

# Large-Screen Color Tele

## CP's Rushing As 'Freeze' Nears

Washington Bureau, RADIO DAILY  
Washington — With the "freeze" deadline drawing close, the FCC is expected to announce within the next few days actions involving "hundreds" of AM applications. Although the freeze date still may be extended beyond May 7, this is not now considered probable and the Commission is expected to take action on most outstanding applications.

Meanwhile, the Commission acted on more than a score of AM applications.

(Continued on Page 5)

## Ontario Premier Continues Criticism of Canada Radio

Montreal—Premier George Drew of Ontario recently said that a statement attributed to CBC officials that the Premier's broadcast speech to the annual radio awards dinner in Toronto should have been submitted in advance and "cleared" by CBC, "clearly illustrates the attempted abuse of power to which my remarks were addressed."

Speeches of other speakers were submitted and were not cleared," Mr. Drew's statement. "They did

(Continued on Page 4)

## Cost Of Hooper Going Up; Closer BMB Cooperation

High cost of living and increased expenses generally, has finally hit the Hooper, with C. E. Hooper, Inc., yesterday having advised network and agency clients et al that effective July 1, there will be an advance in certain costs. At the same time it was revealed that the Hooper organ-

(Continued on Page 8)

## Peacetime, That Is!

Ted Gamble, who was named the "Number One Wartime Bond Salesman" by the President and the Secretary of the Treasury, will in turn name Kenny Delmar the "Number One Peacetime Bond Salesman" at a luncheon of the "4-4-3 Club" next Monday. Delmar will be honored for his work on the current series, titled "Guest Star."

## OIC Defended

Washington — Elimination of the State Department's international broadcast service and other parts of the cultural program would "deal a tremendous blow to American prestige abroad," Rep. Robert Sikes of Florida told the House yesterday. A member of the Armed Services Committee, Sikes said there is today a greater need than ever before for a program "to combat the misrepresentation of the United States now prevalent abroad."

## Ad Council's Campaign Sets Heavy Radio Use

A nation-wide educational advertising campaign to give Americans "the facts of life" about our economic system has been announced by The Advertising Council at a press conference at the Waldorf-Astoria. Campaign, which is the result of action of the Council's public advisory committee, and an outgrowth of a program originally proposed by a joint committee of the Association of

(Continued on Page 8)

## DP Committee Program Sets Show On 120 Outlets

Over 120 stations are planning to air a monthly series of quarter-hour transcribed programs produced by the Citizens Committee on Displaced Persons. First in the series, a dramatic program titled "These, Thy Brethren,"

(Continued on Page 2)

## Apt. House Tele Antenna Ban Has "Little" Effect On Sales

Recent ban on apartment house television antennas in the metropolitan New York area has resulted in "little immediate effect" on the sale of receivers, but will represent a serious deterrent to the growth of the industry if a solution to the problem is not found "within a reasonable period," according to a survey this week of several large retailers and dealers.

It is revealed that the ban, which assumed greater proportions when

## RCA Demonstrates Late Development But Does Not Claim Perfection; Black And White Better

## Chicago NAB Confab Sets Strong Agenda

Chicago—Heavy program has been arranged for the NAB Area D meeting to be held at the Palmer House here on May 8 and 9, it is announced by Leslie C. Johnson, of Rock Island, Ill., district 9 director. The meeting will open at 10 a.m. on Thursday, May 8, with Johnson presiding, and C. Bruce McConnell and E. L. Hayek, directors, representing districts 8 and 11, respectively.

There are three topics on the morning agenda.

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## N. Y. State Radio Bureau Recaps Year's Activities

Ninety AM and FM stations throughout the state of New York have been covered the past year by the New York State Radio Bureau, according to a recapitulation of its

(Continued on Page 8)

## MBS' LaGuardia On WINS Which Acts As Affiliate

Commentary by Fiorello LaGuardia, Mutual co-op Saturday show from 7:45-8 p.m., EDT., will be heard in New York over WINS starting Saturday.

(Continued on Page 2)

By FRANK BURKE  
Editor, Radio Daily  
Philadelphia — Progress in the development of large screen color television and the prediction that monochrome equipment for theater usage is ready and can be delivered within a year, highlighted a demonstration and discussion staged by Radio Corporation of America at the Franklin Institute yesterday.

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## NAB-RMA Join Forces To Spur Sale Of Sets

Efforts to further increase listening through the "radio for every room" campaign received added impetus yesterday when the National Association of Broadcasters and the Radio Manufacturers Association joined forces in planning an intensive drive to culminate in National

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## Radio News Code Adopted By Coast Organization

West Coast Bureau, RADIO DAILY  
Los Angeles—Adoption of a code to govern the actions of the Radio News Club has been adopted. The code, based on 10 points is as follows:

1. Newscasts, special events, news com-

(Continued on Page 4)

## First Anniversary

The "Feedback Club," made up of NBC staff announcers — every one of whom is a vice-president (of the club)—will hold its sole yearly meeting in the form of a cocktail party next Thursday (May 8) at the Hotel Dorset. Club never conducts business, has no records of any kind—but does have plenty of laughs. Soiree is set for the Chippendale Room.



★ COMING AND GOING ★

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FRANK BURKE : : : : : Editor  
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FINANCIAL

(Wed., Apr. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 5/8	165 1/4	165 3/4	+ 5/8
CBS A	25 1/2	25 1/2	25 1/2	+ 1/4
CBS B	25 1/2	25 1/2	25 1/2	+ 1
Farnsworth T. & R.	6 3/8	6 1/4	6 1/4	+ 1/8
Gen. Electric	34 3/4	34 1/8	34 3/4	+ 3/4
Philco	25 5/8	25 1/8	25 3/8	+ 3/8
Philco Pfd.	95	95	95	.....
RCA Common	8	7 7/8	7 7/8	.....
Stewart-Warner	16 1/4	16 1/4	16 1/4	+ 1/2
Westinghouse	24 1/2	24	24	.....
Westinghouse Pfd. A	99 1/2	99 1/2	99 1/2	.....
Zenith Radio	17 3/4	17 1/8	17 3/4	+ 1 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/2	6 1/4
Finch Tele Comm.	6 1/4	7 1/4
Stromberg-Carlson	13	14 1/2
U. S. Television	2	2 1/2
WCAO (Baltimore)	38	42
WJR (Detroit)	14	17

Special Documentary On CBS

"Japan—Questionmark" will be the title of a special documentary news broadcast which will be carried on CBS, Saturday, May 3, the day on which that nation's new basic law becomes effective. Program will be heard from 7 to 7:30 p.m., EDT.

WLIB Adds 90 Min. Today

WLIB adds an extra 90 minutes to its broadcasting schedule starting today, Thursday, signing off at 8:45 p.m., instead of 7:15 p.m. Time will be filled with musical programs and a 5-minute newscast at 8 p.m.

HOUSE FOR SALE

Immediate Occupancy

James Mahoney, Mutual Broadcasting System, 7 rooms, in near suburban Northfield, Ill.

Inquire of

McGUIRE & ORR, Realtors

Winnetka

Illinois

REYNOLD R. KRAFT, sales manager in the television division of NBC, will discuss his specialty next Tuesday at the Babson Institute, Wellesley Hills, Mass.

CHARLES GODWIN, manager of the station relations' department at Mutual, has left for Birmingham, Ala., to attend the NAB district meeting scheduled for today, tomorrow and Saturday.

CECIL BROWN, Mutual network commentator, has returned from Atlantic City, where he addressed the National Assn. of Hosiery Manufacturers.

CARTER RINGLEP, sales manager of KMOX, St. Louis, conferred yesterday at the Radio Sales division of the Columbia network in New York.

GYPSY MARKOFF, who spent six months touring Japan, Korea and the islands of the Pacific with a USO-Camp Shows unit, is back in New York.

RED BARBER, director of sports for the Columbia network, leaves today for Louisville, Ky., where tomorrow and Saturday he is scheduled for two preview programs building up to the running of the Derby.

MARSHALL TERRY, director of promotional activities at WLW, Cincinnati, and JACK ZINSELMEIER, manager of specialty sales for the station, are spending a few days in New York.

CLARENCE WHEELER, president of WHEC, Rochester, N. Y. outlet of CBS, is back at the station following a few days in Gotham.

JACK ROURKE and JACK MULCAHY, producers, have arrived by plane in New York on a business deal.

JAMES KANE and ROBERT BENDICK, of WCBS-TV, are back from Washington, D. C., where they participated in the making of arrangements for the pool telecast reporting the arrival in the Nation's Capital of President Miguel Aleman of Mexico.

MBS' LaGuardia On WINS Which Acts As Affiliate

(Continued from Page 1)  
urday, May 3. Program will be aired via the Crosley station direct from the lines of Mutual and for the quarter-hour period the indie will operate under the same conditions as an affiliate of the web.

LaGuardia has never been carried by WOR since the show started on MBS a few months ago. Program will premiere on WINS as a sustainer but it is open for sponsorship.

Deal brings to a total of three the number of New York independent stations carrying Mutual programs. "I Was a Convict" is rebroadcast over WQXR with the air credit, "through the courtesy of the Mutual Broadcasting System," and Leland Stowe's weekly commentary is heard over WMCA two hours after the network broadcast. There is no air credit for the web in the latter case. Another MBS program, "Heart's Desire," was previously heard over WBYN, Brooklyn, before it was scheduled by WOR.

Crowell Signs Daniels

The Thomas Y. Crowell Publishing Co. has signed Oliver Daniels, CBS staff director and authority on Musical Americana, to do a book on the history of American music for their new "Growth of America" series. The book is tentatively titled "Music in America," and will cover 18th century indigenous American music.

DP Committee Program Sets Show On 120 Outlets

(Continued from Page 1)  
is already being distributed and will be broadcast by WMCA, New York, a participant in the campaign, on May 7 at 10:15 p.m. The committee is sponsoring legislation to secure entry into the U. S. of 400,000 displaced persons during the next four years.

Stork News

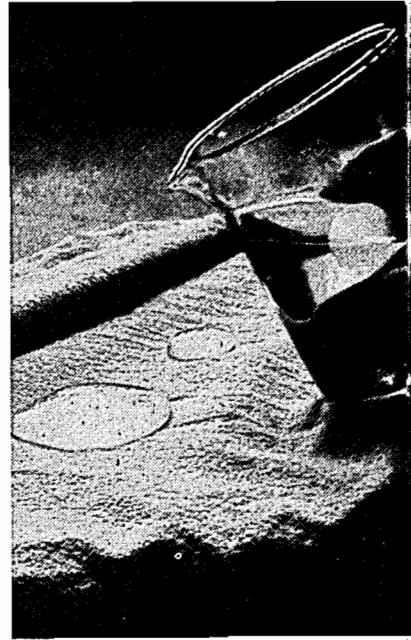
Howard Hotchner, assistant to the chief, Radio Program Branch, State Department, International Broadcasting Division, is the father of Howard Holmes Hotchner, born April 18th at the Polyclinic Hospital.

Mr. and Mrs. Mark Finley are the parents of an eight and one-half pound daughter born April 22 in Los Angeles. Finley is public relations director for the Don Lee Broadcasting System.

Mr. and Mrs. Anthony Hennig report the birth of a second daughter, Kathy, seven pounds, two ounces at Lenox Hill Hospital, New York, N. Y., on Sunday, April 27. Hennig is assistant treasurer of ABC.

WIP Asks Tele Permit

Philadelphia—WIP has announced that on April 28 it filed with the FCC an application for a television station using Channel No. 12, with over 33 kilowatts.



....Like Off A Duck's Back

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

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

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

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

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



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

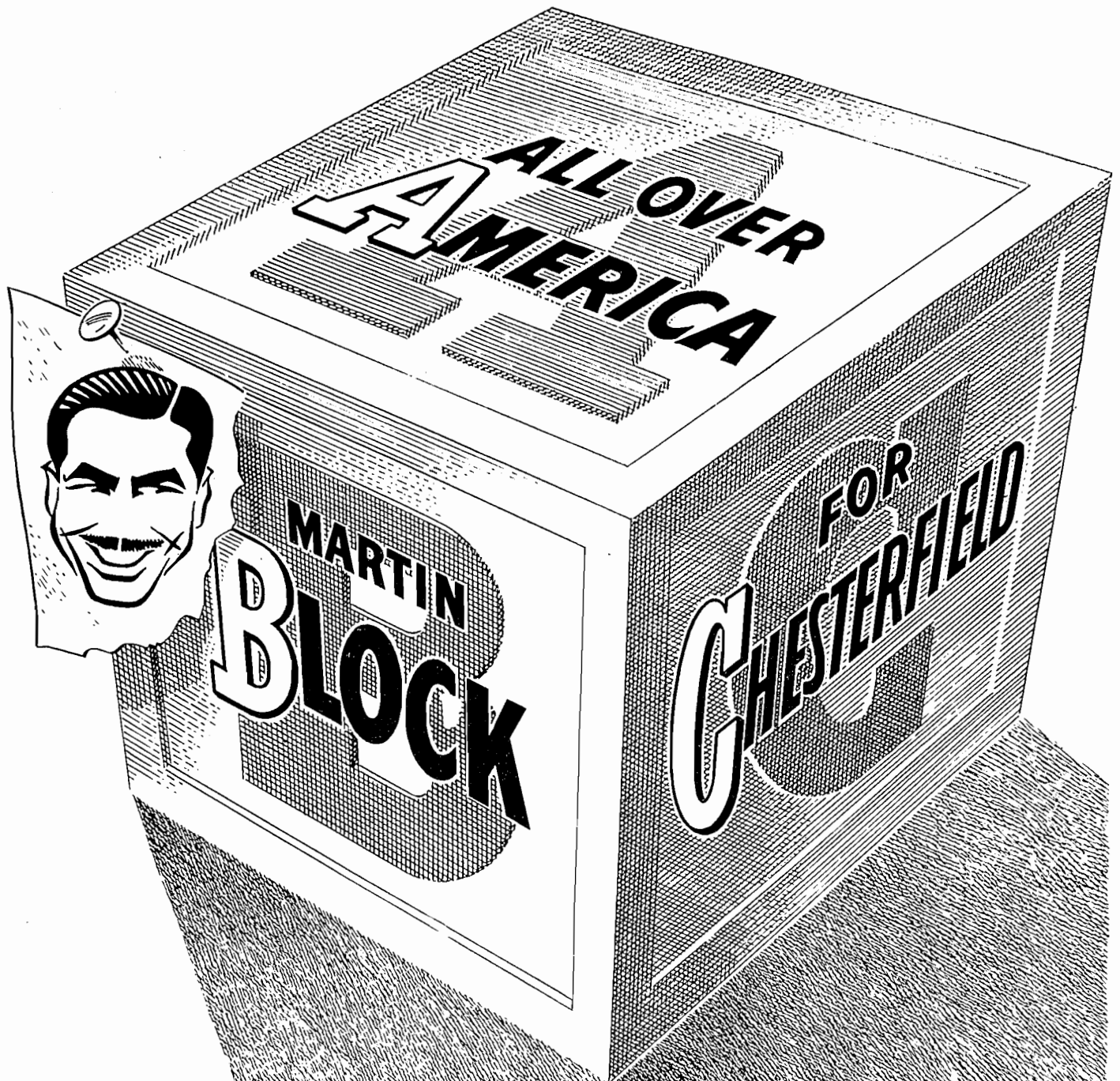
Represented Nationally By Headley-Re

FOR RESULTS IN THE Philadelphia MARKET

WDAS



PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



**A** WNEW  
NEW YORK

"MAKE BELIEVE BALLROOM"  
AMERICA'S LARGEST MARKET

**B**

NATIONAL  
BROADCASTING  
COMPANY

"CHESTERFIELD SUPPER CLUB"  
ALL NBC STATIONS COAST TO COAST

**C**  
STARTING  
JUNE 2<sup>ND</sup>

WARNER BROS.  
**KFWB**  
LOS ANGELES

"MARTIN BLOCK PRESENTS"  
AMERICA'S  
FASTEST GROWING MARKET  
980 on your DIAL

10 AM to 1 PM





## Premier Of Ontario Continues Criticism

(Continued from Page 1)

ask for a copy of my manuscript and were told it was not my practice to submit any manuscript in advance.

"I would point out that hosts of the dinner were the Canadian radio artists and that neither directly nor indirectly was I the guest of the CBC.

"I prepared my remarks for the audience I had been asked to address and felt as free to discuss this subject as I would have been before the Empire Club, the Canadian Club or any similar gathering."

In his address the Ontario Premier said rewards to individual radio artists would be greater in Canada if "shackles of monolithic radio control," were broken and in his statement he concluded:

"The very fact that any question has been raised about the propriety of my remarks by the CBC is the best possible evidence of their efforts to curtail freedom of speech where their activities are concerned."

### Dunton Gives CBC Views

A. Davidson Dunton, chairman of the board of governors of the CBC said that the CBC has "raised no question about the propriety" of remarks by Mr. Drew.

Mr. Dunton commented that "it is hard to understand what Premier Drew is complaining about this morning."

He made his address carried on a national network with complete freedom, Mr. Dunton said. "The radio artists dinner broadcast was a commercially-sponsored program. The regular policy of the CBC, like that of privately-operated networks and stations, is to review commercial scripts before their presentation. The reasons for this are obvious. This policy, however, was not enforced for some of the talks and commentaries at the dinner even though the program was commercially-sponsored."

## David Sarnoff Elected Prexy Of Army Assoc.

David Sarnoff, president of RCA, was elected president of the Army Signal Association this week at the conclusion of a two-day convention of former officers and enlisted men in the Army Signal Corps.

Sarnoff, who served as a brigadier general in the Signal Corps during World War II, expressed confidence that America's military leaders would preserve the nation's armed strength until the United Nations becomes sufficiently powerful to insure peace.



## Windy City Wordage. . . !

• • • Mark Woods, president; John Norton, vice-president in charge of station relations, and Ivor Kenway, director of advertising and promotion for ABC, spent Tuesday and Wednesday in the network's Chicago offices. . .

Warren Middleton of the WLS promotion department has left the station to become assistant program director of

KTUC, Phoenix, Arizona. . . Everett Mitchell's early morning program "Town and Farm (NBC) has just been signed by Armour & Co. for 52 weeks, starting May 5. . . It looks as if Chicago radio is going to have a soft ball league. WBBM has already organized a team, with Bob Croft as manager and Bob Meyer as co-manager, and started practice this week. Mutual and NBC are organizing teams, and ABC probably will follow suit. . . WGN will be the exclusive Chicago outlet for the broadcasts of the World Series baseball games and the annual All-Star game through the 1951 season as a result of a contract signed this week by baseball commissioner A. B. Chandler, MBS and the Gillette Safety Razor Co.



• • • Don McNeill's "Breakfast Club," ABC network show, is cashing in handsomely on the tremendous popularity it has built up. The show enters its 15th year on June 23, and feature stories on McNeill and the show will appear in the June issues of Magazine Digest and Pageant. Just before the show embarked on its eastern tour Life magazine covered it at the studio in the Merchandise Mart and shot some beautiful pictures. And, while Life is unpredictable, it is understood to be readying an elaborate spread on the show. The "Breakfast Club," now in the east, will make a personal appearance at Youngstown, Ohio, on June 7 at the Vindicator's Newspaper Guild ball, and on June 9 it is slated for its fourth appearance in eight months at Vaughn Hospital for veterans at Hines, Ill.



• • • WBBM's "Shopping With the Missus" will make a tour of Joliet, Waukegan and other Chicagoland communities within a 40-mile radius in June. The station's new mobile unit—a radio station on wheels—will transport Jim Conway, interviewer; Producer Hooper White, and the engineer, together with portable equipment for recording the program for broadcasting over WBBM. . . Bill Cline, of the executive staff; Catherine Brady of continuity, and Josephine Wetzler, educational director, of WLS, will attend the Radio Institute at Columbus, O., May 2 to 6. . . Tele-Radio Creations, Inc., of which Josef Cherniavsky is musical director, has moved into its swank new quarters on Michigan Boulevard. . . Jim Hurlbut, special documentary correspondent of CBS, is now on a special assignment in the Pacific, collecting data on postwar conditions. . . ABC's "Hymns of All Churches," oldest religious radio show on the air from Chicago, celebrates 13 years on the air on May 8.



• • • Ralph Edwards and his "Truth or Consequence" show are "packing 'em in" at the Chicago National Food Show. Besides doing two shows a day, Edwards is making many personal appearances. Today (Thursday) he's slated for the Ernie Simon show on WJJD. Simon has been conducting a contest on "What consequence would you give Ralph Edwards?" and has drawn a large mail response. A large percentage of the replies suggested that Edwards be required to listen to Simon's show for two hours.



• • • Frank Falknor, WBBM general manager, and Elizabeth Wolcott, of the WBBM education department, have received certificates of appreciation from the Chicago council, Boy Scouts of America, for their efforts and those of the station in the 1947 Scout fund campaign.

## Radio News Code Adopted On Coast

(Continued from Page 1)

mentaries and news analyses should be placed in a separate section labeled as such.

2. Programs of a feature type based on news events in the news involving such products, devices as dramatization or impersonation, are logical adjuncts to news programming but should be clearly dissociated from newscasts, special events, commentaries and analysis by being labeled for what they are.

3. Each story should be presented in proportion to its total significance in the news and never for the purpose of advancing special, selfish interest. The implementation of this objective will depend on the measure of responsibility of the individual or staff.

4. It should be borne in mind that the news editor's job does not end with the type. It is his responsibility, whenever possible, particularly on regional or local stories of a controversial nature, to secure firsthand facts.

5. The line of demarcation between commercial copy and the news content should always be clearly defined. An ultimate goal in this respect would be that the newscast analyst or commentator not read the commercial message. Lead-ins to commercial should include no reference to subsequent news.

6. Joint air credits in news broadcasts prepared and delivered by different persons are a desirable professional standard.

7. News is a special medium and as such demands especially trained personnel to handle it. In staffing radio newsrooms, close attention should be given to the news background and training of news writers, editors and broadcasters. In order to secure accurate and impartial presentation of news station management must exercise utmost care in the selection of a radio news editor. He must be competent and capable of accepting full responsibility for the content of news programs and such content must continue to be based entirely on his judgment without interference by sponsor or any outside agent. Continued vigilance against a relaxation of this policy is urged.

8. The radio audience is more diverse than the press audience and hence more rigid standards of good taste should apply in the case of crimes of sex, violence and the coverage of accidents of a gruesome nature.

9. Those who prepare and voice the news should constantly bear in mind the power of "slanting" material which rests even on the tonal inflection employed. Objectivity on material and voicing should at all times be the goal of good radio news presentation.

10. Minimum news standards for stations should be established. It is recommended that at least one experienced newsman be on duty at all times during the hours of broadcasting operation.

TELL  
GRANDPA—TELL  
JUNIOR—TELL THE FOLKS  
NEXT DOOR



MARTIN  
BLOCK IS COMING TO  
WARNER BROS.  
KFWB

THE BEATRICE KAY SHOW  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600



# C Rushing CP's As 'Freeze' Nears

(Continued from Page 1)

ons, including the granting of s to eight applicants for new sta- s. CP's were given to the follow-

osby's, Inc., Great Falls, Mont., to rate on 1150 kc., five kw., unlim- ; Quincy Broadcasting Co., ncy, Ill., to operate on 1440 kc., kw., unlimited; Des Moines eading Corp., Des Moines, a, to operate on 1150 kc., one kw., imited; Rome Sentinel Co., Utica, Y., to operate on 1150 kc., one kw., unlimited; Gila Broadcasting oolidge, Ariz., to operate on 1 kc., one kw., unlimited; Yumesa adcasting Co., Yuma, Ariz., to rate on 1190 kc., one kw., unlim- ; The Lewiston-Auburn Broad- ing Corp., Lewiston, Me., to rate on 1470 kc., 5 kw., unlimited; hester Broadcasting Co., Rochester, n., to operate on 970 kc., one kw., imited.

### Power Boosts Approved

ower boosts and changes in facili- e were granted the following: Eastern Idaho Broadcasting & Tele- on Co., KEIO, Pocatello, Idaho, ra 250 watts to 500 watts, also age frequency from 1450 to 1440 e Daily Telegraph Printing Co., MS, Bluefield, W. Va., from 500 yts to five kw.; James R. Doss, y WJRD, Tuscaloosa, Ala., from 2 to 1150 kc., from 250 watts to y kw., day, one kw., night; KFJI adcasters, KFJI, Klamath Falls, e, from 1240 to 1150 kc., 100 watts one kw.; KSAL, Inc., Salina, Kans., ra one kw., to five kw., day, one y night; United Broadcasting Co., VKC, Columbus, Ohio, from one to ne kw., Cache Valley Broadcasting e KVNU, Logan, Utah, from 1230 o 10 kc., from 250 watts to one kw.; e of Dreams Broadcasting Corp., DD, Miami, Fla., changes in direc- al antenna; McClatchy Broad- aing Co., KFBK, Sacramento, f., from 10 to 50 kw.; Rome adcasting Corp., WRGA, Rome, y from 1490 to 1470 kc., from 250 s to five kw.; Sioux City Broad- ing Co., KTRI, Sioux City, Iowa, n 1450 to 1470 kc., from 250 watts ve kw.

he following were granted license e-wals: New Publishing Co., LK, Parkersburg, W. Va., period ng August 1, 1947; Bremer Broad- ang Co., WAAT, Newark, N. J., ead ending May 1, 1950; The Out- Co., WJAR, Providence, R. I., ng May 1, 1950; Booth Radio ions, Inc., WLOU, Detroit, Mich., ng May 1, 1948; Miami Valley ndcasting Corp., W8XMV, Day- n Ohio, ending May 1, 1948; WJJD, e W9XJD, Chicago, Ill. ending e 1, 1948.

### New Dramatic Series

ls Angeles—A new series of 15 eite dramatic shows written by rk Burt and Bob Libett, and pro- d and directed by Frank Dan- g was recorded at Universal Re- ders last week. The shows titled e "Unexpected" are a Hamilton- lney production and the first two e series star Marsha Hunt and ay Sullivan.

## Report On Aleman's Visit To Be Shortwaved Widely

Washington Bureau, RADIO DAILY

Washington—A "full report" of the visit to the United States of Presi- dent Miguel Aleman of Mexico will be broadcast throughout the world in 25 languages over the short-wave facilities of the "Voice of the United States of America," the State Depart- ment said yesterday. The interna- tional broadcasting division is co-operat- ing with CBS and NBC in elaborate arrangements for immediate broad- casts to Mexico of the President's visit and in the recordings of docu- mentary programs on the highlights of his tour. These recordings will be shortwaved by the "Voice of the USA," throughout Latin-America during the evening listening hours. News summaries of the President's visit will be broadcast by shortwave to other parts of the world at various times during his stay.

President Aleman's speech to a joint meeting of Congress today will be broadcast immediately to Mexico and re-broadcast by shortwave this evening to the other American re- publics.

Ceremonies at the dinner of the Pan-American Society of New York tomorrow will broadcast direct by shortwave throughout Latin-Amer- ica.

## Name Markwell Prom. Mgr. Of Du Mont Set Division

Norman M. Markwell, has been ap- pointed sales promotion manager of the television receiver division of Allen B. Du Mont Laboratories, it has been announced by Ernest A. Marx, manager of the department. A former advertising and publicity executive with experience in radio, theater and allied industries, Mark- well served in Army Air Forces as a public relations officer.

Markwell will devote his activities to the promotion of Du Mont tele- sets at the point of sale as well as in a general manner, Marx said, and will co-ordinate the various facilities of the company's receiver division.

## Coming Up

- GET UP THOSE STAIRS, MADMOISELLE (Duchess)
- HOKEY JOE (Vanguard)
- I KNOW IT'S LOVE (Radio Recording)
- IT'S AS SIMPLE AS THAT (Duchess)
- IT'S SO NICE TO BE NICE (Tune House)
- MIAMI BEACH RHUMBA (Marks)
- MI VIDA (Marks)
- MY LOVE FOR YOU (Encore)
- THE LIGHT TURNED GREEN (BMI)
- THERE'S THAT LONELY FEELING AGAIN (Mellin)
- TO LOVE A DREAM (Noteworthy)
- TONIGHT BE TENDER TO ME (Wemar)

# BMI Run-up Sheet

## Hit Tunes for May

(On Transcriptions)

### ANOTHER NIGHT LIKE THIS (Marks)

THE SAURUS—Vincent Lopez STANDARD—Buzz Adlam  
THE SAURUS—George Wright CAPITOL—Hal Derwin  
WORLD—Les Brown MacGREGOR—Barclay Allen  
LANG-WORTH—Blue Barron

### FOR SENTIMENTAL REASONS (Duchess)

CAPITOL—Luigi Lo Mar THE SAURUS—Music of Manhattan  
WORLD—Charlie Spivak LANG-WORTH—Four Knights  
STANDARD—Bob Crosby MacGREGOR—Don Swan  
STANDARD—Buzz Adlam MacGREGOR—Barclay Allen  
ASSOCIATED—Vic Damone

### ILLUSION (Pomora)

LANG-WORTH—Chuck Foster MacGREGOR—Henry King  
THE SAURUS—George Wright MacGREGOR—Barclay Allen  
WORLD—Jose Morand

### IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgio)

ASSOCIATED—George Towne CAPITOL—Gene Krupa  
LANG-WORTH—Chuck Foster THE SAURUS—Novatime Trio  
LANG-WORTH—Four Knights STANDARD—Leighton Noble  
WORLD—Eddy Howard MacGREGOR—Barclay Allen

### IT TAKES TIME (London)

CAPITOL—Buddy Cole STANDARD—Orrin Tucker  
LANG-WORTH—Four Knights MacGREGOR—Barclay Allen  
WORLD—Eddy Howard

### MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber ASSOCIATED—Elliott Lawrence  
WORLD—Arthur Smith MacGREGOR—Dick Peterson  
THE SAURUS—Jumpin' Jacks LANG-WORTH—Chuck Foster  
STANDARD—Freddy Martin

### MY ADOBE HACIENDA (Peer)

THE SAURUS—Novatime Trio MacGREGOR—Sunshine Girls  
ASSOCIATED—Hank D'Amico MacGREGOR—Barclay Allen  
STANDARD—Curt Massey MacGREGOR—Henry King  
STANDARD—Leighton Noble WORLD—Eddy Howard  
LANG-WORTH—Chuck Foster

### MY PRETTY GIRL (Republic)

CAPITOL—Jan Garber STANDARD—Orrin Tucker  
CAPITOL—Del Porter MacGREGOR—Barclay Allen

### THAT'S HOW MUCH I LOVE YOU (Vogue)

CAPITOL—Hal Derwin MacGREGOR—Barclay Allen  
STANDARD—Jack Fina

### UNLESS IT CAN HAPPEN WITH YOU (Stevens)

LANG-WORTH—Chuck Foster CAPITOL—Hal Derwin  
WORLD—Russ Morgan MacGREGOR—Eddie Skrivaneck  
THE SAURUS—Novatime Trio MacGREGOR—Henry King

### WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED—Elliott Lawrence STANDARD—Leighton Noble  
THE SAURUS—Novatime Trio STANDARD—Freddy Martin  
MacGREGOR—Eddie Skrivaneck STANDARD—Dave Street  
MacGREGOR—Barclay Allen WORLD—Charlie Spivak  
MacGREGOR—Henry King WORLD—Les Brown  
LANG-WORTH—Rhythm Five CAPITOL—Hal Derwin

### YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

LANG-WORTH—Four Knights CAPITOL—Billy Butterfield  
LANG-WORTH—Blue Barron STANDARD—Hal McIntyre  
WORLD—Les Brown

BROADCAST MUSIC INC. 580 FIFTH AVE., NEW YORK 19, N. Y. NEW YORK • CHICAGO • HOLLYWOOD

# Large-Screen Television In Color Shown By RCA At Franklin Institute

(Continued from Page 1)

terday. RCA's demonstration of its all-electronic simultaneous color tele on a screen 7½ by 10 feet was a revelation in electronic progress, while the disclosure on black-and-white theater television made copy for the 50 newspapermen representing New York, Philadelphia and Washington newspapers, trade press and magazines.

Brig. Gen. David Sarnoff, president of RCA, answering questions, revealed that his company was prepared to take orders for large screen black-and-white television equipment and that deliveries could be made within a year. He regretted that the motion picture companies had not shown a greater interest in

## Attend Showing

Delegations from both RCA and NBC were present at the Franklin Institute demonstrations. RCA executives included General Sarnoff, Frank Folsom, E. W. Engstrom and Dr. V. K. Zworykin. Niles Trammell, president of NBC, headed the network crowd.

theater tele at this time and predicted its eventual acceptance as an additional program service in the movie houses.

Answering questions as to whether or not home television and theater television would be competitive, Gen. Sarnoff said that it was difficult to venture an opinion at this time. He said without question that special events such as an address by the President of the United States, Secretary of State Marshall, or other events of national interest would no doubt be of equal interest to theater audiences as home viewers. Theater television, he added, might come as a wired service or may be picked up as a transmitted signal. He envisioned a day when possibly 500 to 5,000 theaters might be served simultaneously from a central production and transmission station.

It was revealed that RCA at present is conducting some experimental work with Warner Theaters on large screen television. However, General Sarnoff sought to make it clear that RCA was not dealing exclusively with one circuit of theaters and that the black-and-white theater tele equipment would be made available to all movie organizations.

Dr. V. K. Zworykin, vice-president and technical consultant of the RCA Laboratories Division, who demonstrated the system to illustrate his address on "All-Electronic Color Television" before the Institute, said that the large-screen system employs the all-electronic simultaneous method of color video developed at the RCA labs, and first shown last October. He emphasized that while the advent of large-screen color video appears "remarkable," at this time, color video itself "is still in the lab-

oratory stage and will continue to be for several years to come." RCA's objective in this field, he said "is to create an all-electronic color system equal in clarity to that of our present black-and-white all-electronic method." Several years would be required for its development to equal the status of present black-and-white television, he said. Improvements will be continued in the laboratories, he added, and "field testing will proceed until sufficient data have been collected to form a basis for setting up standards for this service."

E. W. Engstrom, vice-president in charge of research of the RCA Laboratories Division, who co-operated with Dr. Zworykin in a press preview of the demonstration, said that television of theater-screen size in life-like colors represents "a spectacular advance in the art of sight-and-sound broadcasting, and holds fascinating prospects for the future."

Purpose of the demonstration yesterday, Engstrom said, was to make known to the public the latest advance in RCA's program of all-electronic simultaneous color television development, first introduced in October 1946. "At that time, we demonstrated two stages of our laboratory timetable when we televised still pictures from color slides and motion pictures from color films on a home receiver screen 15 by 20 inches," he said. "The next step was disclosed in January 1947, at Princeton, when RCA transmitted live-action studio scenes in color over an ultra-high frequency radio circuit before a special hearing of the Federal Communications Commission." The next "big step" to be expected in the evolution of color tele, Engstrom said, is a demonstration of color television featuring outdoor scenes in motion, and to that end, cameras and other necessary apparatus are being developed at the Laboratories. He hinted that autumn tints on the countryside would afford "ideal views to test the delicate and sensitive vision of the all-electronic color camera eye."

### Three Colors Transmitted

Dr. Zworykin explained yesterday that, in the electronic simultaneous color process, three separate images in red, green and blue are transmitted at the same instant over adjoining television channels of the same bandwidth used in standard television. Then, at the all-electronic receiver, which features a new type of receiver-projector, the three color signals are applied to kinescopes, or picture tubes, one with a red phosphor face, one blue and the other green. Pictures formed on the face of each tube are projected by an optical system to the auditorium or theater screen, where they are superimposed in "perfect registration" to form a single image blended in the same colors as the original.

The RCA exec, who this month was awarded the Potts Medal of The

Franklin Institute for his contributions to television, pointed out that color video is passing through a series of development stages similar to those that monochrome tele experienced in its early progress. "From the very beginning it was clear that the eventual goal of television was reproduction in natural color," he said. The all-electronic system, Dr. Zworykin declared, "is completely compatible with existing monochrome television and has other important advantages. The transition from monochrome to simultaneous color television can be made at a time in the future when color television is ready, without obsolescence of the monochrome receiving and transmitting equipment. It can from that time be developed side-by-side with black-and-white television without fear of obsolescence of the latter and without loss of investment by the public, by manufacturers and by television broadcasters."

Dr. Zworykin revealed that the pick-up unit used in the demonstra-

### Movie Co-Operation

Washington—Eric Johnston, president of the Motion Picture Assn. of America, yesterday said he would co-operate in a nationwide study of the feasibility of theater television. Johnston's pledge was made to Loren L. Ryder, president of the Society of Motion Picture Engineers, and Paul Larsen, chairman of the SMPE Committee on Theater Television.

tion yesterday incorporates the electronic "flying spot" which has been under development for nearly 10 years. In this system, he explained, the flying spot of light is created on the screen of the tube by the electron scanning beam. Outlining more details of the process, the RCA exec said that the special projection kinescopes used in this large screen color system "owed their brightness and effectiveness, in large part, to improvements by RCA since development of the original kinescope."

Considering some of the future applications of color television, Dr. Zworykin asserted that it "will by no means be confined to broadcasting." He recalled one incident, in which it may be of great use later on, in which monochrome tele was used to transmit pictures of an operation at Johns Hopkins University. Color tele will also have wide applications in display of merchandise and materials by department stores, in addition to industrial uses, he said.

Universal use of television in theaters is seen as a definite probability within five years, by Don Hyndman, past president of the Society of Motion Picture Engineers.

Declaring that tentative installations will be introduced in "limited numbers" in a year or two, Hyndman

## Chicago NAB Confab Sets Strong Agenda

(Continued from Page 1)

ing agenda. "Public Relations" will be discussed by Clarence Leich, WCPD, district 8; Merrill Lindsay, WCPD, district 9, and F. Van Konyonen, WTCN, district 11. Dr. Kenneth Baker, NAB director of research, will talk on "The NORC Survey of Research," and "Employer-Employee Relations" will be the topic of H. R. LePoidevan, WRJN, district 10; Biggar, WIBC, district 8; Austin Joscelyn, WCCO, district 11, and Edward P. Doherty, NAB director of employer-employee relations. Following these talks, the meeting will be thrown open for discussion.

At the 12:30 luncheon Edgar and Glenn Snyder will talk on "Programming and Standard Practice." Also taking part in the discussion will be Worth Kramer, WCPD, district 8; Maurice P. Owens, WCPD, district 9, and Richard M. Day, WCPD, district 11. Most of the afternoon session will be taken up with a managers session at which general broadcast advertising matters and tail radio advertising will be discussed by Harry Betteridge, WWJ, district 9; Walter Rothschild, WTAD, district 9; Odin S. Ramsland, KDAL, district 9, and Frank E. Pellegrin, NAB director of broadcast advertising. First of meeting will close with election of directors for districts 9 and 11.

At the Friday morning session, Willard, Jr., NAB executive vice president, will talk on "The NAB New Structure and Enlarged Services." The remainder of the morning meeting will be devoted to talk "Small Market Stations" by Jayne, WELL, district 8; Allen Nutt, WOSH, district 9; John Meagher, KYSM, district 11, and Frank E. Pellegrin.

Topics at the closing meeting today include: "Broadcasting and Public Relations," by Hon. Justin M. NAB president; "The Broadcast Measurement Bureau," by Hugh F. BMB president, and representative ANA and AAAA; "BMI, Music Licensing, Clearance at Source," by Haverlin, president BMI, and an forum discussion, with all members of NAB, BMB and BMI staffs.

The program as announced is subject to revision and it is hoped Harold Fair, NAB's new program department director, can be added to the list of speakers.

### Della Chiesa To Australia

Vivian Della Chiesa, lyric soprano of radio, concert and opera, has signed by J. & N. Tait Concert Management for a concert tour of Australia and New Zealand.

prophesied that engineering and operational details for mass theater erage by tele would take a long period to iron out. "Chief fault television now," he said, "is that entertainment is not being fully exploited. When enough good entertainment is being televised, the mechanical process itself will become relatively unimportant."

**PROMOTION**

**Radio-Philatelia**

Radio will take an active part in Centenary International Philatelic Exhibition, to be held at New York's Grand Central Palace from May 17 through 25. Herbert Rosen, director of the International Broadcasting Program Service, New York City, will exhibit his collection which is composed of stamps of worldwide interest with electronics as their motif, taking their way up from the microphone through to complete radio stations. It includes stamps picturing radio stations of note. A radio station operation will be a feature of the exhibition. Complete in every respect, this 1000-watt transmitter, operating on three amateur frequencies, will be operated for the benefit of visitors. Arrangements have been made with amateur networks throughout the country to relay messages directly from the exhibition floor and to transmit messages directly to stations in foreign lands. The FCC has issued special call letters to identify messages coming from the exhibition.

**WFIL Award**

WFIL, Philadelphia, has just published a folder entitled "Not one—two—But Three . . ." in which it reproduces a letter over the signature of John Gray Peatman, Chairman of the Committee on National Radio Awards, announcing the Committee's plaque award to this station for their program; "Teen Age Time"; promotion of the "Louis-Conn Fight"; and for the creation and promotion of radio programs. Folder is carried in blue, black and white and station devotes wordage to their appreciation for having been selected for these honors.

**Toffenetti On WLIB**

Toffenetti's Restaurant has purchased a daily quarter-hour on WLIB, starting May 5, to air a program titled "In Town Tonight," at 11 a.m., Monday through Saturday. Wendel Muench & Co., is the agency. In addition to recorded music, they will feature goings-on at theater, movie houses and museums. Toffenetti is not renewing its 52-week contract with WQXR for a 25-minute daily program which expires May 3.

**Apt. House Tele Antenna Ban Has "Little" Effect On Sales**

(Continued from Page 1)

do it because of the ban." He added that the situation, and the attitude of realtors and landlords, is "silly," inasmuch as a master system "will inevitably clear the whole thing up, anyway."

Dealers and retailers, in the majority, discounted opinions in some quarters of the trade that the ban poses a serious setback to the growth of tele now, since "we can't possibly hope to supply the demand today—and it may be many months before we can catch up." It was emphasized, in nearly every case, that the sales effect is of "a minor nature." Further to minimize the immediate effect on sales is dealers' reports that "for every person who buys a set, and discovers he must cancel because he can't get permission to install an antenna, there are six or eight others who'll pick it up." The main problem,—and one which few retailers are optimistic about—is the sluggish flow of merchandise to the selling floor.

While the ban is heaviest in the central part of the city, dealers point out that landlords' objections have been side-stepped, in several instances, by installing an indoor antenna,—although this is not always satisfactory." Obviously, location of the apartment and its relation to nearby buildings makes each installation "a purely individual one," it was said. Success with indoor installations has been achieved with RCA, Du Mont and GE sets, it was added.

On the other hand, the realtors' ban is apparently not so wide-spread as believed by trade execs. Dealers and department store execs told RADIO DAILY that "numerous" sales—and rooftop installations—had been made to apartment dwellers in sec-

tions of the Bronx, Brooklyn and Queens, "with comparatively few objections." Landlords in these areas, (presumably independent apartment house owners, as distinguished from those owned by corporations, etc.) are reportedly "more receptive to requests by would-be set owners."

Retailers were in general agreement that the demand for video sets is increasing, and trace much of it to the availability of top sports shows. "Baseball is a great puller on television," said one exec, who pointed out that "a great many" of his customers are tavern-owners.

**Dealer Comments**

While they are in general agreement about the absence of immediate sales effect, retailers are concerned about the long-range results of such a limitation as the antenna ban, and offered several instances in which the public has already shown signs of "hesitancy and doubt." One moderately-large radio dealer said there is "a definite effect and we can actually trace the loss of sales to it." The antenna ban, he said, gives customers an opportunity "to look without buying,—and worse,—discourages prospective customers from even thinking about buying a set." He cushioned this damp viewpoint with the statement that "we have a long waiting list right now."

