 television sets by Christmas, with an estimated 1,000,000 next year. . . . Canadian manufacturers have gotten into production stride, with monthly averages now exceeding output of pre-war years.

After an 18-day deadlock, the

ing time is not to exceed twenty minutes, \$12.50.

Old Scale—For two hours' recording, not to exceed forty minutes' playing time in each hour, \$28 per man for the two hours.

Leaders and/or contractors are to receive double price.

New Scale—For each one minute or less of recorded music for a single sponsor, with or without commercial continuity or announcements, the rehearsing and recording of which does not exceed one-half hour, \$50 per man.

The old scale did not cover this work.

The record industry, was represented by Jim Murray, vice-president of RCA-Victor; Milton Rackmil, executive vice-president of Decca; Edward Wallerstein, president of Columbia; Ben Smith, president of Majestic; Peter Hilton, president of Musicraft; Gerry Ross, president of Signature, and Frank Walker, general manager of Metro-Goldwyn-Mayer Records.

Representatives of transcription companies present were Frederic Ziv, president of Frederic Ziv Transcriptions, and Lloyd Egner, vice-president in charge of the radio recording division, NBC, and Jerry King, president of Standard Radio.

Westinghouse stations-NABET strike was settled. . . . First series of packaged radio shows, designed by American Bankers Association and recorded by NBC, was released last week. Package includes 30 shows informing the public about loans, credit, etc. . . . Four major networks outlined plans for the forthcoming Congressional and state elections. . . . U. S. education committee urged continued control of radio in Germany. Aside from other reasons, committee felt competitive radio system "beyond economic reach of Germany."

Seventy-one educational institutions have been licensed by FCC for FM stations. . . . Hotel New Yorker is installing television equipment, with other major Metropolitan hotels expected to follow suit shortly. . . . Mutual's billing for first three-quarters of '46 reached \$19,033,606—a 32½ per cent increase over last year. . . . CBC started a drive to cut down operating expenses, paring program expenses first. . . . Book-of-the-Month Club is dropping "Author Meets the Critics" (WQXR) and "Let's Go to the Opera" (WOR).

RMA, meeting with the Canadian RMA in Quebec, voted to support decontrol on sets, tubes and parts. . . . Talk and planning among FM licensees indicates a new FM organization may be formed during the NAB convention. Belief is that the group will be set apart for NAB, however. . . . Atlas Corp, acquired a financial interest in Musicraft Records, Inc. . . . FCC okayed experimental facsimile to Acme News Pictures for a station near Cleveland, Ohio.

Finch Co. Elects Kent To Board Of Directors

Captain W. G. H. Finch, president of Finch Telecommunications, Inc., of Passaic, N. J., manufacturer of radio and wire facsimile apparatus and other electronic equipment, announced yesterday that Herbert A. Kent, President of P. Lorillard & Company, was elected a director of Finch Telecommunications, Inc., at its Annual Meeting of Stockholders. Other directors re-elected at the stockholders' meeting were W. G. H. Finch, Raymond B. Littlefield, Herbert L. Pettey, Frank H. Bottenus and Frank R. Brick, Jr.

WJZ Appoints Carpenter

Delphine Carpenter has been appointed WJZ promotion manager, by John McNeil, station manager. A graduate from Radcliffe College, Miss Carpenter comes to WJZ from the Washington, D. C. "Post," where she has been acting promotion manager. Previously she was War Bond Promotion Specialist in the Motion Picture and Special Events section of the War Finance Division, Treasury Department, and copywriter for Fulton, Morrissey Co., Chicago.

FCC Gives Approval To Purchase Of WCAU

(Continued from Page 1)

so that actually the price lies between \$2,500,000 and \$3,000,000. A sold was WCAU-FM.

"Record" Publisher J. David St. has been in the broadcasting field before with a 100-watt station in Philadelphia, which he sold two years ago. The sale agreement was nounced several months ago and station was advertised in conformity with the AVCO policy but no bidders ready to match Stern's offer appeared. Lawyers for the purchase were Cohn and Marks.

Levy's To Remain

As stated at the time of the original sale negotiations, both Dr. Leon L. and Isaac D. Levy, will remain official capacity at WCAU with Levy brothers also becoming office of the parent concern owning newspaper and the radio station. Both Levys are large CBS stockholders.

Approval was also given yesterday for the sale of WHBQ, Memphis, Tenn., to Harding College for \$300,000. All outstanding stock changes hands.

Reveal Inner Workings, Says Industrial Design

Henry Dreyfuss, industrial designer, in an address before the Western Electric-Graybar Sales Conference at the Waldorf-Astoria Hotel Wednesday stated that a trend of modern industrial design is toward greater visibility, as the general public has registered a genuine interest in seeing the inner workings of industrial equipment in operation. This trend he added, influenced his functional design of the "transview" cabinet for Western Electric's new broadcasting transmitters, which distinguished by full-size glass doors affording full view of all vacuum tubes and other important components.

The Western Electric-Graybar staffs came from all over the country to attend the conference.

Send Birthday Greetings To—

October 18

Helen Claire J. D. Henry
William Drips John MacBryde
Louise Fitch Lorraine Montler
Grace Guarino Jack Turner

October 19

Tom Barton Jack Shannon
Opal Bates W. B. Ryan
Clive Davis Addison Amor

October 20

Thomas Chalmers Clifford Peterson
Leo O. Rourke Margarete Shanna
Benedict Gimbel, Jr.

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RADIO DAILY

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Leading Sponsors To Co-Operate In Observing United Nations Week

NAB Exhibitors Ready For Opening Monday

(Continued from Page 1)

at on three of its Oct. 20 programs led Allen show, Chase and Sanborn program and One Man's Family. American Tobacco Co.'s Jack Benny program also will mark the occasion day night.

Support in publicizing UN Week has been promised by Kraft Foods and the American Cigarette and Cigar Co., on "Kraft Music Hall" and the Fabulous Dr. Tweedy," respectively. Sterling Drug, Inc., will mention United Nations in four of its programs during the week—"American Album of Familiar Music," "Renzo Jones," "Stella Dallas," and "Young Widder Brown."

Other sponsors expected to mark UN Week in their NBC programs are Regent & Myers, Carnation Co., B. T. Bitt, Lewis-Howe and RCA.

Many Programs

American Broadcasting Company will carry opening ceremonies of the General Assembly Oct. 23 from 4:45 to 5:45 p.m. ABC contingent will be headed by commentators Raymond Whang, Elmer Davis, Baukhage and Martin Agronsky. Net's coverage also will include pick-ups from the Assembly on two nightly programs, "Deadline Edition" at 7 p.m. and "News of Tomorrow" at 11 p.m. Assembling in spot pick-ups will be George Hicks, Julian Anthony, Taylor Grant and Gordon Fraser.

The Coming General Assembly of the Wishes of the People of the World for Peace," will be broadcast ABC at 1 p.m. Oct. 19. Program is part of "To Live in Peace" series broadcast every Saturday afternoon and devoted to international understanding and co-operation.

Twilight concerts to be broadcast WEAF from the lower plaza at Rockefeller Center during UN Week will begin at 6:15 p.m. Oct. 21 with a program of international music by the Midwood Choral Society. Series of concerts is scheduled for five nights, Oct. 21-25, at 6:15 p.m.

Cabinet Officials

Secretary of War Robert Patterson and Assistant Secretary of State William Benton head the list of personalities who will speak over NBC stations during UN Week. More than 24 government, UN and well-known radio people have transcribed appeals to the American public for support of the United Nations as an instrument of world peace. Recordings will be made by more than 65 stations affiliated with NBC.

In addition to Patterson and Benton others to be heard include General Omar Bradley, John Carter Vincent, Archibald MacLeish and Eric Johnston. Representing NBC and the radio industry will be Fred Waring, V. Kaltenborn, Bill Stern, Mary Margaret McBride, Jinx Falkenburg and Tex McCrary.

Preliminary list of broadcasting representatives accredited to the United Nations is as follows:

WMCA: Joseph Gottlieb, Helen Lee, Joseph O'Brien, David Leeds, Pierre G.

Verseput, Arthur Moore, James McCafferty, Irving Straus, Leon Goldstein, Larry Leseur, Raymond J. Walsh, and Don Goddard.

WHN: George Hamilton Combs. WEVD: Henry Greenfield, Dr. Louis Hendin, George Field, Zvee Scooler, Oscar Goren, Alexander Gabriel, and Kressyn Miriam Reizlet.

WWRL: Mona Fisher, Doris Mulvancy, Walter Kaner, Edith Dick, Ray Carroll, Joseph Franz, William H. Reuman, Meade Davidson, Pat Becker, and Fred Barr.

WBBR: H. N. Knorr, Hayden C. Covington, and M. A. Howlett.

WOV: Arnold B. Hartley, Thomas B. Morgan, and George Padovani.

BBC: George Darling, Anne M. Koeko, Louis Levy, Arthur Toby, Margrita Buzini, Chester Sikora, Robert L. Thorp, Andreas Kramer, Leonard Miall, and Bernard Moore.

WNYC: Michael Hayward, Bertrand B. Arnov, Charles J. Hartley, Nancy Davids, Seymour N. Siegel, John De Prospe, Horace J. Fischler, Hom Yong Wei, George J. Steiger, Henry Von Thum, Herman Newman, Lillian Supove, Becky Reyher, George A. Ward, Paul Tomaline, and Thomas H. Cohan.

WNEW: Will Yolen.

Network Lists

Mutual Broadcasting System: Edythe J. Meserand, Prescott W. Robinson, Jack Barry, Daniel McGullough, Perrin Keyes, George Hogan, Harry Gladstone, Bruce Elliot, John Scott, Jay G. Jackson, George Robert Barryman, Robert Scofield Wood, Robert J. O'Conner, Carolyn Lederer, Georgianna Lee, Richard G. Willard, Roland Francis Yoell, C. Campbell Crawford, Lawrence Pickard, George R. Brown, Edgar F. Higgins, Don Frederick, Phil Tonken, John Bosman, Milton Burgh, Jack Fern, James MacKenzie Reid, Hugo A. Seiler, Melvin Elliott, Jack Levine, Henry LaCossitt, Louis Jurgensen, A. A. Schechter, David E. Driscoll, Leslie Nichols, Paul Killiam, George C. Putnam, Edwin Boquest, Frank Lowell, Richard Davis, Fred Van Deventer, Cecil Brown, Henry J. Taylor, Cedric Foster, Fulton Lewis, Jr., Edward G. Pettitt, Floyd Mack, Albert Bromatis, Charles Davidson, James Carter, George B. Riley, Alfred Nilson, Gifford Campbell, Charles Kibling and William Ulrich.

American Broadcasting Co.: Raymond Swing, Harvey Marlowe, Leon Belford Flook, Howard Nussbaum, C. Campbell, Walter Winchell, Thomas E. Mulligan, John McCarthy, David Wills, Henry Cox, H. R. Baukhage, Juan Anthony, John McTigue, Fred Walworth, Elmer Davis, Dorian St. George, J. Bourcier, Martin Agronsky, M. C. Worster, Jack Beall, G. M. Hutson, Charles H. Powers, Charles T. Harrell, William Trevarthen, Alice Cook, Ernest H. Otto, Drew Pearson, William McSherry, Earl Mullin, Donald G. Coe, Margo Atwood, Paul F. Scheffels, Taylor Grant, Pauline Frederick, Priscilla Lombard, Michael Roshkind, Gerald Bowman, Bernard Pearce, Paul Mowrey, Lars Skattebol, Gene Kirby, George Matthew Hayes, Gene Hamilton, John T. Madigan, George O. Milne, George Francis Hicks, Nancy Craig, John B. Kennedy, Gordon Fraser, I. C. Gravo, Thomas Velotta, and Stanley Warren.

Columbia Broadcasting System: George Crandall, Arthur Perles, Ruth Ashton, Alice Weil, Lehman Otis, George Herman, Dallas Townsend, Joseph C. Harsch, Albert Candido, Harold V. Bridges, Earle B. Jones, Max Reznik, Winston Burdette, Bill Henry, Eric Seavared, Jerome Rudove, Robert A. Trago, Sydney V. Jones, Charles W. Mason, George E. Nicks, Oscar Presnell, Bill Downs, William L. Shirer, John Daly, Robert Trout, Quincy Howe, David Davis, Robert G. Thompson, Henry Grossman, Douglas Edwards, Ned Calmer, Carl Schutzman, Joal Tall, Jack H. Traplin, Charles Collingwood, William Slocum, Henry O. Wefing, T. Wells Church, and Edward R. Murrow.

National Broadcasting Company: Eugenio Soler, John Mac Vane, Francis G. McCall, Fred S. Heywood, Joe R. Hainline, Thomas B. McFadden, Egon Stadelman, Sterling Fisher, Niels Bonnesen, Robert St. John, Erberto Landi, Dr. James R. Angell, Wm. Burke Miller, Leonard Allen, D. L. Provost, Alexander J. Breslau, Jacques Bablon, Caesar Saerchinger, Frank W. Nesbitt, Alvaro

Gonzales, Harry L. Greck, Morgan Beatty, D. C. Shullis, Adam M. Lunoe, J. A. Wels, Thomas Lowell, Adolph Schneider, Fred Chambers, Niles Trammell, Joseph O. Meyers, Marcello Flano, Ary R. Moll, Mary M. McBride, Estrella H. Kain, William F. Brooks, Ell B. Cenci, Kenneth C. Banghart, Ernst Erich Noth, Herbert Gottlieb, George F. Anderson, Harry Alexander, Stanley P. Richardson, Clyde Kittell, M. Jacobson, Felix L. Ghirlando, J. V. Kaltenborn, Ben Grauer, Victor K. McCausland, Alberto More, F. J. Lara, Ralph E. Lovell, Frederick B. Bate, Armando Zegri, Schuyler G. Chapin, Joseph W. Carroll, John B. Kennedy, James Stevenson, James E. Hackett, James I. Christie, W. W. Chaplin, Georges Day, Richard Harkness, Robert McCormick, Max Hill, James Gaines, Cal Abraham, and David W. Anderson.

WINS: Paul Miner, John Bradford, Frank Caplin, Allan Doenig, Paul Sherman, Joseph Levine, Ivar Quam, William Karda, Henry Millo, John R. Poin-dexter, and Dorothy Day.

WLIB: Gordon A. Greenfield, Evelyn Kaminsky, Gilbert E. Kriegel, Harold Terkell, Jerry Carr, Florence Forman, Frank Knaack, Arthur Kantrowitz, Clifford Evans, Hal Kosut, Allen Ward, Frederick J. Judge, Frank Sullivan, Victor Milana, Murray Goldberg, Sidney Fine, and Charles W. Woods.

WQXR: William D. Straus, Robert Cabaugh, George Schimmel, John S. Hayes, Albert A. Grobe, Jacobus Andriese, Allyn Edwards, Malcolm Child, Elliott N. Sanger, Jr., Herman F. Kuch, Philip Stahl, Russell D. Valentine, Richard James, Eleanor N. Sanger, Bradley Phillips, Jane A. Griffith, Gene M. Ravier, Rex K. Benware, Chester Santon, Zaven Masoomian, John V. Richards, Harold Behrens, John A. Aaron, Louis J. Kleinklaus, Raymond Neuman, Norman Jacobowitz, Charlotte Adams, Stanley Roberts, and Alma M. Dettinger.

Out-of-Town

Out of Town: Edward C. Obrist, Charles W. Burtis, James R. Curtis, Victoria Corey, Irving H. Merrill, Myles H. Johns, Charles A. Storke, Hon. Charles De Vault, Murray Young, Louise Young, Rex Miller, Bernard Person, Albert L. Warner, Melvin Whiteleather, H. Scott Killgore, Tom Eaton, Andre Schenker, Willis F. Dunbar, Julian Schwartz, W. G. McBride, Jean E. Ferriss, Dorothy Fuldheim, Robert T. Mason, John Fulton, Jack Neil, Scott Coleman, Kenneth F. Schmitt, James T. Healey, Merwin C. Dobyns, Quincy A. Brackett, M. N. Bostick, Maurice M. Sayre, E. Z. Jones, Harold P. Danforth, Lester L. Gould, Ted Webbe, Edney Ridge, Virginia Wade Ryder, Hilda Wade, W. Gaston Grignon, Pat J. Stanton, Donald J. Robertson, W. C. Woodall, Ruth A. Putnam, Gene W. Dennis, Margaret Wilson, Storm Whaley, and William E. Hardy.

Novik To Co-Ordinate Radio Welcome To UN

(Continued from Page 1)

Waldorf-Astoria. City Hall meeting, open to the public, will include speeches by Secretary of State James Byrnes, UN President Paul Spaak and Mayor O'Dwyer. Co-ordinator Novik pointed out, however, that any broadcast of speeches must first be agreed to by the UN and speakers themselves.

Luncheon at the Waldorf will include speeches by Secretary Byrnes, UN Secretary-General Trygve Lie, Governor Dewey and Mayor O'Dwyer. Broadcast arrangements for the two events, under sponsorship of the New York City Reception Committee, will be made Friday by Novik and broadcasting representatives.

Novik will meet with broadcasters at noon today in Room 5052, RCA Building, to discuss arrangements.

(Continued from Page 1)

was seen at the TBA exhibit at the Waldorf-Astoria in New York recently.

The influx of exhibitors was only one phase of the NAB activities here.

Tele At Work

RCA is busily installing 20 receiving sets in various points of vantage in the Palmer House to take care of the overflow from the convention hall.

One set will be available in the Radio-Press room and the other 19 will be spotted in fairly large sized rooms and lounges. Cameras are being set up to cover the speakers table in the auditorium and others to give the televiewers a birdseye slant of the proceedings.

C. E. Arney, secretary-treasurer of NAB, worked late last night in trying to find hotel room accommodations for many of the eleventh hour registrants who will arrive this weekend. All of the 1,100 rooms allotted to NAB at the Palmer House and Stevens hotel were taken weeks ago and Arney now faces the problem of getting rooms elsewhere.

Opening of the School Broadcast conference, sponsored by the Chicago Board of Education, at the Continental hotel during the NAB convention has added a bit to the convention complications. Many of the broadcasters interested in attending the educational sessions as well as the NAB meetings have the problem of conflicting schedules.

Aiding Girl Scout Week

WNEW will aid the launching of National Girl Scout Week on Oct. 26 when New York members of the organization will be assigned to the station to perform good deeds on requests from listeners. All day Girl Scouts and WNEW staffers will take telephone requests for Scout aid and, upon certification, one or several Girl Scouts will be dispatched to the distress point.

In addition to the good will service deeds, troops stationed at WNEW also will establish a repair station for children's toys to point up another Scout activity. Girl members are to appear on various radio programs during the day.

NCAB Re-elects Jarman

J. Frank Jarman, WDNC, Durham, has been re-elected president of the North Carolina Association of Broadcasters. Re-elected with Jarman, to serve for another year, were Richard A. Dunlea, WMFD, Wilmington, vice-president, and Harold Essex, WSJS, Winston-Salem, secretary-treasurer. Annual convention of the association was held in Durham Oct. 11 and 12.

Speakers at the two-day session of the association included A. D. Willard, Jr., executive vice-president, and Richard P. Doherty, director of employer-employee relations, of the National Association of Broadcasters.

NBC 'Audition' Project Ends On Second Anni.

(Continued from Page 1)

concluded operations as a separate unit last week on its second anniversary having interviewed almost 16,000 hopefuls.

According to Clarence L. Menser, vice-president in charge of programs, it "proved an extremely successful and gratifying project." Of the 16,000 interviewed, more than half were actually auditioned, with 23 per cent of those who passed having obtained employment in some phase of radio, Menser said.

"In recent weeks," the NBC executive said, "the number of veterans applying for auditions has dropped off to the point where we feel we should close this specific activity and refer all future applicants to our regular audition system."

Over 100 Placed

A summary of WHA activity shows that more than 100 veterans have been placed in jobs as announcers, engineers, directors, pianists and research workers. About 200 more have found employment in dramatic and musical programs. NBC's "National Hour" cast was composed almost entirely of veterans.

In addition, more than 150 aspiring script writers among the veterans have submitted samples of their work for judgment by the NBC script department. Some were placed, and the others received detailed, constructive criticism and suggestions. The whole project has been closely tied in with the work of NBC affiliated stations and with the advertising agencies. Nearly 1,000 recordings, accompanied by statistical data, were sent out to station managers and to advertising agencies.

Door Still Open

Menser pointed out that the closing of this particular activity does not indicate a lack of continuing interest in the veteran, and that the open-door-audition policy which NBC has maintained for years is now available to him as a civilian.

Kate Smith To Launch Wash. Community Chest

Kate Smith will return to her native Washington, D. C. next Tuesday, October 22 to launch the Washington Community Chest Drive, meet President Truman and receive an award from the Washington Advertising Club for her services in the war effort.

Accompanied by Ted Collins, the singing star will meet the President Tuesday morning before her daily noontime broadcast. After the program she will be guest of honor at a luncheon given by the Advertising Club at the Hotel Statler, where club president, Henry Kaufman will make the award. Guest speaker will be Charles G. Mortimer, Jr., vice-president in charge of advertising for General Foods Corp., sponsor of the Kate Smith show.

COAST-TO-COAST

— ILLINOIS —

ROCK ISLAND—Millicent Polley, director of women's activities, WHBF, was a member of a panel discussing "Women in Radio" at Rockford College. Miss Polley told of the services of women in radio in the Armed Forces. . . . New announcers at WHBF are Dick Nelson and Art Stanley. . . . Ted Arnold, program director of WHBF, was general chairman for the Community Chest drive, which broke a record in making 111 per cent of its goal in the two-week campaign. . . . **PEORIA**—WEEK, NBC affiliate, 350 kilocycles, 1000 watts power, full-time, will take to the air about November 15.

— COLORADO —

DENVER—Dale Danford has joined the news and special events department of KOA. . . . A six-month contract has been signed by Bell Tailors of Denver for a one-minute announcement Saturday evenings over KOA. . . . The Brown & Williamson Tobacco Co., for Kool cigarettes has signed for two transcribed station-break announcements weekly. BBD&O handles the account for Brown & Williamson. . . . KLZ broadcast an eye-witness account of the "falling stars" when the earth passed through the wake of the Giacobini-Zinner comet.

— MICHIGAN —

DETROIT—Jock White, featured WJR newscaster has been signed to handle color announcing for all Los Angeles Rams football games played in the East and Midwest. . . . "Now Hear This, America" is the title of the new feature program slated to start Sunday, Oct. 20, 2 p.m. on WJR. . . . Program is designed for and dedicated to Veterans of World War I and II. Veterans will speak briefly on subjects chosen by themselves. . . . Subjects which deal with America abroad, within and at home.

— NORTH CAROLINA —

CHARLOTTE—In connection with National Optimist Week, WBT broadcast two special programs outlining the work of the Optimist Clubs in the Carolinas. George Fella and James V. Vogler were heard in the special broadcasts. . . . A \$100 Savings Bond is being offered by WBT, to the listener who can coin the most effective Safety Slogan to spark the intensive Highway Campaign WBT is currently waging. . . . Drive has been praised by the governor. . . . One hundredth consecutive week is being celebrated by WBIG's "Your Money," popular feature on current economic conditions. N. S. Calhoun, president of the Security National Bank, sponsor is commentator.

— DISTRICT OF COLUMBIA —

WASHINGTON—WWDC is experimenting with a tape recorder. . . . The new "Community Singing" section of "Open House" has sportscaster Stan Stoller as roving troubadour. . . . The sports tie-up between WWDC and Uline's Arena will have two hockey games this week. . . . Mike Hunnicutt rewards Safety Patrol boys and girls for faithful service in helping control traffic at school crossings each Monday, Wednesday and Friday morning. . . . George

Reedy takes over the 7:30 a.m. news spot on WOL, Monday* through Saturday. . . . Bill Murdock, WOL sales manager, announced two 52-week contracts with the National Brewing Co. Art Brown and Bill Brundige will be sponsored by the company.

— MARYLAND —

BALTIMORE—Allen Cummings and Frank Roe are the new Wake-Up men heard every morning from 6:30 to 9:30 over WITH. . . . Popular Ernie Simon, Wake-Up announcer was given a farewell cocktail party and luncheon by WITH staff members before departing for Chicago. . . . **FREDERICK**—WFMD conducted daily broadcasts from the grounds of the Great Frederick Fair. A hillbilly group, Club 930, and Victor Varieties were regularly scheduled programs transferred to the Fair Grounds. In addition, the station featured morning and evening half-hour periods of "Man-at-the-Fair" interviews.

— TEXAS —

SAN ANTONIO—WOAI's new variety program "Once Over Lightly" has Dick Perry, emceeing, Libby Hale and George Young, doing vocals, and Mel Winters and Bea Morin providing the music. . . . For fans with a taste for tropical tempos, there's WOAI's Latin music program Monday, Wednesday and Friday afternoons at 6:30. . . . **DALLAS**—Texas' second FM station, KERA, has taken to the air and will broadcast on a daily schedule from 3 to 9 p.m. Station will operate on 94.3 megacycles, channel 232 with an initial power of 250 watts. . . . As a special offering KERA will broadcast each Saturday a football game not available to regular AM radio listeners. . . . Another feature will be "News in Ninety Seconds" to be heard at regular intervals.

— MASSACHUSETTS —

SPRINGFIELD—Home games of the Springfield Indians' hockey team will be broadcast by WSPR with Bob Jones at the mike. . . . Three new additions to the staff of WSPR are Robert Elsworth, replacing Ross Edwards, Doris Lee succeeding Mildred Jones as secretary to program director, and Anita Lou Barrows replaces Beverly McKay as daytime receptionist. . . . **WORCESTER**—Gladys Tamajan, WTAG music librarian, writes and conducts a new half-hour series designed to find fun in classical music, which is aired every Saturday morning. . . . To acquaint city residents with the opportunities and activities of the Worcester Art Museum, WTAG will present a series of weekly programs designed to appeal to all listener age groups.

Vanda Leaves CBS Web To Form Own Company

Hollywood—Resignation of Charles Vanda, CBS executive producer, has been announced by Donald W. Thornburgh, vice-president in charge of the CBS western division. Vanda will open his own radio production office, servicing advertising agencies as well as acting as counselor to sponsors and artists.

Tin Pan Alley Stars Honored At REC Meeting

(Continued from Page 1)

at the regular luncheon meeting, the Roosevelt Hotel. Under the guidance of emcee Charles Tobias, fathered such hit tunes as "When Your Hair Has Turned to Silver" "Don't Sit Under the Apple Tree" executives from all phases of broadcasting industry were brought back by song to the periods during and before both world wars.

Many of these ASCAP writers have toured the veterans hospital circuit in collaboration with the American Theater Wing.

Old-Timers Galore

Old-time headlines such as Jeffrey O'Hara ("K-K-Katie") Herrick H. Upfeld ("As Time Goes By") "Sing Something Simple" He Armstrong ("Sweet Adeline") Lucky Roberts ("Moonlight Cocktail") provided some of the background for the songs and gave their own renditions. Joan Whitney Alex Kramer, co-writers of several tunes of recent years such as "Hill On A Windy Hill," "Calypso Jamboree" "We Don't Talk About That," was also among the group.

Also, for the first time in its history, the REC now has an "official" song, which was written (and introduced yesterday) by Tobias.

4,000 MORE THAT'S WATT

and what's more—

467,810

more radio families will listen when WHBC goes 5,000 soon.

There's a backlog of purchasing power in this market as Canton banks report an all time high in savings. Deposits have increased from \$47,561,389 to

\$50,980,879

for the first nine months of this year.

These are Signs of the Times and time to sign your campaign with WHBC for results.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 15

NEW YORK, MONDAY, OCTOBER 21, 1946

TEN CENTS

NAB Problems Surveyed

Many Speakers Set For 4-Day Agenda

Chicago—Justin Miller's keynote address, "Broadcasting—An Opportunity—A Challenge"; a speech by Benjamin Cohen, assistant secretary-general of United Nations; Hugh Feltis' report on BMB, and Commissioner E. K. Jett's talk on "Application of War Developments to Post-War Broadcasting," are among the many subjects on the four-day agenda of NAB.

The convention gets under way this morning at 9 o'clock with committee meetings covering Research, Engi- (Continued on Page 2)

Finch Showing Two Models With Facsimile Attachment

Broadcasters at the NAB convention will see for the first time two new FM-AM radio models with an attached facsimile unit just produced by Finch Telecommunications, Inc. Receivers will be part of the Finch exhibit showing a complete facsimile broadcasting studio in operation consisting of monitor-control desk, two facsimile scanners, power units, amplifiers and selective switching arrangements. Facilities of WJJD, Chi- (Continued on Page 2)

Toscanini Returns Oct. 27 For 10th Season On NBC

Arturo Toscanini will open his tenth season with the NBC Symphony Orchestra Sunday, Oct. 27, 5 p.m., EST. The veteran conductor, scheduled to direct the orchestra in sixteen concerts during the 1946-47 season, will be on the podium for seven weeks for his first series from Oct. 27 to Dec. 8.

Broadcasters Give Convention Views In Extensive Industry Opinion Poll As 24th Gathering Opens Today

By FRANK BURKE, Editor, RADIO DAILY

Chicago—With all attendance records broken and an estimated crowd of from 2,500 to 3,000 on hand for the twenty-fourth annual convention of the National Association of Broadcasters, the first post-war gathering of the broadcasters is a gathering of serious minded executives who seek solution to pressing industry problems.

The attitude of the broadcasters and the problems that NAB is being asked to solve are best reflected in RADIO DAILY's survey of the organization's membership on the eve of the convention. In almost every instance the appraisal of convention problems was the same and everyone stressed the urgency of unified action.

Determined to garner some stabilizing knowledge from the convention the members of NAB plan active participation in all general meetings and panel sessions. The agenda, representing (Continued on Page 4)

Large Web Delegation Attending NAB Confab

Top executives of the four major networks are attending the NAB convention and left over the week-end. Most of them attended web affiliate meetings set up to precede the opening of events at the Palmer House.

Heading the NBC delegation is Niles Trammell, president, with the following network executives: Frank E. Mullen, executive vice-president; William S. Hedges; F. M. Russell, A. L. Ashby, Brig. Gen. Ken R. Dyke, C. L. Menser, O. B. Hanson, all vice-presidents; also Easton C. Woolley. (Continued on Page 2)

Low-Price FM Receivers Promised By Bendix Co.

Mass production of FM receivers for the low-price market was stated to be one of the chief aims of the Bendix Aviation Corp., according to L. C. Truesdale, general sales manager for radio and television. One new model is designed for both AM and FM and Truesdale pointed out that the company will approach the low-price market with the caution of good economics, and will seek to establish itself in the quality market (Continued on Page 2)

NCBS Creditor-Meet In St. Paul Oct. 31

Minneapolis—Meeting of creditors of the North Central Broadcasting System, Inc., has been called for Thursday, Oct. 31, at 10 a.m., in the office of Referee in Bankruptcy, Richard N. Gardner, in Room 307, Federal Courts Building, St. Paul. At this time, creditors may prove their claims, nominate a trustee, ap- (Continued on Page 8)

ET Men And Petrillo Resume Tomorrow

Chicago—Further discussions between the AFM and the electrical transcription manufacturers, will be resumed here tomorrow in effort to reach an agreement relative to an increased wage scale demanded by the musicians union. Recording faction has already agreed to a 37½ per cent increase. Old contract for all recordings runs out today.

3-Point Plan On Standards Offered By Marketing Assn.

Formation of an American Marketing Assn. plan whereby an AMA Standards Committee of national scope will report once a year on progress or lack of it, has been revealed by George H. Allen, president of the organization. Chairman of the Committee is Harold Webber, vice-president and director of research of Foote, Cone & Belding, Inc., with the full membership of the committee to be announced later. Simultaneously, it was revealed

that Allen had released at the Chicago convention of the NAB a three point program by which the radio industry could contribute towards raising the standards of marketing in 1947. "The timing," he said, "was purely coincidental, for the problem of raising standards in the field of research applies to all media, and to all phases of marketing." The three point program for radio called for industry support to: (1) (Continued on Page 2)

Expanded Audience Data As Hooper Station-Bonus

Important additions in both radio audience and station market data to station subscribers as a bonus service is announced by C. E. Hooper, Inc. New service includes listening area market data sections to the reports and it is proposed to include in this section the level of listener cover- (Continued on Page 2)

HOTEL NOTE

Official headquarters of RADIO DAILY during the NAB convention will be Suite 1471-1472 in the Palmer House. Incidentally, the leading Chicago hotels are listed in this issue on Page 6.

PERSONNAE

Reservations for the convention are listed on pages 14, 18, 26 and 27. "Profiles" of NAB personnel will be found on pages 22 and 23, and will be continued in tomorrow's RADIO DAILY.



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Top Officials Of Major Webs Attending Convention Of NAB

(Continued from Page 1)

Sheldon B. Hickox, Jr., John Murphy, James V. McConnell, Willan C. Roux, Raymond Guy, James M. Gaines, Vernon H. Pribble, Lloyd Yoder, H. M. Beville, I. E. Showerman, Paul McLuer, Oliver Morton, Jules Herbiveaux, Howard Lutgens and Charles Hammond.

CBS Group

William S. Paley, chairman of the board, and Frank Stanton, president, head the list of CBS executives, which include: Joseph H. Ream, Frank K. White, H. V. Akerberg, H. Leslie Atlas, L. W. Lowman, Edward R. Murrrow, Davidson Taylor, and D. W. Thornburgh, vice-presidents. Also Julius Brauner, Edwin Buckalew, Carl Burkland, Wendell B. Campbell, Thomas D. Connolly, George Crandall, Guy della-Cioppa, Harold E.

Fellows, Michael J. Foster, Earl H. Gammons, Dr. Peter Goldmark.

ABC Official's

ABC's delegation is led by Edward J. Noble, chairman of the board; Mark Woods, president, Keith Kiggins, E. R. Borroff, Robert E. Kintner, Rober H. Hinckley, Fred Thrower, and John H. Norton, Jr., vice-presidents. Also attending are: C. T. Haggman, Gil Berry, Paul Mowrey, Ivor Kenway, Ted Oberfelder, Robert Saudek, John H. McNeil, Ell Henry.

Mutual Delegation

Edgar Kobak, president of Mutual, with Robert Swezey, Phillips Carlin, Abe Schechter, Esterly Page, Jess Barnes, Robert Schmid, Ade Hult, Carl Haverlin, vice-presidents.

Headquarters of the four networks are in the Palmer House.



Short cut

That's part of the CVP Canal out in California that S-curves its way through the Madera foothills. Ultimately the canal will be 37 miles long and will carry water from the Friant Dam to the lands of the Madera Irrigation District.

That will be a fertile, blooming valley soon . . . and it had to be done the hard way.

Sales of a product have to be nurtured along too, and down here in Baltimore, W-I-T-H, the successful independent, has a production way of getting sales up . . . but by a short cut.

Here are the facts: W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

If you want sales to grow . . . where none bloomed before . . . down here W-I-T-H is the answer.



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Finch Showing Two Models With Facsimile Attachment

(Continued from Page 1)

cago Daily Sun station, will aid in the facsimile broadcasts.

The two new combination radio facsimile receivers made by Finch contain Zenith and General Electric radio chassis and speakers, one a table model and the other a console. FM reception is on the 88-108 mc. band. Capt. W. G. H. Finch reports his company is tuned up for 100 per cent mass production of the units and hopes to meet receiver demands as fast as facsimile broadcasters go into operation. Primary hold-up in production is fractional horsepower motors used to turn the drum on which the paper is conveyed.

Expanded Audience Data As Hooper Station-Bonus

(Continued from Page 1)

age of each county and city in a station's "claimed area" as soon as the stations have come to some conclusions regarding what levels of listening can best serve as realistic delineators of station listener service areas.

Low-Price FM Receivers Promised By Bendix Co.

(Continued from Page 1)

at in-between prices. Other new model is a combination FM and phonograph set, and all of the Bendix receivers will have built in FM antennas, Truesdale concluded.

AMB. 2142 For Air Checks—Line Checks



Marketing Assn. Offers New Standards Plan

(Continued from Page 1)

provide projectable rating data to customers; (2) improve standards of interpretation of radio audience data; (3) concentrate on research analysis and improvement of radio program content. This is believed to be the first constructive program proposed in the industry since the demise of the CAB last summer.

Allen revealed that the Association considered its new Standards Committee as important a step forward nationally as its American Marketing Awards for Leadership in Marketing which were successfully launched by the N. Y. Association on a national scale last spring. Launching was featured by a capacity attendance in the Grand Ballroom of the Commodore last June attended by most of the national figures in the field of distribution. The formation of the new committee reflects a belief that the simple reportorial technique of spot-lighting progress or lack of progress in raising standards in marketing throughout the nation may be more effective than involvement in suggestions for procedures. Obviously only overall co-operation by all media, advertising, and marketing research forces can establish procedures for accomplishment of the objectives.

Many Speakers Set For 4-Day Agenda

(Continued from Page 1)

neering, Small Market Stations, Programs, Music Advisory, and FMIBI board. These will be followed by an FM executive committee meeting at 11:30.

FM will be the topic for the luncheon session which begins at 12:30 p.m., and continues until 3 p.m. Leaders in frequency modulation will be heard and Charles R. Denny, Jr., acting chairman of the FCC, will discuss "FCC Policy." From 4 to 5 p.m., facsimile broadcasting will be the topic. Scheduled to appear at this session are several facsimile leaders including John V. L. Hogan, president of Radio Inventions, and Capt. W. G. H. Finch.

Send Birthday Greetings To—

October 21

Jack Holden Irving S. Strause
W. Calvin Moore Louis Sobol
Richard Nicholls Frances Scully
Tommy Riggs Norman Warenbud



MUSIC has power

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

No wonder WDAS audiences say "Thank You!"

TELEWAYS of Hollywood

Presents
THREE OUTSTANDING NEW SHOWS

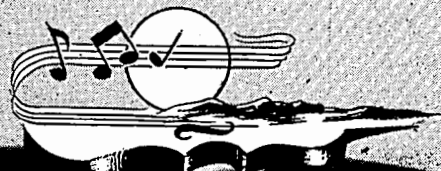
"THE SONS OF THE PIONEERS"

Singing the songs all America loves . . . ballads, western tunes, spirituals and songs from south of the border, interspersed with sparkling patter, presented in the inimitable style that has brought nationwide popularity to this entertaining group. "The Sons of the Pioneers" have appeared in over one hundred movies and are now being featured on the Alka Seltzer Saturday Nite Round Up over the full NBC network. Available on a brand new five-a-week, fifteen minute transcription series. This is an *exclusive TELEWAYS* feature.



"MOON DREAMS"

Through the curling smoke of a favorite briar . . . to the gentle rhythm of an old rocking chair . . . intermingled with the flickering shadows of a friendly fireside, comes the romantic voice of the moon-dreamer. A dreamily relaxing show, blending inspiring poetry and beautiful songs woven through a background of soothing organ music and the strains of a gypsy violin. Narrated by Marvin Miller and featuring the lyric tenor voice of Warren White. You can build a tremendous audience in a hurry with this appealing fifteen minute show. 3 or 5 times a week.



"STRANGE WILLS"

A dynamic dramatization of the story behind unusual and strange wills, selected from thousands of actual wills filed in Probate Courts all over the world. Poignant love affairs, psychological mysteries, hilarious comedies and haunting tragedies, brilliantly dramatized and portrayed by a stellar cast headed by the distinguished movie star, Warren William. Here is the most universally appealing and highly diversified program ever offered to the listening audience. Get the exclusive rights for your territory today.



SEND FOR AUDITION
PLATTER NOW!
30 DAYS FREE TRIAL

. . . but it won't take you that long. You can break down the toughest sales resistance with one audition of any one of these appealing, sales-producing shows. Write or wire today. We're not kidding—these platters are HOT!

You can return platters any time within 30 days—no obligation.

TELEWAYS

8949 Sunset Boulevard
Hollywood 46, Calif. • CRestview 6-7238

RADIO PRODUCTIONS, INC.

of Hollywood

VISIT OUR DISPLAY—ROOM 861—PALMER HOUSE—DURING NAB CONVENTION, CHICAGO—OCT. 21-24

NAB Problems Surveyed

Petrillo's Stand Gives Concern To Many

(Continued from Page 1)

four crowded days of meetings, will touch upon almost every phase of the industry and many of the subjects will provoke open discussion. These discussions, the RADIO DAILY survey reveals, promises to be spirited with a critical appraisal of NAB as well as other branches of the industry.

Paramount among the matters which broadcasters are asking the NAB to consider and act upon are:

The future of AM and FM Radio.

The AFM attitude towards radio as reflected by President James C. Petrillo.

Industry support of the Lea Bill.

A better and more effective public relations program.

The Ascapi music situation.

Relations with the FCC.

BMB and its future role.

Blue Book Is Issue

Washington broadcasters generally center on the Blue Book and FM as top issues to come before the NAB convention. Their comments follow:

Howard Hayes, general manager of WPIK, Alexandria, Va., NAB member who will attend the convention:

"The Blue Book and FM should be the two main issues to come before the convention. The Blue Book is unquestionably the principal problem governing the future of radio broadcasting—whether the public interest should be in the hands of the broadcasters or in the hands of the FCC. Broadcasters want to know whether commercial programming must be increased or decreased. On FM broadcasters want to know whether this type of broadcasting will be a liability or whether it can stand on its own feet. We particularly want to know the FM set picture."

Carl J. Burkland, general manager WTOP, Columbia outlet in Washington, also going to the convention: "Principal issue before radio today is FCC's Blue Book. Even beyond the philosophy of the Blue Book, broadcasters will want clarification and redefinition of many of the proposals

mentioned in the Blue Book. Some of the definitions are obscure."

Wants Support Of Lea Bill

Southern California broadcasters are showing keen interest in the convention and have definite opinions on matters they feel should be broached at the confabs.

Lewis Allen Weiss, vice-president and general manager of Don Lee-Mutual, feels NAB should give support to the Lea measure, consideration of the new AFRA demands and is strongly for the merging of FM and TBA within NAB to eliminate a multiplicity of details and make for a stronger NAB. He also believes the organization should go into the Blue Book problem and re-assert freedom from censorship.

FM Presents Problem

Robert O. Reynolds, vice-president and general manager of KMPC and also president of the Southern California Broadcasters Association, believes NAB should study the economic aspects of FM and feels that not enough thought has been given to the problem of FM by broadcasters and the FCC. He points out that although 16 AM stations are operating in the Los Angeles area FCC plans to grant 14 FM permits for this area. There are 18 applicants for the permits, and Reynolds believes the intense competition that will be created might well lead to rate-cutting and other bad practices of the past that are now frowned upon.

Reynolds is also interested in having the NAB study the effect that the Bing Crosby recorded programs for Philco will have on the industry.

Harry W. Witt, assistant general manager of the Columbia Pacific network, declares the rising cost of regional shows, due to AFRA demands, poses a serious problem and one that should be considered at the convention. William B. Ryan, general manager of KFI and NAB's 16th district director, said music, employer-employee relations and the Blue Book were among problems certain to be broached at the Chicago sessions.

Petrillo Matter Stressed

Don Feddersen, general manager of KLAC, Los Angeles, and KYA, San Francisco, feels that the Petrillo problem is the most serious that confronts the broadcasters. Thelma Kirchner, general manager of KGfj, points out that a unified rate card structure and contract forms are badly needed and is hoping the NAB sales conferences will pass measures providing for them. She also feels a unified stand should be taken on labor relations, with NAB to give support to local regional broadcasters confronted with labor problems.

Stress Programming

While San Francisco broadcasters feels that problems relating to Petrillo, the Blue Book, FM and television should be given serious consideration at the convention, they also have other problems that they feel need to be discussed.

Wm. B. Pabst, manager of KFRC-

Mutual, summed up the opinions of most local station officials when he said: "We are particularly interested in a discussion on programming. This is of paramount importance. Programming always has been of main concern to station officials, and it is especially so now in view of the suggestions of the Blue Book report."

The stations have been attempting to get good public service programs that people will be interested in, but just what will appeal to the listening audience, and what the proper approach is, has been a difficult problem to solve.

Pabst also posed the question "Should stations have an editorial policy?" There should be a discussion on this, he said.

Officials of other stations agreed on this point and mentioned the recent attempt of a man from Palo Alto to have the licenses of three major San Francisco stations revoked because they refused to give him time on the air to argue his views in favor of atheism.

A united station editorial policy would be helpful to stations when they are faced with a problem of this or a similar nature dealing with allowing diversified individual views to be promoted over the air.

There doesn't seem to be a great deal of interest here in BMB. Most of the problems of particular interest to the West were discussed at the district NAB meetings.

Oklahomans Give Views

Robert D. Enoch, manager, KTOK, ABC, Oklahoma City, declared:

"I hope the NAB discusses Mr. Petrillo, the FCC Blue Book, Ascapi and FM—what now? I'd also like to know what the FCC expects the radio industry to do to remain solvent in view of the unusual number of applications being granted now."

Matthew Bonebrake, manager, KOCY, Mutual, Oklahoma City, said: "I think the NAB should devote its first attention to Mr. Petrillo and an immediate solution of FM problems."

Urges Unified Front

George Sutherland, general manager, WILM, Wilmington, Del., put his views as follows:

"With the thought in mind that the National Association of Broadcasters has as its purpose not only the progressive interests of those stations which make up its membership, but also the furtherance of good radio broadcasting in the public's interest, I believe that an item of paramount importance at the forthcoming NAB convention should be the objective of arriving at a unified front on behalf of the broadcasting industry where its relationship with James C. Petrillo is concerned. The musician's union ban edict by Petrillo where FM is concerned impairs the future of ALL radio to a greater degree than any other factor. Furthermore, I believe that the industry, both AM and FM operators, should stand together and any renewed talk of separate

Broadcasters Ask Full Support of Lea Bill

organizations is foolhardy. United stand—divided we fall."

Portland Broadcaster Reports

H. Quenton Cox, general manager of KGW, wired RADIO DAILY the following statement:

"Government control of radio needs considerable discussion. While it is true radio industry should examine present programming in light of better service if operator of local station continues to be censured incentive is lost to continue high standards good station operation. I am in definite agreement with statement made by James L. Fly, ex-chairman of FCC before Radio Executives Group, New York City, 'the least would be the best government in radio.' Belief in unification of various industry phases important for consideration a strong NAB unanimously supported by all broadcast interests such as FM, television, facsimile broadcasters working out the many problems confronting new features of communication such as FM, television facsimile. Serious consideration a discussion with constructive program as outgrowth of present labor relations greatly needed by industry; continuing raids by uninformed union dangerous to profitable operation. Radio's relationship with public very important to future of broadcasting. Public relations one of most important problems to be discussed, believe industry has fallen short in informing public of tremendous public service radio has performed. The industry shouldn't feel its problems should not be explained to listening public. Industry should feel a continuous better job cannot be done."

Bill Gives Views

Edgar L. Bill, general manager WMBD, Peoria, Ill., and veteran NAB member, sums up the convention problems as follows:

"NAB convention topics takes wider scope of problems with more top speakers than ever before.

"In this transition period from AM to AM, FM and television operation and with the addition of hundreds of new stations, the broadcaster is faced with increased operation costs and

(Continued on Page 6)

International

Registration of broadcasters from Latin-American countries, Canada and representatives from United Nations give an international touch to this year's NAB convention. Emilio Azcaraga of Mexico City; Lorenzo Balerio Secco, Uruguay; Harry Sedgwick, Canada, and Benjamin Cohen, assistant secretary general of UN, New York, are among those attending.

Added Starters

Paul A. DeMars, consulting radio engineer, and Jess Willard, assistant to the NAB president, have been added to the FM panel to meet in Chicago Monday noon, NAB announced yesterday. It was also announced that James Douglas, CAA superintendent of flight operations for the third region, will address the convention.

"Best Seller"
HARTFORD

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM



You can do your best selling in Connecticut, which leads the country in Effective Buying Income per family. You can connect in Connecticut by using WDRC, "best seller" among advertising media. WDRC delivers the audience in Hartford and the entire Trading Area at one low uniform rate for all advertisers — national, regional, local. WDRC, Hartford 4, Connecticut, is Basic CBS, 5,000 watts. National representative: Paul H. Raymer Co.

FM, Tele, BMB Regarded Topical

Convention Visitors Express Views On Agenda

(Continued from Page 4)

the same time with increased competition. This situation may decrease operating budgets and program quality and the effectiveness of the medium.

"The greatest problem facing radio is making better programs, programs that will live up to the great power of the medium, not only in entertainment but in information, news, free speech, education, public service and inspiration.

"Programming is the key to how many will listen for how long and therefore the key to the real results of radio advertising and service to listeners.

"Radio needs stronger program thinking and building to live up to its full opportunity and responsibility."

Tele And FM Important

Frank R. Smith, president and general manager, WWSW, Pittsburgh, evaluates the convention agenda as follows:

"Three important subjects will bear watching at this year's NAB convention. The assembly, no doubt, will look for an explanation of the disinterest in the development of frequency modulation and seek a solution. Second in importance should be the reaction of the trade to the station audience report recently released by Broadcast Measurement Bureau. Then the medium of television will come in for its share of attention. A number of boys had their eye teeth cut experimenting with FM. Now television offers an entirely new field of adventure but the general structure, including installation and program production, represents an expense which will automatically put the brake on broad development of this medium. This year's convention should offer practical knowledge related to frequency modulation and television; information which will be helpful in steering the destiny of these two important mediums."

Need For "Public Service"

Edney Ridge, general manager of WBIG, Greensboro, N. C., believes that NAB has a public service role. His comments follow:

"In my opinion the greatest problem confronting the NAB convention is to perfect plans to sell to the American public the American system of radio, to sell today, tomorrow and keep continually selling this great free service to the public building a great protective friendship that will prevent the continual assaults being made on broadcasting by the greedy and publicity seekers.

"The American public is fair-minded and just, and if the broadcasters will present their problems and lay their troubles before it, radio will reach new and greater heights in service. Radio means more to the

Today's Convention Agenda

MONDAY, OCTOBER 21

- 9:00 A.M.-5:00 P.M. REGISTRATION
- 9:00 A.M.-12:00 Noon COMMITTEE MEETINGS
 - Research Committee
 - Engineering Committee (11-12 open session)
 - Small Market Stations Committee
 - Program Committee
 - Music Advisory Committee
 - FMBI Board of Directors
- 11:30 A.M. FM EXECUTIVE COMMITTEE
- 12:30 P.M.-3:00 P.M. GENERAL LUNCHEON AND FM PANEL
 - Walter J. Damm, Chairman, NAB-FM Executive Committee and President, FMBI, presiding
 - "FCC Policy"—Charles R. Denny, Jr., Acting Chairman, Federal Communications Commission
 - "FM Transmitter and Receiver Status"—Dr. W. R. G. Baker, Chairman, Engineering Committee, Radio Manufacturers Association and Vice-President, General Electric Company
 - "FM Station Engineering"—T. A. M. Craven, Vice-President, Cowles Broadcasting Stations
 - "FM Station Promotion and Program Sources"—Lester H. Nafzger, Manager and Chief Engineer, FM Station WELD, Columbus, Ohio
 - "General Management"—Walter J. Damm, Chairman, NAB-FM Executive Committee and President, FMBI
 - "NAB-FM Department"—Robert T. Bartley, Director, NAB-FM Department

inarticulate masses than any other medium but they would become very vocative if their rightful privilege to a free radio is distributed. We believe the young and old, rich and poor, white and black have the right to be heard as well as the right to listen. Direct public relations are the best cure for any public problem."

Better Programming Urged

James M. LeGate, general manager of WIOD, Miami, said:

"This convention is the most important in the history of NAB. Among the problems that should be considered thoroughly is the future of both AM and FM, employer-employee relationship and real serious consideration of programming. I feel strongly that radio has reached the crossroads in programming and that we must create something new in programs."

Public Service Stressed

Pete Wasser, general manager of KQV, puts it this way:

"I believe it is high time that broadcasters face the issue that the majority of us are not truly operating in the public interest. Too many stations (network affiliates) complacently sit back and open the key to network programs from early morning until late night, yet proudly acclaim they are operating in public interest because they have broadcast hundreds of spot announcements furnished by the Red Cross, Com-

munity Fund, etc. I am a firm believer in developing more programs slanted around problems or situations of local interest. More of these programs should be broadcast during peak hours between eight and ten p.m. Network contracts should be adjusted so at least two such half hours per week would be included in station time."

Labor Problem Emphasized

Dr. Leon Levy, president and general manager of WCAU, believes that the labor problem is the most important one facing the industry today. Dr. Levy said:

"The most important problem facing the radio industry today is labor with special emphasis on music. The back and forth accusations about FM can accomplish nothing unless Mr. Petrillo changes his order about duplicating musical programs on FM. The public will not invest in FM sets unless than can get the big network shows on their sets and they cannot get these unless they are duplicated for FM. Other labor problems also threaten the industry. If costs get out of line program quality will suffer. Other problems but to a lesser degree are the increasing number of AM licenses being issued. Economics necessarily number of licenses the programs of all will be affected. And in time the public will be the loser. The FCC will not be blamed. They will bring about a condition which they,

Public Service Role Considered As Important

themselves, are causing but this will escape the public."

Public Relations Needs

Craig Lawrence of the Cowles group, WCOP, Boston, offers the following convention comment:

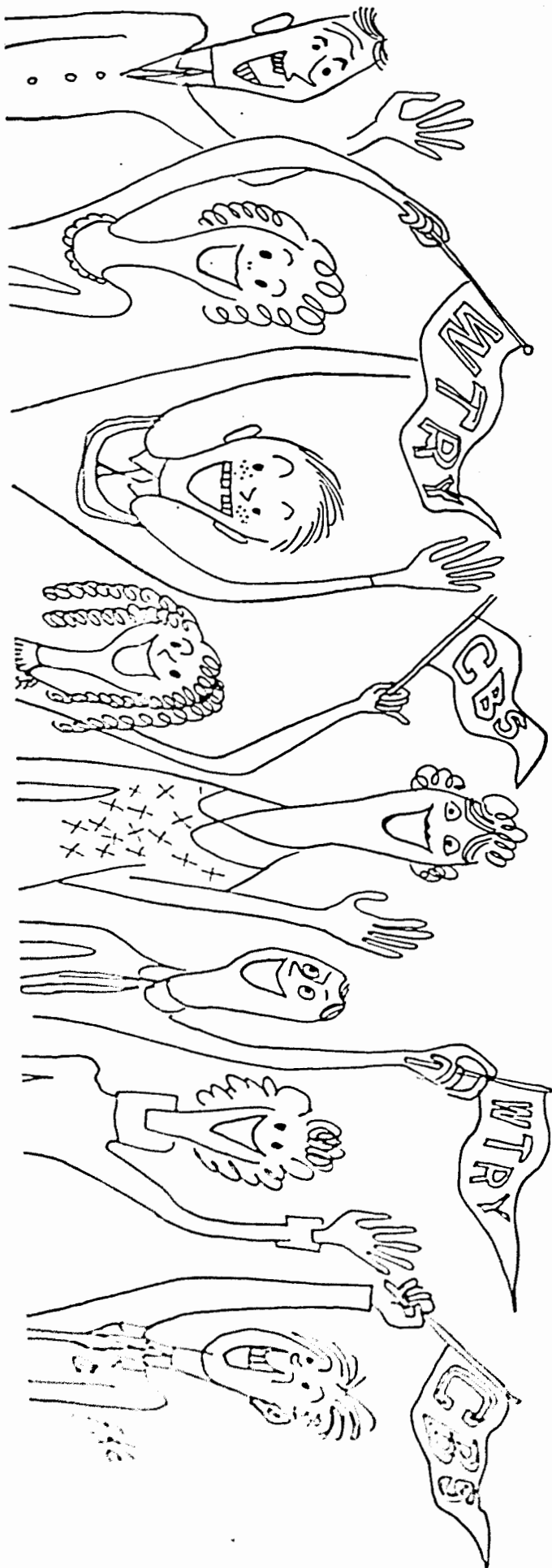
"I believe that the most important problem facing the industry is its relations with the public and government. Broadcasting is being directly and indirectly, attacked by several groups which are well meaning from more who are selfish. We there is always room for improvement in our service to the public number and intensity of these attacks are unjustified and they can be reduced by a more positive industrial public relations policy, an aggressive approach coupled with continued industry efforts to improve programming and commercial practices make the present system of broadcasting as secure as it should be to the general public and its representatives in government. This should be discussed frankly with the membership and it should be told what NAB headquarters proposes to do along these lines and how we individual broadcasters can implement their activities."

Phil Hoffman, manager of KR. Des Moines, said:

"With magazine and newspaper space rationing practically a thing of the past it is even more important now than before World War II that NAB build up public relations with manufacturers and trade associations. This activity was dropped during the war and it is very important that such activity be strongly stressed during the next year. Action should be taken at the convention which ultimately will influence FCC to cease wholesale granting of radio license medium and small markets. This is important in insuring present license holders against ruination of the radio advertising industry and protecting G.I.'s and others going into smaller cities against loss of life's savings."

LOOP HOTELS

- Atlantic, 316 S. Clark WABash 2
- Bismarck, 175 W. Randolph. CENTRAL 10
- Blackstone, S. Michigan at 7th
- Brevort, Madison east of LaSalle
- Chicagoan, 65 W. Madison. ANDOVER 40
- Congress, Congress-Michigan
- Hamilton, 20 S. Dearborn. RANDOLPH 60
- Morrison, Madison and Clark
- Palmer House, 15 E. Monroe
- Sherman, Randolph at Clark
- Stevens, Michigan at 7th. WABash 40
- Washington, 167 W. Washington



hail, Columbia...

Early in the morning of January 1, 1947 a telephone company technician will pull a blue plug from a switchboard jack and replace it with a green one.

You won't see him and neither will we. But beginning that day, the difference will be noticed by nearly 200,000 radio families who live within a wide listening radius of WTRY.

For on January 1, 1947, you see, WTRY joins the Columbia Broadcasting System as a basic affiliate.

It means a lot up here in the triple-city of Albany-Troy-Schenectady and throughout the eight high-income counties we talk to day and night. Before this, listeners around here have never been able to hear CBS programs with consistent clarity. Now it'll all be different.

WTRY, mark us, will become more popular than ever—which is saying quite a bit. We pass this announcement along to national advertisers who (like our big following of local advertisers) can now count on WTRY and CBS to win them more than ever of the \$400,000,000 that people in the WTRY area spend each year. Be sure you get your share.



Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

NCBS Creditor-Meet In St. Paul Oct. 31

(Continued from Page 1)

point a committee of creditors, examine the debtor, and present written acceptances of proposed arrangements. Also, they may transact other business as may properly come up before the meeting.

Referee was appointed by the U. S. District Court of Minnesota, Third Division, where the NCBS through John Boler filed a petition in bankruptcy proposing an arrangement with the unsecured creditors under provisions of Chapter XI of the Act of Congress which relates to bankruptcy.

Richard Kyle, St. Paul attorney, was appointed by the Referee in Bankruptcy as receiver to disburse and receive NCBS funds until the meeting of the creditors as required by law.



NABiggies Breeze Into the Windy City. . . !

• • • Never before in its history has the Palmer House witnessed such mountainous accumulations of luggage, ranging from small steamer trunks to manila envelopes, as the spectacle presented yesterday and this morning when almost half of the 3,000 delegates to the

Chicago twenty-fourth Annual Convention of the National Association of Broadcasters, checked in. Confusion and delays, naturally attendant upon so large a gathering, was held to a surprising minimum thanks to the careful plans and diligent efforts of C. E. Arney, Jr., NAB secretary-treasurer and his staff which included Miss Ella Nelson, Arthur Stringer, Everett Revercomb and Gladys Hall, Jess Willard's secretary. Conventioneers were housed in various parts of the city including the Drake, Sherman House, Blackstone, Ambassador, Stevens, Edgewater Beach and others. . . . Yesterday we spotted among others in the lobby, William S. Paley, chairman of the board and Prexy Frank Stanton of CBS en route to the Columbia affiliates advisory board meeting he'd at the Ambassador East Hotel, Merritt Tompkins and Sydney M. Kaye of Broadcast Music, Inc., breakfasting in the Victoria Room. Joe Bloom of Forjoe, Inc., buttonholes Marvin Kirsch and asks him if 'Kilroy Is Here.' . . . Walter Siegel, CBS chief photographer, sets up his lens to shoot candid shots of CBSolons and their doin's.



• • • Arthur Church of KMBC and Bill Schudt, Eastern CBStations Relations Chief pumping mitts. Herman Greenberg of Ascap, subbing for John G. Paine, who is in Washington to host for the Confederate Internationale des Societies d'auteurs et Compositeurs (CISAC), which opens its own meeting there today, greets ye scribe. . . . Eddie Kasper and his side-kick, Aaron Bloom, of Beantown's Kasper-Gordon Company play 'follow the leader' and jump over some baggage. . . . Roy Barlow of BMI trying to locate Hy Reiter, the org's publicity dynamo. . . . Tom Carr of Carr & Stark telling a far western delegate he's stopping at the Blackstone. . . . Caesar Petrillo, WBBMusic Chief, doesn't know anything about the new threatened recording strike. "Ask Jimmy," sezze. . . . Bert (Bye Bye Blues) Lown passes out cards to all and sundry which invites them into 'the kennel of the yellow Dog' (room 810-811), where he, John Andrew and Dave Gardiner will 'howl' about things in general and Associated Program Service, in particular. . . . Delegates chuckle at the W.O.O.W. (worn out old wolves) cards which Al Asheroft passes out to male delegates. . . . Busier than the proverbial one-armed paperhanger is Jack Ryan, NBChicago Press Head, trying to get his NBConferees calm and collected.



• • • Captain Finch and A. J. Eaves, director of sales for Finch Telecommunications round up friends to visit their facsimile demonstration at the Continental Hotel. . . . Ralph Hatcher, Chi manager of CBStation relations had limousines waiting at Union Station to take that net's reps to their quarters. . . . Sesactivities included passing out invites to their headquarters in Room 814 where Messrs. Jadassohn, Stone, Tallcott, Hager, Johnston, Kyler and Vickrey hold open house. Harry Maizlish of KFVB with a far-off look probably rehearsing the speech he is to deliver at the press luncheon to Benjamin Cohen, assistant secretary-general of United Nations. . . . John Hurt, Jr., and Don Stewart of DuMont looking for Sam Cuff. . . . Cliff Petersen, producer of "The Breakfast Club," invites any or all to visit the program "if they get up that early." . . . John Hogan, prexy of Radio Inventions, making last-minute preparations for his company demonstrations during the confab. . . . Bill Malo (WDRC) and his wife eyeing the crowd looking for friends from the nutmeg state. . . . Alan Campbell, pappy of "The Green Hornet", and "The Long Ranger" sez 'howdy' to Ted Campeau of CKLW. . . . Joe Weed and his brother talking things over at the Victoria Room.

ATTENTION BROADCASTERS
For Dramatic Sound Effect Records . . .

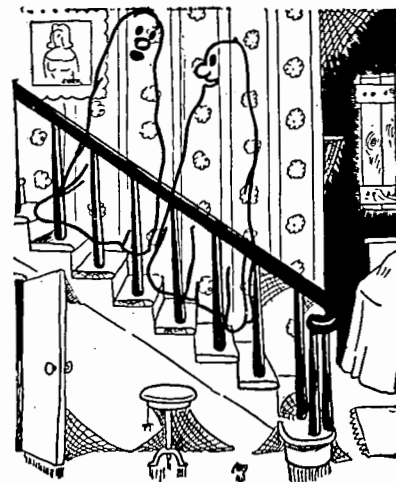
use the
MAJOR CATALOG!

Write for your copy today!
THOMAS J. VALENTINO, Inc.
1600 Broadway New York, N. Y.

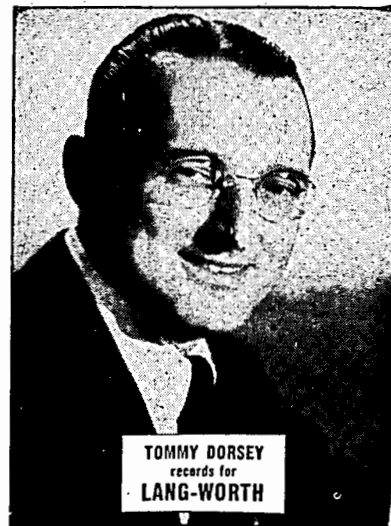
More HOURS OF
Music
THAN ANY OTHER
CHICAGO STATION

W-I-N-D

560 Kc. 5000 WATTS



"Wish they wouldn't advertise this house on WFDF Flint."



TOMMY DORSEY
records for
LANG-WORTH

A WORD TO THE WISE TO YOU N.A.B. GUYS

SEE

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

Rooms 834-835 at
PALMER HOUSE

Exclusive!

CUBS BASEBALL

1944, '45-'46 and '47 too!

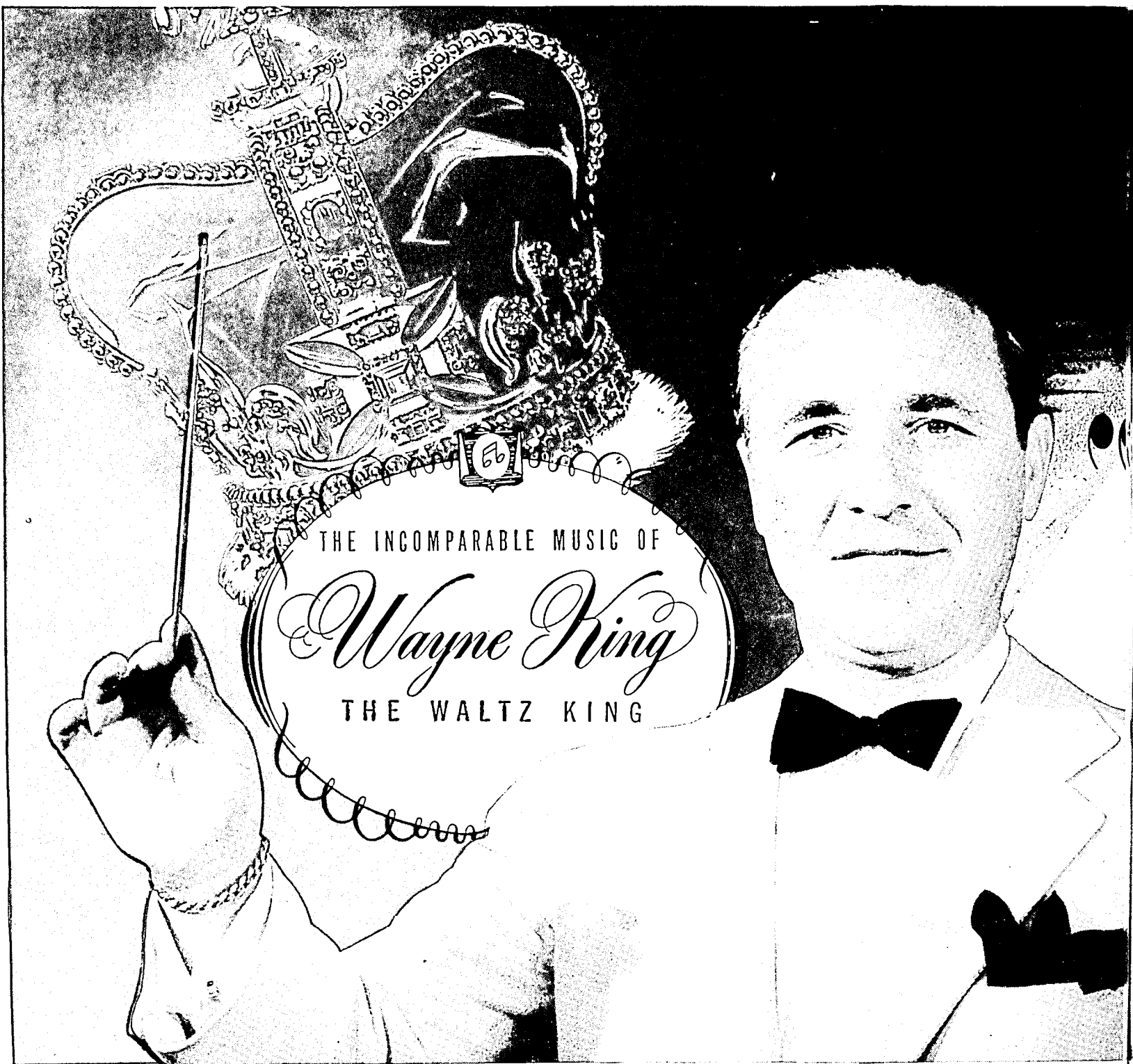
W-I-N-D CHICAGO

560 Kc. 5000 WATTS

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For **HIGHER-FIDELITY MASTERS**
CALL PLAZA 3-9172
Complete Recording Facilities

CINEMART 101 PARK AVE., NEW YORK 17, N. Y.



THE INCOMPARABLE MUSIC OF
Wayne King
 THE WALTZ KING



HIS GOLDEN SAXOPHONE the public crowned him KING. Listeners love the soft, sweet refrains of Wayne King's theme "The Waltz You Saved For Me".



HIS ORCHESTRA The prestige of Wayne King and his world-renown orchestra brings added prestige to sponsors. His matchless showmanship . . . his

great group of musicians . . . his famous seven-piece violin section . . . his brilliant styling of favorite numbers as well as his own original compositions . . . all add together to the grandest half hour of music on the air.

SPONSORSHIP

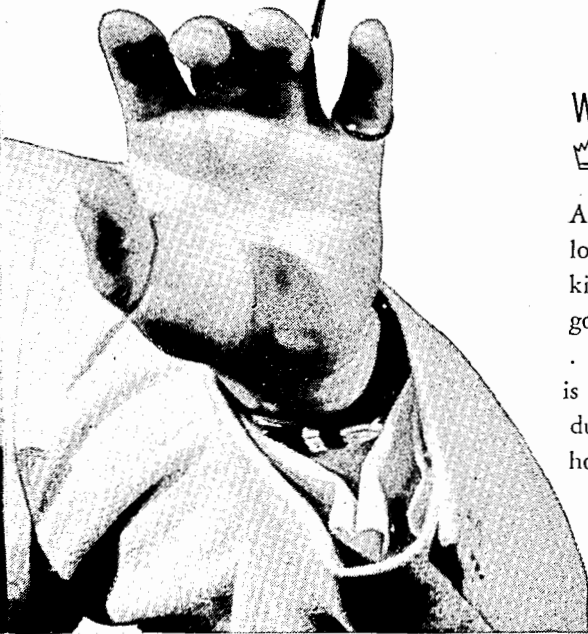
Frederic W. Ziv Company

PROUDLY PRESENTS THE

Wayne King Show

With  WAYNE KING AND HIS ORCHESTRA
 NANCY EVANS  LARRY DOUGLAS  FRANKLYN MACCORMACK

A brilliant, new, half-hour show now transcribed and available for local and regional sponsors . . . starring the incomparable waltz king . . . his famous arrangements and original numbers . . . his golden saxophone . . . the voices of Nancy Evans and Larry Douglas . . . and narrated by Franklyn MacCormack. A tremendous audience is waiting to hear Wayne King on the air in this elaborately produced musical that you can sponsor with PRIDE. Fifty-two half-hours immediately available.




NANCY EVANS / LARRY DOUGLAS

Your radio audience will thrill when they hear these glorious voices featured in songs old and new . . . in solos and superbly blended in duets.



 FRANKLYN MACCORMACK

His rich, deep, dramatic voice serves as a perfect introduction to the soothing music of the Waltz King.

 FROM THE HOUSE OF HITS

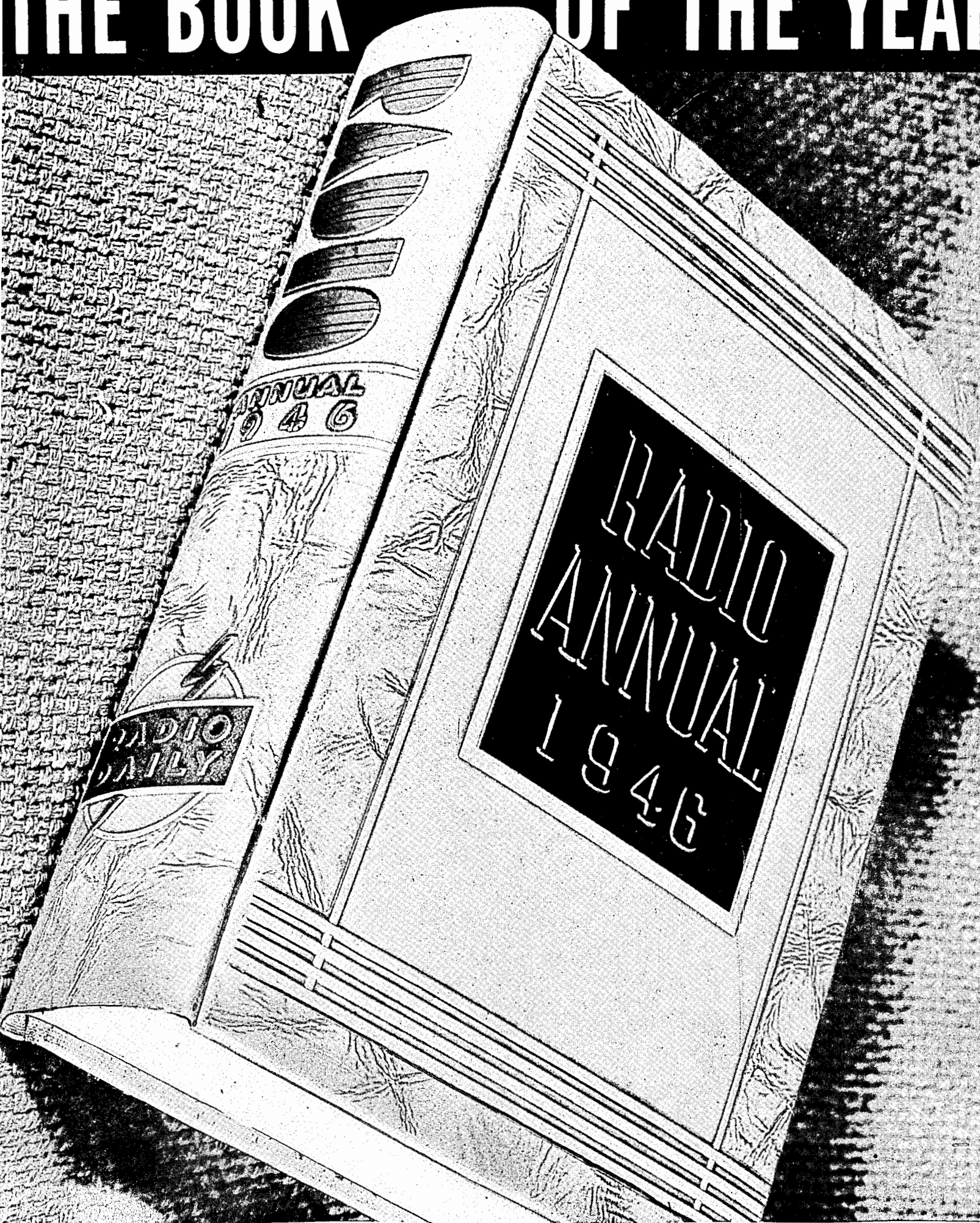
Frederic W. **ZIV** Company

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK • CHICAGO • HOLLYWOOD

OTHER CURRENT ZIV SHOWS • THE BARRY WOOD SHOW • BOSTON BLACKIE
SINCERELY KENNY BAKER • PHILO VANCE • PLEASURE PARADE
KORN KOBBLERS • CALLING ALL GIRLS • OLD CORRAL

THE BOOK OF THE YEAR

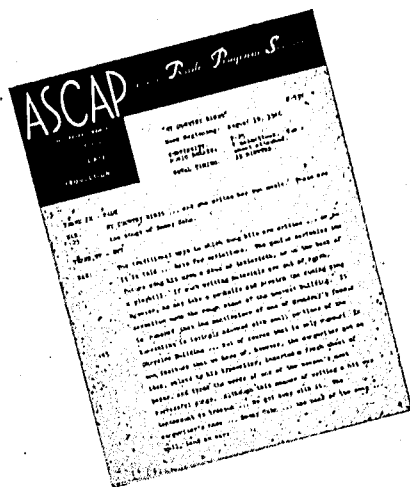


1947 RADIO ANNUAL NOW IN PREPARATION
AND WILL BE PUBLISHED AFTER THE FIRST OF THE YEAR

RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
TO RADIO DAILY — \$10.00 PER YEAR.