A few dealers, apparently closer to the manufacturing phase of the industry than others, pointed out that it was their "understanding" that the antenna problem would be solved "within a short time." The Television Broadcasters Association, meanwhile, is said to be further exploring new systems of master service for proposal to real estate men.

**WNBC's Salute To Bronx Delayed By 'Phone Strike**

Unavailability of telephone lines has forced postponement of WNBC's all-day salute to the Borough of the Bronx, scheduled for tomorrow, May 2, it was announced yesterday by James M. Gaines, manager of the NBC flagship. Event will be re-scheduled sometime in the fall.

Station is, however, going through with plans to salute East Orange, N. J., on Friday, May 23.

**Goddard To WINS**

Don Goddard, whose contract with WMCA has expired, has been signed by WINS for a Monday through Friday newscast from 8-8:15 p.m. starting May 5. First sponsor pacted for the new series is the Reesen Company, firm dealing in human analysis reports, which has bought two programs a week. Other advertisers are reported showing keen interest in the newscasts. Goddard moves into the spot now occupied three nights a week by Jack Eigen with his Broadway and Hollywood chatter.

**"Arthur's Place" Script Is Simms' Replacement**

"Arthur's Place," comedy script show, will be the summer replacement for the Ginny Simms program sponsored by Borden company on CBS. Replacement is effective Friday, June 20, through Kenyon & Eckhardt agency. Arthur Moore, who has written and directed "County Fair," will head the cast. Disposition of the program setup following the summer replacement period, is reported as still in the formative stages.

Send Birthday Greetings To —

May 1

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

**EQUIPMENT**

**Fremont In Sampson Post**

Jack Frohlich, sales manager for the appliance division of the Sampson Company, Chicago distributors, has announced the appointment of T. S. "Stan" Fremont as radio sales manager for the company, effective May 1st, 1947. Fremont will be responsible for sales activities in connection with the sales of Bendix Radios. He comes to the Sampson Company from Spiegel's, Inc., where for the past three years he has been Merchandise Manager for housewares and appliances.

**New Distributing Co.**

Formation of Olympic Appliances, Inc., as exclusive distributors of Olympic Radios and phonographs for metropolitan New York and Westchester was announced over the weekend by Percy L. Schoenen, exec vice-pres. of Olympic Radio & Television, Inc. S. Jay Gardiner has been appointed vice-president and general sales manager, Schoenen added.

Operations of the distributing company will be conducted from the new Olympic Building in Long Island City.

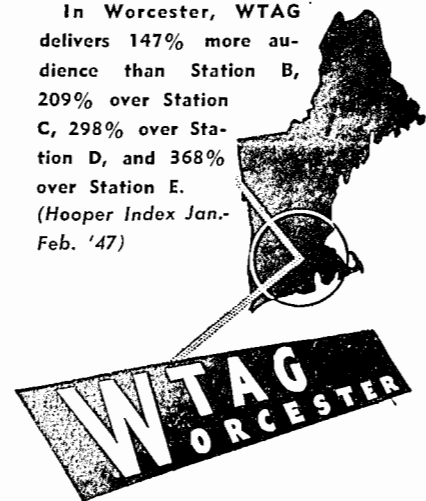
**GE Appoints District Rep.**

Ralph S. Yeandle has been appointed district representative for the Atlantic District of the Electronics Dept., according to an announcement by A. A. Brandt, general sales manager for the department. In this capacity, Yeandle will be responsible for the sale of broadcast, aviation and marine equipment in the Atlantic District. His headquarters will be at the Philadelphia offices of the General Electric Company.

**RCA Appoints O'Brien**

J. R. Little, sales manager of RCA Distributed Products has announced the appointment of Jack O'Brien as manager of RCA's Theater Equipment Section. Formerly manager of RCA Theater Equipment Sales, O'Brien succeeds Little as manager of the section.

In Worcester, WTAG delivers 147% more audience than Station B, 209% over Station C, 298% over Station D, and 368% over Station E. (Hooper Index Jan.-Feb. '47)



**DICK MANNING**

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## NAB-RMA Join Forces To Spur Sale Of Sets

(Continued from Page 1)

Radio Week at the end of next October.

"The increased number and variety of programs over more stations has created a demand for more receiver sets," A. D. Willard, Jr., general manager of NAB said yesterday at a meeting of the two organizations.

Among the tentative plans is a letter which the NAB will send to member stations outlining the RMA program to show how stations can tie-in their activities to increase their listening audiences.

Bond Geddes, executive vice-president of the RMA, declared: "Those who confine themselves to one radio in the home are missing a great deal. They are depriving themselves and the members of their families from the great sources of entertainment and contact with the outside world," he continued. "There is more and better programming going out over more and more stations. That the public realizes this is borne out by surveys. Two years ago, the average was one radio per family while recent surveys show that one out of every three homes owns two or more radios," he added.

NAB's sales managers' sub-committee has endorsed and approved this joint effort which is to be carried out under the direction of committees from both organizations through the offices of the Institute for Better Living. Stanley H. Manson, is chairman of the RMA committee and John M. Outler, Jr., is chairman of the NAB committee.

### F. C. Eighmey

Mason City, Iowa—F. C. Eighmey, 43, general manager-secretary-treasurer of KGLO, Mason City, and WTAD, Quincy, Ill., died Tuesday of coronary occlusion. Funeral was held Wednesday.

Eighmey helped to organize KGLO in 1936 and was a partner in acquisition of WTAD in 1944. He served for the last two years on CBS affiliates advisory board, sixth district.

Eighmey came to KGLO from WHBF, Rock Island. He is survived by his wife, two children, parents at Waterloo, and a brother, Myron, residing at Clinton.

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## Cost Of Hooper Going Up; Closer BMB Cooperation

(Continued from Page 1)

ization will work in fairly close cooperation with the BMB for the benefit of subscribers and the industry in general. A meeting is scheduled between the two as soon as the BMB official returns to New York from a tour of the NAB District meetings.

Coincidental with the other activity, Hooper reveals added services to subscribers and that national ratings of U. S. transcontinental programs will have complete coverage. This adds three cities to those already included. These are Jacksonville, Syracuse and Omaha. Also was a report on the "diary" system a weekly diary kept by the listener who puts down the programs and stations listened, time and if more than one person was listening, etc., "Hooperade of Stars," is another new feature coming out this month, listing top three in each bracket.

While there will be no changes in at least four classification of subscribers the boost in rates scheduled, covers advertising agencies with three or four network programs, from \$200 monthly to \$300, plus the \$1 per minute of program time surveyed; agencies with five or more network shows, go from \$200 monthly to \$400 and subject to the ceiling price of \$1,200 instead of \$1,000 plus, the \$1 per minute for program time surveyed; price of \$1,200 monthly for ABC and Mutual gets an increase in existing rate of \$600; price of \$1,500 for CBS and NBC, gets an increase of \$750.

Hooper, who says, "I'm not crying—just explaining," stated that nobody in his organization receives a salary and/or bonus as for example, as high, as do two of the BMB officials.

## British Firm Develops Theater Tele Technique

London—A British optical company, Wray, Ltd., Bromley, specialists in lenses and cameras, may make it possible for every motion picture theater, including the smallest, to present television programs on their screens.

The possibility of this being made feasible comes through the development of a new system of mirrors for this form of projection which will pick up an image from the cathode ray tube of the tele receiver, and project it on to the screen without loss of illumination and definition. The new mirrors are reportedly produced at an economical price, enabling almost any theater to install them and operate at a great saving over the previous methods.

The new system is being made ready now and is expected to be displayed at the scientific instruments section of the British Industries Fair in London from May 5 to 16.

The same firm is also showing a new lens for use in conjunction with 35mm. film, which is specially designed for photographing "transients"—or split second flashes on a cathode ray tube for industrial and research purposes.

## N. Y. State Radio Bureau Recaps Year's Activities

(Continued from Page 1)

activities by the organization. Activities included: A total of 312 spot announcements and 73 features sent to 90 AM and FM stations throughout the state; 120 special programs prepared at the request of various state departments or radio stations. More than two-thirds of the spot and feature material sent out by the Radio Bureau was devoted to highway, farm and home safety; motor vehicle, hunting and fishing laws and regulations; public health announcements and information.

Included in the 120 special programs and announcements were: a month-long series of spot announcements and personal interviews on State Income Tax regulations; seven transcribed panel discussions on the New York State Anti-Discrimination Law; a 15-minute dramatized script explaining On-the-Job farm training for the State Labor Department; special packets containing spot announcements and prepared interviews explaining the traffic survey undertaken in 18 New York State communities by the Department of Public Works; a remote broadcast commemorating completion of the two-millionth safe passenger-mile flown by an intra-state airline; three 30-minute live panel discussions over WGY for the New York State Department of Commerce; remote broadcasts covering Governor Dewey's second inauguration, and the dedication ceremonies of the Governor Alfred E. Smith State Office Building.

The State Radio Bureau is a part of the Division of State Publicity of the New York State Department of Commerce.

## Ad Council's Campaign Sets Heavy Radio U

(Continued from Page 1)

National Advertisers and the American Association of Advertising Agencies, will make extensive use of radio and all other media.

Ad execs said yesterday that radio will "come in for a major share" of the work of the campaign, and that it might possibly be the first of major media to be used because of its "flexibility" of operation. It was pointed out that a campaign of this proportion might take some time to be worked into schedules of newspapers and magazines, but that radio could handle it "almost overnight."

Program, which will be guided by a report prepared by Paul Hoffman, president of the Studebaker Corporation, Boris Shishkin, economist with the American Federation of Labor and Dr. George Shuster, president of Hunter College, will be based around 10 points agreed upon for labor, management, education and public representatives as the "basic goals of the American economic system." Joint committee of the A. A. A. and AAAA did the basic groundwork under supervision of Howland Chase, public relations director of General Foods, after which it was submitted to the Council.

## Ricki Englander Status

Ricki Englander, mentioned as radio director of the United Jewish Appeal in a story appearing in RADIO DAILY yesterday is radio director of the Greater New York United Jewish Appeal while Milt Robertson is their national radio director.

# ON TARGET

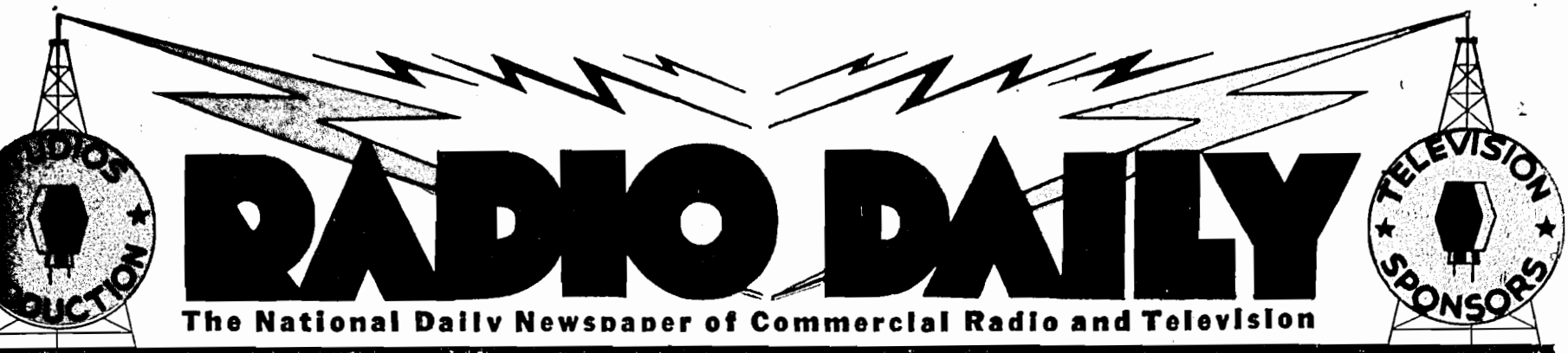


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RADIO STATION REPRESENTATIVES

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# Institute Opens Today

## Freeze' Useful—FCC; More CP's Approved

Washington Bureau, RADIO DAILY  
 Washington—Its three-month freeze ended, the FCC yesterday announced that action has been taken on more than 450 applications during the period from February 7 to May 1. The Commission said the freeze had "accomplished its purpose" by allowing action on all 250 AM applications in the 1 at the time the freeze was ordered. Line 1 included all applications involving complicated engineering problems. Still to be acted on

(Continued on Page 5)

## RCA Business Expands In Latin-Amer. Market

Installation of radio broadcasting facilities in several Latin-American cities representing expenditures between \$3,000,000 and \$4,000,000 was disclosed by a spokesman for the RCA International division yesterday. Largest installation is under way in Havana which will be known as "Radio Centro," or "Cuban Radio Center," and will cost approximately \$2,000,000. Installations have already

(Continued on Page 4)

## Hammond Hits Tele Shows But Predicts Heavy Uses

In an article in the new issue (May 2) of the American Magazine, Hays Hammond, Jr., noted in part that the director and consulting engineer of RCA, declares that "the only television programs worth their salt are those that have to do with news and sports events." Discussing television, among other

(Continued on Page 3)

**Proposal**

The success of the Radio Executives Club awards to new radio talent in New York has resulted in the club planning to make this feature an annual affair. Bob Swezey, president of the club, and Jim Sauter, program director, proposed its continuance and will ask club acceptance of the plan at their next luncheon.

## Honor New Talent At REC Luncheon

Members of the Radio Executives Club of New York yesterday gave encouragement to new radio talent with awards at their luncheon which was held at the Roosevelt Hotel. The first prize of \$250 and a citation went to Rosalia Maresca, 23-year-old operatic soprano who is heard in her own program over WHOM, New York station. Miss Maresca was selected by the trade press editors as the most talented

(Continued on Page 3)

## Increase In FM Stations Noted By FMA Speaker

Washington Bureau, RADIO DAILY  
 Washington—FM stations in operation now total 206, over three times as many as were broadcasting six months ago, J. N. (Bill) Bailey, FM Association executive director, told the WQQW audience over the weekend. In his broadcast Bailey analyzed

(Continued on Page 2)

## BMB's Planning On Agenda Of 2nd District NAB Meeting

Over 500 men and women from broadcasting and allied fields are expected to attend the District No. 2 Meeting of the NAB, which opens a two-day session at the Waldorf-Astoria Hotel, Monday, with Michael R. Hanna, district director, presiding. District comprises membership in the states of New York and New Jersey. The agenda comprises sessions devoted to music, public rela-

## Record Crowd Of 1,500 Is Gathering In Columbus For Four-Day Session At Ohio State University

### Local AM And Video To Air Aleman Salute

City Hall welcome and a luncheon for President Miguel Aleman of Mexico, who arrived in New York this morning, will get coverage today by several local stations and two television outlets. Welcoming ceremonies by Mayor O'Dwyer on the steps of City Hall from 12:30-1 p.m., is scheduled by WNBC, with Ben Grauer announcing, WNYC and WLIB, the latter being fed by the city owned

(Continued on Page 5)

### Tele Transmitter Delivered To NBC Washington Outlet

First of RCA's post-war "production line" television transmitters has been delivered to WNBW, the NBC video station in Washington, D. C., it was announced yesterday by W. W. Watts, vice-president in charge of the RCA

(Continued on Page 4)

### Mutual To Premiere Full Hour Of Music

A full hour of songs and music titled "Music For An Hour" will premiere on Mutual Sunday as a sustaining feature. Program which will be

(Continued on Page 2)

By JOE OLSON  
 Staff Correspondent, RADIO DAILY

Columbus—With a reception for newcomers in the Deshler-Wallick's Hall of Mirrors, the 17th annual Institute for Education by Radio gets under way today on its ambitious four-day agenda.

While no general theme will be followed by the 1500 leaders in educational and commercial

(Continued on Page 8)

## Entertainment Unions Buy ABC Radio Time

Newly formed Entertainment Unions Committee will help launch a million-dollar drive against Hartley-Taft labor bills in Congress next Monday, May 5, with a series of dramatic programs via 239 stations of the ABC network for which the American Federation of Labor is paying. AFL has earmarked \$250,000

(Continued on Page 5)

## "Luncheon At Sardi's" Going Six-Times Weekly

"Luncheon At Sardi's," which has just completed a seven-week test over WOR at 1-1:30 p.m. Saturdays, will go six days weekly over the same station effective Monday, May 5. Un-

(Continued on Page 2)

**As You Were!**

Arno Tanney, who played the role of the raspy, tough sergeant in "Sound Off," did an about-face in character and voice this week, and went all the way. He's now providing the soft, paternal tones of narrator on "Pancho Goes to a Fiesta," children's record album packaged by Jupiter Records, disc company specializing in product or juvenile consumption.

**Undaunted**

The current telephone strike was no obstacle to a Philadelphia boy who failed to get his "Black Hawk arrowhead" as a WIP-Tom Mix fan. Allen Lissy, nine-year-old, placed two long distance telephone calls to the Ralston-Purina Company in St. Louis and obtained the program giveaway in return for one Ralston-Purina box top and 15 cents.

# RADIO DAILY



## ★ COMING AND GOING ★

Vol. 39, No. 24 Fri., May 2, 1947 Price 10 Cts.

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

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**HOPE H. BARROLL, JR.**, executive vice-president of WFBR, American network affiliate in Baltimore, is in New York conferring with officials of the web.

**GUY LOMBARDO** to Minneapolis for a personal appearance at the Radio City Theater.

**HOWARD K. SMITH**, chief of the European news staff of CBS, having completed an assignment in Moscow, has left the Russian capital for his London headquarters.

**MARTIN FLEER**, radio director of the Morrison Norell Agency, is back in New York following a six-day business trip to Washington, D. C.

**MARGARET PHELAN**, vocalist heard on NBC, has completed her engagement at the Statler in Buffalo and is vacationing in Gotham before opening at the Providence Biltmore.

**WILBUR EVANS**, sales manager in the western division of CBS, arrived from Chicago yesterday and visited during the afternoon at the offices of the web.

**AL HOLLENDER**, of Louis G. Cowan, Inc., off to the West Coast on business. He plans to return next week.

**JACKIE MILES**, comedian, is in Boston for an engagement at the Bradford Roof. He'll return to New York May 13 for a run at the Riviera.

**DON HOLLENBECK**, Columbia network newsmen, is vacationing at Cold Springs, N. Y. John Daly is pinch-hitting for him in the interim.

**EVELYNE (HACKETT) SEIBOLD** back to the New York radio scene after a season of winter stock at Daytona Beach, Fla.

### "Luncheon At Sardi's" Going Six-Times Weekly

(Continued from Page 1)

derstood one of the daily programs will be heard coast-to-coast on Mutual, and that spot commercials will soon make their appearance on the WOR shows.

Bill Slater, emcees the programs broadcast from the restaurant in New York, without benefit of rehearsal and celebrities visiting are brought to the mike for informal chats. Top Hollywood and Broadway names have been heard to date, and an added gimmick is the request for letters from listeners who write the best letter stating why they should be a guest and meet the celebrities being interviewed. One such winning letter-writer is used on each show.

### Mutual To Premiere Full Hour Of Music

(Continued from Page 1)

heard from 1 to 2 p.m., EST., will feature Sylvan Levin's concert orchestra and Bill Berns as narrator and master of ceremonies. Guest soloists for the premiere program will be Virginia Oswald, soprano, and Robert Trevixian, tenor.

### Increase In FM Stations Noted By FMA Speaker

(Continued from Page 1)

alyzed the progress made by FM since it was introduced by Dr. Edwin H. Armstrong in 1935 and said the FCC has already authorized construction of 602 additional FM stations.

Bailey revealed that another 222 applications are pending before the FCC, thus bringing to 1,030 the potential FM stations on the air by the end of 1948. The director declared, "When you stop to consider that it took ordinary radio more than 25 years to reach 1000 stations, while FM will have more than 1000 stations on the air in two years, you can get an idea of the progress of FM."

### Two Awards To Baukhage

ABC commentator Baukhage won the 1947 award from the United Business Men's Association of Philadelphia and the Poor Richard Citation of Merit, it has been announced.

Poor Richard citation is for "outstanding contribution to radio, journalism and the American public through skillful reporting and lucid interpretation of the news during three of the most important decades in history." Other award was for "outstanding news reporting."

## FINANCIAL

(Thurs., May 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 1/8	165 1/2	166	+ 1/4
CBS A	25 1/2	25	25 1/2	...
Farnsworth T. & R.	6 3/8	6 1/4	6 3/8	+ 1/8
Gen. Electric	34 7/8	34 1/2	34 3/8	- 1/8
Philco	25 3/4	25 1/2	25 5/8	+ 1/4
RCA Common	8	7 3/4	8	+ 1/8
RCA First Pfd.	73	73	73	+ 15/8
Stewart-Warner	16 1/4	16 1/4	16 1/4	...
Westinghouse	24 5/8	24 1/8	24 1/4	+ 1/4
Westinghouse Pfd. A.	99 1/2	99	99	- 1/2
Zenith Radio	17 5/8	17 5/8	17 5/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 1/2	6 1/4
Finch Tele Comm.	6 1/4	7 1/4
Stromberg-Carlson	13	14 1/2
U. S. Television	17 1/2	21 1/8
WCAO (Baltimore)	38	42
WJR (Detroit)	15	17

### "Village Store" Plans

Hollywood—McKee and Albright announced Eve Arden's option has been exercised for next year on NBC's 'Sealtest Village Store' program. For summer months, comedienne will take over with guest star policy. Following Jack Haley's last show on June 26th, Miss Arden will continue in her present role with Jack Carson when he assumes proprietorship of "Village Store."

### Stork News

A seven-pound daughter, Pamela, was born to Mr. and Mrs. Edward R. Dunning, Jr. at New Rochelle Hospital Thursday. Father is a member of the Frederic W. Ziv organization.

IN CLEVELAND IT'S

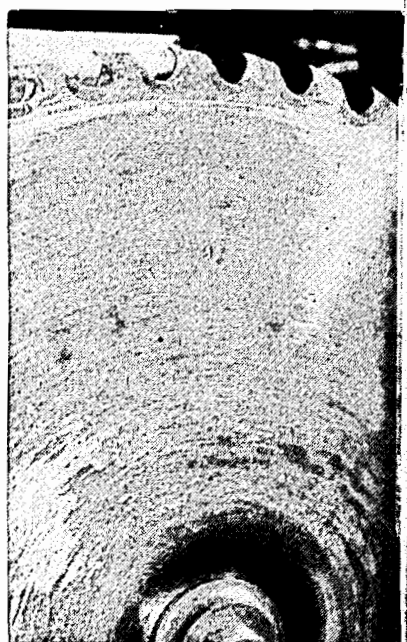
# WHK

# CKLW

MORE COVERAGE PER WATT  
MORE WATTS PER DOLLAR!

in the DETROIT AREA

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



## Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are five radio stations.

But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list... take a good look at WITH the successful independent. An amazing number of smart advertisers have... and it pays off.

# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Rec



# Honor New Talent At REC Luncheon

(Continued from Page 1)

those submitting audition records. Three artists tied for the second award with each receiving a \$25 savings bond and a citation from the REC. They were Lynn Andrews, Powers model and popular singer from WWRL; Kay Lovell, soprano heard on WBYN who came to radio from musical accomplishments at Ohio State University and Warren Hugh, talented young New Jersey youth, who is featured as a modern pianist on WOV.

### Menser Officiates

Presentations were made by Clarence Menser, NBC vice-president in charge of programs, who acted as emcee of a special show provided by the winners. The NBC exec, in making the awards, paid tribute to the program managers of independent stations throughout the country for their contributions to radio, which are "not always recognized." Menser compared the local indies to "the minor leagues of baseball" and declared that it is here radio's top talent must be found and developed.

As a sequel to the appearance of the artists offers came for professional engagements. It was announced that Miss Maresca and Miss Andrews would be heard on the "I'm An American" day program at Central Park on May 18. Jim Sauter, entertainment chairman for the day, invited them to participate. Pianist Hugh received an offer from a contact bureau and other radio offers, including an MBS appearance, were reported in the offing for all three artists.

### Russia-U. S. Theme On CBS

"Can America and Russia Compromise on the European Question?" will be discussed on the "People's Platform" over CBS Sunday from 10:30 p.m. Participants will be Stan High, editor, and Vincent Sheean, author. Dwight Cooke is moderator of the program, which is produced by Robert Allison.

## ★ AGENCY NEWSCAST ★

**REP. CHARLES R. ROBERTSON**, of North Dakota, this week paid a glowing tribute to five years of public service advertising by American business through the Advertising Council. Speaking to his colleagues in the House of Representatives, Congressman Robertson stated that business, big and little, has contributed one billion dollars of advertising to home front campaigns during the war and is currently supporting campaigns in the public interest at the rate of more than one hundred million dollars per year, with so far little recognition of the contribution to the nation's welfare by the legislative branch of the government.

**YOUNG & RUBICAM, Inc.**, announces the election of John B. Rosebrook as vice-president of the agency. Rosebrook joined the copy staff of Y & R in 1927, later becoming manager of the copy department, a position which he will continue to hold. H. S. Ward, vice-president, will continue as director of copy and head of the department.

**GEORGE H. BOOTH**, formerly with Kenyon & Eckhardt, Inc., New York, has been appointed advertising and sales promotion manager for the Collman Manufacturing Corp., makers of the Collman "58" electric shaver. Prior to his association with K & E, Booth spent two years with the Army Air Forces. Ralph H. Jones Company, New York and Cincinnati, is the agency for the Collman account.

**BURN, SMITH CO., INC.**, station representatives, have added WKYW, Louisville, Ky., and WBGE, Atlanta, Ga., to the list of stations the company represents.

**GEORGE P. HOLLINGBERRY CO.**, has been appointed station representative by KSYL, NBC affiliate in Alexandria, La., and WHOO, ABC outlet in Orlando, Fla.

**WILLIAM MURPHY**, lately traffic head for the trade paper division of J. Walter Thompson, has joined the foreign department of McCann-Erickson Corp. May 1 to take charge of foreign traffic.

**SEIDEL ADVERTISING AGENCY, Inc.**, New York, has been appointed to handle all the advertising for Irving Abrams, Inc., furrier.

**WILL YOLEN, JACK ROSS** and **HAL A. SALZMAN**, whose combined publicity and newspaper experience covers all fields from industrials to amusements, have joined forces, with new quarters at 43 West 51st Street, New York City. The firm, called Yolen, Ross and Salzman, will continue to handle a general list of public relations and publicity accounts.

**ALFRED EICHLER**, copy director of the New York office of Dancer-Fitzgerald-Sample, Inc., has a new mystery novel in the book stores. It is called "Election by Murder," his third. The book continues the adventures of Martin Ames, who clears up murder mysteries by applying advertising principles to the solution of the crime.

# RCA Business Expands In Latin-Amer. Market

(Continued from Page 1)

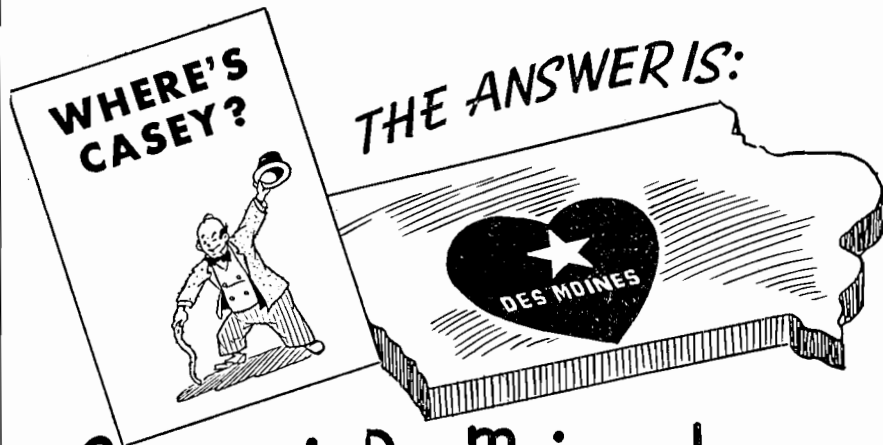
been completed in Mexico, the Dominican Republic and Puerto Rico. In Villa Acuna, Mexico, RCA has installed a 50 kilowatt station costing approximately \$300,000. This station is so constructed that with alterations the power can be later developed to 150 kilowatts.

The dollar volume of radio and phonograph equipment which will be exported this year will be 300 per cent higher than that of 1946, the RCA spokesman revealed.

### Stamp Expert On WNBC

When the "WNBC Saturday Stamp Club" meets tomorrow (9:45-10 a.m., EDT), it will feature as guest Harry M. Konwiser, outstanding philatelic writer, who is author of a book on the history of Colonial and Revolutionary stamps. His latest work, a dictionary of philatelic terms, said to be the first of its kind, is scheduled for publication very shortly. These two publications will form the basis for discussion and interview on tomorrow's show.

"Stamp Club" is written and conducted by Walter Law, commentator in the NBC International Division.



## Casey's in Des Moines, Iowa winning friends and influencing people!

Yes, Casey Beecey (or KCBC, if you prefer) is going places in Des Moines. He's young, and out to do a job.

For instance, Casey didn't just go on the air on the assumption that listenership was automatic. He went around and asked people (see clip) what kind of programs they wanted. Having found out what people wanted, Casey obliged by putting it on the air.

Add this sound, local programming to Mutual's top features and you have Casey's recipe for more for your dollar in Des Moines... Iowa's first and largest retail market.

**KCBC SURVEY**  
2,000 Listeners Asked What Type Programs They Like

KCBC, owned by Capital City Broadcasting Co. which is now in operation at Des Moines on 1390 Kc., has conducted a house-to-house survey of potential listeners to determine what type of programming it will have, Sidney J. Pearlsman, station manager, announces.

Four staff announcers made calls to more than 2,000 Des Moines area homes. They found that music was first choice with 71.1% of the respondents interviewed, and consequently more than half of KCBC's programs are all music or combination music-talk, Mr. Pearlsman says.

Second choice showed 48.8% for news, with comedy variety and drama shows following closely. Here, too, the station adjusted its programming to the demand. Daytime serials represented the type of program most disliked, with 47.4% of the interviewees saying they were the least popular.

Every Radio Mag Printed Casey's Programming Story. This Clip Is from Broadcasting

Represented Nationally by THE BURN-SMITH CO. Chicago, New York, Los Angeles



## Hammond Hits Tele Shows But Predicts Heavy Uses

(Continued from Page 1)

improvements in world today under the title "This Restless New World," Hammond describes it as "a medium which has potentialities of revolutionizing the entire field of communications," but has not, thus far, lived up to its great promise. "Most of the programs have been poor copies of Grade B movies or third-rate vaudeville," he charges, and "the entire approach has been that of aping an existing medium."

On the other hand, Hammond visualized great use of tele in many fields, such as shopping, etc., and asserted it "could be the beginning of the end of bargain-basement savagery and make for a happier, gentler world." He also suggested that chain stores might make use of video to aid the American housewife's daily shopping chores.

**FARGO BISMARCK**  
NOW SERVED THE PROGRAMS BY  
**KSJB** Jamestown North Dakota  
5000 WATTS  
600 on the dial  
Represented by  
**Adam J. Young, Jr., Inc.**  
CBS - MBS

## LOS ANGELES

By RALPH WILK

**B**ARRY SULLIVAN, who stars in King Bros.' "The Gangster," will take over the starring spot in "Rogue's Gallery" on June 1, replacing Dick Powell. Sullivan's contract covers 17 broadcasts.

Walter Tetley, "Leroy" on "The Great Gildersleeve" show, is recording a series of talks promoting safe driving for the National Safety Council. This propaganda is slanted toward the bobby-soxers.

Ed "Archie" Gardner shutters "Duffy's Tavern" on June 25th, but will be back on NBC in the Fall under the same Bristol-Myers sponsorship, renewed just recently many weeks ahead of schedule.

William P. Baxley has been added to KECA's staff as sales executive. Baxley has been with airlines here and in New York.

Sam Coslow huddling with Chapell Music reps on exploitation program for his "Copacabana" score.

Fred Weisman, president of Hunt Foods, sponsors of "What's Doin' Ladies" on NBC, to New York with his wife for three weeks starting May 19.

Jim Backus, "Hubert Updike III" on the "Alan Young Show," is now a regular on the new Bill Goodwin sustainer, which took over the Hit Parade time on CBS starting April 26th.

### New Writers-Publishers Elected To Ascap Group

Additional publisher and writer members were elected to Ascap membership, following a board meeting of the organization, the new members covering both popular and standard field. Popular writers elected are: David M. Barbour, Peggy Lee Barbour, Roy Brodsky, Ralph Burns, Larry Fotin, Ray McKinley, Jack Meakin, Avery Parish, Pete Rugolo, Jack O. Segal, Arnold Shaw, Ray Sinatra, Richard B. Smith (deceased), William Stein, Sid Temper, Paul Tripp, Donald J. Walker, Jack Wolf and Al Johns (deceased). Standard writers are: Frank Campbell-Watson, Marcel Grandjany, Ernst Krenck and Vincent Persichetti.

Popular publishers: Bel-Air Music; East-West Music Co.; The Guild Music Publishers, Inc.; Leslie Music Corp.; James V. Monroe, Inc.; Popular Music Co.; The Players Music Corp.; Ritchie Music Co., Inc., and John Thomas Music Corp. Standard publishers: Society for the Publication of American Music, Inc.



### Manhattan Memoranda. . . !

● ● ● Strange turn of fate that has Paul Whiteman becoming a disc-jockey. It wasn't too many years ago that Paul led a legal crusade to restrain Martin Block and other platter-spinners from playing his discs. . . . Dinah Shore won't be renewed. . . . Reports about Hoagy Carmichael's stanza being cancelled out untrue. . . . Jinx and Tex McCrary's summer show for B & M "Duffy's" will also feature Billy Rose. . . . You gotta give Jack Benny credit. Where a less astute showman might have hesitated to have another comic fill in for him during the summer lull, Benny, following the smart policy that had him encouraging Dennis Day and Phil Harris to go off on their own, was all for the Jack Paar deal. Jack has always gotten his boffs sideways and he knows that having a comic in the customary Sunday nite slot is not going to hurt him, and will, in fact, help make more friends for him. . . . Philco making overtures to Donald O'Connor as a summer replacement for Bing. . . . Bob Hope, Don Wilson, Harold Russell, Dinah Shore and June Allyson skedded to appear on a special Mutual coast-to-coaster Monday nite at 11:30 to celebrate the silver anniversary of Shriners' Hospital services for handicapped children. . . . Shirley Eder's noon spot on WOR Saturdays shifting to 6:15 p.m. . . . Harold Stein knows an ork leader whose pen writes under scale. . . . Arthur Godfrey's 11 ayem stanza on CBS sold three times weekly to Chesterfield.

★ ★ ★

● ● ● For the Double-Talk Dep't: One of the webs had their psychological experts look over a proposed teen-agers' show (with vocational guidance theme) and this was their report: "Vocational material is of necessity a 'projection into the future,' therefore is supposition, and to give it reality of vitality people who DO things may be interesting, but people who merely WANT to do something aren't."

★ ★ ★

● ● ● SMALL TALK: The policy lads at some of the bigger agencies are wearying of the current setup that has everyone submitting program ideas. These execs hold forth that while open field for talent is a good thing, result of current situash is a fast shortcut to nowhere. As a result, they're working out system whereby only recognized package outfits would be permitted to submit program ideas. . . . Quite a story in Geo. M. Cohan, Jr., whom Tom Kennedy is touting as a carbon copy of his famous dad. 32 years old and never before on the stage, he was an immediate click in his Providence preem. . . . Ward Wilson pinch-hitting for the ailing Joe Laurie, Jr., with Dennis James stepping into Ward's spot. . . . Trade talk has the N. Y. Times doing behind-the-scenes experimenting with new type faces. . . . N. Y. Journal-American has added a Bell Aircraft Helicopter to its staff.

★ ★ ★

● ● ● Cameron Mitchell (who'll soon be seen in Metro's "High Barbaree") was an NBC usher 7 years ago. He got his acting start by writing a nasty note to Alfred Lunt, after seeing him in "The Guardsman," saying that he was a better actor than Lunt would ever be. Far from being sore, Lunt called him in for a reading and soon offered him a touring spot with him.

★ ★ ★

● ● ● RadiOscars: Ethel Colby's sparkling handling of the mike (WMCA) at the "Carnegie Hall" preem at the Winter Garden. This tiny femme (one of our better emcees) has been off the air too long. . . . The Golden Gaters (celebrating their 20th anniversary) doubling between the Paramount Theater and the Hank Morgan stanza. . . . Vaughn Monroe's arrangement of the new ditty, "Lucky," which makes your tootsies misbehave. . . . Gabe Heatter's "A Brighter Tomorrow," which, with a new cast, new director and new musical setup, seems headed for a brighter Hooper. . . . Georgia Gibbs' sweet-singing on the Jack Smith airer.

## CHICAGO

By NAT GREEN

**E.** R. BORROFF, ABC vice-president in charge of central division, and Ell Henry, publicity director, spent the week-end in New York on business.

Maurice Copeland has left for California for the first vacation he's had since he entered Chicago radio scene years ago. He'll be gone for two weeks.

Niles Trammell, president of NBC, stopped off in Chicago en route to New York from West Coast station meetings.

Georgie Tapps, the Harmonists and the Honey Dreamers have been added to the lineup for AFRA Arches on May 11.

C. J. Conley, general manager, and B. A. McDonald, general sales manager of Westinghouse Radio Station, Inc., were in Chicago on business several days.

Rudy Vallee, playing a night of engagement here, was guest star on the WGN "Voices of Strings" Sunday, April 20.

WBBM launched a new weekly series titled "Topic Digest" on April 27 presenting John Barden, midwest editor, in a digest of reports by well-known columnists.

### Tele Transmitter Delivered To NBC Washington Office

(Continued from Page 1)

engineering products department. Installation is expected to be ready for operation some time next month, according to the network. New transmitter will operate on channel 4 and will use the newly-developed "super tri-stile antenna."

Watts revealed that video transmitters of this type, a 5-kilowatt, are now being produced in quantity, and will be shipped at the rate of "several a month." New transmitter is the first to be produced which provides operation on all 12 video channels allocated to commercial operation by FCC.

Transmitter was "specially" designed to operate with a "radically new high-frequency power tube," it is said, and combines all the necessary components for transmitting both pictures and sound. Tube was developed by RCA "expressly for television broadcasting and provides high power output and stable, wide-band operations." Both picture and sound units of the transmitter are incorporated in one compact unit, and is constructed as to provide dismantling of equipment into eight small packages for transportation to high structures.

A VOICE IN THE NIGHT  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

IN CLEVELAND IT'S

WHK

# Entertainment Unions Buy ABC Radio Time

(Continued from Page 1)

\$300,000 for radio in a campaign to end upwards of four weeks, emerging both day and night time programs.

First phase of the campaign, starting Monday, consists of five different dramatic series, each in four acts, to be aired Monday through Friday from 3:45-4 p.m., EDT. Over the title of the project is "Pursuit to Happiness," a series based on the comedy of a nation and the role which labor plays. First four programs are written by Eleanor Abbey and the four succeeding series scripted by the following writers: William Morwood, Ted and Mathilde Zell, Lynn Stone and Addy Richman, and Elaine Carrington.

Entertainment Unions Committee, set up at AFL headquarters in Washington last Monday, is composed of representatives of eight unions, all allied with the Federation except the Radio Writers Guild. Committee members and their unions are as follows: Edward J. McHale, Associated Actors and Artistes of America; Harry Steeper, American Federation of Musicians; George Heller, American Federation of Radio Artists; Paul Dulzell, Actors Equity Association; Lawrence Tibbett, American Guild of Musical Artists; Freedman, Association of Theatrical Press Agents and Managers; Byron, Radio Directors Guild, and Leroy Lyon, Radio Writers Guild.

Committee is enlisting some of the best names in the entertainment world to function in the radio phase of the drive against the labor bills. Artists appearing on programs will receive minimum union scale. A radio production unit in New York is composed of Ed Byron, George Heller and Peter Lyon, assisted by Nicki Burnett and Oliver Nicoll. George Zachary, president of the Radio Directors Guild, leaves today for the coast to set up production unit there while another being formed in Washington. Morris Novik, as radio director for AFL, serves as liaison between Federation and the Entertainment Unions Committee.

## Wilkey Heads WCCO

Eugene B. Wilkey, Jr., program manager, has been named acting general manager of WCCO, Minneapolis-St. Paul, Howard S. Meigs, vice-president in charge of status for CBS announced yesterday. Wilkey replaces A. E. Joscelyn who resigned to accept the vice-presidency of Northwest Linseed Oil Co.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

**Universal**  
RECORDING CORP.  
42nd Floor • 20 N. Wacker  
Sta. 5635

# 'Freeze' Served Its Purpose Says FCC; Okays More CP's

(Continued from Page 1)

are some 100 "simple" cases in Line 1 when the freeze was called.

In addition to the 250 cases in Line 2 acted upon, the Commission also took action on 200 Line 2 applications. As far as AM applications are concerned, the Commission's activity during the freeze period cut the huge backlog to near normal size. During the freeze period only 32 applications for new AM stations were made and 25 applications for changes in present facilities. Of the 100 cases in Line 1 which still must be acted upon, the bulk came in during the last-minute rush to beat the February 7 deadline when the freeze began.

In announcing that the freeze had accomplished its purpose, FCC said:

"The Commission is pleased to report that, as a result of the splendid co-operation which it received from applicants and their engineers who participated in the channel studies and the unstinting efforts of its own staff, the temporary expediting procedure which expired yesterday (Wednesday), has accomplished its purposes. It enabled the Commission to either grant or designate for hearing every Line 2 application filed prior to February 7—some 250 in number."

To accomplish this task the Commission and its staff worked back-breaking hours to beat its own deadline without extending the freeze. The entire Commission staff worked all day last Saturday and Sunday. In addition, the Commission itself met on "freeze" applications on Monday, Tuesday and Wednesday and then held its regular weekly meeting yesterday.

Prior to the freeze order, the Commission was handling Line 2 applications at the rate of about five a month. During the freeze period applications were acted upon at the rate of more than 80 a month.

Actions taken yesterday included the following CP's for new AM stations granted the following applicants: Voice of Western Colorado, Grand Junction, Colo., to operate on 1230 kc., 250 watts, unlimited; St. Joseph Valley Broadcasting Corp., South Bend, Ind., to operate on 1580 kc., 250 watts, daytime; The Wooster Republican Printing Co., Wooster, Ohio, to operate on 960 kc., 500 watts, daytime; Angel Ramos and Jose Coll Vidal, doing business as El Mundo Broadcasting Co., San Juan, Puerto Rico, to operate on 1320 kc., 5 kw., unlimited; Robert Schuler, Sheldon Anderson and Lester Eugene Chennault, Fresno, Calif., to operate on 1300 kc., 1 kw., unlimited; Tri Cities Broadcasting Co., Goose Creek, Texas, to operate on 1360 kc., 1 kw., unlimited; Keokuk Broadcasting Co., Keokuk, Iowa, to operate on 1310 kc., 250 watts, daytime.

Granted changes in facilities were the following: Idaho Broadcasting & Television Co., KGEM, Boise, Idaho, from 1340 to 1140 kc., from 250 watts to 10 kw.; Dothan Broadcasting Co.,

WAGF, Dothan, Ala., from 1400 to 1320 kc., from 250 watts to 1 kw.; Mid Continent Broadcasting Co., Kelo, Sioux Falls, S. D., from 1230 to 1320 kc., from 250 watts to 5 kw.; Panama City Broadcasting Co., WDLF, Panama City, Fla., from 1230 to 590 kc., from 250 watts to 1 kw.; Oil Capital Sales Corp., KOMA, Tulsa, Okla., from 1340 to 1300 kc., from 250 watts to 1 kw., night, 5 kw. daytime.

Also The Helena Broadcasting Co., KFFA, Helena, Ark., from 1490 to 1360 kc., from 250 watts to 1 kw.; Wyoming Broadcasting Co., KVRS, Rock Springs, Wyo., from 1400 to 1360 kc., from 250 to 500 watts night, 1 kw. daytime; American Colonial Broadcasting Corp., WKVM, Arecibo, Puerto Rico, from 1230 to 1070 kc., from 250 watts to 500 watts night, 1 kw. daytime.

The FCC also announced its proposed decision looking towards the grant of the application of Allentown Broadcasting Corp. for a new station in Allentown, Pa., to operate on 1230 kc., 250 watts, unlimited time; also denial of the applications of Easton Publishing Co., Easton, Pa., and Steel City Broadcasting Co. of Bethlehem, Pa., Inc., Allentown, Pa., seeking the same facilities, and application of Associated Broadcasters, Inc., to change frequency of WEST, Easton, Pa., from 1400 kc. to 1230 kc., operating with 250 watts, unlimited.

The Commission announced adoption of an order granting the petition of Midwest Broadcasting Co. to amend its application for a new station at Milwaukee, Wis., to specify an antenna pattern designed to reduce interference to an existing station; further ordered that application, as amended, be granted, to operate on 1250 kc., 5 kw., unlimited.

At the same time the Commission granted application of WREN Broadcasting Company, Inc., for a CP to move its station, WREN, from Lawrence to Topeka, Kans., to operate there on its presently assigned frequency of 1250 kc., power 5 kw. day, and to increase night power from 1 kw. to 5 kw.

The FCC ordered oral argument on the following proposed decisions on May 6: Gulf Broadcasting Co.; Burton Broadcasting Company; Mobile Broadcasting Company; WJPS, Inc.; Tri State Broadcasting Corp.; Bay State Beacon, Inc.; Cur-Nan Co.; Plymouth County Broadcasting Co.; Central Broadcasting Co.; Texas Star Broadcasting Co.; Lubbock County Broadcasting Co.; Veterans Broadcasting Co.; Plains Radio Broadcasting Co.; Abilene Broadcasting Co. and Citizens Broadcasting Co.

**WPDQ's**  
TIME-BUYERS JACK POT  
THIS WEEK'S WINNER  
VIRGINIA BUTLER  
LENNEN and MITCHELL  
Next Week ? ? ? ?

# Local AM And Video To Air Aleman Salute

(Continued from Page 1)

station. WCBS has scheduled a re-broadcast at 5:30 p.m. XEW in Mexico City will air the program by direct wire from New York. Short-wave transmitters of CBS, NBC and the State Dept. will also broadcast it. NBC's television station, WNBT, will pick up the City Hall ceremony

## Debut?

*Ben Grauer, NBC announcer, who has been diligently studying Espanol for the past two years, will put his knowledge to the acid test today when he essays the role of interpreter, translating for the listeners the words of President Aleman of Mexico at the City Hall reception.*

and also the luncheon event at the Commodore Hotel starting at 2:30 p.m. Camera crews of WCBS-TV will film the two-day visit of President Aleman and air the films at 7:45 p.m., Saturday.

The luncheon speech by Mexico's chief official at the Commodore will be broadcast by WNYC from 2:30-3 p.m. President Aleman does not speak English but a translator from the United Nations will be on hand to make a translation during the broadcasts.

# ONE ANNOUNCEMENT ...2356 REQUESTS

Baltimore, Md. In this city, come spring, the young folk's fancy lightly turns to thoughts of yo-yos.

On the Dick Tracy Program cooperatively sponsored on WFBR at 4:45 to 5:00 P.M. by Hendler's Ice Cream, one announcement only was made to the effect that free yo-yos would be sent to those writing in.

Despite the fact that 4:45 is not considered ideal listening time and only one announcement was made, 2356 requests were received.

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



## COAST-TO-COAST

## — CANADA —

**EDMONTON, ALBERTA**—Doreen Stanton, 19-year-old Edmonton pianist, won \$150, the first prize in the Birks Musical Awards competition, which was presented in the form of a weekly broadcast over CJCA. Second place went to Ruth Gillis, soprano, and Roy Gilley, baritone, took third place in the contest. . . . **TORONTO, ONTARIO**—The 73rd running of the Kentucky Derby, America's top turf classic, will be broadcast over CFRB on May 3rd. Clem McCarthy, veteran turf broadcaster, will call the race while Bill Corum, popular sportscaster and columnist, will give the color and pageantry of the classic. . . . **ST. JOHN, NEW BRUNSWICK**—CHSJ recently increased its power from 1000 to 5000 watts. The station operates on 1150 kilocycles.

## — COLORADO —

**DENVER**—Ray Perkins of KFEL, was one of three judges of a beauty contest recently held by the freshman and sophomore classes of Denver University. . . . John F. Connors, former announcer at KGHF, Pueblo, Colo., public relations worker for the AAF and director of public relations and radio for the Max Goldberg Advertising Agency in Denver, has joined the writing staff at KLZ. . . . **GRAND JUNCTION**—There have been two recent additions to KFXJ's staff. They are Jewell Langston, who has become assistant in the auditing department, and John E. Wix, Jr., veteran of The Mountain Infantry, who will report the station's news.

## — NORTH CAROLINA —

**CHARLOTTE**—"11:60 P.M." is the title of the new midnight record show on WSOC. Special attention to local phone and mail requests is given by platter-master, Bob Erlander. . . . **FAYETTEVILLE**—Mel Fein, 20th Air Force veteran and former New York announcer, has been added to the WFNC announcing staff. Caroline Taylor joined the station's traffic department. . . . **RALEIGH**—WPTF recently inaugurated a 14-week series of quarter-hour talks by the N. C. delegation in Congress, entitled "Report from Washington." Senators and 12 Congressmen report on their legislative activities in the Capital to the folks back home.

## — PENNSYLVANIA —

**LEBANON**—Anita Sullivan has been added to the continuity staff at WLBR. . . . **PHILADELPHIA**—Jerry Gaghan, well-known Philadelphia Daily News gossip columnist and dramatic critic, and his wife, Deena, will be featured in a new nightly show on WIBG entitled, "Midnight at the Gaghams." The program will include theatrical reviews, chats with personalities and gossip about Philadelphia.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY OOPS**—Florenz Ziegfeld glorified the American Girl; Al Smith glorified the brown derby; Lana Turner glorified the sweater; now along come the four Rasa (fish dealers) brothers to glorify piscatorial specie with a ditty "Freddy The Fish". . . ● Bob Briody's Stuart Music has a sure hit in "Ain't No Hurry Baby" written by Dave Saxon and Stan Rhodes. . . ● Bob Smith's early morning NBChatter, patter and songs wake you up like a cool shower . . . and if the phrase "Where Is Sam?" becomes a national craze blame it on Bob who introduced it via a song of the same title—a clever bit of wordage created by Robert Unger, Edward Kean and Sam Hunter . . . published by Record Songs, Inc. . . ● Fred B. (Mr. Music Man of Baltimore) Hammann has placed his latest brain child "Put Me Off At Baltimore" with Dubonnet Music . . . song has possibilities. . . ● Jack Pearl's nitely clowning at the Vanity Fair in Gotham is as priceless as his surname . . . he could hypo sagging radio shows the way Tolson does.

★ ★ ★

● ● ● The untimely passing of John G. Paine, who died while promoting the interests of America's songwriters, was a sad blow . . . ASCAP, especially, will miss his suave and gentle-but-determined leadership. . . ● If and when Victor of the Roosevelt Hotel writes his book we hereby place an order for same . . . the genial Maitre de started catering to the culinary tastes of the world's greats in 1910 at the Hotel Imperial . . . from 1913 to 1925 he served the old Waldorf-Astoria where he hosted the so-called Waldorf Crowd including John Drake, Joe Gates, William Smathers, "Diamond" Jim Brady, Judge Elbert T. Gary, ex-President Woodrow Wilson, ex-Governor Charles S. Whitman, Senator Warren G. Harding of Ohio and King Carol of Roumania . . . Gold service was the exclusive order of the day for all Gary, Whitman and King Carol parties . . . formal entry into dining room was held every night with music supplied by Joe Knecht, assistant conductor at the Met . . . Victor then moved into the Roosevelt in 1925 after Ben Bernie's orchestra opened the Grill . . . in 1929 Guy Lombardo's Band was hired and has been there ever since . . . other name bands to play here include Rubino, Freddie Martin, Wayne King and Lawrence Welk. . . ● Kate CBSmith sang "If I Had My Life To Live Over" four times in the last five programs . . . it's that good. . . ● Irving (Sinatra Songs) Deutsch will wed Blossom Goldfeder at the Waldorf-Astoria May 4. . . ● Fred Coats, on Bill Harrington's morning MBSongfest, said he could write a pop tune in five minutes . . . announcer Dick Willard suggested the title and sure enough, the ballad was completed in time so that Bill could introduce, "Long Time No Love". . . ● Enoch Light and his orchestra open an indefinite engagement at Palisades Park, N. J., May 29 . . . the nets could use Enoch's music, showmanship and savvy. . . ● Ray Heatherton, during an audition last week in studio 3B amazed us with his array of dialects . . . we thought he could only SING.

★ ★ ★

● ● ● A new half-hour variety show, originating at WINS and piped through to WLW will be inaugurated May 3 . . . program will be heard Saturdays at 6:15 p.m. directed by Jerry Danzig, it will star emcee-vocalist Red Benson, pianist Dick Styles and Irving Landau's Orchestra. . . ● Lloyd Shaffer, NBChesterfield Club maestro and Johnny (Heartaches) Klenner have written a fine ballad "Smoke Dreams," based on that program's theme song. . . ● Mose Gumble, that genial gentleman of ballad boulevard, has succeeded in planting "April Showers" firmly on Lucky Strike's H.P. . . . song was written back in 1931 by Buddy DeSylva and Louis Silvers. . . ● Starting May 1, Elsie Stapleton's WNBClever budget advice, will be heard nationally via ET's. . . ● New firm, Gaynote Music, starting off with a swingy thingy, "I'm Gonna Hop On A Cloud," by Morton Parnes and Anita Leonard.

★ ★ ★

## EQUIPMENT

## Westinghouse Price Policy

According to an announcement the Westinghouse Electric Corporation, no price advance on home appliances is contemplated at this time. However, they claim that some line of apparatus will require some price increases due to recent wage creases. Despite uncertainty regarding manufacturing costs and Company's recent pay boost, amounting to 15 cents an hour for all employees represented by the United Electrical, Radio and Machine Workers—CIO, the Company is prepared to quote firm prices on all products where reasonable short delivery duces the hazard. In many cases prices will be made firm with price increases, in spite of the recently announced increases in wages and salaries. Company is further studying other lines of products, especially producers' equipment, which may require different treatment, including some price increases.

## Five New Plant Mgrs. For RCA

Five new plant managers in the Engineering Products Division of the RCA-Victor Division, RCA has just been announced by A. L. Malcom, general plant manager of the department. The new plant managers are: Marvin G. Whitney, Broadcast and Industrial Electronics Manufacturing; Clarrell R. Rigby, Communication and Aviation Manufacturing; Don K. Sieburg, Manufacturing of 16mm Motion Picture Equipment, Theater Equipment and Test and Measurement Equipment; Albert C. Lindquist, Government Equipment Manufacturing; and Thomas J. Reed, Parts Fabrication.

## Philco Distributors Appointments

Joseph Cohen, who has been with Philco for 11 years, has been named General Manager of the New York branch of Philco Distributors, Inc. It was announced by Hal Sheer, vice president and general manager of Philco Distributors.

Send Birthday  
Greetings To —

May 2

Bing Crosby Doris Fisher  
Dorothy Dunn H. L. Blatterman  
Morton Gottlieb Philip Thompson  
Wilms Herbert

May 3

Don Ameche Mary Astor  
Nick Dawson Curt Massey  
Fort Pearson Mary Small  
Irving Fogel Peter Irving

May 4

Gray Gordon Jane King  
Walter Vaughn

IN CLEVELAND IT'S

**WHK**

THE SAVINGS BONDS DIVISION OF THE  
U.S. TREASURY DEPARTMENT

PRESENTS

# GUEST STAR

THE NEW 15 MINUTE TRANSCRIBED SERIES

FEATURING



*and the other leading stars of stage, screen, radio*

## THE CRITIC SAYS\*

With a roster of guest stars taken right off the top of the Hooper listings, this series of plattered variety shows put out by the U. S. Treasury to plug savings bonds is due to garner wide and appreciative listening. Smart programming by the local indies handling this series would be to spot these shows at cream times where they can do the most good both for the bonds and the station's rep.

## WHAT'S COOKING

During June and July, the biggest, ultra-super-duper Savings Bond campaign will step to the mike. RADIO has always done a terrific job. Spotlight GUEST STAR—in advertising and publicity. Tear off a nice hunk of your cream time, and we'll send you, absolutely free, our special package of wow'd listeners. Remember, *cream* public service is whipped up in *cream* time. Spelled: C-R-E-A-M!

**\*But Natch! Enrich Your Cream Time with the Big Time!**

*The Treasury Department acknowledges with appreciation this public service contribution by*

**RADIO DAILY**

## OSU's Radio Institute Gets Underway Today

(Continued from Page 1)

radio, many of the meetings will relate directly or indirectly to the United Nations and the main address at the annual Institute dinner, on Sunday, will be on "Radio in One World," by Barbara Ward, of BBC.

For many of the delegates, swarming the hotel, it was old home-week, as scores had not met since before the war.

FCC Commissioner Clifford J. Durr was to be the "man on the spot" for the origination of Mutual's

*Meeting of the Religious Radio Association is scheduled here on May 2 and 4 in connection with the annual Institute for Education by Radio. Contributions of radio religious programs to domestic unity and world peace will be the theme of sessions presided over by Willard Johnson, president of the association. Speakers include Robert B. Hudson, CBS education director, and John K. Hough, advertising director for Goodyear Tire and Rubber Company.*

"Meet the Press," tonight at 7:45. Firing the questions at him will be:

George Rosen, radio editor of Variety; Edwin H. James, New York office of Broadcasting; and Lawrence Spivak, of American Mercury magazine. Mutual's vice-president A. A. Schechter, news director, will preside at the interview session.

The first general session will follow at 8:30 p.m., tonight with a distinguished panel of participants considering the question: "What should be the criteria for broadcasting in the public interest, convenience and necessity?"

Four other general sessions will follow tomorrow, Sunday and Monday.

### Tyler to Be Heard

Dr. I. Keith Tyler, director of the Institute, will preside at the closing general session on a topic that has aroused much pre-institute interest. "Should Radio Have An Editorial Policy?"

Symposium participants will be these prominent speakers: James Lawrence Fly, American Civil Liberties Union; Allen Saylor, UAW-CIO; Paul Spearman, widely-known radio attorney of Washington; and Robert D. Leigh, director of the Commission on Freedom of the Press which recently completed a controversial report on the Nation's Communication's media. Ohio's First Lady, Mrs. C. L. Stevens, daughter of Governor Thomas J. Herbert, was hon-

## PICTURE OF THE WEEK



*Polly Morrissey, circus queen at Madison Square Garden, once a staff member of KCMC, Texarkana, Texas, used the 1947 Radio Annual to convince Felix Adler and Prince Paul, clowns, that radio is a big business. Polly incidentally is the wife of Frank Morrissey, radio contact man for the Ringling Brothers-Barnum & Bailey circus. They met while the "Big Show" was playing Texarkana.*

orary chairman for the opening reception today.

### N. Y. Delegation Leaves

An exodus of network delegates and representatives from New York took place yesterday, as NBC, ABC, CBS and MBS officials left to attend the 17th Annual Institute for Education by Radio four-day meeting at Ohio State University, Columbus, which gets under way today and will continue through May 5.

The following delegates will participate in the open forum meetings and round-table discussions, several of them set to speak.

For MBS, Edgar Kobak, president; Abe Schechter, vice-president of news and special events; Elsie Dick, director of public service programs, and Dorothy Kemble, director of continuity acceptance. Among the NBC delegates attending will be, William Reynolds, NBC research associate; Jennings Pierce, manager of public service and public relations

of the Western Division; Homer Heck, production director of the Central Division; Dwight Herrick, manager of public service department; Charles Hammond, director of advertising and promotion; William Drips, agricultural director of the Central Division; Herman Troviesas, of the radio recording division; and Judith Waller, director of public service of the Central Division.

The following will represent CBS at the meeting: Ed Murrow, vice-president and director of public affairs; Lyman Bryson, counsellor on public affairs; Robert B. Hudson, director of education; and Don Lerch, director of agricultural broadcasts. ABC will be represented by Robert E. Kintner, vice-president; Robert Saudek, director of public affairs; Grace Johnsen, manager of continuity acceptance; James H. Quello, publicity director of WXYZ, ABC's Detroit affiliate; and Robert B. White, public service manager of ABC's Central Division in Chicago.

## BMB Survey An Item On NAB Meet Agenda

(Continued from Page 1)

with representatives of ANA AAAA.

Registration will take place between 9 and 10 a.m., with the call order scheduled for 10:05, at which time announcements will be made by committees appointed and other business done by Chairman Hanna. Directly after that an FM discussion will be held by Robert T. Bart, NAB's FM director; Leonard A. WBCA; Ira Hirschmann, WABF; John V. L. Hogan, WQXQ.

Also at the Monday forenoon session, A. D. Willard, Jr., NAB executive vice-president, will speak: "The New Structure and Expanded Activity of NAB"; The NORC Survey of Public Opinion of Radio, to be discussed by Kenneth Baker, NAB director of research. At the lunch session 12:30 p.m., in the West Foy Holcombe Parks, vice-president in charge of public relations of NAM, will speak.

### Will Discuss Music Situation

At 2:15 p.m., Ted Streibert, WOR, Carl Haverlin of BMI, Sydney Kaye, also of BMI will take over the music situation. Broadcasting Advertising and the retail angle will be discussed, with Helen Woods, WBIX, as chairman, and Frank F. Legrin, of the NAB as the principal speaker.

Tuesday sessions will be devoted to Small Market Stations, with Goldman, of WJTN, as chairman, and Allen Brown, of the NAB as principal speaker; Justin Miller will follow, on a talk concerning radio and public relations; Don Pettey, NAB general counsel will speak on the organization's legal activities and F. LaGuardia, at the luncheon session will talk on the broadcaster's responsibility to the public.

Feltis will have his BMB session which will be followed with last relations talk by Richard P. Doherty of the NAB, while an open forum will be the concluding business of the meeting, with BMI, NAB and BMB stations participating in the discussions. Adjournment is planned for 5 p.m., Tuesday.

### Smith Memorial On WNYC

Gov. Thomas E. Dewey, May William O'Dwyer and Cardin Spellman will be the principal speakers at the dedication of the Smith Memorial on Thursday, May 7 (WNYC 3:00-3:55 p.m.).

### HOUSE FOR SALE

Immediate Occupancy

James Mahoney, Mutual Broadcasting System, 7 rooms, in near suburban Northfield, Ill.

Inquire of

McGUIRE & ORR, Realtors  
Winnetka Illinois

IN CLEVELAND IT'S  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 39, NO. 25

NEW YORK, MONDAY, MAY 5, 1947

TEN CENTS

## Radio Institute Awards

### Cuts Color Tele; Cancels Studio Shows

Most heavy curtailment of CBS' television activities and personnel since the FCC reversal on its color program came Friday with suspension of all studio shows at WCBS-TV. The layoff of approximately 40 persons, effective next Sunday, May 11, includes several in the color tele department as well as production staffers, also affects Ben Hunter, program director of CBS-TV.

Commenting on the action a CBS spokesman said:

(Continued on Page 4)

### Merryman Leaves NBC To Form Consultant Firm

Philip I. Merryman, manager of planning and development division of NBC, has resigned to form a firm of radio consultants in partnership with H. V. Anderson of New Orleans, it was announced on Friday. Associated with the network for 10 years, during which time he attracted attention to engineering, research and market analysis work, Merryman will be retained by NBC.

(Continued on Page 4)

### Godfrey To Chesterfield Times Weekly On CBS

Godfrey & Myers Tobacco Co., for Chesterfield cigarettes, through New York agent, has purchased the half-hours weekly on the Arthur Godfrey daily series heard over the 11-11:30 a.m., EDT., the time slot Monday, Wednesday and Friday. Deal was concluded late Friday after some days of dickering and

(Continued on Page 4)

### Belated Honors

Country Washburne's vocalizing in the Ted Weems' record of "Oh, Sonah" has just made him a member of Decca's exclusive 1,000,000 Records Club—16 years after the record was made! Now a musical director, Washburne's folk-singing was on the reverse side of the 1931 Weems' recording of "Heartaches," which has just passed the 1,000,000 sales mark as a re-issue.

### Airminded

Bob Jamieson, WABD-Du Mont television executive, became an air minded trouble shooter the past weekend when he piloted his own plane from Wayne, N. J., to the Armonk airport in Westchester county, New York, to service a Du Mont receiver. Both Bob and Mrs. Jamieson have pilots licenses and fly an Aeronca, converted Army plane.

### New AP Radio Dept.; Gramling In Charge

In keeping with the new radio setup proposed at its recent annual meeting, the Associated Press, through Kent Cooper, executive director and general manager, announces today the establishment of a radio department within the AP under the administration of Oliver Gramling. Gramling becomes an assistant manager of AP in charge of radio.

Move precedes the offering to raise \$1 million.

(Continued on Page 4)

### Kiggins Gets Grant For AM Station In Erie

Keith Kiggins, former vice-president in charge of station relations at ABC received a CP from the FCC May 1 to operate a 5,000-watt AM station on 1330 kc., at Erie, Pa. Station will be owned and operated by Keith Kiggins and Don Reynolds.

(Continued on Page 2)

### 2nd District NAB Meeting Opens Today In New York

Justin Miller, president of the NAB, who arrives in New York today to attend the 2nd NAB District meeting opening this morning at the Waldorf-Astoria Hotel, announced over the week-end that he had appointed three broadcasters from the District of Columbia to serve on a special committee. This committee will provide facilities and program counsel in the development of a series of transcribed broadcasts by the

### ABC Leads Webs In Number Of Awards At Ohio State Radio Institute; Conference Closes Today

By JOE OLSON Staff Correspondent, RADIO DAILY

Columbus—Radio's continuing critical self-appraisal, as the guarantee of ever improving public service, was praised by many speakers during the first three days' sessions of the 17th annual Institute for Education by Radio here. More than 1,500 leaders in commercial and educational radio were in attendance, some 200 as active participants in panels, symposia, clinics, work and study meetings.

Critical self-appraisal was mirrored in the announcement of winners of first awards and honorable mention awards at the half-way point of the Institute. Only 32 first awards were made as compared with 37 last year although nearly 200 more entries were submitted for the '47 exhibition. Principal interest today centers upon the controversial question of whether radio should have an editorial policy. Dr. I. Keith Tyler, Institute director, will preside at the concluding general session today at which

the question will be discussed.

Dr. Tyler expressed himself as "highly gratified" by the attendance and by the participation as speakers of so many persons prominent in the industry.

The annual awards on Saturday at Columbus.

(Continued on Page 6)

### Tele Antenna Problem Seen Near Solution

Elimination of the recent ban on television antennas on rooftops is expected this week when New York realtors reply to another proposal of the Television Broadcasters Association, it was learned over the week-end. Realtors are said to be preparing an approval, signed by approximately 35 leading apartment house owners, which will "completely reverse their earlier position" and, in fact, serve as an endorsement to the

(Continued on Page 2)

### 50 BMB Subscribers For New 1948 Survey

Fifty subscribers to the Broadcast Measurement Bureau Study No. 2 scheduled for March, 1948, was reported at BMB headquarters in New York Friday as a sequel to the appearances of Hugh Feltis, president, at district NAB meetings, mail returns on subscription blanks and new

(Continued on Page 4)

### "Satisfactory"

Large-screen color tele, as demonstrated by RCA in Philadelphia last week was "sufficiently satisfactory for presentation in movie theaters," it was stated here Friday by Loren L. Ryder, president of the Society of Motion Picture Engineers. The SMPE, said Ryder, is recommending to the film industry the advisability of planning for theater video.



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

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**Today's Agenda NAB 2nd District**

Waldorf-Astoria, N. Y. C.

- 9:00-10:00 A.M. Registration.
- 10:00-10:05 A.M. Call to order, announcements, committee appointments, Michael R. Hanna, 2nd District Director, presiding.
- 10:05-10:45 A.M. FM Discussion—Robert T. Bartley, NAB FM Director; Leonard Asch, WBCA; Ira Hirschmann, WABF; John V. L. Hogan, WQXQ.
- 10:45-11:30 A.M. "The New Structure and Enlarged Activity of NAB," A. D. Willard, Jr., NAB Executive Vice-President.
- 11:30-12:15 P.M. The NORC Survey of Public Opinion of Radio, Dr. Kenneth Baker, NAB Director of Research.
- 12:15 P.M. Recess.
- 12:30- 2:15 P.M. Luncheon—West Foyer. Speaker: Holcombe Parkes, Vice-President in charge of public relations, NAM.
- 2:15- 3:00 P.M. The Music Situation — Theodore C. Streibert, WOR, Chairman, Music Advisory Committee; Carl Haverlin, President, BMI; Sydney Kaye, Vice-President and General Counsel, BMI.
- 3:00- 5:15 P.M. Broadcast Advertising and Retail Radio Advertising—Helen Wood, WIBX, Chairman; Frank Pellegrin, NAB Director Broadcast Advertising.
- 5:15 P.M. Recess.

**FINANCIAL**

(May 2)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/8	8 1/8	8 1/8	— 1/4
Am. Tel. & Tel.	166 1/8	165 3/4	165 3/4	— 1/4
BBS A	25 1/8	25 1/8	25 1/8	— 3/8
Farnsworth T. & R.	6 3/8	6 1/8	6 1/4	— 1/8
Gen. Electric	35 1/8	34 3/8	34 3/4	+ 1/8
Philco	25 3/4	25 1/4	25 3/4	+ 1/4
Philco Pfd.	95	95	95	—
RCA Common	8 1/4	7 7/8	7 7/8	— 1/8
RCA First Pfd.	73	72 1/4	72 1/4	— 3/4
Stewart-Warner	16 3/4	16	16 3/4	+ 1/2
Westinghouse	24 7/8	24 1/8	24 1/2	+ 1/4
Westinghouse Pfd. A.	99	99	99	—
Zenith Radio	17 3/4	17 3/4	17 3/4	+ 1/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	14	14	14	— 1/2
Nat. Union Radio	3	3	3	—

**OVER THE COUNTER**

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	6 1/4	7 1/4
Stromberg-Carlson	13 3/4	14 3/4
U. S. Television	2	2 1/4
WCAO (Baltimore)	38	42
WJR (Detroit)	15	17

**Kiggins Gets Grant For AM Station In Erie**

(Continued from Page 1)

Ft. Smith, Ark., newspaper publisher under the name of Community Service Broadcasting Co. Plans are being studied for the possibilities of FM as well as television.

**Dorothy Lewis Ill**

Dorothy Lewis, co-ordinator of listener activities for NAB, is a patient at the Harkness Pavilion in Manhattan after an emergency operation performed last Thursday.

**Justin Miller In New York For NAB Regional Confab**

(Continued from Page 1)

his new duties as NAB director of engineering.

Following the meeting of NAB's seventh District, in Roanoke, Va., Gilmore Nunn, was elected to the NAB board for a two-year term, succeeding James D. Shouse, who asked that he be not re-elected. Nunn is also chairman of the NAB public relations committee.

Three other Board members had been named at previous NAB district meetings. William B. Smullin, KIEM, Eureka, Calif., and Harry R. Spence, KXRO, Aberdeen, Washington, were re-elected directors for the 15th and 17th NAB Districts, respectively, in January.

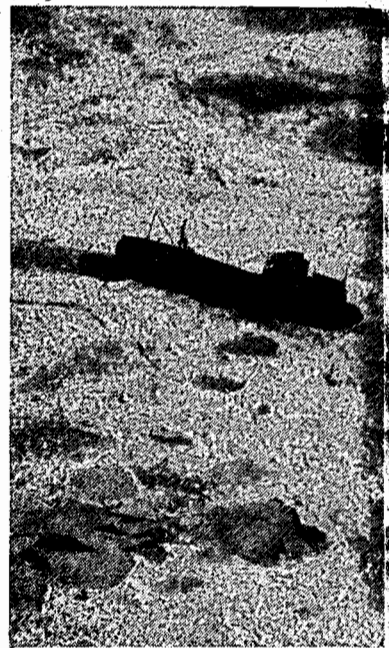
Clyde Rembert, KRLD, Dallas, was elected to the Board when the 13th District held its annual meeting in Houston, April 21-22.

**Tele Antenna Problem Seen Near Solution**

(Continued from Page 1)

installation of television receivers in multiple dwellings.

It will be recalled that TBA's interim plan offered to realtors some time ago which carried provisions relieving landlords from any and all responsibility in the erection of dipole antennas on rooftops, etc., was declined by members of the Real Estate Board of New York on April 18. Latter group claimed that the interim plan failed to solve most of the problems which brought about the ban.



**STUCK**

That black spot in the picture, a tanker caught in the ice floes of the north Hudson River. It looks like it was stuck for keeps.

But a Coast Guard helicopter caught the distress signal of the marooned vessel and brought to the rescue.

Too bad there isn't a Coast Guard for radio time buyers who go to the deep end and get stuck.

W-I-T-H is the rescue squad of Baltimore radio. Ask our clients. They'll tell you that W-I-T-H, Baltimore's successful independent station, delivers more listeners per-dollar-spent than any other station in town.

If you're in a jam, put W-I-T-H to work now. You'll be rescued.



**W-I-T-H**

AM and FM

**IN BALTIMORE**

TOM TINSLEY, President

Represented Nationally By Headley-Re...

**HOUSE FOR SALE**

Immediate Occupancy

James Mahoney, Mutual Broadcasting System, 7 rooms, in near suburban Northfield, Ill.

Inquire of

McGUIRE & ORR, Realtors

Winnetka

Illinois

**9 OUT OF 11**  
 FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO KOC'S REGULARLY.  
 \* Survey figures available  
 AM **KOC'S** FM  
 ONTARIO CALIFORNIA

**IN CLEVELAND IT'S**  
**WHK**

*An Invitation*

To All Broadcasters  
Attending the  
NAB Second District Meeting

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"WHEN IT'S B M I IT'S YOURS"



## 50 BMB Subscribers For New 1948 Survey

(Continued from Page 1)  
station applications. During the first survey, BMB had 710 subscribers and a total of \$1,230,000 was raised through subscriptions.

In announcing the first 50 for the new survey, BMB revealed that stations are situated in 24 states and range in power from 250 watts to 50,000 watts. The first subscribers are:

WOW Omaha, Neb.; WMEX Boston, Mass.; WHEC Rochester, N. Y.; WPTF Raleigh, N. C.; WMFR High Point, N. C.; WKYB Paducah, Ky.; WHBL Sheboygan, Wis.; WDUK Durham, N. C.; WCVS Springfield, Ill.; WALL Middletown, N. Y.; KOCA Kilgore, Tex.; WJZM Clarksville, Tenn.; WJLS Beckley, W. Va.; WFAA Dallas, Tex.; WDWZ Tuscola, Ill.

WDRC Hartford, Conn.; KRLD Dallas, Tex.; KHM0 Hannibal, Mo.; KGW Portland, Ore.; WTRC Elkhart, Ind.; WKPT Kingsport, Tenn.; WOSH Portland, Me.; KUOA Siloam Springs, Ark.; KRJF Miles City, Mont.; KODY North Platte, Neb.; KECK Odessa, Tex.; KBTM Jonesboro, Ark.; KLZ Denver, Colo.; WTAG Worcester, Mass.; WSB Atlanta, Ga.

WRGA Rome, Ga.; WNBF Binghamton, N. Y.; WNAM Neenah, Wis.; WMUR Manchester, N. H.; WMBD Peoria, Ill.; WLBZ Bangor, Me.; WKY Oklahoma City, Okla.; WGN Chicago, Ill.; WDGJ Minneapolis, Minn.; WCPS Tarboro, N. C.; WCHA Chambersburg, Pa.; WCAU Philadelphia, Pa.; KROP Brawley, Calif.; KREO Indio, Calif.; KPPO Riverside, Calif.

KPOR-FM, Riverside, Calif.; KONO San Antonio, Tex.; KOIL Omaha, Neb.; KF0R Lincoln, Neb.; KFBB Great Falls, Mont.

### Package Features Opera Stars

Ford Bond Radio Productions is turning out a quarter-hour package series, open end, featuring such opera stars as Rose Bampton and Helen Jepson and other celebrities of the musical world. Series titled "Music Hall of Fame" is believed to be the first of its kind in the open-end field featuring opera singers and instrumentalists. Format also carries backstage stories of the personalities, with Walter Preston of Columbia Concerts handling the interviews.

### Report "Shadow" Deal

Deal practically set for Bret Morrison to make a series of personal appearances in sketches involving his role as "The Shadow."

Send Birthday  
Greetings To —

May 5

Dick Ballou Alice Faye  
Freeman Gosden Tyrone Power  
Walter Kaner Warren Jennings  
Helen Thomas

PASSPORT TO ROMANCE  
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COMMERCIAL PROGRAM SALES

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### California Commentary...!

• • • Walter Winchell's brief item to the effect that Vincent Sardi, Jr., son of the famous New York restaurant operator, and Adele Rasey are to be married on or about June 4, attracted much attention along Radio Row.

Adele, of the captivating dimples, started her career as a singer over KFI and is a native of Glasgow, Montana. She appeared in several pictures at Columbia before going East to do stage work. . . Haven MacQuarrie declares many summer tourists will be disappointed when they enter the new Friars Club on Sunset Boulevard and try to order fried chicken. He says they are more likely to find ham. . . Jack Meakin, composer and music director for "The Great Gildersleeve" and the Joan Davis show, didn't like the idea of writing a Western tune, but was induced to do so by his agent and pals. He finally wrote "Out California Way" and Republic bought it for a Monty Hale Western. Then Republic decided to use the song title as the title for the picture and bought the rights a second time for that purpose. Roy Rogers liked the tune so well that Republic bought the screen rights a third time, so that Roy Rogers and The Sons Of The Pioneers could use it in the company's musical, "The Hit Parade." The Sons Of The Pioneers recorded it for Victor and it has sold more than 100,000 records.

★ ★ ★

• • • Dale Evans received a unanimous vote from the Chamber of Commerce of Florence, Kansas, to become Queen of the City's diamond jubilee celebration. . . Talking about unusual and long engagements, "Lan" Stevens, former Charles Spivak and Jack McLean vocalist and recent Army dischargee, can boast a seven months run at the Ernie Pyle theatre in Tokyo. So far, no fan mail from Hirohito. . . Republic is reading disc jockey Bill Anson's original story, "Singapore Sal." Studio owns rights to the title. . . Five high school youths will appear with Frank Bull as disc jockeys for a night on "America Dances" over KFWB as part of Boys' Week ceremonies.

### CBS Cuts Color Tele; Cancels Studio Shows

(Continued from Page 1)

spokesman said: "We are curtailing color research activities drastically in line with our prior statements on the subject." At the FCC hearings last winter, web prexy Frank Stanton had explained the network was not prepared to continue color activity if the petition was not approved. Regarding black-and-white tele, the spokesman added: "We are concentrating efforts, for the time being, on actuality broadcasts such as sports events."

Remotes, such as sports events and Ford-General Foods Dodger baseball broadcasts, are unaffected, however, and station will add another mobile unit to augment present outside coverage, it was said.

Cancellation of studio shows affects some seven regular shows including two commercials—and several time signals. Commercials include: Bristol-Myers "Party Line" with Bert Parks (Sundays, 8:30 p.m. and Gulf Oil's News with Douglas Edwards, (Thursdays, 8:15 p.m.) Remainder of studio programs to be dropped are: "All-New York Junior High School Quiz" (which would have ended a 32-week stint next Sun-

### P. I. Merryman Leaves NBC To Form Consultant Firm

(Continued from Page 1)

as a consultant, it was stated by web. Niles Trammell, president of NBC, commenting on Merryman's resignation, said: "Mr. Merryman has been associated with us almost since the inception of the company, and has made a very definite contribution to the development of sound broadcasting, and has been of material assistance in developing plans to launch the new art of television."

Merryman said that hundreds of station owners are "confused and uncertain" over television and FM techniques and their effect on AM broadcasting. Objective of the firm of Anderson and Merryman, it was said, will be to offer to management a consultant service on general policy as well as technical, marketing and research data, on AM, FM and television. New firm has offices in New York and New Orleans with laboratories in Baton Rouge, La. In Washington, firm is represented by Chambers and Garrison.

day anyway); news with Tom O'Connor; "Variety Showcase"; Sunday film show; and "Happy Headlines" cartoon show with Lawrence Larrier.

## New AP Radio Dept. Gramling In Charge

(Continued from Page 1)

radio stations of associate members in AP and all radio activities of association will be consolidated under AP administration. New department takes over the active and general operation of the news service formerly carried over Press Association, Inc., as a subsidiary of AP. Press Association continue to function under its present executive personnel until further notice, handling various sales activities of AP, except that W. McCambridge, general manager, resigned.

Gramling, the newly-appointed assistant general manager of The AP in charge of radio, has been assistant general manager of Press Association, Inc., since its organization in 1941 to handle the radio activities of The AP. He is author of "AP—Story of News." Prior to the entrance of Press Association, he various executive positions in AP as head of the Membership Department and as Executive Assistant to Cooper.

Under consolidation of all activities within The Association Press, the radio news report will continue to be prepared and filed on separate circuit as in the past.

In announcing his retirement from Press Association, McCambridge said he would "take a much needed rest after which he expected to enter private business. He added: "In relinquishing my present connection, I do so with the most affectionate feeling for The AP and the many friends I have made over the years."

### Godfrey To Chesterfield 3 Times Weekly On CBS

(Continued from Page 1)

adds to the new vogue of buying time radio for cigarettes.

Godfrey is currently on vacation and is due back around May 26. It is expected that the Chesterfield sponsorship will start around that time.

### Musial to Be Barber Guest

Stan Musial, National League hitting star, will be heard as guest on Red Barber's program over CBS Wednesday from 6:30-6:45 p.m.

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The combination Movie-Film & News Picture Display is 28 in. long and 16 in. high, beautifully finished. The illuminated Movie-Film (illustrated in above cut where it reads "WFIN is tops in programs") constantly moves with 180 letters in seven colors continually calling your message to the attention of the public. Film copy can be changed at will. Equipment is electrically operated and practically foolproof. Sold by bonded salesmen, serviced by bonded engineers!

*For detailed information and coverage reservation, write, wire or phone*

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# Columbus Sessions Attended By 1,500

(Continued from Page 1)  
 attracted much attention from the representatives as well as from some 80 correspondents covering the Institute for newspapers and trade magazines. In the network classification, ABC took top honors with five first awards and two honorable mentions. NBC and CBC took down three first awards each. NBC also won four honorable mention citations. Two first awards and two honorable mention citations went to CBS, while Mutual had one first award and two honorable mentions.

Web programs were judged live, for the most part, by a group of 40 committeemen working in the New York area with Institute representatives. Judges of the 513 entries in the other classifications were:

Dorothy Blackwell, St. Louis Public schools; Robert Saudek, ABC director of public affairs; E. W. Ziebarth, CBS central division education director; and James Quello, public relations director WXYZ Detroit.

At one of the early general sessions on "UNESCO's Role in Radio and Film" the value of mass communication programs was stressed.

### Educational Radio Criticized

Frank vigorous criticism marked many of the group meetings.

At a special general session on "Radio and Labor," Phil Newsom, UP radio press manager, declared that radio should risk the charge of writing down to the listener rather than of unclearness. "Most important of all is to avoid being one-sided. Reach clear back into yesterday, if necessary, to bring the opposing side into the broadcast."

### Teen Agers Is Topic

Discussing teen-age programs on another panel, Eugene King, WOR New York, stated "You must entertain them. They're no different than any other part of your radio audience. You can't preach to them. They know what they want and you have to be on your toes or you'll lose them as an audience."

M. S. Novik, public service radio consultant of New York, was a panel member in ad discussion on programming and promotion of educational broadcasting. The job for educational broadcasting is to "Recapture some of the sets not in use," he stated.

John G. Peatman, New York president of Office of Research offered the rather novel plan in radio research of digging into the "whos" and "whys" of radio audiences rather than just counting noses. He led the discussion on relative value of various research techniques.

# OSU Radio Institute Awards

The awards of the 17th annual Institute for Education by Radio to network programs follow:

**CLASS I. RELIGIOUS PROGRAMS:** First award—"The Eternal Light" planned-produced by Jewish Theological Seminary of America over WNBC, New York, NBC. Citation: "In the opinion of the judges this remains what it was judged to be in 1946 the outstanding religious network program on air."

**HONORABLE MENTION:** (1) "Salt Lake City Tabernacle Choir," planned-produced by CBS; (2) "The Catholic Hour," planned-produced by the National Council of Catholic Men over NBC; (3) "The Way of the Spirit," planned-produced by CBC. Citation: "For telling the bible stories with simplicity and reverence appealing to children and those unable to attend religious service."

**CLASS II. AGRICULTURAL:** First award—"Columbia's Country Journal," planned-produced by CBS. Citation: "It is unique in the inclusion of material of interest to women, recognition of the fact it comes into the farmer's home where it is heard by the distaff side of his family as well as by the farmer himself."

**HONORABLE MENTION:** (1) "The Garden Gate," planned-produced by CBS. Citation: "A wealth of information with wide appeal."

### NO AWARD TO WOMEN'S PROGRAMS

**CLASS III. WOMEN'S PROGRAMS:** No first awards and no honorable mentions. Judges comments: "None of the daytime network programs submitted as having educational value for women fully satisfied that criterion. It is to be deplored that the industry has not acted upon the recommendation made by Institute judges last year."

**CLASS IV. CULTURAL:** First award—"Theater Guild of The Air," planned-produced by Theater Guild over ABC. Citation: "For making available to the listening audiences the finest plays in our theater, past and present for presenting great players."

"The National Broadcasting Company Symphony," planned-produced by NBC. Citation: "The program remains the standard of excellence among radio's presentations of fine music the sum of what radio has learned to date about the transmission of great music is concentrated in this hour."

**HONORABLE MENTION:** (1) "Stage 47," planned-produced by CBC; (2) "The Author Meets the Critics," planned-produced by Mutual; (3) "The Fred Waring Show," planned-produced by the Fred Waring organization over NBC. Citation: "Head and shoulders above all other daytime entertainment programs, NBC deserves recognition for expending so much time, money, imagination and hard work on a five-a-week daytime program."

**CLASS V. PERSONAL AND SOCIAL PROBLEMS:** First award—"Are These Our Children," planned-produced by ABC. Citation: "A program which dramatically presents the problem of the maladjusted youth in his social background suggesting alleviating measures and highlighting the need for social conscience. Informative and provocative."

**CLASS VI. PRESENTING PUBLIC ISSUES:** No first awards.  
**HONORABLE MENTION:** (1) "American Town Meeting of the Air," planned-produced by Town Hall, Inc., over ABC; (2) "University of Chicago Round Table," planned-produced by NBC.

General comment. While the judges recognize the notable and sustained achievements of many established programs in this category, there is need for further development of this program type.