ASCAP

and radio programming



Music is undoubtedly the greatest ally the American broadcaster has. Through its wise use, radio builds dreams, creates suspense, provides romance, echoes memories, and is always able to attract an audience. Appropriate music is the one ingredient of showmanship upon which the broadcaster can always rely. It is timeless and universal.

In ASCAP radio has the finest reservoir of all kinds of music, easily and immediately available. For more than thirty years, the Society's repertoire has been increasing, so that today it represents the very best in all music fields.

The problem of radio programming has always been of interest to the Society. More than four years ago ASCAP

originated its famous Program Service, designed to provide broadcasters with interesting, salable programs. More than 600 satisfied broadcasters are using this service today.

The thousands of dollars worth of research which has been accumulated through the preparation of these programs, together with our vast musical repertoire, is now available to broadcasters and advertising agencies, to aid in the development of worthwhile radio shows. We believe that good music makes good radio—and ASCAP music is the best.

Representing the music creators, the Society is at the service of the music users.



The American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.

RECORD RESERVATIONS FOR NAB CONFERENCE

Last minute reservations for the 24th annual NAB convention continued to pour in at the Palmer House headquarters today as the convention got underway. Below is the official reservation list up to Friday:

ADVANCE CONVENTION REGISTRATION

A

Adams, Burton M., NBC, New York
 Adams, Ernest, WHIO, Dayton
 Adams, Mort, KBS Network, New York
 Adecock, S. E., WROL, Knoxville
 Akerberg, Herbert V., CBS, New York
 Albertson, Roy L., WBNY, Buffalo
 Albinger, Al, WCOL, Columbus
 Alburty, E. A., WHBQ, Memphis
 Alden, George, KWBW, Hutchinson
 Aldrich, Thomas B., Presto Recording Corp., New York
 Albridge, Mahlon R., KFRU, Columbia
 Alexander, John, KODY, North Platte
 Alford Jr., W. R., WSYR, Syracuse
 Alger, Paul, WTTM, Trenton
 Allison, Milton F., WPEN, Philadelphia
 Allman, Frederick L., WSVN, Harrisonburg
 Anderson, H. V., WJBO, Baton Rouge
 Armond, William, WBLI, Dalton
 Armstrong Jr., A. N., WCOP, Boston
 Arnold, George, WTAD, Quincy
 Asch, Leonard L., WBCA, Schenectady
 Atkinson, John R., WHBU, Anderson
 Athans, H. Leslie, WBBM and WBBM-FM Chicago
 Avery, Lewis H., Lewis H. Avery, Inc., N. Y.
 Ashcroft, Albert, Radio Daily, New York

B

Bacon, John A., WGR, Buffalo
 Bailey, James E., WAGA, Atlanta
 Bailey, Stuart T., Jansky & Bailey, Washington
 Baker, Carl L., William G. Rambeau Company, Chicago
 Baker, Mrs. Ernestine W., WMFT, Florence
 Baker, R. R., WTRC, Elkhart
 Baldwin, Keith, WBAP, Fort Worth
 Ballard, John, The Nunn Stations, Lexington
 Balhrope, Charles W., KABC, San Antonio
 Baltimore, Abe, WBRE, Wilkes-Barre
 Baltimore, David M., WBRE, Wilkes-Barre
 Baltimore, Louis G., WBRE, Wilkes-Barre
 Banks, William A., WHAT, Philadelphia
 Bannister, Harry, WJ, Detroit
 Barnes, Tom, WDAY, Fargo
 Barnes, Wade, NBC, New York
 Bartlett, Marcus, WSB, Atlanta
 Baskerville, Charles, WFLA, Tampa
 Bates, Miss Georgia, WLIB, Bowling Green
 Bath, Richard G., WKNE, Keene
 Bauer, G. F., WINN, Louisville
 Baughn, Edward F., WPAG, Ann Arbor
 Bausman, Robert E., WISH, Indianapolis
 Beadell, Walter, Joseph Hershey McGillvra, Inc., Chicago
 Beard, Jay P., KBTM, Jonesboro
 Beaton, W. J., KWKW, Pasadena
 Beck, Howard J., WGL, Fort Wayne
 Becker, Mrs. Aurelia S., WTBO, Cumberland
 Beer, Robert M., WATG, Ashland
 Behr, Joseph, Radio Engineering Laboratories, Inc., New York
 BeLille, Harriett M., Grey Advertising Agency, Inc., New York
 Bennett, Andrew W., Bennett and Clagett, Washington

Bennett, Sam H., KMBC, Kansas City
 Bennett, Victor A., WAAT, Newark
 Berk, S., Bernard, WAKR, Akron
 Berk, Mrs. S. Bernard, WAKR, Akron
 Bernard, J. J., KOMA, Oklahoma City
 Bernhard, John E., WFOY, St. Augustine
 Beville Jr., Hugh M., NBC, New York
 Bill, Edgar L., WMBD, Peoria
 Billings, Ford, WHOT, South Bend
 Binn, F. D., WLAC, Nashville
 Bishop, Edward E., WGII, Newport News
 Bishop, Frank, KFEL, Denver
 Bitner Jr., Harry M., WFPM, Indianapolis
 Black, E. D., WBML, Macon
 Black, Elizabeth, The Joseph Katz Company, New York
 Blackley, Charles P., WTON, Staunton
 Blackwell, G. C., WBLK, Clarksburg
 Blair, Forrest, KOIL, Omaha
 Blair, John P., John Blair & Company, Chicago
 Blink, Milton M., Standard Radio Transcription Service, Inc., Chicago
 Bliss, Sidney H., WCLO, Janesville
 Bloom, Aaron S., Kasper-Gordon, Inc., Boston
 Blumenstock, George, WSKB, McComb
 Bost, L. A., KTUL, Tulsa
 Bockhoff, J. H., Collins Radio Co., Cedar Rapids
 Bolling, George W., The Bollint Company, Inc., New York
 Bondurant, E. Hale, WHO, Des Moines
 Bonebrake, Matthew H., KOCY, Oklahoma City
 Bonnot, Maurice, Frederick Hart & Co., Inc., New York
 Booth, Robert W., WTAG & WTAG-FM, Worcester
 'ooton, F. H., WDW, Tuscola
 Borland, R. D., United Broadcasting Co., Cleveland
 Born, H. H., WHBL, Sheboygan
 Borton, F. W., WQAM, Miami
 Borton, Mrs. F. W., WQAM, Miami
 Boucheron, Pierre, WGL, Fort Wayne
 Boundy, Glen B., The Fort Industry Co., Washington
 Bowden, J. L., WKBN, Youngstown
 Bowker, Ben, WLIB, Brooklyn
 Boyd, Hugh N., Home News Publishing Co., New Brunswick
 Boyle, John J., WJAR, Providence
 Brackett, Quincy A., WSPR, Springfield
 Bradham, Robert E., WTMA, Charleston
 Brandborg, Gustav, KVOO, Tulsa
 Brandon, Nathan W., WSAV, Savannah
 Brauner, Julius F., CBS, New York
 Breen, Edward, KVFD, Fort Dodge
 Bremer, Frank V., WAAT-WAAW
 Brett, George, The Katz Agency, Inc., New York
 Bright, Arthur L., KHQ, Spokane
 Brines, Paul C., WGN, Chicago
 Broman, E. J., Universal Radio Productions of Hollywood, Inc., Hollywood
 Bronson, Edward H., WJEF, Grand Rapids
 Brown, Carleton D., WTVL, Waterville
 Brown, Kenyon, KOMA, Oklahoma City
 Brown, Norman E., WSUN, St. Petersburg
 Brown, Walter, WSPA, Spartanburg
 Bruce, Charles F., WSOY, Decatur
 Brunton, Ralph R., KQW, San Francisco

Buckalew, E. W., KNX, Los Angeles
 Buckley, Richard, John Blair & Co., New York
 Bullen, Reed, KVNU, Logan
 Bunker, Harry S., KDON, KFBA, KFBC, KWRN, WGNV, WKIP, WHVA, Colorado Springs
 Burghart, Bill, WTAD, Quincy
 Burke, Frank, Radio Daily, New York
 Burke, Harold C., WBAL, Baltimore
 Burke, Harry, KFAB, Omaha
 Burkland, Carl J., WTOP, Washington
 Burnett, J. P., WKPT, Kingsport
 Burrell, M. W., Collins Radio Company, Cedar Rapids
 Burton, D. A., WLBC, Muncie
 Burton, Garnet, WLBC, Muncie
 Burton, Robert J., Broadcast Music, Inc., New York
 Bush, Franklin L., WMFT, Florence
 Byrne, L., Collins Radio Co., Cedar Rapids

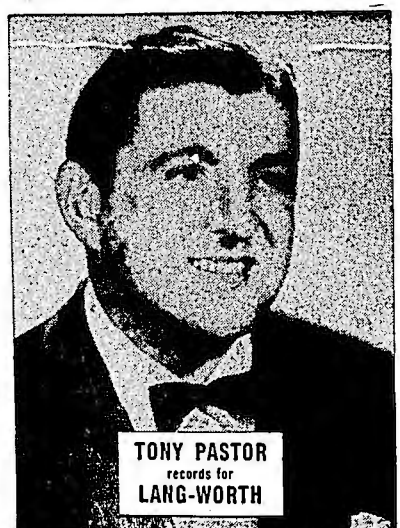
Chapenau, Ted, WJHP, Jacksonville
 Chapin, Wells R., Globe-Democrat Publishing Co., St. Louis
 Chapman, Roy T., KTSM, El Paso
 Chappell, Edward A., WKIP, WGNV, WHP, Poughkeepsie
 Chatterton, C. O., KWLK, Longview
 Cherniavsky, Josef, Neblett Radio Productions, Chicago
 Chernoff, Howard L., WCHS, Charleston
 Chizzini, Frank, NBC, Chicago
 Church, Arthur B., KMBC, Kansas City
 Churchill, John, Broadcast Measurement Bureau, New York
 della-Cloppa, Guy, CBS, New York
 Clair Jr., John J., Frederic Hart & Co., New York
 Clark, Plez S., KFH, Wichita
 Clarkson, Robert J., Columbia Records Corp., New York
 Classen Jr., Edward F., R. E. L. Equipment Sales, Inc., Chicago
 Clay, Henry B., WLAY, Sheffield
 Cleghorn, John H., WMC, Memphis
 Clements, C. C., KYSM, Mankato
 Clifford, Marle E., WHFC, Clero
 Clipp, Roger, WFIL, Philadelphia
 Close, Joseph K., WKNE, Keene
 Clother, Howard, WEBR, Buffalo
 Clyne, C. Terence, Free & Peters, Inc., New York
 Cobb, Wilton, WMAZ, Macon
 Coleman, George D., WGBI, Scranton
 Coleman, Ward A., WAML, Laurel
 Collins, Keith B., KMJ, Fresno
 Collins, Sam, WDAD, Indiana
 Colton, Lionel, Helen Wood and Colton, New York
 Compton, Robin, WPEN, Philadelphia
 Connolly, Thomas D., CBS, New York
 Cook, Charles R., WJPT, Herrin
 Cook, Louis R., KNOW, Austin
 Cook, Nathan W., WIBX, Utica
 Coombs, Clyde F., KARM-KROY, Fresno
 Coon, Richard E., KDON, KFBA, KFBC, KWRN, WGNV, WKIP, WHVA, Poughkeepsie
 Cooper, Mrs. Virginia N., WJLS, Beckley

C

Cagle, Gene L., KFJZ, Fort Worth
 Cain, Doyle, KFSD, Tampa
 Calcy, Charles C., WMBD, Peoria
 Camp, Harry, WGAR, Cleveland
 Campbell, Don D., WBRC, Birmingham
 Campbell, Martin B., WFAA, Dallas
 Campbell, Wendell B., KMOX, St. Louis
 Cannon, Darold A., KFDM, Beaumont
 Cannon, Carl, NBC, New York
 Carey, Sam S., WKVA, Richmond
 Carpenter, H. K., United Broadcasting Co., Cleveland
 Carpenter, Oille L., WPTF, Raleigh
 Carpenter, Robert, MBS, New York
 Carrigan, Joe B., KWFT, Wichita Falls
 Carson, Saul, Variety, New York
 Carter, Donald L., Compton Advertising, Inc., New York
 Cash, John F., WHB, Kansas City
 Cashman, Louis P., WQBC, Vicksburg
 Cashman, Mrs. Frank P., WQBC, Vicksburg
 Cassill, Harold W., WKIP, WGNV, WHVA, Poughkeepsie
 Caswell, Paul H., KDON, Salinas
 Caver, Morris Moore, WAML, Laurel

(Continued on Page 18)

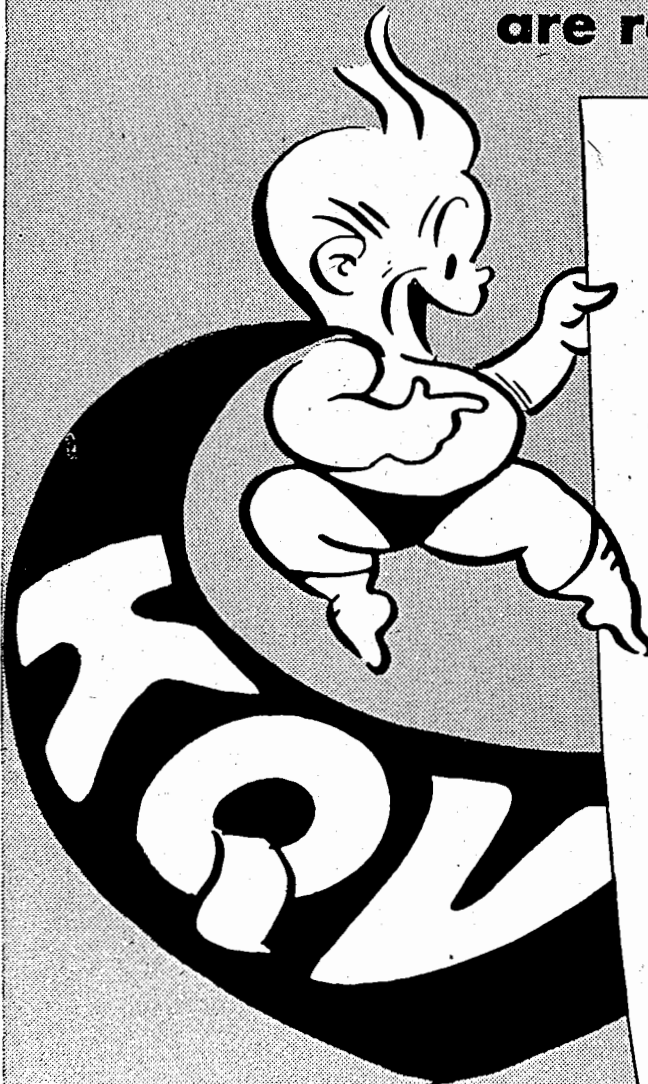
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WHAT! FIRST AGAIN?

Yes... more and more Pittsburghers
are relying upon KQV.



RESULTS OF SURVEY

SEPTEMBER 27, 1946

Pittsburgh, Pennsylvania had been threatened with an electrical power strike since early September this year. Finally, the strike materialized September 24.

During the first crisis, an independent research organization* asked a representative group of Pittsburgh business men and housewives selected at random, "Which Pittsburgh Station, in your opinion, gave you the best service during the power strike emergencies"? Their answers at that time showed KQV to be topped only by 50kw KDKA and housewives named KQV first.

The current survey, made by the same unbiased researchers during the power strike, disclosed even more startling information in answer to the same question, when phrased in the present tense.

Here are the facts:

BUSINESS MEN AND HOUSEWIVES

646 . . . Interviewed	185 . . . No Opinion	461 . . . Opinions
KQV 50.5%	Station W 18.9%	Station Y 7.8%
	Station X 18.2%	Station Z 4.6%

BUSINESS MEN ONLY

351 . . . Interviewed	125 . . . No Opinion	226 . . . Opinions
KQV 55.2%	Station X 17.3%	Station Y 8.0%
	Station W 16.8%	Station Z 2.7%

HOUSEWIVES ONLY

295 . . . Interviewed	60 . . . No Opinion	235 . . . Opinions
KQV 46.0%	Station W 20.9%	Station Y 7.6%
	Station X 19.1%	Station Z 6.4%

This response from typical Pittsburghers adds much to the mountain of evidence that people are relying on KQV first!

*Sullivan-Rayhawk, Pittsburgh, Pa.

This rating was established with a 1,000 watt signal.

KQV will soon operate on 5 times that power . . .

ready to deliver 5 times the audience!

The way to SELL 'EM is to TELL 'EM

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Basic Mutual Network . . . National Reps: WEED & CO.





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Looks easy, doesn't it? Just reach into the coat, and presto! a rabbit. Actually, though, it's not quite that simple. For back of this trick are years of painstaking practice . . . the attainment of a skill other men do not possess.

We are not prestidigitators, but we know some tricks about the station representation business. Mature business judgment, knowledge of advertising accounts and true sales ability can be acquired only with time and practice.

The spot advertising business on our stations is far too important to be entrusted to any but the most experienced hands.



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(Continued from Page 14)

Corken, Maurice J., WIBF, Rock Island
 Couche, Charles E., KALE, Portland
 Couture, Faust, WCOU-WFAU, Lewiston
 Cox, James Broadcast Music, Inc., New York
 Cox, H. Quenton, KGW, Portland
 Cox, Lester E., KWTO, Springfield
 Cox, Lester L., KWTO, Springfield
 Cox, R. T., Collins Radio Co., Cedar Rapids
 Coy, Wayne, WINX-W3XO
 Craft, L. M., Collins Radio Co., Cedar Rapids
 Craig, Edwin W., WSM, Nashville
 Craig, W. F., WLBC, Muncie
 Crandall, George, CBS, New York
 Crandall, Mark, KFEL, Denver
 Crauston, George, WBP, Forth Worth
 Craven, T. A. M., WOL, Washington
 Cribb, Wayne W., KHMO, Hannibal
 Crowther, Frank, WMAZ, Macon
 Cummins, John, WFOY, St. Augustine
 Cunningham, P. H., KHMO, Hannibal
 Curtis, James R., KFRD, Longview

D

Dabadle, J. Roy, WJBO, Baton Rouge
 Dahl, Howard, WKBI, La Crosse
 Damm, Walter J., WTMJ, Milwaukee
 Danhom, M. E., KGKB, Tyler
 Danforth, Harold P., WDBO, Orlando
 Daniel, Harben, WSAV, Savannah
 Davis, George Carr, Washington
 Davis, Warren G., WSAU, Bloomington
 Dean, Graham M., KWEN, Reno
 DeLaney, C. Glover, WTHI, Hartford
 Denious, J. C., KGNU, Dodge City
 Dennis, Walter L., Allied Stores Corp., New York
 Detchon, R. S., United Broadcasting Co., Cleveland
 Dettman, Robert A., KDAL, Duluth
 Devaney, Frank, WMIN, St. Paul
 Devine, John, Standard Radio Transcription Services, Inc., Chicago
 Dewing, H. L., WCB, Springfield
 Dibble, Muriel G., Compton Advertising, Inc., New York
 Dier, S. C., KSCJ, Sioux City
 Dietzinger, Frank, WFMJ, Youngstown
 Diethert, Russ, R. E. L. Equipment Sales Inc., Chicago
 Dillard, Everett L., KOZY, Kansas City
 Dillard, Jean M., KOZY, Kansas City
 Dillon, Robert, KRNT, Des Moines
 Derks, Dietrich, KTRI, Sioux City
 Dixon, John, WROK, Rockford
 Dobyms, C. Merwin, KGER, Long Beach
 Doerr, William, WEBR, Buffalo
 Dolberg, Glenn, Broadcast Music, Inc., New York
 Dolph, Richard B., WMT, Cedar Rapids
 Dolph, William B., WMT, Cedar Rapids
 Donahoe, Howard, WCOL, Columbus
 Dorrell, Ward, C. E. Hooper, Inc., New York
 Drake, Melvin, WDGX, Minneapolis
 Duffin, Raymond, WGTC, Greenville
 Dunbar, Dr. Willis E., WKZO, Kalamazoo
 Duncan, L. J., WRLD, West Point
 Dunn, David E., WSA, Montgomery
 Dusenbury, Phillips, KWPC, Muscatine
 Dustin, Winston, WSM, Nashville
 Duvall, T. W., KGRX, Springfield
 Dykstra, Florence, Transcription Sales, Inc., Springfield

E

Ebel, A. James, WMBD, Peoria
 Edgar, Edward E., WGH, Norfolk

Edholm, W. O., KOIL, Omaha
 Eggleston, Joe C., WMC, Memphis
 Elghmey, F. C., KGLO, Mason City
 Eldridge, Hudson, KOZY, Kansas City
 Eldridge, Virginia, KOZY, Kansas City
 Ellis, Don S., WWNC, Asheville
 Ellis, Girard D., Columbia Recording Corp., Chicago
 Elmer, John, WCBM, Baltimore
 Elvin, Ralph, WLOK, Lima
 Embry, Robert C., WTHI, Baltimore
 Eagle, Cliff, C. P. MacGregor, Electrical Transcriptions, Hollywood
 Enns Jr., M. T., Cowles Stations, New York
 Eppel, Raymond V., KMHK, Minneapolis
 Esau, John, KTUL, Tulsa
 Eseh, Belle B., WMFJ, Daytona Beach
 Eseh, W. Wright, WMFJ, Daytona Beach
 Essex, Harold, WSJS-WMIT, Winston-Salem
 Estes, William, WGAA, Cedartown
 Evans, C. Richard, KSL, Salt Lake
 Evans, Ralph, WHI & WOC, Davenport
 Evans, T. L., KCMO, Kansas City

F

Fahy, A. A., KABR, Aberdeen
 Fair, Harold, WHO, Des Moines
 Fantele Jr., Sam, KELO, Sioux Falls
 Fast, Herman E., WKRC, Cincinnati
 Fay, William, WIAM, Rochester
 Feagin, Robert R., WPDJ, Jacksonville
 Fellows, Harold E., WEEI, Boston
 Feltz, Hugh, Broadcast Measurement Bureau, New York
 Ferguson, Miles, WRLD, West Point
 Fetzer, John E., WKZO, Kalamazoo
 Fidler, Robert L., WIOD, Miami
 Findley, L., Collins Radio Co., Cedar Rapids
 Fisher, C. H., KUGN, Eugene
 Fitzgerald, Francis M., WORD, Spartanburg
 Fitzgibbons, L. O., WOC, Davenport
 Fitzpatrick, Horace S., WSLS, Roanoke
 Fitzsimmons, F. E., KFYE, Bismarck
 Flannery, Eugene T., KSCJ, Sioux City
 Flanagan, E. Y., WSPD, Washington (The Fort Industry Co.)
 Ford, Gordon, WSAU, Bloomington
 Foster, Michael, CBS, New York
 Foster, Ralph D., KWTO, Springfield
 Fox, J. Francke, WHLN, Harlan
 Frank, James L., New York
 Frank, Philip, Broadcast Measurement Bureau, New York
 Frase, Edward C., WMC, Memphis
 Frazier, Howard S., Frazier & Peter, Washington
 Freburg, Charles R., WOC, Davenport
 Frechette, George T., WFHR, Wisconsin Rapids
 Frost, E., RCA, Los Angeles
 Fry, Paul R., KBON, Omaha
 Fuller, Mildred T., KFXJ, Grand Junction
 Fulton, John, WGST, Atlanta
 Fuqua, J. B., WGAC, Augusta

G

Gaines, James M., WEA, New York
 Galloway, C. P., Frederic Hart & Co., Inc., New York
 Gamble, Edmund R., WBTA, Batavia
 Gammans, Earl H., CBS, Washington
 Garber, Milton B., KCRC, Enid
 Garber, Mrs. Milton B., KCRC, Enid
 Garner, J. E., KFPW, Fort Smith

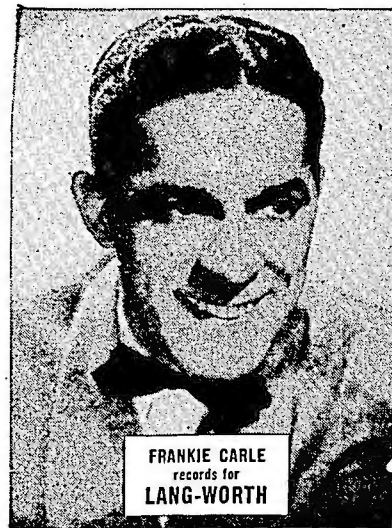
Gartland, William C., NBC, New York
 Gates, P. S., Gates Radio Company, Quincy
 Gates, R. S., Collins Radio Co., Cedar Rapids
 George, Carl, WGAR, Cleveland
 Gilbert, Miss Jan, Harold Cabot & Co., Inc., Boston
 Gilbert, Lester H., WBNF-WNBF-FM, Binghamton
 Gilchrist Jr., T. S., WTMC, Ocala
 Gillin Jr., John J., WOW, Omaha
 Gimbel Jr., Benedict, WIP, Philadelphia
 Gittinger, William C., CBS, New York
 Given, Helen Kelley, WLB, Bowling Green
 Given, Ken D., WLB, Bowling Green
 Glasgow, R. Lee, WACO, Waco
 Gleason, W. L., KPPO, Riverside
 Glen, Irma, Transcription Sales, Inc., Chicago
 Gluck, E. J., WSOC, Charlotte
 Gonn, Walter H., WAYS, Charlotte
 Godwin, Charles, MBS, New York
 Goldmark, Peter, CBS, New York
 Goodman, Harry S., Harry S. Goodman Radio Productions, New York
 Gordon, James E., WMOE, New Orleans
 Gow, F. X., WROL, Knoxville
 Graham, Art, WKST, New Castle
 Gray, Gilson, CBS, New York
 Gray, Gordon, WSJS-WMIT, Winston-Salem
 Gray, Gordon, KOIL, Omaha
 Gray, Jason S., WCEB, Dubois
 Green, J., Collins Radio Co., Cedar Rapids
 Green, T. L., KCKN, Kansas City
 Green, Truman, WFLA, Tampa
 Greenebaum, Milton L., WSAM, Saginaw
 Griffin, Robert A., KDON, Pebble Beach
 Griffith, Homer, Homer Griffith Co., Inc., Hollywood
 Griffith, James M., KADA, Ada
 Grimes, Harold, KOME, Tulsa
 Grimalds, Archie S., WMOB, Mobile
 Gross, Jack O., KEMB, San Diego
 Gross, Julian, WKBN, New Britain
 Grove, William C., KFBC-KFBA, Cheyenne
 Grubb, Gayle V., KGO, San Francisco
 Gruber, Morris M., Presto Recording Corp., New York
 Gulick, J. Robert, WORK, York
 Gunther, Frank A., Radio Engineering Labs, Inc., New York
 Guyer, R. Sanford, WBTM, Danville

H

Haas, Frank, Whitehall Pharmacia Co., New York
 Haase, Walter B., WIRC & WIRC-FM, Hartford
 Hackathorn, K. K., WHK, Cleveland
 Hagan, James A., WWNC, Asheville
 Hagenah, Gus, Standard Radio Transcription Services, Inc., Chicago
 Hager, Kolin, SESAC, Inc., New York
 Hague, Fred F., George P. Hollingbery Co., Atlanta
 Haid, Allen, WHIZ, Zanesville
 Hale, Roland, WCOB, Boston
 Hall, Hugh A. L., WOAI, San Antonio
 Hall, E. E., CBS, New York
 Halpern, Nathan L., CBS, New York
 Hammond, Charles P., NBC, New York
 Hammond, Dr. James, WKMO, Kokomo
 Hance, Kenneth M., KSTP, St. Paul
 Hanna, Eloise Smith, WBRC, Birmingham
 Hanna, Michael R., WHCU, Ithaca
 Hansou, Ralph, KUGB, Eugene
 Hardy, Ralph W., KSL, Salt Lake City

Hardy, William E., WFMD, Frederick
 Harlow, Roy, Broadcast Music, Inc., New York
 Harm, Frederik G., WJJD, Chicago
 Harre, Arthur F., WJJD, Chicago
 Harrington, J. A., WHKK, Akron
 Harrington, R. B., WSYA, Harrisonburg
 Harris, C. L., WGR, Louisville
 Harris, Jack, WSM, Nashville
 Harris, John P., KSAL, Hutchinson
 Harris, Wiley P., WJAX, Jackson
 Harrison, Austin A., KSWM, Joplin
 Hart, Cecil E., KID, Idaho Falls
 Hart, H., Collins Radio Co., Cedar Rapids
 Hartenbower, E. K., KCMO, Kansas City
 Hatcher, R. H., WBBM, Chicago
 Haverlin, Carl, MBS, New York
 Hawkins, Ewing B., WMBF-WMBF-FM, Binghamton
 Hayes, Arthur Hull, WABC and WABC-FM, New York
 Hayes, Howard B., WPIK, Alexandria
 Hayford, Beecher, WJHP, Jacksonville
 Hayford, Byron, WDLF, Panama City
 Haymond, Carl E., KMO, Tacoma
 Heath, W. L., WMMJ, Grand Island
 Heller, C. B., WJPA, Washington
 Hellivell, Iris, KRMR, Roseburg
 Helms, Jack T., WNVN, Norton
 Helms, R. B., WHLN, Harlan
 Helt, Sanford, The Nunn Stations, Lexington
 Henderson, Charles A., KWPC, Muscatine
 Henderson, Robert, Southern Calif. Associated Newspapers, Los Angeles
 Hernan, A. M., WBAF, Fort Worth
 Herzog, Lewis W., WTMJ and WTMJ-FM, Milwaukee
 Heslop, Stanley N., WBNF & WBNF-FM, Binghamton
 Hetland, Julius, WDAY, Fargo
 Hicks Jr., Sheldon B., NBC, New York
 Hicks, Evelyn Stafford, WTNB, Birmingham
 Higgins, George J., KSO, Des Moines
 Hill, Edward E., WTAG & WTAG-FM, Worcester
 Hines, P. T., Greensboro News-Record, Greensboro
 Hinman, Preston B., WROX, Clarksdale
 Hirsch, Oscar C., KFVS, WKRO, Cape Girardeau
 Hirschmann, Ira, WABF, New York
 Hixenbaugh, George P., WMT, Cedar Rapids
 Hochhauser Jr., Edward, Transcription Sales Inc., Springfield
 Hodel, Emile J., WCFE, Beckley
 Hodges Jr., B. S., WGTC, Greenville
 Hoessly, H. H., WHKC, Columbus
 Hoffman, Edward, WMIN, St. Paul
 Hoffman, Karl B., WRG, Kenmore
 Hoffman, Phil, KRNT, Des Moines
 Hogg, John L., KOX, Phoenix
 Hollingbery, George P., George P. Hollingbery Co., Chicago
 Hollister, Herb, KBOL, Boulder
 Hollister, R. H., Collins Radio Co., Cedar Rapids
 Holt, H. Russ, WGG, Gainesville
 Holt, Thad, WAPI, Birmingham
 Homen, B. N., WBAF, Fort Worth
 Hooper, C. E., C. E. Hooper, Inc., New York
 Horner Jr., Joseph, WJPG, Green Bay
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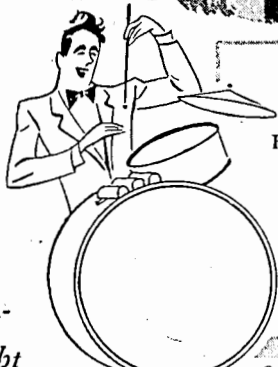
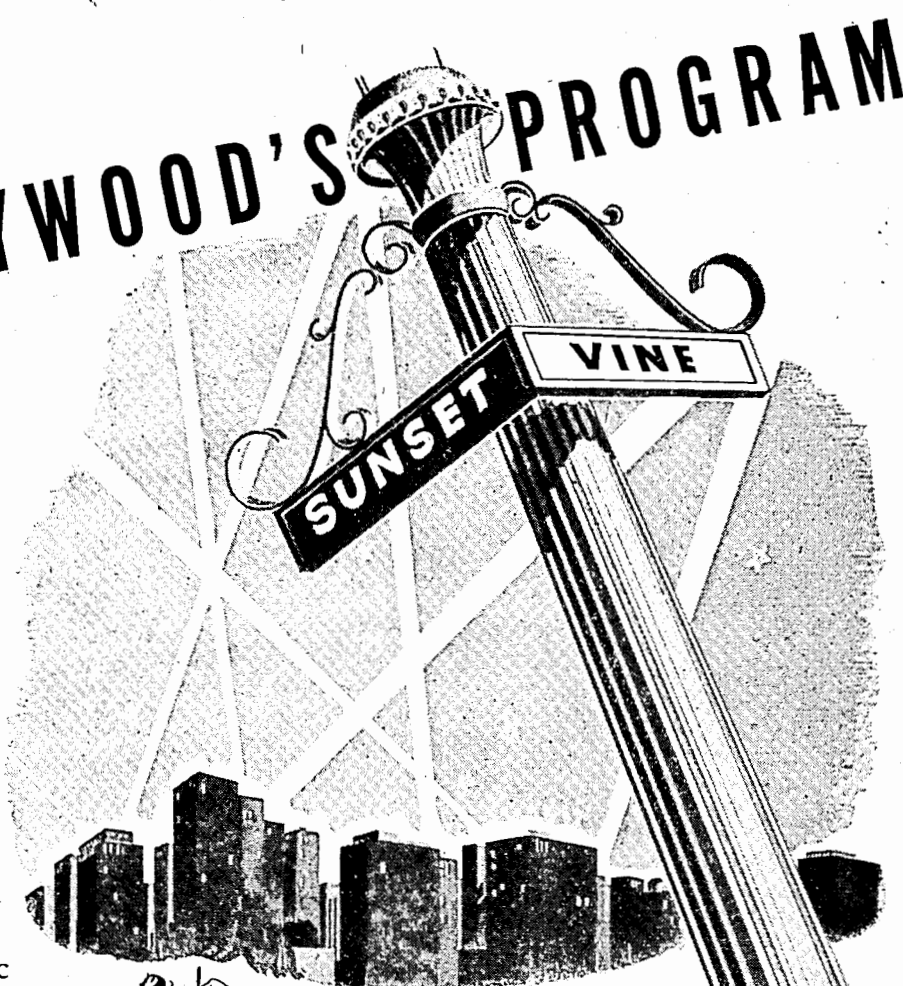
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PROGRAM SERVICE

FROM HOLLYWOOD

SUNSET AND VINE

An Audience Builder



'Who's Who' of NAB Staff

JUDGE JUSTIN MILLER

Justin Miller assumed his duties as president of the National Association of Broadcasters on October 1, 1945.

To take his present position, Judge Miller resigned from the United States Court of Appeals, where he had served as an Associate Justice for eight years. As a member of the nation's second highest court, which hears all appeals relative to the Federal Communications Commission concerning broadcasting licenses, Judge Miller became familiar with the problems of the radio broadcasting industry.

Preceding his appointment to the Court of Appeals, Judge Miller had served as a member of the United States Tax Court and as a member of the staff of the United States Attorney General.

A member of the American Bar Association, Judge Miller was chairman of the Association's Section of Criminal Law for 10 years. Earlier he had served as District Attorney for Kings County, Calif., and as attorney and executive officer of the California State Commission of Immigration and Housing. He engaged in the general practice of law in Hanford, Fresno, and San Francisco.

In the field of education, he has been dean of the schools of law at Duke University and the University of Southern California, a professor of law at the Universities of California, Oregon, Montana, Minnesota, Columbia, and Stanford.

A native of California, Judge Miller was educated in the public schools of Santa Rosa and Hanford, before taking his A.B. at Stanford in 1911. His other degrees include Doctor of Jurisprudence, 1914, Stanford; Bachelor of Laws, 1913, and Doctor of Laws, 1941, University of Montana, and Doctor of Civil Laws, 1934, Yale.

Born in Crescent City on November 17, 1888, his parents were Matilda (Morrison) and Robert Willis Miller. He is married to the former Miss May Merrill and has two children, Jean Marian (Mrs. Edwin Ball Abbott) and Merrill Justin, and one granddaughter, Susan Elizabeth Abbott.



C. E. ARNEY, Jr.

C. E. Arney, Jr., secretary-treasurer of the National Association of Broadcasters, joined the organization in 1940 as assistant to the president, where he resigned from his position as public relations director of KOMO-KJR. He was named to his present position in 1943.

Since 1920, when he left his World War I job as assistant counsel of the United States Shipping Board Emergency Fleet Corp., Mr. Arney has been closely connected with association work.

For two years he was assistant manager of the Seattle Chamber of Commerce. Following this work, he was executive secretary of the Washington State Taxpayers Association for nine years. During this period he was a leader in instituting many budget and tax reforms.

His first broadcasting experience came in 1926, when, in his spare time, he broadcast play-by-play descriptions of football games over KPQ, then located in Seattle. In 1932, he turned to radio more serious by presenting news and commentary programs over KOL.

In 1935 he shifted to KOMO-KJR, where he organized the Washington Radio Forum, a citizens group interested in political and legislative matters of which Eric Johnston was president. The forum presented daily broadcasts by Mr. Arney from the state capitol through three legislative sessions. At the same time, he was public relations chief of KOMO-KJR.

Arney as key man of the convention arrangements has had the responsibility of handling all the plans for the record-breaking turnout this year. He moved his offices from Washington to Chicago two weeks ago and since has directed the convention arrangements from his Palmer House suite.



A. D. "JESS" WILLARD

A. D. (Jess) Willard, Jr., became executive vice-president of the National Association of Broadcasters on October 1, 1945. To assume this position he resigned as the manager of radio station WBT, Charlotte, N. C.

He has a background of almost 20 years in radio and is thoroughly familiar with all phases of the business. He started his career with WCAO in Baltimore in 1927 with the first morning musical clock program to be broadcast. The following year he went with WFBR and later became sales manager and manager of that station. In 1932 when CBS purchased WJSV (now WTOP) in Washington, Willard joined the staff and was named sales manager the following year. He became general manager in 1937 and continued in that capacity until he was transferred to Charlotte in 1942 to guide the destiny of Columbia owned WBT.

During his residence in Washington, as well as in Charlotte, he has been active in many civic affairs. In Charlotte he has been campaign chairman of two YMCA membership campaigns; general solicitation chairman of the War and Community Chest; a member and vice-president of the Mecklenberg Council of Boy Scouts of America; a member of the board of the Salvation Army and the

Red Shield Boys' Club; a Kiwanian; member of the Charlotte Country Club. Mr. Willard married the former Georgianna Courtney. They have two children, Courtney, age 13, and Arthur DeWalt, III, who is 6.



EDWARD J. HEFFRON

Edward J. Heffron was named executive assistant to the president and vice-president of the NAB on June 7, 1946. In his position, Mr. Heffron is in charge of public relations for the association.

Before joining NAB, Mr. Heffron was executive secretary of the National Council of Catholic Men, having been in charge of public relations of that organization for the past five years. Under his guidance the "Catholic Hour" (NBC) became one of the most widely heard network religious broadcasts. He largely planned and engineered the "Hour of Faith" (ABC), another NCCM network program.

He has also had close ties with Protestant and Jewish groups, especially with the National Conference of Christians and Jews—not only in radio, but in other fields. He was pointed by an inter-faith committee to draft the Recommendations on Religious Broadcasting which were adopted at the Ohio State Institute for Education by Radio in 1943. In this position with the NCCM, he publicly and aggressively supported the original NAB Code.

Mr. Heffron was born in East Dubuque, Ill., on April 3, 1905. Having already been admitted to the bar in the District of Columbia in 1930, he received his LL.B. from Georgetown University in 1931. In 1940 he received an honorary LL.D. from Loras College, Dubuque, Iowa, where he had previously earned his B.A. (magna cum laude). Mr. Heffron is married and has three children.



Administrative Personnel

Kenneth H. Baker

Kenneth H. Baker joined the National Association of Broadcasters as director of research on April 1, 1946. Mr. Baker resigned from the faculty of Ohio State University to assume his position with the broadcasting organization.

The new director of research has had considerable experience in this field. His radio research has included listening habits, market surveys, and panel studies. On other subjects he has conducted opinion polls and studied attitude measurement.

In addition to Ohio State University, Mr. Baker has taught at Northwestern University and Ohio Wesleyan University. His education and his teaching experience have been mainly in the field of psychology.

Mr. Baker received his doctor of philosophy degree from Ohio State University and did further graduate study at Northwestern University. He served in the Army during World War II, where he established and directed Office of Strategic Services training, attended the Command and General Staff School, and spent 13 months overseas in special operations and intelligence.



Robert C. Coleson

Robert C. Coleson joined the NAB as manager of the Hollywood office in January, 1946. He was named assistant to the president in August, 1946.



A veteran broadcaster and public relations man, Mr. Coleson was in charge of radio and special events for the San Francisco Golden Gate Exposition in 1939-40; of the San Diego World's

Fair in 1935, and of the Dallas Centennial in 1936. In 1943, he joined N. W. Ayer & Son.

In the early days of World War II he was chief administrative officer of the radio branch, bureau of public relations, War Department, later opening the New York and Hollywood offices for the radio branch. In 1944 he joined the domestic radio branch of the OWI to handle Government allocations on network shows. When the OWI discontinued operations, Mr. Coleson was assigned to the Treasury Department and detailed for duty with the War Advertising Council. In addition to his present work with NAB, Mr. Coleson continues to function as a representative on the West Coast for the Advertising Council.

James L. Middlebrooks

James L. Middlebrooks joined NAB as director of engineering on July 1, 1946.

Mr. Middlebrooks came to NAB from Field Enterprises, Inc., Chicago, where he was engineering director. Prior to his association with Field Enterprises, he served for three years in the United States Navy, holding the rank of commander upon his release from active duty.

For a number of years before entering the naval service, the new NAB director of engineering was in charge of construction for the general engineering department of the Columbia Broadcasting System.

A graduate in electrical engineering from Alabama Polytechnic Institute, Auburn, Ala., Mr. Middlebrooks is a native of Birmingham, Ala. He began his career by building the University of Alabama's radio station WAPI in Birmingham.



Dorothy Lewis

Mrs. Lewis, for the past seven years co-ordinator of listener activity for NAB, is one of the most widely known personalities in the broadcasters organization. She has traveled



from coast to coast meeting with industry officials and civic leaders of listener groups, correlating their activities, and extending areas of public service. In 1942, Mrs. Lewis

organized the Association of Women Directors which now numbers 1,000 women on 500 stations in 350 cities. For years it has been her contention that in the American system of broadcasting we have a remarkable opportunity to demonstrate a high type of democracy and to maintain one of our greatest freedoms—freedom of radio. With this conviction she has organized many radio councils throughout the United States whose membership includes thousands of educators, clergymen, broadcasters club women, librarians and businessmen and women.

Born in Albany, N. Y., Mrs. Lewis graduated at the New York State Normal College. She first entered radio in 1927 presenting her own children's shows. Later she authored several booklets on radio and has spoken many times on the subject of "Education and Radio." Mrs. Lewis is married to an insurance executive, has two married daughters and two grandsons. Resides in a New York apartment but finds refuge and rest at their "Echo Hollow" farm in Kinderhook, N. Y.

Frank E. Pellegrin

Frank E. Pellegrin resumed his post as director of Broadcast Advertising, NAB, when he was released from Army duty on September 17, 1945.



Prior to his military service, Mr. Pellegrin was with NAB from 1940 until 1942. During this period, as head of the NAB department, he wrote the "Manual of Radio Advertising" (1941) and numerous articles on radio and advertising. He was co-ordinator of "Retail Promotion Plan for Radio" conducted nationally by NAB during 1942-43.

From 1938 to 1940, Mr. Pellegrin was sales manager for the Central States Broadcasting System. He was president, Omaha Junior Chamber of Commerce in 1939-1940, a member of the board of directors, Omaha Chamber of Commerce, and director, Omaha Advertising Club. He received the Distinguished Service Award from the Omaha Junior Chamber of Commerce in 1940.

Following his graduation from Creighton University in 1931, Mr. Pellegrin was director of public relations, assistant professor of journalism and director of the Creighton University of the Air from 1931 to 1938.

Mr. Pellegrin was released from Army duty as a lieutenant colonel. He holds the Bronze Star Medal and the European-North African-Middle East Service Medal with five battle stars and bronze arrowhead.

Mr. Pellegrin was born in Merrill, Wis., on July 15, 1908.

Richard P. Doherty

Richard P. Doherty joined the NAB as director of the employee-employer relations department on September 9, 1946.



Mr. Doherty, prior to assuming his present duties, was executive director of the Industrial Relations Council of Metropolitan Boston. He was instrumental in the organization of the Council in 1941 and served as its executive director until he resigned to join NAB. The Council, a mutual labor-management organization, comprises a wide cross-section of the business executives and the labor union officials of the greater Boston area.

During the year preceding his present affiliation, Mr. Doherty served as head of the economics department, Boston University College of Business Administration, having joined the faculty in 1927.

The director of employee-employer relations at NAB, is a member of the National Economic Policy Committee of the United States Chamber of Commerce and served recently as a consultant to President Truman's Labor-Management Conference.

Mr. Doherty was born in Wilton, N. H., May 5, 1905. He received his A.B. degree at Clark University in 1925 and his A.M. at Brown University in 1926.

Robert T. Bartley

Robert T. Bartley, director of the FM department at the National Association of Broadcasters, joined the organization in September, 1943, as Director of War Activities. He later became Director of Government Relations.



When he accepted his position at NAB, Mr. Bartley resigned from three posts he was holding. He was vice-president, Yankee Network; secretary-treasurer, American network, projected FM hookup, and secretary-treasurer of FMBI.

After attending Southern Methodist University for two years, he discontinued his college work to operate a filling station in Dallas. The station reorganized, it showed a profit. Mr. Bartley's father became interested in the filling station business and bought another not far away. After six months, the younger Bartley sold out his own business and took over management of his father's station which was sold two months later.

When the FCC succeeded the old Radio Commission in 1934, Mr. Bartley was named director of its telegraph division. The division system was abolished in 1937, and Mr. Bartley moved over to the SEC as a securities examiner.

In 1939, Mr. Bartley joined the Yankee Network as executive secretary to John Shepard, III, president.

Don E. Petty

Don E. Petty, general counsel of the NAB, assumed his present position upon being released from active duty with the U. S. Navy in January, 1946.



Prior to his naval service, Mr. Petty was engaged in the general practice of law in Los Angeles from 1932 to 1943. In 1939, he became a partner in the law firm of Scarborough and Petty. Mr. Petty is general counsel of NAB, retaining his interest in Scarborough and Petty.

Entering the Navy in 1943 as a lieutenant (j.g.), Mr. Petty was assigned as a business negotiator in the Under Secretary and Assistant Secretary's office, and negotiated contracts in the Bureau of Aeronautics until July, 1945, at which time he organized and directed the negotiations division of the Office of Research and Invention, dealing with navy basic research procurement. On Jan. 10, 1946, he was separated from service as lieutenant commander.

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Peabody Radio

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AS THE 'HEART' OF HOLLYWOOD"

Jacobs

SOME OF OUR "OUTSTANDING PUBLIC SERVICES"



The only station in the nation to broadcast every minute of every session of the United Nations Conference in San Francisco. (Now doing the same thing at the UNO meeting in New York — still the only station to do so.)

Winner of the annual "Variety" citation for "Outstanding Spot News Coverage" in 1945.

Abandoned all commercials and devoted entire broadcast day (19 hours) to the "March of Dimes".

Inaugurated a continuous 19-hour broadcast devoted to "work or fight" to intensify civilian production efforts.

Inaugurated the first Red Cross show that combined all stations in Southern California. Tickets of admission to the Studio netted almost \$100,000 for the Red Cross.

Inaugurated the first big USO radio show.

Inaugurated the British War Relief show.

Abandoned all commercials for 24 hours to bring complete night and day coverage of VE Day.

Abandoned commercials and augmented regular staff with Hollywood personalities offering specialized reports and analysis throughout day and night of VJ Day.

Created the Greek War Relief show from the Chinese Theatre.

Broadcast and participated in the "Story of China" pageant which featured Madam Chiang Kai-shek.

Inaugurated "personalized" broadcasts for charity drives. Personnel of all motion picture studios gather to be addressed at their studios by leaders of the industry through facilities of KFWB.

Awarded "Meritorious Public Service" medal by "This Month" magazine for unique program "Tomorrow's News Tonight".

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(Continued from Page 18)

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 Hoover, Fred R., WFIN, Findlay
 Howell, Charles, KFXJ, Grand Junction
 Howell, Rex G., KFXJ, Grand Junction
 Hubbard, Jack, KROS, Clinton
 Huffman, William F., WFHR, Wisconsin Rapids
 Hughes, E. C. (Bill), KEYS, Corpus Christi
 Hughes, R. G., KIUZ, Borger
 Humbert, B.H., WMON, Montgomery
 Hurd, H. R., KFJB, Marshalltown
 Hurl, Frank E., KFND, Nampa
 Hyatt, F. Marion, WJHO, Opelika
 Hyde, C. A., WHK, Cleveland
 Hymes, John D., The Blow Co., New York

I

Imbroglio, Joseph, WFBR, Baltimore
 Inch, Merrill, KWRN, Reno
 Inman, Donald E., WNAX, Yankton
 Islet, Don., MBS, New York

J

Jackobson, Louis, WLIB, Brooklyn
 Jackson, Aubrey, KGNC, Amarillo
 Jackson, Lowell E., The Katz Agency, Inc., Chicago
 Jadassohn, Kurt A., Sesac, Inc., New York
 Jaspert, George H., Radio Consultant, Boston
 Jeffrey, John Card, WKMO, Kokomo
 Jensen, Ray V., KSAL, Salina
 Johnson, Albert, KOY, Phoenix
 Johnson, E. M., MBS, New York
 Johnson, George W., K TSA, San Antonio
 Johnson, Walter, WTIC, Hartford
 Johnston, Henry P., WSGN, Birmingham
 Jones, Merrill S., WOL, Washington
 Jordan, Charles B., WRR, Dallas
 Jordan, Ray P., WDBI, Roanoke
 Joscelyn, A. E., WCCO, Minneapolis

K

Karol, John J., CBS, New York
 Kasper, Edwin H., Kasper-Gordon, Inc., Boston
 Katz, Eugene, The Katz Agency, Inc., New York
 Kaye, Sydney M., Broadcast Music Inc., New York
 Keasler, Jack, WOAI, San Antonio
 Kellam, K. K., KWKH, Shreveport
 Kelly, Jack, WCOL, Columbus
 Kemp, Frank, Dancer-Fitzgerald-Sample, Inc., New York
 Kenkel, Fred, C. E. Hooper, Inc., New York
 Kennedy, Charles A., Teleways Radio Productions, Inc., Hollywood
 Kennedy, John A., WCHS, Charleston
 Kennett, Robert, CBS, New York
 Kessler, N. L., WUIS, Muskegon
 Kettler, Stanton P., WMIN, Fairmont
 Kirsch, Marvin, Radio Daily, New York
 Kley, William F., WFBI, Indianapolis
 Kilgore, H. S., Collins Radio Co., Cedar Rapids
 King, Frank M., WMBR, Jacksonville
 Kinney, Gordon, The Advertising Council, New York
 Knight Jr., W. T., WTOG, Savannah
 Kobak, Edgar, MBS, New York
 Koepf, John, The Fort Industry Co., Washington
 Koerfer, O. B., KFBC-KFBA, Cheyenne
 Koessler, Walter, WROK, Rockford
 Krelstein, Harold R., WMPB, Memphis
 Krueger, Herbert L., WTAG, WTAG-FM, Worcester

L

Landis, DeWitt, KFYO, Lubbock
 Lang, G. William, WGN, Chicago
 Langlois, C. O., Lang-Worth Feature Programs, Inc., New York
 Langlois, Jr., C. O., Lang-Worth Feature Programs, Inc., New York
 Langlois, J. D., Lang-Worth Feature Programs, Inc., New York
 Larson, G. Bennett, WPEN, Philadelphia
 Latham, U. A., WKRC, Cincinnati
 Laux, John, WJPA, Washington
 Lawrence, Craig, WCOP, Boston
 Leake, James C., KTUL-KOMA, Tulsa
 LeBaron, James W., Joseph Hershey McGilvra, Inc., New York
 LeBrun, Harry, MBS, New York
 LeGate, James M., WIOD, Miami
 Leich, Martin L., WBOW, Terre Haute
 Leichter, Jackson, WLIB, Brooklyn
 Leonard, Lloyd, WISE, Asheville
 Lieber, Vincent J., Columbia Recording Corp., New York

Locke, C. B., KFDM, Beaumont
 Lockhart, H. B., KEYS, Corpus Christi
 Lodge, William B., CBS, New York
 Loffler, Gene, WNAX, Yankton
 Loftus, John, KPAC, Port Arthur
 Loose, Norman R., KROD, El Paso
 Lottridge, Beryl, WOC, Davenport
 Lounsbury, I. R., WGR, Buffalo
 Lowman, Lawrence M., WCBW, New York
 Loyet, Paul A., WHO, Des Moines
 Lucy, C. T., WRVA, Richmond
 Lindsay, Merrill, WSOY, Decatur
 Lindsley, Robert K., KFBI, Wichita
 Luther, Clark A., KFH, Wichita
 Lyerla, O. W., WJPF, Herrin

M

Maag Jr., William F., WFMJ, Youngstown
 MacGregor, C. P., C. P. MacGregor, Electrical Transcriptions, Hollywood
 Mackall, Robert B., WFMJ, Youngstown
 Mackay, J. Wright, WRAC, Williamsport
 Magee, Robert G., WIUM, Reading
 Mahoney, James, MBS, New York
 Mair, L. A., KROC, Rochester
 Maizlish, Harry, KFWB, Hollywood
 Malo, William F., WDRG, WDRG-FM, Hartford
 Manson, Dr. Ray H., WHAM, Rochester
 Marlin, Al, Broadcast Music, Inc., New York
 Martin, Bill, KMMJ, Grand Island
 Martino, Italo A., WDRG, WDRG-FM, Hartford
 Maslin Jr., Robert S., WFBR, Baltimore
 Mason, Richard H., WPTF, Raleigh
 Massie, W. S., WRBL, Columbus
 Mastin, Cecil D., WNBZ, WNBZ-FM, Birmingham
 Mathiot, J. E., WGAL, Lancaster
 Matthews, Joseph B., WCMI, Ashland
 Maurer, J. B., WHK, Cleveland
 Mayo, John, Lang-Worth Feature Programs, Inc., New York
 McBride, William G., WDBO, Orlando
 McCarthy, C. L., KQW, San Francisco
 McCollough, Clair R., WGAL, Lancaster
 McConnell, C. Bruce, WISN, Indianapolis
 McConnell, Robert B., WISH, Indianapolis
 McCoy, D. W., KFBI, Wichita
 McCracken, Tracy S., KFBC-KFBA, Cheyenne
 McDermott, Gerald B., KBUR, Burlington
 McGillvra, Joseph H., Joseph Hershey McGilvra, Inc., New York
 McGlashan, Ben S., KGFJ, Hollywood
 McGuiness, William A., WGN, Chicago
 McGuire, Hazel, WQAM, Miami
 McIntosh, Frank H., Consulting Radio Engineer, Washington
 McKee, H. L., KCKN, Kansas City
 McKee, W. L., KCKN, Kansas City
 McKinley, John R., WEDF, Flint
 McMurry Jr., Emmet H., WJPR, Greenville
 McNeil, John Harrington, WJZ, New York
 McTigue, Harry, WINN, Louisville
 Meagher, John F., KYSM, Mankato
 Meighan, Howard S., CBS, New York
 Mendelsohn, Ray, WAKR, Akron
 Meridian, John, WJPA, Washington
 Merryman, Phillip I., NBC, New York
 Metzger, Thomas W., WMRP, Lewiston
 Meyer, Harold H., WSTC, Stamford
 Meyer, P. J., KFJR, Bismarck
 Meyers, Carl J., WGN, Chicago
 Meyers, M. M., WOW, Omaha
 Michel, John, KPDN, Pampa
 Midgeley Jr., Charles E., CBS, New York
 Milbourne, L. Waters, WCAO, Baltimore
 Miller, Charles, Cowles Broadcasting Company, Des Moines
 Miller, Ralph, KCRA, Sacramento
 Miller, Ruthe, Neblett Radio Productions, Chicago
 Mills, Frank R., WDWS, Champaign
 Milne, James T., WHIC, New Haven
 Milsten, David R., KOMB, Tulsa
 Mitchell, L. S., WDAE, Tampa
 Moody, Robert H., WHIO, Dayton
 Moore, James H., WSLS, Roanoke
 Moroney, J. M., WFAA, Dallas
 Morency, Paul W., WTIC, Hartford
 Morris, Carleton W., KSUN, Bisbee
 Morrison, S. Robert, WMBR, Marion
 Mosby, A. J., KGYO, Missoula
 Mullinax, Edwin, WLAG, LaGrange
 Muniz, Tomas, WIAC, San Juan
 Murdock, M. M., KFH, Wichita
 Murdock, William D., WOL, Washington
 Murphy, Kingsley H., KSO, Des Moines
 Murrow, Edward R., CBS, New York
 Myers, M. L., WPAY, Portsmouth

N

Nasman, Leonard, WFMJ, Youngstown
 Nassau, Joseph M., WEEU, Reading
 Nax, Charles W., Globe-Democrat Publishing Co., St. Louis

Neeld, C. W., WCBS, Springfield
 Nelson, Linnea, J. Walter Thompson Co., New York
 Newcomb, Harold J., WRJN, Racine
 Newman, R. J., RCA-Victor Division, San Francisco
 Nimmons, Ralph W., WFAA, Dallas
 Noc, James A., WNOE and KNOW, New Orleans and Monroe
 Norris, Sam, Amperex Electronic Corp., Brooklyn
 Norton, Ed, WAPI, Birmingham
 Norton Jr., George W., WAVE, Louisville
 Nunn, Gilmore N., The Nunn Stations, Lexington

O

Oakley, Ron E., KFAC, Los Angeles
 O'Donnell, Regis C., WINX, Washington
 O'Fallon, Gene, KFEL, Denver
 Ogle, Byron W., KRGV, Weslaco
 O'Harrow, John W., WKZO, Kalamazoo
 Ohrt, Herbert E., KGLO, Mason City
 Oliphant, Paul, WLAC, Nashville
 Olson, H. O., Collins Radio Co., Cedar Rapids
 Olson, Harvey H., WDRG and WDRG-FM, Hartford
 Olsen, Tom, KGY, Olympia
 Olsen, Mrs. Tom, KGY, Olympia
 Outler Jr., John M., WSB, Atlanta
 Owen, Forrest F., WELL, Battle Creek
 Owen, Reeve, WTOG, Savannah
 Ownby, James T., WOTA, Andalusia

P

Pabst, Herbert G., WMOH, Hamilton
 Page, H. C., MBS, New York
 Paley, William S., CBS, New York
 Palmer, D. D., WHO and WOC, Davenport
 Palmer, Fred A., Fred A. Palmer Co., Cincinnati
 Parham, Carter M., WDDO, Chattanooga
 Parrish, B. J., KOTN, Pine Bluff
 Parsons, Willis B., NBC, New York
 Pate, John F., WGAR, Cleveland
 Pattee, Linwood, Broadcast Music, Inc., New York
 Patterson, T. H., WRRF, Washington

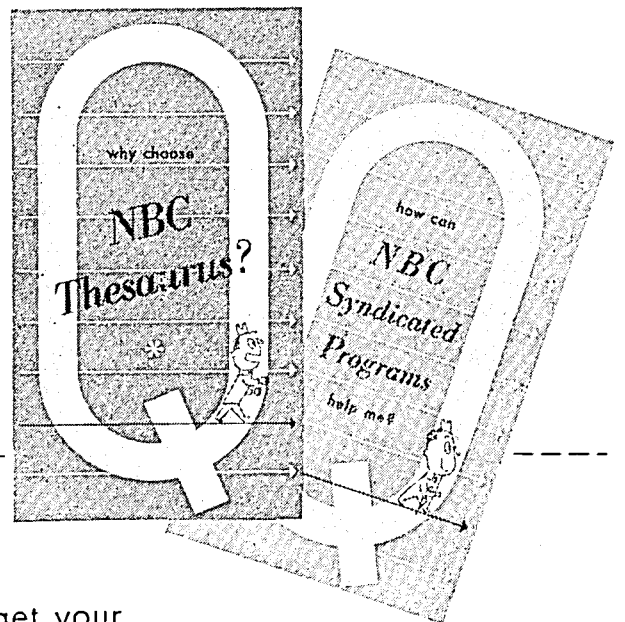
Paulsgrove, William H., WJEL, Hagerstown
 Peard Jr., Leslie H., WCAO, Baltimore
 Peek, Harry, KFOR, Lincoln
 Pell Jr., C. C., Audio Devices, Inc., New York
 Pengra, Marshall H., KRNR, Roseburg
 Person, W. V., WRAC, Williamsport
 Peter, Paul F., Frazier & Peter, Washington
 Peterson, Howard O., KMA, Shenandoah
 Phelps, Wayne, KIUZ, Borger
 Phillips, Charles F., WFBL, Syracuse
 Phillips, Robert W., WSAM, Saginaw
 Phillips, William E., Raytheon Mfg. Co., Chicago

Pierce, Jennings, NBC, Hollywood
 Pierce, R. Morris, WGAR, Cleveland
 Pincus, Herman, Radio Daily, New York
 Pili, Howard E., WSEA, Montgomery
 Pippenger, F. J., Gates Radio Co., Quincy
 Pirie Jr., William S., WFBR, Baltimore
 Pitman, Charles W., WBML, Macon
 Pixley, L. A., WCOL, Columbus
 Plamadora, Raymond E., WKBB, LaCrosse
 Plambeck, Herbert H., WHO, Des Moines
 Pollock, Reed, KDON, Monterey
 Potter, Dr. A. D., WKMO, Kokomo
 Potter, John W., WHBF, Rock Island
 Pournelle, Eugene, WHBQ, Memphis
 Powell, Hugh J., KGGF, Coffeyville
 Powers, Helen, WITH, Baltimore
 Poyner, D. J., WMBH, Joplin
 Prall, Anning M., Raytheon Mfg. Co., New York
 Pribble, Vernon H., WTAM, Cleveland
 Price, Tom, WWSW, Pittsburgh
 Priebe, Robert E., KRSC, Seattle
 Priestley, Harold W., WWJ, Detroit
 Prior, Thomas C. J., WJAB, Providence
 Proctor, Frank S., WTBS, Jackson
 Fryer, Emerson J., WRRN, Warren
 Pulver, Stanley H., Dancer-Fitzgerald-Sample, Inc., New York
 Pyatt, Al, KFUL, Garden City
 Pyle, K. W., KFBI, Wichita

Q

Quad, John K., Home News Publishing Co., New Brunswick
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(Continued on Page 27)



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insland, Odin S., KDAL, Duluth
idolph, Frank, Collins Radio Co., Cedar Rapids
ibun, Jack, WCOA, Pensacola
m, Joseph H., CBS, New York
neke, E. C., WDAY, Fargo
nsch, J. Leonard, WSB, Atlanta
abert, Clyde W., KRLD, Dallas
fro, Harry, KXOK, St. Louis
olds, Donald W., FM applicant, Fort Smith
olds, George, WSM, Nashville
olds, John B., WKWK, Wheeling
ards, G. P., WHBL, Sheboygan
ardson, O. E., WJOB, Hammond
hman, David M., WHOB, Gardner
hamond, R. W., WHKK, Akron
kettis, Joseph A., Teleways Radio Productions, Inc., Hollywood
en, Albert, KYSO, Ardmore
by, John, KFH, Wichita
le, William, WVVA, Wheeling
n, E. G., WENN, Louisville
petoe, William F., WBOT, Terre Haute
ers, John M., W CSC, Charleston
erson, H. P., KFDA, Amarillo
erson Jr., W. R., WRRF, Washington
ertson, B. G., KWKE, Shreveport
binson, Irving, Yankee Network, Boston
binson, William, WINS, New York
der, George L., WCBM, Baltimore
ers, L. L., WNBF and WNB-FM, Binghamton
ers, Naylor, KBS Network, Chicago
ers, Thomas A., WGLT, Newark
er, Harold W., Machlett Laboratories, Inc., Springfield
en, Eugene, United States Recording Co., Washington
en, George, Variety, New York
ene, Marshall L., WSAZ, Huntington
enhaus, Irving Robert, WATT, WAAW-FM, Newark
enhaus, Mrs. Ruth, WAAT and WAAW-FM, Newark
h, Eugene J., KONO, San Antonio
hensius, Walter J., W SBA, York
hschild, Walter J., WTAD, Quincy
insville, Robert W., WRAC, Cleveland
ld, Mary S., William G. Rambeau Co., Chicago
olph, F. J., C. P. MacGregor, Electrical Transcriptions, Hollywood
oyon, John W., KRLD, Dallas
pard, J. Nelson, KTSW, Emporia
pp, Edward J., The Fred A. Palmer Co., Cincinnati
n, J. Harold, The Fort Industry Co., Toledo
ler, Lee, WCED, Dubois

S

ldler, Owen L., KMA, Shenandoah
ue, Samuel R., WSRB, Cleveland
ba, George J., Presto Recording Corp., New York
nmons, Elizabeth, KSCJ, Sioux City
nson, Robert M., WSAV, Cincinnati
udeberg, David H., Lewis H. Avery, Inc., San Francisco
nders, Wayne, KTUC, Tucson
erstrom, William, Joseph Hershey Mehlville, Inc., Chicago
omenic, J. Dudley, WIS, Columbia
ambilla, L. A., KPMC, Bakersfield
illing, John T., WHB, Kansas City
ilpkin, Frederick C., KFAM, St. Cloud
midt, Daniel E., NBC, New York
midt, Kenneth P., WIRA, Madison
rade, Andrew J., Columbia Recording Corp., Hollywood
redler, Frank P., WGN, Chicago
redner, Willard, WINS, New York
rudt, William, CBS, New York
ward, Mrs. L. S., The Advertising Council, Chicago
welter, William, WEBR, Buffalo
tt, Charles P., KTKC, Visalia
apps, W. J., WJZ, Detroit
beck, Charles E., WTON, Staunton
baugh, L. M., WSLI, Jackson
yee, C. W., Collins Radio Co., Cedar Rapids
yler, H. A., Hagerstown, Md.
ynton, Morgan, KRDS, Clinton
yfto, G. Richard, WIS, Columbia
arp, Ivor, KSL, Salt Lake
aw, Harold B., WMON, Montgomery

Shaw, Harry B., WSJS, Winston-Salem
shawd, Arch, WTOL, Toledo
sheasby, John F., Raytheon Mfg. Co., Chicago
hein, Alice, WBTH, Williamson
shepard, John, Yankee Network, Boston
sherwood, Alex., Standard Radio Transcription Services, Inc., New York
shultz, John W., WMVA, Martinsville
siegel, Walter L., CBS, New York
sillerman, Michael M., KBS Network, New York
sinn, John L., Frederic W. Ziv Co., New York
slates, William, KFPW, Fort Smith
slaviak, Henry W., WMC, Memphis
smith, A. L., WSGN, Birmingham
smith, Calvin J., KFAC, Los Angeles
smith, Carleton D., WRC, Washington
smith, C. E., United Broadcasting Co., Cleveland
smith, Earl H., WLCS, Baton Rouge
smith, Frank R., WWSW, Pittsburgh
smith, J. Kelly, CBS, New York
smith Jr., Joe L., WJLS, Beckley
smith, J. Porter, WGRC, Louisville
smithgall, Charles A., WGGG, Gainesville
soule, Oscar F., WFBL, Syracuse
soule, O. F., KSEI, Peacetto
soule, Robert G., WFBL, Syracuse
sowell, F. C., WLAC, Nashville
spears, R. D., Collins Radio Co., New York
speidel, Merritt C., KDON, KFBA, KFBC, KWKN, WGNV, WKIP, WHCA, Palo Alto
speidel, Robert M., KDON, KFBA, KFBC, KWKN, WGNV, WKIP, WHVA, Colorado Springs
spreight Jr., Walter P., WATL, Atlanta
srence, Harry R., KXRO, Aberdeen
sencer Jr., F. E., George P. Hollingbery Co., New York
sencer, John D., WCLT, Newark
sencer, William H., WTOP, Toledo
sight, Lindsey, John Blair & Co., San Francisco
spiros, Robert E., WBTH, Williamson
spokes, A. E., WJOY, Burlington
spratlin, Frank M., WGST, Atlanta
spring, Joe, WASK, Lafayette
springate, Y. N., KXOK, St. Louis
squire, Burt, Standard Radio Transcription Services, Inc., Chicago
stanton, Frank, CBS, New York
srebroff, Charles M., Radio Engineering Laboratories, Inc., New York
stapp, Jack, WSM, Nashville
Stark, Evelyn, Transcription Sales, Inc., Santa Fe
staubitz, E. J., Blaw Knox Co., Pittsburgh
steinman, John F., WGAL, Lancaster
steinman, J. Hale, WGAL, Lancaster
sterette, Lou, WJPA, Washington
steltner, Fred C., KABR, Aberdeen
stern, Albert D., Frederic Hart & Co., Inc., New York
stevens, Harmon L., WHLS, Port Huron
stone, Earl J., WELL, Battle Creek
stone, Harry, WSM, Nashville
stone, Loren B., KIRO, Seattle
Storer, George B., The Fort Industry Co., Toledo
Story, Joe, KCKN, Kansas City
Streibert, Theodore C., WOR, New York
Strouse, Ben, WWDC, Washington
Stuart, Charles T., KFOR, Lincoln
Stubbs, Frank, WENE, Shenandoah
stuckwisch, M. H., WSOY, Decatur
Stuffleban, R. L., W DZ, Tuscola
Sturm, Harold F., WITN, Huntington
Sugg, Procter A., WKY, Oklahoma City
Sullivan, Donald D., WMT, Cedar Rapids
summers, Robert, WFAA, Dallas
Sutherland, George L., WILM, Wilmington
Swiegood, Jess, WKPT, Kingsport
Swintz, Robert H., WSBT, South Bend

T

Taft Jr., Hulbert, WKRC, Cincinnati
Tait, Joseph, United States Recording Co., Washington
Talbott Jr., Andrew H., WTPS, New Orleans
Tapp, Jay, KGER, Long Beach
Tarter, George, KOZY, Oklahoma City
Taylor, Archie J., KANS, Wichita
Taylor, Dale, WENY, Elmira
Taylor, Davidson, CBS, New York
Taylor, O. L., KGNC, Amarillo
Teedle, Pete, WRR, Dallas
Teetsell, Irving, WJPA, Washington
Teleh, Walter, KRDS, Clinton
Thesman, L. H., WSAV, Savannah
Thomas, C. L., KXOK, St. Louis
Thomas, George H., KVOL, Lafayette
Thomas, Harold, WATR, Waterbury
Thomas, Norman A., W DOD, Chattanooga
Thomforde, C. J., Collins Radio Co., Cedar Rapids
Thompson, Loy F., WFBG, Altoona

Thomas, Harold, WISE, Asheville
Thornburgh, Don W., KNX, Los Angeles
Thornton, John, Yankee Network, Boston
Thorwald, John, KRIG, Odessa
Tibbett, Gene, WMOX, Meridian
Tighe, Thomas B., WDJT-FM, Asbury Park
Timothy, B. P., Lewis H. Avery, Inc., Chicago
Tincher, Robert R., WNAX, Yankton
Tinsley, Thomas G., Maryland Broadcasting Co., Baltimore
Tips, Kern, KPRC, Houston
Tompkins, Merritt F., BMI, New York
Toothill, John A., Burn-Smith Co., Inc., Chicago
Trautfelger, John H. L., WFBR, Baltimore
Prayers, Linus, Yankee Network, Boston
Tully, J. C., WJAC, Johnstown

U

Uhner, Jas. G., KGKB, Tyler
Unger, Alvin E., Frederic W. Ziv Co., Cincinnati
Updike, Fritz S., WRUN (FM-CP), Rome

V

Vadeboncoeur, E. R., WSYR, Syracuse
Vann, Robert, WGBS, Miami
Volger, George J., KWPC, Muscatine
Volkenburg, John Van, CBS, New York

W

Wagner, Paul, WPAY, Portsmouth
Wagner, William D., WHO and WOC, Davenport
Wailles, Lee B., The Fort Industry Co., Washington
Walker, Wallace A., WFCL, Pawtucket
Wallace, Bruce, WTMJ and WTMJ-FM, Milwaukee
Walsh, J. Gorman, WIEL, Wilmington
Walton, John M., WJPG, Green Bay
Wannamaker, Allen E., WGTM, Wilson
Ward, J. T., WLAC, Nashville
Wardell, J. Gordon, KGBX, Springfield
Wasser, G. S., KQV, Pittsburgh
Watson, R. Brooks, WMBD, Peoria
Way, William B., KYOO, Tulsa
Weaver, Phil J., WKPT, Kingsport
Wechsler, Sam, WAFB, New York
Wehrmann, H. F., WTPS, New Orleans
Weis, Pierre, Lang-Worth Feature Programs, Inc., New York
Weiss, George G., WBBQ, Augusta
Weiss, Lewis Allen, KHJ, Hollywood
Welch, Miller, WLAP, Lexington
Weldon, William, John Blair & Co., New York
Wentworth, Ralph, Broadcast Music, Inc., New York
Werner, A. Matt., WHBL, Sheboygan
Wester, W. C., WMUS, Muskegon
Westlund, Arthur, KRE, Berkeley
Whaley, Storm, KUOA, Sloan Springs
Wheelahan, H., WSMB, New Orleans
Wheeler, Clarence, WHEC, Rochester
Wheeler, Edwin K., WMJ, Detroit
Wheeler, LeMoine C., WHEC, Rochester
White, Frank K., CBS, New York
Whitehead, Elizabeth, KOZY, Kansas City
Whitlock, E. S., WRNL, Richmond
Whitten, Philips F., WGTM, Wilson
Wiig, Gunnar O., WIEC, Rochester
Wilder, H. C., WSKR, Syracuse
Wilkins, J. P., KFBB, Great Falls
Williams, Ben, WTOC, Savannah
Williams, Earl, KFAB, Lincoln
Williams, J. P., Transcription Sales, Inc., Springfield
Williams, W. V., WBLL, Dalton
Williamson, Frances, KFJZ, Fort Worth
Williamson Jr., W. P., WKBN, Youngstown
Willis, J. E., The Num Stations, Lexington
Wilson, Clarence E., KTMG, McAlester
Wilson, Elmo, CBS, New York
Wilson, James C., WOPI, Bristol
Wilson, W. A., WOPI, Bristol
Wilson, William M., William D. Rambeau Co., New York
Windmuller, Lewis, Allentown Broadcasting Corp., Washington (Applicant)
Windsor, Walter M., WKNB, New Britain
Winger, Earl W., W DOD, Chattanooga
Winkler, C. W., KOLL, Omaha
Winnie, Russell G., WTMJ and WTMJ-FM, Milwaukee
Wiseman, Bill, WOW, Omaha
Wolfskill, Robert F., KOZY, Kansas City
Wood, Helen, WIMX, Utica
Wood, Phil, WFMJ, Youngstown
Woodruff Jr., Jim W., WRBL, Columbus
Woods, James S., WMRP, Lewistown
Woods, Woody, WHO, Des Moines
Woodward, Russell, Free & Peters, Inc., Chicago

Woodworth, Samuel, WFBL, Syracuse
Wooten, Hoyt B., WREC, Memphis
Wooten Jr., S. D., WREC, Memphis
Wright, C. J., WFOR, Hattiesburg
Wright Jr., C. J., WFOR, Hattiesburg
Wright, O. K., KOZY, Kansas City
Yynne, Lee, KGER, Long Beach
Yynne, W. Aver, WEED, Rocky Mountain
Yyce, William, KWBW, Hutchinson

Y

Yenger, L. C., WSUA, Bloomington
Yocum, Ed, KGHL, Billings

Z

Ziv, Frederic W., Frederic W. Ziv Co., Cincinnati

Additional Names

Additional advance convention registration:
Albright, William, Federal Telephone & Radio Corp., Newark
Bailey, Stanley C., Burn-Smith Co., New York
Barrow, Robert J., WDAN, Danville
Barrell, Thomas L., Radio Market Guide, Chicago
Harrison, Harry, Federal Telephone & Radio Corp., Newark
Jewett, Carlton F., Radio Market Guide, Chicago
Larsen, Eleanor L., ZBIM, Hamilton, Bermuda
Lundrigan, Alexander, Radio Market Guide, Chicago
MacDonald, A. G., WGM, WGY, WRGB, Schenectady
Markham, G. Emerson, WGM, WGY, WRGB, Schenectady
Murphy, Hugh, Lake-Spiro-Shurman, Inc., Memphis
Myers, Frank O., KCMC, Texarkana
Purcell, W. J., WGFN, WGY, WRGB, Schenectady
Remaker, Russell, Federal Telephone & Radio Corp., Newark
Riple, William A., WTRY, New York
Rowan, B. J., WGFN, WGY, WRGB, Schenectady
Spiro, Avron, Lake-Spiro-Shurman, Inc., Memphis
Stephen Jr., John W., WTRY, Troy
Framley, Edgar H., New York
Wunderlich, N. E., Federal Telephone & Radio Corp., Newark
Ziebarth, E. W., WCCO, Minneapolis
Faust, Claude W., Suburban Broadcasting Corp., Upper Darby
Horswel, Bert, The Cardinal Co., Hollywood
LaFont, Harold A., WNEW, New York
MacCaughy, Jos. F., The Cardinal Co., Hollywood
Baskett, Mosse, WEAW, Evanston
Pamphilon, Edward L., Suburban Broadcasting Corp., Upper Darby
Radner, Roy, WIBM, Jackson, Mich.
Wagstaff, Walter, KIDO, Boise
Wheeler, Edward A., WEAW, Evanston
Pflim, Paul S., W DAD, Indiana, Pa.
Blesner, Carl, REN, Lawrence, Kan.
Bondson, John, WREN, Lawrence, Kan.
Bratton, Verl, WREN, Lawrence, Kan.
Booth, Arden, WREN, Lawrence, Kan.
White, Samuel R., WIBC, Indianapolis
Biggar, George C., WIBC, Indianapolis
Bond, Clyde H., Washington, D. C.
May, Russel P., Washington, D. C.
Hubbard, Stanley E., KSTP, St. Paul
DeHority, W. C., WLAU, Laurel, Miss.
Smith, Hugh M., WLAU, Laurel, Miss.
Brockman, Robert L., WLL, St. Louis
Parke, Kenneth M., WLL, St. Louis
Beason, Clarence W., WLL, St. Louis
Palmsano, R. J., RCA, Atlanta
Walters, F. G., RCA, Atlanta
Schlar, David G., KVED, Fort Dodge
Fisher, Orin W., KOMO, Seattle
MacGregor, A. M., WJBC, Bloomington
Glass, Joseph J., WJBC, Bloomington
Barrett, Howard, KRBC, Allene
Carl-Carl, Claire, St. Louis
Peterson, C. B., Branham Co., Chicago
French, Carlin, WMBH, Joplin
Schlipkin, Fred, KFEM, St. Cloud
Middlebrooks, James, NAB, Washington
NAB personnel registered:
Robert Bartley, Robert Colson, Dorothy Lewis, Neil Bradshaw, Kenneth Baker, Arthur Stringer, Opal Hathaway, Everett E. Revercomb, Ella Nelson, C. E. Arney, Jr., Bryce Rea, Gladys Hall, A. D. Willard, Jr., Don Petty, Helen Froth, Justin Miller, J. Allen Brown, Lee Hart, Hugh Higgins, Frank Pellegrini, Ivor Peterson, Richard Doherty, Ted Hoffron, Joan Warner, Katherine Holland, Ben Miller, Charles Batson.