### SWING PROGRAM CITED

**CLASS VII. NEW INTERPRETATION:** First award—"Raymond Swing," planned-produced by ABC. Citation: "For lucid coverage of the major developments in an age of crises for dispassionate presentation, essential to the education of a world opinion, skillfully adapted to the various strata of the adult American public."

**CLASS VIII. CIVIC AND SERVICE ORGANIZATIONS:** First award—"Doctors Then and Now," planned-produced by NBC. Citation: "For presenting to the listening audience in a dramatic and most effective manner the ideals and principles which motivate the members of the medical profession in their struggle against human illness."

**CLASS IX. FURTHERING INTERNATIONAL UNDERSTANDING:** First award—"World Security Workshop," planned-produced by United World Federalists, Inc., over WJZ, New York and ABC. Citation: "For presenting in exciting but easily comprehended dramatic terms, important and challenging ideas dealing with the need for universal understanding on the part of men of good-will."

### U. N. AWARDS TO NBC

**HONORABLE MENTION:** "Your United Nations," planned-produced by NBC from Station WNBC, New York. Citation: "Well-conceived, soundly-produced." The judges regret that the network does not see fit to broadcast this important program at an hour less close to midnight. Effective utilization of dramatic techniques."

**CLASS X. SPECIAL ONE-TIME BROADCASTS:** First awards—(1) To CBS for its documentary unit programs, notably, "The Eagles Brood" and "The Empty Noose." To CBS must go a broad salute for cancelling peak-hour commercial programs in order to bring these radio masterpieces to the largest number possible; (2) To ABC for its policy on one-time broadcasts for marching beside the head-lines instead of marching behind them for a unique pattern of radio journalism as especially exemplified by the broadcasts, "School Teacher 1947" and "Hiroshima;" (3) "The Patient and the Visitor," planned-produced by CBC over Station CBL, Toronto.

### CBS EDUCATIONAL AWARD

**CLASS XI. CHILDREN'S (OUT-OF-SCHOOL LISTENING):** First award—"The American School of the Air," planned-produced by CBS. Citation: "For general excellence and sustained devotion to the cause of education by radio." Special commendation should go to "The March of Science;" (2) To CBC for the over-all excellence of its children's programs, particularly, "Magic Adventure" and "Cuckoo Clock House."

**HONORABLE MENTION:** "Superman," planned-produced by Robert Maxwell associates over Mutual. Comment—for some children this program symbolizes the importance of worthwhile effort and clean living.

### TEEN AGER AWARD TO MBS

**CLASS XII. TEEN AGERS:** First award—"It's Up To Youth," planned-produced by Mutual, sponsored by the Magazine Seventeen. Citation: "For skillful, dramatic, constructive and vital treatment of significant youth problems and for the challenge it throws down to youth to take part in the solution to these problems."

**HONORABLE MENTION:** "Youth Asks the Government," planned-produced by ABC from Station WMAL, Washington. Citation: "New mature effective contribution to youth's understanding of our Government."

### REGIONAL AND CLEAR CHANNEL

Awards to regional and clear channel stations follow:  
**CLASSIFICATION II.—Regional Networks, Regional Organizations, and Regional and Clear Channel Stations.**

**CLASS I. RELIGIOUS PROGRAMS:** No first awards. **HONORABLE MENTION:** (1) "Adventures of the Spirit," planned-produced by WNEW, New York; (2) "Advent Programs," planned-produced by KMOX, St. Louis.

**CLASS II. AGRICULTURAL:** No first awards. **HONORABLE MENTION:** (1) "Corn Belt Farm Hour," planned-produced by WHO, Des Moines; (2) "Farm Safety Series," planned-produced by WKY, Oklahoma City.

**CLASS III. WOMEN'S PROGRAMS:** No first awards. **HONORABLE MENTION:** "Let's Plan and Plant the Home Grounds," planned-produced by WHA, Madison, Wis.

### CULTURAL AWARDS

**CLASS IV. CULTURAL PROGRAMS:** First awards—(1) "The Author Meets the Critics," planned-produced by Martin Stone, broadcast from WQXR, New York. Citation: "Vivid,

(Continued on Page 7)

# THE WEEK IN RADIO

RCA Shows Theater Tele

By JIM OWENS

**C**OLOR video on a theater-screen was shown for the first time by RCA in a demonstration at the Franklin Institute, Philadelphia. Highlight of the occasion, was a statement by Brig. Gen. David Sarnoff that black-and-white tele theaters is ready for delivery within year. RCA chief also envisioned a huge tele transmission center which could feed up to 5,000 theaters simultaneously.

Arrival of President Miguel Aleman, of Mexico, received heavy radio and television coverage in Washington and New York. Pooled telecasts by three New York video broadcasters aired his reception by President Truman at National Airport Tuesday. . . . Radio Executives Club of N. Y. honored four winners in its New Talent Contest. Contest will become an annual affair. . . . WNBW, NBC's station in the Capital, will be on the air some time next month. RCA recently delivered a new five kw transmitter to NBC in Washington.

NAB prexy Justin Miller and Jack Gould N. Y. Times scribe, debated radio's performance value in a CBS broadcast. . . . NBC-Fred Allen incident vied with Moscow confab breakup as comics, newspaper played it up. WGN, Chicago ME outlet, offered NBC execs and comedians a show to discuss "Your Right To Say It." . . . Mutual will air the World Series and All-Star game through 1951. Gillette will sponsor all. . . . Heavy competition in New York radio receiver market is indicated in recent newspaper ads announcing price slashes. . . . WH signed Ruth Etting and Jack Teagarden for new full-hour live music show nightly.

NAB's district two meeting gets under way today at the Waldorf-Astoria. BMB's Hugh Feltis is expected to call for support of the organization's second survey. . . . American Federation of Labor bankrolling a series on ABC for the Entertainment Unions Committee in effort to counteract anti-labor bills in Congress. AFL will spend up to \$300,000 for the radio campaign.

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**IN CLEVELAND IT'S**  
**WHK**



# Citations Reflect Critical Appraisal Of Programming

(Continued from Page 6)

evocative, encouraging interest in modern literature, masterful showmanship in presenting cultural material." (2) "Adventures Into The Mind," planned-produced by WMCA, New York. Citation: "Practical and fascinating psychology lessons of current application, assisting the individual to adjust to his environment." HONORABLE MENTION: (1) "The Hero Story," planned-produced by Ohio Bell Telephone, on Ohio Network over WTAM, Cleveland; (2) "Campus Visitor," planned-produced by Ohio State University, over WOSU, Columbus.

**CLASS V. PERSONAL AND SOCIAL PROBLEMS:** First awards—(1) "New World Coming," planned-produced by WMCA, New York. Citation: "Courageous frontal attack on minority problems, designed to combat ignorance, prejudice and bigotry." (2) "It's Up To You," writer-director, John Charest, from WCAU, Philadelphia. Citation: "Programmes, designed to expose the dismal failure of a community to live up to its responsibilities." Realistic approach to the needs of an area. HONORABLE MENTION: (1) "The A Program," planned-produced by WHA, Madison, Wis.; (2) "Dr. Parker Presents The Light of the Dark," planned-produced by WOR, New York; (3) "V. D. Series," planned-produced by WKY, Oklahoma City. Citation: "For cutting through the cloak of mystery and shame surrounding the problem of venereal disease, and for removing some of the superstitions associated with it."

**WMCA GETS AWARD**

**CLASS VI. PRESENTING PUBLIC ISSUES:** First award—"One World Or None," planned-produced by WMCA, New York. Citation: "Searching examination of problems dealing with development of not only the atom bomb, but the larger issues involved in utilization of atomic power, implications of international control of atomic energy." HONORABLE MENTION: "The Strayer Report," planned-produced by State College of Washington over KWSC, Pullman, Wash.

**CLASS VII. NEWS INTERPRETATION:** No first award. HONORABLE MENTION: "The World Front," planned-produced by WLW, Cincinnati.

**CLASS VIII. INTERPRETING CIVIC AND SERVICE ORGANIZATIONS:** No first award. HONORABLE MENTION: "To Your Industrial Health," planned-produced by WJW, Detroit. Health Institute of UAW-CIO.

**CLASS IX. FURTHERING INTERNATIONAL UNDERSTANDING:** First awards—(1) "LW Famine Mission to Europe," planned-produced by WLW, Cincinnati. Citation: "Distinguished reportorial job, capitalizing upon the simplicity and ingenious appeal of unlined observers, realistic portrayal of famine conditions based upon people speaking to people." (2) "Edited Broadcasts of United Nations Sessions," planned-produced by WMCA, New York. Citation: "For exceptional service in bringing to the listener U. N. sessions skillfully and objectively condensed form." HONORABLE MENTION: "Journeys Behind the News," planned-produced by University of Denver and Rocky Mountain Council from A, Denver.

**CLASS X. ONE-TIME BROADCASTS:** No first award. HONORABLE MENTION: (1) "For Conscience's Sake," planned-produced by KOIN, Portland, Oregon; (2) "Traffic Safety Documentary," planned-produced by WCCO, Minneapolis-St. Paul; (3) "The Band Red Other," planned-produced by WLW, Cincinnati.

**CLASS XI. CHILDREN'S (OUT-OF-SCHOOL LISTENING):** First award—"Story Time," planned-produced by Junior League of Denver, State College of Education and Rocky Mountain Radio Council, from KLZ, Denver. Citation: "An imaginative series with unique charm, skillfully produced to entertain young listeners."

**CLASS XII. TEEN-AGERS (OUT-OF-SCHOOL LISTENING):** No first award. HONORABLE MENTION: (1) "The P.A.L. Show," planned-produced by WOR, New York; (2) "Youth Looks at The News," planned-produced by KDKA, Pittsburgh.

**CLASS XIII. PRIMARY GRADES, SCHOOL BROADCASTS:** No first award. HONORABLE MENTION: "Story Period for Junior," planned-produced by CBC, from CBL, Toronto.

**CLASS XIV. INTERMEDIATE GRADES, SCHOOL BROADCASTS:** First awards—"Nature Study," KDKA "School of The Air," planned-produced by KDKA, Pittsburgh. Citation: "Original presentation, distinguished by its simplicity, which acquaints students with inter-relationship between man and his natural environment. HONORABLE MENTION: "Music Time," planned-produced by KMBC, with the Kansas City schools, from BC, Kansas City, Mo.; (2) "Adventures in Speech," planned-produced by Department of Education, Winnipeg, Manitoba, Canada, over CKY, Winnipeg.

**CLASS XV. JUNIOR AND SENIOR HIGH SCHOOL GRADES, SCHOOL BROADCASTS:** No first awards. HONORABLE MENTION: "Once Upon A Time in Ohio," planned-produced by Ohio School of the Air, from WOSU, Columbus.

**CLASSIFICATION III. LOCAL ORGANIZATIONS AND LOCAL STATIONS:** No first awards and no honorable mentions in first three classes.

**VANCOUVER STATION HONORED**

**CLASS IV. CULTURAL:** First awards—"March of Progress," planned-produced by CJOR, Vancouver. Citation: "For fostering better understanding of surgery through instructive and dramatic episodes with great listener appeal." HONORABLE MENTION: "Behind The Scenes in Music," planned-produced by National Orchestral Association, Inc., from WNYC, New York.

**CLASS V. PERSONAL AND SOCIAL PROBLEMS:** No first award. HONORABLE MENTION: "Bright Tomorrow," planned-produced by WINX, Washington, D. C.

**CLASS VI. PRESENTING PUBLIC ISSUES:** No first award. HONORABLE MENTION: "Hledo Junior Town Meeting of The Air," planned-produced by radio-visual education department of Toledo public schools, over WTOL, Toledo.

**CLASS VII.** No first award and no honorable mention.

**CLASS VIII. CIVIC AND SERVICE ORGANIZATIONS:** No first award. HONORABLE MENTION: "This Is Memphis," planned-produced by WMPs, Memphis.

**CLASS IX. FURTHERING INTERNATIONAL UNDERSTANDING:** First award—"United Nations Sessions," planned-produced by WNYC, New York. Citation: "For making it possible for listeners to participate in deliberations of the United Nations organization about simplifying or editing, thus making it possible for him to arrive at his own conclusions without editorial assistance."

**CLASS X. ONE-TIME BROADCASTS:** No first award. HONORABLE MENTION: (1) "Golden Jubilee," planned-produced by Michigan Radio Network from WXYZ, Detroit; (2) "The Immigrant," planned-produced by WINX, Washington.

**CLASS XI. CHILDREN'S (OUT-OF-SCHOOL LISTENING):** First award—"Christmas Holiday Drama Festival," planned-produced by WNYC, New York.

**CLASS XII. TEEN-AGERS (OUT-OF-SCHOOL LISTENING):** No first award and no honorable mention.

**CLASS XIII. PRIMARY GRADES, SCHOOL BROADCASTS:** No first award. HONORABLE MENTION: "Tales From The Four Winds," planned-produced by New York Board of Education from WNYC, New York.

**CLASS XIV. INTERMEDIATE GRADES, SCHOOL BROADCASTS:** No first award. HONORABLE MENTION: (1) "News X-Ray," planned-produced by Minneapolis Public Schools and Minneapolis-Tribune from KUOM, Minneapolis; (2) "Adventures In America," planned-produced by Fort Worth Junior League from KFJZ, Fort Worth.

**CLASS XV. JUNIOR AND SENIOR HIGH SCHOOLS, SCHOOL BROADCASTS:** No first award and no honorable mention.

**CLASSIFICATION IV.—Organizations Preparing and Distributing Transcribed Series for Use on Stations.**

**CLASS I. RELIGIOUS:** First awards—(1) "All Aboard for Adventure," planned-produced by Joint Religious Radio Committee; (2) "Mission Sunday Dramatizations," planned-produced by Society for the Propagation of the Faith. HONORABLE MENTION: "Victorious Living," planned-produced by International Council of Religious Education.

**CLASS II and III.** No first awards and no honorable mentions.

**CLASS IV. CULTURAL:** No first award. HONORABLE MENTION: "Adventures In Research," planned-produced by Westinghouse Electric Corp.

**CLASS V. PERSONAL AND SOCIAL PROBLEMS:** First award—"Lest We Forget," planned-produced by Institute for Democratic Education. HONORABLE MENTION: "For These We Speak," planned-produced by National Mental Health Foundation.

**CLASS VI. and VII.** No first awards and no honorable mentions.

**CLASS VIII. CIVIC AND SERVICE ORGANIZATIONS:** First award—"The YMCA Presents," planned-produced by National Council of the YMCA. HONORABLE MENTION: "You and Infantile Paralysis," planned-produced by National Foundation for Infantile Paralysis.

**CLASS IX.** No first award and no honorable mention.

**CLASS X. ONE-TIME BROADCASTS:** No first award. HONORABLE MENTION: "Deadline For Living," planned-produced by National Education Association.

**CLASS XI. CHILDREN'S (OUT-OF-SCHOOL LISTENERS):** No first award. HONORABLE MENTION: "Books Bring Adventure," planned-produced by Association of Junior Leagues of America.

**"HONORED FLIGHTS" A WINNER**

**CLASS XII. TEEN-AGERS (OUT-OF-SCHOOL LISTENING):** No first award. HONORABLE MENTION: "The World's Most Honored Flights," planned-produced by Longines-Wittnauer Watch Co.

**SPECIAL CLASSIFICATION:** First award—"The Teacher Wore Kilocycles," planned-produced by Denver Public Schools and Rocky Mountain Radio Council.

First award—"Poliomyelitis Emergency Broadcasts," planned-produced by University of Minnesota over KUOM, Minneapolis.

HONORABLE MENTION: A series of special news events broadcasts, planned-produced by KSD, St. Louis.

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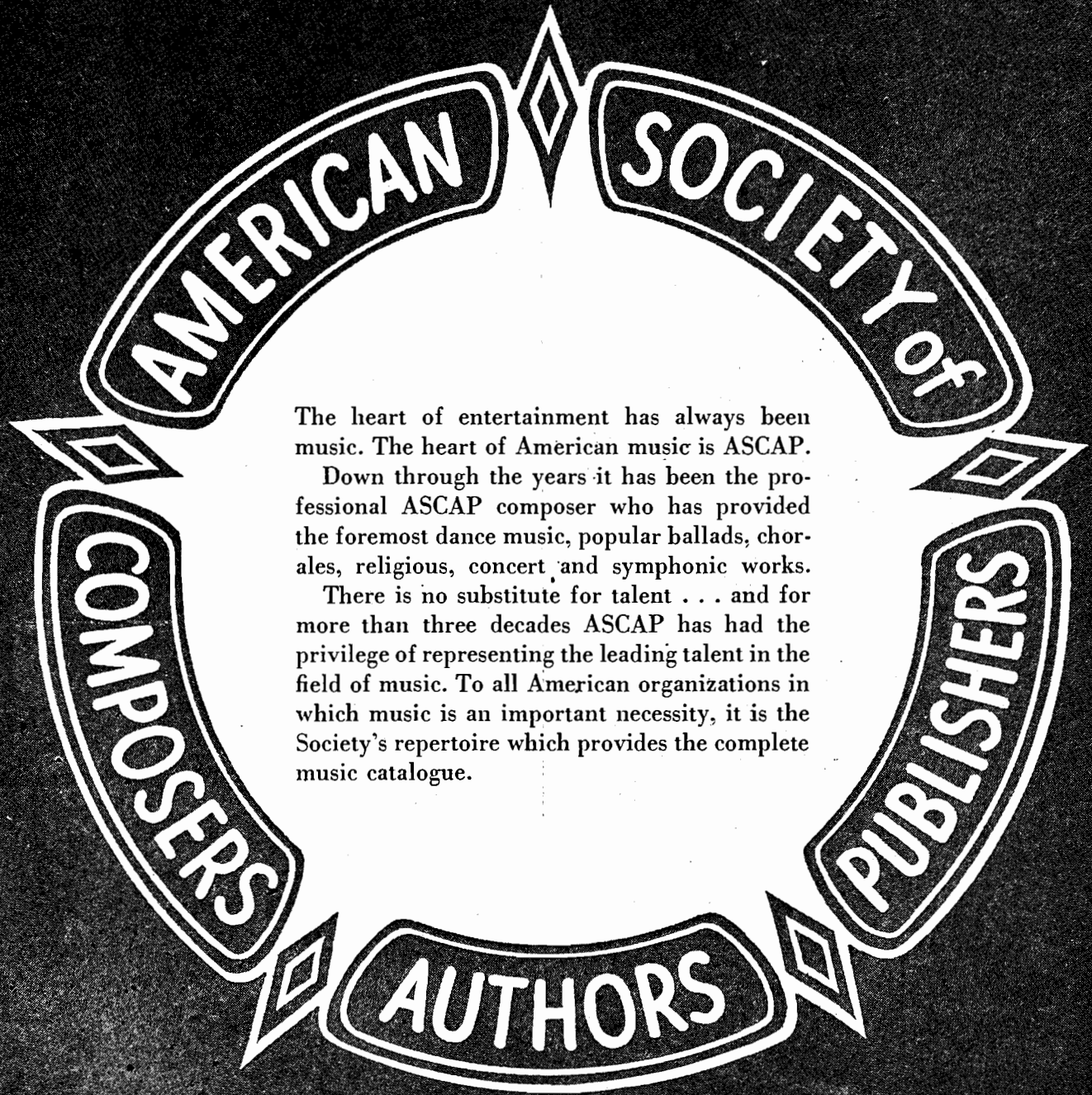
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The complete music repertoire...



**American Society of Composers, Authors and Publishers**

30 Rockefeller Plaza, New York 20, N. Y.

# Marshall Would Keep OIC

## Marshall Defends Lea Act Before Supreme Court

Washington Bureau, RADIO DAILY  
 Washington—Attorneys for the Department of Justice and the American Association of Musicians had their first court yesterday as they presented oral arguments to the Supreme Court on the validity of the Lea Act. Although the Justices questioned the attorneys who appeared for the sides at some length, it was not possible to draw any conclusion from questioning as to what the Court will eventually decide.

Douglas McGregor and Robert  
 (Continued on Page 6)

## Networks Buy 15-Min. Part of New ABC Disc Show

Part of a second 15-minute segment of the full hour, five-day-a-week disc jockey show on ABC which begins June 30 with Paul Whiteman as emcee, was announced yesterday. R. J. Reynolds Tobacco Co., through the William Esty agency, has purchased a 15-minute period for its cigarettes. The other 15-minute period already sold was taken by National Biscuit Co.

## Chas. Sarnoff And Denny May Address RMA Meet

Washington Bureau, RADIO DAILY  
 Washington—Brig. Gen. David Sarnoff, RCA president, and FCC Chairman Charles R. Denny are expected to address what may be the last gathering of radio industry executives since prewar days when RMA held its 23rd annual convention in Chicago next month. The convention will be held June 10-12 at the Stevedore  
 (Continued on Page 8)

### FM Prospects

Columbus—J. N. (Bill) Bailey, executive director of the FM Association, speaking before the Annual Institute For Education by Radio the past week-end, predicted that by the end of 1948 from 1,500 to 2,000 FM stations will be in operation. He estimated the average FM station will employ at least 25 persons. For the current year, Bailey said, "1947 would see 700 FM stations on the air."

## New Ft. Wayne Outlet; Other Grants By FCC

Washington Bureau, RADIO DAILY  
 Washington—The FCC late last week departed from its strong accent on local ties and granted the application of Arthur S. Feldman, a top radio foreign correspondent, for a new AM station at Fort Wayne, Indiana.

Turned down were the applications of Homer Rodeheaver and Radio Fort Wayne, Inc., Chairman Charles R. Denny and Commissioner E. K. Jett, both favored a grant to Radio Fort  
 (Continued on Page 8)

## Wall Resigns NBC Post To Accept BMI Position

Charles A. Wall, administrative assistant to the NBC vice-president in charge of finance, has accepted the post of vice-president in charge of finances of Broadcast Music, Inc. He will start his new duties tomorrow.

# 2nd Dist. NAB Meets Here; FM Is Discussed At Session

A most "hectic situation" for commercial broadcasting was foreseen yesterday by Leonard Asch, president of WBCA, Schenectady, N. Y., during the coming years while new stations, both AM and FM, continue to spring up over night. The statement was made before some 150 broadcasters from the states of New York and New Jersey attending the NAB 2nd District meeting at the Waldorf-Astoria Hotel. Asch pictured a "wild scramble" during the next three to five years as new broadcasters enter the field while simultaneously those already in business fight to hold their own. He also envisioned a rate card war some time in the future and speculated that commercial managers, in order to lure sponsors, may resort to such movie house techniques as "free dishes."

## Secretary Of State Meets Radio Execs In Move To Save 'Voice Of America' As House Group Slashes Budget

### Boxing Champ Signed For Coast Telecasts

Joe Louis, heavyweight boxing champion, has been signed for a series of eight exhibition match appearances for television in Los Angeles over KTLA, Paramount station, with U. S. Rubber Company sponsoring the half hour telecasts, RADIO DAILY learned yesterday.

Tentative plans call for Louis to begin his series of exhibition matches  
 (Continued on Page 5)

### British Film Magnate Sets Theater-Video Chain

London—Theater television on a "network" basis may be an actuality in the near future according to plans completed by J. Arthur Rank, British film magnate, for the construction of a huge television studio from which  
 (Continued on Page 4)

### "Party Line," B-M Show, Reported Set For WNBT

Bristol-Myers' "Party Line," which bows out on WCBS-TV following next Sunday night's broadcast, will probably move to WNBT in time for the next week's show (May 18), and  
 (Continued on Page 7)

Washington Bureau, RADIO DAILY  
 Washington—Secretary of State George C. Marshall yesterday called in top radio industry, Government and Congressional leaders in a last-ditch fight to save the "Voice of America" broadcasts. Secretary Marshall met with the top flight group only a few hours after the House Appropriations Committee slashed State Department funds and virtually wiped out the Government's broadcasting service abroad.

Accenting the importance which  
 (Continued on Page 7)

## Two Network Sponsors Renew NBC Programs

Renewal of two network periods on NBC was announced by General Mills during the past week-end. These renewals include the "General Mills Five-Star Hour," Mondays through Fridays, 1 to 2 p.m., EST., and the World Front program, Sundays, 11 p.m., CDST.

First 45-minute period of the Five-Star Hour includes the following daytime serials: "Today's Children,"  
 (Continued on Page 5)

## FM Meeting In Cincinnati To Organize Region No. 2

Washington Bureau, RADIO DAILY  
 Washington—Region No. 2 of the FM Association will be organized May 28 at a one-day meeting in Cincinnati, it was announced over the  
 (Continued on Page 7)

### Job Clinic

NBC will sponsor a special meeting to provide information on jobs in radio to teachers and students from approximately 90 schools and colleges on "Career Day," May 10. The meeting, which will be held in NBC's Studio 8-H in the RCA Building from 11:15 a.m. to 2:00 p.m., will feature talks by company executives outlining the requirements for employment in NBC.

### Theater Tieup

Detroit—Baseball enters the movie theater next week, when the Tele-news Theater starts broadcasts of all out-of-town games played by the Detroit Tigers. Play-by-play reports will be aired from the theater lounge by Harry Heilmann, former Tiger star, using wire facilities to get the reports from ball parks in other cities. Program will go over WJLB and 21 upstate stations.



# RADIO DAILY



Vol. 39, No. 26 Tues., May 6, 1947 Price 10 Cts.

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

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## FINANCIAL

(Mon., May 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/4	8 1/4	8 1/4	+ 1/8
Am. Tel. & Tel.	165 7/8	165 1/2	165	—
Farnsworth T. & R.	6 3/8	6 1/4	6 1/4	— 1/8
Gen. Electric	35 1/2	35 1/8	35 1/4	+ 1/8
Philco	26 1/2	26 1/8	26 1/2	+ 1/8
Philco Pfd.	95	95	95	—
RCA Common	8 1/4	8	8 1/4	+ 1/8
Stewart-Warner	16 3/4	16 1/2	16 1/2	+ 1/4
Westinghouse	25 1/2	24 5/8	25 1/2	+ 7/8
Westinghouse Pfd.	99 1/2	99 1/2	99 1/2	—
Zenith Radio	17 1/2	17	17	— 3/4

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3	2 7/8	3	—
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### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	6 1/4	7 1/4
Stromberg-Carlson	13 1/2	15
U. S. Television	1 7/8	2 1/4
WCAO (Baltimore)	40	—
WJR (Detroit)	14	16

## Religious Citation Tonight To NBC "Date With Judy"

A special citation of merit will be awarded tonight at NBC's Hollywood studios to the Tums show, "A Date With Judy," heard on NBC, Coast to Coast every Tuesday, 8:30-9:00 p.m., DST. The award will be made by E. C. Farnham, secretary of the Church Federation of Los Angeles, at the request of Miss Pearl Rosser, director of radio education for the International Council of Religious Education.

### SPECIAL EVENTS DIRECTOR

Top notch network sports broadcaster and special events man. Ten years experience in nation's top market now seeking position as special events director with wide awake outlet, east coast preferred. Excellent references. Personal interview at your convenience. Wire or write Box 358, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## ★ COMING AND GOING ★

**EDWARD R. MURROW**, vice-president of CBS in charge of public affairs, left Columbus, Ohio, following the close of the Radio Institute last night and went directly to Peoria, where today he will address the advertising club of the Illinois city.

**HENRY CLARK**, vice-president of McCann-Erickson Corp. and manager of the agency's Buenos Aires office, is en route back to South America by plane after having spent four months in the States.

**DICK PACK**, publicity director at WOR, and **GENE KING**, daytime program director of the station, returning from Columbus following completion of the annual "Institute" of Ohio State University.

**VIC DAMONE** has returned from Cleveland, where he sang at the convention of coin-box operators. He'll resume his program on Mutual today.

**OLIVER DANIEL**, staff director at CBS, is back from Cambridge, Mass., origination point of Saturday's broadcast of "Invitation to Music."

**JACK CARNEY**, director of Arthur Godfrey's "Give and Take" on CBS, is vacationing at Ponte Vedra, Fla.

**SIDNEY ASCHER**, publicist for WOR's "Guess Who," is back in town following a checkup at John Hopkins Hospital in Baltimore.

**A. H. SWIFT**, of CBS Radio Sales in Chicago, has left on a business trip to WAPI, Birmingham, Ala., and WBT, Charlotte, N. C.

**ROBERT D. SWEZEY**, Mutual network vice-president and general manager, is in Washington today to make a luncheon speech at the Advertising Club. He'll return to New York late today.

**DON PRYOR**, Columbia network correspondent regularly assigned to Paris, has left the French capital on a one-month tour through the Balkans.

**BOB HAWK**, Columbus network "quipmaster," in Tulsa, Okla., late last week to participate in a benefit for the victims of the recent tornado.

**FRANK A. GUNTHER**, vice-president of Radio Engineering Laboratories, Inc., Long Island City, is spending a week in California with his West Coast representative, Norman B. Neely.

**DOROTHY DAY**, whose program is heard on WINS and WLW, has been invited by the rug industry of Virginia to attend the formal opening of a new rug mill in Glasgow, Va., next Thursday and Friday.

**ROBERT B. WHITE**, supervisor of agriculture and director of public service in the central division of ABC, returns today to his Chicago headquarters after having attended the Radio Institute meetings at Ohio State University.

**"RUDY" RUDOLPH**, sales manager of C. P. MacGregor, transcription organization, is in the East for NAB meetings and agency conferences.

**SAM SCHNEIDER**, farm director at KVOO, Tulsa, Okla., in Washington, D. C., last week to attend the radio farm directors meeting at the U. S. Department of Agriculture.

## Block Program Plans For KFWB Announced

*West Coast Bureau, RADIO DAILY*  
Los Angeles—Martin Block, soon to enter the local platter spinning field on Warner Bros. KFWB, made an announcement of his policies relative to sponsorship, which largely conform to the format pursued by him during his long tenure at WNEW in New York.

Block, as in the past, must be convinced of a potential sponsor's product, and the reliability of the concern before he will participate in the advertising program.

He will accept no deodorant, cathartic, perspiration, or foot ailment accounts. Block maintains that he has shows at such times that he is almost a table guest in the home of listeners, and he, therefore, will talk about nothing on the radio which would not be acceptable table conversation were he actually present in the home.

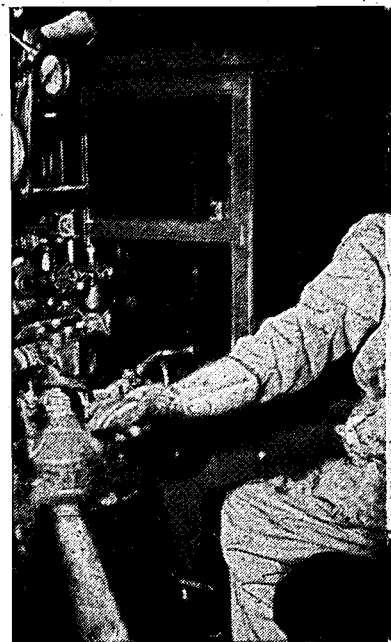
Block further sticks by his often expressed statement that his pro-

## Network Program Execs. Will Hold Conferences

Plans for a series of program and production managers conferences to be held in New York, Chicago and Hollywood was announced Friday by Clarence L. Menser, NBC vice-president in charge of programs. The first conference is called for New York, May 14 to 16, the second in Chicago week of May 21 and the third in Hollywood, May 27 to 29.

grams offer a maximum musical entertainment, with a minimum of irritation, and in no quarter hour will he permit more than 1 1/4 minutes of commercial, and then, it must be at least 8 minutes after a given quarter hour has started.

Block demands the right to do his own commercials, a matter he has rigidly adhered to throughout his local and network radio work for many years. No sponsor can make an alteration in the commercial in any way. He can refuse it, but can't change it.



# "CLEAR!" "CLEAR?" "CLEAR!"

Railroads have a safety device: the engine cab to detect anything that might be on the track ahead. But from time to time, engineers and firemen check each other with "Clear!" "Clear?" "Clear."

Good engineers don't take chances. Neither do the smart league time buyers in radio. They keep on checking too every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!



# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Res...



**MUSIC has power**  
WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"



FREDERIC W. ZIV COMPANY  
*Proudly Presents*




# *Mr.* RONALD COLMAN

Starring on the Most Brilliant Transcribed Dramatic  
Show Ever Offered for Local and Regional Sponsorship



# *Favorite Story*

THE FAVORITE STORIES OF: SPENCER TRACY • INGRID BERGMAN • SHIRLEY TEMPLE •  
ORSON WELLES • SINCLAIR LEWIS • FATHER E. J. FLANAGAN • CECIL B. DE MILLE • FRED  
ALLEN • IRVING BERLIN • ARCHIE GARDNER • ALFRED HITCHCOCK AND MANY MORE!



In the spirit of perfection that distinguishes this matchless series we  
have chosen as star... the one and only Ronald Colman. Now... his  
incomparable artistry, his magnetic voice and faultless diction, are  
yours to sponsor, in a dramatic program of unprecedented lavishness.

Here are the greatest stories of all time, masterfully adapted by  
writers preeminent in their field, Robt. E. Lee and Jerome Laurence,  
under the editorial guidance of Author-Publisher George Palmer Put-  
nam; a superb company of radio's finest actors; a fifteen-piece orchestra  
interpreting the daring and original musical scores composed and  
arranged for Favorite Story by Claude Sweeten and Robert Mitchell  
of the Rob't Mitchell Boy's Choir.

52 half hours are now available... every one a rare combination of  
prestige and dynamic entertainment, every one an unparalleled  
triumph of transcribed showmanship!

MASTERFULLY TRANSCRIBED  
FOR YOUR SPONSORSHIP BY...



NEW YORK

CHICAGO

HOLLYWOOD

# CHICAGO

By NAT GREEN

**M**ARIE KARLSTROM leaves the Mutual network's Chicago office May 12 to join WJJD as continuity editor.

Johnny Olsen, "Ladies Be Seated" emcee, after a fruitless apartment hunting finally was lucky enough to get a four-room apartment vacated by a friend—and only 10 minutes from the studios.

Ben Park, WBBM producer, has been invited to a discussion leader and consultant at the Public Service Radio Institute of the University of Wisconsin, July 28-August 6.

Pretty Bunny Kacher, well-known Chicago radio actress, was chosen queen of the AFRA Antics to be held May 11. Miss Kacher, who plays character ingenues and young leads, has had important roles in many network shows.

Connie Rivard of Mutual publicity has been elected social chairman of a newly formed club for recent graduates of the University of Illinois now in Chicago.

A similar award for the outstanding man student has been established in the name of Edward R. Murrow of CBS.

WMAQ has two special shows coming up May 15 and 16, in connection with the installation of George D. Stoddard as president of the University of Illinois. On May 15 an address by Stoddard at Navy Pier, Chicago, will be wire-recorded, and on May 16 a transcription will be made at the U. of I., Bloomington. Both will be broadcast over WMAQ.

Wilma Gwilliam, WLS publicity head, has been busy the past week assisting in handling the fourth annual WLS award trip of Future Farmers of America. Forty members from various parts of the country were entertained in Chicago by WLS as a reward for outstanding achievement in rural vocational lines.

## British Film Magnate Sets Theater-Video Chain

(Continued from Page 1)

films and stage shows could be aired directly to his chain of theaters, the Sunday Chronicle reported.

The newspaper said it was believed the Government would grant Rank a wavelength for his proposed station, "thus breaking the British Broadcasting Corporation's monopoly."

Rank, Britain's leading theater operator, is said to control over 500 film houses.



### Broadway Bulletin Board. . . !

● ● ● Despite those reports that the sponsor was giving up "Exploring the Unknown," the Sherman H. Dryer package gets a new contract for 13 weeks effective June 8th on Mutual. Summer series will concentrate on dramatization of latest scientific discoveries of the U. S. Navy, in conjunction with the Navy Department. . . Kraft television show looking for scripts (one-hour dramatization). Contact Ed Rice at J. Walter Thompson. . . Insiders betting that Desi Arnaz will not be with Bob Hope next year, claiming the feud is hotter than some of Desi's rhumbas. . . Hope, incidentally, actually has a total of 16 writers if you count those assigned just to do gags for benefit appearances and his columns, etc. . . If you've been wondering why Van Johnson has been doing all those guest shots, it's for tax money which he needs in a hurry. . . Got the shock of our life the other day. Heard a coast comedy show and John Brown wasn't playing any of the roles. . . Old Gold may turn to local and regional sponsorship next fall of such sporting events as basketball and hockey. They figure this would be a lot cheaper than a big network show and probably just as effective. . . Both NBC and ABC television are making a bid for Atlantic City beauty pageant, a deal which also gives video coverage of selection of Miss New York City. If bid goes to NBC, Atlantic City event may be carried "live" this year rather than on film.



● ● ● Radio Best, long heralded national monthly magazine designed for the radio fans, will make its debut in September. Ed Boble, local agency exec, has been appointed editor. . . Bill Slater picked Guy Lebow as his assistant in televising the Yanks ball games. . . Kate Smith elected Queen of the Knights of Columbus Ball at the Astor Friday nite. . . Jay Jostyn will do a week of summer stock in Stamford, Conn., in June. . . Bea Wain and Andre Baruch signed to write a Mr. and Mrs. column. They'll do a record and chatter strip for Song Hits mag plus 12 out-of-town sheets. . . Aside to Nick Keesley: Keep up the good work, Nick. It's nice to hear that there're people in our biz who lend a helping hand to those trying to make the grade. It's winning you plenty of friends, too. . . Marty Ragaway and Len Stern (doing that bang-up job with Eddie Forman on the Abbott & Costello ailer) would love to spend the summer back east doing a comedy show, they're that lonesome for the Big Town. They already have commitments on the coast for the fall. . . Ed Gardner and Frank Morgan set to guest on the Tony Martin show. . . Highest salary of her career goes to Beatrice Kay when she opens May 22nd at the Flamingo in Las Vegas.



● ● ● The Fred "Allen-ation of affections" with NBC has an interesting sequel. That is, it's interesting if true. We hear, at any rate, that come next fall the wear and tear on Fred's ulcer will be worth 30 G's a week instead of the present 20. . . N'Yawker mag readying a profile on Y & R's Tom Lewis. . . A big name comic has been warned to stay away from the race tracks or face losing his show. Sponsor claims his terrific losses are reflected in the comic's delivery of gags, etc. . . Marilyn Maxwell says she really wants to be a brunette but Metro insists she stay blonde. It must be tough to have to do and dye for dear old alma mater. . . The Agnes Moorehead specialty, "Sorry, Wrong Number," featured on "Suspense," will be made into a Paramount film. Understand that Anatole Litvak and Hal Wallis, the producers, plan to do most of the shooting in New York. . . Bill Johnson and Dolores Gray off for England for "Annie Get Your Gun." They're the only American members of the cast, the rest to be filled with British thespians. Even Sitting Bull, no doubt. . . Oscar Serlin also off to London to set up "Life With Father" with an all-British cast. . . J. Scott Smart (The Fat Man) saw this latest Kilroyism chalked up on a midtown wall. To the ever-present "Kilroy Was Here," was added "Like Kelly was here."

# LOS ANGELES

By RALPH WILK

**M**ARY BALLIN, wife of Bob Lin, vice-president in charge of radio for Foote, Cone & Belding, entered the Queen of Angels Hospital last Sunday for surgery.

100 conventioners of Variety of America will attend May 14 in a cast of "Duffy's Tavern" en masse.

Milton Samuel, Young & Rubicam Hollywood publicity director, chairman at luncheon of Hollywood Advertising Club, May 5th, at the chief speaker was M. J. Heaton, vice-president and Los Angeles manager of Williams, Law & Cresmer, radio and newspaper advertising representatives. He spoke on his work on behalf of advertising industry with schools in last decade.

William Gartland of NBC's Hollywood recording division and E. Bader, Monogram Studios recording artist, were married May 2nd, at Little Country Church in Hollywood.

The "Welcome Home Party" KFWB will throw for Martin at his Encino home, promises to be of the largest in the history of radio. Celebrities from every part of the entertainment business will be on hand for the event, Saturday June 1st.

A national magazine is doing a story on Kenny Baker's arrival. Harry Geller, who was a concert violinist at the age of six.

Bud Abbott and Lou Costello were guest stars on the CBS "Martin Show," April 27th. Martin and Evelyn Knight shared the microphone, and Victor Young conducted orchestral accompaniment. Cashman produces.

Forrest Owen, producer of the "Abner" ailer, is dealing out in celebration of the birth of daughter Kathy Lee, April 21st.

Harry R. Lubcke, director of Lee Television, was guest of Leyden's "This is Television," May 27, on KMPC. Appearing with him in the discussion of Southern California's television future was Dan Daniels.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Latex Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantages
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

DISTRIBUTED BY Thomas J. VALENTINO, Inc. DEPT. RD-1 1600 BROADWAY NEW YORK, N. Y.

CAN. DIST. Instant Recording 56-58 Wellington Toronto, O.

DETECTATUNE Audition records available

COMMERCIAL PROGRAM SALES 1440 Broadway, N. Y. PE 6-8600



## Boxing Champ Signed For Coast Telecasts

(Continued from Page 1)

Next Thursday evening with the boxing exhibition being televised over KTLA before the night baseball games.

In arranging the deal Paramount has given U. S. Rubber Company options for the exclusive rights to Joe Louis exhibition telecasts in Chicago and New York if the champion comes west this summer.

### Gets Fight Rights

KTLA has obtained exclusive rights to all boxing and wrestling from the Olympic Auditorium, which is the biggest fighting arena on the West Coast, starting with the bout tonight between Chavez and Dade.

The agreement was made between Al Eaton, who is sole promoter of Olympic events, and Klaus Landsberg, West Coast Director of Television Productions, Inc., and general manager of KTLA.

## Kingdoms On WLIB

Dr. Frank Kingdom and his wife, stage actress Marcella Markham, begin a daily series over WLIB yesterday from 1:05-1:30 p.m., it is announced by Arthur Simon, station general manager. The Monday through Friday show, titled "The Kingdoms," will consist of informal discussion on events of the day and comments concerning the people who create them.

## ★ AGENCY NEWSCAST ★

**J**OHAN GOETTE, Far East correspondent, who has just returned from Japan where he was a witness at the Japanese War trials, will be principal speaker at the Celebrity Luncheon of the Advertising Club of New York tomorrow.

**THE FLEXNIT COMPANY, Inc.**, maker of nationally advertised Flexnit youth foundations and Utilastic packaged elastic braid, has named Mort Adams director of advertising and sales promotion. Adams formerly was vice-president in charge of station relations for the Keystone Broadcasting System.

**E. F. DE DONATO**, who was a member for several years of the merchandising departments of Procter and Gamble and P. K. Wrigley, has organized in Los Angeles the Merchandising Corporation of America. He plans to produce 30-second demonstrations, selling shorts, radio stars actually using and demonstrating the product they advertise on their programs.

**MRS. CHARLES H. WILLIAMS**, advertising manager of Davison-Paxon, leading Atlanta department store, has been added to the executive staff of Tucker Wayne & Co., also of Atlanta, according to an announcement by Tucker Wayne, president of the agency.

**JACK's**, Los Angeles, (sporting goods and home appliance chain) has appointed The Tullis Company to handle all advertising. The chain has home offices in Denver, Colorado (Jake Hayutin & Sons Company). Radio, newspapers, and billboards will be used. Tom A. Ross is the account executive.

**A. M. MARTINEZ**, veepee of Melchor Guzman Co., announces exclusive representation of the following stations which he signed during a five weeks tour of Central America: TIPG, San Jose, Costa Rica; HRN, Tegucigalpa, Honduras; HRP1 San Pedro Sula, Honduras; TGO-TGOA, Guatemala City.

**JOHN LATTA** has been elected vice-president and research director of Booth, Vickery & Schwinn, New York-Baltimore agency, Henry Turnbull, the agency's head, revealed this week. Latta was formerly vice-president and director of the Northeastern Public Service Company. During the past few years he has also acted as sales, research and advertising consultant for several industrial enterprises.

**JOSEPH FIELD**, New York newspaper and public relations man, formerly with PM, has been appointed assistant publicity director of Comp-ton Advertising, Inc.

## Two Network Sponsors Renew NBC Programs

(Continued from Page 1)

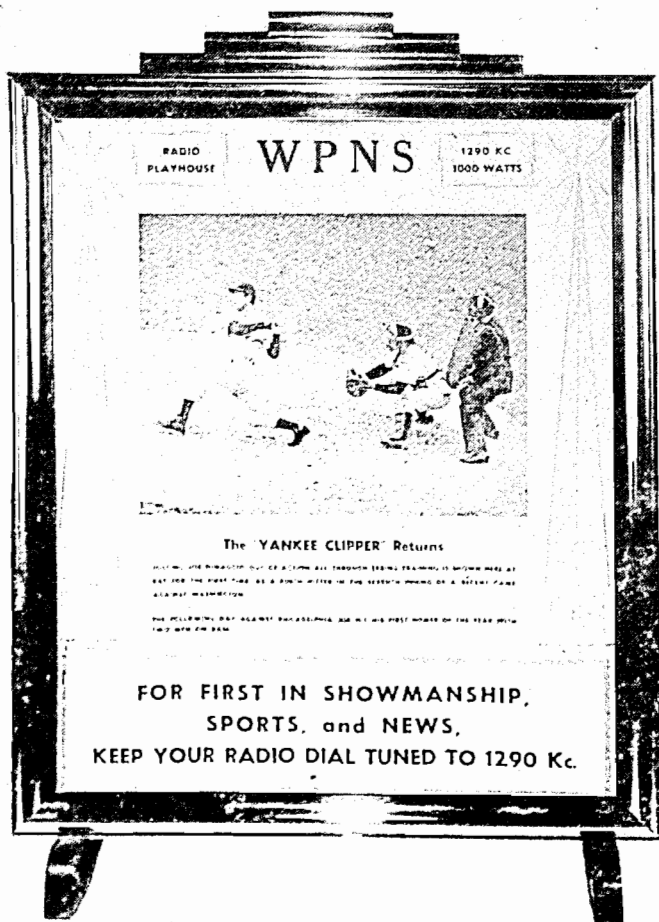
"Women In White," "Masquerade," a five-minute home forum spot and Betty Crocker. Knox Reeves Advertising agency, Inc., handles the first three-quarter hours. The last quarter-hour, "Light of the World," is broadcast on 50 stations with Dancer-Fitzgerald-Sample, Inc., as the agency.

World Front, a current affairs discussion program originating in the studios of WLW, Cincinnati, is sponsored by Bunte Brothers (candy) on 11 NBC stations. Renewal, effective June 1, was made through Presba, Fellers and Presba, Inc., agency for the candy company.

## First Tele Table Model Shown By Crosley Div.

Cincinnati—Announcement of its first table model television receiver, complete with all 13 channels was announced this week by the Crosley Division of The Aviation Corporation.

New set, which offers a picture approximately six and one-half, by eight and one-half inches, is known as Model 307-TA, equipped with 27 tubes and seven front panel controls for video sound and pictures. Size of the cabinet is 25½ inches long, over 14 inches high and 20 inches deep.



## Attention — Attention — Attention

### TO ALL MY FRIENDS IN THE BROADCASTING BUSINESS:

I wish to announce that I am now associated with World Photo News Service Corporation in the capacity of President and Director.

I also wish to thank you for your past business and I hope that I can continue to be of service to you.

**LOUIS DUGLIN**

World Photo News Service Corporation, outstanding Promotional newspaper and display service for A.M. and F.M. Broadcasting Stations.

Without charge to your station an attractive chrome window display, serviced three times each week with a large two (2) color 14x17 clear, visible newspaper PRINTED on coated paper.

World Photo Newspictures are PRINTED by expert craftsmen.

World Photo Newspictures are mailed direct to each subscriber.

Your Call Letters and Frequency Numbers are printed on each newspaper and there is a large space reserved for your promotional messages which we will change each week if you so desire.

Compare World Photo Newspictures with any other newspaper service and you will see the difference.

World Photo Newspictures and displays are placed with the merchants in your primary area and can be used as a plus service for your national or local sponsors.

No telephones are used in the sale of our service. Each merchant is contacted personally by one of our representatives.

World Photo News Service Corporation also has an interesting plan whereby the radio station receives an income from the placement of these displays.

Write today for our promotional plan for your A.M. or F.M. Radio Station and we will be pleased to have one of our representatives call on you to give you any information you desire.

The executive office of

## WORLD PHOTO NEWS SERVICE CORPORATION

is located at 358 Fifth Avenue, New York 1, New York

# AFM Defends Lea Act Before Supreme Court

(Continued from Page 1)

Stern, assistants to the Attorney General, argued for the Government that the Lea Act is legal because it is "designed partially to remove obstacles to the enforcement of the anti-trust laws which Congress itself had created in other legislation." The Government held also that it was proper for Congress to conclude "that feather-bedding demands are incompatible with the public interest in radio broadcasting . . . that picketing violates the act only when it is coercive . . . that picketing for an unlawful purpose is not protected by the First Amendment."

### Attorneys Queried

Both Stern and McGregor were interrupted frequently by Justices seeking to establish the point at which picketing becomes coercive.

Henry Kaiser and Judge Joseph Padway appeared for the union, challenging the bill as an "expression of unrestrained vituperativeness" by the House of Representatives. It "can be explained only as the expression of an enraged prejudice that has been carefully nurtured and spread by the owners of the broadcasting industry whose inordinate profits were threatened with some reduction by the normal demands and activities of those whose training, skill and energy substantially contributed to the success of that industry," he declared.

The union lawyers demanded "can anyone, living in a society in which near full employment is obtained only in times of war, and in which from three to 10 million workers are chronically unemployed, reasonably say that the attempts of employees to join together for the mutual protection of their jobs involve 'moral turpitude'?"

They also charged that the AFM has not engaged in "evil practices" and spoke of the broadcasters' power to publicize and propagandize their own views, "a power greatly enhanced by the circumstance that many broadcasting stations are owned and controlled by newspapers."

Kaiser told the Court that to suggest a labor monopoly, which had been a major part of Stern's argument, "is merely a means of bringing a mass of partisan-inspired, untrue statements . . . and extending the NAB-inspired campaign" to discredit the AFM and its cause.

Padway remarked that "every point raised by the Government would apply with the same force if the law had said it would be a crime for a union to seek to compel an employer to pay higher wages."

### Barber For Phil Baker

Red Barber handled the emcee post on "Take It Or Leave It," over CBS for Eversharp Sunday, while Phil Baker, was reported as being ill in Hollywood. Understood that Barber did a satisfactory audition for the job last Wednesday and inside report is that he may remain on the show indefinitely. Biow Co., controls.

# 2nd Dist. NAB Meets Here; FM Is Discussed At Session

(Continued from Page 1)

subject and he urged AM broadcasters not to be smug about the new medium but give it every consideration. He said it was true that the butcher, baker and candlestick maker and other neophytes were moving into broadcasting but that many of them had been successful in other business operations and that many had moved

### New BMI Prexy

Carl Haverlin, new president of Broadcast Music, Inc., and Sydney Kaye, legal counsel for BMI, were among the guests on the dais at yesterday's luncheon of the 2nd District NAB at the Waldorf-Astoria Hotel. Sitting directly in front of Haverlin was Bob Schmid of Mutual who succeeded him as vice-president in charge of station relations. Murray Grabhorn of ABC was also among network representatives at the luncheon.

into broadcasting to stay. Asch specifically warned AM broadcasters not to sit back and wait until FM is all set up, expecting to move in then and take over, because it would be too late at that point.

Continuing to expound the importance of FM, John V. L. Hogan, president of WQXR-WXQX, brought up the question of what may happen when shared channels by AM stations reach a saturation point. Hogan said that the answer here was FM and that he believed such AM channels may in the future deteriorate and the service be taken over by FM stations.

### Hirschmann Speaks

Ira Hirschmann, WABF president, claimed that the public needs no further preliminary explanation of FM but that the question to be answered is just how hard broadcasters are going to sell it. He maintained that radio manufacturers who have turned out great stockpiles of AM receivers, giving no attention to FM, have gotten themselves behind the eight ball. Hirschmann predicted that any manufacturer who would bring out an FM receiver retailing for about \$50 has a new million dollar business lying ahead of him.

At the luncheon session, broadcasters heard PGad (sic) B. Morehouse, director of the division of stipulation for the Federal Trade Commission, say that NAB can lead the field in upholding good taste in radio commercials. Morehouse did not attempt to define good taste in radio advertising and he offered neither pro nor con on present methods but he implied that the NAB would be a good organization to act on any criticism of commercials. He also told of a new product, for which a patent is pending, which a radio listener can use to cut out a commercial by remote control. The FTC director offered the question of what will happen to sponsors if a great number

of listeners buy this attachment when it is marketed.

At yesterday's afternoon meeting, Theodore C. Streibert, WOR president and chairman of NAB's Music Advisory Committee, told the group that NAB and Ascop were on sound footing and that subcommittees were now exploring three different phases of a proposed new contract: television, per program licenses, and payment on co-op programs. A full committee meeting between NAB and Ascop is scheduled for May 12-13 and it is hoped that broadcasters will get final recommendations for a new contract at the NAB convention next September.

Both Carl Haverlin, president of BMI, and Sydney Kaye, veepee and general counsel, urged strong support of that organization and said that competition in the music licensing field made for better business the same as any other field.

Today's session will be highlighted in the morning by Justin Miller, NAB president, who will devote one hour to "Radio Broadcasting and Public Relations." Luncheon speaker is Fiorello LaGuardia speaking on "The Broadcasters Public Responsibility." Hugh Feltis will discuss BMB in an

### BMB Situation

Agency executives, and advertisers are rallying to the support of Broadcast Measurement Bureau and their plans for the No. 2, 1948 survey, it was revealed by a BMB spokesman at the 2nd District NAB convention yesterday in New York. Some broadcasters, according to reports, have been reluctant to re-sign and an effort is being made to educate them on the value of audience measurement maps and reports to agency time buyers.

Plans for the 1948 survey will be presented to the NAB district meeting here today with agency representatives reporting on the value of the survey.

afternoon meeting while Richard P. Doherty will tell of NAB's new employer - employee relations activity. The meeting will adjourn following an open forum.

Yesterday's registration at the NAB meeting follows:

- Edward R. Gamble, WBTA, Batavia, N. Y.;
- Roy L. Albertson, WBNY, Buffalo, N. Y.;
- Keith S. Field, WENE, Endicott, N. Y.;
- John A. Bacon, WKBW, Buffalo, N. Y.;
- Irving F. Teetsell, WFPG, Atlantic City, N. J.;
- K. A. Jadassohn, Kolin Hager, SESAC, Si Goldman, WJTN, Jamestown, N. Y.;
- James M. Gaines, WNBC, N. Y.;
- Irving R. Rosenhaus, Frank V. Bremer, WAAE, Newark, N. J.;
- H. Preston Peters, Free & Peters; Paul Alger, WTTM, Trenton, N. J.;
- William I. Moore, WBNX, New York; Frank A. Gunther, C. R. Runyon, Radio Engineering Laboratories; Leonard L. Asch, WBCA-FM, Schenectady, N. Y.;
- Frank A. Seitz, John E. Arens, WPAR, White Plains, N. Y.;
- Thomas Tighe, Everett Rudloff, WJLK-FM, Asbury Park, N. J.;
- James L. Howe, Ed Derryberry, WCTC, New Brunswick, N. J.;
- Michael M. Sillerman, Keystone Broadcasting System; Murray B. Grabhorn, WJZ, N. Y.;
- Arthur Hull Hayes, G. Richard Swift, Jules

# Kraft, Kelvinator Set For Shows On WNB

Kraft Cheese and Nash-Kelvinator will debut new shows on NE television this month, the former with a Wednesday night (7:30-8:30) full-hour drama show set to start May 7. Although the time and format of the Kelvinator show is not yet set, trade reports are that contract will be signed this week in Detroit.

Acquisition of these shows is of further significance since it means WNB will have to add another day to its program schedule, which is now five days—Monday, Thursday, Friday, Saturday and Sunday.

- Dundas, Henry Untermeyer, WCBS, N. Y.;
- Also R. J. Clarkson, O. A. Carlson, Columbia Recording Corp.; Helen Wood, ELLIOTT, WIBX, Utica, N. Y.;
- Martin Oebbecke, WALL, Middletown, N. Y.;
- Fra W. Kelley, C. Robert Thompson, WEEI, Buffalo, N. Y.;
- G. E. Markham, B. J. Row, Schenectady, N. Y.;
- Arthur Simon, WL N. Y.;
- Joseph J. Weed, Weed & Co.; W. W. Dorrell, C. E. Hooper, Inc.;
- J. W. Kenne Jr., Charles Siverson, WHAM, Rochester, N. Y.;
- Hugh Boyd, WHNM-FM, New Brunswick, N. J.;
- Eugene Katz, The Katz Agency; King, William Doerr, Jr., William Schweitzer and William Connors, III, WEBR, Buffalo, N. Y.;
- H. E. Taylor, Jr., D. A. Stewart, H. C. Bloomberg, Du Mont Labs.; C. Langlois, Lang-Worth, N. Y. C.;
- Michael Hanna, Sam M. Woodside, WHEU, Ithaca, N. Y.;
- Sydney M. Kaye, Carl Haverlin, M. Tompkins, James L. Cox, Roy Harlow, Rob J. Burton, BMI, Inc.;
- Fortune Pope, Jr. M. Compter, Charles Baltin, WHOM, N. Y.;
- Lester W. Lindow, WRNY, Rochester, N. Y.;
- R. Lounsbury, WGR, Buffalo, N. Y.;
- Harry C. Wilder, Bill Alford, WSYR, Syracuse, N. Y.;
- Theodore C. Streibert, WOL, N. Y.;
- Richard P. Doherty, Don Petty, Al Brown, Judge Justin Miller, Frank Pellegri, Kenneth Baker, A. D. Willard, Jr., Robert T. Bartley, NAB.

- Also Hugh Feltis, BMB; Walter Blum, WNDR, Syracuse, N. Y.;
- Mitchell C. Tackel, WICY, Malone, N. Y.;
- John S. Hayes, Jr., Hogan, WQXR, N. Y.;
- George Bingham, Richard Crans, WKIP, Poughkeepsie, N. Y.;
- Charles F. Phillips, WFBL, Syracuse, N. Y.;
- Frederick L. Keesee, William Pischman, WMOB, Auburn, N. Y.;
- David Pott, WNAE, Warren, Pa.;
- Bill Bailey, FM Addison Almor, NBC; Pierre Weiss, La. Worth; Bob Keller, Robert S. Keller, Jr. A. P. Robertson, WWSC, Glens Falls, N. Y.;
- George Bissell, WMEF, Plattsburg, N. Y.;
- Fritz Urdike, WRUN, Rome, N. Y.;
- D. Robertson, WENT, Gloversville, N. Y.;
- W. H. Adams, WRWR, Albany, N. Y.;
- John Tallcott, Bob Stone, W. J. Myers, SESAC; A. Sherwood, Standard Radio; Dwight E. Row, Dow, Jones & Alpertson; W. K. Macy, Jr., B. Munhofen, WFSS, Coram, L. I.;
- D. Williams, AP; Don Miller, WCBS, N. Y.;
- M. Spitalny, Spitalny & Ashley; Miles Heber, N. Y. S. Dept. of Commerce; John Andre, Assoc. Program Service; John F. Kearns, Colgren Broadcasting Co.; Ben Miller, NA Al Godwin, WNDR, Syracuse, N. Y.;
- Wal B. Davidson, Abbott Tessman, Capitol Transcriptions; Joseph T. MacCaughy, Card Co.;
- Elliott Sanger, WQXR, N. Y.;
- Jan V. McConnell, WNBC, N. Y.;
- William Tilenius, NBC, N. Y.;
- Edward Hochhaus, Jr., Adna Karns, Lin Mason, Transcript Sales; Harry Sadenwater, RCA-Victor; O. Brandt, ABC, N. Y.;
- H. S. Kilgore, Colby Radio; Charles Godwin, MBS; T. A. Pledge; Eugene S. Thomas, WOR, N. Y.;
- Jan W. LeBarron, J. H. McGillvra, J. H. McGillvra, Co., Inc.;
- E. M. Johnson, Robert Schum Norman Knight, MBS; W. B. Parsons, N. Recording Corp.;
- James W. Blackburn, Blackburn-Hamilton; Ed Kirby and Rudy Rudol C. P. MacGregor.

## NOW AVAILABLE FOR SUMMER PRESENTATION

"THE LETTER THAT WAS NEVER MAILED" — LOW BUDGET DRAMATIC NARRATION — BACKED BY HAMMOND ORGAN — FOR FURTHER DETAILS CALL REGENT 7-9797

**PROMOTION**

**WHOM Morale Builder**

In the March of this year, WHOM, New York City, published their first issue of "Who's Who At WHOM," a two-page bulletin devoted to station membership, items about station personalities, etc. Written and edited by station members, the latest May issue contains a photograph of Rosalia Casca, WHOM operatic soprano, who was recently awarded first prize of \$250 by the REC. Henceforth, this monthly bulletin will be done via the fast process and contain a number of photos of various station staffers and artists.

**GE Three-Way Radios**

The five-and-a-half-pound personal radio which will operate on self-contained batteries as well as AC-DC power, has been placed in production by the General Electric Co., Bridgeport, Conn., according to Paul L. Amberlin, manager of receiver sales. Deliveries are expected to start with dealers beginning this month at retail prices set at about \$49.95, including batteries.

**"Party Line," B-M Show, Reported Set For WNBT**

(Continued from Page 1)

Reports later extend to a full hour, according to trade reports yesterday. Meanwhile, plans are still indefinite for Gulf's news show, other commercial studio segment on the CBS outfit with agency execs said to be making substitution of a film news show.

Bristol-Myers is said to be well pleased with "Party Line" and Bert Parks, who recently took over as emcee, and regard the latter as possibly the first "recognized big name in television." A listener-participation program is said to be averaging 500 telephone calls per program.

Further reports on the CBS video benchment yesterday held that approximately 100 staffers all told were included in the layoff, over half that amount from Dr. Peter Goldmark's research men. Among the casualties were Paul Belanger and Jim Naughton, art director.

CBS' cut-back in both color and black-and-white studio programming, and its announced concentration on remotes and sports is a strong indication that high-cost studio shows are still "beyond the horizon" for

**Marshall Urges Continuance Of Programs Sent Overseas**

(Continued from Page 1)

Marshall places on the broadcasts, the Secretary introduced Lt. Gen. W. Bedell Smith, Ambassador to Russia, to the group.

Following the meeting, the group of radio industry leaders issued a statement underlining the "vital importance" to the country of an international broadcast program. The industry group based its backing to the program on four main points:

- (1) We regard the maintenance and development of international broadcasting as a matter of vital importance to the United States.
- (2) Private industry cannot finance international broadcasting on the scale necessary to carry out the program.
- (3) Thus, if international broadcasting is to be maintained on the scale necessary to the national interest, it must be financed by Government funds.
- (4) Continued appropriations to the State Department should be made until Congress approves a long-range program. We urge early Congressional consideration of this long-range plan.

Radio industry leaders present and approving the statement included: Earl Gammons, CBS vice-president; Niles Trammell, NBC president; Philip Reed, G.E. chairman; E. J. Boos, Crosley vice-president; Walter Evans, Western Electric president; Wesley Dumm, president of the Associated Broadcasting System, and Walter Lemmon, president of World Wide Broadcasting Foundations.

The seven companies represented, own and operate shortwave radio facilities under contract with the Government.

FCC Chairman Charles R. Denny told the group that if the international broadcasting program were broken up there was considerable doubt whether it could be revived. He also expressed "alarm" over letting frequencies now held by the United States go to other countries. He said France, England, Russia and

other countries would scramble for the frequencies if America were forced to give them up.

Others attending the meeting were: Under-Secretary of State Dean Acheson, Assistant Secretary of State William Benton, RCA President David Sarnoff and James Fly, former FCC chairman and now counsel for Associated Broadcasting System.

Senators present included Alben Barkley, Carl Hatch and Joseph C. O'Mahoney.

House members present included Minority Leader Sam Rayburn, Sol Bloom, John Taber, Clarence Cannon, Karl Stefan, Karl Mundt, Charles Wolverton, Clarence Lea, Walt Horan and Mike Mansfield.

The House Appropriations Committee, in striking out the entire \$14,800,098 asked by the International Broadcasting Division, along with an additional 16 million dollars asked for other activities of the Office of International Culture, declared:

"It would seem that a Government-sponsored program is slightly out of tune with American precedents and American principles, and even though the news and other programs are as objective as represented, this committee, at least, does not feel that our Government should further remain in the news business."

Additionally, the committee said it believes the program, "is not efficiently administered."

Alternatives to the Benton program, according to the committee, are a greater UNESCO, greater international activity by private enterprise and greater co-operation in spreading the story of America abroad among the State Department and the radio, motion picture and publishing industries.

"While some of the radio news broadcasts appear to be of value," the committee said, "most of the remaining programs do not even come close to fulfilling the desire for information which may exist in the minds of people abroad."

**WWRL To Air Benefit From Garden May 22nd**

Jewish War Veterans' "All Star Night" at Madison Square Garden on Thursday, May 22, will be broadcast by WWRL from 10:30 p.m., to midnight, EDT.

Show, proceeds of which will go to the building fund of a new hospital for Jewish vets, will feature several name performers of the stage and screen, including: Milton Berle, Peter Donald, Bill Robinson, Morey Amsterdam, Willie Howard, Jackie Miles and Ethel Waters.

**Washington Firm Renews**

D. Zoslow & Sons announce the renewal of broadcasting contracts for the coming year on all Washington stations. Agency is Robert J. Enders Advertising.

**BEHIND THE MIKE**

By SID WEISS

SENATOR FORD, of "Can You Top This?" recouping from an appendectomy at St. Clare's Hospital. Ward Wilson will fill in during his absence.

Dick Haymes off on summer theater tour in June.

A major record company seeking to wax the baritones of Phil Hanna, singing star of "Here's To Ya."

Recommended: Peter Donald's Tuesday guest col'm for Dorothy Kilgallen—smart peter-patter.

Several hundred of Jack Lawrence's platters of "Don't Cry, Little Girl" will be auctioned off Sunday nite at Leon & Eddie's for the benefit of the United Jewish Appeal.

Beatrice Kay closes at the Carnival Monday and we agree with that letter-writer to Paul Denis' col'm in the Post that Bea, Al Jolson and Soph Tucker should have shows of their own.

Mary Martin shoves off for Dallas soon to do the lead in touring version of "Annie, Get Your Gun."

Fred Heider, writer of the Supper Club stanza, huddling with United Artists producer, Sam Coslow, on a radio musical idea.

It's a baby boy at the A. Harry Schnurrs. Mom is the former Eleanore B. Tons, assistant to Martha Deane.

Berry Kroeger partied cast of "Crimes of Carelessness" after Sunday's final broadcast.

**FM Meeting In Cincinnati To Organize Region No. 2**

(Continued from Page 1)

week-end. Region 2 includes Indiana, Ohio, Kentucky and West Virginia. The meeting will be held at the Hotel Gibson.

President Roy Hofheinz of FMA named David G. Taft and Paul Wagner as temporary co-chairmen to set up the meeting. Taft is general manager of WCTS-FM, Cincinnati, and Wagner is general manager of WCSI, Columbus, Ind.

More than 300 FM broadcasters, manufacturers and enthusiasts are expected to attend the Region 2 meeting, Bill Bailey, FMA executive director, said. Bailey also announced that the second liaison meeting between the FMA and Radio Manufacturers Assoc., will be held in Washington, May 21, at the Statler Hotel.



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

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*Send Birthday Greetings To*

May 6

David Elman	Jean Bullowa
Harry Einstein	Orson Welles
Coni Kavelin	Carolyn Grey
Don McNamara	



RADIO DAILY

COAST-TO-COAST

DISTRICT OF COLUMBIA

WASHINGTON, D. C.—WOL's "Man Behind the Band," Bob Knight, recently put on a one-man show for the youngsters at Washington's Deaf and Dumb Institute with the boys and girls being able to hear the vibrations of the high notes of Bob's steel guitar. . . . Bert Libin, assistant program director for WWDC, has been appointed publicity chairman for the observance of "I Am An American" Day in the District of Columbia, May 18th. He will act as co-ordinator of all activities of such information media as the radio, press and theaters.

MARYLAND

ANNAPOLIS—Patrick J. Gilmore has been appointed director of national sales for WANN. Gilmore was formerly associated with WFMD, WITH, WBEN, and the Ellis Advertising Agency. He served during the war as a member of the U. S. Coast Guard. . . . SILVER SPRING—Slogans such as "Enjoy your favorite radio program and let your neighbor enjoy his." "Be a good radio neighbor by not letting your radio shout when the windows are open" and "Tune your radio down when the windows are up," are being broadcast as part of WGAY's "Be a good radio neighbor" campaign.

MISSOURI

KANSAS CITY—"The Old Smoothies," Orrin Markjuss and Erma Thomas, who are currently featured in the seventh edition of the Ice-Capades, recently guested on KCMO's Hometown Gossip program. . . . ST. LOUIS—Russ Brown, formerly a network and Hollywood featured baritone, has

returned to KMOX, where he first broke into radio. He will be heard as singing emcee of a daily half-hour program with the studio orchestra over this station.

CALIFORNIA

HOLLYWOOD—A direct service both to young people of the community who are ready for jobs, and to the area's employers who are in need of alert youngsters' services, is being offered in KECA's "Jobs for Juniors" which recently made its debut. This public service program is presented in co-operation with the Work-Experience Section of the Los Angeles City Schools. . . . OAKLAND—KLX, which features waxings of such popular musical figures as Stan Kenton, Gene Krupa, the King Cole Trio and Peggy Lee on Capitol transcriptions, has been awarded exclusive broadcasting rights for those and all other Capitol transcriptions in that city. . . . SAN FRANCISCO—Sally Gummere is KGO's new receptionist. She replaces Sandy Van Kirk, who has resigned.

OHIO

CINCINNATI—Verne Jay, former script writer at KCBC, Des Moines, has joined the continuity department of WLW. . . . COLUMBUS—The Peoples Broadcasting Corp., made up of representative farmers throughout Ohio, has been granted a permit by the FCC to construct a new radio station, which is expected to serve rural radio listeners in the state. The new station, WRFD, will operate daily on a frequency of 880 kilocycles.

of application of San Jose Broadcasting Co., for new station at San Jose, Calif. to operate on 1500 kc., 1 kw. At the same time the Commission proposed to deny applications of Golden Gate Broadcasting Corp. to change frequency of KSAN, San Francisco, from 1450 to 1460 kc., increase power from 250 watts, unlimited to 5 kw. unlimited time; Cascade Broadcasting Co., Inc., to increase power of KTYW at Yakima, Wash., from 500 watts unlimited to 1 kw. unlimited, operating on 1460 kc. and Mission Broadcasting Co. for new station at San Jose to operate on 1490 kc., 250 watts, unlimited.

The Commission also announced an order granting application of Liberty Broadcasting Company for a new Class B FM station in Pittsburgh, Pa. Power boosts and changes in facilities were granted to more than a score of applicants in FCC actions on Friday. They include: KUJ, Walla Walla, Wash., from 1 to 5 kw.; Puerto Rico Advertising Co., WPR, Mayaguez, Puerto Rico, from 1 to 10 kw.; KTOK, Inc., Oklahoma City, Okla., from 1400 to 1000 kc., from 250 watts to 5 kw. day, 1 kw. night; KWJJ Broadcasting Co., Portland, Oregon, to 10 kw.; KGHJ Broadcasting Service, Little Rock, Arkansas, from 1230 to 1250 kc., from 250 to 500 watts night, 1 kw. day; McComb Broadcasting Corp., WHKB, McComb, Miss., from 1230 to 1250 kc., 250 to 500 watts day, 1 kw. night; Capital City Broadcasting Corp., WTAL, Tallahassee, Fla., from 1340 to 1270 kc., from 250 watts to 5 kw.; Thomas Patrick, Inc., KWK, St. Louis, Mo., from 1 kw. to 5 kw.; Aloha Broadcasting Co., KHON, Honolulu, Hawaii, from 1400 to 1380 kc., from 250 watts to 5 kw.; WIBX, Inc., Utica, N. Y. from 1230 to 950 kc., 250 watts to 5 kw.; Queen City Broadcasting Co., KDSH, Boise, Idaho, from 1 to 5 kw.

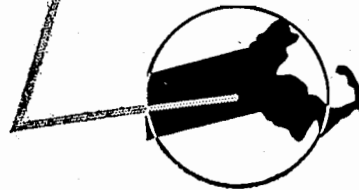
Also Donald W. Reynolds, KFSA, Ft. Smith, Ark., to 500 watts night, 1 kw. day; Southeastern Broadcasting Company, WMAZ, Macon, Ga., from 5 to 10 kw.; Ocala Broadcasting Co., Inc., WTMC, Ocala, Fla., from 1490 to 1290 kc., from 250 watts to 1 kw.; Illinois Valley Broadcasting Co., WIRL, Peoria, from 1 to 5 kw.; Sun Country Broadcasting Co., KTSC, Tucson, Ariz., from 1490 to 580 kc.; Watchtower Bible & Tract So-

ciety, Inc., WBBR, Brooklyn, N. Y., from 1 to 5 kw.; Atlantic Broadcasting Co., WHOM, Jersey City, N. J., from 500 watts to 1 kw.; Voice of Puerto Rico, WRRP, Ponce, Puerto Rico, from 1420 to 910 kc., from 250 watts to 5 kw.; Lubbock Broadcasting Co., KSEL, Lubbock, Tex., from 1 kw. day to 500 watts night, 1 kw. day; Metropolitan Broadcasting Corp., WQQR, Washington, D. C., from 500 watts to 1 kw.

The FCC yesterday listed four applications for new AM stations. They include: People's Broadcasting Co., Minneapolis, Minn., to be operated on 1190 kc., 1 kw., daytime; Michael J. Mintern as general overseer of the Christian Catholic Church, Zion, Ill., to be operated on 820 kc., 5 kw., shares time with WAIT; Clarence J. McCredie and Bernice McCredie, Wenatchee, Wash., to be operated on 1230 kc., 250 watts, unlimited; Lewis Service Corp., Weston, W. Va., to be operated on 1450 kc., 250 watts unlimited.



Worcester leads the parade in department store sales increase over Boston, Springfield and Providence.



Gen. Sarnoff, Denny May Address RMA

(Continued from Page 1)

ens Hotel. Meetings of the several divisions, comprising set, tube, part transmitter, and amplifier and sound equipment manufacturers, are scheduled to be held during the three-day industry conclave. Two meetings of the RMA board of directors, first the old board and afterward the new board, will be held.

General Sarnoff will speak at the industry banquet on June 12 if he is not in Europe, while Mr. Denny will address the membership luncheon on the same day if developments at the International Radio Conference in Atlantic City do not prevent his attendance.

RMA Treasurer Leslie F. Muter, of the Muter Co., Chicago, is chairman of the convention committee and arranging the entertainment program for the industry banquet.

RMA President R. C. Cosgrove, of the Crosley division, Cincinnati, will preside at the business session of RMA members and at the meeting of the RMA board of directors. Cosgrove is ending his third term as RMA president. New officers will be elected at the June 12 meeting of the directors.

Exhibits of any radio equipment at the convention are prohibited, and attendance is restricted to RMA members and their guests.

STARR'S RISING AGAIN!

Baltimore, Md. We put a tubby guy named Lonny Starr on a show not so long ago. In a very brief span, the Hooper went from 3.2 to 8.9. Now, we've put Lonny on our 6:00 P.M. news—the first 15 minute news period heard in Baltimore in the evening. Cross out decibels and cancel your contracts—the Hooper on the news is going up, too! Catch him on the early rise folks—he's available—for how long, we can't say.

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

New Ft. Wayne Outlet; Other Grants By FCC

(Continued from Page 1)

Wayne because of the close local ties of the principal stockholders.

A native of Little Falls, N. Y., Feldman had not previously lived in Fort Wayne. He had wide experience as a radio correspondent for ABC in the European and Pacific theaters during World War II and previously was associated with BBC in London. Prior to then he was assistant to Abe Schechter, when Schechter headed the NBC newsroom. His wife, Rhoda M. Feldman served as executive secretary to the British Broadcasting Company's program operations director in New York during the war.

OTHER CP'S GRANTED

In addition, CP's for new stations were granted the following: Puerto Rico Communications Authority, Rio Piedras, P. R., to operate on 940 kc., 1 kw., unlimited; Plains Empire Broadcasting Co., Amarillo, Texas, to operate on 940 kc., 1 kw., unlimited; Duncan Broadcasting Co., Duncan, Okla., to operate on 1340 kc., 100 watts night, 250 watts daytime; Alaska Broadcasting Co., Fairbanks, Alaska, to operate on 1290 kc., 1 kw., unlimited; Ramon Agubo, Bayamon, P. R., to operate on 1560 kc., 250 watts, unlimited; Borinquen Broadcasting Co., Caguas, P. R., to operate on 1110 kc., 250 watts, unlimited; Mobile Daily Newspapers, Inc., Mobile, Ala., to operate on 1480 kc., 5 kw., unlimited.

Also Radio Anthracite, Inc., Shamokin, Pa., to operate on 1480 kc., 1 kw., unlimited; Grand Forks Herald, Grand Forks, N. D., to operate on 1260 kc., 500 watts night, 1 kw. day; San Joaquin Broadcasting Co., Stockton, Calif., to operate on 1420 kc., 1 kw., unlimited; Forest Capital Broadcasting Co., Lufkin, Texas, to operate on 1420 kc., 1 kw., unlimited; West Texas Broadcasting Co., El Paso, Texas, to operate on 690 kc., 5 kw., unlimited; Boston Broadcasting Corp., Brookline, Mass., to operate on 1600 kc., 5 kw., conditions; Eastland-Ranger-Cisco Broadcasting Co., Eastland, Texas, to operate on 1600 kc., 1 kw., conditions; Sabine Area Broadcasting Co., Orange, Texas, to operate on 1600 kc., 1 kw., conditions.

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L. 39, NO. 27

NEW YORK, WEDNESDAY, MAY 7, 1947

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# New Ft. Wayne Outlet; Other Grants By FCC

(Continued from Page 1)

Wayne because of the close local ties of the principal stockholders.

A native of Little Falls, N. Y., Feldman had not previously lived in Fort Wayne. He had wide experience as a radio correspondent for ABC in the European and Pacific theaters during World War II and previously was associated with BBC in London. Prior to then he was assistant to Abe Schechter, when Schechter headed the NBC newsroom. His wife, Rhoda M. Feldman served as executive secretary to the British Broadcasting Company's program operations director in New York during the war.

### OTHER CP'S GRANTED

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# COAST-TO-COAST

### -DISTRICT OF COLUMBIA-

WASHINGTON, D. C.—WOL's "Man Behind the Band," Bob Knight, recently put on a one-man show for the youngsters at Washington's Deaf and Dumb Institute with the boys and girls being able to hear the vibrations of the high notes of Bob's steel guitar. . . Bert Libin, assistant program director for WWDC, has been appointed publicity chairman for the observance of "I Am An American" Day in the District of Columbia, May 18th. He will act as co-ordinator of all activities of such information media as the radio, press and theaters.

### -MARYLAND-

ANNAPOLIS—Patrick J. Gilmore has been appointed director of national sales for WANN. Gilmore was formerly associated with WFMD, WITH, WBEN, and the Ellis Advertising Agency. He served during the war as a member of the U. S. Coast Guard. . . SILVER SPRING—Slogans such as "Enjoy your favorite radio program and let your neighbor enjoy his." "Be a good radio neighbor by not letting your radio shout when the windows are open" and "Tune your radio down when the windows are up," are being broadcast as part of WGAY's "Be a good radio neighbor" campaign.

### -MISSOURI-

KANSAS CITY—"The Old Smoothies," Orrin Markjusz and Erma Thomas, who are currently featured in the seventh edition of the Ice-Capades, recently guested on KCMO's Hometown Gossip program. . . ST. LOUIS—Russ Brown, formerly a network and Hollywood featured baritone, has

returned to KMOX, where he first broke into radio. He will be heard as singing emcee of a daily half-hour program with the studio orchestra over this station.

### -CALIFORNIA-

HOLLYWOOD—A direct service both to young people of the community who are ready for jobs, and to the area's employers who are in need of alert youngsters' services, is being offered in KECA's "Jobs for Juniors" which recently made its debut. This public service program is presented in co-operation with the Work-Experience Section of the Los Angeles City Schools. . . OAKLAND—KLX, which features waxings of such popular musical figures as Stan Kenton, Gene Krupa, the King Cole Trio and Peggy Lee on Capitol transcriptions, has been awarded exclusive broadcasting rights for those and all other Capitol transcriptions in that city. . . SAN FRANCISCO—Sally Gummere is KGO's new receptionist. She replaces Sandy Van Kirk, who has resigned.

### -OHIO-

CINCINNATI—Verne Jay, former script writer at KCBC, Des Moines, has joined the continuity department of WLW. . . COLUMBUS—The Peoples Broadcasting Corp., made up of representative farmers throughout Ohio, has been granted a permit by the FCC to construct a new rural radio station, which is expected to serve rural radio listeners in the state. The new station, WRFD, will operate daily on a frequency of 880 kilocycles.

of application of San Jose Broadcasting Co., for new station at San Jose, Calif. to operate on 1500 kc., 1 kw. At the same time the Commission proposed to deny applications of Golden Gate Broadcasting Corp. to change frequency of KSAN, San Francisco, from 1450 to 1460 kc., increase power from 250 watts, unlimited to 5 kw. unlimited time; Cascade Broadcasting Co., Inc., to increase power of KTYW at Yakima, Wash., from 500 watts unlimited to 1 kw. unlimited, operating on 1460 kc. and Mission Broadcasting Co. for new station at San Jose to operate on 1490 kc., 250 watts, unlimited.

The Commission also announced an order granting application of Liberty Broadcasting Company for a new Class B FM station in Pittsburgh, Pa. Power boosts and changes in facilities were granted to more than a score of applicants in FCC actions on Friday. They include: KUJ, Walla Walla, Wash., from 1 to 5 kw.; Puerto Rico Advertising Co., WYRA, Mayaguez, Puerto Rico, from 1 to 10 kw.; KTOK, Inc., Oklahoma City, Okla., from 1400 to 1000 kc., from 250 watts to 5 kw. day, 1 kw. night; KWJJ Broadcasting Co., Portland, Oregon, to 10 kw.; KGHJ Broadcasting Service, Little Rock, Arkansas, from 1230 to 1250 kc., from 250 to 500 watts night, 1 kw. day; McComb Broadcasting Corp., WHKB, McComb, Miss., from 1230 to 1250 kc., 250 to 500 watts day, 1 kw. night; Capital City Broadcasting Corp., WTAL, Tallahassee, Fla., from 1340 to 1270 kc., from 250 watts to 5 kw.; Thomas Patrick, Inc., KWK, St. Louis, Mo., from 1 kw. to 5 kw.; Aloha Broadcasting Co., KHON, Honolulu, Hawaii, from 1400 to 1380 kc., from 250 watts to 5 kw.; WIBX, Inc., Utica, N. Y., from 1230 to 950 kc., 250 watts to 5 kw.; Queen City Broadcasting Co., KDSH, Boise, Idaho, from 1 to 5 kw.

Also Donald W. Reynolds, KFSA, Ft. Smith, Ark., to 500 watts night, 1 kw. day; Southeastern Broadcasting Company, WMAZ, Macon, Ga., from 5 to 10 kw.; Ocala Broadcasting Co., Inc., WTMC, Ocala, Fla., from 1490 to 1290 kc., from 250 watts to 1 kw.; Illinois Valley Broadcasting Co., WURL, Peoria, from 1 to 5 kw.; Sun Country Broadcasting Co., KTSC, Tucson, Ariz., from 1490 to 580 kc.; Watchtower Bible & Tract So-

ciety, Inc., WBBR, Brooklyn, N. Y., from 1 to 5 kw.; Atlantic Broadcasting Co., WHOM, Jersey City, N. J., from 500 watts to 1 kw.; Voice of Puerto Rico, WRRP, Ponce, Puerto Rico, from 1420 to 910 kc., from 250 watts to 5 kw.; Lubbock Broadcasting Co., KSEL, Lubbock, Tex., from 1 kw. day to 500 watts night, 1 kw. day; Metropolitan Broadcasting Corp., WQQR, Washington, D. C., from 500 watts to 1 kw.

The FCC yesterday listed four applications for new AM stations. They include: People's Broadcasting Co., Minneapolis, Minn., to be operated on 1190 kc., 1 kw., daytime; Michael J. Mintern as general overseer of the Christian Catholic Church, Zion, Ill., to be operated on 820 kc., 5 kw., shares time with WAIT; Clarence J. McCredie and Bernice McCredie, Wenatchee, Wash., to be operated on 1230 kc., 250 watts, unlimited; Lewis Service Corp., Weston, W. Va., to be operated on 1450 kc., 250 watts unlimited.

# Gen. Sarnoff, Denny May Address RMA

(Continued from Page 1)

ens Hotel. Meetings of the seven divisions, comprising set, tube, parts, transmitter, and amplifier and sound equipment manufacturers, are scheduled to be held during the three-day industry conclave. Two meetings of the RMA board of directors, first of the old board and afterward the new board, will be held.

General Sarnoff will speak at the industry banquet on June 12 if he is not in Europe, while Mr. Denny will address the membership luncheon on the same day if developments at the International Radio Conference in Atlantic City do not prevent his attendance.

RMA Treasurer Leslie F. Muter, of the Muter Co., Chicago, is chairman of the convention committee and is arranging the entertainment program for the industry banquet.

RMA President R. C. Cosgrove, of the Crosley division, Cincinnati, will preside at the business session of RMA members and at the meeting of the RMA board of directors. Cosgrove is ending his third term as RMA president. New officers will be elected at the June 12 meeting of the directors.

Exhibits of any radio equipment at the convention are prohibited, and attendance is restricted to RMA members and their guests.

# STARR'S RISING AGAIN!

Baltimore, Md. We put a tubby guy named Lonny Starr on a show not so long ago. In a very brief span, the Hooper went from 3.2 to 8.9. Now, we've put Lonny on our 6:00 P.M. news—the first 15 minute news period heard in Baltimore in the evening. Cross out decibels and cancel your contracts—the Hooper on the news is going up, too! Catch him on the early rise folks—he's available—for how long, we can't say.

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

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Worcester leads the parade in department store sales increase over Boston, Springfield and Providence.







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## ★ COMING AND GOING ★

Vol. 39, No. 27 Wed., May 7, 1947 Price 10 Cts.

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

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**JOHN E. FETZER**, managing director of WJEF, Grand Rapids, and WKZO, Kalamazoo, together with members of his executive staff, are in Chicago this week for the NAB regional. Fetzer has served four terms as Eighth District director.

**WILBUR EVANS**, western sales manager of CBS, has returned to his Chicago headquarters following a few days of conferences at the Radio Sales division of the network in New York.

**G. W. "JOHNNY" JOHNSTONE**, director of the radio department for the National Assn. of Manufacturers, is back in town after having attended the Radio Institute at Ohio State University, where he was one of the principal speakers.