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The National Daily Newspaper of Commercial Radio and Television

DL. 37, NO. 16

NEW YORK, TUESDAY, OCTOBER 22, 1946

TEN CENTS

BMB Opposish At NAB

See No Early Accord In AFM-ET Dispute

Chicago—Prospects of early settlement of the wage scale controversy between AFM and recording and transcription interests was not too bright, according to reports at the NAB convention yesterday. While the recording companies and James E. Petrillo are scheduled to meet for final settlement of the wage scale this afternoon it is reported that Petrillo will ask more than the offered thirty-seven and one-half per cent increase. A spokesman for the union indicated that Petrillo might

(Continued on Page 2)

New Audition Procedure Set Up By NBC Network

To enhance the opportunities of more talented applicants for auditions at NBC, important changes have been made in the company's audition system, it was announced yesterday by Clarence L. Menser, vice-president in charge of programs. One of the principal changes calls for a permanent library of audition recordings which will be available at all times to NBC directors as casting aids. All directors will also be as-

(Continued on Page 2)

New NAB Sub-Committee On Sales Promotion Set

Washington Bureau, RADIO DAILY
Washington—A new Committee on Sales Promotion to operate as a standing sub-committee of the NAB Sales Managers Executive Committee has been organized and will begin upon its 1946-47 term following the NAB convention in Chicago, it

(Continued on Page 2)

Social Stuff
Chicago — Network officials and their affiliates gathered Sunday on two occasions. ABC folks gathered in the Boulevard Room of the Continental Hotel, and NBC O & M men and web execs met at the Palmer House. Mutual affiliates and execs. meet this morning for a breakfast confab and talk over the past year's progress, and future.

NAB-FM Panel Lively; Maj. Armstrong Talks

Chicago—Major Edwin Armstrong, inventor of FM, speaking before the NAB Frequency Modulation panel yesterday, recounted the delays incident to launching FM and predicted wide development of FM within the coming year. In discussing the early days of FM Major Armstrong charged that delays in acceptance by the industry in 1936 handicapped its progress. He recalled at that time it had

(Continued on Page 2)

UN, With 13 Transmitters, To Beam Reports Abroad

Washington Bureau, RADIO DAILY
Washington—A total of 13 transmitters, 11 on loan from our State Department and two from the CBC, will be used to beam reports on the UN General Assembly meeting in New York throughout the world. Four east coast transmitters will be on the air 12 hours daily, providing a beam

(Continued on Page 2)

FCC Okays 8 New Outlets; Set 8 More For Hearing

Washington Bureau, RADIO DAILY
Washington—The FCC has announced another batch of new construction permits—including eight 250-watters, one 500-watter and seven one-kilowatters. Eight other applications were set for hearing.
The one kilowatt stations, all with daytime hours only, will be erected by the following: Intercity Broadcasting Co., Providence, R. I. (1110 kc.); Ken-Sell, Inc., West Palm Beach, Fla. (1290 kc.); Kennett

Opponents Organized To Do Battle As Feltis Files Report Today; Defenders Also Ready

By FRANK BURKE, Editor, RADIO DAILY
Chicago—Organized opposition to BMB loomed as the 24th annual NAB Convention got under way yesterday to a big attendance. Opposition, representing broadcasters who subscribed to the BMB Report, claim inaccuracies which have brought embarrassment to stations in their dealings with time buyers and sponsors. Other opposition is reported stemming from the station rep. field.
Sensing the criticism which is in prospect, members of the BMB Executive Board held an emergency meeting Sunday night and another yesterday. They discussed the content of President Hugh Feltis' report scheduled for presentation today and some of the criticism they anticipate.
Edgar Kobak, president of Mutual, defended BMB in an interview last night. He said that while refinements would have to be made in the sampling procedure, he and his associates were satisfied with the first reports. Kobak complimented Feltis and the BMB board for their organizational pioneering. He added that BMB reports had already cost his web \$30,000 and that he was go-

(Continued on Page 26)

Bob Orr Leaving L&M; Taking Jergens Acct.

Robert W. Orr, vice-president of Lennen & Mitchell, Inc. and account executive for Jergens-Woodbury, has resigned to open his own agency. Orr, who has been with Lennen & Mitchell for the past 22 years, will take the account with him to his new firm.
The Jergens-Woodbury account, which among others sponsors Walter

(Continued on Page 26)

Sees Radio Unifying Western Hemisphere

First effective foundation has been made for radio to aid in solidifying all nations of the Western Hemisphere, according to Lorenzo F. Balerio Siccio, president of the newly created Inter-American Association of Broadcasters, who plans to continue his New York visit after an interim period at the NAB convention.
Balerio Siccio, owner of the two

(Continued on Page 4)

"That's His Story"
Chicago—T. A. M. Craven, executive of the Cowles interests in Washington and former FCC Commissioner, is trying not to spend all of his time explaining "how it happened." Craven, whose right arm is in a sling, was mowing his lawn last week and the power-mower backfired and broke the limb. He will have it in a cast for several weeks.

Busy Outfit
Washington — The FCC is currently hearing arguments for new licenses and changed assignments at the rate of five a day, it reported yesterday, with 517 applications now in hearing. A special effort is being made now, the Commission said, to speed up processing of some 145 cases now held up pending solution of engineering problems.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., Oct. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	11	11	11	
Am. Tel. & Tel.	174 1/4	173 1/4	174	+ 1/4
CBS A	32	32	32	- 1/4
Farnsworth T. & R.	9 7/8	9 1/2	9 1/2	- 1/8
Gen. Electric	39	38 1/2	38 1/2	+ 1/8
Philco	24 1/2	23 3/4	23 3/4	- 3/8
RCA Common	10 3/4	9 7/8	10	
RCA First Pfd.	85 3/4	86 1/4	86 3/4	+ 1/4
Stewart-Warner	14 1/2	14 1/4	14 1/4	- 1/4
Westinghouse	25 3/4	24 3/4	25	
Zenith Radio	21 1/2	20 3/4	20 3/4	- 3/4

NEW YORK CUB EXCHANGE

Nat. Union Radio	4 7/8	4 5/8	4 5/8	- 3/8
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OVER THE COUNTER

	Bid	Ask
Du Mont Lab.	6	6 3/4
Finch Telecomm.	7 1/4	8
Stromberg-Carlson	12 1/2	14
U. S. Television	2	2 3/4
WCAO (Baltimore)	38	
WJR (Detroit)	36	

See No Early Accord In AFM-ET Dispute

(Continued from Page 1)

hold out for a fifty per cent increase. The AFM executive board has been in meeting here for several days and are anxious to settle the recording scale before they adjourn on Wednesday.

The NAB convention delegates are watching closely the matter of settlement in the recording dispute. One NAB board member said that Petrillo's attitude on this matter may be an insight on his plans for days to come as it reflects on the broadcasting industry.



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

New Audition Procedure Set Up By NBC Network

(Continued from Page 1)

signed special periods, during which they will hear auditees. An audition recording library of this scope will make for both greater efficiency and assistance to directors, according to Menser.

Because the new system will require an enlarged audition staff, Menser has appointed James Haupt, a production director, to interview applicants for music auditions, and Edward King, a dramatic director, who will interview actors and announcers. Announcers' auditions will still be heard by Pat Kelly, supervisor of announcers.

Supervising the plan under Menser's direction are Robert K. Adams, production manager, and Arch Robb, production department operations manager.

Tele Station In Frisco Approved By Commission

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced it has granted a construction permit for a new commercial tele station in San Francisco, to operate on Channel 5, with visual power of 23.6 kw., rural power 1.6 kw. The station, to be operated by the Associated Broadcasters, Inc., will have both antennae and studios in the Mark Hopkins Hotel.

WABC Program Will Aid Jewish-Charity Campaign

Federation of Jewish Philanthropies, in co-operation with WABC, will broadcast over the station from 5:30-6 p.m. today (Tuesday) a dramatic story titled "Mary Boretz," as a feature of the current drive to aid the organization's 116 charitable agencies throughout the city.

CBC Starts 'Pop' Concert Series

Montreal—First of a series of 26 weekly "pop" concerts of the Toronto Symphony Orchestra under leadership of Sir Ernest MacMillan and Ettore Mazzoleni was inaugurated last Friday over Trans-Canada Network of CBC by Robert Simpson Co., Montreal and Toronto Department store. The broadcasts originated in Toronto and featured a guest star, Helen Jepson, soprano of the Metropolitan Opera company.

New NAB Sub-Committee On Sales Promotion Set

(Continued from Page 1)

was announced by James V. McConnell, director, NBC national spot sales department, chairman of the SMEC. Chairman will be John R. Outler, WSB Atlanta. Appointed to membership for the 1946-47 term were representatives from each of the following categories: National sales representative: H. Preston Peters, Free & Peters, Inc., New York; National Network: Louis Hausman, CBS, director of presentation; large market station: Joseph Creamer, WOR, advertising and promotion director, New York; medium sized station: Edward P. J. Shurick, director of promotion, press relations and merchandising, KMBC, Kansas City, Mo.; small market station: John Carl Jeffrey, WKMO, Kokomo, Ind.

Hugh M. P. Higgins, NAB assistant director of broadcast advertising, will act as secretary.

UN, With 13 Transmitters, To Beam Reports Abroad

(Continued from Page 1)

for re-broadcast or direct reception through Europe. The broadcasts will be in English and French, with interviews, analysis and background commentaries included along with the actual broadcasts of the floor proceedings.

A daily hour of comment will be beamed to Latin America and China, on three transmitters in Spanish and three in Chinese.

A daily 90-minute show will go out over the two CBC transmitters to Moscow.

Asks "Post-War Medicine"

"Medicine in the Post-War World" is the theme of five programs to be prepared by the New York Academy of Medicine on WNYC this fall and winter. Broadcasts, originating in the academy's auditorium, will be heard from 8:30-9:15 p.m. Dates and speakers for the monthly lectures to the laymen are as follows:

Oct. 31, Major Gen. Norman T. Kirk, surgeon general of the U. S. Army; Dec. 12, Rene Spitz, M.D., New York Psychoanalytic Institute; Jan. 9, Nolan D. C. Lewis, M.D., New York State Psychiatric Institute; Jan. 23, Howard W. Haggard, M.D., Yale University physiologist; Feb. 13, Rene J. Dubos, Ph. D., Rockefeller Institute for Medical Research.



Ready!

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

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

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

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



W-I-T-H IN BALTIMORE

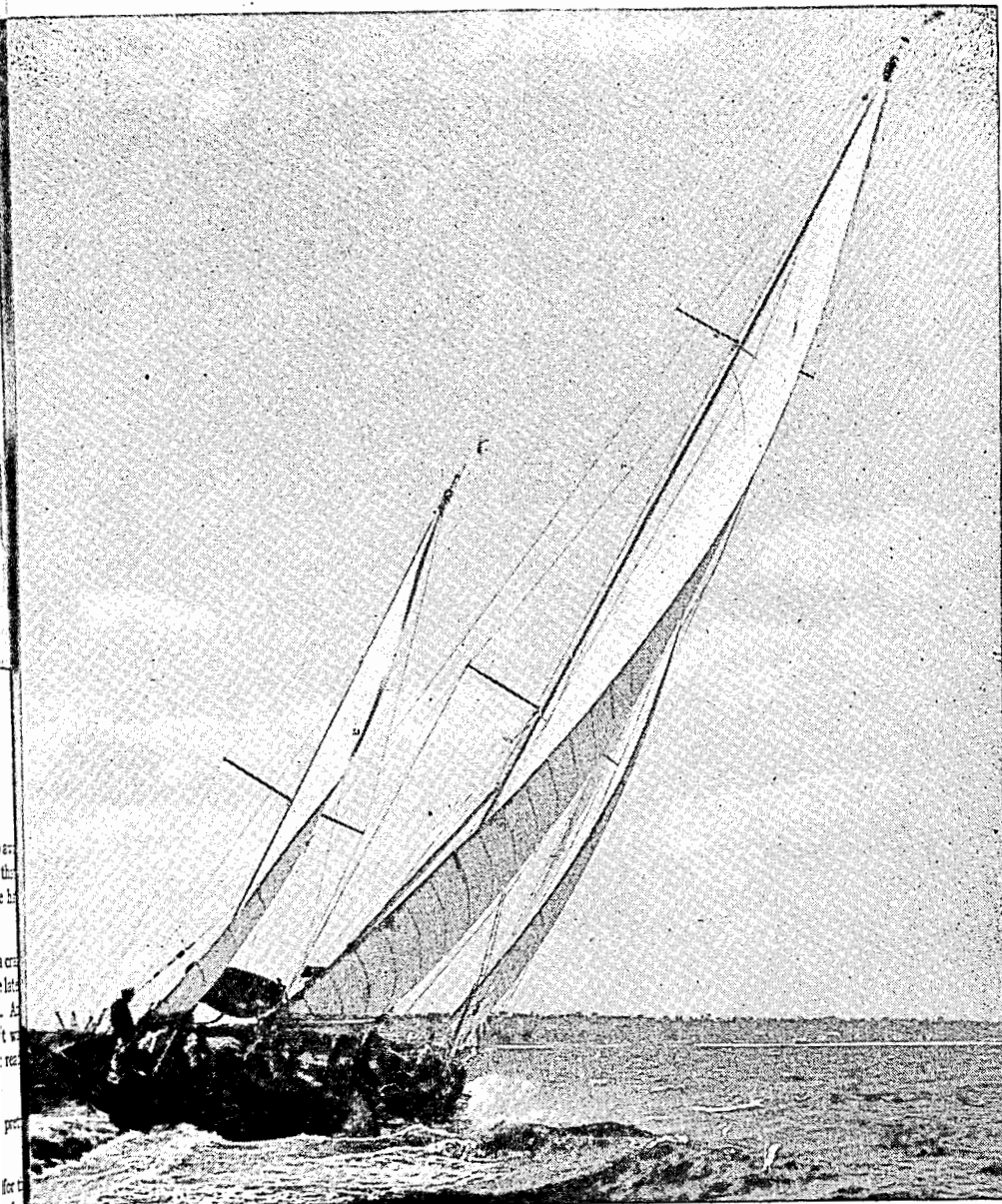
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to the wind requires a steady hand at the wheel. Like the skipper of the yawl, radio time salesmen must be experienced. Weed and Company's staff of seventeen "old hands" daily covers the nation's important radio centers with the skill and effectiveness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

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RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

CPs And Hearings Set; Other Activity At FCC

(Continued from Page 1)
daytime only, on the 1430 band was awarded the Lansing Broadcasting Co., Lansing, Mich.

Daytime hours with 250 watts were specified for the South Central Broadcasting Corp., Evansville, Ind., on the 820 band, and for the Effingham Broadcasting Co., Effingham, Ill., on the 1090 band.

A second Clarksburg station was awarded the Mountain State Broadcasting Co., giving the West Virginia city, in addition to the kilowatt daytime station mentioned above, a 250-watt, unlimited time, on the 1340 band. Two 250-watt, unlimited time, were okayed for Idaho Falls, Idaho, with the Idaho Falls Broadcasting Corp., assigned the 1230 band and the Eastern Idaho Broadcasting and Television Co. given the 1400 band.

Other applications granted for 250-watt, unlimited time stations—all on the 1490 band—were from Bradford Publications, Inc., Bradford, Pa.; Walterboro Broadcasting Co., Walterboro, S. C., and J. C. Rothwell, Littlefield, Tex.

WRGA Petition

The Commission also elected to grant the petition of WRGA, Rome, Ga., requesting that it set aside an earlier construction permit issued Joe V. Williams, Jr., for a new station in Chattanooga, Tenn. Hearing was ordered with WRGA to be a party.

Hearings were ordered in the case of pending applications for new facilities in Las Cruces, N. Mex., and LaSalle, Ill., by F. F. McNaughton and Louis F. Leurig. In Las Cruces the hearing will be consolidated with one on the competitive application of the Mesilla Valley Broadcasting Co., also of Las Cruces, both seek the 1450 band with 250 watts, unlimited. McNaughton and Leurig seek the same power and time on the 1490 band in LaSalle. The Commission also reinstated a construction permit granted a year ago to WKBH, LaCrosse, Wis., to boost its power to five kilowatts.

Other hearings ordered included one on the application of a new station on the 580 band with one kilowatt, night, five kilowatts, day, in Eau Claire, Wis., by the Chippewa Valley Radio and Television Corp. Hearings were set also on the competing applications for the 1080 band from Modesto Broadcasting Co., Modesto, Calif., seeking 250 watts, daytime, and Radio Santa Cruz, Santa Cruz, Calif., seeking one kilowatt, daytime, and on the following five applications: Hope Broadcasting Co., Hope, Ark.; Four States Broadcasting Corp., Texarkana, Ark.; Magnolia Broadcasting Corp., Magnolia, Ark.; The Ruston Broadcasting Corp., Ruston, La., and Abe B. Harris, Ruston, La.

U. N. Meet On WAAT

WAAT will carry proceedings from the U. N. General Assembly tomorrow, including President Truman's speech, from 4-5:15 p.m.

NAB Sidelights

Milk And Honey From The NAB-Hive. . . .!

● ● ● We think it was Kipling who said and we quote: the tumult and the shouting dies. . . . unquote:—we agree in part. . . . the tumult (of registering the three thousand visitors to the 24th Annual Convention of NAB) dies down but the shouting (and speechmaking) is far from dead. . . . the meetings of the various committees including Research, Engineering, Sales Managers, Small Market Stations, Program, Music Advisory, FM Board and FM Executive, made their respective reports and today the general meetings will officially get underway starting at 10:15 a.m. with former president J. Harold Ryan presiding, followed by the present NAB Prexy's taking over with the theme of the Meet, "Broadcasting—An Opportunity—A Challenge."

★ ★ ★
● ● ● Arch Shawd, general manager of WTOL, Toledo, and his charming wife interrupted at their breakfast in the Palmer House Breakfast Room about 100 times by friends. . . . Ed Kirby, public relations consultant and former NAB publicity head, surrounded by NAB boosters in the Empire Room. . . . And we may as well toss in a plug for the Roast Beef they serve at the Victoria Room. They wouldn't tell us where they got the rare delicacy, but there it was. And WAS is a perfect description for the moment us easterners spied it the beef immediately became the PAST tense. . . . Linnea Nelson of J. Walter Thompson, Peggy Stone, station rep and Beth Black of the Katz Agency in a huddle. Subject: where was Beth to find a hotel? . . . Spotted Lawrence Fly standing in line on the fourth floor to register. . . . Martin Campbell and his Texas delegation swarm into the lobby (but not a 10-gallon hat in the bunch). . . . Chicago Chamber of Commerce sent a bevy of beauties to help the NAB convention staff. . . . Milton Blink and Jerry King of Standard Radio, headed for the fourth floor exhibit room. . . . Lee Gillette, Walter B. Davidson, Abbott Tessman, Clifford Ogden and James McMurray of Capitol Records and Transcription heading delegates into Room 842 to display product and plans. . . . Greatest distance traveled to be here Lauren Stone, station manager, and Sol Hess, owner of KIRO, Seattle, Wash. . . . Longest face was worn by Clyde F. Coombs, general manager of KARM, Fresno, Calif., who discovered that his baggage had been lost en route. . . . Ralph Hatcher, Chicago CBS station relations manager, scouted around and came up with some shirts, underwear and other necessary haberdashery. . . . Harry Maizlish and Chris Cross rush to airfield to plane back to Gotham to make the opening of the United Nations Meeting in Flushing Headquarters. . . . Norman E. Wunderlich, executive sales director of Federal Telephone and Radio Corporation, spouts the wonders of their new line of FM transmitters. . . . Willis B. Parsons, manager of NBC Thesaurus, assisted by Frank Chizzini, Chicago manager, Bill Gartland, Hollywood, Wade Barnes, Texas, and Dan Denny of St. Louis, play and demonstrate their new Ray Knight half-hour situation—comedy series "House In The Country." . . . Had a million laughs at the rites held at the Associated Program Service "Kennel of the Yellow Dog."

★ ★ ★
● ● ● Add Spirit of Co-operation:—Several competing transcription execs. dropped into the Fred W. Ziv headquarters to admire their illuminated sales chart-map, a swell idea "thunk up" by Ann Romer and constructed with the aid of Pat Murphy. . . . Al Unger's welcome was SINCERE. . . . Tom Carr of Carr & Stark, excitedly tells us that their new show, "Bob Cunningham with Lektrolite Views The News," over WBBM jumped 7.3 after but three programs. . . . Dozens of friends crowd around to congratulate the new CBS vee pee, Earl H. Gammons. . . . Edward R. Murrow and Dave Taylor drove in from New York. . . . H. K. Carpenter continued his annual practice of tying trick pencils through the buttonholes of delegates' coats . . . (after struggling with the darned gadget for at least a half-hour, he removed the one he tagged us with). . . . Lorin Watson lunched with Mr. and Mrs. Arthur Church at the Victoria Room. . . . Lou R. Winston of Radio Producers of Hollywood arrived on the scene dripping with ideas and programs.

Sees Radio Unifying Western Hemisphere

(Continued from Page 1)
Montevideo stations which are affiliated with the NBC Pan American network and president of the Uruguayan Association of Broadcasters emphasizes also that the new international body founded in Mexico City last month must have U. S. participation in order to succeed. While in this country, Balerio Sicco will contact broadcasting officials to encourage their direct support of the Inter-American Association which he was primarily responsible for setting in motion.

According to Balerio Sicco, there are no major obstacles to deny success for the association. There is agreement by all broadcasters on one of the body's main planks—freedom of expression and the advocacy of uniform standards to protect private broadcasting.

Balerio Sicco realizing that U. S. broadcasting is far ahead of that in Latin-America, is looking for suggestions and aid here in setting up professional radio standards in the latter countries. He will attend the NAB convention to gain ideas for establishing such national organizations in various Latin-American countries. At present there are few such groups to help create broadcasting standards in the southern nations.

Lack Of Uniformity Seen

Lack of uniformity in Latin-American broadcasting is indicated by the fact that various governments differ widely in the time limit of license grants. Some give a one-year license to broadcasters, while others give 30-year license. The sudden change of administration in Latin-American governments also adds to confusion and makes for lack of stability in the radio field.

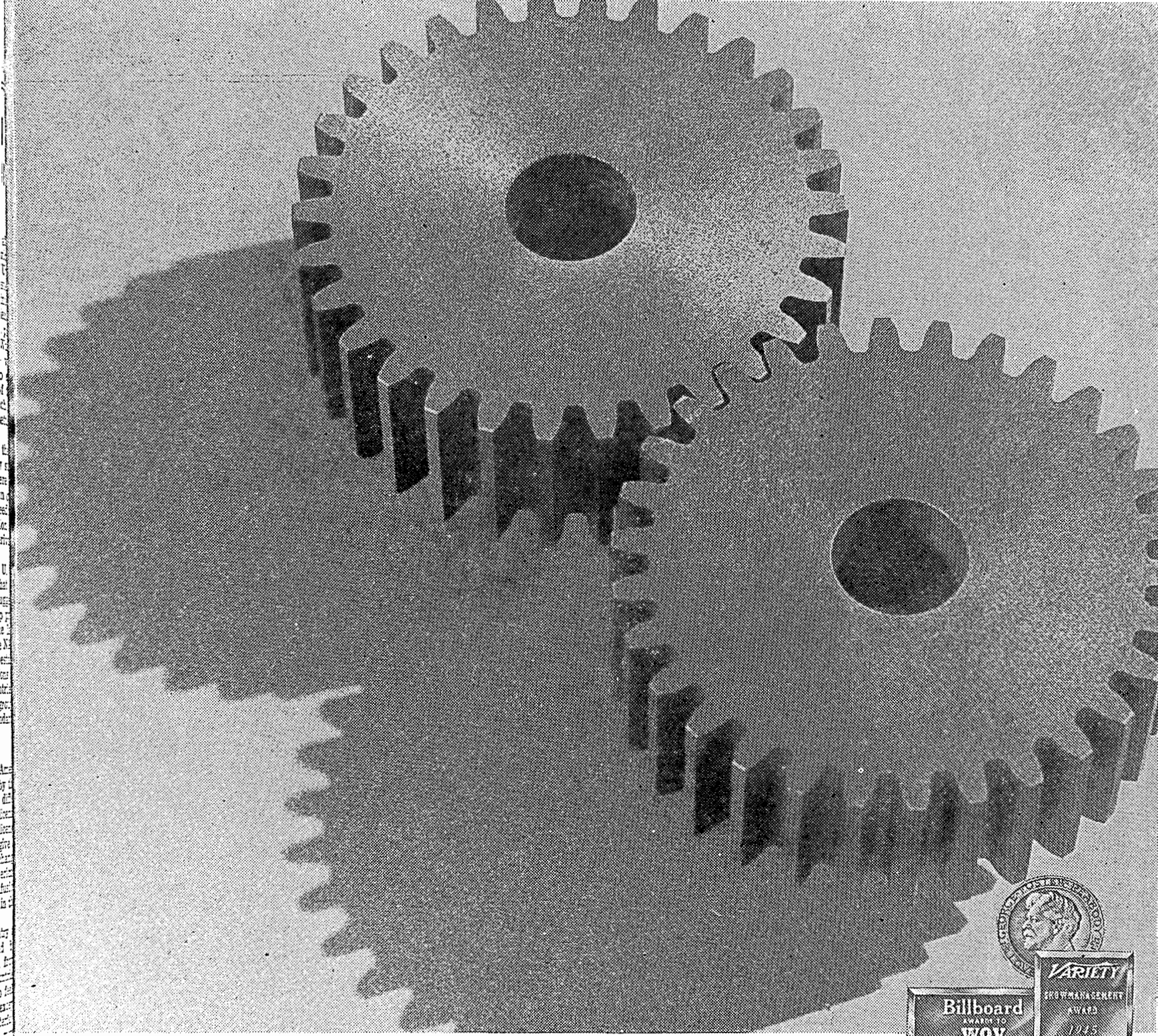
In Balerio Sicco's home country of Uruguay stations are allowed by executive decree to broadcast from 7 a. m. to 2 a. m. but in some countries there is no limit. Balerio Sicco feels there should be no limit except where there is frequency interference. In all Latin-America no more than two per cent of the 1,000 stations are government operated, some of which are commercial.

There are no statistics for obtaining a clear picture of Latin-American broadcasting. One purpose of the new inter-American group is to compile data from all members so that any information can be had from a single source.

Send Birthday Greetings To—

October 22

Powell Clark Noel Mills
Frank Danzig Charles A. Nobles
Roger DeKoven Allen Stuart
Parker Fennelly Frank Sullivan
Walter J. Willey



WOV PROGRAMS ARE GEARED *for* **BALANCED BROADCASTING**

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

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV

NEW YORK

Today's Convention Agenda

TUESDAY, OCTOBER 22

- 8:00 A.M.-9:30 A.M. BREAKFAST
Auspices Chicago Radio Management Club
(This is a no host breakfast. Tickets, \$2.00 each, may be obtained on fourth floor)
 Holman Faust, President, Mitchell-Faust Advertising Company, presiding
 David W. Dole, Henri, Hurst & McDonald, Inc.—program chairman
 "The Clinical Indications of World War III"—Fulton Lewis, Jr.
- 9:00 A.M.-5:00 P.M. REGISTRATION
- 10:00 A.M.-10:15 A.M. OPENING GENERAL SESSION
 J. Harold Ryan, immediate past president of NAB, presiding
 Announcements; appointment of committees
- 10:15 A.M.-11:00 A.M. KEYNOTE ADDRESS
 "Broadcasting—An Opportunity—A Challenge"—Judge Justin Miller, President, NAB
- 11:00 A.M.-11:30 A.M. ADDRESS
 (Subject to be announced)
 William S. Paley, Chairman of the Board of Directors, Columbia Broadcasting System
- 11:30 A.M.-12:00 Noon ADDRESS
 "What Broadcasting Can Contribute to World Understanding—Plans of The United Nations"
 Benjamin Cohen, Under Secretary-General, United Nations
- 12:30 P.M. GENERAL LUNCHEON
- 1:30 P.M.-2:00 P.M. ADDRESS
 "Application of War Developments to Post-War Broadcasting"—E. K. Jet, Commissioner, Federal Communications Commission
- 2:05 P.M.-2:30 P.M. GENERAL SESSION
 "A Program for Sound Industrial Relations"—Richard P. Doherty, NAB Director, Employee-Employer Relations Department
- 2:30 P.M.-5:00 P.M. BROADCAST MEASUREMENT BUREAU
 Introduction BMB Board, Technical Committee and Staff—Justin Miller
 Acknowledgment of Introductions—J. Harold Ryan, Chairman, BMB Board of Directors
 "Report on BMB Study No. 1"—Hugh Feltis, President, BMB.
 "A Glance Into the Future of BMB"—J. Harold Ryan, Chairman, BMB Board
 Remarks by AAAA members of the BMB Board
 "The Advertising Agency Looks at BMB"—Frederic Gamble, President, AAAA
 Remarks by ANA members of BMB
 "The Advertiser Looks at BMB"—Paul West, President, ANA
 Summary and Conclusion—Justin Miller.

Financial Report

*National Association of Broadcasters
 Statement of Income and Expense
 July 1, 1945 to August 31, 1946*

INCOME	
Membership Dues	\$679,491.67
Other Income	12,474.35
	\$691,966.02
EXPENSES	
President	\$91,352.21
Secretary-Treasurer	37,247.98
Broadcast Advertising	54,278.62
Employee-Employer Relations	26,005.25
Engineering	10,274.96
F'M	9,038.12
Government Relations	14,577.52
Legal	13,188.50
Special Services	14,679.16
Public Relations	76,680.33
Research	17,066.71
General Administration	194,876.36
Special Budget	37,469.86
Total	\$596,735.58
Excess of Income over Expenses July 1, 1945 to August 31, 1946	95,230.44
	\$691,966.02

Balance Sheet		
<i>July 1, 1945 and August 31, 1946</i>		
ASSETS:	July 1, 1945	Aug. 31, 1946
Cash in Bank	\$97,141.06	\$79,022.86
Petty Cash	250.00	250.00
Investments, U. S. Bonds	100,775.00	55,000.00
Deposit, American Airlines ...	425.00	425.00
Joske Clinical Test	3,742.95
Broadcast Measurement Bureau.	45,757.00
Dues and Accounts Receivable..	17,129.43	9,032.56
Furniture and Fixtures less Reserve	10,340.66	23,158.03
Land	11,000.00	11,000.00
Building less Reserve	22,800.43	27,061.29
New Building "1771 N St."	200,000.00
Postage Inventory	239.17	359.71
	\$309,600.70	\$405,309.45
LIABILITIES:		
Surplus	\$201,295.89	\$341,680.15
War Bonds for Employees	37.50
Taxes Withheld	2,348.50
OAB Taxes	189.56	182.47
Excess of Receipts over Expenditures 1/16/30/45	105,729.25
Excess of Receipts over Expenditures 1/18/31/46	63,446.83
	\$309,600.70	\$405,309.45

RADIO DAILY HEADQUARTERS

Suite 1471-2 Palmer House

C. E. ARNEY, JR.,
Secretary-Treasurer.

*Free Speech
Mike says*

**"AS TRUE TODAY
AS IT WAS THEN"**



*Free Speech
Mike*

Guardian of
American
Freedom

BENJAMIN FRANKLIN said . . .

"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

ELBERT HUBBARD said . . .

"There is no freedom on earth . . . for those who deny freedom to others."

ABRAHAM LINCOLN said . . .

"I want every man to have the chance . . . in which he can better his condition. . . . And freedom of the press will maintain it."

PRESIDENT TRUMAN said . . .

. . . Radio "must be maintained as free as the press."

THOMAS JEFFERSON said . . .

"Equal and exact justice to all men—freedom of religion, freedom of the press, freedom of the person. . . . These principles form the bright constellation of democracy."

WJMR

THE GOODWILL STATION, INC., DETROIT • 50,000 WATTS

Michigan's Greatest Advertising Medium

CBS BASIC AFFILIATE • • • REPRESENTED BY PETRY

Listener Activity

From the Report of DOROTHY LEWIS, Co-ordinator of Listener Activity

THE FUNDAMENTAL long-term objectives of the Listener Activity Division—to acquaint American people with their possession of freedom of the air, to stimulate their intelligent and appreciative co-operation in its development, to improve working relationships with organized groups, to raise the status of the woman broadcaster, and to encourage better use of the medium for youth—are slowly being realized. To further these purposes, we have set up appropriate machinery:

Co-operation With National Organizations

As part of the industry's 25th Anniversary in November, 1945, over 100 national organizations joined in paying tribute to radio at the Roosevelt Hotel, New York City. A bound volume of letters was presented to NAB President Miller for the archives. These congratulatory messages came from top-ranking Cabinet members, Army and Navy officials, and presidents of national organizations. Following the occasion, even closer relationship has been established between NAB and national, state, and local leaders. Some 50 groups have given NAB their mailing lists with names of key leaders in 170 cities for use in radio conferences, Councils, or community projects. A number of women's groups advise their local offices to consult with the Co-ordinator during tours. Consultation is constantly held with national radio chairmen on their radio projects. Assistance is given with their scripts and regular releases are sent out for local use. In this way, it is possible to edit material at the source, reduce the number of free time requests, and improve the quality of programs and spot announcements.

Resolutions

Significant resolutions were passed in 1946 by several national organizations including the United Council of Church Women (11,000,000 members) and the DAR (500,000 members). The DAR resolution reads:

"Whereas, Radio Broadcasting is the most universal and rapid medium of mass communication available to the people of the United States; and

"Whereas, It is essential to the free and intelligent exercise of citizenship in a republic that radio broadcasting shall remain free from government censorship or control of programs; and shall be conducted in accordance with the traditional American institutions of free speech and free enterprise:

"Resolved, That the National Society, Daughters of the American Revolution in Fifty-fifth Continental Congress assembled, affirm its belief that freedom of radio ranks in im-

portance with freedom of speech and of the press, and its opposition to all efforts which would lead in the direction of government censorship, dictation or control of radio programs; and that the Society urge the Congress of the United States to enact such legislation as is required to give effect to this affirmation." • • •

The Co-ordinator of Listener Activity was invited to numerous national conventions and addressed several.

Association Of Women Directors

During the past year, the AWD, subsidiary of NAB, has made rapid strides in all phases of its activity. The membership now numbers over 1,000 on 500 NAB stations in 350 cities. Members include broadcasters and women executives in all departments of radio station operation. Besides the national officers, there are 17 district chairmen and state chairmen. Many associate members from advertising agencies, department stores, and educational institutions, have joined during 1945-46. The quarterly publication, "The Beam," carries news, articles, and gossip. Current editor is Miss Marie Houlahan, WEEL, Boston.

Committees

AWD committees cover such subjects as:

Public Relations—Eleanor Hanson, WHK, Cleveland; Promotion and Publicity—Marie Houlahan, WEEL, Boston; Broadcast Advertising—Dorothy Kemble, MBS, New York; Rural—Wynn H. Speece, WNAX, Yankton, S. D.; Archives—Margaret Cuthbert, NBC, New York; By-laws—Grace Johnsen, WJZ, New York; Radio Education—Hazel Kenyon Markel, WTOP, Washington.

A number of district meetings have been held and more are scheduled for the fall of 1946. Governor Dale of New Hampshire invited District No. 1 for a conference in June, 1946. District No. 1 will hold a conference for Connecticut club women at Hartford in October, 1946. District No. 2 held their second annual meeting at Albany, and Mrs. Dewey entertained the delegates at luncheon.

Close Collaboration

The collaboration of top AWD members is being sought by the Women's Division, Department of Labor, in their presentation, "Women in Radio," to be released in the fall of 1946. Attention is being given by AWD headquarters to the numerous releases sent to women broadcasters from commercial sources, government agencies, and national organizations. An effort is being made to improve their quality, reduce their quantity, and to eliminate chiseling.

AWD President Alma Kitchell (WJZ), and the NAB Co-ordinator of Listener Activity attended a meeting called by President Truman and Secretary of Agriculture Anderson in October, 1945. Later the Co-ordina-

tor of Listener Activity, representing AWD, attended the Food and Agriculture Organization Conference at Quebec, sending back exclusive releases to AWD members, the only service of its kind from this first United Nations Organization.

The first annual convention since 1944 was held in 1946. Delegates were the guests of important associations, such as the Grocery Manufacturers of America, American Coffee Bureau, Needlecraft Bureau, Fashion Bureau, Millinery Institute, etc., at many luncheons and dinners. • • •

Several broadcasters serve as advisors to AWD:

A. N. Armstrong, WCOP, Boston, Mass.; A. E. Josselyn, WCCO, Minneapolis, Minn.; Ben Baylor, WMAL, Washington, D. C.

Community Radio Projects

1945-46 marks definite progress in the development of Radio Councils and similar Listener Group projects. Broadcasters are showing interest in the opportunities which the Radio Council plan affords for education of listeners in the American system of broadcasting, program promotion, and the "free time" problem. The broad phases of Radio Council activity are too involved for this report but can be studied in the current NAB publication "Blue Print for a Radio Council." This brochure contains chapters on "Listener Activity, World Wide," "Background of Listener Co-operation in America," "Organization Procedures" and chapters on committee activity. Several prominent leaders and broadcasters have assisted in this compilation.

As of October, 1946, there are about 42 radio councils with a combined membership of 7,000,000 representing about 100 national and local organized groups. • • •

Children's Radio Programs

Annually this area of programming comes up for its share of praise and criticism. Most consistent attack is being made by some educators and parents on adult mystery programs, to which many children listen.

A collection of typical children's programs has been issued by NAB under the title "Program Patterns for Young Radio Listeners." It includes program listings and descriptions of 600 series, broadcast over 400 stations. It highlights the splendid discharge of responsibility by station managers in this important area of programming. Prominent educators and leaders greeted this report with favorable comment. Time Magazine gave it considerable space.

A large file of children's programs is available at the NAB New York office. Radio Councils "Youth Interest Committees" have conducted many meetings on the subject during the year. The Co-ordinator of Listener Activity served on the Children's Program Panel at the Ohio Institute for Education by Radio. • • •

Awards

NAB co-operates with various groups who make annual radio awards. Over a period of years the industry has worked closely with the George Foster Peabody Foundation. To increase the number of entries, and to aid in securing a larger sample of programs from more stations, listening posts were established in 1943. Today, these posts are operating in 100 cities in 36 states. They are made up of leaders in civic and educational life. Sometimes the committees reflect the opinion of hundreds of local citizens as well as the reaction of prestige leadership. Working with local stations they check and evaluate local and network programs. Recommendations are then made to the University of Georgia's screening group. The final choices in each classification are carefully considered by the national board. Since 1943, the number of entries and character of submitted programs has improved materially. Of the 12 final 1945 winners, six were recommended by Listening Post committees.

Excellent press has rewarded the listening post project because this activity serves to educate many laymen to the wealth of program material and the broad areas covered in program content.

Radio Education

Continuous contact is maintained with many radio education projects through travel and correspondence. Many FM educational stations are being set up. Through information received at NAB, assistance and advice are frequently sought. Education by Radio is becoming a force in this field. • • •

Distribution Of Material

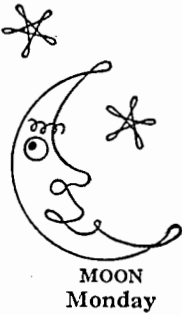
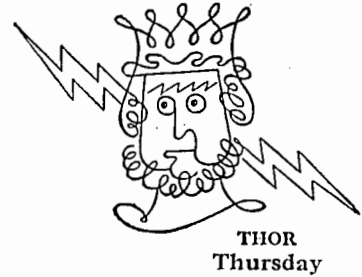
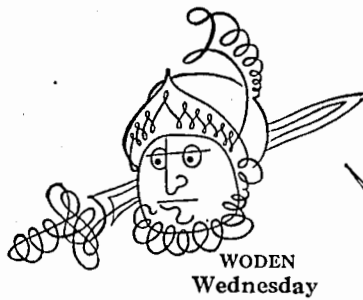
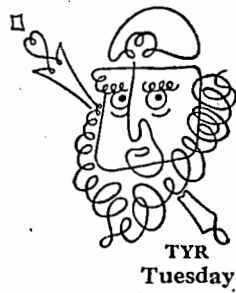
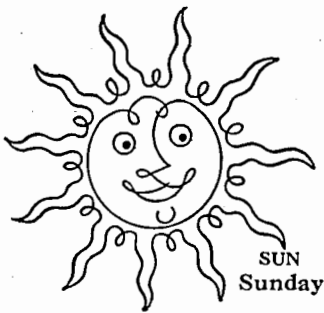
Distribution of materials is the daily routine at the New York NAB office. Thousands of copies of radio brochures, booklets etc. are forwarded to leaders from coast to coast.

A new edition of "Radio and Public Service" will be released before 1947. "The Blue Print for a Radio Council" is also ready for distribution.

Addresses, Tours And Broadcasts

During the past year the Coordinator of Listener Activity has traveled 25,000 miles addressing conventions and conferences, holding small group meetings, AWD meetings. Each year Mrs. Lewis addresses the N. Y. Advertising Clubs—Radio Clinic. Broadcasts have been made over networks and numerous local stations—notably the Premiere over CBS from the World Food Conference in Quebec with Secretary of Agriculture Clinton P. Anderson, et al. • • •

The New York NAB office staff has been increased to take care of mail interviews, and telephone calls. Contacts with people, places, and organizations are pyramiding as the personalized public relations program develops.



How Wednesday came to be called "BINGSDAY"...



ALL sorts of things have been named after great people—cigars, candy bars, public parks and skyscrapers. Cities, too. And states. Even countries.

But the days of the week were named in honor of the Sun, the Moon and several ancient gods. Tuesday is Tyr's Day. Thursday is Thor's Day. And Wednesday, up until now, was Woden's Day.

But not any more.

Wednesday is Bingsday now.

"I guess you've had your day, Woden, old man," cracked Thor when the gods heard the news.

"But they can't DO this to me!" Woden roared.

"They can't, eh?" beamed the Moon. "You just don't know this man Crosby! I used to think I had tremendous drawing power—but for the last three years Bing has been acclaimed the *biggest* box office money draw in the entertainment world."

"But—"

"And besides," added Tyr, "last year his phonograph records sold to the tune of eight million platters—which makes *your* mythical

records look pretty weak, indeed!"

"But—"

"Not only that," said Saturn, "but his movies have played to millions of paying customers. And he's piling up more awards in movies and radio than *you* could in a *month* of Wednesdays—I mean, Bingsdays."

"But why did he have to pick on *my* day?" persisted Woden. "Why not Sun Day, or Thor's Day, or Tyr's Day?"

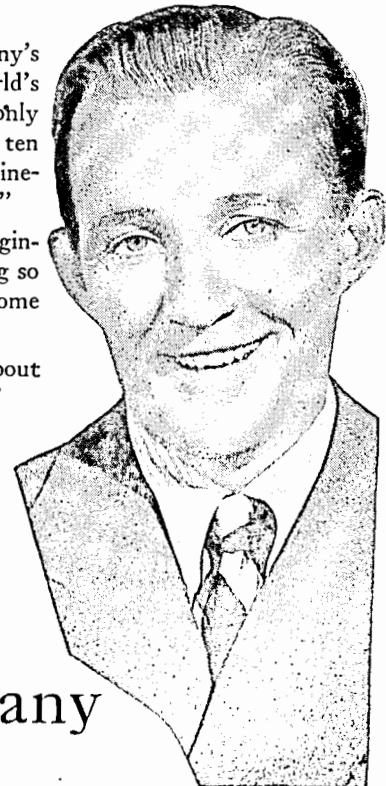
"Because everybody knows that Wednesday *is* the night. It's *his* night. On the air, you know."

"What air?"

"The American Broadcasting Company's air, of course! Sponsored by Philco, the world's largest radio manufacturer, Bing sings as only Bing can sing every Bingsday night from ten to ten-thirty in the East and from nine to nine-thirty everywhere else across the country."

"You know," Woden decided, "I'm beginning to *like* this. Now, instead of working so hard at being Wednesday, I can stay home Bingsday night and hear Crosby sing!"

"Which," added Thor, "is what just about everybody else in creation will be doing!"



Don't miss the new **BING CROSBY SHOW**

Wednesday Nights 10:00-10:30 EST—9:00-9:30 in all other time zones

American Broadcasting Company

A NETWORK OF 216 RADIO STATIONS SERVING AMERICA

THE FM Department of NAB was established November 1, 1945, under the direction of an NAB-FM Executive Committee, with the president of FM Broadcasters, Inc., as chairman, and including three members of the FM Board of Directors and three members of the NAB Board of Directors. The Executive Committee is composed of Walter J. Damm (president, FM Board); John Shepard, 3d (FM Board); Wayne Coy (FM Board); Gordon Gray (FM Board); Paul W. Morency (NAB Board); Frank M. Stanton (NAB Board); and Leslie Johnson (NAB Board).

The Department was established as a result of negotiations between the NAB Board of Directors and the FM Board of Directors looking to the assumption by NAB of the duties

FM Department

From Report of ROBERT T. BARTLEY, Director,
FM Department

previously performed by FM Broadcasters, Inc. The purposes and objectives of the FM Department, as established by the Executive Committee, are as follows:

1. To seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities without the artificial barriers, restraints, and regulation now imposed upon it.

2. The issuance of three-year licenses to FM licensees.

3. The revision of the numbering of FM channels to begin with the highest frequency instead of the lowest in order that the numbering will be consecutive when the band is extended downward.

4. The use of joint program logs during the period of duplicate operation.

5. The use of joint call letters during the duplicate operation.

6. The revision of the six-hour minimum rule to eliminate requirement of three hours before 6.00 p.m. and three hours after 6.00 p.m.

7. The use of numerical instead of

frequency designations on FM receiving sets.

8. The compilation of information with respect to FM receiver sales.

To June 30, 1946 NAB had on two occasions appeared before the Federal Communications Commission and argued in behalf of the grant of additional channels for FM broadcasting so that it might develop in the public interest to its fullest potentialities without the artificial barriers, restraints, and regulations now imposed.

The first of these occasions was on the petition of Zenith Radio Corporation for the assignment of an additional band of FM frequencies in the 50 megacycle range. The brief filed by NAB set forth the need for additional FM channels and urged that the Commission reconsider its previous allocation and grant additional channels for FM development (See NAB Reports, January 23, 1946, pp 36-37).

Again NAB appeared before the Commission and urged the allocation of additional channels in connection with the Commission's proposal that one out of five channels be reserved for future applicants.

The Commission in both cases failed to extend the band. However the objective, as set forth by the Executive Committee, will be pursued at every opportunity.

In view of the several changes which have been made in the allocation by the Commission it does not appear to be appropriate to seek three-year terms for FM licenses as yet. However, the Department is prepared at the appropriate time to petition and urge the Commission to extend the license period to the fullest extent possible under the Communications Act of 1934.

With respect to Items 3 and above, the department sought and secured the cooperation of the Commission in the numbering of FM channels so as to provide for expansion of the band in the future without making obsolete the numbering of channels of the FM receivers first distributed. In addition, the manufacturers were urged to adopt the FCC channel numbering, and the vast majority of manufacturers have agreed to follow this suggestion.

With respect to Items 4 and 5, the department sought from the FCC and has secured authority for stations operating both AM and FM stations to maintain single program logs on a joint basis during the periods of simultaneous operation and to authorize the use of joint call letters for both standard and FM channels.

With respect to Item 6, the department sought relief from the inflexible rule that FM broadcast stations be required to operate three hours before 6:00 p.m. and three hours after 3:00 p.m. While the Commission retained the rule in its existing form it was explained that should some special occasion arise when the public interest would be served by a station's operating at hours other than those specified, the Commission would look with favor on petitions for relief in that specific case.

(Continued on Page 16)



WSBT

is really an old-timer in the South Bend, Indiana market. WSBT has won the confidence of its listeners through a quarter-century of friendly service. People like WSBT—listen to it faithfully. A terrific "Hooper" proves it.

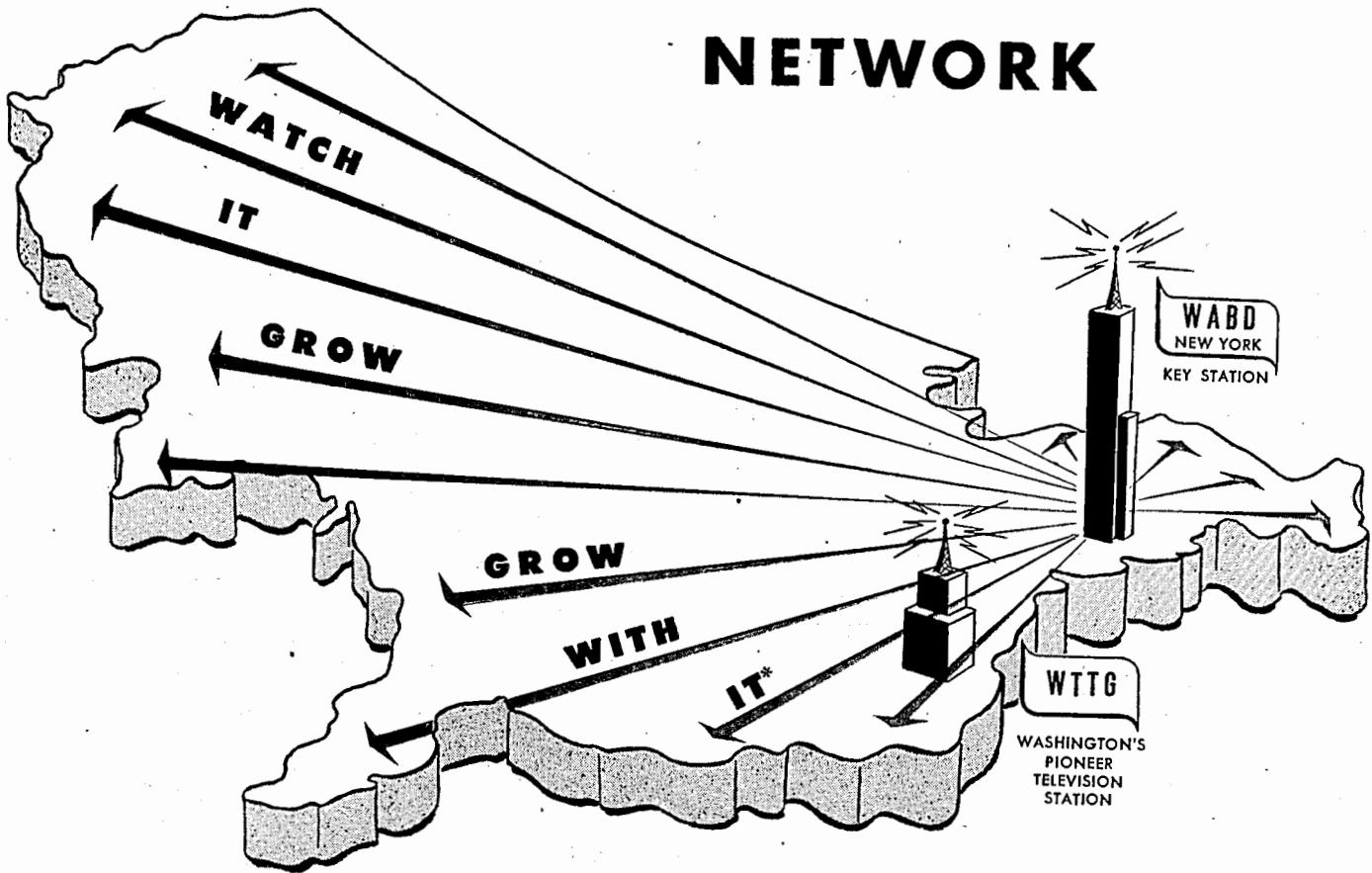
960 KILOCYCLES
1000 WATTS
COLUMBIA NETWORK

WSBT

SOUTH BEND

Paul H. Raymer Company • National Representatives

DU MONT TELEVISION NETWORK



*Your inquiries are earnestly solicited.
May we explain how Du Mont's plans
may be useful and profitable to you?

TELEVISION BROADCASTING DIVISION
OF THE
ALLEN B. DU MONT LABORATORIES, INC.
515 MADISON AVENUE . . . NEW YORK 22, N. Y.

RADIO DAILY

SOUTHWEST

CHARLES BLATHROPE, manager of KABC, San Antonio will leave this week for a business trip to New York City. Bill Micheals, assistant station manager to Miami where he will broadcast a play by play account of the TCU-Miami game for Texas listeners for the Humble Oil Refining Co.

Thomas D. Rishworth, former manager for NBC program package sales has assumed duties as director of the Radio House of the University of Texas at Austin.



Broadway Bulletin Board . . . !

• • • For the first time since he's been on the air, Fred Allen is leading the pack with a rating of 25.6. You'd think the guy would be excited, but if he is, he's as quiet about it as a Dodger fan during the World Series. His comment to a pal was: "So what? Where can you go from there? You can only go down!" . . . Theodore Samuel Williams has almost as many movie and vaude offers as home runs. . . . Latest predictions of radio biggies are that it will be at least 3 years before television sets can be manufactured to retail for less than \$200. . . . Insiders predicting that Bing will return to live broadcasting after the first of the year, which strikes us as just so much eyewash. . . . With the meat shortage easing, Jackie Kelk now finds his butcher willing to talk chop. . . . Most pessimistic gent in town over conditions in Germany is Ben Grauer, just back from observing events at the peace table. . . . The Sammy Kaye-Victor feud patched up, with Sammy getting free hand in choice of numbers to record. . . . The Korn Kobbler wind up a four-year engagement at Roger's Corner the end of this month to start a country-wide tour. . . . After 11 years of wedded bliss, the Earl Mullens expect their first nod from the stork in April.

☆☆☆

• • • LOUIS SOBOL, writing in True mag about Lindy's fabulous eatery, quotes Zero Mostel's philosophy on the subject. "Broadwayites start eating in Lindy's to prove they've arrived. Then they move to the Plaza or Waldorf or Colony to prove that Lindy's isn't the only place they know. Finally they come back to Lindy's to prove they've reached the stage of influence and affluence where they don't have to worry about proving anything."

☆☆☆

• • • THE MORNING MAIL: "I was greatly interested in your remarks on Jos. W. Conn's gadget that cuts commercials at the clap of a hand," writes C. J. Lafferty, Jr., of Chestnut Hill, Mass., "and from here on in, I'm biting the hand that feeds me. It encourages me to find that the legion of commercial haters is growing. The rapid development of this group—highlighted by the anti-commercial satires of men like Fred Allen and Henry Morgan; by the articles of men like John Crosby; by the concurring opinions of men like yourself—is climaxed by Conn's invention. What a bright future these events predict for the listening audience; You are correct when you say that someone must pay the freight and I agree with you that the man who pays has a right to be heard. But I take exception with the manner in which the sponsor expresses himself. The outstanding example of pernicious radio advertising is Lucky Strike's. Another example is the Home Diathermy squib which appears to last a good three minutes, not counting the time it takes to enumerate the ills the treatment claims to cure. And you might add to this list the intermission talks on some of the Sunday symphonies, as typified by the Ford program of not so many years ago. The obvious question at this point is: 'Should radio advertising be eliminated entirely?' a question which you have raised, indirectly, in your col'm. The sponsorship method, undoubtedly, results in a better and more varied diet of radio entertainment. But there is, very clearly, a great need for raising the standards of radio advertising. Up to this point, not even the growing resentment of listeners, nor even the satires nor the col'ms have had much effect on the quality-be-damned advertising standard. But the thing that might influence the sponsor would be Conn's Cancellers selling at the rate of hot cakes. So I hail Conn's Cancellers as a great contribution to the listener's comfort, and I hope he makes a million out of his invention."

☆☆☆

• • • THUMB-BITS: W. Winchell: Par-formance. . . . Mel Blanc: Voice Precedent. . . . Earl Wilson: Innocent Bra-stander Judy Canova: Laff of the Party-hee. . . . Carl Brisson: Smile-encholy Dane. . . . Peter Donald: Allen's Ally. . . . Buddy Lester: Laff-wit. . . . Beatrice Kay: Ha-Ha't Stuff.

WEVD
5000 WATTS 1330 KC.
ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD
WEVD—117 West 48th Street, New York, N. Y.

RADIO'S
FIRST
REPRESENTATIVE

**WILLIAM G.
RAMBEAU CO.**

SUITES 1328-29-30W
PALMER HOUSE
CHICAGO

NEW YORK — CHICAGO
LOS ANGELES

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

Exclusive!
CUBS
BASEBALL
1944, '45-'46 and '47 foot!
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

AD GLIBS
by DAVID O. ALBER

I stuck my neck out last week and it's still intact, so here goes with some more sour gripes.

It seems incredible, in this day and age, that performers have to hang around for repeat shows.

The repeat seldom if ever matches the first show in quality. The artists are tired. They lack the spark of the first show. What's more, they resent having to do the same show over again. If an audience is needed, it's tough to fill the studio because of the late hour.

It's so simple to record the first show and play it back for the western network. What time and effort it would save!

The crystal ball tells me that a year from now, live repeats will probably be as old-fashioned as crystal sets.

Any objections?

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity

654 Madison Ave., N. Y.
RHinelander 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9469

the man who came to dinner

— and stayed for eighteen years



EIGHTEEN YEARS AGO— about seven years after we first began pushing sound out of this station— a not-very-enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into space? Buy something he couldn't SEE— FEEL— COUNT the pages of? Well—he would! And he did! And he's used WOR for 18 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we've said so much about. Flanking it is the story of a maker of bread who also has used WOR for 14 years.

Presently a considerable number of smart people came to stay with us.

Eight of them have profitably used WOR for 15 years. Another man has had us coast his entertainment into the greatest group of markets in America for 13 years— two others for 12 years— two for 11 years— three for 10 years— seven for 9 years— six for 8 years— twenty-five for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells a lot of things— fast— at low cost— to more people— more often.

WOR

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

MUTUAL



"WBAL, I PRESUME"

WBAL's powerful voice pops up all over the place. And that means coverage.... for you.

Here's the WBAL story quickly: More listeners —thanks to better programming. Far reaching, thanks to 50,000 watts.

And that isn't all. There's more to advertising over WBAL than meets the ear. An alert merchandise department ties up programs at point-of-sale.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.



'Who's Who' of NAB Staff

(Continued from Yesterday's Issue of RADIO DAILY)

Ben Miller

Latest addition to the staff at NAB headquarters is Ben Miller, who will work under Charles A. Batson, director of information.

Miller joins NAB after three and one-half years of service in the Army. Released from service with the rank of captain, he had served for over a year in the War Department Bureau of Public Relations. In the bureau, he was assigned to the Radio Branch, Army Service Forces Group.

He went into the Army in the summer of 1942 after several years of station and advertising agency experience.

After seven years with Young & Rubicam in New York, Miller went into the station field. At Y&R he worked on "We the People" as a research man and writer. From the agency he went with the newly-former WPID and helped open that station in Petersburg, Va., holding the post of program director. His next position was at Augusta, Ga., with WGAC, also as program director. He



left WGAC in the spring of 1942 and shortly thereafter became a member of the nation's Armed Forces.

Arthur Stringer

Arthur Stringer, promotion specialist, joined the staff of NAB in August, 1939, during the presidency of Neville Miller. He was assigned to the public relations department.

Mr. Stringer, a resident of Chicago, has had a long and extensive career in radio promotion. He began work as a member of the advertising department of the Chicago Tribune. He was at one time associate director of Gorgas Memorial Institute. In 1926 he became publicity director for the first New York and Chicago Radio Shows and during their existence was a leading factor in their successful exploitation. For a short period, he was engaged for special promotional work by WLW-WSAI. In recent years he has engaged in private consulting promotional work. He is a graduate of the University of Michigan.



Miss Lee Hart

Miss Hart reported to the NAB as assistant director of Broadcast Advertising on January 19, 1946.

She had previously been appointed by NAB to serve as radio director for Joske's of Texas during the study of Broadcast Advertising for Retailers conducted jointly by the store and NAB during 1945. In that year she worked closely with store executives and five radio stations in a project which has been termed the most intensive study of radio advertising by a retailer.

As assistant director of Broadcast Advertising Miss Hart is in charge of the retail section of the department and has spent most of her time during 1946 in the preparation of the Joske report, Radio for Retailers.

Miss Hart entered the retail field in the early 1930's.

In 1935, she joined the staff of WOW-WGL, Fort Wayne, and for the following nine years obtained extensive experience in writing, producing and announcing radio programs. She was women's program director and specialized in building and producing programs for retail advertisers.

Born in Hicksville, Ohio, Miss Hart holds a bachelor of science degree from Northwestern University. She also studied at the Ohio State University's School of Journalism.

FM Department

(Continued from Page 10)

With respect to Item 8, set distribution has not as yet reached the point where a breakdown of information would be of any assistance. The problem however, has been thoroughly discussed with the Radio Manufacturers Association, and we understand that when distribution reaches a somewhat higher volume, RMA will undertake to supply the FM broadcasters with adequate information.

The department is maintaining close watch on this situation and should the need arise will seek the direct cooperation of manufacturers in supplying to NAB the distribution figures which would be of value to FM broadcasters.

In addition, the department has been a clearing house for information for FM licensees, for FM applicants and others interested in FM broadcasting. It has assisted in planning station promotion of FM, has maintained a close scrutiny of and taken appropriate action on all developments which would affect FM broadcasting.

This section of the report does not cover general activities of NAB, all of which are geared to the general welfare of the broadcasting industry as a whole.

Everett E. Revercomb

Everett E. Revercomb, who joined NAB in June, 1943, to enter the service, has returned to resume his duties as auditor. He was recently released from the Navy with the rank of Lt. j.g., having entered as an Ensign. During his period of service he was attached to the Office of Naval Communications.



Charles A. Batson

Charles Batson was named director of information of NAB in March this year on recommendation of Kirby, then NAB counsellor in public relations.



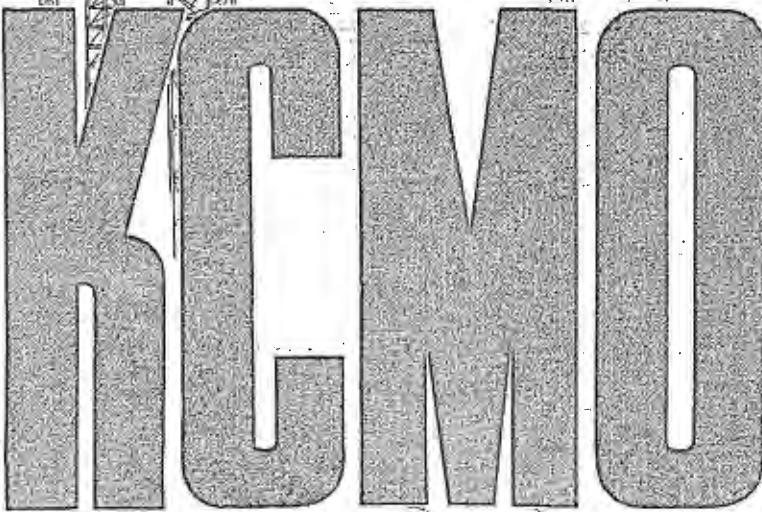
Mr. Batson was released last spring from the Army where he had the rank of major. He served with distinction in ETO and North Africa in Italy. Going in the original No.

African invasion, he became a radio public relations officer. Shortly thereafter, he and Major A. M. Warfield set up the first system of voice casting, by which means war correspondents filed their copy over radio circuits to New York. Major Batson was one of the first to use the recorder for front line combat reporting which was introduced by Kirby in North Africa in 1943 when he was Chief of the Radio Branch of the War Department. Batson wrote and produced many memorial broadcasts, including the North African portions of the Army Hour. Upon relief from two years duty overseas he was named Executive Officer of the Radio Branch in the War Department.

Mr. Batson is a graduate of Furman University. He had a wide experience in radio station operation, as a program manager, news editor, and special events man, before entering the Army in 1941.

(Continued on Page 20)

KCMO is up to something!



KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE... JOHN E. PEARSON CO.

Full Schedule

NORTHWESTERN U. COLLEGE FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

...More

MAIN STREET

News...

United Press has 78 radio news bureaus in this country, operating at key points in every one of the 48 states.

These bureaus cover their vicinities for the people who live there.

This they do through their own staffs and through some 3700 special correspondents, all carefully chosen for their ability as news-getters and news-writers.

Thus U. P. delivers—besides international and national news—an unmatched amount of regional, state and even local news. The U. P. radio news report carries more "Main Street news" than any other service.

The way listeners are devouring this regional news coverage proves what a hit it is.

And shows again the reason for U. P.'s leadership—foremost because it offers most.

United Press

The **TALENT** — For Superior Showmanship

The **POWER** — For Superior Coverage

The **KNOW-HOW** — For Superior Entertainment

Kenna Koch, Director of Farming Activities. A farmer's farm as well as college training and full backing of University of Kentucky Experiment Station and Central Kentucky County Agents. Will direct two half hour shows daily in addition to numerous field trips.



Dewey H. Long, General Manager and Sales Manager. Former head of WLW Chicago Sales office — WSAI General Manager. Commercial Manager of WPT — Southeastern Representative Columbia Broadcasting System.



Phil Sutterfield, Assistant Manager and Program Director. Nine years of Sports Announcing and Program Directing. Former WHAS Sports Announcer. Handles all University of Kentucky football and basketball games.



Forrest Wulverton, Captain of "1300 Club" from 8:00 A.M. to 9:00 A.M. daily. Former WHAS man who can sell any product when turned loose with a microphone.

Royce Woodward, Chief Engineer. Fifteen years Planning and Designing Engineering including stint with WLW Staff.



THAT'S

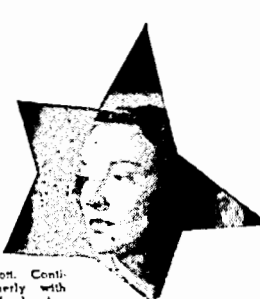
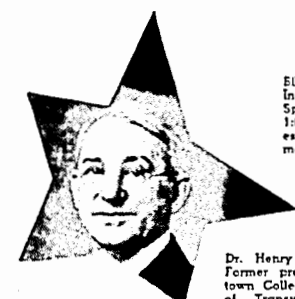
WKLX

Jack Felsabend, Organist. Formerly network organist. All set to play seven organ shows per week for WKLX in a manner that only Felsabend can play.



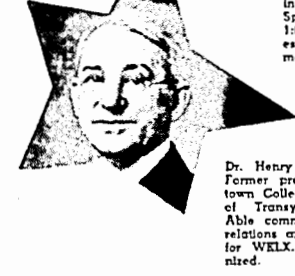
LEXINGTON, KENTUCKY'S
NEWEST and
MOST POWERFUL
RADIO STATION

Bill Moore, Earliest Disc Jockey in radio. Conductor of "WKLX Sports Parade" every day from 1:00 P.M. to 3:00 P.M. Already established sports and disc man in south and midwest.



Lucy Marshall Elliot, Conquity Head. Formerly with WWDC as well as broadcasting among the Agencies and scripter for many network shows.

Claude Sullivan, Director of News and Special Events. Formerly with WAVE and WNOX. Local people are already standing in line for Sullivan's newscasts.



Dr. Henry Noble Sherwood, Former president of Georgetown College, now chancellor of Transylvania University. Able commentator on foreign relations and domestic affairs for WKLX. Nationally recognized.

Sara Dean, Director of Women's Features. One of the smoothest and most persuasive voices in radio with plenty of commercial radio experience to back it up.



1000 WATTS
ON 1300 KC
TO DO A
BETTER JOB
IN THE BLUEGRASS.

PROGRAMED IN
A MANNER THAT
WILL HAVE THE WHOLE
INDUSTRY TALKING!

Here Are The "FOUR FREEDOMS" of WKLX

★ FARMING

Most extensive farm coverage ever attempted in Central Kentucky. Portable recording units to be taken into field for first hand accounts of farm activities in addition to two half-hour shows daily. University of Kentucky Department of Agriculture and Experiment Station are enthusiastic backers. All County Agents have pledged 100% cooperation.

★ NEWS

Whether it is International, National or Local in scope, WKLX will have it, every-hour-on-the-hour from 5:00 A.M. thru midnight with no exceptions. Full time news staff of seven people will gather and prepare all newscasts with any eye toward perfect coverage of Local, International and National coverage.

★ SPORTS

Most revolutionary sports coverage known to industry. All race results, scores and complete sports coverage on "WKLX's Sports Parade" from 1:00 P.M. to 3:00 P.M. daily, including good music and answers to requests. All University of Kentucky football and basketball games will be broadcast by direct wire, no matter what the distance or cost. WKLX staff includes three full time sports announcers.

★ GOOD MUSIC

And by good music, we have in mind everything from heavy classics through the jitterbug category with broadcasts in the best listening hours. Come what may there will be no "slicing off" of musical selections. At least, long-suffering listeners should be pleased.

A More Powerful Station — Giving Better Entertainment

Now Available for Co-operative
Sponsorship... **"THE GREEN HORNET"**

Another proven network favorite by
the producers of "The Lone Ranger"

THE GREEN HORNET

An already established network show — "The Green Hornet", now being aired by the American Broadcasting Company each Sunday afternoon — has thrilled coast-to-coast network audiences for seven years. Two "Green Hornet" motion picture serials proved to be second in popularity only to "The Lone Ranger" movies, topping every other serial produced prior to that time. "Green Hornet" comic books have been favorite sellers since they hit the news stand in 1940.