**JOHN H. MacDONALD**, vice-president of NBC in charge of finance, has returned from Rochester, N. Y., where he delivered an address at the conference of the National Assn. of Cost Accountants.

**RALPH HATCHER**, sales manager in the co-op division of CBS, is in Chicago.

**I. R. LOUNSBERRY**, co-owner of WGR, Columbia network affiliate in Buffalo, N. Y., a visitor this week at the station relations department of the network.

**JOHN BALLANTYNE**, president of Philco; **JAMES CARMINE** and **P. A. KANNALLY**, vice-presidents; **JOHN M. OTTER**, newly-appointed general sales manager, and **WALTER H. EICHELBERGER**, sales manager in charge of the refrigerator division, are in New York for the cutting of the Bing Crosby program transcription which will feature Fred Allen as guest.

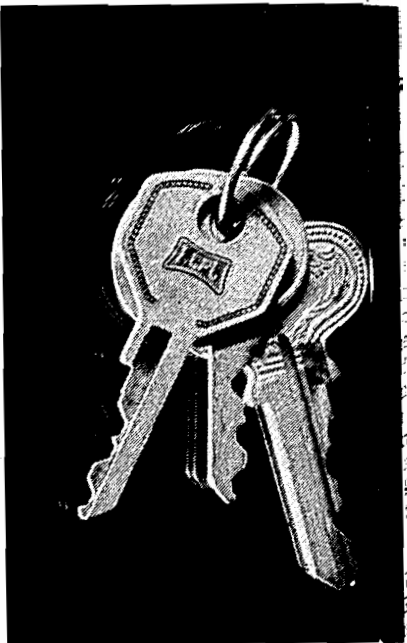
**PHIL ALAMPI**, farm news editor of WJZ, is back in New York after having participated in the Washington meeting called by Secretary of Agriculture Anderson.

**WESTERMAN WHILLOCK**, general manager of KDSH, Columbia outlet in Boise, Idaho, is in Gotham on a short business trip.

**TYRRELL KRUM**, "Veterans' Adviser" heard on NBC, is back at his Washington headquarters following a tour of soldiers' hospitals.

**TED CHURCH**, Columbia network's director of news broadcasts, off for Philadelphia and Washington on a short business trip. **WILFRED SHADELL**, network newsman, also has left Gotham for the Nation's Capital.

**DORIS S. CORWITH**, assistant to the manager of NBC's public service department, has returned from Charleston, West Va., where she addressed a meeting of the Community Radio Council.



## Look, Richard.

Maybe we ought to be ashamed of ourselves for riding that goat too . . .

But it's such a natural you couldn't pass it up!

Our point, as you know if you read these W-I-T-H ads, is that "the way to open the door to Baltimore radio is W-I-T-H, the successful independent."

That's the way to get yourself sales in this 6th largest city . . . because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart lists carry 4 important radio call letters. W-I-T-H!



## W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Recd

## FINANCIAL

(Tues., May 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/4	8	8	1/4
Am. Tel. & Tel.	165 3/4	165 1/8	165 3/4	1/8
CBS A	25 1/2	25 1/2	25 1/2	3/8
CBS B	25 1/8	25	25	1/2
Farnsworth T. & R.	6 1/4	6 1/8	6 1/8	1/8
Gen. Electric	35	34 1/8	34 1/2	3/4
Philco	26	26	26	1/2
RCA Common	8 1/4	7 7/8	8	1/4
Stewart-Warner	16	15 3/4	15 3/4	3/4
Westinghouse	25 1/4	24 3/4	24 7/8	5/8
Westinghouse Pfd. A.	99 7/8	99 1/8	99 7/8	3/8
Zenith Radio	17 1/4	16 3/4	16 7/8	1/8

### NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	14 1/2	14
Nat. Union Radio	3	3
OVER THE COUNTER		
Du Mont Lab.	53 1/2	61 1/2
Finch Tele Comm.	6 1/4	7 1/4
Stromberg-Carlson	13 1/2	14 3/4
U. S. Television	1 1/2	2
WCAO (Baltimore)	40	
WJR (Detroit)	15	16

### MBS Program Renewed

"Quick As A Flash," sponsored by the Helbros Watch Co., has just been renewed, it was announced yesterday by MBS. Agency is William H. Weintraub & Co., and renewal is set for the full Mutual network for 52 weeks. The program is currently heard each Sunday from 5:30 to 6:00 p.m. Renewal is effective June 8.

### FCC Grants Rochester Permit

Washington—The FCC has announced a proposed decision looking towards the grant of the application of Veterans Broadcasting Co., Inc., for a new station in Rochester, N. Y.

### Zenith Offers New Policy Of Debuting Radio Models

(Continued from Page 1)

ill-will," it was announced this week by E. F. McDonald, Jr., president, in a letter to 22,000 Zenith dealers.

New policy provides introduction of new models as they emerge from the laboratory and are fully field tested, net result of which will be that only one model will become obsolete at a time, rather than an entire line, McDonald said. Thus, he said, dealers will always have up-to-date merchandise in stock.

In the hope that the new policy will be adopted by the industry, McDonald said: "Contrary to our past policy and contrary to what has become an expensive custom in the industry, we will not point to any specific month in the year to announce new models. Instead," he declared, "we will do so throughout the year as our new developments become ready or as the general situation may dictate."

The Zenith official revealed that his company has a backlog of orders through June in excess of \$24,000,000. He added however, that Zenith lost over \$2,500,000 in the first six months of the fiscal year which started May 1, 1946, because of price controls. For this reason, McDonald said, "our prices, obviously, cannot be reduced at the present time and our hope is that we will not have to raise them."

### Decca Dividend Up

Consolidated net profit of Decca Records, Inc., for the quarter ended March 31, 1947 amounted to \$687,118 after provision of \$458,079 for income taxes. This profit is equal to 88 cents per share on 776,650 shares of capital stock outstanding at the end of the quarter, and compares with net profit of \$511,050 or 66 cents per share on the basis of a comparable number of shares outstanding in the corresponding period of 1946.

### RCA, Telicon To Show Master Tele Systems

(Continued from Page 1)

ment houses to leading realtors within the next few weeks, it was reported yesterday.

RCA will hold demonstrations in New York and Philadelphia when a satisfactory site has been chosen, it was said. Telicon is reported preparing to show latest improvements in its system which was displayed at the Television Broadcasters Association conference at the Waldorf-Astoria last year.

#### Acceptance Expected

Out of these demonstrations are expected to come acceptance and approval from landlords who currently oppose any system which does not serve all apartments in a building. Realtors recently declined a proposal made by the TBA which involved the temporary use of a single dipole antenna by several individual set owners on the grounds that it would not adequately solve the problem.

Announcement is expected this week on another proposal made to realtors by TBA, and it is reported that the RCA and Telicon master systems make up a major part of the new offer.

IN CLEVELAND IT'S

# WHK

1906 1947

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
**LUNCHEON DINNER**  
**COCKTAIL BAR**

*Famous French Candies*  
15 East 52nd St.  
**AIR CONDITIONED**





## **\* THE OUTSIDE AUDIENCE IS ARRESTED**

*on the Pacific Coast, too!*

**\*The outside Pacific Coast market is that vast area outside the counties in which the regular Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.**

YOU CAN ARREST the attention of all of this big outside audience *only* if your show is on Don Lee, the only network that covers both halves of the Pacific Coast audience . . . since *only* Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,117,584 people spend approximately half of the \$9,038,433,000 in retail sales annually).

**ONLY DON LEE** offers 42 stations (twice as many as Network "A"; over 3 times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

**DON LEE IS A BETTER BUY** than any other Pacific Coast network because it not only delivers MORE LISTENERS but does so at a LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

You'll get plenty of response from this big, wealthy, outside audience, too. Put your show on Don Lee—the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast.

*The Nation's Greatest Regional Network*



**SAN FRANCISCO**



**CHICAGO**

By NAT GREEN

**M**MARGERY LANE TRUESDALE who was a child star on KFRC when 10 years old, returns to KFRC studios on the Bill Gwynn musical show for three months while soloist Jerry Madson is away on vacation.

On April 28 four transcontinental programs on the NBC network started to originate here in the KPO Radio City studios. A new variety program "San Francisco Presents" features Eddie King, Guy Cherney, Barbara McRitchie, and Tony Freeman and orchestra, Mondays at 9:30 p.m., PST. A new dramatic show "Golden Gate Theater on the Air," presents original dramatization written by staff members under the direction of KPO program manager Harry Bubeck, Tuesday at 9:30 p.m. On Wednesday at 9:30 p.m. there was a musical program titled "The Little Concert" and on Fridays at the same hour the "NBC Orchestra" will originate from here.

**WCAU's 25th Anniversary Brings Wk. Of Celebration**

(Continued from Page 1)

lutes from its roster of stars. Today WCAU is one of the two 50,000 watt clear channel stations in Pennsylvania.

Dr. Leon Levy, general manager of WCAU who has been with the station since 1925 yesterday recalled "those days" when Saturday nights were silent ones in the broadcasting business and it was thought that no one would sit home and listen to radio on Saturday nights.

"Time was when the offices and studios of WCAU were in one and the same room," Dr. Levy recalled. "We used the room as an office in the daytime and then hastily covered up the furniture and used it as a studio at night." Today WCAU occupies its own building with the latest in station equipment.

Among the stars who cut their radio teeth at WCAU are Ezra Stone, Kitty Kallen, Fred Allen, Lyn Murray, Boake Carter, Helen Jepson, Rose Bampton, Paul Douglas, Wilbur Evans, Jan Savitt, Norman Broken-shire, Irra Petina, David Brooks, Mary Black, Keith Andes, Mark Dawson and Claude Rains.

**MBS Commentator To U. K.**

Bill Cunningham, Mutual commentator (Sundays, 2:30 to 2:45 p.m., EDT), leaves for England May 10 to make a personal tour of the great mining and industrial regions of the British Isles, reporting on the living standards of the average citizen in post-war Britain in a series of four network broadcasts from London.

**Notes From An Aisle Seat. . . !**

• • • When "Double or Nothing" shifts over to Campbell Soup, the current sponsor, Feenamint, will have a quiz show, along similar lines, to replace it. Bob Crosby's ork, incidentally, has been signed for the Campbell quizzer. . . . Daytime strip may go into that Kate Smith noontime slot on CBS—despite web's objections. . . . BBD&O again looking for a show for DeSoto in spite of the Judy Garland deal blow-off. . . . "Claudia" pacted by Coca-Cola. . . . They say that Alan Young has been bought by Lever Bros. as Joan Davis replacement. Well, that's what they say, at any rate. . . . Altho' "I Deal In Crime" loses its ABC sponsor this month, grapevine reports have it that the web will continue to carry it on as a sustainer. . . . With the Supreme Court ruling shortly on Cecil B. DeMille's action against AFRA, Wm. Morris office is reported readying a half-hour dramatic series for him (contingent, of course, on the decision). . . . Edgar Bergen signed up for next season by Standard Brands. . . . Gulf Oil considering a second show—maybe for a transcribed series? Understand they're interested in Y & R's "Big Time" ainer with Georgie Price. . . . Amos 'n' Andy's summer replacement will be a love story-detective thing (not a whodunit) prob'ly tagged "Calling the Police," with Joe Julian. . . . Florence Pritchett got the nod from WOR biggies to step into the coveted Martha Deane slot. Geo. Hogan remains on the stanza with her. . . . MGM and Red Heart Dog Food will co-sponsor "Adventures of Lassie" on ABC Sunday afternoons.



• • • Thought by this time that most manufacturers were hep to the fact that giving their products away on air shows just for a free mention has hardly proven an effective way of selling—but it seems they're still falling for it. Just stumbled across a note from the VIP Service (specializing in giveaways) to an advertising agency offering two Pyrene Fire Extinguishers to CBS' "Give and Take" stanza on the basis of two a week in exchange for a mere air credit on the brand. Have fun, boys.



• • • **SMALL TALK:** Sponsor looking for top name to sub for the ailing Phil Baker on "Take It or Leave It". . . . Wire from Tom Rucker, of KMBC, informs that the condition of Bill Shudt, of CBS Station Relations (now in a Kansas City hosp.) appears to vary with his gin rummy game. His condition took a spurt for the better when he blitzed Sam H. Bennett, KMBC veepee, out of a pair of striped pajamas. . . . Phil Brito's Strand Theater click may land him a network show next fall. . . . Wonder if Bing Crosby knows that Gene Autry would love to do a guest shot with him? . . . But when Bess (Miss America) Myerson brings out her all-girl ork, it'll be a real "debeaut". . . . Bill Perry due for a "We, the People" guesster next month for his avowed intention of busting Frank Munn's record of 16 years with the same sponsor. At this writing, Bill has been with the "Saturday Nite Serenade" for 10 years and 7 months—the current high for an active male singer. . . . Skitch Henderson, who's been inseparable with Anita Colby, tells all on Maggi McNellis' show May 14th. . . . Danny O'Neil being auditioned as summer attraction on NBC's "Highways in Melody".



• • • Top talent will be heard tomorrow nite at 9:30 via ABC on the first of four weekly variety shows to be aired as part of an intensive radio campaign against the Hartley-Taft bills, launched by the Entertainment Unions Committee, in co-operation with the American Federation of Labor. On the opener will be Milton Berle, Georgia Gibbs, Henry Morgan, the DeMarco Sisters and Ray Bloch's ork. In addition, there'll be a dramatic sketch specially written by Arthur Miller, who authored the prize-winning play, "All My Sons." AFL has set aside an appropriation of \$300,000 to pay for the radio phase of the campaign to combat anti-labor bills now before Congress.

**A** NEW quarter-hour dramatic series, written, directed, produced and acted by members of the Woodstock Players, summer theater group, made its debut on WJJD May 1. Titled "Twenty-four Hours a Day," will offer a series of four dramatic situations from life.

ABC's "Hymns of All Churches" will observe its 13th anniversary May 8 when the General Mills Chorus under direction of Fred Jacky, will sing the hymns that were sung on its first program and Dr. Preston Bradley will discuss events which were current in the nation's history during May, 1934.

On its "Chicago News" broadcast one day last week WIND broadcast the discovery of a man's body washed up on Lake Michigan beach. Official identification was an inscription on his watch reading "To My Darling Ed, Love, Dot." A policeman at Highland Steel, after hearing the broadcast, phoned WIND and identified "Eddy" as keeper of a lighthouse at Indiana Harbor. While efforts were being made to verify this with the Coast Guard the man's brother called, having also heard the broadcast, and positively identified the man, Coast Guardsman Edward Bidus, who during a storm was knocked off a sea wall and lost.

Harriet Clemons and Ira Burto, winners in WBBM's recent "Star Quest," will be featured on the program during the Chicago Defender testimonial banquet honoring former Mayor Edward J. Kelly at the Parkway Ballroom, May 12.

**News Directors Adopt Resolution In Wallace Case**

(Continued from Page 1)

tion in placing his foot on a microphone at his first news conference since his return from Europe.

The resolution also urged that full recognition be granted radio recording equipment in news conferences and that such equipment be accepted as another reporting device.

The association yesterday concluded a mid-year meeting of its board of directors in Columbus, O.

**New 15 Minute Program Sponsored On ABC We**

(Continued from Page 1)

the Christian Science Publishing Co., had renewed its news program for another 13 weeks on ABC. The news period is heard from 8:15 to 8:30 p.m., EDT., on Thursdays.

**"YOUR LIFE AND TIMES"**

NOW AVAILABLE FOR SUMMER PRESENTATION — MEMORIES OF THE LAST THIRTY YEARS—NARRATED WITH SONGS OF THE TIMES —LOW BUDGET—CALL REGENT 7-9797 FOR DETAILS.

**STUDIO 13**  
Audition records available

**COMMERCIAL PROGRAM SALES**  
1440 Broadway, N. Y. PE 6-8600



# RCA First-Quarter Net 8% Greater Than '46

(Continued from Page 1)

ure, Sarnoff said. Profit before taxes was \$7,919,065, and common stock earnings were put at 28 cents for the quarter. This compares with 26 cents for the same period last year. Figures for 1946, which were announced to stockholders early in March, showed a gross income of approximately \$237,000,000, with a net of \$10,985,000.

Sarnoff told stockholders that the net worth of RCA has increased \$39,000,000 in the past 10 years, "and is now in excess of \$100,000,000." Dur-

## "No Harm Caused"

In reply to a stockholder's query about the Allen affair, Niles Trammell, NBC president, read a letter sent to "915 listeners" who criticized the web's action, in writing. Trammell's letter pointed out that a mistake was made in making an issue with Allen over his "derogatory, but humorous, references to an imaginary NBC vice-president." Trammell termed the incident regrettable, but pointed out that no harm has been caused to any one.

g that time more than \$60,000,000 in dividends has been paid to stockholders. Of this amount, he explained, \$2,300,000 was paid to holders of preferred stock and \$27,700,000 on common stock.

Reviewing the activities of RCA for the past year, Sarnoff revealed that reconversion from wartime to peacetime operations "was practically complete in 1946," and added that attainment of full-scale production "now depends chiefly upon an uninterrupted flow of materials."

"Despite scarcities that still plague production," he told some 500 stockholders present at the meeting, "all our manufacturing plants had a substantial increase in output during the first four months of 1947." RCA is making delivery of FM as well as standard broadcast transmitters, and are in production of television transmitters for which we have substantial orders," he said. He added that sale of television receivers represented 20 to 25 per cent of total sales of RCA home instruments for the quarter.

Sarnoff reviewed RCA's progress in television development in research, manufacturing and telecasting, and revealed that WNBW, NBC video outlet in Washington, "is about completed and is expected to go on the air within a few weeks."

The RCA chief reviewed his company's part in the color-video con-

## NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of April 25-May 1, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Anniversary Song.....	Mood Music
April Showers.....	Harms
Bless You.....	Shapiro-Bernstein
Guilty.....	Folst
Heartaches.....	Loods
How Are Things In Glocca Morra.....	Crawford
I Believe.....	Sinatra Songs
I Do Do Do Like You.....	Harms
I Want To Thank Your Folks.....	Oxford
If I Had My Life To Live Over.....	General Music
If This Isn't Love.....	Crawford
I'll Close My Eyes.....	Peter Maurice
It Might Have Been A Different Story.....	Campbell-Porgie
It Takes Time.....	London
It's A Good Day.....	Capitol
Linda.....	E. H. Morris
Mam'selle.....	Feist
Managua, Nicaragua.....	Encore
Midnight Masquerade.....	Shapiro-Bernstein
My Adobe Hacienda.....	Southern
Oh Why Oh Why Did I Ever Leave Wyoming.....	Feist
Old Devil Moon.....	Crawford
Roses In The Rain.....	Barton
That's Where I Came In.....	Robbins
When Am I Gonna Kiss You Good Morning.....	Martin Music
Would You Believe Me.....	Remick
Why Did It Have To End So Soon.....	Berlin
You Can't See The Sun When You're Crying.....	George Simon
You'll Know When It Happens.....	Bourne

trovency, referred to the large-screen color demonstration last week at Philadelphia, and declared that television was an important factor in the selection of that city as the site for the Republican National Convention in 1948.

As to the outlook, Sarnoff said "There are few important industries in America where competition is as wide and as keen as it is in radio." The war has served to increase the "size and scope" of competition in radio, he said, and the "struggle for survival goes on alongside the struggle for volume and profits. The profit margins in the radio business are among the lowest in American industry," Sarnoff said. "No one in America has a monopoly in radio," he declared.

## Pulitzer Winner On WNBT

Frederick Woltman, recipient of the 1946 Pulitzer Prize for distinguished reporting, will appear as guest in a special presentation of "In Town Today," over NBC's television station, WNBT, Thursday, May 8 (9:00 p.m., EDT). Woltman won the award for his articles in the New York World-Telegram "on the infiltration of Communism in the United States."

## Kraft Enters Television Via WNBT Dramatic Series

Kraft Foods Co., is sponsoring a 35-week television series of hour-long dramatic programs on WNBT which began Wednesday, May 7, it was announced over the week-end by Reynold R. Kraft, sales manager for the NBC video station. Series marks Kraft Co.'s initial venture in television.

First show of the series, titled "The Kraft Television Theater," will be "Double Door," written by Elizabeth McFadden and adapted for video by Edmond Rice. Eleanor Wilson, who recently appeared on "The Eagle Has Two Heads," and Romola Robb, who is currently in "Harvey," will be featured in the first presentation.

First product to be featured will be MacLaren's Imperial Cheese. J. Walter Thompson is the agency.

## Woods Forecasts Petrillo-FM Accord

(Continued from Page 1)

Understanding of our position on FM broadcasting and that he will soon come to a satisfactory agreement. It may take a little giving on both sides."

Woods went on to explain that FM does not reach an entirely new and additional audience but rather a splitting off of a portion of the former AM listening group. People who are listening to FM programs are former AM listeners, consequently the simultaneous broadcast of a program over both FM and AM bands is just going to both sections of the split listening audience and not to many more listeners than formerly were reached by AM alone. Woods feels that Petrillo is beginning to understand this point and that a new agreement on dual broadcasts will soon be reached.

Mr. Woods also revealed that the new forthcoming ABC recorded music show with Paul Whiteman as the disc jockey is the opening wedge in a plan to put good musical programs on the air in competition with soap operas. He also explained that the plan is to use top bracket radio musical personalities on programs being broadcast over ABC at the same time that the soap operas are going out on other networks.

## STARR'S RISING AGAIN!

Baltimore, Md. We put a tubby guy named Lonny Starr on a show not so long ago. In a very brief span, the Hooper went from 3.2 to 8.9. Now, we've put Lonny on our 6:00 P.M. news—the first 15 minute news period heard in Baltimore in the evening. Cross out decibels and cancel your contracts — the Hooper on the news is going up, too! Catch him on the early rise folks—he's available—for how long, we can't say.

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



IN CLEVELAND IT'S

# WHK

## OSU Institute Opposes Station 'Editorializing'

(Continued from Page 1)

tional activities of the State Department until Congress can "consider a permanent plan for the conduct of international broadcasting from the U. S."

Barbara Ward, BBC Board of Governors, as principal speaker at the Institute dinner, declared that "anyone concerned with the survival of our civilization must take into account the potentialities of radio for good."

### Points To Nazis

"The Nazis," she said, "demonstrated beyond possible doubt radio's potentialities for evil."

She called on radio in the U. S. and Great Britain to supply a "pool of technical knowledge—the 'know-how'" so that UNESCO can be given a chance to succeed.

"Some say it is not the job of radio; that radio is for entertainment, primarily. But I say to you that radio is the spoken word, a vehicle of the communication of thought, and the media through which we can get into the homes."

### Howell Supports Editorializing

Editorializing by broadcasters is one of the best means for rendering effective community service, declared Rex Howell, KFXJ program director, Grand Junction, Colo. Howell, recent storm center of the editorial policy controversy when he asked the FCC to clarify its "radio should not advocate" ruling, reiterated his belief that the FCC would "do broadcasting a great service by clarifying this point."

"It is my conviction," said Howell, "that the Commission never intended to thwart judicious use of their own facilities by public-spirited broadcasters."

"I think that some of the people who fear the exercise of the broadcaster's prerogative to editorialize, do so because they confuse the term to mean 'assume a biased political attitude.'"

### Attorney Gives Viewpoint

Paul Spearman, prominent Washington radio attorney, gave the opinion that radio should transmit intelligence; never attempt to interpret it to the public. "Editorials should never be broadcast with reference to controversial issues which admit of logical argument, both pro and con, supported by facts."

He forecast that "only a small minority of broadcasters would go in for editorializing even if Congress enacted a law and the FCC made a rule specifically permitting such activity."

## NAB President Defines Role Of Radio As Public Service

(Continued from Page 1)

from sources which can exert influence over the industry, was one of the factors which Miller said are mandatory for doing a good public relations job. He implied that if criticism was found to be merited, then the one on the receiving end should take action to alleviate the situation.

One charge against broadcasting, which Miller said he did not think had been answered, but which should be, is that program content is determined by sponsors. Another charge, he added, is that advertisers have no control over editorial content of newspapers, whereas they control programs on the air. Miller said that he would especially like to see broadcasters evaluate these criticisms and come up with an answer. He said, in effect, that in his opinion, newspaper editorial matter was not 100 per cent free of advertising pressure.

Prestige is another important factor in public relations, Miller said, and every station must build it in its own community equal to that of the press. Here the NAB president pointed out that radio has never enjoyed the prestige bestowed upon newspapers. A long-time advocate of editorializing in radio, Miller reiterated his stand and said that if broadcasters did editorialize their positions of prestige would increase. He said that the Mayflower case some years ago, from which came an FCC dictum against editorials by stations, was a flagrant violation of Constitutional rights guaranteeing freedom of the press.

Miller stated that public opinion is molded by newspapers, magazines and high placed individuals in various fields and he challenged broadcasters by asking if they are less qualified to shape public opinion than those now doing so. He concluded that the first step in any public relations job by broadcasters is for them to seek out their responsibilities and fulfill them.

### La Guardia Heard

In a luncheon speech titled "The Broadcasters Public Responsibility," Fiorello La Guardia predicted that the current talk of control over radio is only the beginning. He said some day it will be ruled that there is "no vested interest in a permit or a license" and that a license is not transferrable. He pictured a day when a station, its license revoked for some violation, will be padlocked and the equipment sold by the government, not the original owner.

At one point in La Guardia's speech, which he began slowly and picked up three to four laughs per minute toward the finish, he paid great tribute to the power of radio. He added it had ruined more politicians than any other factor because before a microphone, with an audience of millions, they had to say something. The former mayor also singled out the recent tie-up between a baseball club and a radio sym-

### BMB At Crossroads

*The presentation of Hugh Feltis of BMB at yesterday's NAB luncheon at the Waldorf-Astoria indicates that audience measurement study is at the cross roads and the future of the 1948 survey depends on the broadcasters support.*

*Feltis indicated during his talk that by midsummer BMB will be without funds; that broadcasters re-subscriptions are needed to implement plans for the 1948 survey. During the 1946-47 survey 710 broadcasters subscribed a total of \$1,230,000 to inaugurate the service.*

*Reports from recent NAB district meetings indicate interest in the results of the first survey but none of the meetings developed a stampede of new or re-subscribers. As a matter of fact one BMB spokesman expressed apprehensiveness about the prospects for the new survey predicated on the 50 subscriptions recorded to date.*

*BMB has the support of ANA, AAAA and NAB in their drive to make the 1948 audience measurement study a success. Time and the response of the nation's broadcasters will provide the answers.*

BURKE.

phonic program, when the New York Yankees bought an hour on WQXR, and said it was one of the "sweetest ideas" he'd ever heard about. This, he stated, was radio that is both educational and useful.

Midway through his speech La Guardia solemnly set the stage for a bold statement which he said would be denied by every one present but that he knew he was right. Broadcasters squirmed in their chairs, wondering what verbal lash the fiery ex-mayor would let fly. Said La Guardia with profound conviction: "No system has ever been devised that will tell how many people are listening to a given broadcast." When the laughter died down, the "Little Flower" added, "You can imagine what my Hooper is going to be when I finish this speech."

La Guardia evidenced disappointment that networks are not granting full time coverage of the United Nations. He said that here was a chance for listeners to get a liberal education in international affairs if facilities were granted them by the networks. He realized, it was added, that no web could do the job every day but that the operation might be rotated from one to the other. La Guardia also deplored the fact that the American Federation of Labor has to buy radio time to tell "its side of the story" as it is currently doing. He said that labor, the working man, is what networks depend on for an audience.

## Programming Control Not Yielded—Swezey

(Continued from Page 1)

continue in a healthy condition to improve its service to the public it can do so only with the intelligent co-operation and support of the advertiser."

Answering critics of soap operas, adventure stories and other programs, Swezey said the "simple answer is that people like this type story, and we cater to popular taste in our medium, just as publishers, magazines, newspapers and motion pictures do in theirs. It is a truth that the people deserve the kind of government they get; by the same token the people deserve the kind of radio they get. Who are we, few people who control or manage the relatively few radio facilities in the United States, to attempt to cram down the throats of the American people the kind of radio they think they should have? Is our judgment better than theirs? Can a few thousand people set up their tastes and predilections against those of 130-odd million people who are citizens of this country and the majority of whom are the people radio serves?"

"Again I say our radio broadcast in this country is far from perfect. It needs many corrections. It is better than it was. I do believe it is improving all the time. Consider the few years in which it has had to develop, it seems to me it has made much more progress than any of the other media.

"We, in radio, would certainly be at fault if we failed to see the obvious shortcomings in the industry and if we failed to do everything we can to correct them. On the other hand, we would be equally at fault if we permitted ourselves to be terrorized by the threats and criticisms of the few, be they bureaucrats, intellectuals or organized minorities, to the extent that we would surrender to them the control of the air which we hold in custodianship for the American people. Freedom of the air is no less sacred to the American people or to any other people than freedom of the press."

**Baltimore's Listening Habit**

**MUTUAL BROADCASTING SYSTEM**

**FREE & PETERS, Inc.**  
Exclusive National Representatives

**JOHN ELMER**  
President

**GEORGE H. ROEDER**  
General Manager

**WCCB**

**IN CLEVELAND IT'S**

**WHK**



# Spot Biz Continues Good

## FCC Cancels Hearing On FM Rule-Changes

Washington Bureau, RADIO DAILY  
 Washington—The FCC yesterday announced cancellation of the hearing on amendments to the FM rules and engineering standards first proposed this month. The hearing was scheduled for today and tomorrow. The Commission said the hearing was unnecessary in view of the fact that by two statements in opposition to the proposed amendments had been issued and that such statements raise questions which can be disposed of more appropriately without a general hearing, since they do not relate to the desirability of either the proposed allocation plan or the proposed amendments to the rules and standards.

## Radio Spot Campaign To Plug Tele Week

Reading, Pa.—Spot campaigns have been purchased on the three Reading stations, WEEU, WRAW, WHUM, to herald the observance of "Television Week," May 19 to 24. In addition the stations are devoting special spots to plugging the event which is sponsored by Pomeroy's store, a member of the Allied Stores. Reading marks the first city to be visited by the "Radio's Television Caravan."

## Hub Robinson Leaving Foote, Cone & Belding

Hubbell Robinson, Jr., vice-president of Foote, Cone & Belding, Inc., national radio director of the agency, has resigned from the organization, it was learned last night. His resignation will become effective tomorrow, May 9.

## Hope a la Allen

Bob Hope had the distinction of getting his second program cut within two weeks on NBC Tuesday night when the comic received dead air for five seconds towards the close of his program. Hope had Frank Sinatra for his guest on the Pepsodent show. The comic, according to reports, attempted to ad lib a script deletion in which he bade goodnight to Sinatra and said he would see Sinatra on his own show on the CBS network. Coast officials of NBC objected to the CBS reference and denied Hope air time for the announcement. The comedian received his first NBC cut during his program of April 29.

## 'Mother's Day' Shows Set By Webs, Stations

Plans for the observance of Mother's Day, Sunday, May 11, have been announced by networks and local independent stations in the New York metropolitan area. Commencing early during the week, programs are featuring special dedications, interviews, guests and full time spots. (Continued on Page 5)

## ABC Prexy Denies Report Field Buying Web Stock

West Coast Bureau, RADIO DAILY  
 Hollywood—At a press conference, President Mark Woods denied that there are negotiations pending with Marshall Field whereby he would buy stock in the radio network. (Continued on Page 7)

## Key Stations Reach Accord In AFM And NABET Pacts

The networks erased two major headaches of long standing late yesterday when they came to agreement with two different unions, involving engineers and musicians, over new contracts. ABC and NBC signed a contract with the National Association of Broadcast Engineers and Technicians granting approximately a 9½ per cent increase across the

## Soap And Cigarette Companies Lead In Placement Of New Business; Confection Accounts Back

## Evans Named To Head Westinghouse Group

Philadelphia—Walter Evans, vice-president in charge of all Westinghouse radio activities, has been elected president of Westinghouse Radio Stations, Inc., subsidiary of the parent corporation. Announcement was made yesterday by Gwilym A. Price, president of WEC, who said the promotion of Evans was made on the basis of his long association with broadcasting. Evans has been with Westinghouse (Continued on Page 5)

## Ted Lewis Signed For ET Series To Be Cut In N. Y.

Ted Lewis, his orchestra and entertainers have been signed for a series of half hour transcriptions featuring variety and music, Shep Charlot of Chartoc-Coleman, producers. (Continued on Page 2)

## AFA Making Plans For Boston Meeting

The 43rd Annual Convention and Advertising Exposition of the Advertising Federation of America is scheduled to take place at the Hotel (Continued on Page 2)

Spot business throughout the country is looking up, with the trend definitely in that direction, apart from some of seasonal standbys again returning to the fold. While the peak business of 1945 is not indicated, a strong advance over 1946 is a foregone conclusion. Strong lift continues from the (Continued on Page 6)

## State Dept. Welcomes Proposed IBD Bill

The State Department's International Broadcasting Division in New York, from where the "Voice of America" programs are written, produced and broadcast was given encouragement yesterday by the report of a measure introduced by Representative Karl W. Mundt (R) of South Dakota to appropriate \$10,000,000 for the continuance of these shortwave programs. This would re- (Continued on Page 7)

## UJA Issues Radio Kit For Current Campaign

In launching their 1947 campaign, which began on April 15 and extends to June 30, the United Jewish Appeal of Greater New York, in its effort to (Continued on Page 7)

## On The Carpet

Washington—The House Appropriations Committee yesterday released the members of the FCC after three lengthy closed-door sessions during which they pulled apart the Commission activities and insisted upon careful justification for various items in the Commission's budget. The Commission appeared before the independent offices sub-committee.

## Heavy Increase

Shenandoah, Ia.—An increase of 33 per cent in net broadcast income was reported by KFNF for the first quarter of this year. Frank Stubbs, general manager of the station, attributed the increase to the station's program policy which is designed to serve the farm market exclusively. Station is located in one of America's most fertile agricultural sections.





★ COMING AND GOING ★

Vol. 39, No. 28 Thurs., May 8, 1947 Price 10 Cts.

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

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JACK BENNY and his NBC program company will be heard from Chicago on Sunday, following which they'll head for New York, and will broadcast from Gotham May 18 and 25.

GEORGE F. BISSELL, manager of WMFF, American network outlet in Plattsburg, N. Y., is spending a few days in town.

BOB KENNETT, director of commercial program development in the Radio Sales division of CBS, is back on the job following a vacation in Florida.

RUTH WELLES, women's home counsellor for KYW, Philadelphia, is in Glasgow, Va., where she will spend three days visiting the local knitting mills as guest of James Lee & Sons Company.

BOB HAWK has resumed his chores at CBS after doing a benefit in Tulsa, Okla., for the victims of the recent tornado.

CRAIG EARL has arrived in Newark, N. J., and is filling several dates at schools, hospitals, etc. He'll broadcast his "Professor Quiz" on ABC this Saturday from the Mosque Theater.

PETER DONALD returns today from Atlantic City, where he did a benefit.

JOE CARRIGAN, owner of KWFT, Columbia network affiliate in Wichita Falls, Tex., paid a call yesterday at the station relations department of the network.

CHRISTOPHER CROSS, radio liaison between U. S. and U. N., has returned from a two-week trip to Hollywood, during which time he arranged transcriptions by movie stars in U. N. subjects.

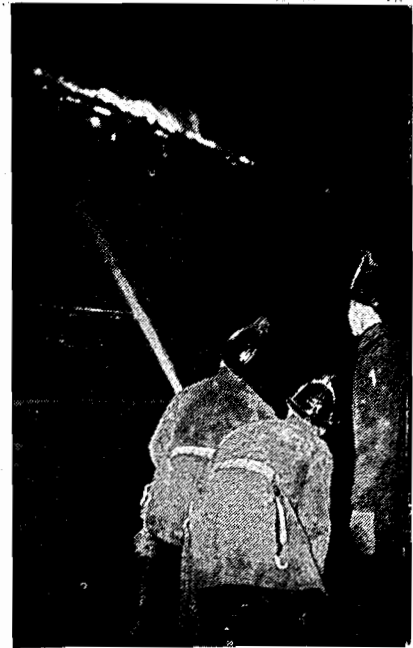
SEYMOUR N. SIEGEL, station manager of WNYC, has returned from Columbus, where he attended Ohio State's Radio Institute.

JOHN A. BACON, vice-president and general manager of WKBW, Buffalo, N. Y., a visitor yesterday at the New York headquarters of ABC, with which the station is affiliated.

RALPH EDWARDS and his "Truth or Consequences" program company are in St. Louis, where tomorrow they will make an appearance at the Air Fair and on Saturday will broadcast their show from the same spot.

ADNA KARNIS is in town. He's the manager of WIZE, affiliate of the American network in Springfield, Ohio.

JACKIE MILES has arrived from Boston. He'll open next Tuesday at the Riviera.



All fires start small

A cow kicked over a lantern and Chicago almost burned down

A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

FINANCIAL

(Wed., May 7)

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 Tele Comm., Stromberg-Carlson, etc.

Web Declares Dividend

The board of directors of the Columbia Broadcasting System, Inc., yesterday declared a cash dividend of 50 cents per share on the present Class A and B stock of \$2.50 par value. The dividend is payable on June 6, 1947 to stockholders of record at the close of business on May 23, 1947.

New Tele Show Bows Today

"Happy Birthday," an Alber-Dahlman television production, will premiere today over WABD. The program, using a birthday party format, will feature juvenile talent culled from theaters and professional schools.

AVAILABLE

Young man—Single—One year broadcasting announcing experience, seeks position with Station or network. Write RADIO DAILY, Box 359, 1501 Broadway, New York 18, N. Y.

AFA Making Plans For Boston Meeting

(Continued from Page 1)

Statler, and is scheduled for three days, Boston, May 25-28.

On Monday, May 26, the Radio Advertising Department of AFA will get under way, with Chairman Harold E. Fellows, first vice-president of the Advertising Club of Boston and general manager of WEEI presiding. Dr. Kenneth Baker, NAB's director of research, will lead off with "The People Look At Radio," illustrating his talk with a series of slides. Hugh Feltis, president of BMB, conscious of the impact of pictures, will present a film release with comments in his "Measuring Radio Acceptance." Frank E. Pellegrin, director of advertising of NAB will round out the program with "Radio for Retailers," a report on how retailers have used radio. Following the talks, there will be a discussion period.

Many leading advertising agencies will have representatives on the scene to participate in the four day meeting, during which time open forums will be held and talks on various advertising mediums also presented.

Ted Lewis Signed For ET Series To Be Cut In N. Y.

(Continued from Page 1)

announced in Chicago yesterday. The Lewis ET's will be made in New York and the series will be sold as a package.

Boxing And Wrestling Get Chi. Tele Sponsorship

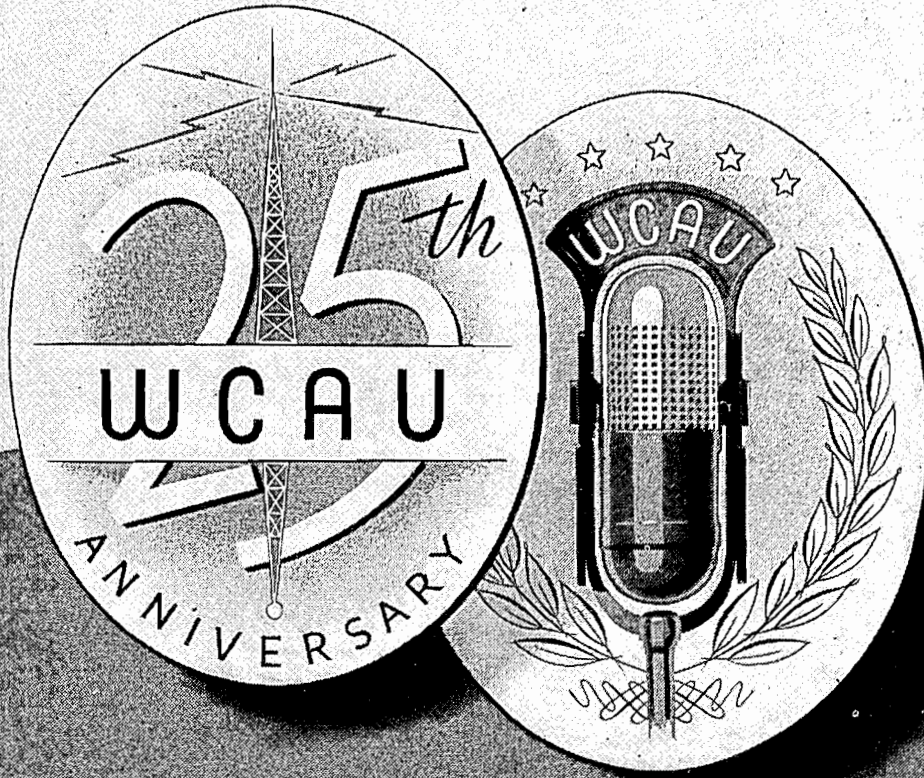
Chicago—Sale of boxing and wrestling now being presented by WBKB gives the Balaban & Katz television outlet full sponsorship of all regularly scheduled sports remotes, Capt. Bill Eddy, director of the station, announced Saturday. The contract is with the Keeley Brewing Co. for telecasting the two wrestling matches and one boxing show each week. The 13-week schedule, which went into effect May 5, constitutes a block of 100 hours of television time. Russ Davis will be the announcer.

Final arrangements for the programs were made at a conference between Capt. Eddy, Fred F. Brenk, president of Keeley; Yates Chalifoux, advertising director, and Art Holland, head of Malcolm Howard Advertising Agency.

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

Advertisement for W-I-T-H Baltimore with text: W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reg

FOUNDED MAY 10, 1922



Commemorating A Quarter Century  
of Community Service

**WCAU**  
50,000 WATTS \* CBS AFFILIATE

Philadelphia's Leading Radio Institution

# RADIO DAILY

## LOS ANGELES

By RALPH WILK

**"IMMORTAL REFLECTIONS,"** a new program transcribed this week at Universal Broadcasting Co., stars Frank Graham as narrator, the Bob Mitchell Boys Choir. Written by Robert Vinson and Robert Barton Behr, directed by James W. Talbot and packaged by Robert & James Productions.

**"What Do You Know?"** a new program with Walter Tetley as emcee, was recorded at NBC. It is an audience participation show, in which parents answer questions mailed in by youngsters.

Newly elected officers of the new Hollywood chapter of Beta Sigma Phi, composed almost exclusively of girls in radio, are, Betty Jones, president; Juanita Presnell, vice-president; Mary Spice, recording secretary; Jo Ann Loew, corresponding secretary; Lucille Severson, treasurer, and Delpha Fasken, program chairman.

Latest Hooper reports show Sid Fuller's noon edition of "The Broadway News" as the highest rated Los Angeles news strip. "The Broadway News" is now in its 11th year on KHJ and Fuller has begun his 4th year on the program.

### Announce Cast Of Artists For AFL Series On ABC

Arlene Francis and Sam Wanamaker are named to star in the second radio serial sponsored by the American Federation of Labor, and produced by the Entertainment Unions Committee, in a campaign to fight Hartley-Taft bills now before Congress. Pair will begin their series of four broadcasts, titled "The Best Things In Life," a drama of the American family, over the full ABC web May 9 from 3:45-4 p.m., EDT. Script is written by William Morwood and series directed by Anton M. Leader.

In addition to the purchase of daytime periods on ABC, the AFL has bought the Thursday 9:30-10 p.m., EDT, spot, over the same web, for a series of half hour variety shows starting tonight. Tonight's premiere will feature Henry Morgan, Milton Berle, Georgia Gibbs, De Marco Sisters, Clayton Collyer, Ray Bloch's orchestra and Bert Parks as emcee. Arthur Miller has also written a one act comedy for the broadcast titled, "The Hiccups of Alfred Higgins." All participants in the programs are paid minimum union scale from the \$300,000 set aside by the AFL for the radio campaign.