All new and timely half-hour dramas—each complete in itself, "The Green Hornet" programs are thrill-packed, drama-filled, mystery adventures with assured appeal for the entire family.



CENTRAL BROADCASTING CORP.

Owners—WFLM, Flint, Mich.

Managers of The Lone Ranger and

THE GREEN HORNET

1800 Stroh Bldg., Detroit 26, Mich.

Station Analysis

(OCTOBER 1, 1946)

	Stations as of Oct. 1, 1946	NAB Membership Sept. 27, 1946
Clear Channel:		
Unlimited (50kw)	47	40
Part-time (50kw)	4	4
Unlimited (5 to 25kw)	34	25
Part-time (5 to 25kw)	4	2
Regional Channel:		
Unlimited	282	243
Limited and Day	49	31
Part-time	14	7
Local Channel:		
Unlimited	498	369
Day and Part-time	24	11
Total Commercial, Operating in		
Continental U. S.	956	732
Non-Commercial	35	4
Territorial-Operating	16	11
Construction Permits	336 (9 Ter.)	86 (2 Ter.)
Total Standard Broadcast Stations.	1343	833
Frequency Modulation		35
Television Stations		2
Total NAB Stations		870
Networks		3
Associate Members Other Than AM-CP (See Above)		206
Total Membership in NAB		1079

Who's Who of NAB Staff

(Continued from Page 16)

Bryce Rea, Jr.

Bryce Rea, Jr., attorney for the NAB, joined the legal department of the organization on May 8, 1946.

Prior to his present position, Mr. Rea served with the U. S. Navy as a reserve officer from 1944 to 1946, commanding minesweepers in the Gulf of Mexico, the Caribbean Sea and the Atlantic Ocean. He was attorney on the staff of NAM in 1943-44, after serving as law clerk in the office of Chief Justice D. L. Groner, United States Court of Appeals.

Born in New York in 1918, Mr. Rea was educated in the public schools of Long Island, N. Y., Washington and Lee University, Queens University, Ontario, and New York University.

He was editor, Washington and Lee Law Review, 1940-41, and editor, American Law Book Co., publisher of *Corpus Juris*, 1941-42.

Mr. Rea is married to the former Miss Isabel McClintic of Midland, Tex. Mr. and Mrs. Rea are the parents of a son, Charles Bryce, and make their home in Falls Church, Va.



organization two years later, but continued his work as producer, master of ceremonies and promotion man. In 1938, he became sales manager of a new station, WHMA, Anniston, Ala., and the following year became general manager of another new outlet, KXOK, Sweetwater, Tex. He later returned to WHMA as general manager, leaving in 1942 to open another new station, WHIT, New Bern, N. C.

Mr. Brown joined WFOY as general manager in 1942, and remained with the station until he joined NAB.

He is married to the former Miss Eloise Sigrest. The Browns are parents of two children.

Ivar H. Peterson

Ivar H. Peterson, assistant director of the employee-employer relations department joined the NAB on February 4, 1946. He resigned from his position as assistant general counsel, NLRB, to take his present position.

Mr. Peterson was employed by the Attorney General's Survey of Release Procedures, Department of Justice, as legal assistant in 1936.

On July 1, 1938, Mr. Peterson became an attorney with NLRB, and subsequently held various legal positions with the board; attorney in the Review Section, attorney in the Trial Examining Division, legal assistant to Chairman Harry A. Millis in 1941, senior and principal supervising attorney in the Review Section from September, 1941 to September, 1943. He was appointed assistant general counsel in charge of Review Section in 1943.

Mr. Peterson was born in Nykarleby, Finland, July 15, 1911. He came to the state of Washington in July, 1917. He graduated from Washington State College in 1933 and received his LL.B. from Duke University Law School in 1936.

Married to the former Elizabeth T. Lupton of Pittsburgh, Pa., the Petersons now reside in Arlington, Va.

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J. Allen Brown

J. Allen Brown resigned from his position as general manager of station WFOY, St. Augustine, Fla., to join the National Association of Broadcasters as assistant director of Broadcast Advertising. In his present position, Mr. Brown is in charge of the small market stations division.

Entering radio in 1933, Mr. Brown's first experience in the industry was as producer-announcer with station WJBY, Gadsden, Ala. He moved to the sales staff of the



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Rest Your Feet
at
THE
SKYWAY
SUITE

(THE STEVENS)

CONVENTION HEADQUARTERS

AP-PA

OLIVER GRAMLING

Assistant General Manager

Room 2306-A

Phone: Wabash 4400

Please Visit Our
NAB Headquarters
Room 1350W Palmer House
Joseph Hershey McGillvra, Inc.
Advertising Representatives for Radio Stations

Sorry

But we have been so busy producing our two new musical transcribed open-end shows, that we have had no time to prepare pretty pictures and beautiful layouts to advertise them in this issue. Instead, we ask you to listen to them in Room 804 at the Palmer House, during the NAB Convention. We guarantee you something new and different in syndicated programs when you hear.

“THE FAMILY ALBUM”

Starring Gene Jones, The Girl Friends, Don Hicks, and Hal Freede. Gene (who does a daily CBS show) sings all the old favorite tunes with a new zest, aided by The Girl Friends. Don Hicks at the piano contributes some startling and unusual modern arrangements for the vocalists, which would easily land some of these old time favorites in any “hit parade”. And Hal Freede really makes the Hammond “talk”. Room has been left for opening, middle and closing commercials—but the middle spot is an instrumental number so it may be used as such if desired, instead of fading behind commercial. 78 1/4-hour programs are available, and we expect to produce 260—possibly more. The other series in production is

“GLORIA CARROLL ENTERTAINS”

Too bad we can't show you a picture here of lovely Gloria. She not only makes you gasp “Hubba, Hubba”—her singing is also out of this world. Let the bobby-soxers swoon. We guarantee that Gloria's sultry, seductive voice will drive the male audience positively nuts! With her, as she sings the best of all the show and popular songs, is an instrumental trio as hot as the center of an atomic bomb, which has been estimated at something like ten million degrees Fahrenheit. Piano, bass and guitar—with each man playing as though he had six hands! Also 78 1/4-hours, with 260 anticipated.

P. S. If you are not going to attend the NAB Convention, we suggest that you write or wire our distributors for audition samples and costs for your market.

GUILD PRODUCTIONS of AMERICA **NEW YORK CITY, N. Y.**

Distributed Exclusively By

KASPER-GORDON, Incorporated, 140 BOYLSTON STREET
BOSTON 16, MASS.

In Room 804 at the Palmer House during the NAB Convention, you will also find: The two most successful Christmas toy department promotions and programs in the world (“ADVENTURES IN CHRISTMASTREE GROVE” and “SANTA'S MAGIC CHRISTMAS TREE”); the ONLY half-hour transcribed version of “A CHRISTMAS CAROL”, signed last season by more than 100 stations and sponsors; “CONGRESS ON THE AIR”, the ONLY program of its kind, live or transcribed; “THE THEATRE OF FAMOUS RADIO PLAYERS”, Hollywood-produced half-hour dramatic series with radio's top dramatic network talent, “EAT-ITORIALLY SPEAKING”, something new in a food show; and other proven programs that help stations to sell time and produce results for sponsors. Also—a new portable playback machine, light, compact, excellent tone quality, plays 33 1/3 and 78 RPM, up to 16-inch discs.

Remember Room 804 --- at the Palmer House

Du Mont Tele Equipment Shown In Detroit Exhibit

Detroit will have what is believed to be its first actual television broadcast this week as one of the highlights of the 10-day Post War Products Exhibition, which opened at Convention Hall Saturday for 10 days.

Exhibit, which displays practically every type of home product made since the end of the war, will offer an expected million visitors a chance to see their first video program as arranged by WWJ and the Allen B. Du Mont Laboratories. Several Du Mont receivers have been installed in Convention Hall, and all equipment used in the demonstration has been provided WWJ by Du Mont. Transmitter, which is located on the tower of the Penobscot Building, and other equipment, including two image orthicon cameras, was flown to the Motor City over the week-end.

ABC Web Adds 2 Outlets

Two new stations will become affiliates of ABC on November 1, raising the total number of outlets to 220. Station KVOS, Bellingham, Wash., joins ABC as a Pacific Coast supplementary on a full time basis with 250 watts on 790 kc.; WRTA, Altoona, Pa., becomes a network affiliate as basic supplementary full time with 250 watts on 1240 kc.

Where To Go In Chicago

THEATERS

- "REMEMBER MAMA" at the Studebaker Theater, 418 S. Michigan Ave. (Gen. 8240). Mady Christians heads the company of this John Van Druen masterpiece here from a two-year Broadway run.
- "OKLAHOMA!" at the Edinger Theater, 127 N. Clark (Sta. 2450). A return engagement of the perennial musical hit of Americana with Peggy Engel, Dorothea MacFarland and James Alexander, key characters.
- "DREAM GIRL" at the Selwyn Theater, 180 N. Dearborn (Gen. 8240). Judy Parrish has the title role in this new Elmer Rice comedy with Richard Widmark and Ann Andrews.
- "STATE OF THE UNION" at the Blackstone Theater, 7th near Michigan (Har. 8880). Top new play of the year with Judith Evelyn, Ned Hamilton and James Rennie, written by Howard Lindsay and Russel Croese.
- "HARVEY" at the Harris Theater, 170 N. Dearborn St. (Gen. 8240). Joe E. Brown plays the lovable alcoholic in this very famous Mary Chase comedy, produced by Brock Pemberton.

HOTELS

- BULEVARD ROOM, Hotel Stevens, 7th and Michigan (Wab. 4400). Featuring Clyde McCoy and his orchestra and a Dorothy Jordan production with name acts.
- MARINE DINING ROOM, Edgewater Beach Hotel, 5300 Sheridan Road (Long. 6000). Henry Brandon's music-Dorothy Hill's production nightly at 8.
- CAMELLIA HOUSE, Drake Hotel, Michigan and Walton (Sup. 2200). Bob McGraw and his orchestra.
- EMPIRE ROOM, Palmer House, State and Monroe (Gran. 7500). Freddy Nagel and band, Evelyn Knight, and her new revue.
- GLASS HAT, Congress Hotel, Michigan at Congress (Har. 4800). Milt Roth and his orchestra.
- MAYFAIR ROOM, Blackstone Hotel, Michigan at 7th (Har. 4300). Ultra-chic magnificence.
- BISMARCK HOTEL, Randolph and LaSalle (Gen. 0220). Sherman Hayer and his orchestra in the Walnut Room with revue; New Tavern orchestra in the Tavern with featured acts.
- BLACKHAWK RESTAURANT, Randolph and Wabash (Ban. 2822). Saxie Dowell and his orchestra, plus other entertainers. (Loop).
- SHERMAN HOTEL, Randolph and Clark (Gra. 2100). Louie Prima and his orchestra in the Panther Room. (Loop).

NIGHT CLUBS

- CLUB ALABAMA, 747 Rush (Wbl. 0000). Flaming crater dinners and sizzling shows. (Gold Coast)
- BAND BOX, 1150 North Clark St. All-girl shows are featured seven nights a week.
- FRENCH CASINO, 641 N. Clark Street. Very intimate theater-restaurant starring an international company of beautiful girls.
- PLAYHOUSE, 550 N. Clark (Wbl. 0015, 0016). Oldest of Chicago's risqué centers.
- SO-RO CLUB, 1124 W. Madison (Can. 0200). Intimate revues of the girls—meee pattern.

- 600 CLUB, 600 S. Wabash Avenue, Chicago's most famed coffee element now reopened with an elaborate company of beautiful girls and comedy monologue.
- CLUB THROCADERO, 525 S. State Street (Wab. 1850). Close to loop night affairs and noted for sophistication.

RESTAURANTS

- A BIT OF SWEDEN, 1015 Rush St. (Delaware 1402). A typical old 18th century inn serving hot and cold delicacies from their famous Smorgasbord.
- AGOSTINO'S RESTAURANT, 1121 N. State St. (Delaware 9802). An attractive restaurant and bar with novel marine decorations.
- CAFE BOHEMIA, Clinton and Adams (And. 8440). Unusual entrees and wonderful cooking make this spot a rarity.
- CAFE DE PARIS, 1260 N. Dearborn (Wbl. 5020). Outstanding gourmet rendezvous for magnificent menus and cocktails.
- 885 RESTAURANT, 885 Rush (Del. 0885). Smart, with notable cuisine of enviable reputation. (Gold Coast)
- EITEL'S, in the Field Building, 130 S. Clark St. (Franklin 2605). A distinguished restaurant, serving fine food in delightful surroundings.
- EITEL'S OLD HEIDELBERG, Randolph St. near State St. (Franklin 1802). Enjoy real food, music and entertainment in the Main Dining Room and Rathskeller.
- BLUE DANUBE CAFE, 500 W. North (Mich. 5088). European mood and music by Bela Babai's Hungarian gypsies. (North)
- CUBAN VILLAGE, 715 W. North Ave., Latin-American atmosphere and south of the Border revues. (North)
- DON THE BEACHCOMBER, 101 E. Walton (Sup. 8812). South sea scenery, rum-based cocktails and excellent Cantonese cuisine. (Gold Coast)
- IVANOFF, 3000 N. Clark (Gra. 2771). England in the 13th century, catcombs, wine cellars, etc., but modern musical fare. (North)

SIGHTSEEING TOURS

- CHICAGO SIGHTSEEING CO., for tours and prices, call Har. 8847.
- GRAY LINE SIGHTSEEING CO., for all information and reservations, call Fra. 3341.

HORSE RACING

- HORSE RACING, Hawthorne Park Meeting. 8 races daily, beg. at 2:15 weekdays; 2:00 Saturdays; Ladies Day every Monday.

BOWLING

- CHICAGO ARENA, Eric, McClurg and Ontario Sts. (Del. 8500). Brunswick streamlined alleys.

ICE SKATING

- CHICAGO ARENA, Eric, McClurg and Ontario St. (Del. 8500). Indoor ice skating: afternoons 2:30, evenings 8:30.

BALLROOMS

- ARAGON BALLROOM, 1100 Lawrence Avenue, Dick Jurzens and his orchestra.
- TRILANON BALLROOM, 6201 S. Cottage Grove Ave. Art Kassel and his orchestra.

BURLESQUE

- STAR & GARTER THEATER, Madison at Halsted (Ches. 0200). Burlesque and vaudeville varieties daily from 11 a.m. New show every Friday and a midnight show every Saturday.

WCAU Sets Capron As Director Of News

Philadelphia—Paul Capron, veteran newspaperman, recently associated with Philadelphia Record has been appointed director of news at WCAU succeeding J. T. Connolly who will shortly become the station's new program director according to an announcement by Dr. Leon Levy, president of the station. Capron has been actively engaged in the newspaper business since 1929 when he resigned from West Point after 18 months as a cadet. A veteran of World War II Capron joined the Army in 1940 as private went to OCS and rose to the rank of major at the time of his release to inactive duty.

WABC Appoints Ellwell To Program Operations

William Edward Ellwell has been named WABC manager of program operations, succeeding Henry Untermyer who was appointed special events director recently, it was announced yesterday by General Manager Arthur Hull Hayes. Ellwell has been a program director since he joined WABC 17 months ago.

For four years prior to joining WABC, he worked in radio as assistant supervisor of announcers, an announcer and musical director of several Eastern stations. He served on the Executive Council of the Overseas Division of the U.S.O. as an associate program director.

Murry Harris Joins WEAF

Murry Harris, from 1937 through 1941 a script editor of NBC, he joined WEAF to handle field exploitation, it was announced yesterday by James M. Gaines, manager.

ATTENTION BROADCASTERS

For Dramatic Sound Effect Records . . .

use the

MAJOR CATALOG!

Write for your copy today!

THOMAS J. VALENTINO, Inc.
1600 Broadway New York, N. Y.

Our Convention Headquarters Are in the **PALMER HOUSE**

JOHN BLAIR & CO.
REPRESENTING LEADING RADIO STATIONS

FOR JOE & COMPANY

National Radio Representatives

New York • Chicago • Los Angeles • San Francisco
Philadelphia • Washington, D. C. • Pittsburgh

At Congress Hotel for N.A.B. Convention

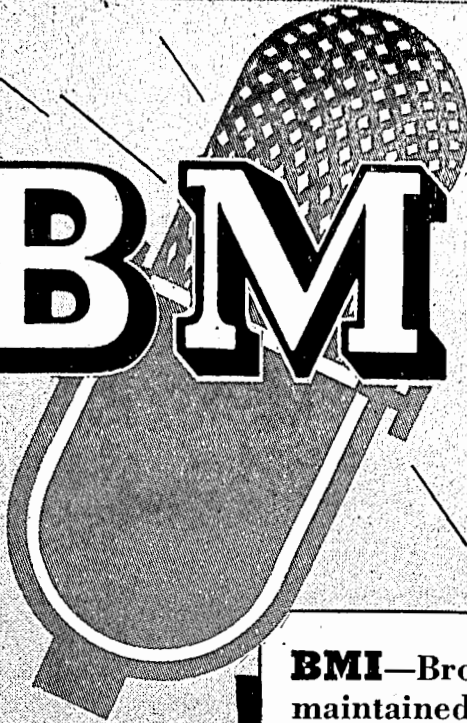
Serving more

Local and National Spot Advertisers than any other Chicago Station

W-I-N-D

560 Kc. 5000 WATTS

WHEN IT'S **BMI** IT'S YOURS



BMI—Broadcast Music, Inc.—was established, maintained and operated by and for the broadcasting industry.

It is managed by a Board of Directors elected by the broadcasting industry and functions solely in your interest as a broadcaster.

Every bit of music in the BMI catalogue is your music . . .

Every service provided by BMI to broadcasters is your service . . .

Every BMI song performed on radio is your song . . .

When you attend the NAB Convention of 1946, make it a point to consult with your BMI people. ROY HARLOW and his staff of BMI Field Men—RALPH WENTWORTH, GLENN DOLBERG, AL MARLIN, LINN PATTEE, JIM COX—those men who are working for you, the broadcaster, will be there with you.

BMI CONTINUES ITS AMAZING GROWTH

- BMI, which had enough music for the entire needs of broadcasters in 1941, today has increased its repertoire of performable music by more than 400%.
- BMI service, too, continues with amazing progress. To the broadcaster, the performing artist, to every user of music, BMI consistently adds Extra Service.

AN INVITATION
You are cordially invited to visit
the BMI Exhibit
On the 4th Floor Exhibition Hall
in the Palmer House, Chicago
at the NAB Convention
October 21 through October 24

BROADCAST MUSIC INC.

NEW YORK • CHICAGO • HOLLYWOOD

★ Engineering Department ★

Report of JAMES J. MIDDLEBROOK, Director of Engineering

SAN FRANCISCO

THE Engineering Committee, composed of 23, has a member from each of the 17 NAB Districts and six members who also comprise the Executive Engineering Committee. The District members are chosen by the Directors of the Districts, and are designated District Engineering Chairmen. The Chairman and the members of the Executive Committee are appointed by the NAB president. The term of office is for the interim between National Conventions.

Members of the 1946 Executive Engineering Committee are: G. Porter Houston, Chairman, WCBM, Baltimore, Md.; J. B. Fuqua, WGAC, Augusta, Ga.; Karl B. Hoffman, WGR, Buffalo, N. Y.; W. B. Lodge, CBS, New York, N. Y.; E. C. Page, MBS, New York, N. Y.; O. B. Hanson, NBC, New York, N. Y.

Members of the 1946 Engineering Committee are: Richard Blackburn, WHTT, Hartford, Conn.; Frank V. Bremer, WAAT, Newark, N. J.; Louis E. Littlejohn, WFIL, Philadelphia, Pa.; J. D. Bloom, Jr., WWL, New Orleans, La.; Lester H. Nafzger, WBNS, Columbus, Ohio; Oscar C. Hirsch, WKRO, Cairo, Ill.; Mark Bullock, KFAB, Lincoln, Neb.; K. W. Pyle, KFBI, Wichita, Kans.; Frank Jones, KGKL, San Angelo, Texas; Robert Owen, KOA, Denver, Colo.; George Greeves, KPO, San Francisco, Cal.; Ralph G. Denechaud, KECA, Los Angeles, Cal.; Louis S. Brook-walter, KOIN, Portland, Ore.

The major project of the NAB Engineering Department during the past year has been the preparation of the new NAB Engineering Handbook. The old engineering handbook was first published in 1935, with supplements and revisions in 1938 and 1941.

The original handbook and the two supplements thereto represented an effort to gather formulae, curves, and data of value to broadcast station engineers, not readily available from other sources. Since the original issue of the handbook, much of the material it contained has become generally available in other publications.

In recent years, there has been a vast increase in the amount of technical information published and generally made available. The Executive Engineering Committee, in planning the new handbook, has recognized this trend and, therefore, felt that the new edition, to be of maximum value to operating engineers, should represent, insofar as possible, a gathering together within one cover of previously published material pertinent to broadcast station construction and operation. In other words, the value of technical information already published could be considerably enhanced by making it readily available to broadcast engineers.

In addition to the previously published material, the industry has been canvassed for original technical papers of value to broadcast engineers. Obviously, it is impossible to gather such a great mass of technical writing into a single volume and, to solve this limitation of space, an extensive bibliography has been prepared of technical papers which are readily available in other publications. Only after this editorial work was well underway did the magnitude of this project become apparent to the committee and to the Director of Engineering. The vast amount of work to be done and the necessity of using an editorial committee in order that the handbook should not represent the opinions of only one man, has delayed the publication date far beyond the original objective. However, it is believed the enhanced value of the new handbook will more than justify the unexpected publication delay.

The Broadcast Engineering Conference was resumed in March of this year under the joint auspices of Ohio State University, University of Illinois, Institute of Radio Engineers, and the National Association of Broadcasters. The NAB Engineering Department was active in the formulation of plans for the conference and in the handling of publicity. An all-time registration peak of well over 400 engineers, and their uniform attendance at all the technical sessions, would seem to suggest that this annual gathering of broadcast engineers may result in accrual of benefits to the industry of great value.

The Director of Engineering has served as the chairman of the RMA sub-committee on AM Satellite Broadcast Transmitters. The committee completed the formulation of proposed standards for Satellite AM transmitters in December, 1945. Further work of the committee is awaiting the results of experimental operation. Much of the committee's work will accrue to the benefit of FM and Television broadcasters as well as to AM operation.

The Director of Engineering has served as vice-chairman of the Radio Technical Planning Board.

During the period of this report, Howard S. Frazier was director of Engineering until December 31, 1945 when he resigned. From then until July 1, 1946, Mr. Frazier was retained as acting director.

NAB Membership

By Network Affiliation
As of October 1, 1946

	NAB Mem-ber-ship	Per Cent
Total U. S. Network Affiliates	821	641 78.1
ABC	215	168 78.1
CBS	157	128 81.5
MBS	329	239 72.6
NBC	153	133 86.9
Less Duplicates*	—33	—27
Non-Affiliates	522	192 36.9
<hr/>		
Total Standard Broadcast In-cluding 335 CP Stations...	1343	833 62.0
Frequency Modulation		35
Television		2
Networks		3
Associate Members		206
(Includes 5 FM-CP Stations)		
<hr/>		
Total NAB Membership	1079	
*Duplicates:		
ABC and MBS.....	19	17 NAB members
CBS and MBS.....	5	3 " "
NBC and MBS.....	9	7 " "

JACK GREGSON, emcee of Hub-bub Club (KPO-NBC), and Mrs. Gregson, are the proud parents of a newly adopted four weeks old boy, christened Gerald Dana Gregson.

The Curtis Publishing Co., has contracted for a series of half-hour programs on KROW to promote their Blue Bolt Comic Book. The account was placed through Batten, Barton, Durstine & Osborn, Inc. KROW has also signed the Signal Oil Co., for a winter series of sports programs, daily Monday thru Friday at 6:15 p.m., featuring Sports-caster Bud Foster. The Barton A. Stebbins Agency of Los Angeles handles the Signal account.

Two dramatic half-hour programs in the interests of the San Francisco Community Chest are being presented this week over KPO. Most all the local network and independent stations are co-operating in plugging the Community Chest drive.

In a public spirited effort to help clarify the issues back of the current maritime strike KSFO invited representatives of both management and labor to take part in a half-hour evening program and tell the public their sides of the controversy.

The American Broadcasting Company is distributing 10,000 pennies throughout San Francisco and Los Angeles plugging Bing Crosby's new Philco Radio Time show. Each penny has a seal on the back reading "Bing Crosby, 9 p.m., Wednesday, KGO and KECA."

KSFO's California Council Table program, conducted by Stuart Richard Ward of the SF Commonwealth Club, is started on its seventh year on the air, the oldest regular weekly roundtable forum in the West.

Philip G. Lasky, vice-president and general manager of the Associated Broadcasters, Inc., has announced the appointment of John G. (Jack) Campbell as sales manager of station KSFO and the KSFO recording department. Campbell has been with the KSFO commercial department for a year and a half. Previously he was with Foster & Kleiser Outdoor Advertising Co., Langendorf United Bakeries (advertising manager) and radio stations KFRC and KPO-KGO.

HOOPER STATION
LISTENING INDEX
FALL 1945 Calls — 6400
(SHARE OF AUDIENCE)

	WMRF	Others
8 A — 12 N Mon. thru Fri.	96.0	4.0
12 N — 6 P Mon. thru Fri.	94.7	5.3
6 P — 10 P Sun. thru Sat.	84.4	15.6

WMRF
LEWISTOWN, PENN.
NBC AFFILIATE
REPRESENTATIVE:
BURNSMITH CO.

A WORD TO THE WISE TO YOU N.A.B. GUYS
SEE

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

Rooms 834-835 at
PALMER HOUSE

Exclusive!
CHICAGO BLACKHAWKS HOCKEY
1944, '45-'46 and '47 too!
W-I-N-D
560 Kc. 5000 WATTS



LEWIS H. AVERY
New York



J. W. KNODEL
Chicago

Photo by Bochrach

18 years an advertising executive. 1 year Director of National Sales, Field Enterprises; member 1945 NAB Sales Managers' Executive Committee; 8 years major station Representative firm, 3½ years as Vice-President and Chicago manager; 9 years Hearst Newspapers.

2 ENERGETIC EXPONENTS OF *Aggressive Activity* together again....

October 22, 1946 is a Red Letter day in the history of radio station representation. On that day, J. W. Knodel, for the past year Director of National Sales of the Radio Division of Field Enterprises, Inc., and for the previous eight years prominently identified with radio station representation, joins this company as Executive Vice-President. Simultaneously, the name of the company will be changed from Lewis H. Avery, Inc., to Avery-Knodel, Inc.

Somewhat immodestly, we admit that the first year of business of Lewis H. Avery, Inc., was even more successful than we had dared to hope. Now, fortified with the extensive experience of Bill Knodel in advertising and selling, we look forward confidently to the provision of even greater service to radio stations, advertising agencies and advertisers. Our constant aim and objective remains . . . to bring the business of radio station representation out of the doldrums of passivity into the realm of aggressive activity.

OFFICERS AND DIRECTORS OF AVERY-KNODEL, INC.

Lewis H. Avery—President
J. W. Knodel—Vice-President
B. P. Timothy—Secretary
Arthur H. McCoy—Treasurer
David H. Sandeberg—Director

STATIONS REPRESENTED BY

Avery-Knodel, INC.

WJJD—CHICAGO, ILL.
WHAN—CHARLESTON, S. C.
WSAI—CINCINNATI, OHIO
KDAL—DULUTH, MINN.
KILQ—GRAND FORKS, N. D.
WJEF—GRAND RAPIDS, MICH.
WFBC—GREENVILLE, S. C.
KHON—HONOLULU, HAWAII
WKZO—KALAMAZOO, MICH.
WDGY—MINNEAPOLIS-ST. PAUL

K L O—OGDEN, UTAH
WPOR—PORTLAND, MAINE
KOIN—PORTLAND, OREGON
WHBF—ROCK ISLAND, ILL.—QUAD CITIES
KROY—SACRAMENTO, CALIF.
KALL—SALT LAKE CITY, UTAH
WDAR—SAVANNAH, GA.
K M A—SHENANDOAH, IOWA
K X E L—WATERLOO, IOWA

THE INTERMOUNTAIN NETWORK

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

NEW YORK
565 Fifth Ave.
PLaza 3-2622

SAN FRANCISCO
544 Market Street
DOuglas 5873

LOS ANGELES
315 W. Ninth St.
TUcker 2095

CHICAGO
333 N. Michigan Ave.
ANDever 4710

AGENCIES

THE CLARK - WANDLESS CO., New York City has been engaged as exclusive advertising sales representatives in the United States for the following radio stations: "Emisora Nueva Granada," stations HJCB and HJCD, Bogota, Colombia; "Radio Cenit," stations HC2AN and HC2DC, Guayaquil, Ecuador; "Radio Mundial," stations OAX4F and OAX4H, Lima, Peru.

N. J. LEIGH, president of Einson-Freeman Co., will talk to the Advertising and Selling Course, conducted by the Advertising Club of New York, on Thursday, October 24th at the Engineering Societies Building on the subject "Window Display Advertising . . . the Point of Sale Medium." An important feature of Leigh's talk will be the projection for the first time in New York of a new motion picture called "How to Make a Good Impression." It is a new concept of how to teach the mechanics of use of the modern lithographic medium.

STRAUCHEN & McKIM ADVERTISING, Cincinnati, Ohio, has placed an order for 250 one-minute ET's using Milton Cross for their client, The Geo. Wiedemann Brewing Co., Newport, Ky. Stations are WSAI and WCPO, Cincinnati, Ohio.

See Our
Representatives
at the

NAB CONVENTION

ADAM J. YOUNG, Jr.

RADIO STATION REPRESENTATIVE

NEW YORK — CHICAGO

LOS ANGELES — SAN FRANCISCO

NAB-FM Panel Lively; Maj. Armstrong Speaks

(Continued from Page 1)

few supporters and that the FCC declined to give it the green light for development.

"You have the 'Blue Book' and its related constitutional question of free speech because radio leadership in 1936 failed to pass on to the public the benefits of FM's development to which it was entitled."



WALTER J. DAMM Major Armstrong further declared, "that is when radio missed its, first great opportunity to escape from the straight jacket of frequency scarcity. At that time the radio wavelength frontier was as wide open for development as this country when its western boundary was the Allegheny Mountains."

Major Armstrong said that as a result of these delays not only do we have unsound engineering restrictions on radio, but on top of that we have the "Blue Book" itself, a product of these restrictions.

Forecasting Future

Forecasting the future of FM the Major said that the rebuilding of the FM structure necessitated by the shift in wavelengths is now getting under way on the new signal level. He added that approximately 100 FM stations are now in operation in the United States and that many foreign countries are contemplating FM installations. Referring to production of receivers Major Arm-

Bob Orr Leaving L&M; Taking Jergens Account

(Continued from Page 1)

Winchell on ABC, is reported to provide an annual billing in excess of \$3,000,000. Radio advertising on the account will be turned over to Orr's agency on December 1, and magazine and newspaper advertising on May 1, 1947.

Lennen & Mitchell acquired the Jergens-Woodbury account on January 1, 1940, during which time it was handled by Philip W. Lennen, president, and the late J. T. H. Mitchell. Upon the death of the latter, Orr was appointed to handle the advertising account.

At the same time, it was predicted by Lennen that Billings for the agency will reach \$15,000,000, a new high for 1946 as a result of several new accounts which have been added in recent months. Ray Vir Den, executive vice-president of Lennen & Mitchell, announced that it will assume direction of the Ruppert Brewery and James Cagney Productions on November 1. Billings on these accounts are expected to reach nearly \$2,000,000 during the course of the forthcoming year.

strong forecast a flood of FM receivers for "simple reason that manufacturers have approached saturation of the market for AM sets and they have no choice if they are going to stay in business."

Denny's Views

Charles R. Denny, acting chairman of the FCC, with **Walter Damm**, presiding, in a question period gave some of the Commission's views of the subject of FM. Denny declared that the new megacycle band for FM was final insofar as the Commission is concerned and that broadcasters and manufacturers could safely proceed on this basis. He spoke of the 900 FM station applications which have come up for processing and said the Commission had acted on about two-thirds of them. He added that of the remaining 300 would be disposed of shortly.

Denny declared he would elaborate further on the subject during his address tomorrow.

Other speakers on the panel took up questions raised on the subject of production of transmitters and receivers. Indicating the widespread interest in FM approximately 1,000 were in attendance at the opening day luncheon.

Opposition To BMB At NAB Convention

(Continued from Page 1)

ing along with the plans for the 1948 survey.

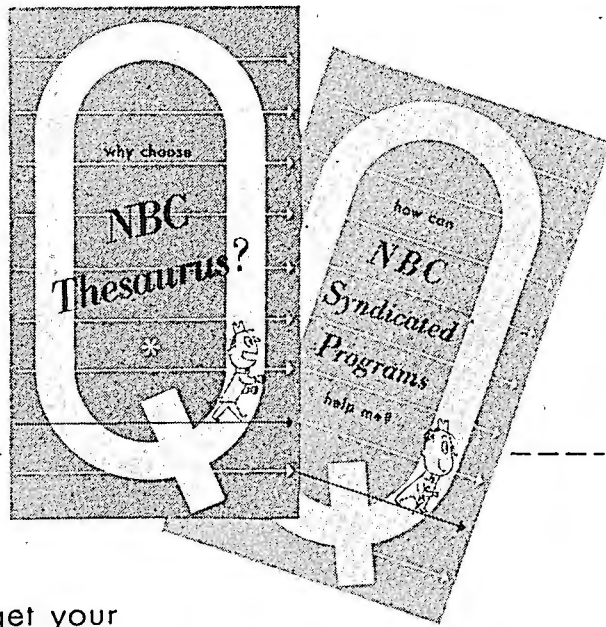
Henry Christal secretary-treasurer of **Edward Petri Co.**, New York is reported heading opposition which comes from the station rep field. Christal is said to have made an exhaustive study of the BMB reports and will present facts and figures at today's session.



JUSTIN MILLER

Independent stations in Chicago, non-members of BMB but active in NAB, are also reported on the opposition side. Spokesmen for these broadcasters will ask pointed questions on the survey at the meeting.

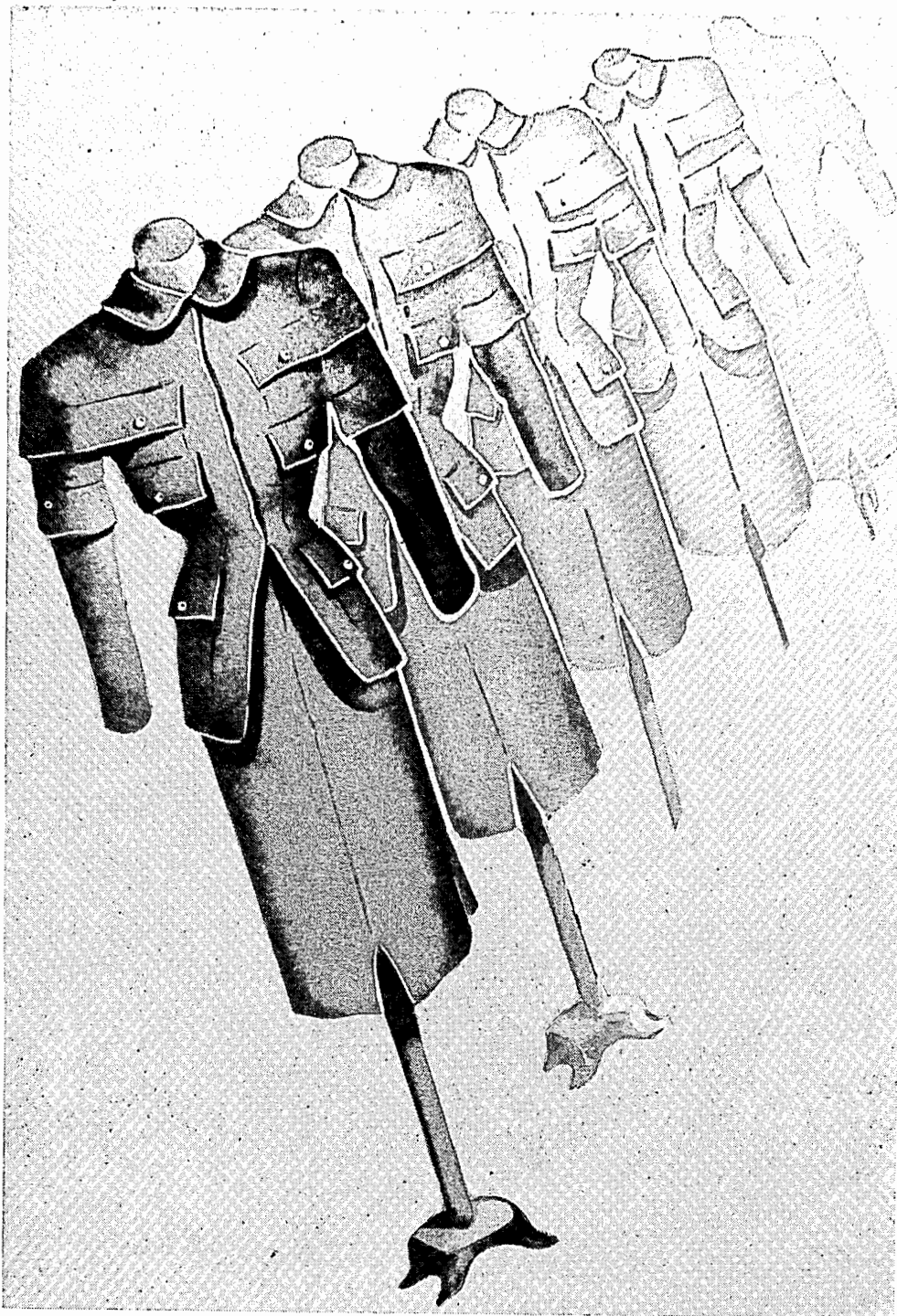
Indicative of the attitude of broadcasters the spokesman for **KSTP**, St. Paul, said that while their report was inaccurate as to their area covered it was "complimentary." And **Ted Streibert** president of **WOR**, New York was highly pleased with their report and said it would be utilized in promotional plans.



get your
copies at the **Palmer House**
ROOMS 822 824
or write . . .

NBC  . . . **RADIO-RECORDING DIVISION**
RCA BUILDING, RADIO CITY, NEW YORK
CHICAGO • WASHINGTON • HOLLYWOOD • SAN FRANCISCO

ONE ORIGINAL . . . MANY COPIES



We have the ORIGINAL

*musical weather forecasts**

A complete library of "Sixty" 25-second jingles—forecasting everything from PERFECT days to a HURRICANE—usable 24 hours a day. They're open-end and EXCLUSIVE in each city—for your local sponsor. Audition disc available on request.

*Copyright 1945

CARR & STARK, INC.
RADIO-TELEVISION PRODUCTIONS

366 MADISON AVENUE
NEW YORK 17, NEW YORK MURRAY HILL 2-2636

Midwest and Farwest: Arthur J. Weaver—Insurance Bldg., Omaha, Nebraska

SEE
TOM CARR
at
NAB CONVENTION
or
ROOM 1305
BLACKSTONE HOTEL
CHICAGO

RADIO'S MOST VERSATILE
ANNOUNCING PERSONALITY
on October 28th inaugurates

Ted Husing's Bandstand

exclusively on **WHN NEW YORK**
Monday through Saturday—10:00 A.M. to 12:00 Noon
and 5:00 P.M. to 6:30 P.M.

In one of the most publicized contracts ever signed, the inimitable Ted Husing joins New York's dominant independent station exclusively as a disc-jockey. "Ted Husing's Bandstand" will feature the top tunes recorded by the nation's foremost stars. Add the personality, the easy repartee, and the *salesmanship* of Husing and you have a program that (1) will soon be leading the field in daytime audiences, and (2) will provide a potent sales vehicle for advertisers in America's number one market.

Represented by Rambeau



Advertisers . . .

*look out for **S.R.O.** sign!*

Investigate remaining available participations now. Contracts already signed and advance inquiries indicate Ted Husing's Bandstand may be sold out from the first broadcast.

WHN
NEW YORK
50,000 WATTS • 1050 KILOCYCLES

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 17

NEW YORK, WEDNESDAY, OCTOBER 23, 1946

TEN CENTS

Miller Urges FCC Co-Op

37 Men Bolt FMBI; Plan New Association

Chicago—Thirty-seven members of the FMBI organization bolted the NAB's FM group at Monday's session when the FMBI formally dissolved. The 37 were led by Roy Hofheinz of WJZT and FM station KOPY of Houston, Tex., also Ira Hirschmann of WABF, New York. A meeting was held and an organizational committee named Hofheinz, chairman. Other members of the committee are: C. M. Caskey, Washington; Everett Dillard, WBSD, Washington; Wayne Coy, WJNX, Washington; Gordon Gray,

(Continued on Page 4)

Station-Promotion Awards Announced At ABC Party

Chicago—About 20 of ABC's station owners and managers attended a cocktail and dinner party given by the American Broadcasting Co., at the Continental Hotel. Key speakers at the affair included E. J. Noble, chairman of the board; Mark Woods, president; Keith Kiggins, vice-president in charge of stations, and John Barton, vice-president in charge of

(Continued on Page 4)

Geo. H. Allen Elected Nat'l Director Of AMA

George Howard Allen, current president of the New York Chapter of the American Marketing Association, has been elected national director of the association for a two-year term, it was announced yesterday by H. W. Huegy of the University of Illinois and secretary of AMA. An-

(Continued on Page 4)

Visitors

Fred Allen and the many denizens of Allen's Alley heard on his Sunday-night programs will guest in what is expected to be a great big way on Bob Hope's NBC program of October 29. The show will originate in Boston. Just five days later, Bob will guest on the Allen program Nov. 3.

Cohen Urges Industry Increase UN Coverage

Chicago—Describing radio as "a weapon of almost limitless power to influence the thinking of the peoples," Benjamin Cohen, Assistant Secretary General of the United Nations, in an address yesterday before the NAB convention at the Palmer House here, called for a more intensive and effective use of it as an instrument of building a healthy and lasting peace.

By continued reporting of the activities of the United Nations, Cohen declared: "radio can help to create the informed public opinion without which an enduring peace cannot be built." However, this is not enough in itself, he asserted. De-

(Continued on Page 20)



BEN COHEN

No Quarrel With Commission He Says In Opening NAB Confab Address; Feltis Clarifies BMB Status

By FRANK BURKE, Editor, RADIO DAILY

Chicago—Denying any intention on his part to create what he termed "a personal feud" with any members of the FCC, Judge Justin Miller, in his opening address to the 24th Annual NAB Convention here, declared: "They have their duty to assert and to exercise their full power, to interpret the law as they sincerely believe it should be interpreted, to present clearly any issues which may arise and to defend their position in court whenever an occasion makes it possible and proper to do so. It has been said that this convention will be made the scene of a bitter feud over the Blue Book issued last March by the FCC. Nothing could be farther from the truth.

"I have talked to you about the Blue Book at each of the district meetings. My purpose in talking to you about it was to prevent a default judgment being entered against you. If it had been possible to present the issues pending an appeal of the formal decision of the Commission, I would have preferred to do so. No such opportunity being available, I have used the other alternative. I hope the issue has been clearly made. When the opportunity comes to make it formally, in a judicial pro-

(Continued on Page 21)

Paley Hits "Excesses" In Radio Advertising

Chicago—Broadcasting was charged yesterday with "advertising excesses" and "too high a percentage of commercial copy or material which is irritating, offensive, or in bad taste when projected into the homes of America." William S. Paley, chairman of the board of CBS made the attack in an address before the 24th annual NAB convention at the Palmer house.

Putting the blame on the broadcast-

(Continued on Page 4)

Electronic Advance Reviewed By Jett

Chicago—E. K. Jett, member of the FCC, speaking before the NAB convention yesterday afternoon reviewed the wartime electronic advances and gave a report on their application to post-war communications. He covered the subjects of radar, AM, FM, television, pulse-time modulation and

(Continued on Page 4)

Extensive UN Programs Set By Networks And Stations

Most extensive radio coverage in the history of international conferences begins today with the opening of the United Nations General Assembly at Flushing Meadow which will be broadcast by all New York City independent stations, with a single exception, plus 16 networks. In addition to foreign webs such as BBC, CBC and Australian Broadcasting Corp., others include Radio Dif-

fusion Francaise, Netherlands Radio and Norwegian Radio. Two New York television stations, WBNT and WCBW, also will be on hand today.

All four major U. S. networks will carry opening session of the UN which includes President Truman's speech, tentatively scheduled for 4:45 p.m. CBS will have on hand 11 of its top newsmen—Larry Lesueur, Charles

(Continued on Page 22)

There's A Limit!

Chicago — William S. Paley, chairman of the board of CBS, whose company is sponsoring color tele. found himself being televised in black and white with RCA equipment when he addressed the convention yesterday. Paley took the circumstances good naturedly, but hedged when a photographer wanted to get a shot with an RCA banner in front.

Breakfast Report

Chicago—A report on the future plans of the Mutual network and its progress made during the past year was heard this morning by owners and station managers of the web's 359 affiliated outlets. The breakfast meeting was held in the Grand Ballroom of the Palmer House and was attended by Mutual's directorate and top officials, headed by Edgar Kobak.



Vol. 37, No. 17 Wed., Oct. 23, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tues., Oct. 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Comics Judging Photos

Milton Berle, Henny Youngman and Harvey Stone will act as judges today at the Press Photographers 11th Annual Exhibit to select a photograph depicting the best laugh producing picture of the show. Award to the cameraman whose photograph wins will be made on Sunday morning, Oct. 27, at 11:30 a.m., at the Radio City Museum of Science and Industry, where the show is now being held.

Coming and Going

KATE SMITH and TED COLLINS are expected back today from Washington, D. C., where they visited with President Truman and participated in the National Community Chest broadcast over WTOP.

H. R. BAUKHAGE, American network commentator, on Sunday was in Pittsburgh, where he delivered an address at the dinner meeting of the National Industrial Stores Assn.

JACK POPPELE, president of Television Broadcasters Assn., is attending the NAB convention in Chicago as the guest of Justin Miller, president of the broadcaster association.

SPACE F. JOHNSON, assistant public service director for ABC, is attending the School Broadcast Conference in Chicago and will participate in the panel titled "The Influence of Radio in the Lives of Children."

ROBERT WOOD, manager of the WOR newsroom, has returned from Washington, D. C., where on Friday he handled the Byrnes statement for the station.

ERIC SEVAREID, director of the Columbia network's Washington news bureau, and JOSEPH C. HARSCH, network newsmen, to New York for the United Nations General Assembly.

PETER DONALD went down to Philadelphia by plane yesterday to emcee a charity performance.

ROBERT B. WHITE, American network's supervisor of agriculture and director of public service for the central division, is in Kansas City to attend the Future Farmers of America Victory Convention and the American Royal Livestock Exposition.

BERNARD HERRMANN, symphonic conductor heard on CBS, has left for England, where he will spend six weeks filling concert engagements. He'll continue to work on his opera based on the Berlioz novel, "Wuthering Heights." LUCILLE FLETCHER, author and, in private life, Mrs. Herrmann, also is making the trip.

DICK SISSON, of the WINS art department, is visiting briefly at Crosley Square in Cincinnati.

Two Affiliate Meets Held By CBS Web In Chicago

CBS and its affiliates ironed out network-station problems at two Chicago meetings held prior to the NAB convention, and by representatives of all the Columbia-owned and affiliate stations.

Howard S. Meighan, CBS vice-president and director of station administration, presided over an afternoon meeting at the Drake Hotel at which the Columbia-owned stations' problems were discussed. Also from network headquarters were Elmo C. Wilson, research director; his assistant, Oscar Katz, and Jack Von Volkenburg, general sales manager of Radio Sales, also his eastern division assistant, Herbert Carlborg.

From the owned stations, attendance included Arthur Hull Hayes, WABC, New York; Frank Faulkner, WBBM, Chicago; Harold E. Fellowes, WEEI, Boston; Wendell B. Campbell, KMOX, St. Louis; Donald W. Thornburg, vice-president in charge of the western division, who spoke for KNX, Los Angeles; A. E. Jocelyn, WCCO, St. Paul-Minneapolis, and Carl Burkland, WTOP, Washington. Also present was Thad Holt, of WAPI, Birmingham, Ala., affiliate.

William S. Paley, CBS board chairman, presided at the evening meeting of the Columbia Affiliates

Report Petrillo Will Ask 60% Boost In ET Rate

Chicago—It is reported that James C. Petrillo, president of the AFM, at his conference with the transcription company representatives this afternoon will ask for a 60 per cent increase in the scale for musicians making ETs. The music hour rate now for a musician working on transcriptions is \$18.00. The union, for bargaining purposes, according to reports, is asking \$50 but will compromise.

In the deal with the record companies the union got a thirty-seven and one-half percent increase. It was based on the old hourly rate of \$30. Petrillo, it is said, will not bargain with the transcription companies on the same basis as he did with the recording companies.

Advisory Board at the Ambassador East Hotel. Frank Stanton, CBS president; Joseph H. Ream, vice-president and secretary; William C. Gittinger, vice-president in charge of sales; Frank K. White, vice-president and treasurer; H. V. Akerberg, vice-president in charge of station relations; Edward R. Murrow, vice-president and director of public affairs; Davidson Taylor, vice-president and director of programs, and Earl H. Gammons, veepee and director.



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 and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RID

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

FOR RESULTS IN THE Philadelphia MARKET W-D-A-S PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



spinnakers set

make a pretty picture. But signed contracts in the safe produce a much prettier picture on the credit side of a radio station's ledger. Weed and Company's competent staff of seventeen men insures full market coverage and maximum results.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

ABC Awards Make For Station Promotion

(Continued from Page 1)
station relations. Each discussed briefly the past and present progress of ABC, and expressed high hopes that continued co-operation on the part of ABC's 230 affiliated stations holds a bright future for both the network and the stations.

Johnstone Succeeds Campbell

Announcement was made by Norton that Henry P. Johnstone, manager of WSGN in Birmingham, has succeeded Allan Campbell, formerly of WXYZ, as chairman of ABC's stations planning and advisory committee. Other new members include Pat Williams, WING, who succeeds Campbell as head of District 2, and E. K. (Joe) Hartenbower, KCMO, who succeeds C. T. (Swanee) Hagman as head of District 3. The remaining members of the committee include Roger W. Clipp, WFIL, District 1; Henry Johnstone, WSGN, District 4; Harold Hough, KGKO, District 5; Duncan Pyle, KVOI, District 6; Jack Gross, KFMB, District 7, and Bill Buckman, WCOS, District 8.

Winners Announced

Norton also announced the winners in ABC's third annual awards to affiliated stations for outstanding audience promotion of ABC programs. The awards were based on a poll of advertisers and advertising agencies using ABC facilities. The awards are as follows:

Group 1 (stations and cities over 500,000 population) WFIL, Philadelphia; WCOP, Boston, and WCAE, Pittsburgh.

Group 2 (stations in cities of 100,000 to 500,000 population) WOW, Ft. Wayne; WISH, Indianapolis, and KRNT, Des Moines.

Other Groups

Group 3 (Stations in 50,000 to 100,000 population) WLAW, Lawrence, Mass.; WROK, Rockford, Ill., and WPOR, Portland, Maine.

Group 4 (Stations in cities under 50,000) WLAP, Lexington, Ky.; KGFF, Shawnee, Okla., and KADA, Ada, Oklahoma.

Electronic Advance Reviewed By Jett

(Continued from Page 1)

their application in the years ahead. "Perhaps the most important advancement in television was the development of the image orthicon pickup tube," Jett declared. He attributed the development of this tube to wartime needs.

Turning to radar, the speaker declared its great contribution to broadcasting was the improvement of pulse techniques. He explained that the development of circuits for timing and shaping radar pulses will have useful application in the forming of synchronizing pulses for television considerably.

"A phase of broadcasting which is destined to have widespread effect is facsimile broadcasting," the commissioner said. "It is understood that an RMA industry committee work-

Radio Ads Should Be Curbed Paley Tells NAB Attendees

(Continued from Page 1)

er, rather than the advertiser, Paley said "competition for economic survival does not excuse questionable advertising practice, and radio stations and networks are both at fault." He stated that the cure for these "questionable practices" is an industry-wide cod of standards, strongly publicized by broadcasters. "Our real task is to earn and hold public confidence by deserving it, matching with our responsibility the responsibility we ask of critics," he asserted.

Pointing out the rising tide of criticism of radio, which he has been aware of since he returned to the role of private broadcaster, Paley said that much of it is due to the fact that private broadcasting in America must be two things at the same time. "First and primarily," he said, "radio is a mass medium which must serve the masses. Next, and secondarily, it is a medium which must also serve the specialized needs of minority groups."



WILLIAM S. PALEY

Hits Criticisms

"As to our primary job," the CBS exec declared, "I propose that we be militant, not defensive about it. Here I want to hold up to candid inspection one of the fundamental premises which many of our detractors stand on. I don't think they've reasoned it out. I don't believe they could have. They just stand on it. And from it spring a whole battery of charges against radio. This premise is usually expressed in some such terms as these: Radio is supported by advertising — advertisers want

only mass circulation — that's the reason why most radio programs ignore the interest of smaller groups and are aimed only at reaching audiences measured in the millions.

"We have an obligation to give most of the people what they want most of the time," Paley pointed out, adding "certainly I see no reason for us to be apologetic for giving the great majority of the American people what they want in the peak listening hours, and in quantities and with a quality to be found nowhere else in the world. It is a fact that people will not listen to programs they do not want and sometimes do not understand, any more than they will buy a magazine or a newspaper which is unintelligible or foreign to their taste."

Concerning minority groups, Paley said, "we should be just as honest in recognizing and serving their secondary claims upon our time. We all recognize the simple truth that you can't have a healthy democracy without minorities. On the other hand," he continued, "we have a right to expect that minority groups, and their spokesmen, recognize and understand the unique character of radio—and in this light, that they reconsider the reasonableness of their demands."

In discussing the threat of government program-censorship, Paley said, it "can never occur without the consent of the American people. Therein lies our real court of appeal as well as our ultimate source of confidence. However, it is equally true that a free radio cannot survive without public consent and approval. Such consent and approval can be seriously endangered—in my opinion are being endangered today—both by valid criticism which goes unheeded and by malicious criticism which goes unanswered."

Geo. H. Allen Elected Nat'l Director Of AMA

(Continued from Page 1)

announcement came after tabulation of returns from the annual nationwide balloting on a list of candidates from all sections of the U. S. by AMA members.

ing on tentative standards has already agreed that for broadcasting purposes a speed of 28 square inches of printed material per minute should be adopted as the accepted standard, and that the printed copy be 8.2 inches wide."

On the subject of radio interference, Jett declared that broadcasters should be particularly interested in the proposed rules of the Commission for the preventing of interference from medical diathermy and industrial heating equipment. He added that the Commission has under study now the interference problems presented to FM, television and other services by automobile ignition systems.

Big Turnout for Voting Purpose Of ABC Program

In an effort to arouse the public to the necessity of exercising its voting franchise, the American network will present, 36 hours before the November 5 polls open, a special program titled "Shame Of The People," written by Ira Marion.

Robert Saudek, ABC's public service director, in announcing the program, which is scheduled for broadcast Sunday, Nov. 3, at 7:30 p.m.,

Edwin Jameson Joins WLW

Cincinnati—Edwin T. Jameson has joined the sales staff of WLW's New York office. He comes to WLW with experience on the sales staffs of two other Manhattan stations.

Jameson was discharged from the Army in November, 1944. Before his Army service, he served in the advertising sales department of the New York Post. His first post-Army work was with WABC, followed by a year in the sales department.

FM Men Bolt FMBI; Plan New Association

(Continued from Page 1)

WMIT, Winston-Salem, N. C.; Raymond Kohn, Allentown, Pa.; H. Hirschmann, W. R. David, General Electric Co., and Frank Gunther, Radio Engineering Labs.

Meetings Scheduled

Several meetings will be held during the NAB meeting to take definite steps "to formulate ideas for the new FM organization primarily interested in the promotion and development of FM."

Hofheinz further said "Due to the avowed policy of NAB, which was to abstain from involvement in industry disputes, it was necessary to establish an independent FM organization."

In addition to those already named the new group includes Millard Fish, WFMZ, Allentown, Pa.; Samuel Wechsler, Metropolitan Television, New York; Roy Manson, president of Stromberg-Carlson; Dan Bell, FM applicant from Cleveland and Detroit; J. H. Frederick, Allentown, Pa.; Paul Brines, WGN-FM, Chicago; Frank J. Skret, Bristol, Conn.; H. Kern, Potomac Broadcasting Co., Washington; Hudson Eldridge, W3X, Washington; J. E. Mason, WJT, Jamestown, N. Y.; W. C. Bridgman, WDUL, Duluth, Minn.; Marion Aye, Shelbyville, Ind.; Helen Wood, WIBX, Utica, N. Y.; John C. Prater, Allentown, Pa.; C. L. Wright, KOZ, Kansas City, Mo.; George Mayor, WRCM, New Orleans; Tom Tighe, Asbury Park, N. J.; A. M. Sarbrook of World Broadcasting; E. Wheeler, WEAU, Evanston, Ill.; William Lang, WGNB, Chicago; Gaines Kelley, Greensboro, N. C.; Paul W. Reed, WFAH, Allentown, Ohio; Clarence Leich, Evansville, Ind.; Irvin Sulds, WHMB, Washington, D. C., and Cecil Martin, Birmingham, N. Y.

Not Unexpected

The movement for an independent FM organization came as no surprise to many of the broadcasters at the FM meeting. It had been openly discussed that NAB had not aggressively aided FM in their efforts for industry recognition and the broadcasters sought to strengthen their presentation both with the FCC and the manufacturers.

Named Sales Co-Ordinator For WEB Tele in Chicago

James L. Stirton has been named co-ordinator of sales for American Broadcasting Company's television activities in Chicago. Stirton has been active in radio since 1929. He was program manager of the ABC central division from 1942 until June, 1945, when he entered the Marine Corps as an Intelligence Officer. He returned from active duty in December, 1945, and became assistant to the president in charge of ABC's central division. Stirton will continue in this capacity as well as that of television sales co-ordinator.

Pledge

FOR

TOMORROW

Mutual is *twelve*... and in twelve years we've had time to *do* and to *learn* a lot of things about network broadcasting. What we've done is history. What we've learned is more important—how to become a better network—by living up, better, to our responsibilities to our listeners; providing opportunities to artists and writers; by delivering improved service to our stations, sponsors and advertising agencies. This, then, is our Pledge for Tomorrow. Happily, we have the experienced people to carry it out. Many of our men and women have been with us for years—others only a comparatively short time—but they are all alive to our responsibilities, they all stand behind our Pledge.

THE LISTENER AND ARTIST

Always we have worked to give our listeners an ever-widening choice in listening in public service and educational as well as sheer entertainment programs. We will continue to seek out and develop new programs, to attract top-name artists and writers and to encourage new ones. And we'll continue to give right-of-way to free speech.

We have another responsibility: to bring network radio to communities which had never had it on a satisfactory basis. That is why we've added so many stations—become the network with the most one-station cities. We will continue adding until we reach all the people.

FOR SPONSOR AND AGENCY

Our No. 1 goal here is to deliver coverage where it is most productive. We are very strong in many top markets—in others, competitive. We are particularly strong in more than 220 Mutual "one-station" markets which account for 24.8% of the nation's radio homes and where we capture more than 50% of the audience, day and night. And now that FCC grants are on the way—we will be able

to plug our weak spots and add to our strength.

Our second goal is to deliver more for the sponsor's money. This we are already doing—and will continue to do, in even larger measure.

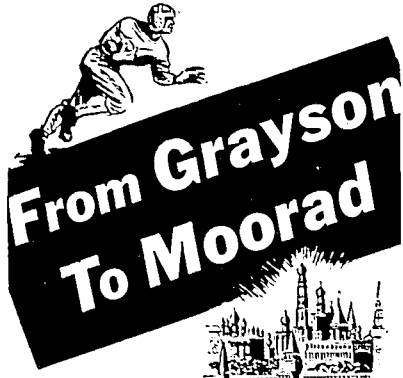
OUR AFFILIATES

Our programming and sales, has made Mutual a better network for our affiliates. We have more than 359 stations and the size of our average sponsored hook-up has increased each year. We will continue to be this kind of network, so that we may some day have 400 or more stations.

In days ahead, we will work at these pledges. We hope and expect you will hold us to them.

Mutual
Broadcasting System

WORLD'S LARGEST NETWORK



Station KGW has lined up a winning team in George Moorad, commentator and political authority, and Bobby Grayson, KGW's sports consultant. The addition of these experts to KGW's staff is indicative of the station's ever-present interest in providing better broadcasting service to its listeners.

Both programs are available for sponsorship. Contact your nearest Petry office, or Station KGW direct.



BOBBY GRAYSON

Bobby Grayson's sports career started at Portland's Jefferson High School in the early 30's and climaxed at Stanford University where he played in three Rose Bowl games, was twice selected as All-American fullback, and captained the 1935 squad. His scholastic record was outstanding, he was a member of Stanford's debate team, and Fortune Magazine voted him the "Outstanding Student on College Campuses" in his senior year. In addition to covering special sports events on the West Coast, Grayson broadcasts a weekly commentary over KGW at 10:15 p.m. Fridays.

"Behind The Iron Curtain", George Moorad's recently published document of observations while in Soviet-occupied Manchuria, comes from a man who has spent the past 15 years with the world as his beat. Moorad worked as a pre-war journalist in China, and covered action at Guadalcanal, the Bismarck Sea, New Guinea, the London blitz, Leghorn and Pisa in Italy, and southern France. He visited Moscow via Teheran, was at the San Francisco Conference and in the Far East for the end of the Pacific campaign. George Moorad is heard over Station KGW in a Monday through Friday news commentary at 5:15 p.m.



GEORGE MOORAD

KGW
620 ON YOUR DIAL
AFFILIATED WITH
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Today's Convention Agenda

WEDNESDAY, OCTOBER 23

- 9:00 A.M.-5:00 P.M. REGISTRATION
- 10:00 A.M. GENERAL SESSION
- 10:00 A.M.-10:30 A.M. MUSIC COPYRIGHT & BROADCAST MUSIC, Inc.
Campbell Arnoux, President, WTAR and Sydney M. Kaye, Vice-President and General Counsel, Broadcast Music, Inc.
- 10:30 A.M.-12:15 P.M. SMALL MARKET STATIONS
Chairman of Executive Committee, Marshall Pengra, KRNR, Roseburg, Ore., presiding
"Management Study" — Wayne Cribb, KHMO, Hannibal, Mo.
"FCC Regulation 91-D and Operators' Requirements" — Marshall Pengra
"Sales Promotion Material and Sales Aids" — Hugh Higgins, Assistant Director, Broadcast Advertising, NAB.
"The Small Market Manager's Place in Community Leadership" — Robert T. Mason, WMRN, Marion, O.
"Development of New Business in Small Market Stations" — J. Allen Brown, Assistant Director, Broadcast Advertising, NAB.
"Employee-Employer Relations" — Richard P. Doherty, Director E. E. R. Department, NAB
"Public Relations at Work in Small Market Stations" — Edward J. Heffron, Executive Assistant-Public Relations, NAB
- 12:30 P.M. GENERAL LUNCHEON
- 1:30 P.M.-2:00 P.M. ADDRESS TO THE INDUSTRY
Charles R. Denny, Jr., Acting Chairman, Federal Communications Commission
- 2:05 P.M.-3:00 P.M. GENERAL SESSION
Panel "Broadcaster's Public Relations" — Justin Miller, Moderator
Edgar Kobak, President, Mutual Broadcasting System
Harold V. Hough, General Manager, WBAP, Fort Worth, Tex.
Alma Kitchell, President, Association of Women Broadcasters
- 3:00 P.M.-3:30 P.M. ADDRESS
By Representative of the Civil Aeronautics Administration
- 3:30 P.M.-5:00 P.M. NAB BUSINESS SESSION
Election of directors-at-large; consideration of by-laws; announcements; resolutions
- 6:30 P.M. SPECIAL DINNER
(This is a no host dinner. Tickets may be obtained at \$5.00 each at the registration desk)
Panel Discussion: "Do We Have Freedom of Speech in the United States?" — Edgar Kobak, President, Mutual Broadcasting System, Moderator
John S. Knight, President, American Society of Newspaper Editors
Byron Price, Vice-President, Motion Picture Association of America
A. D. Willard, Jr., Executive Vice-President, NAB.

RADIO DAILY HEADQUARTERS
Suite 1471-2 Palmer House

Washington Store Starts Concert Series On WR

Washington Bureau, RADIO DAILY
Washington—A new local music program sponsored by Woodward Lothrop Department Store, was announced last week by WRC. "Washington Prelude," a half-hour instructional program featuring a 25-piece orchestra under Dr. Roy Shiel with selections by guest artists and dramatic stars in sketches of even from the history of the Nation's Capital, got under way Saturday night. The program marks the first venture of Woodward and Lothrop Washington's largest, and one of the oldest, department stores, into radio. The program presents a cast of 12 including a choral group of 12 girls and is under the direction of the Hollywood Martin Agency, Ross Filla producer, formerly of NBC.

Kline Heads Dallas Office For Homer Griffith Firm

West Coast Bureau, RADIO DAILY
Hollywood—Walter Kline, former manager of KVSO, Ardmore, Okla., has been named general manager of the newly-opened Dallas office of the Homer Griffith Co., it has been announced by Homer Griffith, president of the representative firm. Griffith also has announced the addition of the following stations to his clients list, all of which make up the Rocky Mountain network: Idaho: KGEM, Boise; KLIX, Twin Falls; KBIO, Burley; KEIO, Pocatello; and one new station to be constructed at Idaho Falls. Rocky Mountain web is affiliated with the American Broadcasting Company.

A WORD TO THE WISE TO YOU
N.A.B. GUYS
SEE
Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY
Rooms 834-835 at **PALMER HOUSE**

Exclusive!
CHICAGO BEARS PRO FOOTBALL
1944, '45-'46 and '47 too!
W-I-N-D
560 Kc. 5000 WATTS

... in 1944

... again in 1945

... and again in 1946



WFIL

wins

ABC award

"For Outstanding

Audience

Promotion"



Nationally Represented by
The Katz Agency



Three out of three is the WFIL score for this annual ABC award. For the **THIRD** successive year, the American Broadcasting Company's poll of advertising agency account executives has placed the accolade on WFIL *"For Outstanding Audience Promotion on American Broadcasting Company Programs."*

To the advertising agencies and ABC, our sincere thanks for this recognition of our planned program of promotion — one of the reasons for WFIL's potent appeal to advertisers.

AN
ABC AFFILIATE

WFIL

560

First ON YOUR DIAL

The Philadelphia Inquirer Station

Department of Information

Report of CHARLES A. BATSON, NAB Director of Information

THE Department of Information was created in March of 1946. Having been assigned the former functions of the NAB News Bureau and the informational activities of the Public Relations Department, the reorganized department is responsible for publishing NAB Reports and Bulletins, maintaining relations with the press, processing and distributing Association literature of general public interest, and operating a news gathering service. It functions under supervision of the Executive Assistant-Public Relations.

In addition to the departmental director, the staff consists of Assistant Director Benjamin Miller, whose duties include the managing editorship of NAB Reports, Mrs. Katherine Holland, information gathering specialist, and Miss Joan Warner, secretary.

NAB Reports

Since the period covered by this report coincides closely with the first year of reconversion, the volume of coverage provided by NAB Reports was unusually large.

At the same time efforts were made to increase the ease and rapidity with which members could read and digest the contents of the Reports. Considerable experimentation and research resulted in departmentalization of all information, inauguration of a front page digest of the most significant stories in each issue, increased efforts to make the individual items brief

but complete, and alternations in the type faces employed, including a slight general increase in type sizes. The latter action was taken after a poll showed that the membership was overwhelmingly in favor of the larger type face. Studies are continuing to determine what additional steps may be taken to provide a complete, easy-to-read information service for the executives of the radio industry.

Bulletins

As an adjunct to Reports, special Bulletins were published whenever there was subject matter which required fuller or different coverage from that which could be provided in the weekly Reports.

During the year this office, in cooperation with other departments, published forty-nine such Bulletins. Subjects covered included radio's 25th Anniversary, the NORC survey, new rules of the Federal Communications Commission, hearings before the FCC, new research data concerning the radio industry, allocation plans for FM, engineering standards, etc.

Miscellaneous Publications

In addition to the catalogued information services discussed above, special publications were issued from time to time for the information of the membership. Noteworthy in this category was the reprinting of the FCC report on "Public Service Responsibility of Broadcast Licensees."

A maximum of five copies of this report was made available without cost to each member.

Press Information

One of the department's primary objectives was providing the press with the maximum amount of constructive and useful information concerning the radio industry and the NAB.

This information was provided through news releases, interviews with key Association officials, photographs of both individuals and special events, biographical and general background information, copies of NAB publications, answering of inquiries, and through personal contact.

General Interest

During the twelve months covered by this report, 2,473 individual requests for NAB publications of general interest to the public were filled. A total of 23,851 copies of the various publications were distributed in direct response to these requests.

The requests came mainly from schools, churches, civic clubs, fraternal and other organizations, as well as from the membership and interested individuals.

These were publications designed to document the unequalled value of America's system of free radio broadcasting—to explain how it works, and why it contributes more to the public pleasure and welfare than any other system of broadcasting. There were also pamphlets and brochures to show how the public could contribute to the betterment of radio broadcasting and how the various public interest organizations could more effectively utilize the broadcasting opportunities afforded by the industry.

Publications which were distributed included the following: The ABC of Radio; Working for Radio; Standards of Practice; How to Listen to the Radio; Let's Keep Radio Free; What Is Public Interest, Convenience, and Necessity?; Does Radio Owe a Doctor Bill?; Tomorrow's Radio Programs (FREC); Is Your Hat in the Ring?; Radio's Public Service in Time of War; A Quarter Century of Broadcasting in America; Religious Broadcasting; Radio and Public Service; Program Patterns for Young Radio Listeners; Story of NAB; Radio Bibliography (FREC); Director of College Radio Courses (FREC).

Information Gathering

In order that information might be furnished the membership and the headquarters staff more expeditiously, the information collecting activities of the department were expanded to include twice-daily coverage of the Federal Communications Commission and once-daily coverage of the Congress, when in session, the Federal Trade Commission, the Department of Commerce, the National Labor Relations Board, the State Department, and other governmental agencies whose activities affect the broadcasting industry. In addition a wire news service was monitored and a spot

check of various newspapers made daily for news and comment concerning the industry.

Liaison with Government

The NAB was called upon frequently during the year to cooperate with governmental and other public service organizations by distributing stations and networks information concerning special problems and campaigns. In conjunction with other departments of the NAB, this department assisted in handling many of these requests.

To this end, liaison was maintained especially with the Advertising Council and the Office of War Mobilization and Reconversion. Arrangements were made with the Advertising Council to publish each week in NAB Reports abbreviated fact sheets for those public interest projects which the Council had given priority in its network and national spot allocations. Facts concerning other pressing problems were published at the request of OWMR and other government agencies.

School Broadcasters Cite Kathleen Lardie Of Detroit

Chicago — The Seventh Annual Award of Merit for outstanding meritorious service in the field of educational radio will be presented to Kathleen Nichols Lardie, supervisor of radio in the Detroit public schools at the annual banquet of the School Broadcast Conference, Wednesday, October 23, in Chicago. Mrs. Lardie is president of the Association of Education by Radio and has been active in the educational radio field for a number of years.

Presentation will be announced by facsimile reproductions of a photograph of Mrs. Lardie, transmitted by Finch Telecommunications. Awards will be presented by Judith Wall, member of the School Broadcast Conference executive committee.

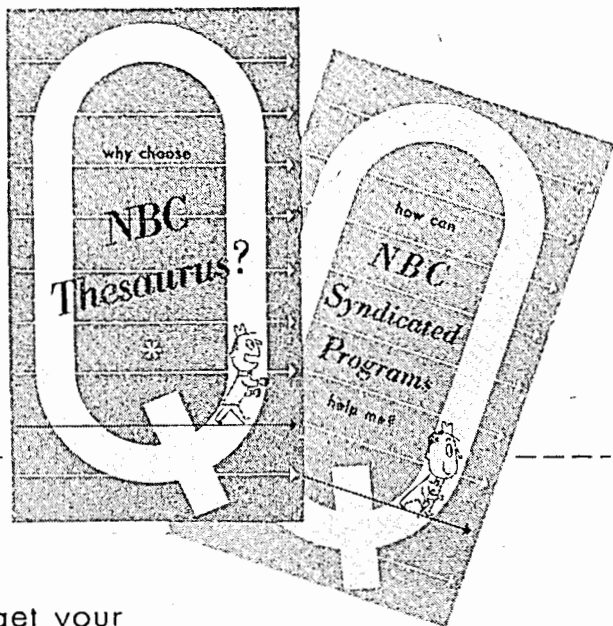
Former awards have been made to Miss Waller, NBC, Chicago; Stella Fisher, NBC, New York; I. Keenly, Ohio State University; Harry W. Kent, formerly director of Chicago Radio Council; Robert Hudson, CBS, New York, and Harold McCarty, director WHA, University of Wisconsin.

WSPA Increases Power

A five-fold increase of night-time power, enabling CBS affiliate WSPB-Spartanburg, S. C., to serve a substantially greater listener area, has been announced by Herbert V. Akberg, CBS vice-president in charge of station relations. The station has been operating with 5,000 watts during the daytime period, but with only 1,000 watts at night.

Radar Experiment

An army radar antenna has been mounted atop the Madison Avenue building in Manhattan, which houses WOR's FM station, WBAM, for experiments conducted by station engineers in co-operation with the FCC.



get your
copies at the **Palmer House**
ROOMS 822 824
or write . . .

NBC  . . . RADIO-RECORDING DIVISION
RCA BUILDING, RADIO CITY, NEW YORK
CHICAGO • WASHINGTON • HOLLYWOOD • SAN FRANCISCO

HERE IS SOMETHING TO TALK ABOUT!!

KFNF

“The Friendly Farmer Station”

In Just 60 Days—August 2 Through September 30, 1946—
Accepted New and Renewal Contracts Calling For The
Performance, Prior To November 1, 1947, Of—

6244

COMMERCIAL QUARTER HOURS

Amazing? Perhaps—Since It Follows Immediately KFNF's
July Announcement Of A 1000% Increase In 5 Years,

But—It Highlights One Fact Clearly—

Informed Sponsors, Both New and Established,
Know That KFNF—Iowa's Only 100%
Independent Farm Station—Is The
Nation's Greatest Farm Station Buy.

Since 1924—Smart Time Buyers Have Always Said, It's—

KFNF

SHENANDOAH, IOWA

For Availabilities, Call Frank Stubbs, Phone #1, Shenandoah, Iowa

* See Broadcasting Magazine—August 12, 1946

50 SPONSORS PER BROADCAST



Happy Joe and Ralph

THE EARLY MORNING FROLIC with Joe and Ralph is a music-plus-comedy show that's a year in and year out institution in The Detroit Area. From 6 to 9 mornings, daily, it does a great product selling job for local and national advertisers. A dramatized spot on this show is a powerful piece of time for \$20. It pulls the greatest concentrated morning audience in this market. It will sell your product and save you money. Write or wire now . . . there may be an opening, soon!