### Windy City Wordage. . . !

● ● ● Judith Waller, NBC public service director, has been having more than her share of bad luck. While she was attending the Radio Institute at Columbus, O., fire broke out in her home in Evanston, Ill.,

### Chicago

oustling her mother and daughter. Then, just before she returned from Columbus, Miss Waller fell and broke an ankle, and she's now hobbling around with her left ankle in a cast. . . . Through a misunderstanding, WCFL, local labor station, was not offered the AFL labor programs when they were first prepared for broadcast; but that has been straightened out and the shows are being heard on WCFL each afternoon. It also will carry an evening series Thursday at 8:30 to 9:30. "Wednesday Night of This Week" written by Frank McGivern, the station's production manager, and presented by AFRA talent gave the pitch on what the amusement world was like before the advent of AFRA, AGVA, and other entertainment unions.

★ ★ ★

● ● ● R. S. Peterson has just resigned as business manager of Schwimmer & Scott, advertising agency, to become head of a new firm, Hollywood Radio Productions, Inc., which will be exclusive distributors east of the Rockies for radio producers of Hollywood. George Allen, of Soundies Films, Inc., is executive vice-president. The firm has 72 shows on the hook, with more than 5000 sides, and it is announced that they may go into the production of film for television.

★ ★ ★

● ● ● Patti Page, singer featured with "The Chicagoans," is making personal appearances at Helsing's, well-known Chicago night spot. . . . Admiral Corporation, radio manufacturers, held a demonstration-press conference Wednesday at the Drake Hotel to demonstrate some new radio and phonograph features and announce the price policy for their new line. For the edification of the press a pretty girl model was on hand to pose for photos with the new sets. . . . Alice Hill, heard for eleven years as Alice in the serial "Painted Dreams," has returned to WGN and Mutual in a role of the mystery lady in "Tom Mix and his Straight Shooters."

★ ★ ★

● ● ● NBC expects some verbal brickbats to be hurled its way following a special broadcast Monday (12) at 10:30-11 p.m., which was being prepared as this was written. The Illinois district of the Communist party questioned the veracity of some remarks made on his WMAQ broadcast and demanded an opportunity to refute them. So a special broadcast was arranged, with Utley to give a recapitulation of his previous remarks, and Alfred Wagenknecht, vice-chairman of the Illinois district of the Communist party, to give his side of the argument.

★ ★ ★

● ● ● Jack Benny and his company, who open a week's engagement at the Chicago Theater Friday, paraded over State Street, Wednesday, in ancient Maxwells. . . . Jack Searle, young WBBM singing star and choice of a U. of Illinois sorority as the "best new singer of 1947," featured one of his own compositions, "On Account of You," on the air for the first time Monday and will repeat it Sunday, May 11.

★ ★ ★

● ● ● Chicago lost the Republican national convention to Philadelphia because the Quaker City has more television facilities, being part of an East Coast network that blankets 13 states. . . . Zenith Radio Corporation's new chairside radios, first shown at the furniture market in January, are now rolling off the assembly line. . . . Transcriptions for the Walgreen Drug Co. one-hour variety show were cut April 26 and 27 with Bob Hope as emcee. The show will be broadcast some time in June over 300 stations.

## SOUTHWEST

A bill has been passed by the state Senate at Austin which will allow doctors, dentists and others practicing the art of healing to advertise on the air. Heretofore no advertising of any kind could be used by the doctors. All ads must be truthful.

Bob Hope will do several shows from the Southwest for the benefit of the disaster victims at Texas City. He will do his broadcast from Amarillo on May 20 and will fly to Fort Worth May 21, Dallas on May 22 and San Antonio, May 23. There is possibility that Bing Crosby and Dorothy Lamour will be on the program here with Hope.

Margie Klatt, secretary to KABC, San Antonio promotion department won first prize in the Western Costume contest held among the station's employees during Fiesta Week in San Antonio. The prize is donated by station manager Charles W. Balthrope to encourage the station staff to wear western costumes.

Kallison's Department Store is sponsoring the Philco Troubador, which lives each Friday over KMAC, in San Antonio.

The FCC has granted a construction permit to the Denison Broadcasting Corp., at Sherman for a standard broadcast station to operate on 1500 kilocycles.

The Magnolia Petroleum Co., sponsored the finals of the Texas High School Track and Field Meet held last Saturday at Austin over a special statewide network of 40 stations from Memorial Stadium.

Frank W. Mayborn, president of KTEM, Temple was married in Wellington to Wythel Loueen Killen, recently. The bride was former secretary to Sen. Alben Barkley of Kentucky.

### Carter Leaves WPAT

Bob Carter, disc jockey and conductor of the "Jim Grouch Club" on WPAT, has resigned to devote full time to newsreel and freelance radio announcing, it was announced yesterday by Sidney J. Flamm, general manager. Carter has been with the Paterson (N. J.) station for over a year, and only recently conducted a state-wide contest to find the "Handsomest Guy in North Jersey."

5000 WATTS 1330

# 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.

THE SEALED BOOK  
Audition records available

## COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



# Evans Named To Head Westinghouse Group

(Continued from Page 1)

For 26 years, starting as a radio operator at KYW, when located in Chicago. He later became chief engineer and manager of the station.

It was also announced that Price has been appointed board chairman of Westinghouse Radio Stations under a new amendment of the by-laws. Others elected to the board are Walter E. Benoit, WRS vicepresident, and B. Conley, stations manager. Benoit joined Westinghouse in 1916 as an auditor while Conley has been with the firm since 1925, serving successively as manager of several stations.



WALTER EVANS

## Joe Di Maggio On WNYC

Joe Di Maggio, Yankee baseball star, will go over his Army wartime experiences with Paul Tomaine on "Veterans Jamboree," Saturday, May 7, over Municipal station WNYC from 6:15-6:45 p.m.

# Programs For 'Mother's Day' Set By Networks And Stations

(Continued from Page 1)

Special shows, dedicated to the celebration of this day, with the theme of the American Mother playing an integral part in the varied programs which have been planned.

Outstanding of these will be the Mutual presentation, dedicated to "The World's Greatest Mother," which will be aired by that net on Sunday, May 11, from 3:00 to 3:30 p.m., EDT, over a coast-to-coast MBS chain. Presenting Ethel Barrymore, Irene Dunne, Ruth Hussey, Rosalind Russell, Loretta Young, Don Ameche, Charles Boyer, George Murphy, Pat O'Brien and Bing Crosby.

CBS has scheduled several programs in conjunction with Mother's Day, when on May 9, Robert Q. Lewis, subbing on the Arthur Godfrey show, will interview Godfrey's mother, 11 to 11:30 a.m., and on the "Hits and Misses" program will feature questions and music devoted to Mother's Day from 10 to 10:30 a.m. On May 10, 9:15 to 10 a.m., WCBS will air Bill Leonard with a special Mother's Day story. May 11, the net will present "We The People," 10:30 to 11 p.m., EDT, on which Milo Boulton, emcee, will interview Mrs. Maud Burns, who plays mother to the Children's Village at Dobbs Ferry.

ABC's Ted Malone will dedicate poems to mothers on his program

May 9, 11:45 to 12 noon and the Betty Crocker program will have Ted Malone and Jack Smith as guest stars, with special dedications to Mother's Day.

### Will Honor "American Mother"

NBC's "Quiz Kids" program will feature Mrs. Frederick G. Murray, the American Mother of 1947 as well as the mothers of all the Quiz Kids, who will participate in the program with the children on Sunday, May 11, 4 to 4:30 p.m. WNBC will guest Mrs. Emma Clarissa Clemmet on "Let's Ask Mom" program, 12:45 to 1 p.m., Saturday, May 10. Mrs. Clemmet was selected as the American Mother of 1946. The "Hi Jinx" program will guest the American Mother of 1947, together with a foundling.

Ted Lawrence, WHN disc jockey and singer Phil Brito will entertain a group of mothers, chosen from listeners who have written to Lawrence, telling why they consider themselves typical American mothers, at a dinner and party in New York on Friday, May 9. Lawrence will squire the six winners and Brito will play host to his own mother and to Mrs. Sinatra, mother of Frank Sinatra.

WNEW will have Mrs. Frederick G. Murray of Cedar Rapids, Iowa, who has been selected by the Golden Rule Foundation as the "Mother of the Year," choose the perfect radio program. Music by Meredith Willson will be Mrs. Murray's selection.

WHOM, the foreign language station in N. Y., is devoting two of their Sunday features to Mother's Day on their "Sunday Serenade" and "Showcase of Songs" program which are broadcast in Italian. The Polish and German hours, not heard on Sundays, will devote time on Saturday, May 10 to Mother's Day and the station's all-night program will feature special requests dedicated to Mother's Day Saturday night to early Sunday morning.

### Half Hour On WLIB

WLIB plans a half hour of appropriate music, dedicated to Mother's Day on Sunday, May 11.

All foreign language programs aired by WBNX will incorporate the theme of Mother's Day and special music, appropriate to the occasion will be broadcast on the "Immortal Music" program, heard from 4:30 to 5:14 p.m., Sunday, May 11. A special Mother's Day feature will be aired by WBNX at 6:45 to 7 p.m., when "The Cardinal's Campaign For Foster Homes" is heard with Horace Foster interviewing Mr. and Mrs. Ernest Leupp and their three foster children.

WOV has planned appropriate programming on all their Italian broadcasts on Saturday, May 10 and Peggy Lloyd's "Wake Up New York," 7 to 8:30 a.m., Saturday, May 10 will be an all request program for airings to mothers. Fred Robbins, disc jockey, will be heard playing an all-mother record program on his show Saturday night, 6:30 to 9:00 p.m.

# Something to BARK ABOUT



The only show of its kind in eastern and central New York and western New England, George Michael's CANINE COMMENTS... heard each Sunday at 12:15 p.m. over pioneer station WGY... is really something "to bark about."

It reaches hundreds of thousands of dog lovers in WGY-land and each week pulls in a stack of mail from interested listeners!

Expert on his subject, dog fancier Michael knows all the answers on pet training, handling and showing, and to this he adds the human interest touch that appeals to everyone.

For complete details on this low cost show contact your nearest NBC Spot Sales office today!

Represented Nationally by NBC Spot Sales

**WGY** 50,000 watts NBC affiliate

GENERAL ELECTRIC

Schenectady, N. Y.

## WHOM

GRATEFULLY ACKNOWLEDGES THE FIRST PRIZE

IN THE NEW TALENT CONTEST

AWARDED BY

THE RADIO EXECUTIVES CLUB of NEW YORK

TO

*Rosalia Maresca*



THE FOREIGN LANGUAGE SHOWMANSHIP STATION

WHOM

"THE IL PROGRESSO STATION"

GENEROSO POPE, Pres.

FORTUNE POPE, Mgr.

**EQUIPMENT**

**Sprague Electric Co. Earnings**

Sprague Electric Co., North Adams, Mass., reports net sales of \$10,767,483 for 1946, a slight increase over the \$10,724,298 reported for the previous year. The company's net earnings last year were \$719,921, as compared to \$653,912 in 1945. The company paid dividends totaling \$365,420 last year, the report showed. Earnings represented \$1.53 a share on 471,925 shares of outstanding common stock, compared with \$1.38 per share in 1945. Looking ahead to a record year, President Robert C. Sprague said that development of the electronics industry and postwar strides in radio and television will bring new demands for the company's products. An extensive plant improvement program is planned for 1947, he said.

**Improved Tele Reception**

Better television reception has been made possible through use of a war-time invention for making a glareless glass, it has been announced. The American Optical Co., Southbridge, Mass., said the glare-removal technique had been applied to the manufacture of cathode-ray tubes which serve as the screen in home television receivers. The glareless glass improves reception by reducing reflections from light sources in the room, reducing the intensity of false images, and reducing light losses from reflections.

**Comptroller For U. S. Tele**

Hamilton Hoge, president of the United States Television Manufacturing Corp., recently announced the appointment of William A. Rogers as comptroller. Rogers was formerly associated with Heyden Chemical Corp., as confidential assistant to the comptroller and in charge of the internal auditing and systems.

**To Stewart-Warner Post**

F. A. Hiter, senior vice-president of Stewart-Warner Corporation, announces the appointment of David C. Peterson, former industrial consultant, as director of engineering and research at the main Chicago plant of the corporation.

**Grauer Joins Templeton Show**

Ben Grauer, NBC announcer, yesterday was signed for Alec Templeton's show, summer replacement for the Edgar Bergen program on NBC, Sundays, 8-8:30 p.m., beginning June 1. This is the second summer that Grauer will be heard with Templeton in the musical-variety type of entertainment featured by the pianist.

**I WANT TO SELL RADIO TIME**

Young, alert, aggressive college man, wants sales job with radio station. Ability plus thorough schooling makes me a natural for station willing to trade opportunity for initiative and hard work. Write RADIO DAILY, Box 360, 1501 Broadway, New York City.

**Spot Biz Continues Good; New Accounts Buying Time**

(Continued from Page 1)

three leading soap and soap products companies, namely, Lever Bros. Co.; Procter & Gamble and Colgate-Palmolive-Peet Co. New products are the chief commodities involved in the spot campaigns, such as Vel, on which William Esty agency is doing an industrious job. Although there are three P. & G. agencies, Vel is rapidly expanding its coverage and while it is now in the small, hardwater markets, it will move into the so-called softwater markets shortly.

Test spot campaign for Lever Brothers new soapless product, "Breeze," is being conducted in eight midwestern cities located in six major market areas, Federal Advertising Agency, Inc., handles the account. Stations carrying four spot announcements, five days per week, are: WIBA, Madison, Wis.; WIBU, Poynette, Wisc.; KFEQ, St. Joseph, Mo.; WLBC, Muncie, Ind.; KSCJ, Sioux City, Ia.; WMBD and WMMJ, Peoria, Ill., and WTAQ, Green Bay, Wisc.

Through the Ted Bates agency, Colgate has been going into various markets with Veto (deodorant), using one-minute ETs. Several other newer products are testing via spot campaigns, all of the soap or soap substitute variety, or toilet requisite.

Leading cigarette brands are all in spot currently, including Lucky Strike, Chesterfield, Camel and Philip Morris. The Lucky campaign is comparatively short, but amount of money expended is not. This has been a decided prop to the spring billings.

Seasonal insect sprays including Gulf Spray, through Young & Rubicam, and Flit, which have been busy in the south, are moving northward with the weather. Publications are more in evidence again, due to paper loosening up. While monthly book associations have been buying spot on current fiction and non-fiction products, the non-copyrights or classical stuff is reappearing through such firms as William H. Wise company.

Approximately 125 stations will share in a national radio campaign planned by "Look" magazine, through Kenyon & Eckhardt, which starts May 13 and will reach 30 markets over a period of 14 weeks. Look is spending upwards of \$100,000 for one minute spots, participation announcements and the purchase of programs already on the air. Operation shapes up as a saturation campaign since time will be bought every other week only, for a period of 14 weeks, to tie in with each issue of the Cowles publication. Commercials for "Look" will be aired by stations from Tuesday through Friday. Breakdown shows the magazine will spend more than \$3,500 a day for air time for 28 days.

Agency has not yet signed any contracts with stations but station representatives who will be a part

of the deal have been notified of the campaign. New York City outlets will participate in the account but no air time has been set to date. Campaign is part of a plan by "Look" magazine to boost its circulation considerably. "Look" used spot announcements several years ago but never on such an extensive scale as the present plan.

**Confection Biz Returning**

Chocolate and other candy products are beginning to see daylight with more sugar available, Rockwood & Co., through Campbell-Ewald is becoming active in spot. Sugar situation also goes for the soft drink manufacturers who are now in a comparatively better position than at any time in the past several years. Coca-Cola is reported as readying an extensive campaign, apart from others in the same field. Availability of more paint with which there is a considerable backlog of jobs to be done bodes good for spot.

Beer in cans and/or bottles with emphasis on the former, is branching out. In the midwest, Schwimmer & Scott, for Fox De Luxe Breweries has set four new 10-minute programs of baseball scoreboards, Monday through Saturday, immediately following Midwest Baseball Network play-by-play broadcasts of the Chicago Cubs. Stations used are WMUS, Muskegon; WMIQ, Iron Mountain; KCBC, Des Moines and WQUA, Moline. This is in addition to an extensive spot campaign now in progress throughout the country.

Campaign for new motion picture releases are becoming quite regular now, with the newest on tap being an extensive one for "Duel In the Sun," in many key cities.

Chicago—The sale of Everett Mitchell's "Town and Farm" program (Mondays through Saturdays, 6:15-6:45 a.m., CDST) to Armour and Co., topped the business week for WMAQ. Armour began sponsorship of the program on Monday for 52 weeks. Foote, Cone and Belding, Inc., is the agency. "Town and Farm" features Mitchell, Central Division agriculture director, with weather and market reports, special farm features and transcribed music. Lois Whitmore, home economist, is heard on Tuesdays, Thursdays and Saturdays.

Largest spot order was received from the Ten-B-Low Company (ice cream mix), for 78 station breaks to be aired six per week for 13 weeks starting May 13. Ralph H. Jones Co., is the agency. The Queen Anne Candy Co., through Hill Blackett and Co., ordered one station break per week for 13 weeks starting this week.

**Stork News**

Hollywood—Daughter, Valentina Marie, 7 pounds, 11 ounces, to Mrs. Georgia Davis Skelton, May 5th, at St. John's Hospital, Santa Monica. Father is NBC star, Red Skelton.

**NEW STATIONS**

With its application approved by the FCC, the San Fernando Valley Broadcasting Company's radio station KGIL is expected to go on the air on or about August 1. J. G. Paltridge, president and general manager, who was formerly with KFI, said the outlet will have 1,000 watts power, more than sufficient to serve the San Fernando Valley and that program would be devoted to the interests of Valley residents.

Construction of buildings to house the transmitter is already under way. Two steel 200-foot towers will transmit the "Voice Of The Valley." Central offices will be in Van Nuys and the building will include a 250-seat auditorium.

Emphasis will be placed strongly on Valley news coverage.

A new radio station, CFRA, was opened in Ottawa on Saturday night, May 3, with studio in the Auditorium where for the first time an Ottawa audience was able to see how broadcasting is conducted. The station belongs to Frank Ryan and was opened by Mayor Lewis. Entertainers on the opening night included Percy Smith directing a 40-piece Ottawa orchestra, a 60-voice Ottawa choir; Dorothy A. Dave Davies, Eugene Kash, Grace Matthews and Court Benson. A special stage with lighting designed for the occasion enhanced the Auditorium, where door prizes range from gold watches to turkeys.

**Radio Tieups Set For Movie Premieres**

Extensive radio coverage of the world premiere of the new movie "Repeat Performance," is being arranged by Eagle-Lion Films for Zanesville, Ohio on May 22. The film stars Louis Hayward, Joan Leslie and Richard Basehart and is being premiered in the latter's home town.

Special junket of New York press and radio representatives will leave LaGuardia Field aboard an American Airlines DC-3 for the Ohio city on May 21 to participate in the two-day festivities. The flight will include Maggi McNellis, who will air her 12:30 p.m. program over WNBC from Zanesville on May 22, and Delores Craig of WINS whose 6:15 p.m. show will originate from there on May 22. Through facilities of WHIZ, NE affiliate in Zanesville, Miss McNellis will interview author Louis Bromfield and columnist Earl Wilson, while Miss Craig's program will be piped to WINS via WLW, the Crosley station in Cincinnati. Al Morgan, writer for the Bill Leonard show on WCBM will also cover the premiere and write it into Leonard's broadcast.

**NOW AVAILABLE FOR SUMMER PRESENTATION**

"COMMENTARY BY KAPLAN"—DIALECT NEWS FROM THE HUMOROUS SLANT — LOW BUDGET — FIVE MINUTES DAILY — FOR FURTHER DETAILS CALL REGENT 7-9797.



## State Dept. Welcomes Proposed IBD Bill

(Continued from Page 1)

Realize this division of the State Department so as to allow them to continue their broadcasts. Otherwise the IBD is doomed to die as of June 30, with the ending of their fiscal year. The \$10,000,000 appropriation which has been proposed, exceeds by some \$3,000,000 the figure requested by the State Department for the fiscal year 1948. In 1947 an appropriation of \$8,803,000 had been authorized for the overall operating expenses of the International Broadcasting Division of the State Department. This division of the State Department presently employs about 500 individuals, of which 460 are in New York and the balance located in Washington and Honolulu. Foreign service members are located at various transmitter sites throughout the world and are not included in this figure.

### Small Personnel at Present

Of the \$8,000,000 requested for 1948, approximately \$2,873,000 would be required for salaries of IBD personnel, working with a full staff of 65 employees, the balance being used for equipment, maintenance, office expenses, etc.

At the present time, IBD is operating with the smallest amount of personnel since the beginning of their fiscal year for 1947 and a new low in budgeting, although no cut has been made in the programming schedule. Currently broadcasting in 25 languages to all parts of the world, an average of 6,000 separate programs covering approximately 1800 broadcast hours of which about 925 hours are beamed to Europe; 573 to Latin America and 302 hours to the Far East.

The IBD is a part of the Office of International Information and Cultural Affairs (OIC) and is under the jurisdiction of William B. Benton, Assistant Secretary of State for Public Affairs.

Washington Bureau, RADIO DAILY

Washington—No agreement has been reached regarding funds for the State Department's international information program, RADIO DAILY was informed yesterday by Rep. Karl Stefan, Nebraska Republican, who chairs the department's sub-committee of the House Appropriations Committee.

"Once the enabling legislation is passed," said Stefan, "then we'll start to think about funds," and he added, "They will definitely get nothing before then, and I don't know what it will be after that—except that it won't be as much as they asked for."

## New Time For "Reporter"

"Your Radio Reporter," WNBC show which presents the "behind the microphone" picture of radio, heard Saturdays, switched to the 1:15-1:30 p.m., time slot last Saturday. Show had been aired from 2:15-2:30 p.m.

# ★ P R O M O T I O N ★

### WNEW Car Cards

WNEW, New York, currently using a full run of 11" x 28" two-color car cards in the 500 busses of the Fifth Avenue Coach Co., will add a third card in each double-decker bus. New space is a special 11" x 16" unit fitted to heaters that are strategically situated at bus' front door, right next to coin box and driver's seat. Card, which fits in a frame covering top half of the heater, sits on about a 75-degree angle at the head of the aisle that divides the downstairs of the bus. WNEW estimates that use of new space will increase its coverage of Fifth Avenue passengers by 100 per cent at the very least. First to go into the new space will be the theme: "No Dancing In This Bus . . . Wait Until You Tune In WNEW, 1130 On Your Dial."

### Unusual Advertisement

The General Tire & Rubber Co. took full page paid space in many leading newspapers on Sunday, May 4, to call attention to the Goodyear Tire & Rubber Company sponsored program, "The Greatest Story Ever Told," heard over ABC at 6:30 p.m. each Sunday. This was an unusual advertising which invited listeners to tune in on a program of a competitor.

## UJA Issues Radio Kit For Current Campaign

(Continued from Page 1)

raise \$65,000,000 as its share of \$170,000,000 set as the goal of their national campaign, has just released a 30-page radio kit containing facts, feature stories and spot announcements. The kit has been sent to all broadcasters in the Metropolitan area and will signalize intensified participation in UJA's tremendous undertaking for the relief and rehabilitation of war victims of Nazi persecution.

Riki Englander, radio director of the UJA of Greater New York has announced the organization's plans for broadcasts which will take place during the coming weeks, many of which will be tied in with the celebration of V-E Day on May 8, themed to the question "Is This Victory?"

### WMCA Schedules Program

On May 8, WMCA has scheduled an original radio drama which will be aired from 10:00 to 10:30 p.m., entitled "The Sixth Resolution." Program will be presented in co-operation with UJA by war veterans of the American Theater Wing. WINS has also scheduled a special feature on this day from 10:30 to 11:00 a.m., when Dorothy Day will relate the story of "The Anniversary Gift," a true story of a woman who survived the horrors of Nazism, only to find out, on May 8, 1945, that her whole family has been exterminated. WEVD will participate in the drive with Miriam Kressyn interviewing ex-Army Chaplain Herman Dicker, just returned from Europe, from 2:30 to 2:45 p.m. That same evening, Jinx

### Ted Malone Tieup

The ABC central division advertising and promotion department, Chicago, is conducting a promotional campaign on the "Beulah Karney" program heard over WENR and the Ted Malone program over ABC, heard at 10:45 a.m. over WCFL and re-broadcast over WENR-WLS at 2:30 p.m. A brochure on the former show is made of one 9 x 11 inch sheet, folded, with a caption on the front reading: "Serving Chicagoland, WENR's Beulah Karney," with a photo of the home economist. In columnar form, to the right, are listed the 41 suburbs of Chicago, and the notation "America's Second Market." The brochure contains four photos displaying activities in which Miss Karney has participated. Copy throughout the brochure is to the angle that "Women Listen and Rely," that Miss Karney "Sells with Friendship," and "Women Listen and Respond." Format is well-planned.

Bookmarks promoting the Ted Malone show are being distributed to book dealers in the WENR listening area. The bookmarks read: "Hear Ted Malone—Poetry-Philosophy-Verse; 10:45 a.m. WCFL—2:30 p.m. WENR-ABC; Monday through Friday. This is an ABC program."

## ABC Prexy Denies Report Field Buying Web Stock

(Continued from Page 1)

buy into ABC. When market is in a position to absorb it ABC will issue a wide public offer of its stock to public and ABC's affiliates.

Woods said organization expects to have building and equipment under construction for television during next 12 months in New York, Chicago, Detroit, San Francisco, Los Angeles, and that ABC is going ahead with its new FM equipment and expects to have it in operation within three months in New York and in San Francisco.

When asked when ABC would construct one of its own buildings, Woods said biggest need in construction is more homes for civilians. He also pointed out that building costs are too high at present but said it is not unlikely that once ABC starts on its building program it may erect buildings simultaneously in New York, Chicago, Detroit, San Francisco and Los Angeles.

Falkenburg, Tex McCrary and Milton Berle will take part in a program at a dinner sponsored by the Business and Professional Women's Division and which will be held at the Hotel Pierre Roof.

On May 14, WNYC will present Judge Joseph M. Proskauer, from 9:15 to 9:30 p.m. Judge Proskauer is president of the American Jewish Committee. WQXR has scheduled a special "I Am An American Day" program on May 18, from 1:05 to 1:30 p.m.

## N. Y. Outlets In Accord With AFM And NABET

(Continued from Page 1)

sessions were actually scheduled for the same time, 4 p.m., but the agreement with AFM preceded the other. The contract with Local 802 is retroactive to last February 1 and extends for one year. Roughly 20 per cent increases were granted for the two lowest musicians weekly rates which are \$126.50 and \$132.25, under the old contract. The \$165 old rate will be upped by same dollar value as intermediate scale is upped.

New contract with AFM, covering the four network stations in New York, marks the first postwar readjustment of musicians rates by the webs. The old contract was dated Feb. 1, 1944. Negotiations first began the latter part of January and no issues were ever involved except wages and vacations.

Pact signed by ABC, NBC and NABET calling for an average 9½ per cent increase across the board is retroactive to last May 1 and runs for two years. It was signed by Joseph McDonald, veepee and general attorney for ABC; John MacDonald, NBC veepee and assistant secretary; and Allen Powley, president of NABET.

Only other two labor negotiations with networks now hanging fire are those with the Radio Writers Guild and the one between CBS and IBEW. Latter was suspended some weeks ago but is expected to resume now that NABET has settled. Networks meet again with RWG tomorrow, Friday, and it is believed that some type of permanent agreement between both sides will be forthcoming within a short time.

## First Facsimile In Phila. Under WPEN-FM Auspices

Philadelphia—First public demonstration of facsimile in this city continued to draw steady crowds as new wonders were unfolded under the auspices of WPEN-FM and the "Evening Bulletin." Newest item shown was the possibility of having a complete magazine roll out of a "radio" receiver. The 18-inch facsimile recording machine is situated in the window of Gimbel's Department Store and viewers have watched their favorite magazine covers and front pages enrolled before their eyes. These included trade papers, such as "RADIO DAILY", which were "broadcast" from the WPEN-FM studios where they were scanned by an electric eye.

The more practical end of the facsimile demonstration however revealed that the entire front page of a newspaper can come into the home with all the news as well as dispensing sports and financial news and farm product prices as fast as they are being quoted on the exchanges or in the markets. The facsimile demonstration is the result of considerable experimentation by "The Bulletin" and its stations WPEN and WPEN-FM.



BEHIND THE MIKE

By SID WEISS

KAY KYSER'S wife (the former Georgia Carroll) and his daughter, Kimberly Ann, are featured in Columbia's Screen Snapshots short titled "Famous Hollywood Mothers," which has been chosen as the official reel for Mother's Day.

Joe Hasel went down to Jackson, Miss., to interview Danny Williams on his ABC ailer. Danny is the crippled kid who won an essay contest in Jackson on "Why I'd Like to Meet Babe Ruth."

Margaret Whiting may fly East this summer to complete transcribed series with Barry Wood for Ziv.

Dwight Weist narrating an unusual series of 10-minute intermission dramatizations during the CBS Philharmonic Symphony broadcasts titled "A Portrait of the Artist."

Sigmund Romberg returns from 117-city nationwide concert tour to prep for the Red Skelton replacement spot.

Sidney Ascher celebrates his 10th wedding anniversary on May 12th and his 35th birthday on the 13th.

Bret Morrison, radio's Shadow, just sold his second original sketch to "Aunt Jenny."

Recommended: Bill Cullen's sparkling emceeing of CBS's "Winner Take All."

Songstress Eve Young, heard daily on NBC's "Honeymoon in N. Y.," mulling over several musical comedy offers.

Irene Beasley received her one millionth letter after only 27 weeks on the air with her "Grand Slam" quizzer heard on only 47 stations.

Most of us know about Jack Rubin's directorial credits, but few know that he's also a crack radio writer. He wrote "Junior Miss" and co-authored "The O'Neills" and Pick 'n' Pat.

Peter Donald so tickled with his press job that he now signs the checks he gives his p.a.

"Mayor Of The Town" Set For Switch To ABC In Oct.

"Mayor of the Town," featuring veteran screen star Lionel Barrymore, will be heard over the ABC network next season starting with the October 8 broadcast, (Wednesday, 9:30 p.m.) it was announced yesterday. Show, which will switch from CBS, will precede "Philco Radio Time" starring Bing Crosby.

Series, which will continue under sponsorship of the Noxzema Chemical Company, Baltimore, Md., also features Agnes Moorehead, and Claude Binyon, with music by Bernard Katz and his orchestra.

JOKE FILE FOR SALE

Top quality, classified, indexed, bound. Exclusive. Will send sample, no obligation. Write P. O. Box 99, Murray Hill Station, New York 16, N. Y.

COAST-TO-COAST

— ALABAMA —

BIRMINGHAM—Gene Autry, the nation's number one cowboy singer and rodeo performer on the screen and over the air, recently brought his entire Melody Ranch troupe to Birmingham where he broadcast from the 1947 WAPI-WAFM Radio Show at the Birmingham Municipal Auditorium. He also gave a rodeo performance at the State Fair Ground and only persons who purchased tickets to the Birmingham Chamber of Commerce Stock Show were allowed to see the radio show. . . . GADSDEN—WGAD, a Mutual affiliate and the city's second radio station, recently went on the air, broadcasting on 1350 kilocycles with 1000 watts power.

— ARIZONA —

PHOENIX—Ralph Mahoney, former Pittsburgh newspaper reporter and more recently news editor of KOY, has joined KRUX in the same capacity. . . . KTAR has inaugurated a new record show entitled "Just Between Us." Joe Worthy, who, for the past three years, has appeared as an actor and announcer on several network shows, including "Cavalcade of America," "The Dick Haymes Show," "Michael Shayne, Detective" and "The Ginny Simms Show," will act as platter jockey. . . . YUMA—The Yumasa Broadcasting Co. has been granted a construction permit for a 1000-watt station, operating on 1190 kilocycles. The station, whose call letters are KYSC, will be heard throughout Yuma County, in the Imperial Valley of California, the important border communities of Mexico.

— NEW YORK —

JAMESTOWN—Newest additions to the WJTN announcing staff are Jack Ogilvie and Robert O'Donnell. Ogilvie, former member of the Army Air Forces during the war, has been a newscaster and news editor with WBNY in Buffalo; while Mr. O'Donnell, also an ex-GI, did dramatic and radio work with the Buffalo Broadcasting Company. . . . ROME—Dan Fusco, WKAL's morning "Timekeeper," sends out birth announcements under the title, "His Majesty—The Baby." The ten-minute segment of the Timekeeper morning show is complete with baby cries, nursery background and a glib description of nervous pappas and cigarette-strewn maternity waiting rooms.

— ILLINOIS —

ROCK ISLAND—Millicent Polley, director of women's activities at WHBF, has been re-elected president of the local chapter of the National Pilot Clubs. . . . EAST ST. LOUIS—"Baseball Jackpot," a new sports quiz program on WTMV, fea-

turing "money-man" Jack Dodge, is broadcast preceding all games of the St. Louis Cardinals, at home and away. With the aid of the telephone, Dodge contacts one of WTMV's listeners, who, if he answers the sports question put to him, receives a check on deposit. If he misses, the amount is carried over to the next call. . . . PEORIA—WEEK, the city's second network-affiliated station, recently began operation. It's a 1000-watter and operates on 1350 kilocycles, full time.

— UTAH —

LOGAN—Tom Wayman, Utah State College student and staff announcer at KVNU, placed first in all the newscasting and news-commentary contests recently held at the annual Speech Congress for the Rocky Mountain Conference. . . . SALT LAKE CITY—KUTA commercial manager, Jack Burnett, has been named to head up the commercial department of the Rocky Mountain Broadcasting Co., of which KUTA is the key station, feeding five affiliates in Idaho. . . . KALL is following up a successful sports season in which it carried the University of Utah basketball and football games by presenting the night-time broadcasts of all Pioneer League baseball games featuring the Salt Lake Bees.

— NORTH CAROLINA —

ASHEVILLE—Bill Melia, program director of WWNC, has been awarded a certificate of appreciation, by the Navy Department for his efforts on behalf of Navy recruiting during the war. . . . FAYETTEVILLE—WFNC's program director, N. R. (Tiny) Martin, was recently appointed, by the Board of Commissioners of Cumberland County, to the Library Board and has been voted Chairman of the Building and Planning Committee.

AGENCIES

DOROTHY LEWIS, co-ordinator of listener activity for the NAB, was elected vice-president of the Advertising Women of New York at their annual meeting of the organization held Tuesday in the Astor Hotel. Mary McClung, advertising director of the New York Post was elected president. Other officers chosen for the membership are: Helen Ben Textron, Inc., corresponding secretary, and Grace M. Johnson, American Broadcasting Co., recording secretary. Directors named were Ruth Kinyon, Charles W. Hoyt, Inc.; Jan Kackey, Immigrant Industrial Savings Bank; Mary Margaret McBride, radio performer, and Lillian Jackman, Tip Top Letter Shop.

WALTER KANER ASSOCIATES have been named to handle publicity and promotion for the Jewish War Veterans Annual All-Star show to be held at Madison Square Garden on May 22. Event is sponsored by the New York State JWV, which will be aired over WWRL from 10 p.m. to midnight.

JAMES SONDEHEIM, formerly of the CBS research department, has joined Audience Surveys, Inc. in an executive capacity. Sondheim was advertising manager of the Interstate Broadcasting System prior to entering the Armed Forces, where he served as a radar officer in the Army Corps.

FREUND ADVERTISING AGENCY, Inc., has engaged Muriel C. Haber to head women's fashions and home furnishings and Samuel Ackerman as art director.

ON TARGET



Confidence, essential to good putting, is also a basic ingredient in every sale. Weed and Company salesmen have confidence in themselves and in the properties they sell so successfully.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Send Birthday Greetings To —

May 8

- Ralph Bowman Red Nichols
Tony Russell Ruth Gilbert
James Rowland Angell
Sgt. Johnny Grant James M. Gaines

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 29

NEW YORK, FRIDAY, MAY 9, 1947

TEN CENTS

## OIC Audience Appraisal

### May 27 FM Stations, New Ind. Tele License

Washington Bureau, **RADIO DAILY**  
Washington—The FCC yesterday pronounced favorable action on one application for a new commercial television station in Bloomington, Ill., and 27 applications for FM stations. CP for a new tele station was awarded to Sarkes Tarzian and Mary Arzian. The station will operate Channel No. 5, 192-198 MC. Conditional FM grants were given as follows:

Radio Springfield, Springfield, Ill.;  
(Continued on Page 6)

### Grant Budget Increase For WNYC Operations

New city budget just officially approved by the Board of Estimate grants \$181,000 for the operation of WNYC and WNYC-FM for the fiscal year starting next July 1. This is an increase of \$28,000 over the previous budget and marks the largest grant ever made to the stations by the city. The Board of Estimate approved the exact amount requested by the stations, although there was opposition by one borough president.

(Continued on Page 4)

### Radio Awards Announced By Chi. Advertising Club

Chicago—The Chicago Federated Advertising Club announced the winners of its fifth annual advertising competition at a luncheon Thursday at the Hotel Continental. There were 61 awards, representing the most outstanding advertising in all media produced in the Chicago area.

(Continued on Page 7)

### Tele Debut

The opening ceremonies at the RCA Exhibition Hall in New York will be televised by NBC's station WNBC Tuesday, May 13 (3:00 p.m., EDT). The exhibition hall, first such showroom to be opened by the Radio Corporation of America, will be a permanent showcase for all RCA products, facilities and services, exhibited for the information of the users.

### Relief

Houston—A \$5000 check was handed to Mayor J. C. Trahan of Texas City and his relief committee today by Roy Hoheinz, president of KTHI, bringing to \$100,493 the total turned over thus far to the committee by the KTHI Texas City relief fund to aid the blast-torn industrial seaport. The \$100,000 is approximately one-sixth of all the funds from all sources, totaling around \$600,000, which have been turned over to the mayor and his committee for direct relief and rehabilitation.

### Network Co-op Series Will Feature Ripley

Plans for a new co-op "Believe It Or Not" show on NBC, starting Monday, May 12, were announced jointly by Robert L. Ripley and NBC yesterday.

The new series will be slotted at 1:45 to 2:00 p.m., EDT, five days weekly, Monday through Friday. Written by George Leffertz and produced by George Leffertz.

(Continued on Page 8)

### Ford National Radio Biz To Kenyon & Eckhardt

Effective June 15, Ford Motor Co., switches its agency for national radio advertising from J. Walter Thompson Co., to Kenyon & Eckhardt, Inc. Thompson will continue to handle other advertising for Ford.

(Continued on Page 2)

## Record Attendance Indicated At Chicago NAB Gathering

Chicago—As broadcasters to the NAB area meeting gathered yesterday at the Palmer House for the start of the two-day meeting, indications pointed to an attendance of more than 200, according to Leslie C. Johnson, of Rock Island, district 9 director who will preside at the meetings.

Johnson held a press conference late Wednesday at which he outlined the purposes of the meeting,

## Fry Estimates 29,000,000 Short-Wave Sets Outside U. S. With Potential 154 Million Listeners

### New VA Show Series To Be Ready This Mo.

Distribution to radio stations of the first six programs of the VA's fourth transcribed series, "Here's To Veterans," will be made by VA branch offices the latter part of May, according to Charles E. Dillon, chief, radio division, public relations service, of the Veterans Administration.

The six platters include "Lum N"  
(Continued on Page 8)

### J. D. McLean Appointed WPTZ Commercial Mgr.

Philadelphia—James D. McLean, radio and television engineering and sales executive, has been appointed commercial manager of WPTZ, the Philco station here, it was announced yesterday by Ernest B. Loveman,

(Continued on Page 2)

### AFRA Planning Scale For Recording Artists

AFRA's committee on Phonograph Recordings, which plans to inaugurate exploratory meetings and prepare information upon which to

(Continued on Page 5)

Washington Bureau, **RADIO DAILY**  
Washington—Kenneth D. Fry, operating chief of the State Department's Voice of America, in testimony before the House Appropriations subcommittee on the OIC budget, submitted figures showing an estimated 29,600,000 short-wave radio sets outside the United States with a potential

(Continued on Page 5)

### 47 Disc Jockeys Busy On N. Y. Area Stations

Disc jockeys in the greater New York area have reached an all-time high of 47 platter spinners with some stations using two record players to handle scheduled programs, a **RADIO DAILY** survey yesterday revealed. One station, WAAT, reported a total of seven persons presiding over scheduled recorded shows.

The latest comer to this field is Paul Whiteman, who will take up

(Continued on Page 6)

### Poppele Urges Tele Use To Aid Public Safety

Television will be of greater value in the matter of providing the public with information on traffic and highway safety than radio, in a manner

(Continued on Page 7)

### No Soap

Washington—Grote Reber, a radio engineer, told the Institute of Radio Engineers here yesterday that he's been trying for years to contact Mars through a special receiver he's designed. Through his device, Grote said, he's contacted many objects on the Milky Way, but nothing that means much. Not even a soap opera did he hear, he said.

(Continued on Page 5)

# RADIO DAILY



## ★ COMING AND GOING ★

Vol. 39, No. 29 Fri., May 9, 1947 Price 10 Cts.

**JOHN W. ALICOATE** : : : Publisher

**FRANK BURKE** : : : : : Editor

**MARVIN KIRSCH** : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (1), Ill.—Nat Green, 1417 Ashland Bldg., 155 No. Clark St., Phone State 2332. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. Washington—Andrew H. Older, 6417 Dahlonga Road, Wash. 16, D. C., Phone Wisconsin 3271. Manning Claggett, 2122 Decatur St. N.W., Phone, Hobart 7627. Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**GORDON GRAY**, assistant general manager and director of sales for WIP, Philadelphia, will be in New York Tuesday and Wednesday on network business.

**AGNES SULLIVAN**, of the NBC newsroom, leaves today for Havana, where for 10 days she will adorn the sands of Vera Vero Beach.

**JOYCE MACARTNEY**, Australian dramatic soprano and winner of the commercial radio contest held on the continent "down under," is now touring the United States as guest of the Australian distributors of Chrysler automobiles.

**BILL BAILEY**, executive director of the FM Association, has returned to his Washington headquarters after attending the NAB meetings in New York.

**DICK GILBERT**, program director of the Sun Country Broadcasting Co., and **WALTER M. KIDWELL**, chief engineer, are back at their Phoenix headquarters following a trip to Globe, Ariz., where they spoke before the Rotary Club on the subject of FM broadcasting.

**BOB KELLER**, head of the radio sales promotion organization bearing his name, left by plane yesterday for Chicago, where he will speak at the sales managers session of the NAB district meeting now being held in the Windy City.

**JAMES CONNOLLY**, of ABC's station relations' department, is in Chicago to attend the NAB meeting. He returns to New York on Tuesday.

**BOB "BELIEVE IT OR NOT" RIPLEY** has returned from Harbor Island, N. Y., where yesterday he was guest speaker at a reunion of Siwamoy Council, Boy Scouts of America.

**MARGARET ARLEN**, women's commentator on WCBS, leaves today by plane for Edenton, N. C., where she will spend Mother's Day with her parents. She'll return Monday.

**FRANCES FARMER WILDER**, Columbia network consultant on daytime programs, has returned from Providence, where she addressed the Women's Advertising Club of Rhode Island's capital city.

**JIMMIE FIDLER** is leaving Hollywood for Minneapolis, where on May 13 he will help promote the Flour City's campaign for the relief of the victims of the recent explosion in Texas City.