In the Detroit Area—

CKLW

5,000 Watts • 800 kc. • Mutual

J. E. Campeau, Managing Director
Adam J. Young, Jr., Inc., Nat'l Rep.
Horace Stovin, Toronto Rep.



NAB Vitamins !!!

● ● ● Major Edwin E. Armstrong, inventor of FM, tells a group of scribes (immediately following his speech) that "he expects to see many 3 and 10 kilowatt transmitters in operation within 3 months." . . . ● Harry S. Goodman hired two attractive show girls, six feet-one and five feet respectively, to parade about the fourth and lobby floors of the Palmer House, with signs on their backs which advised all and sundry to see "Harry S. Goodman for the long and short of it." . . . (didn't say of what?) . . . ● Western Electric and RCA also used the pulchritude angle . . . the former had a svelte blonde dressed in a flaming red evening gown distribute pamphlets explaining their new De-Icer and RCA had another lovely pin flowers in lapels . . . (ours too). . . ● Amazing resemblance of Bert W. Roth, Trans-Lux Corporation representative to Harry C. Charnas, Warner Bros. Exec. . . ● Ed Kobak in a long huddle with Earl Minderman and Charles R. Denny of FCC just prior to Denny's television speech at the luncheon. . . ● The honors for having traveled the greatest distance to attend the Meet is divided between Joy Morgan, Sales Manager of Artransa and F. J. Coombs Production manager of the MacQuarie Network both of Sydney, Australia. . . ● C. E. Arney, Jr. stops a hurried gait to explain some details of the agenda to Wiley P. Harris of WJOK and George Blumenstock of WSKB. . . ● Rapid action department: Bert Levy sold seven new stations Tel-Pic service in ten minutes just outside the doors to 'exposition hall.' . . . ● Herb Petey of WHNew York arrived for the meet with about two minutes to spare . . . stopping at the Drake. . . ● Jack Rathbun, manager of WCOA, Pensacola, and H. J. Baedecker, head of the newly-licensed FM station WAMI, Athens, Ohio, drop into the World Broadcasting suite to shake mitts with George Field.

☆ ☆ ☆

● ● ● Oliver Gramling, popular head of Associated Press, leisurely eyeing the exhibits. . . ● The RCA Field Television Camera-man uses us taking notes and focuses the lens on us . . . we take a gander at our image on the tele set and discover we need a shave. . . ● Others who wanted and got tele "screen tests" included Hy Reiter of BMI, Ed Kasper of Kasper-Gordon, Mike Foster, CBS trade newsman, Adam Young, George Swearingen, Jr. and Ed Birk of Teleways Radio Productions, Lou R. Winston of Radio Producers of Hollywood and Dorothy Lewis, NAB's co-ordinator of listening activity . . . fashion note: the chapeau she wore, a chic ostrich-feathered thinga-majig. . . ● The Canadian Association of Broadcasters including Harry Sedgwick, Chairman of the Board, Joe Sedgwick, Guy Herbert, Arthur Evans, J. E. (Ted) Campeau, Elsworth Rogers, Horace Stovin, Harry Dawson and Jack Slatter, attending in full force. . . ● Paul W. Morency, WTIC, chatting with fellow Nutmeg Stater, Harold H. Meyer of WSTC, Stamford, Connecticut. . . ● Frank Silvernail and Gert Scanlon of BBD&O chatting with Gilmore N. Nunn and John Ballard of the Nunn Stations of Lexington, Kentucky. . . ● E. Frost of RCA, Los Angeles office, greets fellow west coaster Gene Kelly of KCRA, Sacramento, at RCA exhibit booth. . . ● Irv Kupcinet, writer of the widely-read Kup's Column in the Chicago "Times," drops in to cop a beat . . . (we'll risk a wager he learned a juicy tid-bit or two). . . ● Joe McGillvra treads through the crowded lobby to reach a client.

☆ ☆ ☆

● ● ● Carr & Stark has just signed an exclusive twenty-year contract with CBS television, to be in effect until September 30, 1966, for their "Musical Weather Forecasts," to be beamed via the entire tele CBS system. . . peace. . . ● Add spirit of friendly co-operation:—Kasper-Gordon turntable delayed in transit so Walter Davidson and Abbott Tessman of Capitol Transcriptions loan use of their equipment to Aaron Bloom, K-G exec, so he might 'sell an ET series' to a client. . . ● Bob Sweazy, John Fetzer and Harry Wilder reminiscing about their ETO tour back in 1945.

LOS ANGELES

By RALPH WILK

HAROLD J. BOCK, NBC western television manager, spoke on "Television and Its Effect Upon Advertising" at the Long Beach Advertising and Sales Club meeting, Friday, Oct. 18. Last time that Bock attended a meeting of the Long Beach Advertising and Sales Club, he was covering the meeting as a reporter on the Long Beach Sun. That was in 1926.

Production on "Bergen's Barnyard," film showing the techniques and operations of the Edgar Bergen-Patrick Michael Cunning television studio, Stage 8, was completed this week and a print is being shipped immediately to Cunning in New York. Picture, which runs seven minutes, will be shown to leading advertising agency heads. William Towl and Bert Wrench are cutting the film.

Edgar Bergen left Sunday by plane for New York to join Patrick Michael Cunning, his partner in their television production enterprise at Stage 8. Together they will explore television requirements of leading eastern advertising agencies.

Gordon T. Hughes, producer of "Your Hope Chest," is building an extra room at his Sherman Oaks home as a nursery for the baby due in December. Mr. and Mrs. Hughes now have one child.

UNIVERSAL RADIO PRODUCTIONS OF HOLLYWOOD, Inc.

Invites you to visit

ROOM 819

at The

PALMER HOUSE

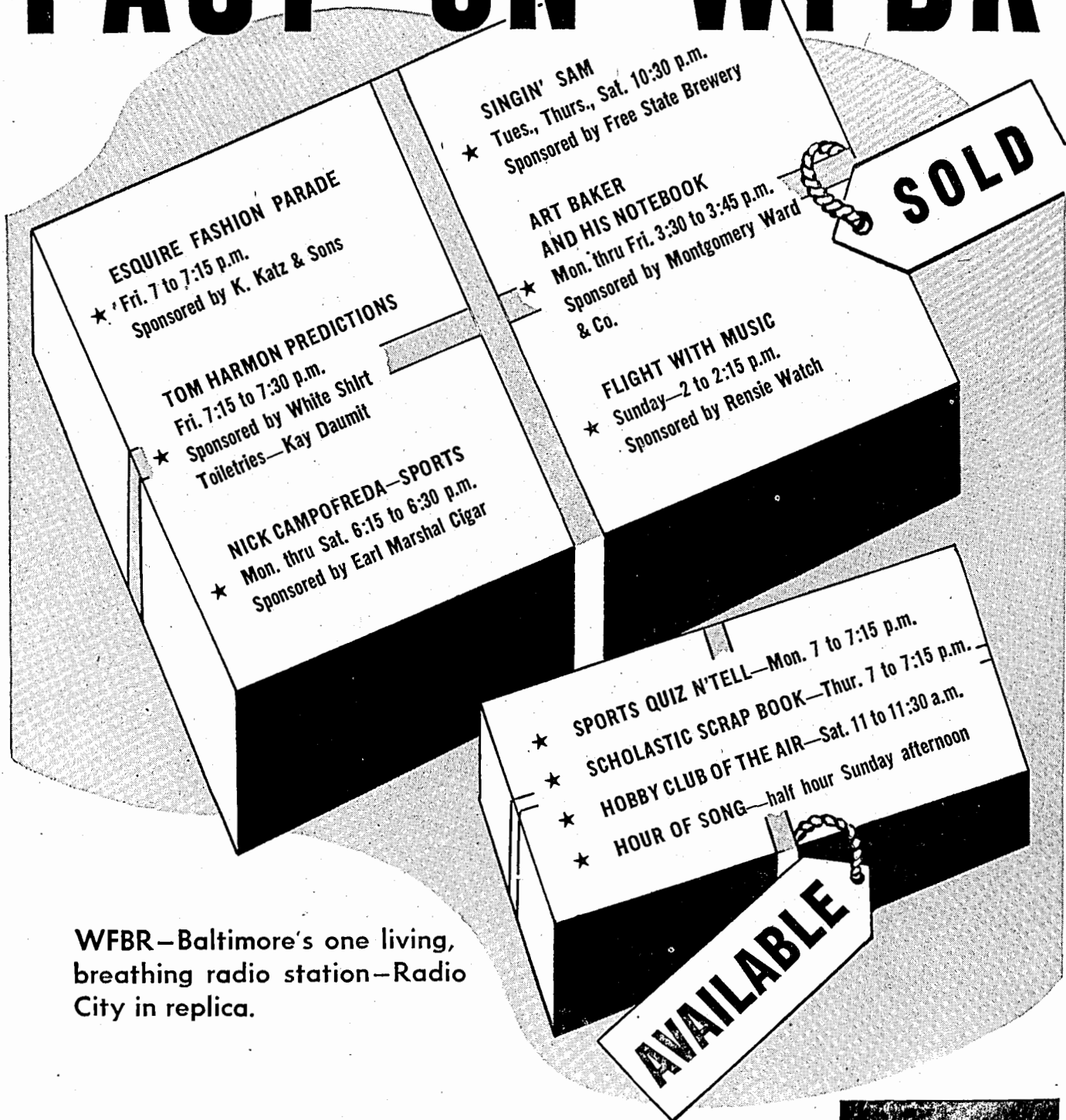
where you have a date—

With

DESTINY
GEORGIE JESSEL
and
Hopalong Cassidy

Three great open end
radio programs

THEY'RE GOING FAST ON WFBR

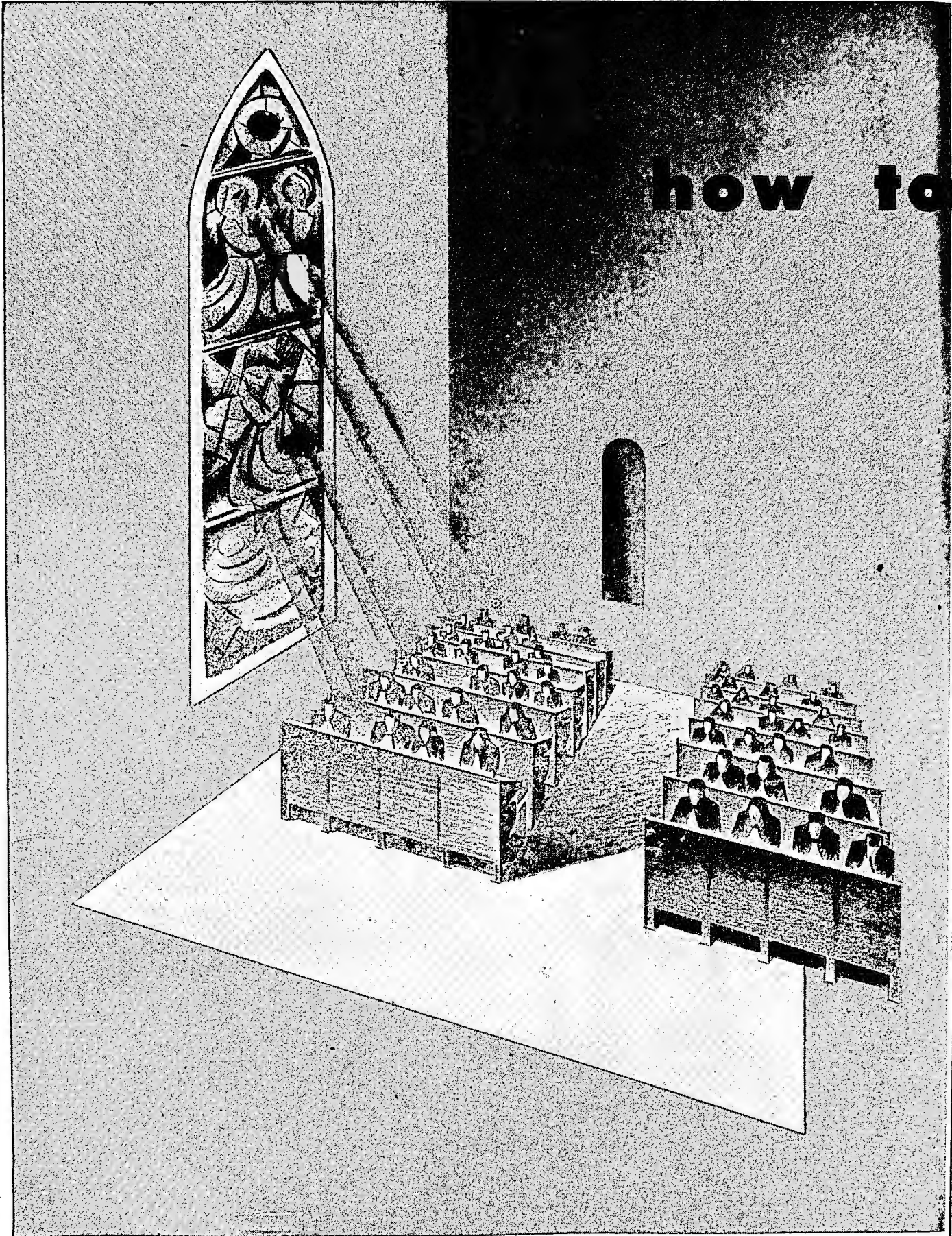


WFBR—Baltimore's one living, breathing radio station—Radio City in replica.

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

WFBR

how to



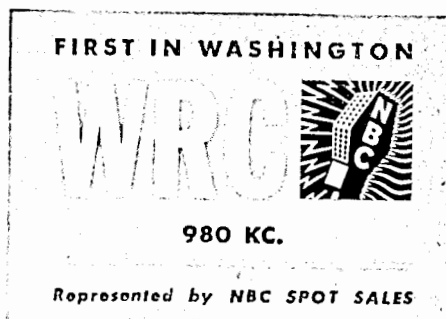
inspire tolerance

Freedom of worship and tolerance for religious views have always been basic tenets of America's way of life. Long ago American Radio recognized its responsibility in inspiring and guarding this most vital of human freedoms.

This very freedom, however, has made religious broadcasting difficult. Radio knows no creed—and the completely impartial presentation of religious programs offers a real challenge. WRC has met this challenge squarely with its daily devotional program, *Look To This Day*.

Look To This Day is sponsored six times a week by the Washington Federation of Churches, the Jewish Fellowship, the Catholic Church, and the Church of Christ, Scientist. Leaders of all faiths are represented. Music and soloists are supplied by WRC to serve as background for a devotional message by the speaker for each day's designated church.

To thousands of Washingtonians, whatever their faiths, *Look To This Day* brings daily inspiration—just one more example of genuine radio service in the life of a community.



THE NATIONAL BROADCASTING COMPANY

Introducing . . .

the ALASKA BROADCASTING SYSTEM

Alaska's only network covers all of Alaska's primary markets



KFQD ANCHORAGE
5000 w. • 790 kc.

KINY JUNEAU
5000 w. • 930 kc.

KTKN KETCHIKAN
1000 w. • 1460 kc.

Three great stations have combined as a network to give maximum coverage of Alaska's market centers. These are markets with . . .

PURCHASING POWER—the annual per capita income exceeds \$2000.

PURCHASING DESIRE—Alaska imports all consumer merchandise from the United States since it produces little for home consumption.

PURCHASERS — KFQD, KINY, KTKN programs are heard by more than seventy-five per cent of the Alaskan population.

National Representatives

PAN AMERICAN BROADCASTING COMPANY

330 Madison Avenue • New York 17, N. Y.
Telephone: MUrray Hill 2-0810

More CPs and Hearing Set As FCC Seeks to Keep Pace

Washington Bureau, RADIO DAILY

Washington—A consolidated hearing was ordered also to include the application of the Huntington Park Broadcasting Co., Huntington Park, Calif., seeking the 1190 band with one kilowatt, daytime. This is in competition with applications pending for the same assignment in San Fernando and Santa Monica, Calif., from Robert Burdette and the Santa Monica Broadcasting Co.

KTRB Broadcasting Co., Modesto, Calif., was ordered to join a consolidated hearing scheduled for Washington next week. KTRB seeks to increase its daytime power to five kilowatts on the 860 band, retaining its one-kilowatt, night signal. This application will be considered along with applications for 250-watt stations, daytime only, from California-Nevada Broadcasting Co., Vallejo, and Peninsula Newspapers, Inc., Palo Alto.

KRE, Berkeley, Calif., was turned down in its request for a power boost from 250 watts to one kilowatt, according to FCC proposals issued yesterday, despite the Commission's recognition "of the meritorious and commendable program service record of station KRE." Instead the Commission proposes to license the United Broadcasting Co., for a new station in San Jose, to operate on the 1370 band with one kilowatt, unlimited. At the same time, the Commission announced it proposes to grant the application of DeHaven Hall and Oates for a new station in Salinas, Calif., to operate on the 1380 band with one kilowatt, unlimited.

KRE Turned Down

Turned down were KRE, seeking to boost its power and shift from the 1400 to the 1380 band, FM Radio and Television Corp., San Jose, seeking the 1370 band with one kilowatt, and Broadcasters, Inc., also of San Jose, seeking the same assignment.

Commission held that service needs of Salinas are greater than those of San Jose or Berkeley, since there is now no station in that city. It was pointed out that the Salinas station to be constructed would suffer from objectionable interference from KRE if the KRE application were granted. Similarly, the Commission held that San Jose has greater need for new facilities than Berkeley has for increased power.

The FCC also announced the award of 21 new FM construction permits, four conditional grants and one educational application.

The latter was from Fordham University, which will go on the air in New York City with 3.5 kilowatts power on Channel 211.

The conditional grants were to the Voice of the Orange Empire, Inc., Santa Ana, Calif., for a Class A station; the FM Radio and Television Corp., San Jose, Calif., for a Class B station; Greater Muskegon Broadcasters, Inc., Muskegon, Mich., for a Class B station; R. G. Letourneau, Longview, Tex., for a Class B station

and Western Waves, Inc., Seattle, Wash., for a Class B station.

Vet Gets Nod

War Veteran Nathan J. Cooper was given the Commission nod over Miss Beatrice Cobb, newspaper publisher, in a proposed finding by the FCC. The Commission proposed to grant Cooper's application for a new station in Morganton, N. C., to operate with 250 watts, unlimited, on the 1490 band. Cooper plans MBS affiliation and Miss Cobb planned no network tie.

While Miss Cobb estimated she would sell 60 per cent of the station's time, Cooper proposed to sell only 47.8 per cent of his time if he wins his network affiliation, and only 37.3 per cent if he fails to win a network contract. An important factor in the decision was Cooper's intention to manage the station himself, while Miss Cobb did not intend to devote her full-time to the station. It was also stated that "in view of Miss Cobb's ownership of the only newspaper in Morganton and of an additional newspaper in a nearby community, a grant of the Cooper application would result in a diversification of the media of mass communication in the area."

New UAW Application

A new application for a standard broadcast station to operate on the 680 band with 250 watts, daytime hours, was received by the FCC from the United Automobile Workers (CIO). UAW has four FM applications pending also. Several other applications were also filed, including one for five kilowatts operation on the 1520 band, unlimited hours, from the Lake States Broadcasting Co., Milwaukee, and four one kilowatt applications. Seeking daytime hours with this power are the Eastern Broadcasting Corp., Newport News, Va. (1270 kc.); Sky Broadcasting Service, New Orleans (690 kc.); Andave Radio Co., Milwaukee (1430 kc.), and the Pittsburgh Broadcasting Co., Pittsburgh, Calif., seeks unlimited, one kilowatt operation, of the 990 band.

KAYS, Inc., in Hays, Kans., seeking to operate with 250 watts, unlimited, on the 1400 band, and Hope Broadcasting Co., Hope, Ark., seeking similar power and time on the 1490 band complete the list.

Full Schedule

NORTHWESTERN U.
COLLEGE FOOTBALL

W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Biggest Promotion in Radio History!

THREE in ONE

- A. Large outdoor, illuminated, animated neon clock.
- B. Large colored news pictures and glass display frame.
- C. 100 radio personality booklets to each individual merchant.

This and only your station copy on each of the *three in one* deal.

IMPORTANT

You may be offered: {
A clock deal
Window news pictures
Radio personality booklets

BUT

No other company gives you the *Three In One* deal.

For full particulars contact:

NEWS FLASH PHOTO SERVICE, INC.

213 WEST 53rd STREET

NEW YORK 19, N. Y.

OR SUITE 962—HOTEL SHERMAN—N A B CONVENTION

★ ★ ★ COAST - TO - COAST ★ ★ ★

—MISSOURI—

ST. LOUIS—Rex Davis, popular newscaster and analyst, will replace Guy Runnion as news commentator for KMOX on November 3, when the latter leaves to assume general manager's berth for the new KXLW in Clayton, Mo. . . . John Raleigh, the man who revealed the identity of Lord Haw Haw, will join the KMOX news staff as a featured news analyst and commentator. . . . KWK has announced plans for new modern studios to be located in the former Mississippi Valley Trust Co. Bldg. . . . A jurisdictional dispute between rival AFL unions prevented a television portrayal by KSD of the principal social event in St. Louis, the veiled Prophet's Ball. . . . KMOX will trace the life of Rabbi Leon Harrison, national prominent leader of the Temple of Israel in St. Louis on the "Land We Live" broadcast Monday, 6:30 p.m. Each week, the Union Electric Co. of Missouri spon-

sors this show which features the careers of noted St. Louisians. . . . Howard Dorsey's "Man On The Street" broadcast over KMOX sure is catching on if the 1,311 letters reflecting a spontaneous reaction to the new show means anything. . . . One hundred and seventy-five blood donors for a young lad whose life depended on a series of blood transfusions, was the result of six announcements aired by KXOK. . . . New show "Food Store Quiz" has Bob Hille interviewing shoppers at three sponsoring stores. . . . Records of interviews are played back Monday, Wednesday, and Friday over KXOK so that participants will be able to hear themselves.

—CONNECTICUT—

NEW HAVEN—Nationally known figures will appear on the Ya'e Student Federalists program over WNHC during the fall and winter. . . . In co-operation with the New Haven School System, WNHC will broadcast a weekly series

of educational programs to the elementary departments. . . . Rabbi Leon Spitz of Kesser Israel Synagogue has returned to the air with the weekly "Voice of the Synagogue" programs presenting leaders of the Jewish Faith in the Greater New Haven area. . . . Dr. Russel Henry Stafford, president of the Hartford Seminary Foundation, is slated for a "Church of the Air" broadcast from the studios of WDRC, Sunday, Dec. 22.

—OKLAHOMA—

SHAWNEE—Miss Maxine Eddy, general manager of KGFF, and Roy J. Bowman, production manager, were married October 12. Both Mr. and Mrs. will continue in their positions at KGFF. Their wedding trip will be a "Busman's Holiday." They'll attend the NAB convention in Chicago. . . . OKLAHOMA CITY—Ben Holmes takes over the night slot on the announcing staff at KOMA after three and one-half years with the U. S. Navy. . . . KOMA Scriptman Don Miloe, is dickering for sale of late completed script to movie moguls. . . . People of the KOMA engineering department were conspicuous by their absence. . . . Reason? They were putting in the copper ground work around KOMA's 50,000-watt transmitter.

—WISCONSIN—

MILWAUKEE—Four Milwaukee high school students were heard Friday, October 18 in a roundtable discussion originating at WISN as part of Columbia's famed "School Of The Air" educational program. . . . "The Week-end Reporter," new program which provides specially selected music in the popular mood and shopping service in a review of outstanding values available in the sponsoring stores, is designed to bring a bit of relaxation to the housewife on her busiest day of the week, Saturday.

—TENNESSEE—

NASHVILLE—WSM was host to 150 agricultural agency representatives who registered for a special radio school. Working in conjunction with the University of Tennessee and the United States Department of Agriculture, experts from the WSM staff conducted a concentrated two-day course in farm broadcasting. John A. McDondal, farm director of WSM, was in charge of arrangements. . . . KNOXVILLE—WNOX, Tennessee affiliate of CBS, had the unique experience of feeding the biggest local show of the year to the net, without

carrying it locally . . . the Tennessee-Alabama game on Oct. 19.

—UTAH—

SALT LAKE CITY—KALL has just completed a series of six nightly dramatizations saluting the industrial growth of the state. . . . Bob Olsen and Bob Hanes of the KALL staff did the scripts with Al Collins as producer, and Earl Donaldson, musical director. . . . Bill Berna and Bill Raidt, KALL's "leap-tourists" were snowed in at Murray during an early season blizzard. They hiked two miles to the nearest habitation, a turkey farm. On their wire-recorder they cut an interview with Marvin Turpin, owner of the farm, later used on the October 20th "Opportunity U. S. A." program. They also were treated to a turkey dinner.

—LOUISIANA—

NEW ORLEANS—Guy Harris and Bill Dean have been added to the frequency modulation staff of WWLH. . . . Henry Dupre, WWL's witty program director celebrated his 14th year with the station. . . . "Look and Listen," a show relating to the activities of the Glamour Capital, conducted by Jack Rourke made its debut over WWL and is being sponsored by the Hollywood Shop on Sundays at 12:15. . . . Headlining the sports-news show over WWL is Tom Holbrook's "Sports Stars," sponsored by Maison Blanche Co. . . . "Cousin Peggy," new show for teen-agers gives the latest fashion, social, and beauty hints for teen-agers, in addition to presenting teen-age celebrity on every second show.

—NEW YORK STATE—

BUFFALO—WEBR had four boys will portable radios take up positions in the downtown and shopping areas to keep people posted on the World Series games. . . . ITHACA—Walt Griswold's face sure was red! He introduced a selection from the works of one of the masters, but turning to his 'pot' at the New Control Board, he turned on the CBS pot and became a booming voice—"Oh Yeah!" was the mystery of the week. Walt's new program director of WIBX-FM now operating seven days a week from 3:00 8:00 p.m. on 97.9 megacycles.

WANTED:
The best Disc-Jockey
in the business...
by a major New York
Independent Station!

Here's the most outstanding opening in radio today for a crack record-spinner. If you're that jockey, *income unlimited*, rush us a 15-minute transcription at once. Deadline November 8th.

Write RADIO DAILY, 1501 Broadway,
New York 18, N. Y.

Box 236


Send Birthday
Greetings To—

Oct. 23

B. A. Rolfe Russell Willis
Regina Schuebel Paul Lindsay
Elinor Sherry Perley Tribou
 Radie Harris

In the Worcester area, the overall Hooper Listening Index, Dec. '45 thru Apr. '46, looks like this:

WTAG	52.9
Station B	16.8
Station C	14.7
Station D	11.3
Station E	4.8





CONGRATULATIONS N A B

In bringing together radio station owners, managers, engineers, manufacturers, program producers and advertising executives who have combined their vast experience to provide the best entertainment and culture through the medium of radio and the new art of television.

From the developments put forth by these pioneers . . . television today now stands ready to serve set-owners with television images possessing brilliance, definition and contrast equal to those of motion pictures. This (one-time) infant of the electronic age, which suffered growing pains for several years now stands on the threshold of a boom era.

YES!

Television is here to stay.

The next important job is good program production. This will be the final keynote to prosperous television.

During the past seven years we have planned and developed our production department for programs, which now places us in a position to do a real job for commercial television.

BERGEN-CUNNING TELEVISION PRODUCTIONS

AMERICA'S LARGEST INDEPENDENT TELEVISION PRODUCTION ORGANIZATION

Contact:

THE EDGAR BERGEN TELEVISION CENTER
6524 SUNSET BLVD., HOLLYWOOD, CALIF.

OR SEE

PATRICK MICHAEL CUNNING
AT THE N A B CONVENTION

AGENCIES

A NEW and ambitious program of advertising for Spartan radio and radio-phonograph combinations has been launched by the Sparks-Withington Co., Jackson, Mich. E. C. Bonia, sales manager, radio & appliance division, Sparks-Withington Co., stated that the production picture is gradually, but steadily, improving, and justifies this expanded program.

THE CLEMENTS CO., INC., Philadelphia advertising agency, has purchased a Republic Seabee, four place amphibian, for use by its service department. The plane will be piloted by Lieut. David S. Roberts, former B-29 Army Air Corps flier, with a record of 28 combat missions over Japan. Roberts is now an account executive with the Clements Co.

RWG Sets Party

Special committee of the Radio Writers Guild is planning its first post-war "get acquainted" cocktail party early in November for eastern region members. Lynn Stone is chairman of the committee which includes Harold Wallis Steck, Mildred Kaymore, Richard Stevenson, Mary Jane Kroll, Margot Gaye, Randolph G. Howes, John S. Garrison, Rosemary Roth, Doris Loewi, Helga Preisman, Daisy Amoury, Helen Ross, Eleanor Abbey and Betty Hugh.

SOUTHWEST SIDELIGHTS

William S. Newkirk, a former captain in the army and now on terminal leave, will rejoin the staff of KTRH, Houston in the announcing and program department.

The ninth district field headquarters of the FCC has been moved from Galveston to Houston.

Yolande Eidelbach has replaced Marcia Birenberg as publicity director at WOAI, San Antonio.

Lew Valentine, the original "Dr. I. Q." who received his early radio training here in Houston and San Antonio returns with his program to be aired from the stage of the Majestic Theater in San Antonio, for the first time.

A special Texas USO program was aired over WFAA, Dallas originating from the Radio House of the University of Texas. Speakers included Price Daniel, Attorney General elect representing Gov. Coke Stevenson, Carl L. Phinney, state USO campaign chairman; Gen. Fred L. Walker head of the Texas State Guard represented the Army and Captain McCowen represented the navy.

As part of its full hour children's broadcast aired each afternoon Monday through Friday, KABC, San Antonio is presenting a 15 minute studio presentation titled Texas Trails. Programs feature music by the Texas Outlaws, KABC studio group, Del

Dunbar cowboy singer and as master of ceremonies Tommy Reynolds and Jim Wiggins. Western songs especially for the children are heard with a dramatization of the "Lone Ranger" comic strip with the Outlaws as a highlight of each broadcast.

Back at his desk following a trip to New York City is Joseph B. Carrigan, president of KWFT, Wichita Falls.

With the application of the Southern Broadcast Co., for an FM station at San Antonio, all seven FM allocations have been taken. KFYM, voice of the San Antonio Express is expected to take to the air soon. Each of San Antonio's five standard broadcast stations have applied for FM stations.

Back at Fort Worth is Gene Cagle, president of the Texas State Network and KFJ there from a visit to Mexico City where he attended the first Pan American Radio Congress held there.

Lynn Leslie will air a quarter-hour of "Social Notes" over KLRA, Dallas, FM voice of the Dallas Morning News. A review of Dallas social news and events will be presented.

A special program will be presented by staff entertainers of KABC, San Antonio, at the American Legion meeting here this week. A portion of the program will be aired over KABC. Del Dunbar, cowboy singer, The Texans, studio orchestra and the "Joy Boys," Jim Wiggins and Tommy Reynolds will participate.

Engagement of Virginia Jackson to Ira Cook, KFAC disc jockey, was announced this week. Miss Jackson is employed by Margaret Ettinger's publicity agency. The couple will marry in the near future.

Haven MacQuarrie, Jr., is a chip off the old block. He crashed into movies six months ago and now has completed six films. Haven is the son of NBC's writer-producer-director-emcee of "Noah Webster Says."

Opie Cates, musical director of the NBC "Meet Me at Parky's" program, has finished a new arrangement of the old tune, "Little Liza Jane," which he'll soon record. Inspiration was his new baby daughter, who's been named Liza Janes.

PROMOTION

Auto Contest

Giving away automobiles to radio audience is a hook that never fails according to Phil Lalonde, manager of CKAC, Montreal. Lalonde devised a radio contest called "Mr. Hunt," which consists in giving number of announcements per day and evening, but never at the same time. Which announcement contains the clue to the mystery person known only to the station manager in the locality where the contest is being held. The contest is scheduled to run for 12 weeks, six days per week, but if the identity of the person is revealed by a listener before that time, the contest is automatically closed and a new one begins the following week. Advance publicity thru newspapers and radio has built up interest to the peak. In the particular contest it is planned to give away a new Nash. The contest was launched particularly in view of promoting the station itself and drawing an even larger daytime audience. It is also serving as a test for forthcoming contests which the station hopes will be sponsored by national advertisers without difficulty.

Crosby Promotion

KGO's promotion and publicity department has distributed 10,000 pennies throughout the San Francisco Bay area plugging the debut of the Bing Crosby "Philco Radio Time" Stickers are glued to the pennies giving the program, time, and date. Pennies were given in change at restaurants, drug and department stores. According to Robert F. Sawyer KGO promotion and publicity manager, Norman Nelson of ABC's sales promotion department in Hollywood conceived the idea. The same number have been distributed in Los Angeles for KECA.

ABC Adding 229th Outlet

On January 1, the American network adds its 229th station, where WIRL, Peoria, Ill., affiliates as basic network outlet.

A new station now under construction, WIRL will operate full-time with 5,000 watts on 1290 kc. The new outlet is managed by J. Camp.

Rest Your Feet

at

THE

SKYWAY

SUITE

(THE STEVENS)

CONVENTION HEADQUARTERS

AP-PA

OLIVER GRAMLING

Assistant General Manager

Room 2306-A

Phone: Wabash 4400

Please Visit Our

NAB Headquarters

Room 1350W Palmer House

Joseph Hershey McGillvra, Inc.

Advertising Representatives for Radio Stations



RCA's new television camera has a super-sensitive "eye" that sees even in the dimmest light—indoors or outdoors.

A television camera "with the eyes of a cat"

As a result of RCA research, television broadcasts will no longer be confined to brilliantly illuminated special studios—nor will outdoor events fade as the afternoon sun goes down.

For RCA Laboratories has perfected a new television camera tube, known as Image Orthicon. This tube, a hundred times more sensitive than other electronic "eyes," can pick up scenes lit by candlelight, or by the light of a single match!

This super-sensitive camera opens new fields for television. Operas, plays, ballets will be televised from their original performances in the darkened theater. Outdoor events will remain sharp and

clear on your television set—until the very end! Television now can go places it could never go before.

From such research come the latest advances in radio, television, recording—all branches of electronics. RCA Laboratories is your assurance that when you buy any RCA product you become the owner of one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20 . . . Listen to The RCA Victor Show, Sundays, 2:00 P. M., Eastern Standard Time, over the NBC Network.



RCA VICTOR table model television receiver—with RCA Victor's exclusive Eye Witness Picture Synchronizer that "locks" the picture in tune with the sending station . . . assures you of *brighter, clearer, steadier* pictures. It is now available in some areas. For further details, see your local RCA Victor dealer.



RADIO CORPORATION OF AMERICA

Cohen Urges Heavy Coverage of UN; Calls Radio Strong Peace Weapon

(Continued from Page 1)

scribing the UN meetings as "not just another news event to be covered by the reporter, the commentator or special events man," Cohen said it was the "voice of mankind's conscience crying for peace and security,"—a concept which radio must make crystal-clear. "Through your news programs and forums; through your children's programs and women's programs; through your music and entertainment programs; through every kind of program you can show how closely related is the United Nations to the day-to-day lives of the listeners in your community," he asserted.

Cohen cited a number of examples wherein stations covering recent UN activities had provided special shows of "public spirited cooperation." WMCA, New York, he explained, "makes a recorded half-hour version of the days' proceedings which they use at peak listening time in the evening. WLIB (Brooklyn) invites listeners to their booth where they are asked to give their impressions and reactions thus creating public participation. Far away from New York—in Hollywood—KFWB has performed an outstanding service for its listeners," he added. "This service has brought KFWB several national awards. But Mr. Maizlish, the manager of this station, tells us that his greatest award is the interest and praise he gets from listeners in his community." He also mentioned KLAC in Hollywood and KYA in San Francisco as further examples of this cooperation.

Suggests NAB Committee

The UN official expressed the hope that NAB would further implement its interest in UN by "giving leadership to the radio stations throughout the country with respect to their United Nations broadcasts." He suggested that NAB set up a special committee which would serve in an advisory capacity to the UN radio liaison office. "Such a committee," Cohen believes, "could help make program planners aware of the experience of other stations, help create new program ideas and generally serve as an agency to help utilize American radio to the fullest possible extent in the interest of lasting peace."

"Perhaps radio's greatest contribution to the war effort," Cohen declared, "was that it helped to build a strong wartime morale. Can we not decide that radio must be as effective an instrument for the building of a healthy peacetime morale?"

UN And The League

Stressing the importance of keeping the world informed of UN activities in the interests of lasting peace, Cohen pointed out that "it has been said that one of the shortcomings of the League of Nations was that its activities remained unknown to the majority of the public. Only when a crisis arose did the League become news. Only when there were international tensions did the reporters flock to the scene. Few knew of the League's accomplishments in the social welfare field. I daresay," he continued, "few Americans were aware of the extent to which the United States participated in various League Agencies. The League was not sufficiently identified with the needs and interests of the people. This must never happen to the United Nations," he declared.

Acutely aware of the need for a world broadcasting setup of its own, the UN official pointed out that this was realized in London at the first General Assembly where a resolution was passed providing for such a contingency. He announced that a Telecommunication Advisory Committee has been formed which is now preparing a report on the matter, expected to be ready next month. As a result, Cohen explained, it is the expectation of the UN that "before long people throughout the world will hear the United Nations signal."

Cohen also outlined the broadcast schedule of the General Assembly, which opens in New York today. UN programs will be on the air for about 9 and one-half hours daily, depending on the length of the meetings, he said.

Broadcast Schedule

Broadcasts will be in the five official languages, English, French, Spanish, Russian and Chinese. Attempts will be made, Cohen said, to bring to as many countries as possible the proceedings of the General Assembly or

else short summaries of the work of the Assembly with recorded extracts from the debates. Overseas listeners in Scandinavia, Central and Southeast Europe, the Middle East and Africa will be able to hear programs each day from 11 o'clock in the morning to about 1:30 in the afternoon and again from 3 to 7 o'clock in the evening everything that is said in plenary or committee meetings. Other nations will hear programs on relay or recorded for broadcast at other times.

Between 8:45 and 10:15 in the morning UN will use the Sackville transmitter of the Canadian Broadcasting Corp., providing a good signal as far as Eastern Europe. Radio correspondents from all countries and members of the delegations to the General Assembly will also be able to use this period for reporting to their respective peoples.

Graham-Rafferty Tilt On ABC

Billie Graham of New York and "Doll" Rafferty of Milwaukee, Wis., welterweights, will clash in the 10-round bout at St. Nicholas Arena, here, when the "Gillette Cavalcade of Sports" is aired on Friday, Oct. 25, at 10 p.m., EST, over WJZ-ABC. Don Dunphy and Bill Corum, WJZ-ABC fightcasters, will announce.

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AIR CONDITIONED

Miller Urges Closer NAB-FCC Co-Op; Feltis Clarifies BMB Objectives

(Continued from Page 1)

eeding I shall urge that it be done. Otherwise, it is not necessary so far as I am concerned that there be further discussion of the Blue Book per se.

"Moreover, I am happy to say that there is a growing disposition for friendly co-operation between your Association and the Commission. You will be interested to know that, at the request of the Commission, NAB printed several thousand copies of the Blue Book. You will be amused to know that in a debate upon the subject of broadcasting in the British Parliament, the assumption was made that—because we printed the report—we agreed with it."

Judge Miller went on to cite other instances of co-operation on the part of NAB with the Commission. He said that he had recently sat in conference with Charles Denny, acting chairman of FCC, and Assistant Attorney General Wendell Berge to discuss the extent to which the industry can go in adoption of standards of practice and in devising methods for securing observance of them.

In discussing what he termed "much of the heat which has been engendered during recent months," Judge Miller pointed out that "lawyers, customarily, use language in discussions with each other which seems to others highly charged with invective. Denny is a lawyer and understands that it is possible and proper to state issues and to take positions thereon—diametrically opposed to each other—without emotion, without heat and without any desire for personal feuds."

Sees Gov't Relations Vital

In outlining the problems facing broadcasting, Judge Miller declared that one of the long continuing problems was that of Government relations. The broadcasters, he declared, must be alert to the action of Congress, the Department of Justice, the Federal Trade Commission, FCC and the Federal courts. Also they will be concerned increasingly with the actions of state legislatures, state courts, state taxing and enforcement agencies.

In discussing the relationship between the broadcasting operators and the regulatory agencies of government, Judge Miller likened it to the relationship between two football teams, saying: "Each is supposed to play according to binding rules. Congress, acting under power delegated to it by the people, creates the regulatory agents and establishes the

rules. If the people do not like the rules, they can require Congress to change them. If they do not like the agencies, they can require Congress to abolish them. In the playing of the game, the courts act as umpires and referees but, unlike the officials at a football game, they do not act automatically. They act only if the broadcaster or the Commission reports an alleged violation. In other words, if the broadcasters do not stand up for their rights and report violations, the situation is as if one team is being required to play according to the rules and the other is not."

Calls Legislation Problem

Judge Miller also cited the possibility of Congressional legislation with respect to broadcasting, as a problem to which broadcasters must give attention. He pointed out that the broadcasters may have to consider taking a position on proposed labor legislation. He declared:

"We should observe the swing of the pendulum in such legislation, and decide that we should have a part in it. Many years ago the law discriminated harshly against organized labor. During the intervening years, friends and sponsors of labor succeeded in removing discrimination and, indeed, created a situation in which labor was put above the law, in several respects. Now, we see the beginning of a trend in the other direction. The Lea Act is an example."

Judge Miller touched upon the international radio aspects and the problems of broadcasting and pointed out that it is all closely related to this country's participation or non-participation in international affairs generally. He declared:

"(1) To what extent should independent privately controlled broadcasting, as represented by NAB, play a part;

"(2) Should the United States, as a government, operate a world-wide broadcasting system;

"(3) Should the United States encourage the United Nations to operate a world-wide broadcasting system?"

"The third question is, I think, easier to answer. If the United Nations is to function successfully, there must be common understanding

throughout the world of its purposes, its proceedings and its methods. Broadcasting will be one of the great media to secure this understanding."

Judge Miller revealed that John Payne had offered to discuss the early possibilities of re-negotiations of Ascapi contracts under the consent decree. This offer, he declared, should be carefully studied in the light of existing and future conditions. Referring to the broadcasters own music organization—BMI—he recommended that it should receive growing support.

Moderate Opposition To BMB

Expected opposition to the BMB did not develop in the strength indicated earlier. As a matter of fact there was no public display of disapproval. BMB officials admitted certain shortcomings, but stated that the coming year, when the organization does not have a survey on hand, it will be in a position to correct various items that could not be anticipated in the original organization of such a huge project.

Hugh Feltis, president of BMB, gave his report on the progress of the organization at yesterday afternoon's session mindful that critics of

(Continued on Page 22)

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Heavy UN Coverage By Networks-Stations

(Continued from Page 1)

Collingwood, Eric Severeid, Bill Henry, William L. Shirer, Bill Downs, Ned Calmer, John Daly, Winston Burdett, Quincy Howe and Everett Holles. NBC will send H. V. Kaltenborn, Morgan Beatty, John MacVane, Ben Grauer and Don Fischer.

Reporting for Mutual will be Cecil Brown, William Hillman, Leslie Nichols and Steve McCormack. Newsmen for American Broadcasting Co. were announced earlier.

New York Indies

Some of the New York indies are carrying two other events today sponsored by the New York City Reception Committee for welcoming UN delegates. At a City Hall reception from 12-12:30 p.m., which will include a talk by Secretary of State James Byrnes, WNYC will feed WMCA, WQXR, WLIB, WBYN, WBNX, WWRL and WHOM. City Hall event also will be carried by WEAf-NBC.

The other welcoming will be a luncheon at the Waldorf-Astoria which is to feature talks by Herbert Lehman, Governor Dewey and Secy. of State Byrnes. For this broadcast WNYC will feed WLIB and WBNX.

WPEN in Philadelphia has just completed arrangements with WQXR for the latter to feed the Philadelphia station from the General Assembly chamber at Flushing Meadow. WQXR will continue this procedure throughout the entire session, even when the New York station is not broadcasting from the UN itself.

WEVD is not carrying President Truman's speech live but will re-broadcast it at 9:45 p.m. tonight.

NBC's television station, WNBT, will feed its UN coverage today to WPTZ, the Philco station in Philadelphia. Both WNBT and WCBW, Columbia's New York video outlet, plan UN pickups during the General Assembly sessions which are expected to last for at least seven weeks.

Fannie Hurst Starts Oct. 24

Fannie Hurst has chosen "Made In Heaven" as the first play to be reviewed in her new series over WJZ. Miss Hurst will attend the play on opening night, October 24, and later the same evening, from 12:05 to 12:15 a.m., EST, she will review the play for WJZ listeners.

The well-known author will review many Broadway plays on opening night during the coming season and review them following the final curtain. There will be no definite schedule for Miss Hurst, who will choose the plays she believes worthy.

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Miller Urges NAB-FCC Co-Op; Feltis Clarifies BMB Status

(Continued from Page 21)

the audience measurement plan were waiting to take pot shots at the report. He said the BMB would not extend its studies to another phase of audience measurement and cautioned broadcaster subscribers to confine themselves to the facts in the reports in making use of the surveys.

"BMB measures how many families listen to a station and where they live "and that is all we proposed to do in this study," Feltis told the meeting.

He reported that the first survey had been completed for ninety per cent of the anticipated cost. The original cost figure was one million dollars for a million sampling.

BMB Emerges Okay

Feltis reviewed the publications that BMB has issued and will issue including "Radio Families USA," the station audience reports which subscribers have already received, the station audience reprints that will be available in November, The U. S. Area Report, which will be published in December and the Network Audience Report, which will be published in January. He said new subscribers will receive this report promptly.

Cautions Broadcasters

The speaker cautioned the broadcasters against over selling on the basis of their BMB reports. "It remains to be seen," he said, "what value attaches to counties with low BMB penetration. The wise station and thoughtful salesman will refrain from making exorbitant claims about all the counties reported in his BMB report until experience by the entire industry makes apparent the real significance of these figures for different clients."

Continuing he said, "It will require experimenting to determine how the BMB information can be used. We urge you to study your BMB reports carefully to see what valid and use-

ful conclusions can be drawn so that you may use the information to the utmost and at the same time guard against misuse." Feltis warned against using BMB to try to show program audience, available program audience, share of listeners, type of listener, cost per thousand program listeners or to compare radio with space media.

Not A Substitute

Feltis emphasized that "BMB is not a substitute for other types of radio research." He added that "the buying and selling of radio time cannot be governed entirely by the analysis and interpretation of BMB data. BMB is only one of the factors that must be considered."

Feltis announced that BMB was setting up an advisory service to help subscribers interpret their reports and advise them regarding problems indicated in their reports. This announcement by the BMB president indicated that they were conscious of some discordant voices and aimed to give them special service. The speaker explained that the pre-publication clinics were not intended to endorse any specific use of BMB information but that they aroused interest, enthusiasm and a desire to make proper use of this additional research tool.

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LIGHT AND AIRY

By **JACK HELLMAN**

There is broad speculation in the trade over whether the Bing Crosby records for Philco will roll over and curl (rating-wise, of course) or become a thorn in the sides of the networks. So this Wednesday coming up will be a fateful day for the chains, for the turntables on 400 stations (that's Philco's figure) spin the first of the platters from the Crosby Enterprises. James Carmine, Philco exec, hopes for a 25 Hooperating on the first roll—plausible enough—While other guesses taper off around 15. On a recording project so grandly scaled there is little precedent to go by unless a conclusion can be drawn from the enviable record set by C. P. MacGregor's waxed series of "Skippy Hollywood Theatre."

It's an interesting set of figures MacGregor has compiled to show what can be done with disced dramatics. Let's take a few of them and see how "Hollywood Theatre" fared against some of the live competitors: In Minneapolis Skippy posted 20.7 against "Meet Me at Parky's" and "Theatre Guild of the Air." In Denver the rating was 10.7 against "Your FBI" and Fulton Lewis, Jr. "Maisie" was the chief competitor in Des Moines where "Skippy" hoisted a 16.1 Omaha also showed 16.1 for the MacGregor spinner against Columbia's "American Melody Hour." In Chicago the point rise was tabbed at 12.2 in opposition to Luckies Hit Parade and National Barn Dance. Salt Lake registered 11.8 and Boston 7.9 In all locations the show was spotted in the night peak span.

If nothing else the "Skippy" figures are illustrative of what can be done with wax when it's done well. Toward close of the year Holly Theatre will have ended its run of 267 consecutive weeks for the peanut butter sponsors.

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Denny Defends Blue Book

Future Is Bright Denny Tells The NAB

Chicago—Charles R. Denny, acting chairman of the FCC, yesterday told broadcasters who have not yet applied for FM grants to "re-examine their position" to make certain they will not be left out in the cold when a nationwide shift to FM comes. The FCC looks for such a shift to be made clear to the NAB convention here by Denny. He pointed out that 579 (65 per cent) of the AM stations licensed prior to October of last year have applied for FM. Of

(Continued on Page 6)

Radio Women Invaluable Kitchell Tells NAB Meet

Chicago—Women broadcasters are invaluable in building good public relations for radio stations and networks, Alma Kitchell, WJZ commentator and president of the Association of Women Directors of NAB, declared here yesterday in an address before the 24th annual convention of the NAB. "This is so," stated Mrs. Kitchell, "because, in most cases, it is not a stipulated part of her job. Rather, a free-will offering, made because she believes in radio and its

(Continued on Page 3)

Columbia College Sets 3-Day Radio Meeting

Columbia, Mo. — Educators and workers in the radio field from throughout the U. S. will gather at Columbia College here for a three-day radio conference opening October 28, to discuss the theme "The Curriculum in the Colleges";

(Continued on Page 7)

Four-City Tele Web

A four-city television network will carry the proceedings of the N. Y. Herald Tribune Forum through the facilities of WNBZ, the outlet of NBC, on Monday through Wednesday of next week. Included will be speakers of this country and other lands who are invited for the U.N. Assembly. Telecasts will emanate from the grand ballroom of the Waldorf-Astoria.

Production Problem
The cows on Ed Glembotski's farm in Flemington, N. J. are in need of something "cultural"—like good music, the WAA was informed this week. Ed's Bossies could use a surplus radio, he says, since the one he's had in the barn for years is out of order "and my cows have dropped in milk production as a result."

Base New ET Program On Round-World Trip

West Coast Bureau, RADIO DAILY
Hollywood—One of the most ambitious sustained series of special events programs, using transcriptions, was advanced yesterday by Teleways Radio Productions here with the announcement of a post-war "World Cruise" to feature a man-and-wife reporting team traveling the globe to report on people and places. Principals in this unique addition

(Continued on Page 8)

FCC Standard Division Seeks P-3, P-4 Engineers

Washington Bureau, RADIO DAILY
Washington—The FCC Standard Broadcast Division has several positions open for engineers in grades up to and including P-4. It is primarily interested in P-3's (\$4,149.60-\$4,902) and P-4's (\$4,902-\$5,905.20) with the following general qualifications:
A degree in electrical engineering with emphasis on radio or communication.

(Continued on Page 2)

FCC Goes To Supreme Court In Appealing WOKO Decision

Tele And FM Production On The Rise, Says RMA

Washington Bureau, RADIO DAILY
Washington—The RMA, with a September production of 3,242 television receivers, has announced that production of these sets is definitely "under way" . . . turnout for the previous eight months of 1946, was

(Continued on Page 2)

Tells 1,500 Broadcasters The Report Is An Instrument Of Service; Seeks No Quarrel; UN Sends Greetings

By FRANK BURKE, Editor, RADIO DAILY

Chicago—As the 24th annual convention went into its third official day, Charles R. Denny, acting chairman of the FCC highlighted the speeches with a review of the "Blue Book," and sought to analyze just what the Commission intended in publishing it. He set forth six points which he considered the crux of the matter. Said Denny: "The FCC will not 'bleach' the Blue Book. We at the Commission sincerely believe that every principle enunciated in it is calculated to increase the stature of the individual broadcaster to encourage him to exercise greater control over his own business and to assist him to escape from the dictation of the advertiser."

He added that the Commission has not been disturbed by the variety of names hurled at it by NAB President Justin Miller "because you see we believe in free speech." Denny also denied that the Commission plans to force "wayward broadcasters" to listen to their own programs two hours daily. "This would be clearly unconstitutional as cruel and unusual," he said. Denny took the occasion to review the major points made by the "Blue Book" which he claims have been confused by the volume of talk pro

(Continued on Page 6)

RCA-NBC Set Up Tele To Aid UN Coverage

Preparations were most complete to provide television service for the convenience of newspapermen covering the United Nations General Assembly which convened at Flushing Meadows yesterday, it was announced jointly by officials of RCA and NBC. The RCA-Victor Division has sup-

(Continued on Page 8)

ABC Taking Over Web For Election Coverage

Complete and comprehensive coverage of election returns will be broadcast by WJZ-ABC throughout election night, Tuesday, Nov. 5, under plans completed today by Thomas Velotta, director of news and special events for the network. The all-out coverage will mean a shelving of the

(Continued on Page 8)

Collaborators
Ed "Archie" Gardner, the actor, comedian, and murderer cum laude of the King's English, has embarked upon a new career: as a songwriter. "Aided and Indebted by," as he puts it, Hoagy Carmichael, the "Duffy's Tavern" impresario penned a song titled "Archie's Little Love Song," which got its first airing yesterday on "Duffy's Tavern" over NBC.



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wed., Oct. 23)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Du Mont Lab., Finch Telecomm., Stromberg-Carlson, etc.

Tele As Educator

Chicago—Television will be one of the greatest mediums in the education field, presenting history as it actually occurs, Paul Mowrey, national director of television for the American Broadcasting Company, predicted before the School Broadcasting Conference, in an address on "Television and Education."

Mowrey acknowledged that the problem of scheduling educational features and services will be present in television as well as in radio, but television, he said, when correctly used, will be an enormous asset to instructors, and will simplify the teaching of current affairs. He said that instructors of the future will have to gear thinking to the minute rather than to the past.



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

Tele And FM Production On The Rise, Says RMA

(Continued from Page 1)

only 225 sets for members of the association.

A slight rise was noted also in production of sets with FM bands—17,541 compared with only 13,892 in August.

At the same time, output of radio-phonograph combination consoles, which heretofore has lagged, while table models persistently exceeded the pre-war rate, shot ahead of the September, 1941, rate when pre-war production was at its peak. Consoles without phonographs, continued to decline.

The September production report, based on individual reports from RMA member-companies, showed a drop in over-all production below the all-time record established in August, but this drop was due largely to the fact that there were two less working days in September. September production was 1,323,291, compared with 1,442,757 in August.

Most Tele Direct View

The output of radio-phonograph consoles exceeded the production of similar models in September, 1941. Last month, 105,344 radios of this type were produced as against 92,000 in the last corresponding pre-war month.

All but a few of the 3,242 television receivers produced last month were in the video-radio-phonograph combination class, and were of the direct-viewing rather than picture projection type. Table model production, which has been running far ahead of the pre-war rate for several months, dropped last month below August, but maintained its lead over 1941. More than 93,000 table models were manufactured in September, as compared with over a million in August and 730,000 in September, 1941. Out of last month's table models, over 134,500 were radio-phonograph combinations.

Hope For Hope Tickets

Demand for studio tickets to see Bob Hope on WQXR's "Author Meets the Critics" program tonight has reached a new high for the series. Station execs fear embarrassing situation if all 800 tickets show up with a studio capacity of 550 seats. Ticket distribution is always above capacity but this time fans are expected to turn out in full.

FCC Standard Division Seeks P-3, P-4 Engineers

(Continued from Page 1)

ation engineering, plus two or more years' experience in broadcast engineering work other than operating, which should include allocation, design, construction, and maintenance of standard broadcast stations.

These four items are listed in the order of their relative importance. Engineering experience in other fields, of course, merits consideration, but it is of primary importance to meet minimum Civil Service requirements.

More experience in standard broadcast engineering work is acceptable in lieu of a college degree, but it is believed that two years college should be the minimum for P-3's and P-4's.

"Moon River" Of WLW Sold To Bed Company

Southern Spring Bed Co., has bought sponsorship of the nightly "Moon River" program transcribed by WLW in Cincinnati for rebroadcast by 106 stations in nine southern states. Sponsorship of the organ music show, which just marked its fifteenth anniversary, does not affect live airings on WLW and WINS, New York, where broadcasts of the show at 12:05 a.m., EST, remain sustaining.

"Moon River" artists—Devore Sisters Trio; narrator, Peter Grant, and organist, Gladys Lee—flew to Atlanta Oct. 23 for a personal appearance before dealers of the program's sponsor.



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

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



Small model tests giant dam

Out in Denver they've built a scale model of the proposed Bri Canyon Dam. It's used to check and eliminate any "bugs" that might be in the final 763-foot concrete structure.

Incidentally this baby when finished will be 100 feet higher than Boulder and will be the highest masonry dam in the world.

But what we really wanted point out is that in Baltimore radio, a lot of the "bugs" that buying have already been checked for you.

Down here in the 6th largest city W-I-T-H, the successful independent, delivers more listeners-dollar-spent than any other station in town.

That's a great help to know, you realize that this is a 5-star town.

Most smart time buyers know... but we're pointing it out for you. W-I-T-H belongs on the list!



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

TOM TINSLEY, President REPRESENTED BY HEADLEY

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

AGENCIES

TWO ADDITIONS to staff of La-Roche Ellis, Inc., are announced. Chester J. LaRoche, chairman of agency. Joining the Merchandise Division and reporting to Dave Hanson, Research Director, is Lt. John Fox, recently released from the air combat intelligence arm of the U. S. Navy after three and a half years service.

Fox formerly headed his own executive organization, prior to which he worked with Standard Brands and was Assistant Director of Advertising of the Chrysler Export Corp. Announcement also was made of the appointment of Raymond Healy as space editor. Healy was formerly in the radio dept. of J. Walter Thompson.

EDNITA FERGUSON and ROSE WELSH have joined the public relations department of Geyer, Cornell & Dewell, Inc. Miss Ferguson was previously Chief of the Medical and Publicity Unit of the Bureau of Overseas Publications, Office of War Information. She was a member of the editorial staff of Newsweek, and Literary Digest, and is the author of articles for national magazines.

Miss Toth was formerly publicity director of Ann Haviland, perfumes. She previously served in the public relations department of Pettingell & Fenwick and Houbigant.

Radio Women Invaluable Kitchell Tells NAB Meet

(Continued from Page 1)

... as a force for good. It is a part of which her station, her sponsors, her network and the entire industry are a dividend."

Asserting that "it is generally conceded... that women's programs are the places where most public service programs are carried," Mrs. Kitchell stressed the fact that women broadcasters make friends with civic leaders, members of organizations interested in public service projects and members of the community.

"Likely as not," Mrs. Kitchell said, "a woman broadcaster will find herself pressed into service on some committee, or agreeing to make speeches and personal appearances, outside business hours. She will concentrate her public relations off the air on her extra-curricular activity. And more than that—in most cases, she will enjoy it. You see, women are really minded. At heart, they are—the most part—'do gooders.' Give them a 'cause' and they will run for it."

Mrs. Kitchell questioned that anyone can exercise more tact, sympathy and understanding in presenting the program of the American System of Broadcasting than can members of the Association of Women Directors of the NAB. She concluded her address with the plea, "Give them adequate assistance and facilities; give them your confidence and recognition, and they will prove the truth of Lincoln's statement that with public sentiment, nothing can fail."

MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR

Naturally, our 800 kc. wave-length offers advantages not duplicated on the dial. But, here's a plus advantage never to be overlooked—the geographical location of our transmitter. Look at the map. Engineers all agree that water conducts radio waves farther without power loss. On, and bounded by Lake Erie, Lake St. Clair and the Detroit river, CKLW beams its 5000 watt clear channel signal via the water route to a 10 million population area with a radio-homes and buying power percentage second to none in America. Power, 5000 watts, day and night,—plus our middle-of-the-dial frequency—800 kc.—coupled with the lowest rate of any major station in this market, has made and continues to prove CKLW the Detroit Area's number one buy.

MUTUAL BROADCASTING SYSTEM
Adam J. Young, Jr., Inc.
National Representative
Canadian Rep. H. M. Stovick, Toronto
J. E. Combeau, Managing Director

CKLW
5,000 WATTS at 800 kc.

CLEVELAND TOLEDO JACKSON
WINDSOR DETROIT
LONDON PORT HURON SAGINAW
PONTIAC FLINT



Rooms 822 and 824 of Chicago's Palmer House are packing more radiomen per square foot than at any previous NAB Convention. The reason is simply the fact that recorded programs . . . and particularly NBC recorded shows . . . are of age. They're big boys now.

* * *

Whatever stigma was held in the minds of program users in connection with transcribed program material has been completely erased by the simple expedient of elevating the standards of recorded program production to a level that meets, and many times EXCEEDS the program standards of America's major networks.

* * *

There are evidences all over the lot of radiomen becoming more PROGRAM conscious. Those whose schedules are well-balanced have set a consistent demand for such NBC Recorded shows as PLAYHOUSE OF FAVORITES, THE HAUNTING HOUR, THREE SUNS AND A STARLET. And those stations and agency men who have up-till-now been advocates of spot announcements, are beginning to see the light . . . that a more concentrated investment of their radio dollars in an NBC Recorded Program pays off in increased audience response and consumer loyalty.

* * *

An important difference in NBC Recorded Shows is the fact that they are produced under the same guidance that has made NBC America's No. 1 network. Yet they are priced so low that any local advertiser is able to afford them. On top of that an NBC Recorded Program becomes an EXCLUSIVE property of its sponsor in his town.

* * *

You will be interested in the new folder "How can NBC Syndicated Programs help me?" now available at Convention headquarters or by writing NBC Radio-Recording, Advertising and Promotion, New York 20, N. Y.

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



Notes From An Aisle Seat. . . !

● ● ● Al Jolson is heading East to discuss a transcribed series similar to Bing Crosby's, the production to be bankrolled by Mutual. . . Gen'l Foods picking up the tab on "McGarry & His Mouse". . . Harvey Stone forced to quite the Kate Smith stanza, we hear, to fulfill nite club date in Miami promised a year ago. . . Script trouble brewing on the Eddie Bracken show, with character he portrays too unbelievably stupid. . . Jarwood Clothes, using time on WMCA now, interested in Jack Eigen both for air time and to do a col'm in their ads a la Billy Rose. . . Larry Menkin and Al Palca writing Joan Crawford's next film for Warners'. Both are radio writers under wing of A. L. S. . . Paul Muni being lured back to the B'way stage. . . Hunt Stromberg, Jr., would give most of his profits from "Red Mill" and "Front Page" if he could convince Jane Russell to do the lead in his forthcoming "Girl From Minsky's". . . Synaicate of Canadian sportsmen, headed by Guy Lombardo, seeking to organize a new Canadian baseball league with present plans calling for raids on the Mexican League, no less. . . The Nov. Magazine Digest tells about the annoyed schoolmarm who demanded of a bright-eyed 10-year-old boy how long he had studied his poorly recited lessons. "Well," drawled the lad, "I studied from "Blondie" until the 10 o'clock news."

★ ★ ★

● ● ● Ralph Edwards producing an audience participation show for his long-time pal and ex-college roommate, Mel Vickland, Mutual announcer, who was recently stricken with infantile paralysis. Audition record will be cut Friday at Ciro's in H'wood and is titled "Steeple Chase," combining audience participation with supper club atmosphere plus celebs as gueststars. Stuart H. Pheips is ass't producer, with Wendell Niles as emcee.

★ ★ ★

● ● ● SMALL TALK: Kenny Lyons did the scripting for Tommy Riggs' DeLuxe Record album tagged "Child's Garden of Manners". . . Recommended: The article "Be Glad You're You" by Beatrice Kay in the Nov. "Seventeen". . . Bernie Schuber's "The Falcon" came up with a rating of 8.2, highest on the Mutual web. . . Who said busting into radio was tough? Charles Irving came here from Chi. last July and is already a regular on the Henry Morgan and "Exploring the Unknown" stanzas plus the title role in "Young Dr. Malone". . . Mack Davis' new tune is "Serenade To Love" and it isn't his first. He penned "I Never Mention Your Name" and "Moon Love". . . John Tillman has added the "School of the Air" Tues. music sessions to his announcing chores.

★ ★ ★

● ● ● LISTENIN' IN: The 15-minute sojourn on Hoagy Carmichael's Music Room inaugurated Sunday on CBS was such a pleasant interlude capturing Hoagy's unique personality and fine music, that we predict some sponsor will stretch it into a dull half-hour next season and call it by the imaginative title, "The Hoagy Carmichael Show". . . ABC's "Murder At Midnite" does not live up to their paid ads promising a horror story, nor to the ordinary dramatic standards of a good mystery yarn.


★ ★ ★

● ● ● OUR HAT'S OFF DEPT: WNEW's minute plugs for tolerance and teamwork "Keep Faith With America". . . Stan Kenton's Capitol disc "Intermission Riff". . . Diane Courtney's warbling at the Greenwich Village Inn. . . The onion soup-erb at Bradley's. . . Judy Canova doing Berlin's "Blue Skies". . . Bill Stern's seventh ann'y program. . . Bob Sylvester's first novel, "Dream Street," already sold to the films for \$35,000 and recommended by the Book-of-the-Month Club. . . The syndicated news picture break of WOR's call letters with Sec. Byrnes talking from Washington. . . Carl Erbe's terrific press stunt with Kate Smith and Pres. Truman, which had the whole industry buzzing.

Eleven-Hr. Tele Program On WWDT, Detroit Today

Detroit—WWDT, The Detroit News television outlet, today will broadcast a special 11-hour program for the third time. William E. Scripps, publisher of The Detroit News and owner of WWDT, WWJ and WELM will appear. He will be followed by Henry Ford, II, Mayor Edward J. Fieries and several radio stars from Detroit.

AMB. 2142 For Air Checks—Line Checks



42nd FLR. OPERA BLDG. CHICAGO

A WORD TO THE WISE TO YOU

N.A.B. GUYS SEE

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue, NEW YORK, C.

Rooms 834-835 at
PALMER HOUSE

Welcome To
Our Convention
Headquarters At

THE DRAKE HOTEL

ROOM 238

ADAM J. YOUNG, JR.
RADIO STATION REPRESENTATIVE

NEW YORK — CHICAGO
LOS ANGELES — SAN FRANCISCO

RADIO SHOW WANTED

Agency invites submission of program ideas for network show. Submit brief synopsis including approximate costs, etc.

**Box 238 ^c/_o Radio Daily, 1501 Broadway,
New York 18, N. Y.**

Denny Defends FCC's "Blue Book" Not Intended To Create Any Rift

(Continued from Page 1)

and con which it has aroused. He stated them as these:

Blue Book Points

1. The "Blue Book" says that when an applicant represents that he is going to do certain things that he should in fact do something reasonably close to that which he said he would do.

2. The "Blue Book" says that a reasonable amount of time including some time in the desirable parts of the broadcast day should be devoted to sustaining programs. This is to keep the broadcaster's hands free to offer the balanced program that every real broadcaster has always been eager to offer. Don't let anyone tell you that the Commission has said that a commercial program cannot be a public service program. The Book says no such thing and the Commission intends no such thing.

3. The "Blue Book" says that a broadcaster should devote a reasonable amount of time to local live programs. I shouldn't think that there could be any dispute about this. If a man is truly entitled to call himself a broadcaster he would I should think, want to originate some programs of his own so that the community which he is licensed to serve will have an outlet for the discussion of its local problems and for the development of its local talent and resources. A true broadcaster will not content himself simply with plugging his transmitter into a network or a turntable and going off to Florida for the winter. Unless there is to be local origination of programs we don't need radio stations in the various communities; all we require are unattended boosters.

4. The "Blue Book" says that radio should not content itself with being simply an entertainment medium, leaving it to the press and the movies to keep the American people informed on the important issues of the day. Radio, it says, should make an adequate amount of time available for the discussion of public issues.

5. The "Blue Book" says that advertising plays an indispensable part in our system of broadcasting. But that should not mean that broadcasting should be run solely in the interest of the advertisers rather than that of the listeners. Specific advertising excesses are described. Financial

statistics are cited to show it is not necessary for the industry to indulge in these advertising excesses to enjoy a decent profit.

In appraising the standards of service from broadcast stations we must take into account that we are not dealing with an out-at-the-elbows industry that must scrimp to make both ends meet. By 1939 the annual

Nearly 3,200

Chicago—Total reservations reached the 1,847 mark at the NAB reservation desk early Wednesday afternoon. It is estimated that, with visitors, close to 3,200 people are in attendance at the convention—the largest ever held by NAB. C. E. Arney, secretary-treasurer, and other association officials are convinced that the next national convention should be held in a convention hall. The highest attendance for any previous meeting was 1,150 in 1944.

return on the depreciated cost of tangible property (before Federal Income Tax) for all networks and stations had already reached 67 per cent. But that was just a beginning. It reached 83 per cent, 99 per cent, and 96 per cent in 1942. But even greater prosperity was just around the corner for in 1943 the return went up to 158 per cent. The next year the return was 222 per cent. For 1945 the figure was 201 per cent.

6. The "Blue Book" then comes to the question of what can be done. First it says that the primary responsibility for corrective steps "rests with the licensees of broadcast stations including the network organizations" and the industry trade associations. Finally it points out that the Commission has a statutory responsibility for the public interest.

The Commission says that in discharging this responsibility it will in examining license renewal applications take into account the principles just summarized.

Already the convention is buzzing with speculation where the next

meeting will be held. It is known that Atlanta and New Orleans will make a strong bid for it.

The board of directors meeting here Tuesday night voted unanimously to accept 149 new applicants as members of NAB. This brings the membership up to 1,153.

Campbell Arnoux, of WTAR, Norfolk, and Hugh Half, of WOAI, San Antonio, who served as NAB observers at the Inter-American Radio Conference at Mexico City recommended to the board that NAB participate in the new organization's effort to promote and defend freedom of radio throughout the Americas. Action was deferred until the new board takes office on Friday. The new board which meets at that time will include nine directors who are to be named during the present convention.

Greetings From Trygve Lie

An exchange of greetings between Hon. Trygve Lie, of the United Nations, and Judge Miller, of NAB, was read to the convention yesterday. Judge Miller's wire to Mr. Lie read as follows:

"United States broadcasters, at the first post-war convention in Chicago, send greetings to United Nations delegates and secretariat members convened for the General Assembly. Aware that a lasting peace cannot be attained without an alert America, American broadcasters pledge to the United Nations their full support and co-operation. Just as United States radio made victory over the Axis its first objective during the war years, so we now dedicate ourselves to the equally momentous task of winning as lasting a peace."

Mr. Lie's reply read:

"Please accept my thanks for the message of greeting sent to the United Nations on the occasion of the first post-war convention of the National Association of Broadcasters. American broadcasters can be of immense service to the United Nations in creating and maintaining public interest in its day-to-day activities and in insuring the popular support which the United Nations must have

FM Future Is Bright Denny Tells The NAB

(Continued from Page 1)

the 315 who have not he added 215 are locals "and I urge them to get their applications in just as fast as they can. Of the 100 remaining hold-outs 83 are regionals and 17 are 1-A and 1-B Clear Channels who may be relying on their higher power to shelter them from FM. They may find it won't work that way."

Denny's talk was delivered at a convention luncheon which was attended by more than 1,500 guests.

"There is today," Denny said, "one loud discordant note in FM-receivers. While the manufacturers have turned out an unprecedented quantity of low-priced AM sets, FM sets have been coming very slowly except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers are sabotaging FM. I do not go this far. I am convinced that some manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said 'FM can wait—right now there is a lush market for cheap AM receivers and I'm going to get my share.'

"I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all 12 months from now when we have hundreds of FM stations on the air there is going to be a tremendous demand for FM receivers. In fact if a man lives in a town with three AM stations and three FM stations do you think he will buy a receiver which can only get half of the stations in town?"

"In a sentence the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers.

in order to accomplish its aims. Your offer of co-operation is greatly appreciated."

WANTED — Dead or Alive!

... HOWARD J. McCOLLISTER

(Mythical Aeroplane Show)

\$5.00 reward for information leading to whereabouts of above mentioned person.

WIRE Fred Fletcher, WRAL, Raleigh, N. C.

(We've got a couple of customers for him.)

Send Birthday Greetings To—

October 24

Ford Bond	Margaret Speaks
Charlie Capps	Colleen Ward
Lucy Monroe	Frederic A. Willis
Alice Buchannan	Lew Lauria
Tim Gale	

Please Visit Our NAB Headquarters Room 1350W Palmer House

Joseph Hershey McGillvra, Inc.

Advertising Representatives for Radio Stations

FCC Appeal Filed In WOKO Decision

(Continued from Page 1) the station and the filings furnished the FCC over a 10-year period.

Burden of the FCC argument was that the Commission is within its rights in refusing to renew, and that the lower court erred in holding that the Commission had to make findings concerning the station program service, property values and other factors. Its brief held that:

"There is nothing in the Communications Act to suggest that the Commission must make findings on all of the numerous factors which may be within the scope of the criterion of the public interest when it is able to reach a conclusion on the basis of its finding on one of a limited number of factors that the grant of a license would not be in the public interest, and when the Commission is able to conclude on the basis of its findings with respect to a single factor that the grant of a license would not be in the public interest, it is authorized to deny application on that ground.

"Particular Case" Called Vital "Whether such factors as the adequacy of program service require consideration by the Commission in reaching a determination whether an application for renewal should be granted or denied depends on the facts of the particular case and the judgment of the Commission with respect to those facts. A misstatement to the Commission may be so serious as to justify the Commission in denying renewal of license. If the Commission is doubtful as to whether the misrepresentations, alone, indicates a lack of essential qualifications for a license then it is within the Commission's power to consider other factors. But the mediocrity, adequacy or excellence of a station's program service cannot serve to make a misstatement serious or a grave falsification a matter of no consequence.

"In holding that the Commission's decision was arbitrary and capricious for the reason that it constituted a departure from previous Commission decisions, the court below has misinterpreted the previous decisions of the Commission and has improperly applied the doctrine of stare decisis, to Commission's determinations. The courts have consistently held that the doctrine of stare decisis is not applicable to administrative determinations."

An answer from WOKO is expected within two weeks.

Collins To Guest Sunday

Ted Collins, director and producer of the "Kate Smith Sings" show (CBS, Sundays, 6:30 p.m., EST), will guest star on "It Pays To Be Ignorant" next Sunday, Oct. 27.

AVAILABLE

Producer-Director with background in every phase of radio production at 250 Watt to 50 Kw stations. Age 27. References. Details upon request. Write

Box 237, RADIO DAILY
1501 Broadway New York 18, N. Y.

Today's Convention Agenda

THURSDAY, OCTOBER 24

- 10:00 A.M.-10:30 A.M.GENERAL SESSION
"How Broadcasters Can Use the NORC Survey"—Dr. Paul Lazarsfeld, Director, Bureau of Applied Sociological Research, Columbia University
- 10:30 A.M.-12:00 Noon.....RETAIL ADVERTISING CLINIC
Discussion of the Joske Report,—"Radio for Retailers" Questions from the members
Members of the panel to consist of the Joske Advisory Sub-committees:
James H. Keenan, Vice-President in Charge of Sales Promotion, Joske's of Texas
Russell A. Brown, Vice-President in Charge of Sales Promotion & Advertising, Allied Stores Corporation
William H. Campbell, Sales Manager, Sibley, Lindsay & Curr Company
Howard P. Abrahams, Manager, Sales Promotion Division, National Retail Dry Goods Association
Walt Dennis, Radio and Television Director, Allied Stores Corporation
Cecil K. Beaver, General Manager, KTBS, Shreveport, La.
James Brown, General Manager, KONO, San Antonio, Tex.
Lewis H. Avery, President, Lewis H. Avery, Inc.
Walter Johnson, Assistant General Manager, WTIC, Hartford, Conn.
Frank E. Pellegrin, Director of Broadcast Advertising, NAB
Miss Lee Hart, Assistant Director of Broadcast Advertising, NAB (formerly Radio Director, Joske's of Texas)
- 12:30 P.M.-1:00 P.M.GENERAL LUNCHEON
- 1:30 P.M.-2:15 P.M.ADDRESS
"Advertising in the Public Interest"—Niles Trammell, President, National Broadcasting Company
- 2:15 P.M.-5:00 P.M.....GENERAL SESSION
Broadcast Advertising Clinic
James V. McConnell, Chairman, Sales Managers Executive Committee, presiding
Reports of chairmen of the committees and sub-committees:
James V. McConnell, Chairman, Sales Manager Executive Committee
Walter Johnson, Sub-committee on Revision of Standard Contracts
Arthur Hull Haves, Sub-committee on Standardization of Rate Card Format
John M. Outler, Jr., Sub-committee on Sales Practices
Odin S. Ramsland, Sub-committee on Audience Measurement
Stanton P. Kettler, Sub-committee on Advertising Agency Recognition Bureau
Cecil K. Beaver, Joske Advisory Sub-committee
Beverly Middleton, Sub-committee to Define Spot Sales
Consideration of proposals or resolutions
Discussion of plans for future activities
Open Forum
Adjournment
- 7:00 P.M.ANNUAL BANQUET
Grand Ballroom—Stevens Hotel
(Attendance limited strictly to ticket holders)
- 10:00 A.M.....NAB BOARD OF DIRECTORS MEETING

FRIDAY, OCTOBER 25

Stephens College Sets 3-Day Radio Meeting

(Continued from Page 1)

planned in co-operation with a national radio advisory committee under supervision of Judith Waller, director of public service for the central division of NBC, the meeting will offer talks and discussions by several executives from the networks and other branches of the industry.

Speakers scheduled to explore the rapidly growing field of college radio and its relation to the industry itself include: Virginia Payne, actress; Albert Crews, NBC; Millard Lampell, radio writer; Mrs. George V. Denny, Jr.; Mrs. Dorothy Lewis, NAB; Mrs. Frances Farmer Wilder, CBS; Alma Kitchell, and Mary Margaret McBride.

Citation For FBI Program

"This Is Your FBI," official radio program of the Federal Bureau of Investigation, has received a citation from the New Jersey Education Association for maintaining "a high level of good taste and public usefulness" and will appear as the feature attraction at the 92nd annual convention of the association in Atlantic City, Friday, Nov. 8.



know
the
ropes

● It looks complex but if you know the ropes it's simple. Weed and Company men know the ropes and know the people.

WEED AND COMPANY

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

ABC Taking Over Web For Election Coverage

(Continued from Page 1)

network's regularly scheduled programs beginning at 8:15 p.m., EST, as the returns throughout the country begin pouring into WJZ-ABC election headquarters in New York.

Elmer Davis Heads Staff

WJZ-ABC's staff of editors, tabulators and analysts will weave the mass of statistics into an up-to-the-minute, accurate account of the progress of the elections, basing their figures on special election wires from the three press associations, WJZ-ABC's own news bureaus and affiliated stations in key stations. Elmer Davis will head the staff of WJZ-ABC commentators, correspondents and analysts who will report. Assisting Davis will be Earl Godwin, Martin Agronsky, Jack Beall, George Hicks, Walter Kiernan, Taylor Grant, Gordon Fraser, Don Gardiner and Julian Anthony.

Beginning at 7:57 p.m., EST, election summaries will be presented three minutes before each hour and half-hour, during which WJZ will air local returns. WJZ-ABC commentator George Hicks also will furnish a summary of nation-wide returns during these periods.

A special dramatic program, written by Vince Dempsey, WJZ-ABC script writer, will dramatize Senatorial and gubernatorial candidates who may figure prominently in the 1948 Presidential race, in the opinion of WJZ-ABC news editors. Details of the program, to be aired at 8:30 p.m., EST, will be announced later.

Analysis—Trends

In addition to the nation-wide election returns, analysis of trends and comment by WJZ-ABC's political reporters, pick-ups will be made from time to time throughout the evening from Republican and Democratic headquarters in Washington and New York.

WJZ-ABC will remain on the air with complete returns until the results clearly indicate the trend of the elections for the 435 House seats, the 38 Senate contests and the 34 gubernatorial races.

On Election Eve, Monday, Nov. 4 at 9:30 p.m., EST, WJZ-ABC will air a special program, "Election Prologue," in which Elmer Davis will discuss the nation-wide political picture and call in WJZ-ABC reporters around the country for a discussion of the situation in their areas. Reports will be heard from Boston, Pittsburgh, Louisville, Ky., Wheeling, W. Va., Columbus, Ohio, Detroit, Chicago, Minneapolis, St. Louis and San Francisco.

RCA-NBC Coverage At UN Complete For Video, Radio

(Continued from Page 1)

plied pick-up equipment, including the new supersensitive RCA Image Orthicon camera, for transmissions directly from the floor of the Assembly to quarters in the building reserved for the press and overflow audience. RCA television receivers are installed there to accommodate viewers. NBC television cameramen will operate the pickup equipment.

Newsmen made profitable use of a similar television service at the opening sessions of the UN Security Council at Hunter College last spring. At that time, more than one-half of the 700 or more reporters covering the meetings turned to RCA television as their most intimate contact with the proceedings. Many expressed preference for this method of coverage as compared to sitting in the council chambers.

One of the chief reasons for this preference, according to news accounts, was that the television screen provided a distinctly more satisfying view of the proceedings, especially in the close-ups of personalities at the council table. Without the television receivers, a great number of the reporters would have been at a loss for direct contact with the action in the chambers, and would have had to resort to "fill-ins" from other newsmen able to obtain admission tickets.

President Truman Televised

President Truman, in his welcome address to the United Nations yesterday, was televised by NBC's station WNBT with a battery of cameras spotted through the General Assembly hall and other points.

Two image-orthicon cameras were installed in the NBC booth in the assembly room, another in the special RCA booth, one in a specially-erected tele studio and a fifth outside the meeting place. First pictures, which went on the air at 3:15 p.m., were of delegates arriving outside the building with Bob Stanton giving the commentary. Switching back to the special studio, another camera picked up interviews by Ben Grauer, H. V. Kaltenborn, Michael Frey and leading UN personnel. In the assembly hall as the session started, NBC picked up pictures of Vincent Impellitieri, president of the City Council welcoming delegates and subsequent talks by Paul Henri Spaak and President Truman. Meantime, eight RCA receivers were placed in strategic viewing spots through the building, in the press, public and UN lounges to bring proceedings to the overflow gathering.

Radio coverage of the UN General

Assembly opening got under way about 4 p.m., as Vincent Impellitieri, president of the City Council welcomed delegates to the Flushing site. Webs and stations carried the talk, in addition to an address by Paul Henri Spaak. President Truman, speaking for about 25 minutes, was on the air about 4:30 over all networks and most New York independent stations.

Occupying separate booths in the General Assembly hall are: NBC, CBS, MBS and ABC; WHN, WWRL, WQXR, WLIB, WMCA, WNYC, BBC, CBC and a special UN booth.

ABC Coverage

In addition to the ceremonies attending the opening of the world parliament, ABC on two of its programs last night included special pickups from the assembly. On "Headline Edition," nightly news program at 7:00 p.m., Bill Coyle, ABC presidential reporter, discussed the address of the Chief Executive. At 11 p.m., "News of Tomorrow," devoted a portion of its time to an outline of the coming program of the Assembly. Added to the regularly scheduled programs from UN, ABC will air spot pick-ups and special shows whenever the situation warrants with microphone chores handled by George Hicks, Julian Anthony, Taylor Grant and Gordon Fraser.

Base New ET Program On Round-World Trip

(Continued from Page 1)

to the industry's transcription program fare will be William Winter, former CBS West Coast news commentator and spearhead of the U. S. State Department short-wave campaign to the Pacific during the war and his wife, Celia. Man and wife team will confine their five-a-week 15-minute show entirely to the human interest side, ignoring political implications, according to Carl F. Kraatz, president of Teleways.

The couple's itinerary will include Honolulu, Manila, Shanghai, Hong Kong, Bangkok, Singapore, Rangoon, Calcutta and other air stops. Following the initial series, the program will be extended beyond the Pacific area to South America, Africa and Europe. It was also announced A. M. (Max) Hage, co-ordinator of the "cruise" had resigned as San Francisco manager of Universal Recorders to assist Teleways in the execution of the series. The Winters will leave the States within three weeks, and programs are expected to be available for broadcast before the first of the year.

Marais-Miranda At Town Hall

Josef Marais and Miranda, singers of South African Veld Songs, who broadcast Saturdays over WOR, will appear at New York's Town Hall in a midnight concert November 16.

TOWER WANTED
 NEW WINCHARGER TYPE 300 TOWER
 200 FEET OR HIGHER. NEED IMMEDIATE
 DELIVERY. CALL OR WIRE
 T. B. BAKER, JR.
 60161 AT WLAC
 NASHVILLE TENNESSEE

"Crossroads Cafe" Jaunt
 Broadcast of "Crossroads Cafe," heard nightly over Crosley stations WLW and WINS, will originate from Cincinnati, Oct. 25 where hostess Dorothy Day will attend the annual convention of the Ohio Newspaper Women's Association. Program originally was produced in WLW studios but shifted to New York on Oct. 14.

Rest Your Feet
 at
 THE
SKYWAY
SUITE
 (THE STEVENS)
 CONVENTION HEADQUARTERS
AP-PA
OLIVER GRAMLING
 Assistant General Manager
 Room 2306-A Phone: Wabash 4400



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 19

NEW YORK, FRIDAY, OCTOBER 25, 1946

TEN CENTS

NAB Closes Record Meet

Petrillo ET Ultimatum Asks 50% Increase

Chicago—What amounted to an ultimatum was given the dozen major ET companies here yesterday by James C. Petrillo, who reportedly walked out of a meeting with the industry executives at the Palmer House after announcing that a 50 per cent increase in rates would have to be accepted by them.

The ET men, most of whom are en route to New York to report to headquarters, are said to have told Petrillo

(Continued on Page 4)

Navy Day Celebration Set By Major Networks

The 25th anniversary of Navy Day will be observed by all four major networks with special broadcasts Friday, Oct. 27. Radio's salute to the day will include participation by some of the entertainment industry's top personalities as well as the Navy's senior commanders.

Admiral William F. Halsey will deliver a special address during Mutual's Navy Day program from 7:30-8 p.m., EST. Screen and radio stars

(Continued on Page 2)

Conditions Appear More Alert To Theater Tele—Austrian

West Coast Bureau, RADIO DAILY
Hollywood—English showmen seem to be much more alert to the possibilities of theater television than are American exhibitors, Ralph B. Austan, president of RKO Television Corp., told members of the Society of Motion Picture Engineers meeting here.

Speaking on the subject, "Show-

(Continued on Page 4)

Precedent

For the first time in the two years it has been on the air, "This Is Your FBI" on ABC will have a studio audience November 8, when it is broadcast from convention hall at Atlantic City. Occasion will be a feature of the N. J. Education Association meeting which will discuss radio as an educational medium. Program will have an audience of 6,000 persons.

"For Merit"

Washington — The Medal for Merit "in recognition of his wartime contributions to morale on the home front as well as on virtually every other war front" was presented to Bob Hope here yesterday by General Eisenhower. Medal was accompanied by a citation from President Truman.

Kaye Looks At Future Of Music Licensing

Chicago—Sydney M. Kaye, vice-president and general counsel of BMI, reported Wednesday on the progress of BMI and commented on the prospects for the future in the music-licensing field. Declaring that the number of BMI licenses have kept pace with the growth of the broadcasting industry, Kaye stated that BMI at the present has almost 1,100 AM commercial licensees in the United States and over 1,220 commercial broadcasting licenses in the United

(Continued on Page 3)

WAA Electronic Sales Sets Fixed Commissions

Washington Bureau, RADIO DAILY
Washington — War Assets Administration commission agents handling sales of surplus electronics material began yesterday to sign new contracts on a fixed-commission basis, replacing the old cost-plus-fixed-fee contracts. Under the new

(Continued on Page 2)

NAB Elects Board Members; Adopts Resolution On Ascaph

Chicago—Resolutions adopted at the NAB convention included a tribute to the administration of BMI and another urging the NAB board to begin early negotiations on the Ascaph contracts, inasmuch as Ascaph had expressed a willingness to negotiate at this time. Another resolution recommended the creating of a Committee to establish definitive standards of practice for the guidance of the industry as whole and to urge that work of this Committee be done as

Trammell Advertising Talk Highlight Of Luncheon Session; New Directors Will Transact Business Today

By FRANK BURKE, Editor, RADIO DAILY

Final day of the 24th annual convention of the NAB ended yesterday on an optimistic note after a busy day which included sessions on sociological research, Retail Advertising Clinic, Broadcast Advertising Clinic, election of board members and the annual banquet, held last night. General luncheon session was highlighted by the speech of Niles Trammell, president of NBC, whose subject was "Advertising in the Public Interest."

Advertising is the right arm of a free press and free radio just as it is the right arm of distribution, Trammell declared. He told the assembled delegates that advertising is essential to the nation's economy and the American way of life. In the case of the vast majority of newspapers and magazines, Trammell said, advertising makes all the difference between progress and poverty, between editorial freedom and slavery, between printing news that has been sought out and news that has been handed out. "The accurate, detailed reporting by American news services and radio correspondents of events as they occur all over the globe, and the rapid, nation-wide dissemination of news are such a regular feature of our

(Continued on Page 3)

Issue Of Free Speech In Lively NAB Panel

Chicago—Freedom of speech in the U. S. and the three major media—radio, newspapers and motion pictures—was the issue widely discussed before 1,000 broadcasters of the NAB at the Wednesday panel-dinner meeting at the Palmer House. Executives from all three fields, in addition to acting FCC chairman Charles Denny,

(Continued on Page 3)

School Radio Confab Announces 8 Awards

Chicago—Citations in the annual utilization competition of the School Broadcast conference, meeting in the Continental Hotel, were announced yesterday.

First award in the network promotion of educational programs and educational radio went to Miss Frances Frater, educational director of the McClatchy Broadcasting Company of

(Continued on Page 5)

Extra Curricular

Helen J. Sioussat, CBS director of talks, has been selected as a judge in the second annual radio script contest conducted by the National Council of YMCA in the United States and Canada. Object of the contest this year is to show how individuals in everyday life can help promote international peace. Prize for the winner is \$500 with a guarantee of production.

expeditiously as may be possible. Continuation of the radio news clinic was also recommended.

The resolution urging action at once on the Ascaph proposal read in part: "Be it resolved that the Music Advisory Committee of the NAB be instructed to give immediate study to the Ascaph offer in light of its past and present relations with the society, and to consider Ascaph's offering in the full spirit of co-opera-

(Continued on Page 5)



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thurs., Oct. 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Du Mont Lab., Finch Telecomm., etc.

Rice-Texas Game On CBS

CBS sports department has selected the Rice-Texas football game in Houston for its Saturday afternoon feature Oct. 26. Coach Dana Bible of Texas was guest on Red Barber's 6:45 p.m., sports strip Thursday and Jess Neely, Rice coach, will be interviewed today.

Coming and Going

O. B. HANSON, vice-president and chief engineer of N&C, who has been attending the NAB convention in Chicago this week, plans to go on to the West Coast, arriving in San Francisco Oct. 27 and in Hollywood Nov. 3.

WILLIAM B. LEWIS, vice-president of Kenyon & Eckhardt in charge of radio, and HAL DAVIS, radio publicity director for the agency, are in Chicago, where Lewis will address the 10th Annual National Scaenastic Conierence in connection with the Superman programs.

ROBERT B. HUDSON, director of education at CBS, is attending the National School Broadcast Conference in Chicago.

PETER DONALD has returned from Chicago, where he appeared at a charity benefit. He was encaused for the Night of Drags on Nov. 12.

HERSCHEL B. WILLIAMS, Jr., director of commercial program development at Coa, is vacationing in Savannah, Ga.

CHARLES E. RYND, vice-president and assistant secretary of the American network, is on a short business trip to Chicago.

WIN ELLIOT, master of ceremonies on the "County Fair" program, is in Boston scouting the hockey games of the Boston Bruins in preparation for his forthcoming "Review of Sports" program via CBS television.

CLAYTON "BUD" COLLYER, who enacts the role of Superman over mbs, will take a one-week vacation from the airwaves effective Oct. 28.

CONSTANCE BENNETT flew from her current residence at Maxwell Field, Ala., to New York to appear in the Readers Digest production of "Mr. and Mrs. Cugat."

PHIL FRANK, secretary of BMB, and GEORGE BAILLIE, production manager of the organization, are back in Cornan after having attended the NAB convention in Chicago.

NAT MOSS—he of the 400 Club—returning from Hollywood to set the stage for the Oct. 31 opening of his bistro, which will have Benny Goodman adorning the podium.

JOHN DALY, Columbia network newsman who has been traveling through Europe since early in September, arrived back in the States Monday aboard the Queen Elizabeth on her maiden voyage as a commercial liner.

VICTOR BORGE and BENNY GOODMAN, of the former's N&C show, are heading East, and on Monday will inaugurate a seven-week series from the New York studios of N&C.

CONNIE O'DAY, director of news and special events for the Central division of ABC, was in Akron yesterday to attend the broadcast of the "Christian Science Monitor Views the News."

GEORGE CROTHERS, director of "Opinion, please" on CBS, has returned from Harriord, Tenn., where he presided at a Wesleyan College panel discussion by stuacnt veterans.

JOAN EDWARDS is back in Gotham following eight weeks of picture making in Hollywood.

FULTON LEWIS, JR., Mutual network commentator, is in Boston, where today he will deliver a lecture to the members of Auto Industries of Massachusetts.

ROBERT SAUDEK, director of public service at A&C, has returned from Chicago, where he attended both the NAB convention and the School Broadcast Conference.

C. NICHOLAS PRIAULX, vice-president and treasurer of the American network, is in Detroit on business.

KENDALL FOSTER, of the William Esty agency, leaves by plane today for Nashville, Tenn., in connection with the "Grand Ole Opry" program sponsored by the R. J. Reynolds Tobacco Co.

VIC DAMONE, whose voice is a feature of the "Gloom Dodgers" show on WHN, returns today from Boston, where he sang at a benefit for the Community Chest Fund-Raising Campaign.

NED TOLLINGER, Hollywood program coordinator for Mutual, is in Minneapolis to supervise the current stanza of "Queen for a Day."

Navy Day Celebration Set By Major Networks

(Continued from Page 1) on the show include Gene Kelly and Henry Fonda, who will be heard from Hollywood, and Gertrude Lawrence, to be heard from Philadelphia in a short dramatization from Shaw's play, "Pygmalion." Musical portion of the program, originating in New York, will feature Harry Babbitt, Eddie Duchin and Les Elgard's orchestra. Robert Montgomery will act as emcee.

NBC's Navy salute comes in two parts, the first scheduled from 10:30-11 a.m., in a broadcast of prayer services at the naval academy in Annapolis, Md. Music will be offered by the midshipmen's choir. From 4:30-5 p.m., NBC is featuring an all star cast of former USO entertainers with Joe Hall acting as emcee. Schedule calls for comedy skits by Bert Lehr and Henny Youngman, songs by Frances Langford, Danny O'Neill, Felix Knight and Lucy Monroe. Sam Donahue's orchestra, an all vet crew, is also on the agenda.

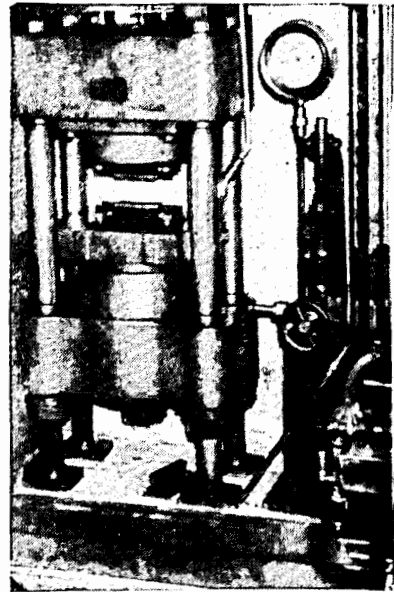
ABC network offers special dramatization from 12:30-1 p.m., titled "Tin Can," the exploits of the destroyer USS Grant and the U. S. Seventh Fleet during the battle of Leyte Gulf in the Philippines. Admiral Thomas

WAA Electronic Sales Sets Fixed Commissions

(Continued from Page 1) set-up, agents will be paid a flat sum—ranging from 10 to 35 per cent of the material actually sold. From this commission the agent will pay, among other things, cost of administration, warehousing, advertising, inspection, packaging and merchandising. He will be required to keep a constant inventory and complete sales records, to sell at cash at WAA prices, although he may, at his own risk, extend 30 days credit to accept slow merchandise, along with choice to buy, on his own account only, with written permission from WAA.

Kincaid, commander eastern sea frontier, will deliver a talk during the program. On Oct. 28, from 4:30-4:45 p.m., Secretary of Navy James Forrestal is scheduled for a Navy Day address from the Biltmore Hotel in Los Angeles.

"We, The People," broadcast over CBS at 10:30 p.m., Sunday night, will devote full time Oct. 27 to Navy Day with a broadcast from the naval academy at Annapolis. Commander Robert Buckley, PT boat hero, will be co-emcee with Milo Boulton. Fleet Admiral Chester W. Nimitz and Admiral Halsey speak from New York.



How to make money

That's a complete setup for making half dollars. The equipment includes a 200-ton pressure press, 5 sets of molds, sheet copper, 250 pounds of coin silver, a small blast furnace, scales and weights.

But take it easy. That's counterfeit money you're making.

And we're using that setup to prove that whether it's making that kind of money or selling radio time... if it's counterfeit you can't get away with it for long.

That's why we're so pleased when year after year smart time buyers have proof that W-I-T-H, the successful independent, delivers the genuine audience of the largest number-of-listeners-per-dollar-spent. It's the McCoy that in Baltimore radio its W-I-T-H on top of the list. You get the FM audience free.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

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

Issue Of Free Speech In Lively NAB Panel

(Continued from Page 1)

projected and defined their interpretation of the phrase as it is applied in the United States,—but all were agreed that "it should be carefully guarded."

Participating in the discussion under the chairmanship of Edgar Kobak, president of Mutual, were A. D. Willard, executive vice-president of NAB, Byron Price chairman of the board of the Association of Motion Picture Producers, John S. Knight, chairman of the board of the Knight Newspapers; Ken Dyke, vice-president of NBC, ex-FCC Chairman James L. Fly, and Justin Miller, NAB prexy.

Dyke placed the real responsibility for the continued freedom of speech in the hands of the public. "It seems to me the real responsibility . . . as far as radio is concerned," he said, "lies not so much in the hands of the commission, and not so much in the hands of the networks, but in the hands of the people who really are the controlling factors in radio, and that is the station operator and the station owner."

Miller, at one point, commented: "At the point I have been trying to make all around the country, and the reason I have been using such strong terms to point out my argument, is to get one issue made clear. My contention is that the Constitution does protect radio broadcasting just as much as any other media."

Kobak, on Blue Book

Kobak, questioned as to what extent the Blue Book restricts freedom of speech, said: "The Blue Book, which to me is still a colorless book, and I don't know where they got the 'blue' book business—encouraged freedom of speech. But what have we had but freedom of speech ever since the Book is out?"

The Mutual prexy expressed the humorous hope that "they never bury that book because we'll run out of stuff to talk about."

Returning to his staunch espousal of the Blue Book, Denny denied that any issue of free speech is involved in the report. "What we are saying in the Blue Book, in essence, is that radio has indulged in commercial excesses," he declared, "and we urged you to take steps to correct these excesses."

Denny also urged, in his interpretation of the report, that radio should not be "just an entertainment medium" but that it ought to provide discussions of public issues. "We urge you to have a reasonable amount of sustaining programs," he said, "and we urge the broadcasters out in the various communities throughout the nation to originate some live programs of their own and try in that way to achieve some overall balance."

He added that "I think a fair appraisal of the Blue Book indicates that, very definitely, it tends to break down restrictions which now exist on freedom of speech over the air and actually will make radio freer than it is today."

NAB Ends 24th Annual Meet; Trammell's Talk A Highlight

(Continued from Page 1)

daily life that they are simply taken for granted by the public. These tremendous news facilities and services are largely made possible by advertising," said Trammell. In the United States, he added, all radio programs—whether called "commercial" and sponsored directly, or called "sustaining" and sponsored by the broadcaster—are made possible by advertising.



NILES TRAMMELL

Pointing out that while in other countries, where the radio system is a state monopoly, the listener has to pay for his listening, in America, Trammell said, he gets more news, information and entertainment than anywhere else, and is thanked for his listening.

Trammell warned the delegates that "if we are to continue to raise the American standard of living and expand our free economy, the elevation of advertising standards must keep pace with the growth of advertising volume. Constant vigilance must be exercised to control abuses and maintain a high ethical concept of the advertising function."

"Our basic standard must always be 'Truth in Advertising'; good salesmanship is not enough," said Trammell, "it must be truthful salesmanship—truthful not only in what it says, but also in what it implies. This maintenance of truth is a responsibility which must be shared, not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public."

Nowhere has advertising risen to so high a position of responsibility and influence as in the United States, Trammell declared, and he added:

"It has released human energy at a rate which was inconceivable in any previous time, and still is inconceivable in most other nations."

"I think we can and must say:

"First: Advertising has become one of the strongest motivating factors in our economic and social progress.

"Second: Advertising, because it has made mass consumption and production possible, has raised our standards of living and increased employment.

"Third: Advertising has become one of the essential elements of our society because it gives expression better than anything else to the hope, the enterprise and the ambition of the American people."

In reply to some criticism that there is too much advertising on the air, Trammell pointed out:

"Since American broadcasting is entirely supported by advertising, and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazines. The reverse of this is true.

Compares Advertising Space

"In the case of the great majority of successful newspapers and magazines, 50 per cent or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8 per cent of the networks total program time is devoted to commercial announcements. In other words, out of the 1,080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes."

Advertising in our competitive economy is not only necessary to the operation of modern industry, Trammell said, but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

"Therefore," said the NBC executive, "not only is advertising in the public interest, but it is the very expression of that very interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all."

Pope Pius XII On ABC

The address of Pope Pius XII to the Confraternity of Catholic Men, meeting in Boston, will be broadcast by ABC and affiliated stations on Saturday, Oct. 26, from 12 noon to 12:15 p.m., EST. Pope Pius will speak from Vatican City.

WNAR Appoints Forjoe

N. Joe Rahall, owner of the Rahall Stations, announced the appointment of Forjoe & Co., as national representatives for his newest radio station, WNAR—Norristown, Pa., operating on a frequency of 1110 kilocycles, with 500 watts.

Lombardo To Roosevelt

Guy Lombardo's orchestra will be heard for late-hour dancing when the Royal Canadians open an engagement at the Hotel Roosevelt in New York Monday, Oct. 28. Guy's orchestra will be heard Tuesdays, 11:30-12 midnight, and Wednesdays, 12:30-1 a.m., beginning October 29 on CBS.

Jostyn For 'Lambs Club' Film

Hollywood will make a film about the Lambs Club, retreat of the male theatrical "greats." Jay Jostyn, radio's "Mr. D. A.," a member of the Lambs for many years, will appear in the picture.

Kaye Looks At Future Of Music Licensing

(Continued from Page 1)

States and The Dominion of Canada.

In referring to the present position of broadcasters with respect to their music licenses, Kaye declared that all contracts between ASCAP and the broadcasters expire on Dec. 21, 1949. ASCAP has the right to automatically extend these licenses for a further term of nine years if it chooses to leave the rate of payment unchanged. Such automatic extension, however, will not include the right to switch over from blanket to per-program licenses or vice versa, since this right is expressly limited in the contracts to the original term.

"If ASCAP gives notice of a demand for increased payment, it must do so by Dec. 31, 1948," Kaye declared, and he added, "Broadcasters will then have the right to either cancel their licenses as of the end of the original term, or to proceed by arbitration to fix the percentage gross which they will pay during the succeeding nine years."

Summing up prospects as they apply to ASCAP, Kaye said "Broadcasters are therefore faced with the following alternatives: If ASCAP demands no increase, their contracts will automatically renew for nine years and they will be frozen to whatever contract they have at the end of the original term, whether blanket or per-program. If ASCAP demands an increase, they may give notice of the cancellation of the ASCAP contract as of the end of the original term, or they may shift to the per-program basis so that they can control uneconomic cost factors by varying the amount of ASCAP music performed."

Kaye pointed out that television "will in any event not be included within the scope of any arbitration or renewal. ASCAP, although it has performing rights from its members, so far as sound broadcasting is concerned until 1965, does not claim television rights beyond 1948."

Referring to the future of BMI, Kaye declared that BMI's license agreement with broadcasters expires in March of 1950. As an organization, the control of which is vested and will always remain in the hands of the broadcasters, he said: "BMI's contractual relations with broadcasting licensees are obviously a sort of family relationship."

Mutual Creates Coast Job Of Program Co-ordinator

West Coast Bureau, RADIO DAILY

Hollywood—The Mutual network has created a position of a program co-ordinator in Hollywood and has named Ned Tollinger to the post, according to a joint announcement by Willet H. Brown, vice-president and assistant general manager of Don Lee, and Phillips Carlin, Mutual vice-president in charge of programs. Tollinger will work in conjunction with Charles Bulotti, Jr., Mutual-Don Lee program manager.

SAN FRANCISCO

DUD WILLIAMSON, emcee of "What's The Name of That Song?" appears at the Golden Gate theater for a week starting November 6th, and will give two broadcasts from the theater stage during the week over KFRC-Mutual. Dud is a former San Franciscan.

Eddie Handel, manager of KSRO, has announced the appointment of Vern Hassett as chief engineer, succeeding Howard McCauley, who resigned to enter private business. Hassett has been assistant chief engineer for the past two years, and formerly was with the Signal Corps of the Army as a supervising radio engineer, and also with the Pacific Electronics plant in the Northwest as chief design engineer.

Walter G. "Tolly" Tolleson has been appointed assistant sales manager of NBC's western network, according to an announcement by Frank A. Berend, sales manager of the network. Tolleson has been network sales representative in San Francisco. He will continue to make his headquarters here and be in charge of the San Francisco network sales.

Petrillo ET Ultimatum Asks 50% Increase

(Continued from Page 1)

lo they "wanted time to think it over" and will probably make known their answer by tomorrow.

Contacted by telephone here yesterday, Petrillo told RADIO DAILY that he was of the opinion the industry would accept his "take it or leave it" proposal.

Petrillo's ultimatum of yesterday followed a day-long series of conferences Wednesday, during which the AFM president had reduced his original demand for \$60 an hour, representing a 266 per cent increase to \$30 an hour—a 66 per cent increase.

Transcription executives made a counter proposal to grant a \$1 an hour increase. Then they recessed. Later they returned with an offer of a \$3.75-an-hour increase over the current \$18 an hour, bringing it to \$21.75 an hour.

The transcription company executives in presenting their case, said that theirs is the highest music-taxed industry. They pointed out that Hollywood film companies pay less than one-half of one per cent of their gross for music and that the recording companies pay 1½ per cent, while the transcription firms must pay from 20 to 50 per cent. They could not continue in business, they said, if they met Petrillo's current demands.

Ave Maria Hour WMCA — Sunday — 6:30

WESLEY ADDY AS ST. ORIENS
SCRIPT BY BROOKE BYRNE

In its twelfth year as a Donald Peterson production



Windy City Wordage. . . !

● ● ● One of the most interesting NAB convention displays in the Palmer House is Federal Telephone and Radio Corp.'s FM display in the fourth floor exhibition hall. It is an actual demonstration of an FM transmitter and receiving set in action. A standard FM transmitter with control panel is at one end of the hall and the receiving set—a Zenith console model—at the other end. The transmitter on display has been sold to WEW, St. Louis University. Federal Telephone and Radio has sold 35 FM transmitters since it went into production.

★ ★ ★

● ● ● Harry Maizlish, general manager of the Warner Brothers station, KFWB, Hollywood, tossed a get-acquainted press luncheon Tuesday for Benjamin Cohen, an assistant secretary-general of the United Nations. In an address previously to the convention, Cohen had said that radio can "help to make clear the concept that we must create a world without wars." Touching upon an address by Fulton Lewis, Jr., Mutual commentator, before the Chicago Radio Management Club Tuesday morning, in which Lewis discussed the possibility of a third World War, Cohen, speaking informally at the press luncheon, chided the commentator for "spreading the philosophy of despair" with talk of a third World War.

★ ★ ★

● ● ● Paul Mowrey, ABC's national director of television, went into a Loop restaurant and ordered his first steak in three weeks. Said Mowrey: "If we televised this T-bone in New York City, it would pull more mail than Lana Turner." . . . Hugh Feltis, president of BMB, was busy showing slides illustrating his talk in the darkened convention hall Tuesday afternoon when a photographer set off his flash bulb, giving Feltis quite a scare. "I expected anything but that," he remarked, eliciting a round of laughter from the broadcasters, who caught his implication that he had expected almost anything else in the way of opposition to BMB.

★ ★ ★

● ● ● Two former NAB presidents, Neville Miller and J. Harold Ryan, are attending the NAB sessions in the Palmer House. . . Victor Sholis, director of the Clear Channel Broadcasting Service, is another convention visitor. . . ditto Earl Minderman, executive assistant to Charles Denny, acting chairman of the FCC and Bill Kutch, formerly of the radio department at Swift & Co., who is opening a station in Peoria.

★ ★ ★

● ● ● Sherman Gregory of Schenley Liquors is one of the most popular figures around the convention because of his samples. In his 11th floor suite the sample distribution is handled by a Negro midget trick waiter. . . Harry Goodman, New York transcription producer, has two gals parading around dressed as Indians. . . Oliver Gramling, assistant general manager of AP and PA, is ensconced in the luxurious "Skyway Suite" at the Stevens Hotel. It is a Hollywood layout, and, as someone remarked, "a restful oasis in the convention hubbub."

★ ★ ★

● ● ● During the months that Jim Connolly was based in Chicago as ABC's Central Division manager of station relations, he resorted to every device and trick he knew to get an apartment. In September Connolly returned to New York and resumed with station relations there. Coming to Chicago for the convention, the first person Connolly encountered was a chum who greeted him with "I've found an apartment for you."

★ ★ ★

SOUTHWEST

LOUIS J. Riklin, account executive of WOAI, San Antonio back at his desk following a trip to New York City and Chicago.

The Blue Bonnett Broadcasting Corp., of Fort Worth have been given FCC approval for a standard broadcast station to operate on 870 kilocycles with a power of 250 watts daytime hours only. Jim Hill Speck is president of the group; A Earl Gullum, Jr., is vice-president and Elliott Wilkinson is secretary-treasurer.

W. Poundstone Jackson, merchandising and promotion manager of the Texas State Network riding around in a new car to promote the ABC Chesterfield Roundup heard over TSN.

Application has been filed with the FCC for sale of KNET, Palestine, to Gordon B. McLendon of Dallas. McLendon would buy 51 per cent of the stock. Station is owned and operated by Bill Laurie. McLendon, together with his father and J. R. Euler have applied to the FCC for a station at Oak Cliff, near Dallas. They are owners and operators of a theater circuit.

New series of programs titled "Song Scrapbook" is to be heard over KTSA, San Antonio for 15 minutes featuring songs by the Song Spinners and solos by Tom Cook and Evelyn Knight.

Gloria Jerome, and Uncle Willie, two Dallas night club entertainers were the first artists to be telecast over the Interstate Theaters television station at Dallas. Equipment has been installed and a series of test broadcasts made into the lobby of the recently opened Wilshire Theater.

Britons Appear More Alert To Theater Tele—Austrian

(Continued from Page 1)

manship Side of Television," Austrian pointed to the fact that Britain has in this country a delegation of six representing the executive staff of one of the large English film theater companies, here for the purpose of "finding out all we know about theater television."

"I think I can prove," said the RKO executive, "that there are enough events of public interest to make theater television a paying proposition to the theater owner."

VETERANS' DELIVERY SERVICE

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**FAST, DIRECT and
RESPONSIBLE**

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Hollywood, Calif.

New Board Members Selected At NAB Meet

PICTURE OF THE WEEK

School Radio Confab Announces 8 Awards

(Continued from Page 1)

and of mutual understanding." Judge Miller as president of NAB commended in a resolution for administrative ability and C. E. Gray, Jr., received a tribute for his efficient handling of the convention's arrangements.

Board Members

The membership of NAB elected the following Directors at Large who will serve as members of the Board of Directors during the ensuing year: **SMALL STATIONS:** Wayne W. Winx, Washington, D. C., and Earl McCollough of WGAL, Lancaster, Pa.

MEDIUM STATIONS: T. A. M. Green, WOL, Washington and G. Edward Shafto, WIS, Columbia, S. C. **LARGE STATIONS:** Harold High, WBAP, Fort Worth, Texas and J. Harold Ryan, WGBS, Miami, Fla.

The two network directors, Frank B. Russell, NBC, Washington, and Frank Stanton, president of CBS, were re-elected. A spokesman for Mutual announced that it preferred to continue its present policy of having an observer without voting power attend the board sessions of the association.

At the Broadcast Advertising session yesterday afternoon, resolutions and proposals, that have been under consideration for some time were discussed. The following resolution was formally adopted:

Resolution: "The maintenance and protection of the American system of broadcasting is predicated on the observance of sound business operations and high standards of ethics, on the part of stations and of those who would use their facilities. The National Association of Broadcasters regards any effort on the part of any organization or interest, which seeks commercial advantages through the free use of a station's facilities, as being unsound and unwarranted, and contrary to the best interests of the industry. Similarly, efforts by commercial enterprises to purchase radio facilities on a contingent guaranteed return, or per request basis, are declared by this Association to be in the way to unfair and discriminating practices and to be an undermining of the entire structure of the American radio.

Called "Unethical"

Such efforts are therefore, condemned as unethical and contrary to the best interests of the station and the industry and of advertising in general. It is the will of this Association, therefore, that all such requests should be denied by its members and discouraged by every other means at their disposal."

AVAILABLE

Advertising Agencies and Radio Stations. Back from Europe and I would be an interesting position in order to apply my 4 years AGENCY RESEARCH and 3 years MERCHANDISING experience. Excellent references. Write—

RADIO DAILY, BOX 239
501 BROADWAY, NEW YORK 18, N. Y.



Radio executives receiving their copies of RADIO DAILY. Left to right: Edgar Kobak, president of MBS; Charles R. Denny, acting chairman, FCC; Justin Miller, president, NAB, and Jean Coffend, representative of the United Air Lines. They are shown at the 24th annual convention of the National Association of Broadcasters, held in Chicago this week. One thousand copies of RADIO DAILY were flown early each morning to the convention hall from New York, by United Air Lines.

CBS Names Ziebarth To Central Div. Post

Minneapolis—E. W. Ziebarth, director of education and production for WCCO, has been named education director for the central division of CBS. Announcement was made in New York by Edward R. Murrow, vicepee in charge of public affairs.

Ziebarth, University of Minnesota faculty member for 10 years, was the founder and director of the "Minnesota School of the Air." He is well known throughout the northwest as a news analyst as well as an educator. New CBS director is radio consultant to many boards of education and other educational organizations throughout the country.

'Book Of Month' Club To Remain As Sponsor

Book-of-the-Month Club has reversed an earlier decision and will not drop sponsorship next month of "Author Meets the Critics" program over WQXR. New contract extends sponsorship for 13 weeks beyond Nov. 14.

Book club's "New Friends of Music" concert series returns for its fifth season on WQXR Nov. 3 from 5:30-7 p.m., and will be heard for 16 successive Sundays with a recess of three weeks during Christmas holidays. Intermission talk will be given each week by Henry Seidel Canby, book club secretary, as was done during last year's series.

(Continued from Page 1)

California. Miss Frater has organized and promoted five radio workshops for teachers in each of the five California cities in which the McClatchy chain has stations.

KLZ, Denver, received the individual station award on the basis of a program called "Traffikwiz." Originated by Hugh L. Terry, general manager, and Mack Switzer, special events director of the station, program is designed to cut traffic accidents among school children.

Mrs. Lavinia Powers, 9th grade English teacher in the William Barton Rogers School, Hyde Park, Mass., received a citation for her living literature program, produced by the WBZ educational department and released over WBZ, Boston, and WBZA, Springfield, Mass.

Miss Mildred M. March, principal of the Ward School, Newton, Mass., was cited for her utilization of "Let Freedom Ring," produced by the WBZ educational department and released over WBZ, Boston, and WBZA, Springfield, Mass.

Other Citations Listed

Other citations went to Miss Isabel M. Chappell, teacher in the Calvin Coolidge High School, Washington, D. C., for her utilization of "Troubled Youth," a program in the "American School of the Air" series, produced by CBS and released over WTOP, Washington.

Mrs. Isabelle C. Young, teacher in the sight saving department of the Ball Elementary School, Chicago, for her use of radio techniques as a motivator in the classroom "Reading and Arithmetic" program.

Mrs. Annabelle Robinson, teacher in the Corliss Elementary School, Chicago, for her school-wide and community use of the program series, "Chicago is My Home," produced by the Radio Council of the Chicago Public Schools in co-operation with the Chicago Historical Society, and released over WJJD and WBEZ.

Mrs. Hazel Kenyon Markel received a special commendation for her activity in stimulating the use of radio among Washington schools.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

COAST-TO-COAST

— NEW HAMPSHIRE —

MANCHESTER—Mel Green, manager of WFEA, is still shaky after being deluged by mail from Cinderella, Inc., contestants. . . . One of the future Cinderellas is to be selected from WFEA listeners. . . . WFEA will cover the formal commissioning of USS Manchester. . . . WKBR, owned and operated by the Granite State Broadcasting Co., Inc., went on the air October 2. Will operate on 1240 kc. from 6 ayem to midnight. . . . CONCORD—Richard Ziegler is new addition to the WKXL announcing staff.

— COLORADO —

DENVER—The Vogue Furniture Company has signed a 52-week contract for five station break announcements per week over KOA. . . . Max Goldberg's Advertising agency is handling the account. . . . King of Swing, Benny Goodman, recent guest on "These Kids of Ours" over KOA. . . . The 13 quarter-hour Denver Post newscasts, which for the past 12 years have been sustaining, have been bought by four sponsors for one year. . . . The Curt Freiburger Advertising Agency of Denver placed 10 Denver Post newscasts over KOA within two days after the quarter-hour broadcasts were made available to sponsors.

— MASSACHUSETTS —

WORCESTER — Three Worcester girls who traveled to California and back in a roofless 1931 Model-A Ford recounted their experiences on a recent WTAG "Time for Teens" program. . . . Script Writer Robert Cormier is the latest addition to the WTAG staff. . . . In conjunction with the Save The Children Federation, WTAG aired special spot announcements for the Clothing Drive. . . . BOSTON—Marion Parson has joined the promotion department of WCOP. . . . WBZ-FM will carry the thrice-weekly series of Lowell Lectures.

— FLORIDA —

MIAMI—"Crusader Kids On The Air" celebrates fourth year over WIOD. . . . Three hundred children and parents attended celebration. . . . A group of 30 visiting Puerto Rican Rotarians and their wives on a good-will tour were entertained by WIOD at a special performance of the "Singing Keyboards" program. . . . FORT MYERS—Hundreds of letters of appreciation are flowing into WINK for the part it played in keeping its listeners informed regarding the hurricane that swept over the West Coast of Florida recently. . . . World Series Games were interrupted to bring on the spot news flashes of hurricane.

"Union" Debate

The question of whether labor unions should engage in politics will be debated over WABC-CBS Oct. 27 from 1-1:30 p.m., EST, in the "People's Platform" series heard each Sunday. Victor Riesel, New York Post labor columnist will take a negative stand, while Jack Kroll, chairman of the Political Action Committee, will take the affirmative position.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● TIN PAN ALLEY-OOPS:—Edward B. Marks Music Corp. has acquired the score written by the Latin-American composer Ernesto Lecuona for the 20th Century-Fox musical, "Carnival In Costa Rica." . . . ● Governor Jimmie Davis of Louisiana has commissioned Bandleader Dean Hudson a colonel on his staff. . . . Hudson will wear the full uniform when his band appears in N'Awlins next Mardi Gras time. . . . ● Songwriter Al Maister has a new book "An-am-ated Verse," published by Bruce Humphries, Inc. . . . ● Bill Cooper, former vocalad with Carmen Cavallaro Orchestra, now fronting his own unit at the Tavern-on-the-Green in Gotham's Central Park. . . . ● We like the way Thelma Carpenter toys with "Happiness Is A Thing Named Joe" at the Zanzibar. . . . ● Raymond (Bud) Gamble and Paula Seligman have just completed a telescript, "Wide Is The Gate," which deals with atomic energy. . . . ● Don Tomkins, whose 31 years in show business ranges from writing stories for William Farnum back in 1915 to appearing in telecasts of "Casey, Press Photographer," has a peach of a 15-minute daily script tentatively titled, "Guardian of the Peace." . . . ● Bob Hilliard and Joe Meyer have a quick click in "Who Educated You So Well?" in their score for the new Copacabana revue. . . . ● Will Hays' remark at the recent meeting of the Anti-Defamation League held at the Astor Hotel bears repeating. Quote: Minority rights should be upheld by the Majority. Unquote. . . . ● Charlie "Mousie" Warren will head the Hollywood office of the new Harry Warren Music Co. . . . ● Al Brackman returns to the Big Three as publicity and advertising chief. . . . ● Smart promotion by Dick Roffman. Two network shows, "Missus Goes A-Shopping" and "Honeymoon in N. Y." give-away his boss' product, Traubee Pressure Cooker.



● ● ● Broadway Music Corp. has just released an easy-to-listen-to ballad by Paul Cunningham and Joe Burke titled and based on the old adage, "People Who Live In Glass Houses" (Should Never Throw Stones). . . . ● Kathryn Cravens, Texas' gift to radio, has just completed a novel, "Drusilla," which already has two film companies in a dither. . . . ● Irving Fields has placed his latest novelty, "Pigeon-toed Penguin," with Remick. . . . ● Almost a decade to the day they split partnership, Ben Ryan and Solly Violinsky have again teamed up and have a possible hit in their latest novelty, "Cincinnati, O-Hi-O," which they've placed with Barton Music Corp. . . . ● Barney Josephson has renewed J. C. Heard's Orchestra for another six months at his Cafe Society Updown. J. C. formerly beat the skins with Cab Calloway's Band. . . . ● Blonde-lovely songstress Roberta Hollywood flew to London early this week with hubby Jack Quinlan, an executive with Pan-American Airways. . . . ● We predict its "Hit Parade" CBS selection next month. Meaning of course the Robbins tune, "The Whole World Is Singing My Song," written by Vic Mizzy and Mann Curtis who wrote "My Dreams Are Getting Better All The Time." . . . ● Carlo De Angelo will produce and direct a new series of MBSustainers, "Love Story Theater," starring Jim Ameche which will preem next Friday.



● ● ● ON AND OFF THE RECORD:—Bing Crosby's latest Decca platter "When You Make Love To Me," smooth balladry. Flip-over is last year's "It Could Happen To You." . . . ● Western and hillbilly music addicts should have a feast with Dick Thomas' newest National release, "I've Got A Gal In Laramie," backed with "I'm Gonna Dry My Tears." . . . ● Sotto voce to Walter Winchell: Thanx for making us look good. In this pillar dated August 16 we wrote—quote:—Heard a Diamond Record of "Miserlou" by an unknown pianist named Jan August. He's GOING places. Unquote. Your column in the Daily Mirror dated October 16 contained . . . quote: You'll thank the column for tipping you off to Jan August's recording of "Miserlou." He'll be among the pianotables one day . . . unquote. . . . ● B. G. introduced his latest Columbia platter, "Pity the Poor Lobster," via a lobster luncheon to the press . . . at the Lobster Restaurant natch. . . . ● Continental Records should sell plenty of Red River Dave's latest waxing of "Cotton-eyed Joe" backed with "I'm A Married Man."

AGENCIES

PATRICK DOLAN, manager Foote, Cone & Belding, London has been placed in charge of all agency's European activities. This was announced in New York by C. Harry A. Berk, vice-president in charge of the International Division of the organization. Dolan's headquarters are in London.

THE FLEXNIT COMPANY, INC. has engaged Kiesewetter, Wetterau Baker, Inc., as advertising agency. Flexnit lightweight foundations, R. H. products, and Utilastic package elastic braid.

PAVONIA JUICE GRAPE JOBBERS, Jersey City, N. J., have appointed the Frederick Clinton Company, New York, to handle promotion juice grapes for home wine-making and preserving. Radio will be used exclusively in the New York area.

SPITZ & WEBB, Syracuse advertising agency formed five years ago, has moved to larger quarters at 206 E. Genesee Street.

PAUL R. FERWEDA and JULIA BOONE announce the formation of Ferwerda-Boone, Inc. with offices at 15 East 40th St., New York. Ferwerda, president, was formerly an account executive at Marschalk & Pratt Co., Inc. and Craven & Hedrick, Inc. Boone, vice-president, was sales promotion manager of Spot Sales division of American Broadcasting Co. Howard P. Swanson is vice-president and art director.

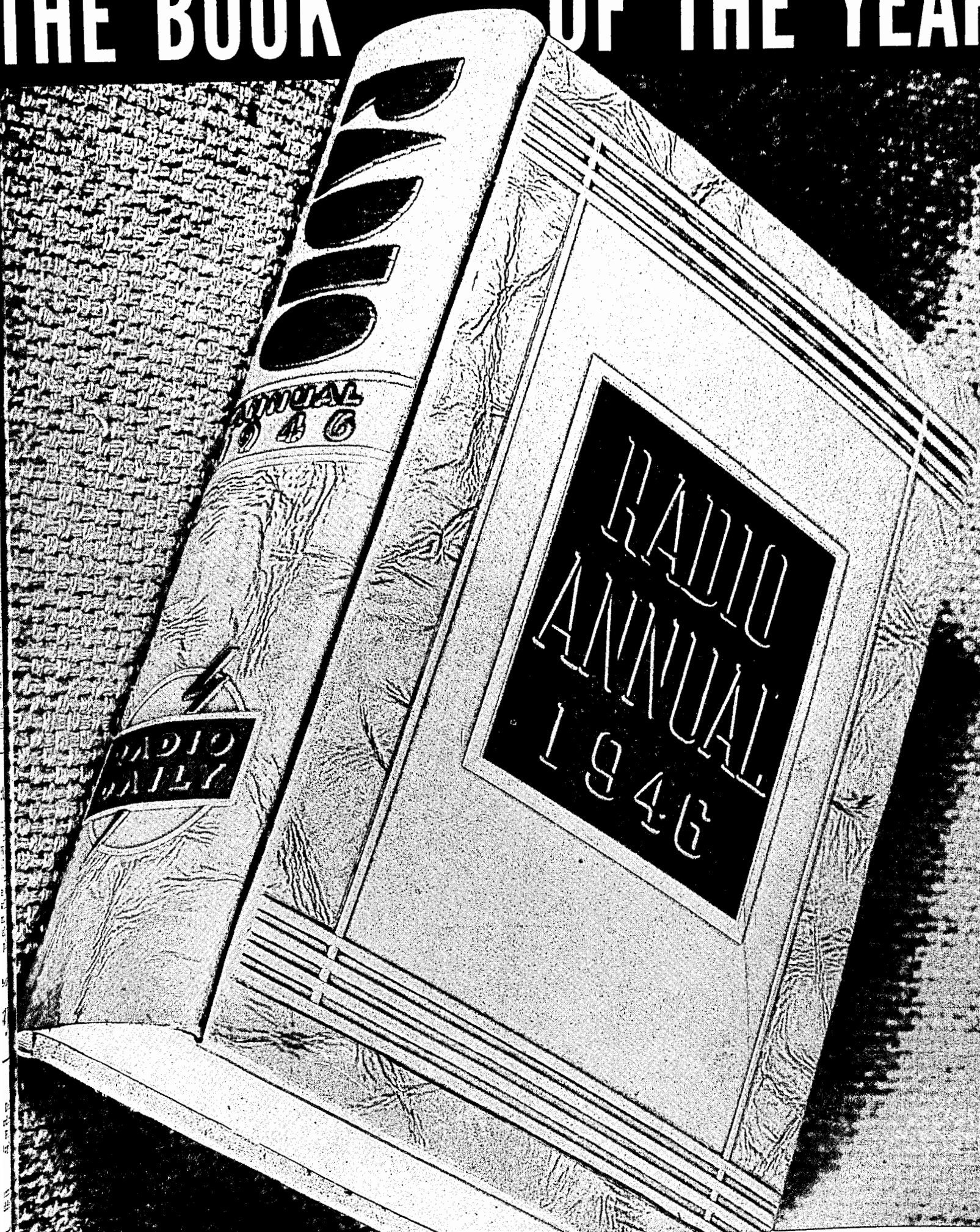
WQXR Sets Memorial For Critic On Oct. 29

A memorial program honoring the late Paul Rosenfeld, famed music critic, will be broadcast over WQXR on Tuesday, October 29 at 9:30 p.m. Aaron Copland, one of the most contemporary composers whose work Rosenfeld early recognized, will commentator for the program. Recordings of Ernest Bloch's "Schelomo" and Charles Ives' songs will be played during the broadcast.

Send Birthday Greetings To—

- October 25
Vera Barton Anne Dall
Anita Boyer Richard Gordon
Fanny Brice Cyril Pitts
Carl Calman Bobby Doyle
Wallace Butterworth
October 26
Pat Barnes Estelle Brenner
Charlie Barnet Raymond Caddell
October 27
Bob Becker Jack Kilmartin
Kathryn Cravens Jack Carson
Mignon Schreiber

THE BOOK OF THE YEAR



1947 RADIO ANNUAL NOW IN PREPARATION WILL
BE PUBLISHED SHORTLY AFTER THE FIRST OF THE YEAR

— • —
RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
TO RADIO DAILY — \$10.00 PER YEAR.

All Eyes Are On

IMPORTANT RADIO AUDITION

**Tonight, 6 p.m. at Ciro's
On The Strip, In Hollywood**

Radio's Newest Participation Show

"STEEPLECHASE AT CIRO'S"

Wendell Niles, M.C.—Matty Malneck's Orchestra

"Steeplechase at Ciro's" is the brainchild of Mel Vickland, but Mel had to stop work on the show when he was stricken with polio a few weeks ago.

That's why his long-time friend, Ralph Edwards, of "Truth or Consequences," in collaboration with Herman Hober of Ciro's, is personally producing "Steeplechase" for Mel.

This is Mel's show—It's at the Post now—and we, his pals will give odds it winds up a winner.*

**KEEP YOUR EYES ON
"STEEPLECHASE AT CIRO'S"**

** Good luck, Mel, from your co-workers over the years Jack Van Nostrand, Tom Breneman, John Nesbitt, Erskine Johnson, Austin Peterson, Tobe Reed, Murray Bolen, Pat Weaver, Meredith Willson, Glenn Hall Taylor, Arnold Maguire, Paul Carson, Ralph Edwards, Stuart Phelps, Gene Clark, —and a host of others.*

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 20

NEW YORK, MONDAY, OCTOBER 28, 1946

TEN CENTS

No Letup In CP Requests

NAB Commends BMB, Asks Improvements

Chicago—The Broadcast Measurement Bureau "must accept criticism, analyze it and act upon it with an objective, critical philosophy," the directors of the NAB declared here Friday at a board meeting during which was drawn up a resolution which, while commending the BMB, at the same time made several suggestions for the betterment of the service offered by the bureau.

BMB was requested to submit to

(Continued on Page 6)

WEAF-WNBC Changeover Set For 1 Hour Show

When WEAF formally assumes its new call letters—WNBC—on Saturday November 2, occasion will be marked with an hour-long program titled "Hail and Farewell" featuring many of the personalities heard over the NBC flagship currently and days-gone-by. Actual switch will take place at 6 p.m., with the special show set for 5:30 to 6:30, EST.

James M. Gaines, WEAF station manager, also announced that another program set for Friday, No-

(Continued on Page 2)

Ted Husing Starts Today As Sponsored Disk-Emcee

First batch of advertisers who have bought 15 minute periods on "Ted Husing's Bandstand," which premieres today, over WHN, include Warner Brothers, Paramount, MGM, Mission Bell wine, Robert Hall clothes, Bill Williams, Vick's, BC headache powders and Capital airlines-PCA. Program will be heard

(Continued on Page 2)

Chairman

Edward J. Noblo, board chairman of American Broadcasting Co. has accepted the general chairmanship of the Salvation Army's drive for \$1,000,000 in the greater New York area. Fund will be used to maintain 60 welfare institutions in the five boroughs. The Salvation Army's 1947 campaign begins Jan. 7 and will continue through February.

Tele Record

Chicago—NAB convention over, WBKB director William C. Eddy said he had anticipated that his station's telecasts plus extra programs would establish a new world's record for television hours on the air during any seven day period. RCA, WBKB televised every session of the convention.

British Tele Skeds On Post-War Basis

London—After a seven-year lapse of operations due to the outbreak of war in Europe, BBC's Television Service has returned to full-time large-scale operations to the point where it can begin to compare favorably with programs produced in 1939.

BBC officials here recently expressed the opinion that its television programs were further advanced at

(Continued on Page 7)

AMA To Hear Hugh Feltis On BMB Station Reports

Hugh Feltis, president of BMB, will be the featured speaker at the forthcoming luncheon session of the American Marketing Assn., Radio Group. Feltis' subject will be, "First Reaction to the BMB, Following the Release of Actual Station Reports." Date of the luncheon (originally sked for Oct. 31) has been changed to Monday, Nov. 4, at the Sheraton Hotel, N. Y.

★ THE WEEK IN RADIO ★

NAB's 24th Annual Convention

By JIM OWENS

BROADCASTERS from all over the United States,—some 3,000 strong—gathered in Chicago's Palmer House for the 24th annual convention of the National Association of Broadcasters. Meeting, first since the end of the war, concerned itself chiefly with problems that have arisen during the past five years. . . . FCC's Blue Book was sharply scrutinized, attacked and defended. . . . Significant angle on this meeting was the general agreement by major industry execs on the top problems before NAB, as indicated in a RADIO DAILY survey of members.

Co-incident with the convention was the AFM-ET companies meetings to arrive at a solution regarding prexy James C. Petrillo's latest demands. Latter, after lowering his demands somewhat, issued a 50 per cent increase "ultimatum,"—and left the ET

(Continued on Page 6)

Applications Pour In On Commission At An Unprecedented Rate; South Continues To Increase Wattage

ET Men Mull Answer To Petrillo Demand

While James C. Petrillo, AFM prexy, awaited an answer from the major transcription companies to his "ultimatum" of a 50 per cent increase, trade reports over the weekend indicated that his demands would be met,—though not without some last-minute haggling at a more "equitable" negotiation. The AFM head reportedly walked out of a particularly heated session with the ET men in Chicago last week, telling them to make known his final offer

(Continued on Page 4)

NBC's Western Division Realigns Duties Of Execs.

West Coast Bureau, RADIO DAILY
Hollywood—Changes in the organization of NBC's Western Division, were made by Sidney N. Strotz, vice-president in charge, with all changes

(Continued on Page 6)

Crosley Corp. Elects Two Vice-Presidents

Cincinnati — The appointment of Dwight Martin, Cincinnati attorney, and Eldon Park, WLW program director, as vice-presidents of the Cros-

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington — While established broadcasters were busy in Chicago, applications for new facilities continued to pour in upon the FCC from hopefuls in all sections of the country. A number of new FM requests were reported by the Commission last week. Seeking FM facilities were the Potomac Broadcasting Corp., Alexandria, Va.; The Scranton Times, Scranton, Pa.; Raoul Cortez, San Antonio, Texas; Gadsden Broadcasting

(Continued on Page 5)

Historical Radio Film Gets Industry Okay

Script for "Magic in the Air," the historical and documentary film of the broadcasting industry, a report on which was delivered last week to the NAB board of directors by the special Committee it appointed, has been approved by the broadcasting industry generally, and will now undergo a few minor changes that have been recommended.

Top air talent will be used in cast-

(Continued on Page 6)

'Opinion Register' Gadget Part Of New Tele Show

Schenectady, N. Y.—New television show titled "The Jury of Public Opinion," which uses General Electric's new opinion meter to electrically measure composite attitude

(Continued on Page 2)

WABC, Farewell

Joe Travis, CBS engineer for the past 17 years, appears as guest of Margaret Arlen on Friday, Nov. 1, the eve of WABC's change in call letters to W-C-B-S. Travis will relate incidents in his work over the years and review the history of the station. Miss Arlen's program is heard Monday through Saturday over the Columbia network from 8:45-9 a.m.



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

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FINANCIAL

(October 25)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Ted Husing Starts Today As Sponsored Disk-Emcee

(Continued from Page 1) Monday through Saturday, 10 a.m. to 12 noon and 5-6:30 p.m. For its extensive program campaign launching Husing's disk jockey career, WHN is spending \$26,000 in 26 dailies in New York, New Jersey and Connecticut. The 32,000 lines of advertising will be spread over a five weeks period with the New York Herald-Tribune, Times and Sun carrying full page announcements today. Cards in metropolitan busses are carrying Husing's picture and inviting listeners to tune in. WHN's laundry shirt band advertising is featuring the show.

Connect in Connecticut W D R C HARTFORD CONNECTICUT W D R C - F M

Coming and Going

DANIEL S. TUTHILL, personal representative and publicist, has left on a business trip to the West Coast. He'll be away until Nov. 28.

CEDRIC FOSTER, commentator on Mutual, today is in Canton, Ohio, on the final leg of trip through the key election centers. He has two more stops scheduled—at Cleveland and Chicago.

TED COLLINS handled his broadcast of yesterday through WEEL in Boston.

HUGH FELTIS, head of the Broadcast Measurement Bureau, and JOHN CHURCHILL, director of research for the organization, are back from Chicago, where they were importantly associated with the proceedings of the NAB convention.

RED BARBER, director of sports at CBS, and JIMMY DOLAN, his assistant, week-ended in Houston, Tex., where on Saturday they broadcast the Rice-Texas game from Rice Stadium.

DAN FISHER, music publisher and Broadway producer, left Hollywood Saturday for New York.

MILTON BACON, raconteur heard on Columbia's "Time to Remember," today addresses the Monday Club of Fox Chase, Pa.

FRANCES FARMER WILDER, Columbia network consultant on daytime programs, is attending the radio conference at Stephens College in Missouri this week. She'll go on to Kansas City Thursday for the convention of the Association of Women Directors, continuing from there to Hollywood for a vacation.

SAMMY KAYE, with his contingent of swing-and-swayers, is in Philadelphia, where they open an engagement today at the Click Club.

BILL DOWNS, one of the better-known newsmen at CBS, is en route to New York from Cleveland, where last week he addressed the National Assn. of Radio News Editors.

DUNNINGER, mentalist, is confounding West Coast audiences in a series of personal appearances.

JOHN CONNOLLY, staff announcer at WHN, is spending a three-week holiday in the South—in Virginia, to be exact.

IRVING KANE, president of Viewtone Television Corp., is sojourning with his family in Miami.

ROBERT B. HUDSON, director of education for CBS, has returned from Chicago, where he attended the School Broadcast Conference.



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-REEF

'Opinion Register' Gadget Part Of New Tele Show

(Continued from Page 1)

of individuals, will have its premiere over WRGB Nov. 6.

Format calls for the emcee to present a controversial issue to a jury of 12 who will register their opinions on small dial instruments held in the hand. On a six foot dial, similar to the face of a clock, combined opinion of all 12 will be registered in degrees from zero to 100, either for or against. Each jury member moves the pointer of his hand-held instrument to the number indicating the strength of his favor or disfavor.

Used for Radio or Movies

Once the jury opinion is recorded, question goes to four experts who will discuss it pro and con. The jury of laymen then will register its opinion again to determine if they have been swayed one way or another from their original views. According to GE engineers, the instrument can be used to obtain accurate audience reaction at radio and movie previews.

WRGB execs plan to present "The Jury of Public Opinion" bi-weekly and to discuss two or three subjects during each program.

WEAF-WNBC Changeover Set For 1 Hour Show

(Continued from Page 1)

number 1, and titled "One, Two, Three, Woof!"—after the radio time check phrase,—would be heard from 6:15-6:40 p.m., on Friday, the preceding day.

Set for appearance on the special shows are: Fred Allen, H. V. Kaltenborn, Lanny Ross, Bill Stern, Charles K. Field, Peter Donald, Jessica Dragonette, with Frank Black and a 21-piece orchestra. Niles Trammell, NBC prexy, will also speak, as well as Keith McHugh, vice prexy of AT&T. Ben Grauer will emcee. Among other WEAF personalities will be Jinx Falkenburg, Tex McCrary, Mary Margaret McBride, Maggi McNellis, Herb Sheldon, Clem McCarthy, Kenneth Banghart, Jack Kilty and several other headliners.

AVAILABLE

Secretary, "Girl Friday," fine background radio and all theatrical fields; executive ability; accustomed meeting and handling people; correspondent. Write—

BOX 242, RADIO DAILY 1501 BROADWAY, NEW YORK 18, N. Y.

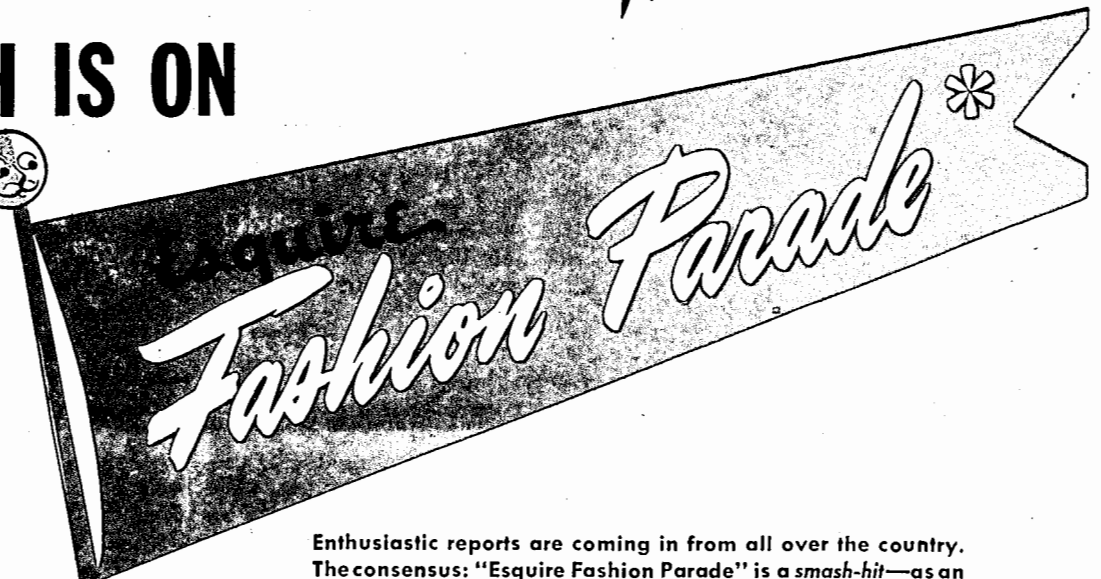
Within Your Reach Philadelphia's WDAS covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

65

sponsors signed up during first month!



THE BIG RUSH IS ON TO JOIN THE



***A great new 15 minute weekly transcribed program specially built by Esquire to make your sponsor the dominant men's wear advertiser in his market! Featuring . . .**

Sparkling Entertainment—with top-flight music—vocal, instrumental . . . the best of talent every week.

Big Name Guest Stars—from radio, stage, screen and the world of sports. *Orson Welles, Dinah Shore, Basil Rathbone, Milton Berle, Ezio Pinza* and many other celebrities whose names mean LISTENING!

Fashions—a timely fashion review every week by O. E. Schoeffler, famed Esquire fashion editor, to tie in with sponsor's merchandising.

Terrific Esquire Promotion—complete kit of newspaper ads, commercials, publicity releases, merchandising tie-ins, etc., furnished by Esquire every week.

Available on Exclusive Basis—with full protection for your client

Enthusiastic reports are coming in from all over the country. The consensus: "Esquire Fashion Parade" is a *smash-hit*—as an audience building program, as a result-producer for sponsors! It's going to town in Philadelphia (KYW), Detroit (CKLW), Baltimore (WFBR), San Francisco (KFRC), Milwaukee (WTMJ) and in 60 other important markets coast-to-coast. It can do as big a job on your station!

Exclusive Sponsorships Going Fast . . . Quick Action Urged . . .

New sponsors are being closed every week. Because it's *big name, big time radio*—at local radio prices—a network caliber show no competitor's local program can possibly match! Plus the sales and prestige building value of Esquire's powerful merchandising and promotion support.

Here's the ideal show to land that hard-to-get men's wear sponsor on the dotted line—at a price he can afford. Don't wait. Grab it for your client. Send for complete details, prices and audition platter today. Phone, wire or write

Byron A. Bonnheim, Radio Director



919 N. Michigan Ave., Chicago



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Herald-Tribune Forum To Get Wide Coverage

The Herald-Tribune's 15th Annual Forum, discussing "The Struggle for Justice as a World Force" from Monday through Wednesday this week, will be given ample coverage by the networks and stations with special programs and time segments allotted to broadcast important talks and panel discussions.

A full session will be carried by MBS-WOR in three special broadcasts from the grand ballroom of the Waldorf-Astoria, including an address by General of the Army Dwight D. Eisenhower. "International Control of Atomic Energy" consisting of an address by Bernard Baruch, U. S. representative to the UN atomic Energy Commission, and panel discussion by experts including Herbert Bayard Swope, Ferdinand Everstadt, Dr. J. Robert Oppenheimer, Harold L. Ickes and Admiral William H. P. Blandy will be heard tomorrow night from 9:30 to 10:15 p.m., EST over the Mutual web.

First Program Tonight

Mutual will also air the opening session of the Forum tonight with a program from 8 to 8:30 p.m. Robert Montgomery, screen star, will be narrator of a segment featuring the Lyn Murray Choir, an address by Supreme Court Justice William O. Douglas, the Right Hon. Phillip Noel Baker, British Secretary of State for Air and head of the English delegation to the United Nations. Gen. Eisenhower will be heard over MBS Wednesday night from 8 to 8:15 on the topic "Dedicating American Strength to World Co-operation."

The ABC network has also scheduled programs on the Forum.

Tonight, from 9 to 9:30 p.m., EST, ABC will air a discussion on the subject of independence for India, with talks heard by Lord Inverchapel, British Ambassador to the U. S., V. K. Krishnamenon, representative of Pandit Jawaharlal Nehru, president of the interim government of India and Minister for External Affairs. From 8:30 to 9 p.m., Tuesday night, ABC will air a discussion on the significance of the Bikini atom bomb tests with Admiral Blandy, commander of the force which participated in the experiment, at the microphone. Col. Stafford Warren, who was in charge of protective measures for personnel at the tests, will



Broadway Bulletin Board. . . !

● ● ● Eddie Foy, Jr., back on his feet again after a critical illness, set for the Kraft Music Hall after the first of the year when Edw. Everett Horton returns to H'wood. Foy will not go back into "The Red Mill". . . Jack Dempsey, currently on nat'l speaking tour on behalf of the fight against juvenile delinquency, is slated for his own network show aimed at teen-agers. . . Ben Gross, Daily News radio ed, adds a few more millions to his circulation with his radio col'm in Modern Screen. . . One of the major reasons for the move of the "Hit Parade" to H'wood is Mark Warnow's future producing plans. Warnow has two bids for producing posts with major studios. . . John B. Kennedy nursing a serious throat infection up in Canada and due to return to the airwaves in two weeks. . . Irving Hoffman says that about the time you're important enuf to take two hours for lunch, the doc limits you to a glass of milk.



● ● ● Inside on the Pres. Truman-Kate Smith stunt, we are given to understand, is this: Daniel W. Bell, of the Washington Community Chest Drive, called up Y & R's Dave Levy and asked him to suggest a top star to come down and co-operate in the drive. Kate was suggested by Levy, hence the tie-up and the nation-wide publicity that followed was a natural. Thus Dave Alber must share in the credit as well as Carl Erbe.



● ● ● THE MORNING MAIL: "Let's get to the final argument on the Crosby-Philco transcription front," writes Sid Garfield. "Bing's first session seems to have wrestled most of the early objections right to the ground. But the detractors apparently believe they have one trump card—timeliness. Sooner or later, they argue, Bing will be embarrassed by a gag or series of gags which will either be pointless or in questionable taste, because of some last-minute twist in the news. The answer is so painfully obvious. Look at motion pictures, also canned and exhibited months and sometimes years after filming. How often have their producers had to adjust scripts because of page one developments? The answer is almost never. Ironically, Bing's own picture, 'Road To Utopia,' was one of the few in years and years which had sound track incisions after canning. Its script contained some gagging between Bing and Bob Hope with FDR as the subject. When the stunning news came of Roosevelt's passing, the dialogue was fast altered. Audiences, of course, never knew the difference, and how often does anything like this happen? If this kind of argument about Bing's recordings can be taken, seriously, let's do away with H'wood movies. They're canned, too, and subject to the same good taste hazards."

discuss over the ABC network "The Lesson Of Bikini."

CBS, on Tuesday, Oct. 29, will present two special programs from the Waldorf-Astoria.

The first broadcast from 3:30-4:00 p.m., EST, will present Bishop Bernard J. Sheil, auxiliary bishop of Chicago, followed by Sir John Boyd Orr, director of the UN Food and Agricultural Organization.

The second broadcast from the Forum will be aired over the network at 4:30-5:00 p.m., EST, with George Peck, secretary of the Committee to Frame A World Constitution, speaking on "Drafting A World Constitution," and Frank Lloyd Wright, noted architect and designer, discussing "A Home For The United Nations."

New York indies were also setting programs to be aired from the For-

um. WMCA will broadcast on all three days of the session, highlighting talks by such dignitaries as Hon. W. Averill Harriman, Secretary of Commerce, Hon. Fiorello H. La Guardia, UNNRA director-general, Attorney Gen. Thomas C. Clark and others. Station will air part of the opening session tonight from 10 to 10:30 with talks by Clark and Vincent Sheean. WMCA will also air other sessions on Tuesday and Wednesday.

Meanwhile the Forum will be televised by NBC-WINBT on a four-city network, as reported in these columns last week. Several United Nations dignitaries, in addition to the various public and government leaders attending the Herald-Tribune meeting, will be seen and heard on video sets throughout the three-day session.

ET Men Mull Answer To Petrillo Demand

(Continued from Page 1)

to their respective headquarters. One major firm said Friday that Petrillo's demands were "pretty stiff as far as we're concerned" but did not, however, issue any indication of what its final decision would be.

Petrillo threw a sharp weapon at the ET companies who also produce phonograph records when he threatened to put them on the "unfair list" if his current demands were not met. For this reason it is reported that NBC and Decca, for instance, will submit to Petrillo rather than run the risk of a tieup in another phase of production.

However, this angle can be worked both ways, according to talk in the trade last week. If Petrillo sticks to his price, as he is most certainly expected to—the ET companies will simply "trim their sails" accordingly to make up the extra costs. One solution is to "cut down on the number of musicians used on a job," according to one exec, "—the net result being that the musicians are hurt considerably more than the industry is."

Crosley Corp. Elects Two Vice-Presidents

(Continued from Page 1)

ley Broadcasting Corp. was announced Friday by James D. Shouse, president.

Martin will have broad duties attendant upon the corporation's expansion in New York radio, its possible acquisition of KSTP, St. Paul-Minneapolis, and its forthcoming television and FM activity in Cincinnati, Dayton and Columbus. Martin is resigning as a partner in the law firm of Dinsmore, Shohl, Sawyer and Dinsmore, of Cincinnati, to take up his new position with the Crosley organization.

The promotion of Park, veteran of 17 years with WLW, adds emphasis to the policy of specialized programming, Shouse declared.

RECORDING • MOTION PICTURES • RECORDING

RECORDING • MOTION PICTURES

RECORDING • MOTION PICTURES



CALL PLAZA 3-9172

Complete Recording Facilities

CINEMART 101 PARK AVE., NEW YORK 17, N. Y.



"Be sure to listen to 'Bride and Groom today on WFDF Flint."

CC Swamped With Requests From All Parts Of The Nation

(Continued from Page 1)

Gadsden, Ala.; Owensboro-On-Air, Inc., Owensboro, Ky.; New Green Broadcasting Corp., New Haven, Conn.; Golden Empire Broadcasting Co., Redding, Calif.; E. Ogden Briggs, Oakland, Calif.; West Central Broadcasting Co., Tulsa, Okla.; Station WOW, Omaha, Nebr., and The Louisville Broadcasting Co., Pottsville, Pa.

Among the new applications for standard facilities was a request for one kilowatt unlimited operation on the 1070 band by a Corpus Christi, Texas, combination calling itself the Texas Gulf Coast Broadcasting Co. Included are E. H. Rowley, Nathan Clark, James A. Clements, Glen H. Main and L. M. Rice.

Power Boosts Requested
WEGH, Little Rock, Ark., seeks to change its assignment from the 1230 to the 1250 band, upping its power to 250 watts, unlimited, to 500 watts, night, one kilowatt, daytime. WCRB, Modesto, Calif., on the 860 band, seeks to boost its power from one kilowatt to one kilowatt, night, to five kilowatts, daytime. The Golden Empire Broadcasting Co., licensee of KVKC and reported above as an FM applicant for the same city in Redding, Calif., has asked to shift from 1230 to 600 kilocycles, upping its power from 250 watts to one kilowatt.

WVBTM, Danville, Va., seeks to change its frequency from the 1400 band, first having asked the 1390 assignment with a power boost from 250 watts to one kilowatt, but last week altered its application to request the 1330 band with one kilowatt night and five kilowatts day.

Several pending applications for other stations were likewise amended. Herman Radner, in Detroit, Mich., proposing studio and transmitter location there instead of in nearby Dearborn. Radner seeks the 860 band with 250 watts, daytime only. The Augusta, Ga., Chronicle, which seeks a new 250-watt station, has asked for the 1230 band rather than the 1340 band originally specified, while the Georgia-Carolina

Broadcasting Co., seeking the same facilities, has similarly changed its application. To compete the picture, a third applicant for Augusta—The Voice of Augusta, Inc., has offered the same amendments.

Herbert L. Wilson, of Rutland, Vt., seeking a new station with one kilowatt, daytime only, has amended his application to specify the 1,000 band instead of the 780, while the Capital City Broadcasting Co., Annapolis, Md., seeking the 1430 band with 100 watts, night and 250, day, has now proposed 500 watts power day and night. The Nonpareil Broadcasting Co., Council Bluffs, Iowa, now seeks operation on the 1560 band with one kilowatt, daytime only. It had earlier sought the 1590 band, with five kilowatts, unlimited. The Mesilla Valley Broadcasting Co., Las Cruces, N. M., seeking operation with 250 watts, unlimited, has specified the 1450 rather than the 1490 band.

Filing for new stations were the following, seeking to operate with one kilowatt, daytime only. The Times Herald Co., Port Huron, Mich., (1030 kc.); Pilgrim Broadcasting Co., Boston, Mass., (950 kc.), seeking facilities of WORL; Connecticut Electronics Corp., Bridgeport, Conn., (740 k.c.); Northern Indiana Broadcasters, Inc., Michigan City, Ind., (1420 kc.); and Sky Broadcasting Service, Kansas City, Mo., (1130 kc.).

Seeking to operate with 250 watts, daytime only, were: Doyle E. Collup, Stephenville, Texas, (1510 kc.); Roscoe Thompson, Keokuk, Iowa, (1310 kc.), and East Side Broadcasting Co., Kirkland, Wash., (860 kc.).

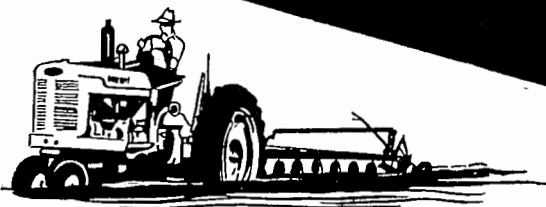
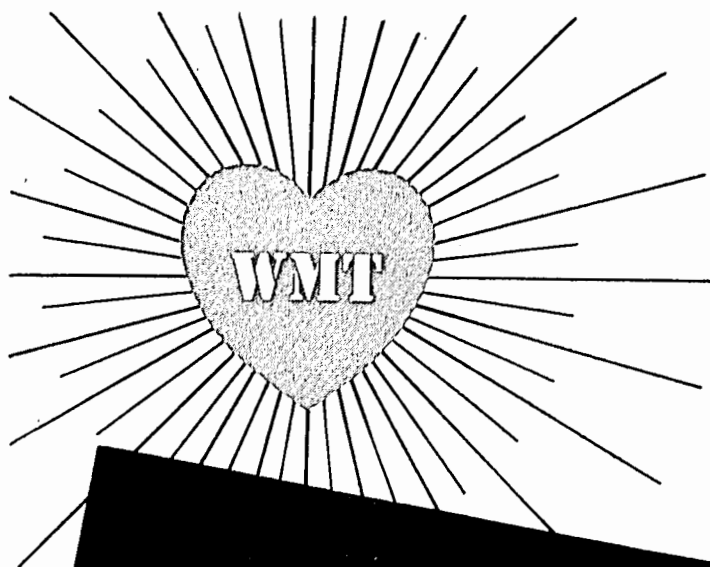
An incomplete application for the same power and time was returned for completion to Frank Andrews, Modesto, Calif.

Seeking unlimited operation with 250 watts were the Elmira Broadcasting Corp., Elmira, N. Y., (1400 kc.); Seaside Broadcasting Co., Atlantic City, N. J., (1400 kc.); Andrew College Broadcasting Co., Cuthbert, Ga., (1240 kc.); Dr. Dick Welch, Port Arthur, Texas, (1340 kc.); Capital City Broadcasting Corp., Marianna, Fla., (1340 kc.); Thomas E. Danson, Laguna Beach, Calif., (900 kc.); Gordon H. Brozek, Marquette, Mich., (1240 kc.); Piedmont Valley Broadcasting Co., Greenville, S. C., (1240 kc.); Ewing Broadcasting Co., Vicksburg, Miss., (1490 kc.), and Tillamook Broadcasting Co., Tillamook, Ore., (1590 kc.).

Ensell Joins Bolling Co.

E. Schuyler Ensell, has joined The Bolling Co., Inc., national representatives of stations, according to George W. Bolling, president of the company. Ensell and Bolling have been previously associated in the station rep business for years and are well known as a team throughout the industry.

Also joining the company is Robert H. Bolling, brother of George, and will be associated with the new company in executive capacity.



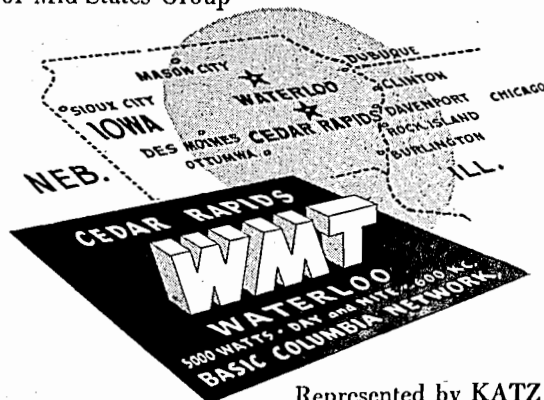
This Ranking Farm Market, in this "bumper" crop year means "pay dirt" for TIME BUYERS who use

WMT

Covering sales-rich Eastern Iowa

COMPLETELY!

Member of Mid-States Group



Represented by KATZ Agency,

at 600 KC's Iowa's Finest Frequency

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager

NAB Commends BMB, Asks Improvements

(Continued from Page 1)

The next meeting of the NAB board a full report on what steps have been taken to carry out the suggestions made by NAB. The next meeting of the board, it was decided Friday, will be held in San Francisco in the early part of January.

Text of the NAB board's resolution on BMB follows:

"We believe that the Broadcast Measurement Bureau can be an increasingly valuable instrument for the good of the broadcasting industry and for the cementing of sound, healthful co-operation between the broadcasters and the advertisers.

"The broadcasters of America owe to their industry and to themselves, individually, the responsibility of making the BMB a success.

"Criticisms of the BMB are being voiced among broadcasters. They argue that refinements and modern research techniques are necessary to produce audience area maps which reflect to a much more exact degree the relative density of the station's area and its influence. Some condemn the fact that maps and figures produced are not accomplished by BMB standards of interpretation so as to insure uniform interpretation and application rather than numerous interpretations and applications according to the whim or discretion of various stations and advertisers and agencies.

"The criticisms are serious and understandable. They warrant immediate action. The Broadcast Measurement Bureau must accept criticism, analyze it and act upon it with an objective, critical philosophy, which should characterize its conduct at all times.

"Temptation for the misuse of BMB maps is so great that restriction of their use is a matter of urgent consideration.

"We feel that BMB must immediately prove to the broadcasters:

"(1) That the national buyer of radio facilities desires and uses BMB to make for the more effective purchase of radio facilities.

"(2) That BMB is a valuable sales tool for use with local and regional advertisers.

"Toward these ends, we commend to the attention of BMB's board of directors the following procedure:

"(1) The advertiser and advertising agency must have available data on percentage of listeners in such form as to make for 'ready reference' usage. BMB should establish a uniform determination of listener intensity to meet the majority of agency requirements.

"(2) The broadcast station subscrib-

★ THE WEEK IN RADIO ★

NAB's 24th Annual Convention

(Continued from Page 1)

men mulling the situation. . . . William S. Paley, chairman of the board of CBS, told the NAB the industry was guilty of advertising "excesses." He put the blame on the broadcaster rather than the advertiser.

Justin Miller, NAB president, urged complete cooperation between the radio industry and FCC, denying any "quarrel" existed between the two. . . . Rumored opposition to BMB at the confab did not materialize on the discussion floor. . . . Benjamin Cohen, assistant secretary general of the United Nations addressed the convention, urging heavier radio coverage of UN activities, "in the interests of lasting peace." . . . ABC announced awards for its station-promotion contest. . . . Robert W. Orr, resigned as vice-president of Lennen & Mitchell, taking the Jergens-Woodbury account with him. Account is said to provide between two and three million billing annually.

UN's General Assembly opened Wednesday, with gala welcome ceremonies at City Hall and Flushing Meadow aired by webs and stations. President Truman's talk was televised, in addition to full web coverage. . . . Creditors of the North Central Broadcasting System, Inc., will meet on October 31, to settle bankruptcy claims. . . . Mass production of low-priced FM receivers is one of chief aims of Bendix Aviation Corp. . . . Toscanini returned for his 10th season on NBC yesterday.

FCC went to the Supreme Court to appeal District Court of Appeals ruling regarding license renewal of WOKO, Albany. Commission also okayed eight new outlets and set eight more for hearings scheduled this month. . . . A new transcribed

er must be fully instructed in detail on the use and misuse of the material now in his hands. He must be implemented with additional information to expedite his employment of these data by his sales force in such form as shall be useful and understandable by the local advertisers.

"The board of directors of NAB feel a deep responsibility to the membership of the association to see the fruition of its desires to establish uniform and continuing methods of determining station listening areas. Therefore the board of directors of NAB request of BMB that a report be made at the next meeting of this board on what steps have been taken toward the accomplishment of the purposes herein suggested."

program will be built by Teleways Radio Productions (Hollywood) on a round-the-world man-and-wife trip. . . . Networks announced plans to set aside heavy portion of schedules for election returns on the night of November 5. ABC will take over the entire web from 8 p.m. thru nite.

Acting FCC chairman Charles R. Denny staunchly defended the Blue Book, denied it sought to create a quarrel with the industry. He termed the report "an instrument of service." Denny also predicted a bright future for FM, urged broadcasters to file grants as early as possible. Foundation has been set for radio's job uniting nations of the Western Hemisphere, according to L. F. Ballerio Sisco, prexy of the Inter-American Association of Broadcasters.

At the close of the convention, NAB elected board members and adopted a resolution on Ascop. Latter provides for "immediate study" of Ascop-Industry relations. . . . NBC prexy Niles Trammell told the closing luncheon session that advertising is the "right arm" of radio. . . . Freedom of speech was a widely discussed issue, as all execs urged it be carefully guarded. Sydney Kaye, viceprexy and counsel of BMI, told NAB that his organization has almost 1,100 AM licensees in the U. S.

Historical Radio Film Gets Industry Okay

(Continued from Page 1)

ing the production, and both radio and picture industries will co-operate in the exploitation of the film.

Jerrold T. Brandt, who will produce the big budgeted pix, which he describes as a "historical extravaganza" arrived in Washington over the week for conferences with radio executives. He has with him the script for the production, completed the past week by Emmett Lavery.

NBC Western Division Realigns Execs' Duties

(Continued from Page 1)

becoming effective Nov. 1. New staff up is as follows: Lewis S. Frost, assistant to the vice-president a Western program manager return to full time activity as assistant the vice-president and the supervising of all operations in Hollywood and San Francisco.

Robert V. Brown, who was appointed assistant program manager of the Western Network on May 1946, will become program manager. Wendell H. Williams will be transferred from his position of program manager in San Francisco to that of assistant program manager and manager of the program Package Sales Department in Hollywood. He will act in this capacity until the return of Alex Robb. Harry Bubeck, who for a number of years has been production director in NBC's Chicago office, will be transferred to San Francisco to become Program Manager, replacing Wendell Williams.

Robert E. Howard, who has been Manager of National Spot Sales for the Western Network will be promoted to the Network Sales Department. Lathrop Mack will be transferred to Hollywood from the National Spot Sales Department in New York, to become Manager of National Spot Sales for the Western Network replacing Robert Howard.

Ronald Oxford, television producer on NBC's staff in New York, has arrived here to join the radio production department of the network. Oxford, who produced a number of the top television programs on WNBC New York, was accompanied by his wife and will make his permanent home in Hollywood.

Vallee Working On Book

Rudy Vallee, who for years has been analyzing and checking dictation errors and grammatical slips, now working on an expose which is titled "My Friend Mike."

AMB. 2142 For Air Checks—Line Checks



Recording Corp.
44th ST., C-28th BLDG., CHICAGO

Send Birthday Greetings To—

October 28
Herbert Butterfield Joe Hasel
Lou Bring Sydney B. Gaynor
Madeline Lee

More Power to the World's Largest Network

YES, 4000 MORE

whbc

keeps pace with MUTUAL



1925 10 W.
1934 100 W.
1939 250 W.
1944 1000 W.

your good neighbor in CANTON, OHIO always a busy city

BASIC MUTUAL 5000 watts SOON Represented by R A M B E A U

British Television Resumes Operations On Large Scale

(Continued from Page 1)

...me of suspension than any other...
...try in the world and are present-
...making a concerted effort to re-
...that position with a generous
...sule of variety programs emanat-
...om several points around Lon-
...as well as the capital city itself.
...opment at this point is guided
... permanent television advisory
...mittee independent of BBC but
...atter is represented on it. The
...mittee advises BBC on planning
...e service including standards to
...dopted; also co-ordination and
...tion of research and encourage-
... of "pooling television patents"
... addition to investigation of all
...e developments at home and
...d.

...nwhile, British television is ex-
...d to develop along the lines laid
...y by the Hankey committee that
...e would be resumed on the
...ial standards of 405 line defini-
... that television be extended to
...ily the six most populous pro-
...el centers; that improved new
...e be aimed at with higher
...ion and possible incorporation
...or and stereoscopic effects; that
... manufacturing firms be en-
...gged to pool video patents; and
... special television license be
...uced for domestic viewers at
...ditional fee of one pound (\$4.25)

No Technical Developments
...E has "picked up television
... it left off in 1939" it was ex-
...rd. There have been little or no
...cal developments although
...rs are of the opinion here that
... is clearer than before the war,
...e is due, possibly, to an engi-
...ing overhaul instituted before
...ing operations.

...E, meanwhile, has promised
...ufacturers that within three years
...will be no technical develop-
...to make present receivers obso-
... Programs are constantly in the
...s of new and more intensive
...pment. An interesting point is
...ct that service started last June,

with the same "Mickey Mouse" car-
...toon which was the last item on the
...screen when operations were halted.
...The first large-scale tele program
...since the war was the "outside broad-
...cast" of the Victory Parade on June
...8, while another major program de-
...velopment is the process which now
...permits a "clean cut" from one
...camera to another where prior to the
...war this could be achieved only by
..."mixing" one into another.

BBC is also now using an improved
...lighting system, in addition to a more
...widespread concept of special events
...programming. "Outside broadcasts"
...are gradually being handled on a
...larger scale, the latest, and perhaps
...most successful, of these being the
...George VI Ascot Stakes broadcast
...over 30 miles from Alexandra Palace.

Varied Programs

A sharp and accurate appraisal of
...the ambitious programming schedule
...undertaken by the BBC in the past
...half-year is possible only when con-
...sidering the wide and varied enter-
...tainment provided. Theater produc-
...tions such as drama, musicals, oper-
...ettas, ballet, etc., comprise a signifi-
...cant portion of the program sched-
...ule; sporting events such as racing,
...amateur boxing, quiz programs, fash-
...ion parades, personality interviews,
...beauty programs, and various other
...types also command a prominent
...place in the program log. Cartoons
...have also been a strong entertain-
...ment source and indications are they
...will continue to be used.

The largest television studio in
...England so far is the recently com-
...pleted Royal Albert Hall. Video
...cameras were used there for the first
...time on October 2 for a ball and
...fashion display organized by the
...Council of Industrial Design. Pro-
...gram on this occasion provided view-
...ers with scenes of the huge ballroom
...floor, and a dress parade of 200 of
...Britain's most-photographed manne-
...quins displaying the latest fashions.

It is authoritatively indicated that
...the British television service will
..."always depend mainly on live pro-
...grams," but it has its own film unit
...which has recently negotiated an ex-
...change of video films with the Amer-
...ican Broadcasting Company and the
...National Broadcasting Company in
...the United States. Typical of this ex-
...change is the recent filming of NBC
...of the arrival of a British airplane
...quadron in New York which has al-
...ready been shown to English viewers.
...latest film of major interest is the
...departure of the Queen Elizabeth for
...New York on its maiden voyage as a
...luxury passenger liner. These films
...will be shown here and then sent to
...American audiences.

CS Renews Third Year

A weekly 15-minute religious pro-
...gram, "Proof That Christian Science
...Heals," begins its third consecutive
...year of transcribed broadcasts the
...first week in November over 214 sta-
...tions in the U. S. and Canada.

Fulton Lewis, jr.



... available now * in Detroit

Cover the big Detroit market with station CKLW and Fulton Lewis, jr., who happens to be available* for sponsorship in this important area.

On 213 stations throughout the United States, local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. His program is the NUMBER ONE COOPERATIVE on the air today.

Wire, phone or write us immediately for complete information.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

THE BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

or Wire FRANK STUBBS

Starts Today!

October 28th

Ted Husing's Bandstand

*available for
participating sponsorship*

Today one of radio's most versatile personalities takes to the turntables as a disc-jockey *par excellence*. Each participating advertiser will enjoy the magnetic audience appeal of the nation's favorite recording stars playing and singing the top tunes. The inimitable Ted Husing will handle the whole show, and deliver the commercials too, in that friendly smooth style as only he can.

Audience-building Promotion

Full-page announcements in today's *New York Times*, *Herald-Tribune*, and *Sun*—plus large space ads in twenty-three other New York, New Jersey and Connecticut dailies—are the opening barrage in a high-powered campaign to establish the largest possible audience right from the start. Extra audience promotion now means extra results now!

Represented by Rambeau



Broadcast Time

Monday through Saturday—10:00 A.M. to 12:00 Noon
and 5:00 P.M. to 6:30 P.M.

WHN
NEW YORK
50,000 WATTS • 1050 KILOCYCLES

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 37, NO. 21

NEW YORK, TUESDAY, OCTOBER 29, 1946

TEN CENTS

NAB's "Area Meetings"

Int'l Music Societies End Five-Day Confab

International Confederation of Authors' and Composers' Societies, which yesterday completed a five-day special Congress in the Coolidge Auditorium of the Library of Congress, in Washington, and whose delegates from more than 20 foreign countries will be feted tonight by escap at the Ritz-Carleton Hotel, in New York, passed a number of resolutions pertaining to television music and other performing rights, while in session in Washington.

One resolution deplored the pro-

(Continued on Page 6)

WLW-WINS Capital News Shifts Offices To WWDC

Cincinnati—The WLW-WINS news bureau in the nation's capital will shift its headquarters next week from WRC-NBC to WWDC, Washington independent station. Previously direct line feeds to WLW have been handled through WRC-NBC facilities but with the addition of WINS in New York, Crosley officials sought their own independent setup. New arrangement was made by Ben Srouse, WWDC station manager,

(Continued on Page 7)

Anti-CBC Bill Planned For Coming Parliament

Regina, Sask.—John Diefenbaker, Progressive-Conservative member of Parliament for Lake Centre, Sask., said here he would introduce a bill at the next session of Parliament to remove from the Canadian Broadcasting Corporation the "power it has to publish newspapers and periodicals."

Addressing some 200 delegates to

(Continued on Page 2)

More Fun

Fred Allen's burlesque of those man-and-wife breakfast shows (NBC Sunday)—sharpened by the ample acidity of Tallulah Bankhead was met with a bit of satire yesterday morning by Dorothy and Dick on their WOR morning program. On Thursday a.m., they will have as guest Kenny Delmar, substituting for Allen, who is unable to appear.

Hot & Cold

Elsa Miranda, the Chiquita Banana girl, will launch a new cargo liner of the United Fruit Company next Friday at the Bethlehem ship yards, — and ceremonies will include her "Hot" rendition of the famous ditty with special lyrics. Ship is a refrigerator liner designed to haul bananas, —but it's okay, says Chiquita,—that's the way they ship 'em when they're green and unripe.

ABC Okays 107 Shows For FM 'Affiliates'

ABC has decided to make available to affiliated stations with FM outlets, a considerable portion of the web's regularly scheduled broadcasts, with the proviso that the program in question is broadcast simultaneously with the AM transmitter. Ray Diaz, ABC traffic manager, made this known in a letter to network station managers, yesterday. It is understood that non-musical programs will

(Continued on Page 7)

CRC-IBEW In Accord On Technician Entry

Agreement has been reached between Columbia Recording Corp., and Local 1212, radio broadcast technicians union of the IBEW, over entry into the union of five processing technicians. According to a union spokesman, negotiating with Columbia were begun Sept. 3 but when no

(Continued on Page 7)

Tele Under Added Momentum With Sports-Other 'Events'

Television coverage of major sports and public interest programs, both on a sponsored and sustaining basis, took a strong forward stride yesterday with the announcement by NBC, CBS and Du Mont of schedules providing viewers with this type of heavy-interest programming for the coming weeks.

Three of the nation's top football games will be relayed from Philadelphia for broadcast over WNBT under

New Board Approves 8 Sub-Divisions As Adjunct To 17 Assn. Districts Whose Confabs Will Continue

ET Firms-AFM Agree On Increased Scale

Chicago—As previously indicated in these columns, the 50 per cent wage increase sought by James C. Petrillo's AFM has been agreed to by the 12 major transcription companies, with new provision retroactive to October 20, 1946. The increase represents a boost of hourly musician's wages on ET performances from \$18 to \$27 per hour.

Existing contracts between AFM

(Continued on Page 6)

Eleven New Accounts Sold By WJZ In 2 Weeks

Eleven new accounts were signed by WJZ, key station of ABC, during the first half of October, according to C. L. Doty, station manager. The New York Journal-American headed the list with an order for station

(Continued on Page 2)

CPs—Various Changes Among FCC's Requests

Washington Bureau, RADIO DAILY
Washington—Three new applications for FM stations were among those received at the FCC from the Port Frere Broadcasting Co., Wil-

(Continued on Page 8)

Board of Directors of the National Association of Broadcasters—composed of the 25 directors who have been elected to serve during the ensuing year—has taken several additional steps in its initial session of the new fiscal year. One of the Board's actions was to approve a proposed plan for hold-

(Continued on Page 8)

Major Webs-Stations Ready Election Plans

Next big event for radio's news and special events departments is Nov. 5 when the four major networks and independent stations throughout the country are planning extensive election coverage which will be comparable to a presidential campaign. All networks have assigned their top newscasters to key positions around the country to bring in spot pickups on election night.

WOR-Mutual will maintain contact

(Continued on Page 7)

Argentine Radio Limits Foreigners In Industry

U. S. Department of Commerce has been informed by the Argentine Government that due to the fact that telecommunications are vital to the public interest, it has decreed that

(Continued on Page 7)

Corwin Returns

Norman Corwin, CBS writer-producer, arrived at LaGuardia Airport Sunday afternoon, Oct. 27, from the West Coast after completing his "One World" tour of about 40,000 miles. Corwin received the special award last February and embarked on the tour June 14. He will report on his trip Friday, Nov. 8, to Willkie Memorial and Common Council for Amer. Unity.



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

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FINANCIAL

(Mon., Oct. 28)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Hazeltine Corp., Nat. Union Radio, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Telecomm., Stromberg-Carlson, etc.

Anti-CBC Bill Planned For Coming Parliament

(Continued from Page 1)

the Saskatchewan Progressive-Conservative two-day convention, Dieffenbaker said the CBC "might conceivably commence to exercise the power" with the extra \$2,000,000 granted to it by Parliament last Summer. The Progressive-Conservative party believes the CBC "should not dominate the private radio stations of the country," he declared.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

KGW logo and text: PORTLAND, OREGON REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

KEITH KIGGINS vice-president of the American network, has left on an extended trip to the West Coast

FARNSWORTH FOWLE, Columbia network correspondent, trained out yesterday for Buffalo on the first leg of an eight-week lecture tour that will take him to 21 cities and CBS stations in the United States and Canada.

ROBERT B. HUDSON, Columbia network's director of education, is back at his desk after having attended the School Broadcast Conference in Chicago.

EMMETT H. MacMURRAY, JR., general manager of WJPR, Greenville, Miss., paid a call yesterday at the headquarters of the Mutual network.

ELINOR INMAN, Columbia network director of religious broadcasts, is in Bethlehem, Pa., where she will address the Religious Broadcast Institute sponsored by the Bethlehem "Times-Globe."

ARTHUR HULL HAYES, general manager of WABC, is back from Chicago, where he attended the NAB convention.

MAURICE DREICER, commentator on WWRL, has returned from London, Ont., where he lectured at the Advertising and Sales Club of that city, also delivered a talk at Alfred University in Alfred, N. Y.

C. E. HAYMOND, owner of KIT, Yakima, Wash., is spending a couple of days in New York for conferences with officials of the Mutual network.

RICHARD HARKNESS, NBC newsmen, originated last night's program at KYW, Philadelphia, and then left immediately for New York.

PERCY FAITH and BUDDY CLARK are heading north from Toronto for a week in pursuit of the elusive small-mouth black bass of the Muskoka Lakes.

WYNN WRIGHT, independent radio producer, is in Columbia, Mo., where today he will discuss "Programming Trends" at the Conference on College Radio.

RALPH BRUNTON, president and general manager of KQW, has arrived from San Francisco for conferences with officials of the Columbia network.

GENE HAMILTON, announcer and symphonic commentator, goes to Boston today for the Boston Symphony program.

BILL DOWNS, Columbia network newsmen, is back from Cleveland, where he addressed the Radio News Editors Convention.

MONICA BOYAR, Dominican songstress, off for Philadelphia next week to supplement her local radio show appearances with a night club engagement.

Eleven New Accounts Sold By WJZ In 2 Weeks

(Continued from Page 1)

breaks for a period of 52 weeks. Topping the renewal list was the contract by the King Kone Corporation, for "Old London Melba Toast" for participation on Nancy Craig's "Woman of Tomorrow" for 13 weeks.

Following is the list of new business accounts signed by WJZ:

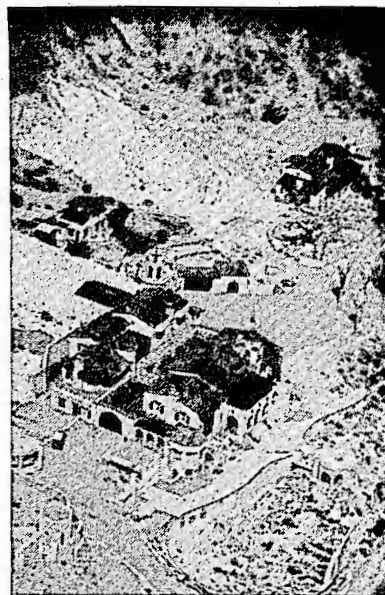
The New York Journal-American, newspaper promotion, 29 station breaks for 52 weeks (started Oct. 4); Carleton & Hovey Company, Lowell, Mass., for Father John Medicine, through John W. Queen, Boston, Mass. Eight station breaks for 26 weeks (started Sept. 30); Abraham & Straus, Inc., Brooklyn, for help wanted through Craven & Hedrick, Inc., participation in "The Fitzgeralds," 8-8:30 a.m., Mondays and Tuesdays for eight weeks (started Oct. 7); Dell Publishing Company, Inc., for Modern Screen Magazines through Schwimmer & Scott, Inc., Chicago. Five one-minute announcements and participation in "Woman's Exchange," 1:15-1:30 p.m., Tuesdays through Fridays, 10 times; The Hat Corporation of America, for Knox Hats, through Geyer, Cornell & Newell, Inc., New York, for participation in "The Fitzgeralds," 8:15-8:55 a.m., Mondays through Fridays, 13 times, starting November 20.

Paramount Pictures, Inc., New York for "Two Years Before the Mast," through Buchanan & Co., Inc., participation in "Woman of Tomorrow," Monday through Friday, 12:35-1:00 p.m., and "Woman's Exchange," Monday through Friday, 1:15-1:30 p.m.; The Readers Digest Association, Inc., Pleasantville, through BBD&O, two one-minute announcements; Universal Pictures Co., Inc., for "The Dark Mirror," through Donahue & Co., Inc., 11 station breaks (started

"Fashion Of The Times" Takes On Fitzgeralds

Ed and Pegeen Fitzgerald of WJZ, have been engaged to carry the script through two acts of five scenes each for the forthcoming 5th Edition of "Fashions of The Times." The show, which opens this afternoon and runs through Friday, November 1, will give the "Fitzes" their first two-day performance record on Broadway. Rehearsals for the big production which attracts annually outstanding retailers and business executives from all over the country started last week. The New York "Times," sponsors the fashion show. For the benefit of the Greater New York Fund.

October 15). Other new accounts signed for October business were: Bargain Book Club through Fischer Advertising Service for participation in "WJZ Powers Charm School," 2:15-2:30 p.m., Monday through Friday (started October 14 for one week); RKO Radio Pictures, Inc., for "Sister Kenny," through Foote, Cone & Belding, three station breaks (started October 12).



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-REI

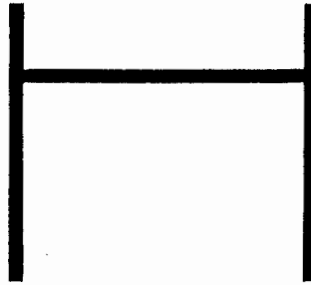
WEVD logo with 5000 WATTS 1330 KG.

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD - 117 West 40th Street, New York, N. Y.



Fall Tonic for Philadelphians

Right now, it's football in Philly—the "T" and the quarterback sneak. And WPEN is scoring new gains. Because sports-loving Philadelphians turn to The Evening Bulletin station for outstanding coverage of fall's favorite sport.

Twice each week, WPEN broadcasts high school football—and helps build business for the Philadelphia Coca-Cola Bottling Co.

The week-end's big audience harks to the exploits of Villanova—made possible by Wilkie Buick, Inc.

These sportcasts are planned to please the most exacting armchair quarterbacks. WPEN's alert Bill Sears whips up the play-by-play with swift accuracy . . . and a nice flair for local color. Listeners eat it up.

In the autumn—and every season—WPEN is a sound buy. At 950 on the dial, Philadelphians of both sexes, all ages and incomes, find what they want when they want it. And any way you look at them, they're a responsive audience.

950

WPEN

PHILADELPHIA

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

THE EVENING BULLETIN STATION

THE OUTSIDE* AUDIENCE IS WAITING FOR YOU

on the Pacific Coast, too!

***Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.**

LOOK WHAT'S WAITING for you outside on the Pacific Coast: an audience of over 6 million people, who spend nearly 50% of the total 9 billions in Pacific Coast retail sales each year! It's a big market, a rich market, and you can reach it by radio only with Don Lee.

All networks on the Pacific Coast cover the *inside*, or seven major metropolitan county areas. But only Don Lee has enough stations (40) to deliver the *outside* small city audience also, which accounts for approximately half the money spent.

To learn why Don Lee gives exclusive coverage of the *outside* markets in California, Oregon and Washington, you have only to look at a map. Note how practically every important market is surrounded by mountains, 5000

to 15000 feet high. The long-range broadcasting of other networks can't do the job. Don Lee, with 40 stations, *broadcasts from within* each of the mountain-surrounded markets of the Pacific Coast.

Call a Don Lee or John Blair office for more news about the big *outside audience* reachable only with Don Lee. Put your radio show on Don Lee and everyone can hear it. Remember: more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 6: SANTA ANA, CALIFORNIA

An exclusive Don Lee outside market

TOTAL RETAIL SALES \$43,708,00

Sales Management, 1946, 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
RON LEE
BROADCASTING SYSTEM

Int'l Music Societies End Five-Day Confab

(Continued from Page 1)

visions of the U. S. Copyright Act which exempts from payment of fees any public performances taking place by means of coin-operated mechanical instruments (juke boxes) and wishes to draw the attention of the U. S. to the detrimental effect on authors and composers throughout the world and asks the abolition of such exemptions.

More effective protection of the author's rights in his works in Canada, now precluded by existing legislation and considered harmful to creative artists.

Future revision of the International Berne Convention at the forthcoming Brussels meeting, and a more harmonious relationship between the Berne and new inter-American Convention relating to authors' rights, signed at Washington June 22, 1946.

Television Rights

The Confederation also resolved that its Legislative Committee look into the rights of authors relative to television in order to distinguish clearly the legal rules governing it from sound-broadcasting, and in order to secure to the author exclusive rights in this sphere. Translation rights, to distinguish between where the original author is left off and the foreign translator comes on; taxation legislation with a view toward granting favorable treatment to avoid double taxation in more than one country.

Also resolved was a desire for a Pan-American Council and a European Council of Authors' Societies that could work in harmony. Other resolutions concerned various European and South American countries and were of more or less local nature.

Meeting of the Confederation of performing rights societies which has been in existence for 20 years, is the first to have been held in the U. S.

New Type Political Drive Set For Senator Mead

A new type use of radio as a political campaign medium was inaugurated over WJZ last night when the "Citizens Committee—Mead for Governor," launched a week's series of programs which conform more to radio itself than to speechmaking.

Series, which is heard from 11:05 to 11:15 nightly over the ABC flagship, will offer a wide range of programs featuring drama, variety and interviews—completely devoid of the usual type of campaign oratory heretofore used on all sponsored broadcasts of a political candidate.



California Comment ! ! !

• • • The tiniest lady to ever become "Queen For A Day" took the throne during a recent MBS broadcast, when 4' 3" Anita LeCompe was handed the robe and sceptre. Emcee Jack Bailey placed her two steps above him while he interviewed her. When she was led to the throne, her feet cleared the floor by a good eight inches, and the crown almost threatened to slip down her nose. Appropriately, the miniature "Queen's" royal desire was to have a complete outfit of clothes she could put on and wear, without one speck of alteration. . . . Guys and gals on Radio Row are still talking about some of the stunts Jack Melvin, national publicity chief of Foote, Cone and Belding, has been promoting on behalf of FC & B clients.

To promote the new Southern Pacific train that goes through Imperial Valley and down into Mexico before heading to Yuma, Arizona, and points East, Jack had four stations in that area tied into a small network to make the initial day a holiday and special event. On the Cole-of-California junket Westward to the Sea, he had 125 members of the press aboard, and at various stops there were radio broadcasts, local and network, as well as transcriptions for later use, plus radio plugging of the big fashion show at the end of the trip. Jack was also responsible for the Maria Goulavitch stunt on the Frigidaire program, "Startime."

☆ ☆ ☆

• • • Due to the efforts of Bob Wamboldt, ABC's Western division production manager, 93 ABC and KECA employees will be driving Studebakers. Bob has also arranged 30 to 60 days' delivery on the South Bend-made cars. . . . Art Baker, radio commentator, is making his next appearance in the illustrious company of the "royal family" of the theater. Currently he has been cast with Lionel Barrymore in one of the major roles of "The Personal Touch," at MGM. Oddly enough 14 years ago, Lionel advised Baker he should try for a screen career, when the two met at a party. He recently finished a role with Ethel Barrymore in "Katie For Congress." . . . Barbara Windish, formerly of Marshalltown, Ia., has been made secretary to Bob Hall, ABC Western division's Boswell, succeeding Shirley Ambler, who is now editing "Hat Box."

☆ ☆ ☆

• • • At the close of a recent Jack Carson program, a call was received from a representative of Eversharp from Albuquerque, New Mexico, saying that he thought the commercial on the show was the finest thing he had ever heard, and that he couldn't wait to write or wire, he simply had to call up. . . . Although Teleways Radio Productions is a new name in the transcription field, it is staffed by experts from all over the broadcasting world whose aggregate radio know-how has been logged at a total of 163 years. President Carl Kraatz, former radio director of the Schwimmer and Scott agency of Chicago and a producer of several leading t.c. shows, has several experienced aides. Vice-President Joseph A. Ricketts has a long record of radio business administration, and Charles A. Kennedy, vice-president in charge of sales, has been active in the radio sales field for nearly 20 years. Under Kennedy's direction is a field of national and international sales representatives reaching from the Belgium Congo to Australia and from Europe to Asia.

☆ ☆ ☆

• • • Hoagy Carmichael will record for Decca his old favorite, "Lazy River," backed by a new arrangement of "Among My Souvenirs," both prominent in Goldwyn's "The Best Years of Our Lives", in which Hoagy appears as a saloonkeeper-pianist. . . . Gordon T. Hughes, CBS producer, is selling a story to Coronet on comedy radio shows. Al Palca and Larry Menkin, two former radio writers, are at Warner Bros., writing the screenplay for "Need For Each Other," which will star Joan Crawford.

ET Firms-AFM Agree On Increased Scale

(Continued from Page 1)

and the transcription companies expire December 31, 1947, but it was explained that any wage scale increase contemplated by the union was required to be filed by October 20 of that year. Contracts have been in existence since 1943, when a few of the major ET firms signed with AFM, and although several followed the expiration date remained the same for all in order to maintain uniformity.

Expense-Cutting Expected

Immediate plans of the major companies, while not made known yesterday, are expected to provide some form of cutting expenses on ET shows in order to meet the rise in production costs due to the wage increase according to early speculation in the industry.

KSDJ Joins CBS Nov. 8

KSDJ, San Diego, Calif., will join the Columbia network effective Friday, Nov. 8.

AD GLIBS

by DAVID O. ALBER

What's all this propagand about the radio industry trekking out to California? Does Florida know about this?

Sure, some of radio's top shows come out of Hollywood. But that's because the stars happen to be in the movies, too.

New York is still the capital of radio — make no mistake about that. The shows are bought and paid for by New York.

The top show in the Hooper-Fred Allen—is a New York fixture. You can't thumb your nose at that.

Television, which should be Hollywood baby by its very nature, actually is getting its greatest impetus right here in Gotham town.

Hollywood is a swell place—for a vacation. It's a take-it-easy town. Most of the bright new radio ideas are born in good old New York. And have you noticed how fresh the west coasters sour when they do a broadcast from the east? Take Bob Hope's show last week, for example. New York is a shot in the arm to the guys.

Don't get me wrong, I love Skolsky, but Hollywood has a long way to go before it steals New York's lightning.

DAVID O. ALBER
ASSOCIATES, INC.

National Radio Publicity

654 Madison Ave., N. Y.
RHinelander 4-1681

Hollywood: 1637 N. Vine St.
Gladstone 9469

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
223 N. LA SALLE ST., CHICAGO 1, CENTRAL 6276

Major Webs-Stations Ready Election Plans

(Continued from Page 1)

In the newsrooms of 327 affiliated stations on election day from the opening of the network and the polls are closing. Mutual commentators will participate from all sections of the country. Web will give a continuing report of election returns from 7 p.m., until the final outcome can be determined. WOR has announced that it has suspended all commercial programs after 8 p.m., on Nov. 5 in order to report outcome of local elections.

ABC-CBS will use a special technique for reporting election returns with emphasis on trends and highlights rather than on mass reports of inconclusive figures. Idea is to give the listener a simplified, rapid account of the election scene in terms of highlights. CBS has assigned more than a dozen of its commentators on a regional basis. Net has scheduled five minute election newscasts for each evening with the segments being increased as the late returns come in.

MEAF-NBC is covering early returns in its regular newscasts from 7-8 p.m. Special three minute periods are scheduled at 8:26 p.m., and 8:56 p.m., with five minute spots to follow at 9 p.m. During latter segments, NBC affiliated stations will give listeners a look as well as national results.

All Webs Staying On Air

WJZ-ABC will air three minute election summaries before each hour and a half-hour beginning at 7:57 p.m. Analysis of voting trends will be analyzed by 10 ABC commentators and newsmen and at 8:30 p.m., the net will offer a dramatization of candidates who may figure in the presidential race.

All networks will remain on the air election night until the returns clearly indicate the preference of the nation's voters. As late returns pour in around midnight, top commentators on all webs are expected to hold round table discussion and comment on trends and results.

Special permission has been requested of the FCC by WNYC, New York City owned station, to remain on the air past its usual sign off time of 10 p.m. until final election returns are in on Nov. 5. Seymour Seigel, program director, reports that the station has arranged the most ambitious schedule of election broadcasting yet attempted.

The specially set-up central news studio on election day will be supervised by Lillian Supove, director of news and special events. WNYC announcers will be stationed at Police Headquarters and at headquarters of the major political parties. Albany,

Tele Under Added Momentum With Sports-Other 'Events'

(Continued from Page 1)

games will be sponsored in New York over WNBT by the Goodyear Tire and Rubber Co., and in Philadelphia (WPTZ) by the Atlantic Refining Company. N. W. Ayer is the agency for both accounts. Games will be broadcast via Bell System's coaxial cable. Bob Stanton, NBC video sports announcer, will handle the play-by-play report on all three games. Both stations use the RCA image-orthicon camera on football pickups.

CBS's Coverage

CBS television's "Parade of Sports" sponsored by Ford over WCBW introduces ice hockey when the New York Rangers meet the Boston Bruins in Madison Square Garden on October 30. Win Elliott, emcee and sports-caster, will broadcast the play-by-play.

Program is the opener of a series of the world's fastest game on WCBW, and will include interviews by Elliott with celebrities, reporters, coaches, etc., during intermission periods. "Parade of Sports" is under supervision of Bob Edge, station's sports director.

NBC also launched television coverage last night of the New York Herald-Tribune Forum at the Waldorf-Astoria Hotel. Proceedings, aired over a four-city network, were aired from 8:15 to 9:45 p.m. Taking the program for one or more of the Forum meetings is WPTZ, Philadelphia; WRGB, in Schenectady, and WTTG, Washington. Additional RCA receivers have been installed in NBC studios in New York, the Bar-

clay Hotel in Philadelphia and in WRC in Washington to accommodate viewers.

"Forum" On Tele

"American Forum of the Air," one of the first radio programs of this type, will also be the first forum to be televised on a regular basis when Du Mont outlets WABD, New York, and WTTG, Washington, present the long-time Mutual show as a weekly feature. Telecasts are scheduled to begin about the first of the year, shortly after "Forum" celebrates its 20th year on the air in December.

Program will be aired each Tuesday at 9:30 p.m., from the Shoreham Hotel in Washington. As in the radio version, "Forum" will bring to the discussion table notables from all branches of public life on topics of current interest.

Theodore Granik, Washington attorney, originated the program and has acted as moderator through its long period in radio.

Saturday night WCBW debuted a weekly variety program titled "Saturday Review" from 8:00 to 8:30 p.m. Jean Sablon, French singing star; Ellsworth & Fairchild, dance duo; a Justin McCarthy fashion parade and the latest news highlights were attractions of the premiere. Program also marked the introduction of WCBW's new Saturday night time schedule. Effective Oct. 26, and each Saturday, thereafter, station will go on the air at 7:30 p.m.—a half-hour earlier than usual. John Reed King's Party Line" was the opening program on the new schedule.

Argentine Radio Limits Foreigners In Industry

(Continued from Page 1)

The number of foreigners employed in such enterprises be limited. To enforce such limitations a quota has been set of from 15 to 25 per cent of the total personnel employed, depending upon the class of employment.

Ochs Dramatization

NBC's "Cavalcade of America" will dramatize the life of the late Adolph Ochs, builder of the New York Times, in its broadcast on Nov. 4 at 8 p.m., EST. Movie actor Robert Young will portray the role of the man who founded the slogan, "All the news that's fit to print."

Syracuse and Buffalo have been scheduled as pick-up points.

Calculators headed by Harry Comer, chief mathematician for a Wall Street brokerage firm will tabulate unofficial returns as relayed by WNYC's own news sources and correlate them with reports from the wire services. A special election coverage preview will be broadcast on Nov. 4 from 8-8:30 p.m. when reps of Press Association, UP and INS describe their methods of providing election returns.

CRC-IBEW In Accord On Technician Entry

(Continued from Page 1)

agreement was reached IBEW established a picket line around CRC for 12 hours on Oct. 24. The union spokesman said Columbia then agreed to a settlement, thus bringing a total of 32 CRC engineers and technicians into IBEW.

Donley Injured

Sunbury, Pa.—Harold B. Donley, manager of Western Electric's home radio division, is recovering in a Mansfield, Ohio hospital from serious injuries received in an automobile accident, according to hospital reports received by the company. Donley, suffering multiple fractures of the arms and legs and head lacerations, will be hospitalized for several weeks but his condition is no longer critical, the report said.

VANDA

IS IN TOWN!

PHONE HIM AT
Circle 7-5100

ABC Okays 107 Shows For FM 'Affiliates'

(Continued from Page 1)

be the ones made available to FM, in order to avoid tangling with the AFM edict against musicals.

This ABC service which includes a special designation on the network's advance program schedule, develops from the increasing number of requests from affiliated stations concerned with FM programming. Under this new service ABC makes available 107 programs throughout the week for simultaneous AM-FM transmission by affiliated stations.

Among the programs made available for this plan are the Sunday broadcasts of Drew Pearson, Walter Winchell and Jimmie Fidler. During the week ABC's "Headline Edition," "Elmer Davis," "Martin Agronsky," "Dick Tracy," "Raymond Swing," "News of Tomorrow," "Try 'N Find Me," an audience participation program, and "America's Town Meeting," all become available for simultaneous airing by ABC affiliated stations on their AM and FM transmitters.

WLW-WINS Capital News Shifts Offices To WWDC

(Continued from Page 1)

and Crosley execs when the former stopped over in Cincinnati on his way home from the NAB convention in Chicago. Gil Kingsbury heads the WLW-WINS news bureau in Washington.

Bing And Rosalind Russell Aid Kate Smith Polio Drive

On a special broadcast Saturday, November 16, 9 p.m., over MBS, Kate Smith, chairman of the 1946 Sister Kenny polio fund drive, will introduce Bing Crosby and Rosalind Russell, who will do a six-minute scene as "Father O'Malley" and "Sister Kenny." The program will officially tee off this year's \$2,000,000 appeal.

Butcher Outlet On NBC

KIST, Santa Barbara, Calif., has joined NBC as of Sunday. KIST, a 250 watt, is owned by Harry Butcher.

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

COKE FILE FOR SALE. Timely, sock, tremendous collection, classified, bound in 3 volumes. \$50.00. Write Box No. 40, Radio Daily, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

— NEBRASKA —

NORFOLK—WJAG's popular "Voice of the News" recently included an interview with an ex-GI just back from Nuernberg who speculated on how Goering got cyanide. . . . Hollis Francis, WJAG, moved from program director to "Territorial Sales". . . . OMAHA—A Nebraska farmer was in desperate need of one pair of overalls. . . . Mal Hansen, WOW farm director put the plea on the air, and before long the place was swamped with overalls. . . . KOAD broadcast the first hockey game on FM. The game was relayed from Minneapolis by telegraphic report and the recreation of the game was handled by Jack Sandler.

— NORTH CAROLINA —

CHARLOTTE—A series of round table discussions by the Radio Committee of the Business and Professional Women are being aired over WAYS. . . . Shirley Hurt has been added to the WAYS continuity staff, and Mike Michael is new addition to the announcer's staff. . . . ASHEVILLE—Don Elias, executive director of WWNC, was awarded an honorary captaincy commission by PCA-Capital airlines for having been active in promoting commercial aviation. . . . GREENSBORO — R. Gregg Cherry, governor of North Carolina, will be the principal speaker at the Annual Founder's Day program of the Agricultural and Technical College for Negroes on November 1. Program will be aired over WBIG.

— INDIANA —

FORT WAYNE—Ed Mason, program director, and Gene Kelly, sports announcer for WIBC will discuss radio news and sports writing at the annual meeting of the Indiana High School Press Assn. at Franklin College. . . . Robert L. Lamb succeeds Jack V. Porter on the sales staff of WIBC. . . . Gordon Graham has been named newsroom supervisor of WIBC. . . . Application of Arthur S. Feldman for permission to amend his application for a radio construction permit by substituting Community Broadcasting Corp. as the applicant in place of Feldman has been granted by FCC. . . . John Crosby is now writing a daily radio column for the Fort Wayne News-Sentinel, prominent newspaper here.

Plan NAB 'Area Meetings' As Adjunct To 17 Regionals

(Continued from Page 1)

ing "Area Meetings" of the NAB membership annually in eight regions of the country, as an adjunct to the 17 District Meetings which are held each year.

Primary objective of this plan, which was recommended by a board subcommittee composed of Leslie C. Johnson, Hugh B. Terry and William B. Smullin, is to conserve the time of NAB president Justin Miller and the NAB Executive Staff in meeting with the members each year in their respective areas. These area meetings would make it unnecessary for Judge Miller to attend district sessions.

The Board emphasized, however, that these new area meetings will in no way affect the customary District Meetings of the association. The report of the sub-committee stated: "The area meeting plan here suggested is recommended with the understanding that the autonomy and identity of districts, and the duties and responsibilities of district directors as provided in the by-laws will in no way be altered."

Area Divisions

For the purpose of these meetings the country has been divided into the following eight areas:

Area A: NAB Districts 15, 16, 17, including Alaska, Washington, Oregon, Hawaii, California, Nevada, Arizona, New Mexico.

Area B: NAB District 14, comprising Montana, Idaho, Wyoming, Utah, Colorado, Western half of South Dakota. (In the event district bound-

daries are changed to follow state lines, South Dakota shall be included in the area in which its district falls).

Area C: NAB Districts 10 and 12, comprising Iowa, Missouri, Nebraska, Oklahoma, Kansas.

Area D: NAB Districts 8, 9, and 11, comprising Michigan, Indiana, Illinois, Wisconsin, Minnesota, North Dakota, east half of South Dakota. (In the event district boundaries are changed to follow state lines, Wisconsin and South Dakota shall be included in the areas in which their districts fall).

Area E: NAB District 13, comprising the state of Texas.

Area F: NAB Districts 5 and 6 comprising Arkansas, Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, Puerto Rico.

Area G: NAB Districts 4 and 7, comprising West Virginia, District of Columbia, Virginia, North Carolina, South Carolina, Kentucky, Ohio.

Area H: NAB Districts 1, 2 and 3, comprising Delaware, Maryland, Pennsylvania, New Jersey, New York, Connecticut, New Hampshire, Massachusetts, Vermont, Rhode Island, Maine.

The sub-committee concluded its report with the recommendation that a study be made of the present district boundaries, looking toward the correction of "known inequities in district boundaries as now constituted, resulting from community interests and transportation problems."

CPs—Various Changes Among FCC's Requests

(Continued from Page 1)

mington, Del., the Summit Corp., Scranton, Pa., and Woodrow Miller, Colton, Calif. In addition new standard stations to operate with 250 watts unlimited were sought by Piedmont Broadcasting Co., Greenville, S. C., (1240 kc.); The Holland Broadcasting Co., Holland, Michigan, (1450 kc.) and the Capital City Broadcasting Co., Marianna, Fla., (1340 kc.). Seeking to operate with 250 watts daytime only, on the 860 band was the Citizens Broadcasting Co., North Adams, Mass.

The California-Nevada Broadcasting Co., seeking a construction permit to broadcast with 250 watts daytime only in Vallejo, Calif., has changed its frequency request from 850 to 1190 kc. The Times Publishing Co., seeking to operate with 250 watts unlimited in Erie, Pa., has changed its specification from 1490 to 1400 kc. The Northern Ohio Broadcasting Co., seeking to operate on the 1040 band with one kilowatt daytime, has asked to change its location from Amherst, Ohio, to Lorain.

Sale of the Palestine, Texas station KNET, by the Laurie family to Gordon B. McLendon, John Franklin Long, and Joe J. Brown has also been proposed to the FCC.

Commissioner Paul A. Walker yes-

UN To Be Saluted Tonight By Entertainment Group

Representatives of radio, motion picture and allied entertainment industries will gather at the Hotel Astor tonight, Tuesday, when the Cinema Lodge of B'nai B'rith salutes the United Nations. Benjamin Cohen of Chile, Assistant Secretary General of the UN, will be the featured speaker.

Others Participating

Others participating in the program arranged by Jack Levin, Cinema president and Marvin Kirsch, program chairman, will include Dr. Isidor Lubin, U. S. member of the Economic and Social Council and Christopher Cross, U. S. radio liaison officer of the UN.

terday approved the request of the Hollywood Community Group, Gardena, Calif., for postponement and transfer of the consolidated hearing scheduled for Nov. 12, in Washington. Instead the hearing will be held in Los Angeles, Nov. 25. The Hollywood Community Group seeks to operate on the 1530 band, Coast Radio Broadcasting Co., of Los Angeles, on the 1540 band., and the Huntington Park Broadcasting Co., Huntington Park, Calif., on the 1540 band. All three seek power of five kilowatts power and call for operation during daytime only.

AGENCIES

JOE MORAN, associate director of radio at Young & Rubicam, will deliver an address at the radio convention of the Pacific Council, AAA, which will be held at Santa Barbara, Calif., Nov. 6.

JAY STANWYCK has been appointed to the Advertising Research Foundation's technical staff, it has been announced by Managing Director A. W. Lehman. Miss Stanwyck will serve as assistant to Dr. D. Lucas, technical director for the Foundation. Identified with mark research and analysis for many years, Miss Stanwyck was affiliated with the Cooperative Analysis of Broadcasting as report editor from November 19 until her appointment to the Foundation.

BECKY RAISBECK and CHARLIE NEWTON have joined the copy staff of Doherty, Clifford & Shenfield. Miss Raisbeck was previously with Peddler and Ryan and J. Walter Thompson. Newton directed Radiation Laboratory publicity at M.I.T. for the War Department and was formerly with Geyer, Cornell & Newell and the Stirling Getchell agency.

MARY O'CONNELL, formerly with Dancer-Fitzgerald-Sample of Chicago has joined ABC as secretary to E. Borroff, vice-president in charge of the central division. She replaces Barbara Good who will be married to James C. Spaulding of Detroit, Mich., Nov. 2.

Colonna, Niles To Debut On Tele Via WABD Week

Jerry Colonna and Wendell Niles of the Bob Hope program, will make their television debut over WABD tomorrow night in a comedy sketch titled "Tonight, Fair and Warm" sponsored by Westinghouse Electric & Manufacturing Company.

Program, written by Bill Vance McCann-Erickson, Inc., will trace the development of household heating from the days of the caveman to the present. Production will use six film sets specially designed and built for the show, in addition to short film sequences and slides.

Program, set for 8 o'clock sign-off will also include Phil Kramer, C. Mack, Tom Ewell, Patricia Kelly, Mary Cooper, Johnny Gibson and Melville Gallart. McCann-Erickson is the agency.

Send Birthday Greetings To—

October 29

Virginia Clark Arthur Kohl
John de Russy Jack Pearl
George Dilworth Lew Rogers

SALES DOLLARS TRAVEL FAR . . . when you use them on W I B W The Voice of Kansas TOPEKA



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 37, NO. 22

NEW YORK, WEDNESDAY, OCTOBER 30, 1946

TEN CENTS

Webbs-AFRA In Deadlock

Radio Price-Control Ended By The OPA

Washington Bureau, RADIO DAILY
Washington — OPA yesterday received radios from price control. Radios, along with a number of other consumer durable goods, were found to be in good supply considering the demand for the products by the consuming public.
The OPA explained that there is a shortage on table models, table combinations and consoles, with demand in excess of supply for the more expensive combinations only.

Miller Talks To Lawyers; Sees 'Legal' Programs OK

Atlantic City—Justin Miller, president of the National Association of Broadcasters, addressed the final session of the 13th annual meeting of the Junior Bar Conference yesterday in Madison Hall on subject "Lawyers and Broadcasting in the Public Interest." Judge Miller reviewed history of government regulation of broadcasting and said that regulation should stop at the point where freedom of speech begins, a right, he

(Continued on Page 2)

Television Installation Forum To Be Held At Viewtone

In order to help dealers become more skilled in installing television sets, a series of Thursday night discussion and demonstration sessions will be held at the Viewtone Television & Radio Corp. plant in Brooklyn. It was announced yesterday by Charles W. Robbins, national distributor. First meeting is scheduled to

(Continued on Page 2)

Alert

WLIB, airing a good portion of the UN General Assembly meetings daily from Flushing Meadow, made strong use of a hunch yesterday that the Soviet Foreign Minister Molotov would have something "interesting" to say at yesterday's session. Station obtained an interpreter before the speech and spotted him at the mike while the Russian official delivered his talk.

Lea Bill Test Trial Opens Next Monday

Chicago—The case of the United States Government against James C. Petrillo and the AFM for alleged violation of the Lea Bill has been called for trial in United States district court here next Monday. Attorneys from the Washington office of Attorney General Tom Clark will represent the government in place of Mathew Woll, U. S. district attorney for the district. Joseph Padway, gen-

(Continued on Page 8)

College Profs On Faculty Of Marketing 'Committee'

American Marketing Association in New York, through President George Howard Allen, announces formation of the first educational committee of its kind to bring the teaching of marketing into closer touch with the commercial practice of marketing media and research. Overall

(Continued on Page 7)

Networks Balk At Halting Their Service To 'Unfair' Outlets; Union Members To Decide 'Strike' Or 'Backdown'

4-A Annual Meeting Set For N. Y. Nov. 18

The 1946 Eastern Annual Conference of the American Association of Advertising Agencies will be held under the sponsorship of the New York Council at the Waldorf-Astoria Hotel on Monday, Nov. 18, it was announced yesterday by Robert M. Ganger, chairman of the conference.

The one-day meeting will be composed of seven two-hour group sessions during the morning and afternoon.

(Continued on Page 6)

Decca Records In Deal For Int'l Distribution

Decca Records, Inc., is planning to soon begin distribution of its recordings on a world-wide basis under the terms of a new contract signed with Decca Records, Ltd., of London, Jack

(Continued on Page 6)

WQXR Adds 10 Sponsors As New Business Climbs

Sale of a considerable block of commercial time to 10 sponsors was announced yesterday by WQXR, with a half hour of music purchased

(Continued on Page 7)

Deadlocked on a basic issue requiring webs to stop service to "unfair" stations, negotiations between AFRA and the four major networks have come to a halt, with the result that the union's officials have issued a call for membership meetings possibly to be held Nov. 8, with the members to decide on what

(Continued on Page 6)

Lewis Sets Itinerary On Extended NAB Trip

Dorothy Lewis, NAB's Ambassador to women organizations, official Co-ordinator of Listener Activity of NAB, has opened her fall tour which includes five November conference in colleges and universities. Theme of each meeting, over which Mrs. Lewis will preside as chairman, will be "Women's Role in American Radio." Mrs. Lewis will deliver her

(Continued on Page 8)

Cancel Spotlight Bands On MBS Effective, Nov. 22

"Spotlight Bands," sponsored Coca Cola on Mutual, will leave the air on Friday, Nov. 22, with no replacement scheduled by the soft drink firm. The orchestras of Guy Lombardo, Xavier

(Continued on Page 6)

Agency Exec. Would 'Educate' Critics Of Juvenile Shows

As a result of the mounting criticism of children's programs from various educational groups throughout the country, as evidenced in several meetings recently, — particularly at the School Broadcast Conference in Chicago last week—William B. Lewis, vice-president and radio director of Kenyon & Eckhardt agency, will shortly undertake an extensive lecture trip of key Eastern cities for the express purpose of outlining the facts of this type of programming to

local educators in areas visited by him. Lewis and his associates at K & E decided on the trip because the Chicago conference revealed the startling fact "that most educators who have blasted juvenile programs from time to time never listen to the shows they exorcise." Said one exec who attended the Chicago Conference, "When we asked the group at one meeting (almost a thousand teachers, etc., were present) if they'd

(Continued on Page 6)

Beauty Note

Boston — The world's newest search for beauty soon will be conducted in, of all places, "Lower Slobbovia." It was revealed over WHDH, Boston, recently by Al Capp, creator of the "Lil Abner" comic strip, currently featuring Lower Slobbovia's yet to be unveiled monstrosity "Lena the Hyena," alleged to be the ugliest woman in the world.

Chapeaux Biz.

Tom Breneman, host of ABC's "Breakfast in Hollywood" and designer of women's hats, will enter the commercial millinery field in January, when he establishes a hat fashions firm using his own name. Every month 12 exclusively designed chapeaux will be distributed to leading millinery stores located in major urban areas of the nation.



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

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FINANCIAL

(Tues., Oct. 29)

NEW YORK STOCK EXCHANGE

Table with columns: Name, High, Low, Close, Chg. Includes Admiral Corp., 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: Name, Bid, Asked. Includes Du Mont Lab., Finch Telecomm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Stork News

Wife of Harry Feeny, staff member of the CBS press department, gave birth to a six and one-quarter pound boy in Bushwick hospital, Brooklyn, Oct. 28. Latest arrival is the second son for the Feeny's.

Coming and Going

WORTHINGTON MINER, director of the CBS television station, WCBW, is enjoying a vacation of three weeks at a ranch in Wyoming.

PETER DONALD is expected back from Boston today to resume his chores on "Can You Top This."

HUGH THOMPSON, baritone who has been singing with the Chicago Opera Company, is back in New York and will be heard tonight over WOR on "The Concert Hour."

HOWARD A. JACOBS, sales manager of Tone Products Corp. of America, to St. Louis and Kansas City, where he established, respectively, The Recordit Co. and Maco Appliance Distributors, Inc., to handle his Merry-Go-Sound disks.

CLYDE F. COOMBS, general manager and station director of KARM, Columbia network outlet in Fresno, Calif., is spending a few days in New York.

RICHARD H. ROFFMAN, formerly radio director of Hillman Publications and now advertising and promotion director of the Traubee Co., makers of pressure cookers, is back from Washington, D. C., where he conferred on projected radio plans.

H. R. BAUKHAGE, commentator on ABC, goes out to Pottstown, Pa., tomorrow to speak before the Rotary Club of that city. He'll be back in time to participate in the network's report on the election.

L. B. HYMAN, secretary and treasurer of WDSC, Dillon, S. C., a visitor yesterday at the headquarters of the Mutual network.

EDWARD R. MURROW, vice-president of CBS in charge of public affairs, yesterday went down to WTOP, Washington, D. C., by train. He'll return today by plane.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., is in Gotham on station and network business.

ROBERT WALDROP, author and commentator on "The American Notebook" for the Treasury Dept., has gone to Sharon, Conn., to work on a new series of scripts for the program.

ROBERT HESS, general manager of station research for CBS, off to Chicago for conferences at WBBM.

JOHN ESAU, general manager of KTUL, Tulsa, Okla., in conference this week with officials of the Columbia web, with which the station is affiliated.

Miller Talks To Lawyers; Sees 'Legal' Programs OK

(Continued from Page 1)

said, which lawyers must make it their business to defend. He emphasized that radio should be subject to no greater restrictions than the press.

Although lawyer participation in programs had been criticized, Judge Miller referred to such outstanding successes as the "Iowa Round Table" which has been on WHO, Des Moines, for the past five years. He also referred to the success of "The Lawyers Speak," presented weekly throughout the Summer over KVOO, Tulsa, Oklahoma.

Discusses Courtroom Remotes

The judge also spoke on remotes from courtrooms, stating he saw no objection to broadcasting of naturalization ceremonies and swearing in ceremonies. He recognized objections, however, to proceedings unless approval of all concerned has been given.

Concluding Judge Miller said: "The policy of going to the people with information concerning the administration of justice and seeking their

Tele Installation Forum To Be Held At Viewtone

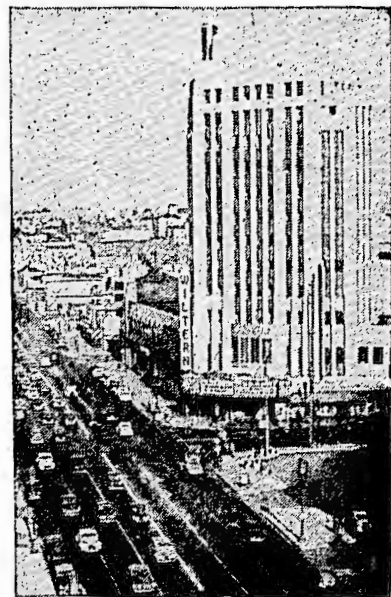
(Continued from Page 1)

be held tomorrow night, October 31. Subjects covered in the weekly sessions will include: alignment of receivers, locating and repairing trouble and installation. Robbins made known that knowledge gained at these meetings will cover all types of video sets and not just the Viewtone models. Sessions will be under the guidance of Albert Nadel, chief engineer for Viewtone and former university professor.

Georgia-Alabama On WHN

Ted Husing, aided by Bill Brundage, will report the Georgia-Alabama football game at Athens, Ga., over WHN Nov. 2 starting at 2:15 p.m., EST.

advice concerning betterment is a healthy departure from the technique of hiding behind the veil of mystery which has so long existed in the legal profession. In my opinion, we would have been much better off today if we had, a long time ago, adopted this practice."



Wilshire & Western

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

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

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

Here's our point in Baltimore radio:

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

Facts are available.

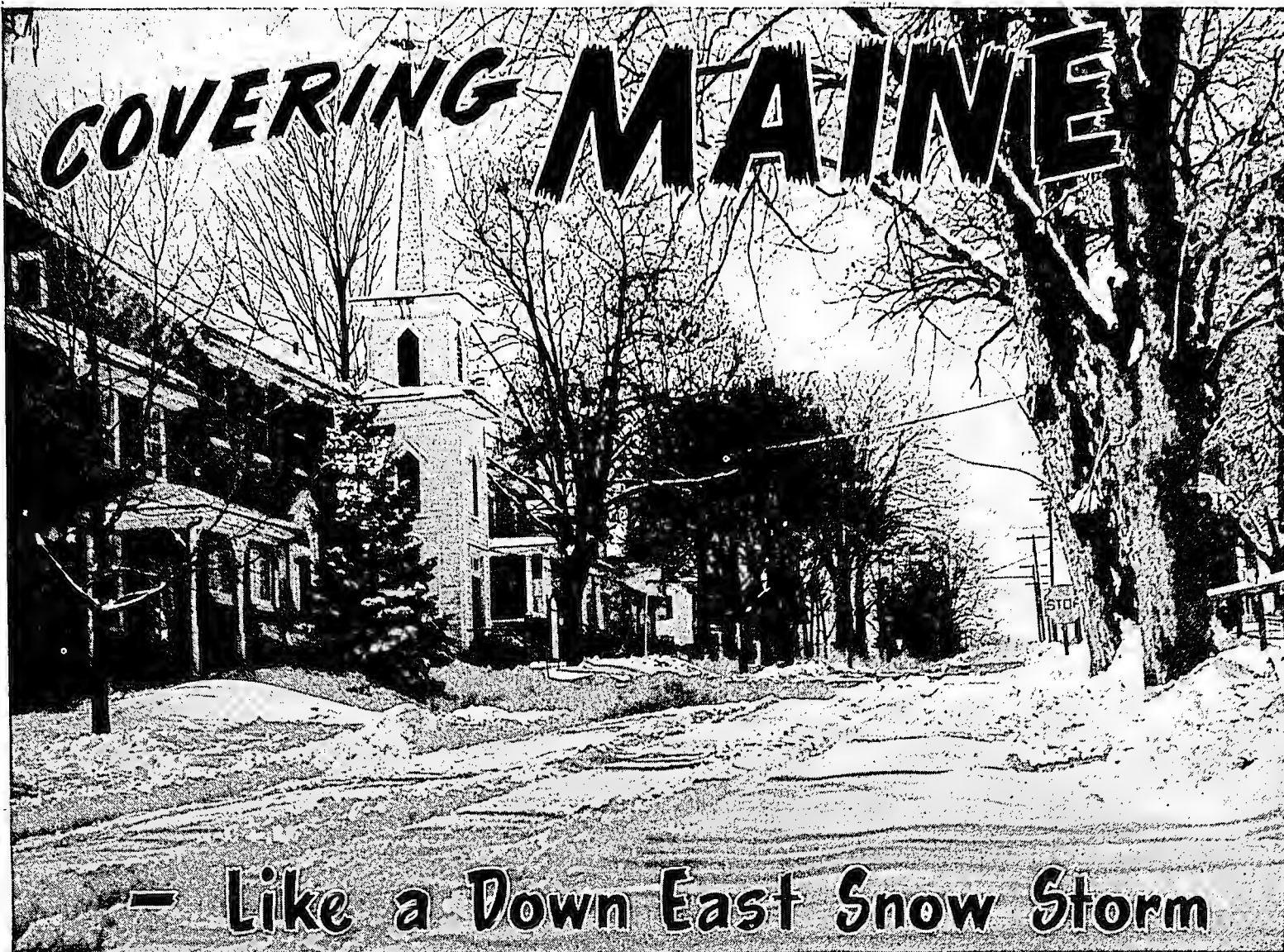


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

Advertisement for K.F.N.F. 'THE FRIENDLY FARMER STATION' SHENANDOAH, IOWA. Call or Wire FRANK STUBBS.

Advertisement for WDAS 'PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION' FOR RESULTS IN THE Philadelphia MARKET.



The Yankee Network announces the addition of these Maine stations as full-time Mutual-Yankee affiliates:

**WMTW
WFAU
WJOR**

**Portland
Augusta
Bangor**

Yankee brings to Maine Mutual coast-to-coast and Yankee programs, the complete day and night schedule of music, drama, sports, mysteries, quiz programs and news.

The addition of these stations is a further extension of Yankee Network's home-town coverage — the direct, local impact which

gives listenership in city, town and neighborhood shopping centers throughout the state.

Through these stations and its other affiliate, WCOU, Lewiston, The Yankee Network delivers Maine's key cities and suburban trading zones on a full-time basis.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

LOS ANGELES

By RALPH WILK

WYNN ROCAMORA is negotiating for a half-hour situation comedy show for Vera Vague. Show would start as a sustainer over CBS.

"Queen For a Day" announcer Ford Pearson is in Chicago where he was selected to do the highlight announcing for the Los Angeles Rams - Chicago Cardinals football game on the 27th. Pearson has now flown to Minneapolis to join the "Queen For a Day" show, which will be broadcasting from that city.

Contract for a 52-week series of transcribed five-minute broadcasts has been inked by the Central Market Company of California, according to Irvin Atkins of Vest Pocket Transcriptions, a division of John B. Guedel Radio Productions. The series, entitled "Five Minute Marketing," includes these departments, "Food Facts You Should Know," "Top Kitchen News," and "Guide to Good Eating." Narration by Owen James. Regional exclusives have been signed with sponsors throughout the West.

The entire "These Make History" program of Oct. 27, heard over KFI, was devoted to the description of a new and wonderful project, "Vet-ville" a non-profit organization. The object of the idea originated by songwriter Harry Revel, is to build a town of approximately 1,000 acres, wherein 1,000 permanently disabled veterans can live with their families in their own homes. "These Make History" is written and produced by Ken Higgins, with Lyle Bond and George Barclay at the mike.

C. P. MacGregor returned to Hollywood after attending the NAB Convention in Chicago. Returning with MacGregor were F. J. Rudolph, Los Angeles sales manager, and Cliff Engle, Pacific Northwest representative for C. P. MacGregor. Ed Kirby, Eastern representative for C. P. MacGregor returned to his offices in Washington and New York.

Mr. and Mrs. Paul Quan and brother, Victor. Quan, production manager and director for C. P. MacGregor's Sound Studios, left for San Francisco, where they will vacation for a few days.

Mrs. Norma Wolquitt, secretary to Hugh Daniel, director of publicity and talent for MacGregor, has left the organization to take another position. Miss Fern Buchalter, formerly of Selznick Studios, will replace Mrs. Wolquitt.

Miss Early Lucas, niece of Mr. and Mrs. C. P. MacGregor, has returned to her home in San Diego, after spending a week as the guest of Mrs. C. P. MacGregor, at their ranch.



Notes From An Aisle Seat. . . !

● ● ● Since Bing Crosby switched to ABC this semester, NBC, we hear, has tried to curb its big name comics from using his name in their gags. So Bob Hope had a couple of things to say about this—none of them in the King's English. Speaking of Der Bingle, this will no doubt be denied by the clan, but insiders tell us not to be surprised if he returns to "live" broadcasting. Talk on the coast is that the show loses its spark because studio audience isn't hyped as they are at a "live" airing and react accordingly. . . . Is Ted Collins buying into the MGM Record Co.? . . . Fred Allen describes a conference as "as group of people, who singly can do nothing, meet and agree that nothing can be done." . . . The Dionne Quints are asking 25 G's for an album of waxings, and what's more, it looks like they'll have takers. . . . The T. Dorseys have kissed and made up. . . . Horace Heidt returns to his baton when his MCA contract expires in Feb. . . . Biggies of every phase of show biz will be on hand for the dinner honoring Paramount's President, Barney Balaban, to be held Nov. 21st at the Astor. Dinner will be under auspices of Joint Defense Appeal of Anti-Defamation League. . . . Shirley Eder returns to the air Nov. 9th for El-Ees Foundation Garments over WOR 11:15 ayem Saturdays. . . . Insiders predicting that Paul Porter will be back with the FCC by Jan.



● ● ● LISTENIN' IN: The ABC Navy Day program starring Betty Garde was a poignant portrayal of the living being that a ship is to a Navy man. It came closer to catching the spirit of our Navy than any other air tribute of the day. . . . Sammy Kaye's inanities on his "Sunday Serenade" reach a new low when he introduces the commercial as a "lyric" . . . Fred Allen hit the jackpot with a repeat airing of his famous husband-and-wife breakfast satire with Tallulah Bankhead, turning in what many considered to be his Blue Ribbon performance in many a season. . . . Monday nite's "Murder At Midnite" chiller-diller via ABC is custom-built for mystery lovers and devotees of the weird and supernatural. Its rating is a comfortable 5.2, and offers a spine-tingling half-hour.



● ● ● SMALL TALK: Bill Gernannt, who started the quiz idea on the air with Prof. Quiz, readying another one tagged "Race Against Time" . . . Jack Rubin, who's had more coast offers than Leo Durocher, heads for H'wood Nov. 16th, but merely for a vacation. He'll be back with the Ed Wolf domain in two weeks. . . . Fritz Blocki sold an original, "Disc Jockey," to the Bryan Foy film factory. . . . "The Falcon's" rating now 10.2. . . . Recommended to disc jockeys: The husky-voiced Bunty Pendelton's first Victor platter, "Horizontal" fast becoming the top juke box draw. . . . Marty Ragaway and Len Stern, in H'wood for Phil Baker, managed to rent a house on a mountain top with a swimming pool. Marty refers to H'wood as "the promise land," but admits more people call it Santa Benzadrine. . . . Rob't Merrill's Sunday RCA-Victor stanza up with a rating of 5.6. . . . Frank Kame's "Johnny Liddell" character, due out in book form next month, being readied as an air package. . . . A new comic whom radio talent spotters should catch is Phil Foster, now clicking at the Inn in Greenwich Village.



● ● ● Prob'ly one of the best-informed reporters on the UN scene is NBC's Ben Grauer, who has covered every session since its inception in San Francisco, and who spent some time in Paris, London and principal cities of Germany recently gathering background data. Despite the split between the East and West that he found so widely discussed in Europe, Grauer finds the long range prospects for peace hopeful. Germany is generally unrepentant, he believes, and a generation of occupation will be necessary to guide them toward democratic development.



SOUTHWEST

THE Dallas Radio Sales & Service Assn. Inc., has been formed and will begin a campaign to promote a uniform code of ethics among radio dealers and service men. Members of the group have pledged fair dealings with the public, competent work, no misleading advertising, neat workmanship and other features.

Gen. Carl Spaatz, commanding General of the Army Air Forces spoke over WFAA, Dallas from the Casino Band Shell at the Fair Park in connection with the AAF-CAP show held here at Midway Field.

Red Barber, CBS sports chief in Austin, looking over the University of Texas "Longhorns," considered one of the nation's top teams. Barber will air a forthcoming tilt over the CBS network.

Skitch Henderson, pianist heard on Bing Crosby's Wednesday night programs, flew in to Dallas for a visit with E. L. Moore, with whom he served in the AAF for three years.

WOAI-FM, FM voice of WOAI, San Antonio, is expected to be completed and ready to take to the air within the next month. Studios and transmitter will be located in the downtown studios of WOAI.

Raoul Cortez, owner and operator of KCOR, San Antonio, will speak at the NAB foreign language station conference on "Programming the Foreign Language Station in the Public Interests." KCOR is San Antonio's Pan-American station airing broadcasts in Spanish and English.

A new series of daily quarter hour programs sponsored by the Durham Business College is being heard over KGKO, Fort Worth. Program is titled "Dance-Away" and presents the top tunes of the day.

George Perrin and Patty Stone are co-masters of ceremonies of "Junior Jamboree" a new teen age group series of full hour broadcasts aired over WOAI, San Antonio each Saturday morning. Marjorie Hart, WOAI women's editor is in charge of the programs which feature news, chatter and music directed at the teen age listeners.

Taylor Branch, announcer of the staff of WRR, Dallas aired the opening ceremonies of the new Wilshire Theater in Dallas. Interviewed on the program was Conrad Brady, director of radio activities of the Interstate circuit.

For Exclusive PERSONALIZED Publicity

Jane Barton
publicity • promotion

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

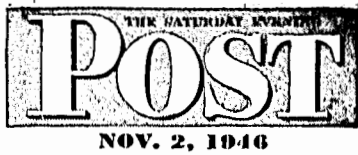
1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Another smash in



... to build a bigger audience for ABC advertisers

For shows that are first in their fields...



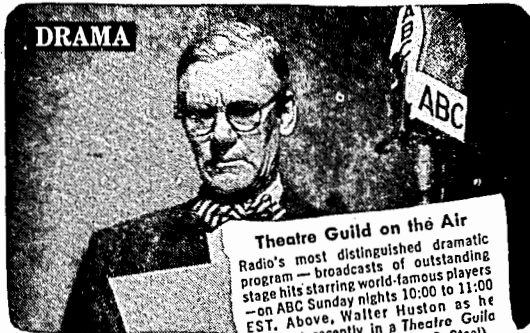
Listen to ABC

AMERICAN BROADCASTING COMPANY



Bing Crosby Show

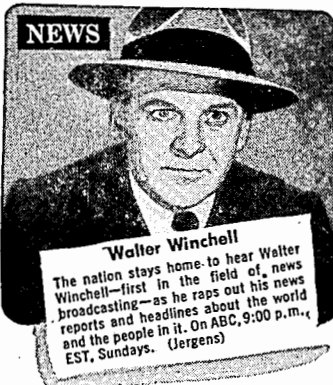
Now Bing Crosby joins the galaxy of ABC stars! The one-and-only Bing—and a big assortment of famous guests—in a brand-new, top-notch variety show. On all ABC stations Wednesday nights from 10:00 to 10:30 in the East, 9:00 to 9:30 in all other time zones. (Philco)



DRAMA

Theatre Guild on the Air

Radio's most distinguished dramatic program—broadcasts of outstanding stage hits starting world-famous players—on ABC Sunday nights 10:00 to 11:00 EST. Above, Walter Huston as he appeared recently in a Theatre Guild on the Air production. (U. S. Steel)



NEWS

Walter Winchell

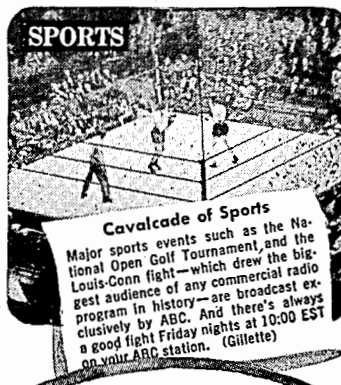
The nation stays home to hear Walter Winchell—first in the field of news broadcasting—as he raps out his news reports and headlines about the world and the people in it. On ABC, 9:00 p. m., EST, Sundays. (Jergens)



OPERA

Metropolitan Opera

First in the field of great music, ABC brings you the entire season of Saturday afternoon operas direct from the stage of the Metropolitan Opera House, together with opera news and discussions by noted musical authorities. Series begins Saturday, Nov. 16, at 2:00 p. m., EST. (The Texas Company)



SPORTS

Cavalcade of Sports

Major sports events such as the National Open Golf Tournament, and the Louis-Conn fight—which drew the biggest audience of any commercial radio program in history—are broadcast exclusively by ABC. And there's always a good fight Friday nights at 10:00 EST on your ABC station. (Gillette)

EACH YEAR the American Broadcasting Company tries to give its millions of listeners the best of as many different kinds of radio programs as possible.

The *Theatre Guild on the Air*, for example, is now acclaimed by millions as radio's outstanding dramatic program. The *Metropolitan Opera*, and the *Boston Symphony* have helped build ABC's reputation for great music. Among discussion programs dealing with national affairs, *America's Town Meeting of the Air* is the nation's most consistent winner of top awards. And now, with Bing Crosby's return to

the air, ABC adds still another program to its list of number one shows.

Whether you prefer music, mystery, quiz shows or comedy, you can depend on your local American Broadcasting Company station for radio entertainment at its best. That, plus the fact that ABC gives all sides of all the news, is why so many millions of families from coast to coast are setting their radio dials on ABC stations to

Leading advertisers buy time on ABC

Eversharp, Philco, Swift, Sterling Drug, U. S. Steel, General Mills, Westinghouse, Kellogg, Quaker Oats, Jergens, Bristol-Myers, Procter & Gamble—all outstanding American businesses—are among the great companies now advertising via the American Broadcasting Company. The reason: ABC reaches all the people who live in 22,000,000 radio homes—at economical rates that make possible a low cost per thousand listeners. If you are an advertiser, remember: a good ABC time period bought today means a valuable franchise for years to come.

American Broadcasting

A NETWORK OF 220 RADIO STATIONS SERVING AMERICA

Note to Time Buyers!

Web-AFRA Deadlock; Now Up To Members

(Continued from Page 1)

action they wish to pursue relative to the negotiations for a new contract. The AFRA negotiating committee being bound by mandatory new basic clauses as a preamble to any contract, have left the way open for the membership to decide on either a strike vote, an about face and rescinding the basic clause, or possibly decide on a compromise, if that is possible.

Negotiations with the major networks have been in progress for several weeks, and while some minor things were agreed upon, further negotiations were impossible unless the networks agreed upon the basic issue involved. AFRA Committee is bound by Resolution No. 1 adopted as one of 28 points at the union's convention in Los Angeles last summer. This resolution, submitted by the Boston chapter of the AFRA explores the field of arbitration and collective bargaining with individual stations and concludes:

"Now Therefore Be It Resolved that the committee that is to negotiate the new contract with the four networks be instructed by this Convention to bargain for a provision that will allow AFRA members to refuse to take part in any performance that is broadcast over a station that is unfair to AFRA, the details of such provision to be the subject of collective bargaining, and be it further resolved that the negotiating committee be instructed by this convention that without the consent of the membership, it shall not conclude any agreement that does not contain such provision."

In the face of this mandate the three AFRA negotiators, when meeting flat opposition, had no alternative but to refer the matter back to the membership for action. AFRA negotiators are George Heller, national executive secretary, New York; Ray Jones, of Chicago, and Claude McCue, Los Angeles.

Meeting which ended in the deadlock, was held in NBC offices and those in attendance included: John MacDonald, NBC, also Clarence Menser, NBC vice-president in charge of programs, and their attorneys; Frank White, CBS vice-president; Charles Barry and Jos. A. McDonald, ABC; Robert Sweezy and Phil Carlin, Mutual vice-presidents and observers representing the advertising agencies for the 4-A's.

Networks refused to talk further on the basic issue and the AFRA committee felt the same way if it was not to be in the contract and agreed upon first. Issue if agreed to would prevent the networks in leading production centers from feeding any affiliate or other outlet which had refused to sign an AFRA agreement or at least have the matter arbitrated.

While various other matters including wage scales and hours are to be agreed upon, the AFRA membership will decide whether or not Resolution one is to stick and possibly result in a strike, or a modification adopted.

4-A Eastern Annual Confab Opens In New York Nov. 18

(Continued from Page 1)

noon with 28 chairmen and discussion leaders participating. Panels will cover radio production, advertising copy, media, mechanical production, research, management, art and layout.

Radio Production Group

William B. Lewis, vice-president and radio director of Kenyon & Eckhardt, is chairman of the radio production group which will discuss "Four Major Problems Facing Radio Production Men Today." Associated with Lewis is Harry Ackerman, vice-president in charge of program operation at Young & Rubicam. Theme of the management group is "Where Are Agency Profits Going?" with Ray Vir Den, executive vice-president and general manager of Lennen & Mitchell, acting as chairman. George O. Muir of Muir and Company, and Blackwell Smith of Kudner Agency will participate with Vir Den as discussion leaders.

Copy group will be conducted under the chairmanship of Gerald H. Carson, vice-president and copy director of Benton & Bowles, Inc. He will be followed by James Egan, vice-president of Kenyon & Eckhardt, Alfred Stanford, director of the national division of the ANPA bureau of advertising, and Bernice Fitz-Gibbon, advertising director of Gimbels.

E. A. Elliott, media director of Campbell-Ewald Company, eastern division, will serve as chairman of the media group, and its theme is "Changing Values in Media." Other participants will be H. M. Billerbeck, media director of Alley & Richards; William N. Maillfort, head radio time buyer of Compton Advertising; Joseph M. Jones, manager of outdoor department of McCann-Erickson; H. H. Dobbertein, vice-president and media director of Benton & Bowles, and Guy Richards, vice-president and media director of Compton Advertising.

Radio Entertainment

Henry R. Luce, editor-in-chief of Time-Life-Fortune, will discuss "U. S. Foreign Policy" at the dinner session, which will also provide entertainment from CBS, including Hildegarde and the Paul Baron orchestra, Phil Spitalny and the "Hour of Charm" orchestra. Arthur Godfrey will be emcee.

"New Trends, New Developments in Methods and Materials" will be the theme for the mechanical production group. Under the chairmanship of John J. Quinn, production manager of Pedlar & Ryan, Eugene Williamson of New Jersey's Williamson and Company, will lead discussion on "How Good are Plastic Plates?" Donald Macauley of the Donald Macauley Paper Company on "What's the Up-to-the-Minute Situation on Paper Stock?", and William A. Young, advertising director of the Indianapolis Times on "New Production Problems in Run-of-Paper Color Printing."

Deane Uptegrove, art director of Alley & Richards Company, will head

the art and layout group, with the theme "Challenges to the Art Director in the Coming Buyers' Market." Dr. Daniel Starch will talk on "Is Reader Research a Help or a Hindrance to the Art Director?" A three-man jury consisting of an illustrator, art representative, and an art director will make a presentation. A new motion picture, "How Finished Art Happens," will be shown. William Adriance of Brooke, Smith, French & Dorrance; Lester Rondell of Warwick & Legler; Ralph Mutter of Marschalk and Pratt, and Arthur Hawkins, Jr., of Alley & Richards, will participate as discussion leaders.

The research group will be headed by Dr. Vergil D. Reed, associate director of research, J. Walter Thompson Company. He will keynote the panel with talk on "The Uses and Abuses of Media Research." Other discussion subjects will be: "Newspaper Research—How Sound Is It?" by Wallace H. Fulbeck of Federal Advertising Agency; "Newspaper Reading—the Continuing Study," by John R. Caples of Batten, Barton, Durstine & Osborn; "Do Women's Interests Influence Their Reading of Magazines?"; and "Outdoor Circulation" by Victor Pels of the Traffic Audit Bureau.

Although the day's sessions are closed, a press conference will be held at the close of the meetings, with each group chairman presenting a brief resume of his group's discussion.

Yesterday's Meeting

Following a board of directors' meeting yesterday, the 4-A's announced that the NAB-AAAA standard order blank for spot broadcasting, under consideration for some time, had been approved. There has been a standard order form in existence, it was explained, but this is considered to be a step forward in modernization of such forms. New form now goes to NAB for approval, and until this has been effected, details of it will not be disclosed, it was said.

Decca Records In Deal For Int'l Distribution

(Continued from Page 1)

Kapp, president of the American company, stated yesterday. In addition to providing for greater exploitation of the company's products, the new contract, Kapp said, will make it possible for his company to distribute in this country many recordings made by Decca Records, Ltd., of classical works by artists abroad, as well as popular artists who are familiar to the millions of men and women who served in the armed forces in Europe.

The company's new export division will be under the direction of Hubert Stone, formerly general manager of the Odeon Co., of Argentina, who has just arrived in this country to take over his new duties. Kapp pointed out that interest in American record-

Say Juve Show Critics Unaware Of Problem

(Continued from Page 1)

heard for instance the recent 'Sugmen' series, approximately six as they had." At another meeting, exec, added, which was attended about 1500 educators, "some 17 came forth with the statement that they had actually heard the program."

All of which is considered an reason for Lewis, and several of agency execs, to conclude that many of the criticisms, launched at children's radio is without adequate justification,—a situation which they feel can be cleared up if the educators are themselves educated in the workings of commercial radio.

At the Chicago meeting one school teacher, when asked specifically why her reasons were for criticizing a certain program, charged that she knew of children "who were taking bedtime because some of the characters on a program did." When asked if she'd ever heard the program herself, she replied in the negative and conceded that this condition might also have resulted from youthful devotion to comic-adventure books. Another weakness in the argument of educators against children's programs was revealed, the questioning of several who were not aware that certain shows, for instance, had completely changed format in recent months from usual adventure stores to an advocacy of racial tolerance and anti-bigotry.

Despite the glaring errors unearthed at the Chicago meeting on part of the educators, Lewis admitted that children's programs are not perfect, and that probably the broadcasters and the agencies who buy programs are equally guilty. On the other hand, he feels that no constructive criticism can be expected from a group—largely influential on the taste of American youth—which by its own admission not thoroughly familiar with the very problem emphasizes.

The K & E executive will talk to state and city educational groups along the eastern seaboard this winter, and will probably sandwich lectures to various similar groups while conducting his usual business throughout the country. Itinerary includes Philadelphia, Boston, Buffalo, Providence, Washington, Hartford and Baltimore.

Cancel Spotlight Bands On MBS Effective, Nov

(Continued from Page 1)

Cugat and Harry James, have alternating on Monday, Wednesday and Friday nights from 9:30 p.m., for the past 26 weeks. The Downey show, also sponsored by Coca Cola on Mutual, Monday through Friday at 12:15 p.m., will be continued, the D'Arcy agency re-

presentations had reached a new high throughout the world, adding that the company plans to develop these foreign markets, many of which have been virtually untouched.

PROMOTION

Portable Sets

Amateur football dopsters are being given a chance to win portable sets in a unique sports program being heard over KGO. Featuring Art Rosenbaum and Jack Rosenbaum, brothers who are sports columnists for two rival San Francisco papers, the program offers free radio each week for picking the winners of twenty of the nation's grid games or the scores of three of the games. On Saturdays broadcast (11:15 to 10:30 p.m.) the brothers give the results of the Saturday games and announce the winners, and on Monday nights the winners are presented with their prizes, and tips and forecasts are given on the games of the coming Saturday. Program is sponsored by J. M. Long Co., the local Philco dealer.

CBC 10th Anniversary

To mark the 10th anniversary of CBC on Nov. 2, the network is producing a 48-page illustrated booklet titled "This Is the CBC" which tells the story of Canada's national radio program and how it grew. Anniversary parties from American networks are being scheduled in the 10:30 p.m. slot on Sunday, Nov. 3. A salute to CBC from BBC, during the same program, will feature two British comedians, Arthur Askey and Kenneth Horne.

WQXR Adds 10 Sponsors As New Business Climbs

(Continued from Page 1)

Flara Products Company heading list. Flara Products launches its radio advertising campaign with a half-hour series titled "Memorable Moments" and featuring light classics and operetta for 13 weeks. Series starts Saturday, Nov. 2 (7:30-8:00 p.m.) through Arrow Advertising Agency. Charlotte Adams' "Run of the Tide" aired Mondays through Fridays (10:05-10:20 a.m.) on a participating basis will be extended ten minutes with addition of a fourth sponsor. Sherry Wine and Spirits Company will begin sponsorship on Nov. 4 for 13 weeks. Other new accounts are: Simon and Schuster, concert pianist, one-minute announcements running through Nov. 11. WQXR's "Luncheon Concert" adds two participating sponsors for 52 weeks: Cafe Wienecke will have announcements during program on Monday, Wednesday and Thursday, effective immediately. La Gioia Restaurant has one-minute participation on Tuesdays, effective

Young writer has beautiful three room modern apartment, N. Y. Midtown. Will share with right girl. My furniture. Your share \$68.54 plus half of maid. Actress—writer—or exec. Write to Box 241, Radio Daily, 1501 Broadway, New York 18, N. Y.

NETWORK SONG FAVORITES

Top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division. Survey Week of October 18-24, 1946

TITLE	PUBLISHER
And Then It's Heaven	Remick
Blue Skies	Berlin
Coffee Song, The	Valiant
Doin' What Comes Natur'ly	Berlin
Five Minutes More	Melrose
For You For Me For Evermore	Chappell
I Don't Know Why	Feist
I Guess I'll Get The Papers And Go Home	Campbell-Porgie
If You Were The Only Girl	Mutual
It's A Pity To Say Goodnight	Leeds
Linger In My Arms A Little Longer Baby	Bourne
My Sugar Is So Refined	Capitol
Old Lamp-Lighter, The	Shapiro-Bernstein
Ole Buttermilk Sky	Burke and Van Heusen
On The Boardwalk	Bregman-Vocco-Conn
Passe	Feist
Pretending	Criterion
Rumors Are Flying	Oxford
September Song	Crawford
Somewhere In The Night	Triangle
South America Take It Away	Witmark
Surrender	Santly-Joy
That Little Dream Got Nowhere	Famous
They Say It's Wonderful	Berlin
Things We Did Last Summer, The	E. H. Morris
This Is Always	Bregman-Vocco-Conn
To Each His Own	Paramount
Who Told You That Lie?	Stevens
Whole World Is Singing My Song, The	Robbins
Why Does It Get So Late So Early?	Harms
You Are Everything To Me	Paramount
You Keep Coming Back Like A Song	Berlin

Immediately. Metropolitan Certified Milk Association of Plainsboro, N. J., returns to WQXR with a series of piano recitals by Emanuelina Pizuto. Contract, handled through Clements Company of Philadelphia, starts Saturday, Nov. 2 for 26 weeks. "Cocktail Time" adds four additional sponsors: Park Chambers Hotel, 52 weeks, effective immediately; Rugoff & Becker Enterprises (theaters) 13 weeks, effective immediately; Cortile Restaurant, 52 weeks effective Oct. 31; and Leo Brecher Theaters, 13 weeks beginning Oct. 31. Book-of-the-Month Club, as announced last week, has renewed sponsorship of "The Author Meets the Critics," effective Nov. 21.

Borge Show Skeds 2 Guests

Kenny Delmar, the Dixie-defending Senator Claghorn of the "Fred Allen Show," was the guest for the first of a seven-week series of New York performances of NBC's "Victor Borge Show, starring Benny Goodman," on Monday, Oct. 28, at 9:30 p.m., EST. Elsa Maxwell, columnist and party-giver extraordinary, will be Borge's guest on Nov. 4. The show will remain in New York until Dec. 9, resuming from Hollywood on Dec. 16.

Send Birthday Greetings To

October 30

Joan Banks Robert Monroe

Carl Warren

CBS WJNO

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

THE VOICE OF THE PALM BEACHES

AGENCIES

A. O. BUCKINGHAM, vice-president, Cluett, Peabody & Co., will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, Thursday, October 31, on "Co-ordinating salesmanship & advertising."

DAVID O. ALBER ASSOCIATES, INC., originally engaged by the Sweets Company of America to handle a campaign on the 50th Anniversary celebration of Tootsie Rolls, have been retained permanently for publicity and public relations by that company.

C. D. EVERHART, radio script writer and former member of the editorial staff of the Germantown (Pa.) Courier, has joined the press and radio relations staff of Harvey-Wilder Associates, public relations counselors, Philadelphia, Pa.

College Profs On Faculty Of Marketing 'Committee'

(Continued from Page 1)

plan, says Allen, is to keep all marketing students and educational groups aware of the AMA's entire program. Committee hopes to stimulate greater participation of business men in college instruction in order to bring reality and timeliness to current marketing instruction. According to Allen, the committee's function is keyed to a modern tempo required in education if the field of scientific marketing, media and research is going to attract well trained college grads ready to work on practical business problems. New committee is chaired by Dr. Robert A. Love, evening and extension division director at CCNY. Other members are Prof. Ralph S. Alexander, marketing professor at Columbia's School of Business; Prof. Dale Houghton, marketing professor at NYU; and Prof. Paul Edwards, School of Commerce Dean at Rutgers.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

John Elmer George H. Roeder

President General Manager

Lewis Sets Itinerary On Extended NAB Trip

(Continued from Page 1)

address, "Five Freedoms for American Listeners," at the University of Texas Radio House in Austin on Nov. 8. Panel members will be Thomas Rishworth, radio director of the university's Radio House; Violet Short, KTSA, San Antonio; and Frances Helm, KGKO, Fort Worth.

Mrs. Lewis is scheduled for the University of Denver on Nov. 15 where she will be welcomed by Allen Miller, director of the Rocky Mountain radio council. Panel members will be Evadna Hammersley, KOA, Denver; Anne Hayes, KCMO, Kansas City; Josephine Rice, KANS, Wichita; and Judge Reva Beck Bosone, KDYL, Salt Lake City.

University of Utah conference will be held in Salt Lake City either Nov. 16 or 18. Mrs. Lewis will be greeted there by President Wheelwright of the Intermountain radio council. Five panel members include Judge Reva Beck Bosone, KDYL, Salt Lake City; Ruth Fletcher, KSEI, Pocatello; Dorothy Rankin, KPO, San Francisco; Nancy Holme, KNX, Hollywood; and Margaret Allyn, KALE, Portland.

Mrs. Lewis will head the Creighton University conference in Omaha on Nov. 21 where she will be welcomed by John J. Gillin, president and general manager of WOW and district director of the NAB. Panel members will consist of Betty Wells, KRNT, Des Moines; Pearl Broxam, WMT, Cedar Rapids; Margaret Stoddard, Iowa regional director of listener activity; Anne Hayes, KCMO, Kansas City; Wynn Huoler Speece, WNAX, Yankton, and Caroline Ellis, KMBC, Kansas City.

Mrs. Lewis will be welcomed at Drake University in Des Moines on Nov. 23 by Mrs. Clella Darby, director of Des Moines radio council, and Joe Maland, former NAB director. Panel members will be Barbara Bates, WOW, Omaha; Belle West, KOIL, Omaha; Wynn Speece, KRNT, Des Moines; Betty Wells, KRNT, Des Moines, and Millicent Polley, WFBF, Rock Island.

Extra Hour For Election

NBC network will remain in operation one extra hour on the night of Nov. 5 to provide late reports on elections throughout the country. Web will be on the air until 2 a.m., EST, rather than closing at 1 a.m.

Grauer On McCarthy Show

Ben Grauer will take over the announcing chores on the Edgar Bergen-Charlie McCarthy stanza when the show broadcasts from New York beginning Sunday, November 3, eight p.m. on NBC.

VANDA

IS IN TOWN!

PHONE HIM AT
Circle 7-5100

COAST-TO-COAST

— OHIO —

CINCINNATI — WCOP plans town meeting of the air to discuss vital issues confronting Cincinnatians. . . . **WARREN**—Dick Oram is the new Program Manager of WRRN and another new staff member is Ted Eckman Nieme, announcer. . . . **AKRON**—New staff members at WADC are Ruben Kellogg Bolles, engineering; William Plant, announcer; and Dick Brock is in maintenance and operation. . . . Allen T. Simmons, Owner-Manager of WADC, announces that he is a sponsor of the new WADC Bowling Team. . . . So far the team is undefeated.

— PENNSYLVANIA —

PHILADELPHIA — "Opinion Please," CBS new public discussion broadcast giving college students an opportunity to air their views on important national and international issues will originate from the studios of WCAU. . . . Author "Red" Motley, publisher of Parade Magazine, will be the featured speaker on the October 31st broadcast of "Career Forum" over WCAU. . . . **PITTSBURGH**—Lorin Maazel, sixteen-year-old musical genius of Pittsburgh, will be commentator on the weekly "KQV Sunday Symphony". . . . Marjorie Davis brings a new feature to KQV titled "Fashion Mirror," a five-minute show dai'y, Monday through Friday.

— MONTANA —

MISSOULA — New shows making their debuts on KGVO include "The Montana Story," depicting incidents in the colorful history of the Treasure State; "MSU Speaks to You," presented by Montana University with students of the radio classes doing the scripts, and the Missoula Women's Club and Business and Professional Women's Clubs featuring broadcasts of community interest. . . . KGVO will present complete and comprehensive returns of the 1946 general elections. . . . James A. McCain, president of Montana State University, commended KGVO for its part in helping to secure housing for the mass of University students.

— ALABAMA —

MONTGOMERY—The State Highway Patrol utilized its new mobile radio station to assist in heavy week-end traffic to and from the Alabama-Tennessee game at Knoxville. . . . United Broadcasting Company expects to have a new AM sta-

• THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives

tion operating in 120 days. . . . **WMGY**, Mutual affiliate, is advertising in fifty-one newspapers in Alabama, Georgia, and Florida. . . . **MOBILE**—Pursely Broadcasting Service was denied a CPA permit to build a fifteen thousand dollar studio here.

— IOWA —

WATERLOO—Hugh Muncy, farm director of KXEL, and Mrs. Muncy are proud parents of a baby girl. . . . A single 60-word announcement inquiring the whereabouts of three heifers over KXEL brought the answer within thirty seconds. . . . **SHENANDOAH**—Radio listeners in the KFNF area are being treated to the sacred and western music of Lee and Juanita Moore, latest additions to the station's farm staff. Also, on the program is little Roger Lee, who sings and tells his share of tall stories.

— DISTRICT OF COLUMBIA —

WASHINGTON, D. C.—Charles Dana Beaschler's "This Week in Music" over WOL goes into its second year. . . . In the two weeks preceding election day, WOL is scheduling public service announcement every day urging listeners to exercise their privilege to vote. . . . **WWDC's** Ray Morgan has been invited by WPEN to broadcast one of the high school football games in the "city of brotherly love" Carl C. Berger, expert in government affairs, has added a new feature to his "Your Government and Mine" carried over WWDC. He reads a letter to his listeners who wish to test their stenographic speed.

WJLS Gets Power Increase

WJLS, Columbia affiliate in Beckley, W. Va., has been granted an increase of power to 1,000 watts, daytime, and 500 watts, night. Change-over will take place Dec. 1.

Lea Bill Test Trial Opens Next Monday

(Continued from Page 1)

eral counsel for the AFM, will appear for Petrillo and the musicians' union. The action based on the Lea Bill grew out of a strike called by AFM against WAAF, Chicago radio station for declining to hire additional musicians. Terms of the Lea Bill provides penalties against union leaders who seek to force employment more employees than stations are desirous of hiring. The bill, accord to Petrillo, is "anti-labor" and strike against WAAF was instituted as a test case.

It is expected that the first 10 days of the hearing in United States district court will be devoted to verbal arguments in behalf of the government and the defendants.

WMCA Ups Gottlieb

Joseph Gottlieb has been appointed director of commercial production WMCA, according to announcement by Charles Stark, vicepresident and general manager. New director supervises all production and is responsible for improving and expanding commercial programming. Gottlieb has been a staff producer at WMCA for two years and formerly was assistant program director at WCAU at Philadelphia.

McCarthy To Cover Pimlico

The Pimlico Special, considered "world series of horse racing," will be covered by Clem McCarthy over NBC Nov. 1 at 4 p.m., EST. Only horses that have won leading turf events the year are entered in the event on a winner-take-all basis with a \$25,000 stake.

MERRILL E. JOELS

Says:

THANK YOU for a Happy Anniversary!

To the following Directors who had the understanding and foresightedness to give me an opportunity during the first year since the termination of my contract with Uncle Sam, I'd like to express my sincere appreciation on this First Anniversary:

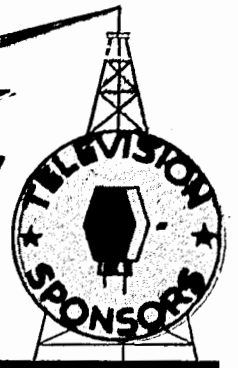
Howard G. Barnes
Maurice Barrett
Charles Cromer
Charles Elms
Homer Fickett
Jack Grogan
John Gunn
Paul J. Harris
Robert Hergenson
Jack Hill
Stanley Kauffmann
Milton B. Kaye
Charles Kebbe
Ed King
Major Phil Lampkin

Anton M. Leader
Marx Loeb
Basil Loughrane
William Marshall
Arnold Michaelis
Frank Papp
John Poindexter
Bill Richman
Mel Roach
Jack Rubin
Don Sheldon
Beverly Smith
Lester Vail
Al Ward
Fred Weihe



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 37, NO. 23

NEW YORK, THURSDAY, OCTOBER 31, 1946

TEN CENTS

Show Electronic Color

Requests Revised; Other Activity At FCC

Washington Bureau, **RADIO DAILY**
Washington — WLIB, New York, yesterday asked the FCC for permission to put the studios for the FM station in Brooklyn, rather than Manhattan. In addition, broadcast coverage is also sought—100 square miles instead of 8,430, and 12,435,100 instead of 12,270,590.

Several other applications also were pending, including that of ABC for Class B FM station in Los Angeles.

(Continued on Page 8)

Large Screen Tele For English Theaters

London (By Cable) — J. Arthur Rank disclosed yesterday that he will inaugurate large screen television in English theaters on an experimental basis next year. Rank controls the British television system.

American rights to the Baird patents are held by the R. N. Rauland of Chicago. Understand that Rank plans to launch experimental large screen television in a year, with operations on a commercial basis to start a year later.

WABD Show To Debut New Household Product

What is believed to be the first public announcement of new production via the television medium, Westinghouse Electric yesterday demonstrated its new electric comforter simultaneously with delivery to department stores.

The comforter was introduced over WABD.

(Continued on Page 2)

Full-time Sponsor

Election returns will be broadcast over WINS, New York, next Tuesday night, Nov. 5, through the courtesy of Beau Brummell Sales, Inc., which has purchased a solid block of time from 8 p.m. until the returns on the election are conclusive. The account was placed direct from Beau Brummell headquarters in Cincinnati to the station in New York.

Exchange

The Dutch Society of Schenectady and WGY will report on the exchange of American canned food for 21,000,000 Dutch tulip bulbs on NBC's "National Farm and Home Hour" Saturday, Nov. 9, at 1 p.m., EST. Pickup from WGY will be in observance of the station's 21 years of farm broadcasting during which time 7,000 farm programs have been presented.

College Students View G. E. Video Operations

Schenectady—A group of students from Ithaca College, Ithaca, N. Y., came to Schenectady yesterday to see television in operation at General Electric. So far as known this is the first time any student body enrolled in a college television course has ever visited a television studio or a transmitter station.

The group is one-third of the class enrolled in the new television course at Ithaca. Another group will visit

(Continued on Page 3)

Pulse Luncheon Speaker To Discuss Radio Surveys

The Pulse, Inc., radio audience analysts covering New York City, will hold its fifth annual luncheon today, in the Music Room of the Biltmore hotel at 12:30 p.m. Some 200 ad agency and radio reps will hear an address by Marion Harper, Jr., veepee in charge of research for

(Continued on Page 3)

Detroit Broadcaster Blasts Recent BMB Chicago Meet

Charges that the recent BMB session at the NAB convention in Chicago was "a mutual admiration society in a honeymoon atmosphere," were made by Harry Bannister, general manager of WWJ, Detroit, in an open letter to Hugh Feltis, president of BMB, which was released to the trade press yesterday.

Bannister, who characterized himself as a broadcaster who had made a contribution of \$8,400 to BMB, said "there was resentment, disillusion-

RCA Demonstrates New Color Television System At Princeton Laboratories; Sarnoff Heralds Progress

By M. H. SHAPIRO
Managing Editor, **RADIO DAILY**
Princeton, N. J.—An all electronic-color television system

was demonstrated publicly for the first time in history yesterday at the RCA Laboratories here before a group of 70 newspaper and technical men. Demonstration was for the purpose of proving that the new development in radio science was

(Continued on Page 7)

2-Hour Mystery Sked Set On ABC Saturdays

Sale of a half-hour psychological drama on ABC to the Wine Growers Guild for 52-weeks starting Saturday, January 4, gives the network a two-hour block of mystery programming as Saturday night entertainment fare.

The new show will be heard from 10 to 10:30 p.m., Saturdays and will be the closing segment of mystery programming for the evening. On

(Continued on Page 2)

Universal Broadcasting Forms Separate ET Firm

West Coast Bureau, **RADIO DAILY**
Hollywood—Formation of a new \$500,000 corporation, a change in title and a realignment of key personnel have been announced by Wesley I. Dumm, president of Universal Broadcasting Company, who indicates that

(Continued on Page 3)

2 Government Attorneys Named To Prosecute Case

John S. Pratt and Robert L. Stern, special assistants to the attorney general, have been named by U. S. Attorney General Tom Clark, to prosecute

(Continued on Page 3)

Urge Price Decontrol On Raw Materials

The time has come for removal of "artificial" price control of raw materials and component parts, shortages of which are limiting production and creating serious difficulty in the operations of the electrical apparatus industry, as well as other manufacturers throughout the country, Gwilym A. Price, president of Westinghouse Electric Corporation declared yesterday at a meeting of the

(Continued on Page 8)

Winnipeg Will Install FM In Waterworks, Fire Dept.

Winnipeg—Winnipeg will become the first city in Canada to install FM equipment, which will operate on 152 megacycles, in its waterworks and fire

(Continued on Page 2)

Ad Infinitum

ABC's "Ladies Be Seated," which recently presented a "Ladies, Be Clever" contest in which a member of the audience and listener vie by telephone for cash prizes, is offering guests an opportunity to participate in a new feature—"Ladies, Be Dramatic" contest. Still another feature of the show is "Ladies, Be Musical," all of which lets them display plenty of talent.

RADIO DAILY



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Wed., Oct. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10	9 7/8	9 7/8	- 3/8
Am. Tel. & Tel.	168 3/4	165 1/4	166 7/8	+ 2
CBS A	29 1/2	28	29 1/2	+ 1/2
Farnsworth T. & R.	8 7/8	8 1/8	8 7/8	+ 3/8
Gen. Electric	35 3/8	34 1/2	35 3/8	+ 3/8
Philco	22	20 1/2	22	+ 1
RCA Common	9 3/4	9 1/2	9 3/4	+ 1/4
RCA First Pfd.	84 7/8	84	84	- 2 1/2
Stewart-Warner	14 1/2	14 1/8	14 1/4
Westinghouse	23 3/8	22 5/8	23 3/8	+ 3/8
Zenith Radio	20 3/8	19 1/2	20 3/8	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/4	14 1/2	- 1/8
Nat. Union Radio	4 3/8	3 7/8	4 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/4	6
Finch Telecomm.	7 1/2	8 1/4
Stromberg-Carlson	12 1/2	14
U. S. Television	1 5/8	2
WCAO (Baltimore)	38
WJR (Detroit)	36

Navy-Notre Dame On NBC

Jim Britt will report the Navy-Notre Dame football game at Baltimore over NBC network Nov. 2 starting at 1:45 p.m., EST. At the end of this game, NBC will switch to Evanston, Ill. for the concluding portion of the Ohio State-Northwestern contest. Bill Stern will take the air for the latter game at approximately 4:30 p.m., EST.

Bryson Speaks At Columbia

Lyman Bryson, CBS counsellor on public affairs, last night addressed the Columbia University Institute of Arts and Sciences on the subject, "Is There a Way Out of War?"

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

Coming and Going

C. L. McCARTHY, vice-president and general manager of KQW, San Francisco, arrived in New York this week for conferences at the headquarters of CBS just as RALPH BRUNTON, president of the station, left Gotham on the return trip to the West Coast.

JOHN MAYO, he of the Lang-Worth Library, is back in the fruitful orchard country of Oregon after having swooshed his new straight-eight job across the Rockies to the NAB convention and back again to the Coast.

RAYMOND SCOTT and the members of his orchestra, who recently completed an engagement at Palace Hotel, San Francisco, will do a one-nighter in Fresno this Saturday and then will jump to St. Louis for a six-day date at the Tune Town Ballroom.

NORWOOD WEAVER, vice-president of A. C. Nielson Co., marketing research organization, is in San Francisco, where tomorrow he will address the Sales Executives Club of the Golden Gate city.

RICHARD A. DUNLEA, manager of WMFD, American network outlet in Wilmington, N. C., is in town on station business.

ABNER J. GRESHLER, artist representative and publicist, is in Chicago, where he has been engaged to handle the entertainment program for the convention of the Super Market Institute, which will be held at the Stevens Hotel from Nov. 3 to Nov. 8.

GEORGE MOSKOVICS, commercial manager of Columbia's tele station, WCBW, is on a business trip to Detroit, Toledo and Cleveland.

RED BARBER, Columbia network's director of sports, flies to Chicago today and from there goes out to Evanston, where on Saturday he will broadcast the Northwestern-Ohio State game from Dyche Stadium. Incidentally, he'll do tomorrow night's sportscast from the stadium.

GENE AUTRY will broadcast his CBS show of this Sunday from Boston.



No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help it.

Adopted soon after he was born, now even Puddles' real mother can't approach him.

Pee Wee's got the right idea. Search . . . search . . . search and you'll find.

Research is an important fact in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market.

Outside sources have proved that W-I-T-H, the successful independent, produces more listeners per dollar spent. And don't forget that is a five-station town.

Facts are available to prove that W-I-T-H is the buy in Baltimore.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-I

WABD Show To Debut New Household Product

(Continued from Page 1)

in the Wanamaker studios last night via a half-hour program titled "Tonight—Fair and Warmer" and featured Jerry Colonna and Wendell Niles, veteran radio performers. Idea of the program was to illustrate the various phases of accomplishments by man through the ages to create warmth for household use.

According to Roger M. Bolin, advertising manager of the Electric Appliance Division of Westinghouse. "The television show is the feature of our introduction of the new comfortor to the public. . . . And as far as we know, there has been no similar product promotion presentation made by means of television."

Program was handled by McCann-Erickson, written and produced by Bill Vance of the agency.

2-Hour Mystery Sked Set On ABC Saturdays

(Continued from Page 1)

October 19, "Famous Jury Trials" went on the air at 8 p.m. This show is followed by a half hour of "I Deal With Crime," "Gang Busters" and "The New Adventures of Sherlock Holmes."

ABC points to the ratings of the Saturday night shows as indicative of growing interest in the mystery type of programming.

TELEVISION!

College man presently with Biggest Television outfit for two years, desires executive duties in television department of an Advertising Agency, either N. Y. or Hollywood. Qualified to write, direct and produce. Write

Box 244, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Winnipeg Will Install FM In Waterworks, Fire Dept.

(Continued from Page 1)

department vehicles, it has been disclosed. Tenders for the equipment, which will be installed next January, were accepted by the city last week. All but six of Winnipeg's police cars have been equipped with FM for some time.

Valentine Gets State Post In Elections Frauds Bur.

Attorney General Nathaniel L. Goldstein has appointed former Police Commissioner Lewis J. Valentine as chief investigator of the Elections Frauds Bureau in the entire state to insure an "honest election" on Tuesday. Valentine, now associated with the "Gang Busters" program on ABC, will serve directly under Special Assistant Deputy Attorney General Rayschaffer, chief of the Election Frauds Bureau.

AMB. 2142 For Air
Checks—Line
Checks

Universal
Recording Corp.
42nd FLR., OPERA BLDG., CHICAGO

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WMO'S WHO on WEVD
WEVD—117 West 40th Street, New York, N. Y.

BMB Procedure Hit By Detroit Executive

(Continued from Page 1)
g would merely be a testing and
ing ground for the eventual de-
velopment of a continuing measure-
ment of program ratings. Yet, when
asked you, after your masterful
presentation, if program ratings
be in the offing, you made it quite
clear that such was not your think-

Whatever the merits of BMB ef-
orts to date may be, it is my humble
opinion that what this business lacks
is needs more than anything else
a system set up by the industry
which will provide honest, accurate
program ratings to be accepted by
all the factors involved.

Sees One Advantage
If BMB cannot fill this great need,
there is only one remaining field of use-
lessness, that is the point brought
out by Mr. Paul West, President of
NAB, namely that BMB is a unify-
ing influence, having brought togeth-
er for the first time all the varying
interests centered on broadcasting.
However, I must say that as a pay-
subscriber, this consideration, im-
portant as it undoubtedly is, still is
rather frail reed on which to hang
a contribution of \$8,400.

Also, I would be interested in
knowing what percentage of WWJ's
contribution was expended in secur-
ing coverage information, and what
percentage went into such promotion-
activities as motion picture films,
press meetings, bulletins, etc., de-
pendent not to measure audiences but
merely to procure more subscribers."

Use Luncheon Speaker To Discuss Radio Surveys

(Continued from Page 1)
Leann-Erickson, titled "Radio
Measurement—the Paradox of Pro-
gram and Station." Talk will deal
extensively with Broadcast Measure-
ment Bureau.

Morgan Ryan Joins ABC As Web Account Exec.

Morgan Ryan has joined ABC as
web account executive, it was an-
nounced yesterday by G. T. C. Fry,
general sales manager for the net-
work.

For the past two years Ryan has
been a vice-president and member
of the planning board of Grant Ad-
vertising, Inc. and has also served as
director of radio and marketing. Pres-
umably to that he was radio director
and account exec. of Sherman &
quette, Inc.

Universal Broadcasting Forms Separate ET Firm

(Continued from Page 1)
recording facilities established 18
months in Hollywood, as a unit of
UBC, are now accorded independent
status and will operate henceforth as
Universal Radio Productions of Holly-
wood, Inc.

It will function as two closely in-
tegrated divisions, first of which is a
package show and syndicated program
production unit headed by E. J. Bro-
man as vice-president and general
manager. Broman has, for the past
15 months, been in charge of UBC's
operations in southern California. In
his new capacity he will be in charge
of production and sale of both live
and transcribed radio programs. These
will be both syndicated features, such
as the George Jessel show, "Some-
thing For The Family," and package
shows such as "Hopalong Cassidy,"
starring Bill Boyd, which is being of-
fered to national and regional spon-
sors.

The other division, to be known as
Universal Recorders, will be managed
by Will H. Voeller, who has been af-
filiated with this company since the
first of the year. Universal Recorders
will continue to provide broadcasters,
advertisers, agencies and phonograph
record companies with studios and
recording facilities.

WCBW To Broadcast National Horse Show

Three sessions of The National
Horse Show at Madison Square Gar-
den, Nov. 4-8, will be televised by
CBS' video outlet WCBW (WCBS-TV,
starting Nov. 2), part of which will
be included in the Ford "Parade of
Sports."

The complete programs at the Gar-
den on Monday and Friday nights will
be televised from 8 p.m., EST to
closing, and the Tuesday (Election
Day) session will be synchronized
with the station's television coverage
of the election results throughout the
evening. The Tuesday and Friday
sessions will be sustaining, while the
Monday portion of the horse show is
sponsored by Ford.

Bob Edge, CBS' video sports direc-
tor, will handle the broadcasts, as-
sisted by Jack Cramer and Lucy
Cochrane, society sportswoman who
will provide color and personality
description, etc.

Heads Audition Group

Abram Chasins, WQXR music
consultant, has been appointed New
York state chairman of the 1947
Young Artists auditions sponsored
each year by the National Federa-
tion of Music Clubs. Auditions are
open to citizens of the Americas
whose talents indicate they are ready
for a professional career. Awards
of \$1,000 each go to national winners
in three classifications of piano, vio-
lin and voice.

Margaret Arlen Anni. Today

Margaret Arlen, women's commen-
tator on WABC, today will celebrate
the fourth anniversary of her debut
on the station.

2 Government Attorneys Named To Prosecute Case

(Continued from Page 1)
ecute the government's case against
James C. Petrillo and the AFM for
alleged violation of labor practices
under terms of the Lea bill. Ap-
pointment of Pratt and Stern to
replace U. S. Attorney Albert Woll
of the Illinois district, was made
after Dr. Joseph E. Maddy, head
of the Illinois Music Camp at Inter-
lochen, Mich., protested Woll's ac-
tive participation because his father,
Mathew Woll is a vice-president
of AFL of which the Petrillo musi-
cians union is a part. Trial of Petrillo
based on a musician's strike at
WAAAF, will open in Chicago on Mon-
day.

CBS Pigskin Games On Split Networks

CBS policy of splitting the net-
work for two different college foot-
ball games will be invoked again
Nov. 2. The special eastern regional
network will carry the Georgia-Ala-
bama game at Athens, Ga., with
Maury Farrell of WAPI in Birming-
ham, Ala., reporting the play-by-play.
Broadcast is scheduled for 2 p.m.,
EST.

The central and western regional
hookup will broadcast the North-
western-Ohio State game at Evan-
ston, Ill., beginning at 2:45 p.m.,
EST. Red Barber, sports head for the
network, will journey to Evanston to
report the contest.

College Students View G. E. Video Operations

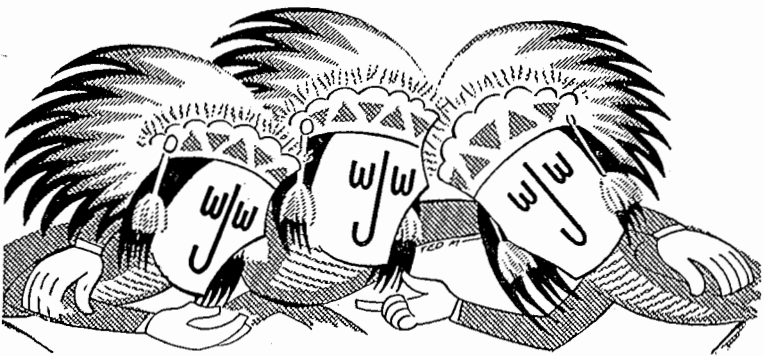
(Continued from Page 1)
here in two weeks and the final
group four weeks from today. With
yesterday's delegation was Paul
Mowrey, director of television for
ABC, who originated the idea, and
John J. Groller, television instruc-
tor at Ithaca. The morning was spent
at the transmitter in the Helderbergs
and the afternoon at the WRGB stu-
dios where a rehearsal was in pro-
gress for the night's show.

Anti-War Script Set For NBC Tele Program

A world devoid of mankind, in-
habited only by animals and rep-
tiles will be created in the television
studio of WNBT, NBC's New York
station, in a pre-Armistice day pro-
gram Nov. 10 at 8:30 p.m. "The Last
War" is the title of the fantasy, a one
act play by Neil Grant which has
been adapted for television.

All characters in the play, except
one, are animals whose conversations
of satire and biting criticism play up
the theme that man has destroyed
himself in the final war of humanity.
Wire masks have been made to afford
luminescence before the television
cameras and to permit faces of actors
to be seen who will enact the animal
characters. Warren Wade, executive
producer will direct.

CLEVELAND'S *Chief* STATION SAYS . . .



3 HEADS BETTER THAN 1!

When Cleveland's *CHIEF* Station carries the ball for you . . . every program packs a triple threat—WJW gives you three way service as master entertainer, super salesman, potent advertising medium! When WJW calls your sales-signals you gain an enviable position—an enviable listener acceptance in a great market . . . Cleveland.

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

GORDON M. DAY
ADVERTISING SERVICE
Musical Commercials, Radio Productions
15 E. 53 St., New York City, PL 3-3460
20 Boylston St., Boston, HAN-9343



something

...TO SPARK U CAPITO

Send sparkling new Capitol Transcriptions over your airwaves and you'll latch on to a brand new batch of listeners. Because the Capitol Transcription Library offers you new and intriguing — different — programs that give you all the elements of big time network shows, skillfully transcribed to permit full opportunity for that essential "personal" touch that will give a local flavor.

You get more than 2,000 selections in Capitol's basic library... more than fifty new numbers each month. You'll get program aids, too: brilliantly arranged opening and closing themes for programs. Musical interludes to background commentaries.

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests program formats for 30 hours of entertainment each week. Dated program formats for 22 complete shows come to you every month. It's just like a Hollywood's foremost program specialists to your own station.

Hear all the features that make the Capitol Service different. Capitol will be glad to send you a recorded demonstration transcription.



PROGRAM SERVICE

FROM HOLLYWOOD

SUNSET AND VINE



Every Capitol Star Is

new

YOUR PROGRAMS

TRANSCRIPTIONS!



BIG-NAME BANDS

BILLY BUTTERFIELD • DUKE ELLINGTON
JAN GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GENE KRUPA • EDDIE LE MAR
ENRIC MADRIGUERA • ALVINO REY

BIG-NAME SINGERS

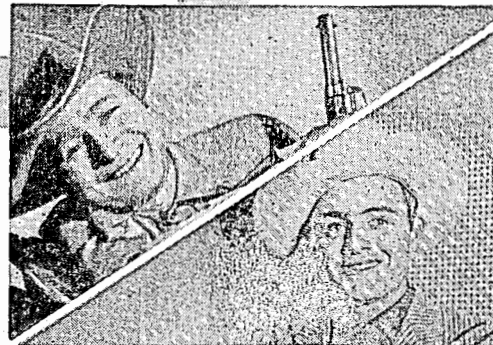
JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DE VOL'S POP CONCERT
ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS
SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE



An Audience Builder ★ ★ ★



AGENCIES

Whenever a radioman wanders into Radio-Recording's New York offices, the chances are he'll ask to hear several of the best NBC Syndicated Programs. And the chances are he will want included in that lineup one of the most unusual, eerie and compelling programs ever made available to local advertisers . . . **MERCER MCLEOD . . . THE MAN WITH THE STORY.**

The reaction to this program is almost unanimous . . . that it holds a listener's interest every minute it's on the air. Strange, improbable, but NOT impossible stories are narrated and dramatized by the master storyteller, Mercer McLeod. His unique presentation of these unusual tales, the haunting quality of his voice and his impeccable sense of showmanship add up to a star radio personality and a program that has proven to be a listener's favorite in every part of the United States and Canada.

A sampling of the stories within the series shows such spine tingling tales as The Music Box from Hades, The Silence of Four A.M., The Invisible Wound, The Yellow Cat . . . all woven with the thread of adventure, suspense and mystery. They are original stories . . . many from the pen of Mercer McLeod himself.

Having been a world traveler, McLeod gives his stories an exotic, half-worldly atmosphere. As an actor with Sir Frank Benson's Shakespearian company, he toured every part of the globe. His background of practical radio production reaches back to the early 1930's when he became a producer for a small Canadian station. McLeod is now heard on some of Canada's most prominent network programs.

McLeod portrays all male parts on his programs, while his wife Reta does the feminine roles. The series of amazing and convincing voice changes further enhances the value of this NBC Syndicated program.

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 . . . !

• • • Gordon T. Hughes, the CBS producer, will enter the legit theater production field with a new comedy by Muriel Bolton, screen and short story writer, entitled "Brother Cupid." The show will be presented in

Los Angeles

L. A. early this winter, as soon as a theater is lined up. Hughes is seeking Charles Coburn for the starring role. . . Cass Daley and her manager husband, Frank Kinsella, were among the nimrods at Palmdale for the opening of the duck hunting season. Cass journeyed to Palmdale a month ago to erect suitable blinds in preparation for the duck shooting. . . Perry William, seven-year-old son of Perry Ward, radio emcee and actor, won the role of "Little Bruce" in "Forever Amber" after more than 20 youngsters had been tested for the part. . . The Jack Haley show, with Lucille Ball as a special guest, was staged Oct. 26 for the wounded veterans at the Birmingham hospital. Arranged by Al Armer, the show was a part of the "Music For Wounded" program and also featured Bob Stanton, the "Village Store's" baritone and Eddie Paul's Sealtest orchestra.

★ ★ ★
 • • • Jack Meakin, musical director of "The Great Gildersleeve" and the Joan Davis program, has a novelty idea for a children's album and expects to have it ready to roll on the discs shortly. Eight-year-old Norma Jean Nilsson, who is a regular on the Jack Carson show, appeared with Joan Fontaine and Mark Stevens on CBS' "Radio Theater" in "From This Day Forward." It was her 16th appearance on "Radio Theater." . . Many Hoagy Carmichael fans erroneously believe his "Star Dust" established him as a top U. S. composer. Actually, the singing and piano-playing star had already made a name for himself in Tin Pan Alley in 1928 with "Riverboat Shuffle" and "Washboard Blues," which preceded "Star Dust." He carried the latter around with him over the country for two years before Isham Jones made it a sensation. . . Announcer Marvin Miller had little sympathy for Producer Ted Sherdeman when Ted ran out of gas and was late for a rehearsal for the Louella Parsons show. Marvin owns a gas station two blocks from Ted's home.

★ ★ ★
 • • • At least two sponsors are dicker with Cass Daley for her exclusive pre-television contracts. The sponsors feel her ability as a comedienne, mugger and singer fit her admirably for visual entertainment. The contracts proffered would bind her exclusively to the sponsor concerned at whatever date the tele program became practicable—but she would draw a retainer meanwhile. . . Phil Baker is scheduled to address the combined radio production classes of the University of Southern California in November, on the subject of "The Psychology Of Audience Quiz Shows. . . Lurene Tuttle, one of Hollywood's busiest radio actresses, will continue in her principal role as "Dr. Lois Chaney," woman psychiatrist, on the Saturday ABC "I Deal In Crime" thriller starring William Gargan. When the show became sponsored and moved to a Saturday evening spot, Miss Tuttle had a program conflict which she has since solved. . . Howie Mayer, Bill Donovan and Virginia Wood, of Howard G. Mayer and Associates, have returned from Boulder City, where they handled press and public relations in connection with the Boulder Dam Decennial Celebration.

★ ★ ★
 • • • During their long career on the air, Freeman Gosden and Charley Correll ("Amos and Andy") calculate that they together, have spoken ten million words on the air. The patter they have used is contained in scripts which total 50,000 pages. . . Meredith Willson is writing a new symphony which he hopes to debut on his own radio show, "Sparkle Time," sometime in January. . . Louise Erickson, pretty blonde teen-age star of NBC's "A Date With Judy," has returned from New York, her first vacation in five years.

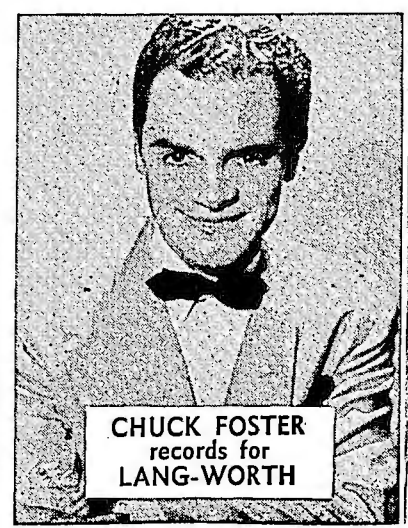
FREE & PETERS, INC., board of directors, meeting in Chicago last week, elected three new vice-presidents: John A. Cory, with the Chicago office for the past five years, latterly sales manager there, becomes vice-president in charge of mid-west sales. Lloyd Griffin was elected vice-president and assistant manager of the Chicago office. Griffin joined F. & P. last year upon his return from a war-time assignment in Bombay, India. Jones Scovern, sales manager of the New York office for several years, becomes vice-president and will continue to direct Eastern sales.

DICK HYMAN, who was director of special events for Look Magazine for two years following his service in the Marines, has gone into the publicity and public relations business for himself. He will make his headquarters in New York City before entering the Marines in 1943, Hyman for ten years was publicity director for King Features Syndicate and International News Service under the late J. V. Connolly. Before that, from 1929 to 1933, he was assigned the job of a publicity buildup for Robert L. "Believe It or Not" Ripley.

SEIDEL ADVERTISING AGENCY, INC., New York, is conducting the advertising for Fala Sportswear, manufacturers of blouses, playsuits and gym suits, also for Playgirl, Inc., manufacturers of slack suits, play suits, shirts and blouses.

PATT McDONALD, general manager of WHHM, Memphis, Tenn., independent station, announces the appointment of Forjoe & Company as national radio representatives, effective immediately.

ROTH, RAUH, AND HECKEL, INC. of Ripley, Ohio, manufacturers of Style Arch Shoes for women, have appointed Charles W. Hoyt Company, Inc. as their advertising agency.



CHUCK FOSTER
 records for
LANG-WORTH

Show Electronic Color

Extra Screen Used For Comparing Black-White

(Continued from Page 1)

flickerless and practical without the use of rotating disks or any other moving parts.

Three Receivers Used

Three 15 by 20-inch projection screen color television receivers were used, as developed by RCA engineers. Two of them provided reception in natural color as achieved when signals corresponding to red, blue and green were picked up on three kinescopes within the receivers and projected optically on the screen as a composite picture in natural color; a third received the same pictures in black and white. The latter was specifically to show that a converter which will sell for approximately \$25, can be attached to a present day set, or those to be sold tomorrow, and receive the color-transmitted pictures in black and white, in order to preclude these sets becoming obsolete when color tele arrives—upon the upper bands in the spectrum.

It is pointed out however, that a new color receiver, will be able to switch to black and white by the turn of a switch, if so desired, but a standard black and white set will have to use a converter in order to get such reception from the color transmitter which of course, will then be in a higher band.

Color Slides Used

After preliminary remarks by Dr. C. B. Jolliffe, Dr. E. W. Engstrom took over and carried on the demonstration. Dr. Engstrom used 16 mm. projectors and slides on a screen to illustrate how the color composition was translated into electronic television. The basic, red, green and blue each with its own cathode ray tube is used in pickup camera. These signals in turn are received likewise in the three cathode tubes in the set and then focuses into one natural color.

Pickup and transmitting apparatus for the color tele was in the laboratory building and later shown to the visitors.

Ben Grauer was transmitted from New York, 45 miles distant in black and white to show that the color set could make such a pickup and he made some introductory remarks. Slides were then used as originally planned, but apparently a last-minute decision or development resulted in a Walt Disney kodachrome film being televised at length. This picture, a South American theme, was well adapted to the use of color

General Sarnoff Sums Up

At the conclusion of the RCA color demonstration, Brig. General David Sarnoff, summed up the situation as RCA saw it, in answer to questions that came up for discussion. Highlights were:

This demonstration is not to be regarded as a "show" or "program." The significant thing is, we have all electronic color television, something never before witnessed in public. The possibilities are limitless from here on.

Pictures aren't good enough yet for the public, much less for commercial purposes, particularly as compared to present black and white reception.

It will take five years, in round figures, for perfection and the adjustments that come with all advances in radio science. New cameras, new transmitters, receivers, production methods, standards to be adopted with the sanction of the FCC and the various hearings that will be involved. His 40 years experience has shown that five years is the average for any new development to be adjusted.

No one knows for sure what will happen with color television in the upper frequencies.

Color tele receivers will not be cheap. But electronic systems should be cheaper in price than mechanical. Why should there be such a to-do about the potential cost of receivers when the man who can afford such a receiver never questions but that his new car is second-hand the minute he drives it around the block?

There is no danger to the public in buying a good black and white receiver now or tomorrow, because obsolescence is precluded with the purchase at some future date of a reasonably-priced converter.

RCA has no ulterior motive in developing electronic color tele and has no quarrel on that score with any one.

and action needed to prove the lack of flicker.

Commenting on the transmission situation, RCA spokesmen declared that a station owner who begins with a black and white service may operate a monochrome transmitter on low frequencies and also an electronic color transmitter on ultra-high frequencies using the signal of the color camera to operate both transmitters. This prospect, they say, reduces the problem of obsolescence for the broadcaster as well as the viewer to a minimum.

Jolliffe Views Future

Dr. C. B. Jolliffe, executive vice-president in charge of the RCA Laboratories division, declared that the development takes the issue of color television out of the range of controversy. All-electronic television, he said, is far superior to any mechanical system of color with its rotating discs and other limitations.

"Although we have solved the all-electronic color television problem, it will require a number of years to establish color television as a service to the public," Dr. Jolliffe declared. "What we have done today is to demonstrate the realization of the principle of simultaneous electronic color television. The apparatus

used in the demonstration is purely experimental as developed in the laboratories."

Dr. Jolliffe disclosed that the RCA timetable for future demonstrations is divided into several stages. He outlined future stages as follows: motion picture films within 3 months; live action studio scenes by the middle of 1947; outdoor action scenes by the latter part of 1947 and large-screen theater-size pictures in 1948.

Sarnoff Heralds Achievement

Brig. General David Sarnoff, president of RCA, in commenting upon the development said:

"The realization of this universal system of television, which transmits and receives both color and black-and-white pictures with equal quality, is as far reaching as was the creation of an all-electronic television system which supplanted the mechanical discs used in black-and-white television when it first began. The realization of all-electronic color is as significant in television as electronic recording was over mechanical recording on phonograph records,

'Number Of Years' Still Necessary, Says Jolliffe

or the present color movies over the early mechanical color on the screen."

RCA's development in the color television field was regarded as significant at this time with the FCC having scheduled a December hearing on the subject of television. At the FCC hearing, CBS is scheduled to ask the commission's approval for a commercial color television license. The commission has indicated that many witnesses will be summoned to the hearing, many of them engineers in the television field.

NBC Executives Present

Understood that members of the FCC and RCA licensees were scheduled to attend a similar demonstration late yesterday afternoon. In addition to Gen. Sarnoff, NBC was well represented in Niles Trammell, president; Frank Mullen, vice-president and general manager, and John Royal, vice-president in charge of television.



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FM Requests Revised; Other Activity At FCC

(Continued from Page 1)

ABC asks Channel 257, instead of 43.1 mc, coverage of 22,900 instead of 21,024 square miles and population coverage of 3,330,556 instead of 3,320,125.

KUOA, in Siloam Springs, Ark., has asked for unlimited time instead of daytime only operation, seeking to keep its five-kilowatt operation during the day, plus 500-watt operation at night. The band is 1290 kc.

The FCC yesterday issued final decisions granting two new local stations and at the same time denying competing applicants largely on the grounds of "diversification of ownership." A. C. Winslow, Meadville, Pa., was given a permit to operate on the 1490 band with 250 watts, unlimited, while the Meadville Tribune was turned down for the same facilities. Owner of the Tribune is also owner of the Sharon, Pa., Herald, and of WPIC in Sharon.

In Morganton, N. C., Nathan S. Cooper was granted the very same assignment—1490 kc with 250 watts, unlimited. Beatrice Cobb, publisher of the local newspaper, was turned down.

New Applications Reported

Several new applications for stations were also reported, including one from Rafael Fuster, Guayama, P. R., to operate with one kilowatt, unlimited, on the 1590 band, and another for the same power and time on the 790 band from Federated Publications, Battle Creek, Mich., to operate in Lansing, Mich. Daytime operation with one kilowatt is sought by the Furniture City Broadcasting Corp., Grand Rapids, Mich., on the 1570 band, and, on the 720 band, by Charles H. Young, Anderson, S. C.

Mobile Broadcasting Company, Mobile, Ala., filed to decrease the power sought in its pending application for a new station on the 1330 band, seeking, instead of five kilowatts, unlimited, five kilowatts, day, and one kilowatt, night. The Southeastern Broadcasting Co., Clayton, Ala., also with a pending application, would change it from 1450 to 760 kc and from 250 watts, unlimited, to 500 watts, daytime. The Puritan Broadcasting Service of Lynn, Mass., seeking operation with 250 watts, daytime, would change from the 900 to the 1360 band.

Seeking permits to operate with 250 watts, unlimited, were the Missoula Radio Assn., Missoula, Mont. (1400 kc), The San Fernando Valley Broadcasting Co., San Fernando, Calif., (1450 kc), Mountain Broadcasting Service, Princeton, W. Va. (1490 kc), Southern Broadcasting Corp., New Orleans, La., 1230 kc,

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COAST-TO-COAST

—NEW JERSEY—

PATERSON—Two editors of leading weeklies meet with two Cresskill councilmen on the question of "Should Municipal Zoning Laws be Liberalized or Strengthened?" on Nov. 3 over WPAT. . . . Taking outsiders into college every week for a day with its students to share their activities and studies is the theme of the new WPAT series "A Day At Montclair State Teachers College." . . . Bernard Grant, WPAT announcer, is appearing in a New York night club as a member of a comedy trio named "The Wry Guys." . . . **NEWARK**—With the general election less than a week away. Rutgers University Forum will discuss the development of an active and interested electorate during their round table discussion over WAAT.

—MISSOURI—

ST. LOUIS—John Tinnea and Russell Kaiser representing KWK at the Radio Conference at Stephens College. . . . Ed Wilson, disc jockey and air enthusiast, is flying Bud Averill, KWK salesman, to sponsors. . . . **KANSAS CITY**—Bruce Davies, KCMO announcer, held daily interviews on the programs from the American Royal carried by KCMO. . . . Jack Simpson, emcee of KCMO's "Teen Town Jamboree" has been awarded a gold-plated red leather in tribute to his efforts in behalf of the Kansas City Community Chest drive. . . . Seventeen-year-old, Marshall Shirer, winner of the Future Farmers National Public Speaking contest, appeared as guest on KCMO's "Home Gossip" program.

seeking facilities of WJBW, Seaside Broadcasting Co., Atlantic City, N. J., 1400 kc, and Oral J. Wilkinson, Murray, Utah.

Proposing operation with 250 watts, daytime only, were the Sandhills Broadcasting Corp., Southern Pines, N. C., 990 kc, and Continental Broadcasting Company, Atlantic, Iowa, 1190 kc.

The FCC yesterday proposed to grant the application for a new AM broadcasting station in Pittsburgh, Pa., and at the same time granted construction permits for four FM stations in the same city. The proposed grant is to the Liberty Broadcasting Company, for operation on the 730 band with one kilowatt, daytime only, conditioned upon the partners in the company disposing within 30 days of their stock in WJPA, Washington, Pa.

Stockholders in this corporation also control WSTV, Steubenville, Ohio, only 38 miles from Pittsburgh. Because of overlap with WSTV-FM, held along with WSTV, Liberty Broadcasting was denied its application for an FM license in Pittsburgh.

Successful FM bidders included WCAE, KQV, WJAS and the West Virginia Radio Corporation.

Granting of three new FM applications for Fort Wayne, Ind., was also announced, with the successful bidders WGL, The Fort Wayne Broadcasting Co. and the Northeastern Indiana Broadcasting Company.

—WISCONSIN—

MILWAUKEE — WISN's popular "Stump Us Boys" program with Wilmer, Woody and the Princess, recently made a series of personal appearances at the Milwaukee Food Show. . . . Appointments of Albert B. Gale and Robert H. Trump to the WISN sales staff were announced this week. . . . As a follow-up to a promotion experiment last spring when gourd seed were given away, WTMJ invited the gourd growers to exhibit the results. . . . Cash prizes were given to the grower of the longest and most novel gourds. . . . The largest off-election registrations in Milwaukee is attributed to the record drive put on by WTMJ.

—KANSAS—

KANSAS CITY—KCKN is carrying daily broadcasts from the American Royal, consisting of news casts by Eric Tainter, and interviews by production chief, George Stump. . . . Eddie Clark now doing a full hour platter show five nights a week for Katz Super Drug Stores. . . . Buddy Black, popular KCKN announcer was chosen to M.C. the stage at the Uptown Theatre, for personal appearance of Lon McAllister and other famed names.

—OREGON—

PORTLAND — Preliminary to the opening of a city wide conference for civic unity, KEX broadcast a racial relations forum. Participants included Mayor Earl Riley, a member of the League of Women Voters and others. . . . Jack Irwin has been appointed technical supervisor for the engineering department. . . . After a six months' illness, Howard Parent, traffic manager, has returned to his work. . . . Five minute newscasts were piped hourly from the KEX newsroom to the annual Pacific International Livestock exposition held recently.

—MASSACHUSETTS—

BOSTON—WCOP's "Kilroy Was Here" broadcast had violent repercussions when they produced the very real Kilroy. . . . Seems that Minnesota State University students planned a mock funeral for the legendary Kilroy with a tombstone inscribed "Kilroy Is Here." . . . New business at WCOP includes the Connie Forde "You Should Know" program contracted by Spaulding and Riedel Inc., Boston furriers. . . . Marguerite McEvoy, WTAG's traffic dept. manager is celebrating her seventeenth year with the station. . . . Robert Cormier, new addition to WTAG script department.

—NEW HAMPSHIRE—

MANCHESTER—In an effort to cut down auto - pedestrian accidents, WFEA news service is placing "caution" announcements on all its major newscasts. . . . Gene Newcomb is the new vocalist at WFEA. . . . WFEA special events crew consisting of Reggie Schow, Al Maffie and Warren Journey broadcast the official commissioning ceremonies of the new light cruiser U.S.S. Manchester. WFEA secured a remote line from Manchester to Boston, 50 miles distance in order to cover the ceremony. The 52-minute ceremony was aired at 11 a.m.

Urge Price Decontrol On Raw Materials

(Continued from Page 1)

company's board of directors in New York.

"While price adjustments are essential to a reasonably profitable operation," Price said, "Westinghouse recognizes the necessity of keeping prices as low as possible. Our manufacturing operations are geared to mass production. That in turn depends upon mass consumption of goods at competitive prices which are low enough to be attractive," he added.

Production at the Westinghouse Electric Corporation for the third quarter of this year, exceeded any peacetime rate prior to late in 1941, Price reported, and although operations for the first six months were adversely affected by strikes, "current post-war production is at a rate that would have been exceptional in any pre-war year." Despite this optimistic report, Price said that "for the first time in its history Westinghouse finds it difficult to earn a profit at high production." Net sales billed in the three-month period for the quarter amounted to \$100,716,520 on which the company reported an operating loss of \$12,160,204. Net income, after taxes reached \$2,854,553.

Price added, however, that despite the difficulty in production, etc., the demand exists to support expanded capacity production at Westinghouse for at least a year, and beyond that for an indefinite period. Backlog of unfilled orders at the end of September reached a record peacetime peak of \$502,761,288, with new orders in that month alone amounting to \$58,241,460.

Donovan In Legit

Warde Donovan, NBC star, will have the singing lead in the stage show "Toplitsky of Notre Dame" when it opens in Boston at the Shubert theater tonight. The baritone will commute to New York for his Sunday "Solitary Time" broadcasts over NBC at 11:45 a.m., EST, during the next three weeks. Legit show opens in New York on Nov. 21.

Gray Booked For Vaude

Barry Gray, WOR disk jockey from 2-5:45 a.m., takes on an around-the-clock schedule early next year when he headlines a vaudeville bill at Loew's State in New York from January 23-29.

"Mariners" On CBS

Four former U. S. Coast Guardsmen who formed "The Mariners" quartet while in service make their debut as members of "The Arthur Godfrey Show" over CBS on Nov. 4. Program is heard daily.

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