**TOM BRENEMAN**—he of "Breakfast in Hollywood"—will leave Los Angeles next Monday for a vacation of two weeks in the Pacific Northwest. He will be accompanied by MRS. BRENEMAN.

**BILL MURPHY**, head of V. I. P. Service, is in Baltimore on a short business trip.

## FINANCIAL

(Thurs., May 8)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Admiral Corp.	8 1/8	8	8	- 3/8
Am. Tel. & Tel.	165 7/8	165 1/8	165 1/8	- 1/4
CBS A	25	24 3/4	24 3/4	- 1/4
CBS B	24 7/8	24 7/8	24 7/8	+ 1/8
Farnsworth T. & R.	6 1/2	6 1/4	6 1/4	- 1/4
Gen. Electric	34 1/2	34 1/4	34 3/8	- 1/4
Philco	25 1/4	25 1/8	25 1/4	- 1/4
RCA Common	8 3/4	8 1/2	8 5/8	- 1/8
RCA First Pfd.	75	74	75	+ 2
Stewart-Warner	16	16	16	+ 1/4
Westinghouse	25	24 3/8	24 3/4	- 1/8
Westinghouse Pfd. A.100	100	100	100	---
Zenith Radio	17	16 7/8	16 7/8	+ 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 3/4	2 3/4	2 3/4	- 1/4
OVER THE COUNTER				
Du Mont Lab.		Bid 5 3/4	Asked 6 1/2	
Finch Tele Comm.		7	8	
Stromberg-Carlson		13 1/4	14 1/2	
U. S. Television		1 3/4	2 1/4	
WCAO (Baltimore)		40	---	
WJR (Detroit)		15	17	

### Ford National Radio Biz To Kenyon & Eckhardt

(Continued from Page 1)  
including spot radio and all local dealer programs, tie-ups and several others.  
Ford early this week decided to discontinue next month the Dinah Shore half-hour program heard over CBS Wednesday nights 9:30-10 p.m., EDT., and the account is reported as looking for a new half-hour program for the fall, as at least one of its national projects.  
Meanwhile, the motor company, eyeing sports, will continue some of the television spots, expected to come through JWT.

### CBS Network Applies For TBA Reinstatement

On reliable sources, it was learned last night that CBS is reapplying for membership in the Television Broadcasters Association. CBS was a member at one time but resigned following some disagreement of opinion. The application by the network for membership, it is indicated, reveals continued activity in color tele research and black and white telecasting.

### Hayes To Be Decorated

John S. Hayes, WQXR station manager who headed the Armed Forces Network in Europe with the rank of Lieutenant Colonel, will receive the Order of the British Empire from Lord Inverchapel, British Ambassador to the U. S. Ceremonies are scheduled to be held in Washington today, Friday. Citation states that Hayes "was largely responsible for the planning, organization and execution of the Allied Expeditionary Forces program, which provided radio coverage for Allied troops on the Western Front."

### J. D. McLean Appointed WPTZ Commercial Mgr.

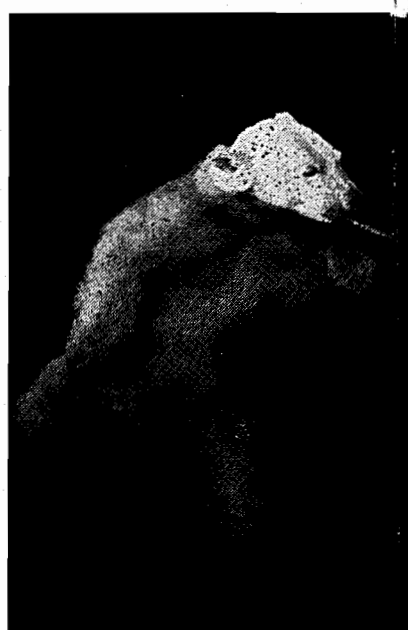
(Continued from Page 1)  
vice-president of Philco Television Broadcasting Corporation. McLean has worked in the radio, television and radar divisions of General Electric Company since 1938, and holds degrees of engineering from the Massachusetts Institute of Technology.  
--In 1936 he served as radio engineer for the Republican National Committee, accompanying the late Frank Knox on his campaign tour for vice-president in that year. Prior to his association with GE, McLean was a partner in a firm of electronics consulting engineers in Chicago.  
In May of 1945, McLean was appointed manager of sales of the transmitter division of GE in Syracuse, and has been active in the sales engineering of broadcast equipment and similar products.

### New WGN Business

Chicago — Business reported by WGN during the past week includes Northern Trust Co., of Chicago, renewal of sponsorship of "The North-erners," Wednesday night musical show, for 52 weeks; Telecoin Corporation (Lauderette), three weekly participating spots on the "June Baker" program for 13 weeks, effective May 6; Union Pacific RR, six weekly spot announcements for four weeks, and the United Sales and Mfg. Co., (Ice Mint), three weekly participating announcements on "Baker's Spotlight" for 17 weeks, effective May 19.

### Continuing On Web

Luden's, Inc., which originally had intended to take a hiatus with its "Hoagy Carmichael Sings" program on CBS after May 25, will continue without any lapse. Program is heard Sundays, 5:30-5:45 p.m., and is handled by J. M. Mathes, Inc.



## Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoon... and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft!  
But there are other equally effortless ways of getting by... even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five station town. Put W-I-T-H on your next list.



## W-I-T-H

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

### Public Service Feature Added To Daytime Serial

Public service feature has been added to the daytime serial "The Second Mrs. Burton" Monday through Friday over CBS. The addition, heard at the close of each program is entitled, "The Family Counselor" and uses noted guests who carry on the discussions. First guest on the series was Dr. Valeria Hopkins Parker, handling the subject: "How Can a Young Couple Best Live With In-Laws During the Present Housing Crisis?" Program is sponsored by General Foods.

IN CLEVELAND IT'S  
**WHK**



**The greatest  
big name  
action show  
ever put on  
transcription**



# George RAFT IN THE CASES OF MR. ACE!

Produced  
and directed  
by JASON JAMES,  
winner of 1947 Edgar  
Allan Poe award for  
best mystery radio  
program.

A big name show all the way! George Raft stars as "Mr. Ace," surrounded by a cast of top Hollywood radio names. Script by Jason James, of "Sam Spade" fame. Music (and what music!) by full orchestra, batonned by Sandy Courage.

Here's a show that really rates! Wire or write today for audition disc. Available locally or regionally in several areas.



# LOS ANGELES

By RALPH WILK

CIRCUS clowns, originals done in coil by Red Skelton are on public exhibition at Raymond and Raymond Art Gallery, Santa Monica, aiding group of war veteran painters. Skelton, whose father was a circus clown, got his motifs from early association with circus folk.

Dwight Hauser, writer-producer of "Retribution," recently fell into the water while fishing from an outboard motorboat on California's Lake Sherwood, and by fast thinking and acting, saved himself and the out-of-control craft. Four days later he aired a thrilling sea story about a shipwrecked ship and a rowboat rescue.

James J. Rogers, plants manager of International Silver Company, Meriden, Connecticut, is in Hollywood in connection with Silver Show "Adventures of Ozzie & Harriet."

Songstress Jeannie McKeon hit two top shows in one week, with guestings with Bob Hope, May 6th, and Mark Warnow's "Sound Off," May 9th.

Alan Young is planning to open a gift cottage in the Valley to retail the raffia shades and custom-made lamps he has been manufacturing for several months.

## Grant Budget Increase For WNYC Operations

(Continued from Page 1)

and three councilmen who favor selling the outlets to private interests. However, Mayor O'Dwyer is staunchly opposed to any sale.

Increased budget will mean a slight raise in pay for staff members with the biggest hypo going to engineers, according to Seymour N. Siegel, acting director of the stations. Minimum pay for engineers will be hiked about 15 per cent. One announcer will be added to the staff in July. Stations also plan to buy new equipment such as master control, studio amplifier and remote units.

Meanwhile, WNYC-FM is expected to go into full time operation within the next few months, probably broadcasting from 7 a.m., to midnight daily. Transmitter now is on the air 12 hours every day. FCC has just authorized a frequency shift to 93.9 megacycles, Channel 230, under the new allocation plan requiring 800 kilocycle separation of stations in the same area. Station currently broadcasts on 95.3 megacycles, Channel 237.



## Manhattan Memoranda. . . !

• • • They're calling Bill Lewis (veepee in charge of radio at Kenyon & Eckhardt) the man of the year so far as radio is concerned now that he's grabbed all of Ford's air billing away from J. Walter Thompson. And the ink's hardly dry yet on the Borden contract. Wolta man! . . . Fred Allen nixed an offer of \$7500 to take over "Take It Or Leave It" this Sunday. Eddie Cantor turned down a similar offer as he had to leave for the coast this week. Incidentally, Cantor, Jessel and John Garfield were all down at the airport together Monday and Garfield was plenty nervous about the flight because of the threatening storm. "Don't be silly," soothed Cantor. "What can happen to this plane? Jules Stein is on it with us! . . . Russ Case replaces Roy Shields as RCA-Victor maestro June 1st. . . . Here's a switch: Former disc jockey, Rob't Q. Lewis, turns performer for Signature Records. He'll cut two sides next week. . . . If Lady Esther drops the Screen Guild airer, CBS may have to yield this choice time spot to Lever Bros., who managed to get an option on it. In view of NBC's strong pitch to separate the Lux show from CBS, it looks from here like the soap outfit will have no trouble getting the slot. . . . Elton Britt leaving WMCA, supposedly for the summer, but insiders tell us that he's locking over a Florida site to erect his own station.

★ ★ ★

• • • ONE MAN'S POINT OF (RE)VIEW: "Pursuit of Happiness," labor's version of the soap opera on ABC, counteracts its value as a constructive presentation of their side of the story, we think, by going overboard in painting such a devastating picture of business. For instance, and to give you an idea, Fredric March (the hero) is home sick, broke because his boss won't approve a welfare fund, and to top it all the boss finally phones him at midnight to say he needn't report to work at all because he's been fired. How tough can you get! . . . With either Philip Morris or Lucky Strike commercials singing out at us at every turn, we're considering giving up smoking to cure the spots before our dials.

★ ★ ★

• • • NEWS TO YOUSE: It's a girl at the Bill Millers. He's the former NBC exploiter. . . . Sam Brody new director of publicity at the Center Theater. . . . Wonder if WHN biggies know that their attractive disc jockey, Eileen O'Connell also has a terrific pair of pipes. . . . Evelyn Knight's brand new Buick convertible stolen from out front of her H'wood home. . . . Lenore M. Shannon, pretty "We, the People" researcher, takes a six-week leave of absence June 20th to go to Norway in a new student exchange plan adopted by the U. of Oslo. . . . Whoever is lining up auditions for "Take It Or Leave It" shouldn't overlook the very talented Freddie Lightner, who summer-subbed for Jack Benny a few years back, and who spent four years in USO tours with Mariene Dietrich during the war. . . . Court Benson set as emcee-narrator on the new Bob Ripley show starting May 12th on ABC. . . . NAB drawing up its heavy artillery against proposed legislation in Washington, D. C., that would forbid the erection of video, facsimile and FM stations in the District's residential areas. The Ass'n claims that such a precedent would be disastrous in the progress of the medium.

★ ★ ★

• • • 1000 ON THE APPLAUSE METER: Dorothy and Dick's spicy breakfast session—especially this ayem when they had Leo the Lip and Lorraine the Pip on as their guests. . . . Wm. Lang's super sales record on the air. . . . Steve Ellis' vastly improved airing of the Giant games via WMCA. . . . Felix Greenfield's refreshingly 'different' magic stuff on NBC video Sunday nite in "Show Business, Inc." He'd be a great bet as a regular on the series. . . . Ed Herlihy, Herb Sheldon and Eve Young pooling their talents to make "Honey-moon in New York" one of the most sparkling stanzas of its type on the air.

# CHICAGO

By NAT GREEN

JIMMY FIDLER, ABC Hollywood commentator, will arrive in Chicago May 13 and will originate May 18 broadcast from the Merchandise Mart here.

Harold Safford, program director of WLS, recently became a granddaddy for the second time.

Foote, Cone & Belding have just sold the Everett Mitchell show WMAQ, 6:15-6:45 a.m., Monday through Saturday, to Armour & Co. for one year, starting May 5. For present the firm will plug livestock procurement.

On April 29 WBBM began second year of broadcasting the amateur boxing bouts from Chicago Savoy ballroom, in the heart of Chicago's negro section. The station is working in cooperation with the South Central Association, an organization of 3000 negro and white business men, to promote aid for a number of social and welfare agencies.

A Judith Waller Award, honoring the public service director of the NBC central division, who this month observed her 25th year in radio, has been established by the Alpha chapter of the National Collegiate Radio Guild at Washington State College, Pullman, Wash. The award will be presented each year to the woman student "who has contributed the most to radio at KWSC," station operated by the college.

The first winners, whose names will be placed on permanent plaques, will be announced at a banquet May 17 celebrating the 25th anniversary of KWSC.

Starr Radio Productions has just sold its novelty jingles "Temperature tunes" over CFRN, Edmonton, Alberta and CKRM, Regina, Sask. These singing temperature rhymes, which are transcribed down to 10 below for the States, had to be waxed down to 40 below for Canada. Billy Leach does the singing, Dave Bacal the organ, and Ray Suber is the comedienne voice of the spots.

## 'Mothers' Party On WOR

Thirty mothers whose sons and daughters are away from home will be hosted at a studio party on Mother's Day by Bill Berns, conductor of "While Berns Roams" over WOR every Saturday from 12-12:15 p.m. The mothers, selected from Berns' radio audience, will also be guests at the WOR-MBS program "Quick As a Flash" and then visit Radio City Music Hall to see its current feature "Egg and I."

LEAVE IT TO MIKE  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600

IN CLEVELAND IT'S

# WHK

## NAB Area-Meeting Under Way In Chicago

(Continued from Page 1)

luncheon talk, and Waller Rothschild of WTAD, Quincy, Ill., who will be present.

Hon. Justin Miller, NAB president; Hugh Feltis, BMB president, and Robert K. Richard, new NAB public relations director, conferred with Les Johnson Wednesday and arranged for a press meeting after the closing session on Friday at which representatives of the press will have an opportunity to fire questions at the top brass. Johnson has done an exceptionally good public relations job for the meeting.

## Bulova Extends Time Spots On WNBT To Sun. Events

Bulova Watch Co. has purchased time signals on WNBT preceding and following baseball and other special events occurring on Sunday, through September 21, it was announced yesterday.

Company will sponsor 20-second time signals using a visual animated clock face and film. Bulova is currently sponsoring time spots on WNBT before and after Saturday baseball games and other special events. Biow is the agency handling the account.

## New ET Series Set

The Gulf Oil Corp. has bought time on WNBC on Tuesdays and Thursdays, 12:45 to 1 p.m. for songs by Gordon MacRae, a transcribed program. Account is Y & R, and program starts May 20 for 16 weeks. Products are Gulf Spray and Trac. Account for NBC is handled by Jack DeRussy. NBC National Spot Sales. MacRae is currently heard on 529 stations throughout the country.

## Parent-Teacher Crusade Set

Minneapolis — The board of the Minnesota Congress of Parents and Teachers has launched a state-wide program to eliminate crime and horror from children's radio and film. Letters are going to be sent to all Minnesota radio stations and motion picture distributors commending them for recent improvements in their offerings and urging them to extend such practices.

## Engagement Announced

Elizabeth Burgess, editorial researcher for CBS in the Education Department announced her engagement to Dr. Roman Smoluchowski, Carnegie Institute staff. The wedding will take place early in June.

**VPDQ's**  
**TIME-BUYERS JACK POT**  
 THIS WEEK'S WINNER  
**LOU GREEN**  
**M. J. JACOBS, INC.**  
 Next Week ? ? ? ?

## OIC Official Produces Figures On World Shortwave Audience

(Continued from Page 1)

154,000,000 listeners. The number of listeners is based on estimates that from five to six persons gather around each short-wave set in foreign countries.

Estimates show by far the largest number of sets—over 25,000,000—in Europe, with over 2,000,000 in Latin America, over 1,000,000 in the Pacific and Far East and about 500,000 each in Africa and the Near and Middle East. The European total includes 900,000 sets in the Soviet Union.

Fry explained to the committee the need for two new relay points abroad to take the place of Algiers,

which is being returned to the French, and Munich, which is being operated with obsolescent German equipment. A year's study of many areas, he said, showed Tangier and Liberia to be the best areas for relays to Southern Europe, Russia and the Near East. From Tangier the signals will reach the Balkans, most of Russia and Europe. From Liberia they will reach the Near East, part of Russia and the Western Europe area.

Fry reiterated that the United States is in one of the worst positions geographically in the world to reach many areas by direct short wave.

## U. S. Delegates Approved For Marine Radio Confab

Washington Bureau, RADIO DAILY

Washington—Acting Secretary of State Dean Acheson has announced that President Truman has approved the composition of the United States delegation to the international meeting on marine radio aids to navigation (IMMRAN) which is being held at New York City and New London, Conn. It began April 28, 1947, and will continue for two weeks. The nominations were submitted by the Acting Secretary of State upon the recommendation of the interested Government agencies, the National Federation of American Shipping and the Radio Manufacturers Association.

John Cross Is Chairman

The chairman is John S. Cross, assistant chief, Telecommunications Division, Department of State; vice-chairman, Edward M. Webster, commissioner, FCC; delegates: Capt. H. C. Moore, United States Coast Guard; Commodore Gordon McLintock, U. S. Maritime Commission; Lieut. Com. Irvin L. McNally, United States Navy; Daniel J. McKenzie, master mariner, Transportation Corps, War Department; Lieut. Comm. Clarence A. Burmister, Coast and Geodetic Survey, Department of Commerce; P. DeForest McKeel, Civil Aeronautics Administration, Department of Commerce; Edward C. Phillips, National Federation of American Shipping, Inc.; W. R. G. Baker, Radio Manufacturers Association.

The purpose of the meeting is to provide information to foreign countries regarding United States policy in the field of marine radio aids to navigation and to demonstrate the progress which the United States has made in this field. Sessions in New York will consist of lectures and discussions, also exhibits by manufacturers of radio and electronic equipment.

## Stork News

A seven-pound, 14-ounce daughter, Christina Lee, was born Tuesday, May 6 to Mr. and Mrs. Otto Brandt at the Mary Immaculate Hospital in Jamaica, L. I. Brandt is a member of ABC's station relations department.

## AFRA Planning Scale For Recording Artists

(Continued from Page 1)

base minimum scales, will hold its first meeting shortly and report its findings to the National Board. Committee was set up in accordance with the 1946 AFRA Convention, which made it mandatory for information to be set up as a basis for negotiations and contracts covering all AFRA members who make home recordings. This is apart from commercial or sustaining radio transcriptions.

According to George Heller, executive secretary of New York Local, many AFRA members are called upon to work on phonograph recordings, from announcers, narrators, actors and singers, but there is no definite scale to go by. By setting up certain minimums, a basis will prevail which will standardize the payments. Heller stated that the recently organized home recordings company to market the comedies of Jack Benny, Bob Hope, Burns & Allen, etc., were not involved probably because they would be receiving far above any scale that may be set; also such artists were stockholders in the company in question.

The committee for national operation has been subdivided into three regional groups, appointed by their respective regional boards. This comprises: Eastern representatives, Bill Adams, Jack Arthur, Bob Donley, George Putnam and Margaret Speaks; Mid-Western representatives, Al Stracke, Nellie Booth, Andre Carlon, Harry Elders and Raymond A. Jones; Pacific Coast, Lu Tobin, Norman Field, Grafton Linn, John Brown and Luis Van Rooten.

## Seipmann On Network

Charles Seipmann, professor of Communications at New York University, former consultant to the FCC and most widely known as the author of "Radio's Second Chance," will be featured on Lyman Bryson's "Time For Reason About Radio," 1:30-1:45 p.m., Sunday, May 11th over CBS. Seipmann will have as his topic, "What The General Public Can Do To Improve Radio Broadcasting."

## AFL Buys MBS Time To Repeat ABC Show

American Federation of Labor has bought a Sunday half-hour over the full Mutual network for a transcribed rebroadcast of the variety show produced by the Entertainment Unions' Committee via ABC every Thursday night. First program in the four to six weeks series was heard live over ABC last night from 9:30-10 p.m., EDT, and will be aired over MBS Sunday, May 11, from 1:30-2 p.m., EDT. The series is broadcast in New York over both WJZ and WOR. Agency handling the AFL account is Furman, Feiner & Co.

## Will Cut Sunday Symphony

New account set with Mutual will temporarily cut its Sunday afternoon symphonic program, "Music for an Hour" which just premiered, in half, reducing it to the 1-1:30 p.m., EDT, period. WOR will carry the symphony from 1:15-1:30 p.m. until May 25 when it adds an additional 15 minutes.

First program sponsored by AFL via MBS will feature Henry Morgan, Milton Berle, Georgia Gibbs, De Marco Sisters, Clayton Collier, Ray Bloch's orchestra and emcee Bert Parks. Deal brings to three the number now set by AFL to fight Hartley-Taft labor bills. Union has a daily quarter-hour series on ABC every afternoon and the half hour weekly variety show going on ABC and MBS.

## STARR'S RISING AGAIN!

Baltimore, Md. We put a tubby guy named Lonny Starr on a show not so long ago. In a very brief span, the Hooper went from 3.2 to 8.9. Now, we've put Lonny on our 6:00 P.M. news—the first 15 minute news period heard in Baltimore in the evening. Cross out decibels and cancel your contracts — the Hooper on the news is going up, too! Catch him on the early rise folks—he's available—for how long, we can't say.

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



# 47 Disc Jockeys Busy On N. Y. Area Stations

(Continued from Page 1)

his new duties as a disc jockey on June 30 over the ABC network with a full hour daily show. Also swelling the ranks is Ted Husing, currently heard twice daily on WHN's "Ted Husing's Bandstand," and Ted Lawrence. WAAT, Newark, N. J., has one of the largest aggregation of disc jockeys, with a total of seven. Paul Brenner with his "Requestfully Yours" program; Hal Tunis' "Band Review;" David Miller's "Home Town Frolics;" Don Larkin's "Night-time Frolic;" and the station's all night program, "Music Till Dawn," on which Al Statton, Ken Derwin and Lyle Reed alternate the disc handling. Another New Jersey station, WPAT, Paterson, features Bob Carter of "Jim Grouch Club" fame who also handles the chores on the "Hi Neighbor" program, also Alois Havrilla and Chris Cunningham's "Let's Dance" show.

### Italian Disc Jockey

WHOM, New York, features Symphony Sid and Ray Carroll, both on the same program and an Italian disc jockey, Michael Bongiorno, who plays imported records from Italy, played and sung entirely in Italian, with popular versions of American favorites done in the native language. On WINS, Red Benson, Joe Tobin, John Clarke and Jack Eigen's "Meet Me At the Copa" make up the platter spinners. WJZ features Jack McCarthy and Pat Barnes on "Midnight Music Shop."

Art Ford's "Milkman's Matinee" on WNEW, together with "AM Mayhem" conducted by Gene Rayburn and Jack Lescoulie help round out that station's complement of jockeys. Martin Block with his "Make Believe Ballroom," probably the oldest spinner in the business and Bill Williams on "Standby For Rhythm" plus Jerry Marshall's "Music Hall" program, Bert Wayne's "Music In The Air," complete WNEW's impressive array of disc jockeys.

WMCA features Bea Wain and Andre Baruch; Art Green's "All Through The Night;" Joe O'Brien on "Music Box;" and John McKnight's program. WNYC has Jack Lazar's "Jazz Classics" and Al Anderson's "Stylings in Jazz." WOR adds to the total with The Eddie Neman Show; "Sunrise Serenade," featuring Bill Taylor; The Barry Gray Show; Jack Barry's "Record Riddles;" Uncle Don's Record Party; John Gambling and George Monahan. WOV features Peggy Lloyd's "Wake Up N. Y.;" Fred Robbins' "1280 Club;" Bill Gordon's "Band Parade" and Rosalie Allen's "Prairie Stars" program. CBS airs Fred Robbins on Saturdays at which time he is also heard on some 350 other stations throughout the country.

WQXR, although playing all transcribed and recorded music boasts no disc jockeys as such. Spinning is done by the station's engineers and spot announcements, etc., are done by station's staff announcers.

# WORDS AND MUSIC

By HERMAN PINCUS

● ● ● TIN PAN ALLEY OOPS:—Benny Bloom, pro. mgr. of Advanced Music is beaming . . . not only is his staff garnering a fair share of plugs on the new ballad "Say No More," but the writers of the ditty: Benny Davis, Harry Akst and Al Jolson, don't do so badly either when it comes to getting fellow artists to program a number . . . it's in. . . ● Back in 1936, a ballad, written by Charles Trenet, John Hess and Paul Misraki was on the French Hit Parade . . . Chappell & Co. acquired the American rights in 1942, assigned Jack Lawrence to do the English translation and thus "Passing By," is headed for hitdom. . . ● Jefferson Music starting on a new ballad "You Should Have Told Me," clefied by Redd Evans and Lew Bellin. . . ● When Bing Crosby makes his Philco ET's during his Eastern sojourn, producer of the shows is George Weist, whose showmanship and savvy is responsible for Johnny Thompson's highly listenable Moore Paints, ABCommercial . . . George will also produce the new Paul Whiteman disk jockey series which will ABCommence June 30. . . ● Joe Stopak has been named Conductor of the Pittsburgh Light Opera Co. . . ● Aileen Stanley, Jr., vocalovely with Randy Brooks' Orchestra currently at the Pennsylvania Hotel in Gotham is a chip off the old block, vaude headliner Aileen Stanley . . . and keep your ears tuned to Randy's baritone Harry Prime, who's going places.



● ● ● Starting May 19, Bill Harrington, heard Fridays and Saturdays on Mutual, will add five more shows weekly on that net . . . several top music publishers are dickering to publish his theme song, "Looking for A Dream" which is the tip-off that the handsome songster is climbing—but rapidly. . . ● Lou Camito has joined Harold Lee's staff at E. B. Marks. . . ● We've been raving about a new ditty titled "LUCKY" . . . the spritely number has been 'discovered' and if you watch the PEATMAN list for the week ending May 22, it's ten to one you'll see it with the nation's 'most played songs' . . . published by Manor Music Co. . . ● Irene Beasley's "Grand CBSlam," in six months, has received 1,000,482 fan letters . . . a fine tribute to a swell trouper. . . ● Vanguard Songs has a new novelty tune in "Wait Till I Get My Sunshine in the Moonlight" . . . Irving Tantz has been named professional manager at Campbell-Porgie and should be a welcome addition . . . has plenty of contacts with top radiolites. . . ● A program was inaugurated Sunday 1:15 p.m. on Mutual . . . featuring musical comedy star Virginia Oswald and Robert Trevizian with Sylvan Levin's Orchestra, it offered delightful divertissement . . . emcee Bill Berns stated the program could be "called from Opera to Popera" . . . we add, "musically speaking it's the Top-era."



● ● ● Last week Big Brother Bob Emery sent us membership card No. 48 in the WABD Small Fry Club 'which entitles us to view any and all WABD teleshows' . . . that's just dandy . . . now all we lack is the Dumont Television Set . . . (are you reading, A. B. Du?). . . ● Arthur Henley will lecture to Carl Glick's NYU class in playwriting Monday . . . his subject will be Radio scriptwriting and technique. . . ● Ork Pilot Lawrence Welk has done so well at the Roosevelt Grill he's being held over until end of June . . . responsible for more 'covers' than any leader excepting Lombardo. . . ● Eva Young's NBCaroling mornings on "Honey-moon In New York" is Big Time . . . and Producer George Voutsas can also take a bow for giving the show, zip, zest and zing. . . ● Johnny Graff's "Stop The Music" program starring Robert Q. Lewis and produced by Ace Ochs has those who've heard the audition in a bit of a dither.



● ● ● ON AND OFF THE RECORD:—Emil Coleman's latest pair of Rhumbas for DeLuxe, "Miami Beach Rhumba" and "Maria Elena," is proof enough of the reason for the Maestro's 30-year reign as king of Continental and Latin-American music. . . ● Diamond should do well with Danny Ryan's initial waxing of "Only Heaven Knows" with "Got A Soft Spot In My Heart For You."

# Okay 27 FM Stations, New Ind. Tele Licens

(Continued from Page 1)

Central States Broadcasting Co. Omaha, Neb.; Rahall Broadcasting Co., Morristown, Pa.; A. C. Ne Savannah, Ga.; Illinois-Alton Broadcasting Co., Alton, Ill.; Harry Crisp, Marion, Ill.; Commander I industries, Oak Park, Ill.; The M Pherson Broadcasting Co., Inc., M Pherson, Kans.; Richard Balch, Utic N. Y.; Lubbock Broadcasting Co. Lubbock, Texas; Rose Capital Broa casting Co., Tyler, Texas; Hins Memorial Baptist Church, Portlan Oregon; The Journal Co., (The M waukee Journal), Green Bay, Wis

The following were authorized F construction permits:

Gadsden Broadcasting Co., In Gadsden, Ala.; Baltimore Broadca sting Corp., Baltimore, Md.; Ever L. Dillard, trading as Commerci Radio Equip Co., Kansas City, M Capital Broadcasting Co., Jeffers City, Mo.; Medford Printing C Medford, Oregon; Richard Aust Dunlea, Wilmington, N. C.; WKY R dio Phone Co., Oklahoma Cit Okla.; Oklahoma Press Pub. C Muskogee, Okla.; Carter Publicatio Inc., Fort Worth, Texas; Birmingha Broadcasting Co., Inc., Birmingha Ala.; Mt. Vernon Radio and Tele C Mt. Vernon, Ill.; Hutchinson Pu Co., Hutchinson, Kans.; The Topel State Journal, Topeka, Kans.; Lan caster Broadcasting Co., Lancaster S. C.

# Ky. Broadcasters Oppose Contemplated FCC Actio

Louisville—Members of the Kentucky Broadcasters Association have adopted a resolution opposing the FCC's contemplated change of station identification rules, J. H. Call way, secretary-treasurer of the association announced yesterday.

The resolution adopted by the group follows:

"Whereas, the Kentucky Broadcasters Association believes it is essential to its members that the right to repeat their call letters to the listeners should not be impaired any way that might cause them suffer the loss of identity and

"Whereas, the Kentucky Broadcasters Association further believes that any proposed regulation which might be used as a lever to regulate the members' business practices and thus reduce the members' gross income to a point that could affect the ability to continue a broadcast service of high quality to listeners would not be in the spirit of the American system of broadcasting,

"Therefore, be it resolved that the Kentucky Broadcasters Association appoint its executive committee investigate reports that the Federal Communications Commission plan revision of its station identification rule and take whatever action appears appropriate to make known the Commission the attitude of the member stations of the Kentucky Broadcasters Association."

# AGENCIES

**MOOTE, CONE & BELDING** has announced the establishment of the post of executive vice-president in this agency and has elected three members of the organization to the new rank. They are: William E. Berchard, executive vice-president in charge of New York operations; Joseph E. Davis, executive vice-president in charge of Chicago operations, and William J. Pringle, executive vice-president in charge of Los Angeles operations.

**EDWARD W. MURTFELDT** will join Benton & Bowles, Inc., June 1 as an account representative, it has been announced by Clarence B. Shorn, president of the agency. Murtfeldt comes to the agency after five years with General Foods Corp., where he was associate advertising manager of the Post Cereals division. Previously he was with Y. & R.

**WILLIAM VON ZEHLE & CO.** celebrated its third birthday as an advertising agency by becoming a corporation the first of this month. The officers of the corporation, which will be known as William von Zehle Company, Inc., are Mr. von Zehle, president; Van Lear Woodward, Jr., and Larry Reis, vice-presidents; Anthony T. Sarnatoro, secretary; Kathleen Banks, treasurer. Mr. von Zehle, Van Woodward and Mrs. Banks have been elected to the board of directors.

**RUTH MILLAND**, who has been director of women's activities in the public relations division of Young & Rubicam, has resigned from the agency to form her own public relations organization, with offices at 100 Fifth Ave. In this connection, she will direct an expanded public relations program for Toy Manufacturers of U. S. A.

## Dakota Senator Criticizes Treatment Of Farm News

*Washington Bureau, RADIO DAILY*  
Washington—Radio and the press are scored in the Congressional record this week as Senator Milton Young, North Dakota, Republican, explained that commentators and newspaper writers are contributing to a public misunderstanding about the present economic role of the farmer. The public, misled by the radio reports, blames the farmer for high food prices, Young said. Commentators, he added, should investigate the spread between the farm prices and those paid by consumers. "It is this tremendous spread between the price the farmer receives and the price the consumer pays which ought to be public concern."

**IN CLEVELAND IT'S**  
**WHK**

# \* PROMOTION \*

## MBS Kate Smith Book

MBS Co-operative Dept., is making ready an elaborate press book, including items ranging from a stamp-sized sticker to a 24-sheet poster to aid affiliates in launching the new "Kate Smith Speaks" program on Mutual June 23. Included in list of items available for station promotion are 24-sheet posters, window display cards, counter displays, car cards, correspondence stickers, direct-mail piece, and die-cut blotters. Recorded pre-announcements, glossy photos of Miss Smith and Ted Collins, press releases, newspaper ads of various sizes and suggestions for local audience promotion will also be made available. Book is now in work and will be ready for distribution within the next three weeks.

## WNEW Birthday Cards

WNEW, in association with the greeting card industry, has printed five thousand cards in gay colors, designed to meet the requirements of different age groups, which will be sent to each junior member of its audience in connection with the "Children's Playhouse" program, which is broadcast each Sunday from 9:00 to 9:30 a.m., and features such recorded albums as Snow White, Rumpelstiltskin, Seven At A Blow, Cinderella, Tubby and Tuba, Peewee and Piccolo, Happy the Humbug, among others. New project is intended to bring a friendly note into its relationship with listeners with purpose of having "Children's Playhouse" audience of today becoming the "Make Believe Ballroom" listeners of tomorrow.

## Poppele Urges Tele Use To Aid Public Safety

(Continued from Page 1)

that is "more impressive and thereby longer lasting," J. R. Poppele, president of the Television Broadcasters Association said yesterday. Poppele, also vice-president of WOR, addressed the Governor's Highway Safety Conference in Trenton, N. J.

"As a result of wartime developments it is possible to provide airplanes with television camera equipment and make actual pickups of traffic conditions," the TBA prexy said. "These pictures can be relayed to television stations for immediate telecasting to the public. Thus, people in their homes who may be planning holiday trips can see for themselves the traffic conditions on various highways and choose the routes they want before making the trip." Poppele recalled the services offered by WOR over the years, in co-operation with the New York and New Jersey State Police in broadcasting highway conditions during holiday periods, as well as in storm conditions, and declared that "this information can now be conveyed to television owners in a manner more impressive and thereby longer lasting." He also pointed out that children are among television's most avid fans, and emphasized the point, since "They will be the automobile drivers of tomorrow."

In this regard the TBA prexy urged the televising of motion pictures on safe driving, etc., pointing out that with approximately a dozen commercial stations now operating in principal cities and an additional 55 stations expecting to go on the air in 24 states within the next 18 months, "a vast percentage of the nation's population can be reached through this new medium." In reference to this point, Poppele cited the "Small Fry Club" now being aired over WABD, which features a safety slogan contest for children. "Television employs an element everyone understands," he said, "because pictures have universal appeal and each picture tells a story far better than when written or described orally."

## Radio Awards Announced By Chi. Advertising Club

(Continued from Page 1)

during 1946. There were 17 radio awards. The winning entries were displayed in the hotel ballroom and will be exhibited publicly in various locations throughout Chicago later.

Radio awards included the following: House organ (external), radio station WMAQ; Television, Commonwealth Edison Co. (J. R. Pershall Co. agency); Radio, spot announcements, Atlas Brewing Co. (Olian Advertising Co.) and Swift & Co. (J. Walter Thompson Co.) tied for first, and honorable mention was given Black & White Stores (Kuttner & Kuttner agency) and Bisceglia Bros. Wine Co. (Olian Advertising Co.) Drama, network program, World's Greatest Novels, sponsored by NBC. Drama, local program, Peter Hand Brewing Co., WBBM. Public service, local, "Man and the Atomic Age," WENR. Music and variety, network, "The Breakfast Club," Swift & Company (J. Walter Thompson Co. agency). Special award, "Quiz Kids," Miles Laboratories (Wade Advertising agency). Special favorable notice, News-On-the-Spot (wire-recorded) WMAQ. Special mention for outstanding radio advertising merit, "Bob Elson On the Century," Consolidated Royal Chemical Corp. (Arthur Meyerhoff & Co. agency); "Telephone Quiz," Hirsch Clothing Co. (Schwimmer & Scott), and "Gold Coast Rhythm," WBBM. Special award, outstanding job of public relations, Henry C. Lytton & Co. (Jos. W. Hicks Organization agency).

## Attorney General to Speak

Attorney General Tom Clark's address before the Triennial Convention of the B'nai B'rith, Jewish service organization, at the Hotel Statler, here, will be aired by ABC on Monday, May 12, at 10:15 p.m., EDT. Sidney G. Cusworm, national treasurer of B'nai B'rith, will introduce the Attorney General, who will speak on "Civil Rights."

# SOUTHWEST

**CONRAD BERING** is now the assistant program director for KFDM, Beaumont. He is a member of the station's writing and announcing staff.

Thomas S. Batson has joined the control room staff of WOAI, San Antonio. He was formerly with WABD, New York City.

Norman McLendon has joined the announcing staff of KNOW, Austin, McLendon was formerly with KTEM, Temple in a similar capacity.

The FCC has granted the McKinney Air Enterprises at McKinney, license to operate a standard broadcast station there on 1600 kilocycles daytime only with a power of 500 watts. Robert A. Forte, is president of the group. Noel E. Thompson is vice-president, and is program director and news editor of KYFO, Lubbock. George W. Smith, Jr., is secretary-treasurer and was former engineer for KMAC, San Antonio and Clay E. Thompson, former KFYO, announcer. Each of the group has 25 per cent interest in the new outlet.

Gov. Beauford Jester and Gen. J. Wainwright will be heard from San Antonio on a special NBC program for the Texas City relief fund on Saturday.

## WNHC To Get Award

Station WNHC, New Haven, Conn., will be presented a national radio award from CCNY on May 12, by Joseph Carleton Beal, public relations director of the Evening and Extension Division, City College School of Business, which sponsored the recent Third Annual Radio and Business Conference in New York City. Presentation will take place at a luncheon meeting at the New Haven Advertising Club at the Hotel Garde. The Certificate of Merit award will be accepted by the Hon. Patrick J. Goode, Postmaster of New Haven and president of WNHC. Award is being presented for the most effective all-over station promotion, Class 5,000-10,000 watt radio stations.

*Send Birthday Greetings To —*

May 9

Bill Adams	Beatrice Lillie
Paul Page	Della Orton
Eddy Manson	Lou Strauss
William Franckey	

May 10

Scotty Maclean	Lee Reiser
Betty Shaffer	Jack Sheldon
Aima Sandra Munsell	
John Clarke	Ellen Fenwick
Maybelle Pringaville	

May 11

Irving Berlin	Tommy Thomas
Robert Trendler	Bob Purcell
Johnny "Scot" Davis	
Vernon H. Pribble	Joey Lee

## Network Co-op Series Will Feature Ripley

(Continued from Page 1)

duced and directed by Walter McGraw and Ken MacKregor, each 15-minute program will be a dramatization of factual incidents. In addition to the dramatization, a number of vignettes in true "Believe It Or Not" style will be aired, the number depending on the length of the dramatizations. Courtney Benson will emcee, with Mr. Ripley appearing on the program several times weekly.

Burton M. Adams, co-ordinator of co-operative programs for NBC, reported the series has received the highest acceptance by stations of any co-operative program aired by the network in the last five years. A total of 100 stations are expected to clear time for the program. Among the stations to accept are: WOW, Omaha, Neb.; WOC, Davenport, Iowa; KSTP, St. Paul, Minn.; KSD, St. Louis, Mo.; WIRE, Indianapolis, Ind.; WMAQ, Chicago, Ill.; WRC, Washington, D. C.; KDKA, Pittsburgh, Pa.; WTAM, Cleveland, O.; WSyr, Syracuse, N. Y.; WBZ-WBZA, Boston, Springfield, Mass. and WNBC, New York.

NBC reports two sponsors have already been picked up for the program, one by KOA, Denver, Colo., the other by KOH, Reno, Nev.

## RWG Announces Awards For Radio Technicians

New kind of annual award is announced by the Radio Writers Guild by which it will present small golden microphones to radio craftsmen who, working as a team, play anonymous roles in putting a program on the air. According to Peter Lyon, RWG's eastern region veepee, the best technicians of radio, other than writers, will receive recognition as well as the best programs in a variety of categories.

Nominations will come from a poll confined entirely to the industry, including stations, networks, agencies and radio unions. Awards for 1947 will be presented next Fall to sound men, engineers, musical conductors, directors, actors and actresses judged to be the best in the field. A top award will also go to the individual or organization, commercial or non-profit, that the radio industry and the RWG consider to have made the greatest contribution to radio during the year.

## AVC Names Radio-ites

Robert Bragarnick, supervisor of research for Ted Bates agency, is the newly elected chairman of the Press, Advertising and Radio chapter of the American Veterans Committee. Other officers elected include Hal Davis, Kenyon & Eckhardt publicity director, 1st vice-chairman; Peter Witt, 20th Century-Fox assistant producer, 2nd vice-chairman; Jane Barton, radio publicist, secretary, and Vic Sack of Radio Production Service, treasurer.

# COAST-TO-COAST

—MONTANA—

**G**REAT FALLS—KFBB, suspending a microphone over Gordon Miller's bed at his home, recently broadcast a special radio Boy Scout Court of Honor when Gordon, due to an attack of rheumatic fever, was unable to attend the regular Court of Honor where he was to have received the Eagle Scout Award, highest honor in scouting. . . . **MISSOULA**—Proudest sportscaster at KGVO is announcer, Warren Mead, whose wife, Mary, recently presented him with a nine-pound baby girl. The Meads titled their initial selection "Martha" and report that she "modulates extremely well."

—TEXAS—

**ODESSA**—Clarence M. Garnes, assistant manager of KRIG, will leave to assume duties as manager of KSEK, Pittsburg, slated to take the air on June 1. . . . **FORT WORTH**—"Let's Talk Sports" is the title of a new series of quarter-hour programs being aired three times a week over KGKO. The program features John McLane, who interviews personalities in southwest sports. . . . **SAN ANTONIO**—Ernest Pratt, a member of the Southwestern Horse Breeders' Association, has joined KISA as its farm director. . . . **TYLER**—The Rose Capitol Broadcasting Co. has been granted license by the FCC to operate a new standard broadcast, 1000-watt station, which runs on 1530 kilocycles.

—MASSACHUSETTS—

**BOSTON**—Wendell A. Davis, WBZ publicity representative and former lieutenant (j.g.) in the U.S. Naval Reserve, has been ordered to active duty as public information officer, co-ordinating promotional activities in the Greater Lynn area, in preparation for the Naval Reserve Week Recruiting Drive which will be held May 18-25. . . . **HAVERHILL**—Al Taylor, formerly with WCAU, NBC and CBS, has become program director of WHAV. . . . **HOLYOKE**—A new radio series, "Horizons Unlimited," has been launched over WHYN by students of Smith College. The series is devoted to the experiences of foreign students here and in their own countries, with scripts written, produced and acted by students in the Smith College Theater Department.

—NEW YORK—

**BUFFALO**—WEBR, in moving to 970 kilocycles and increasing its power from 250 to 5000 watts, has also increased its staff. The new additions are Sherman Wright, announcer; music librarian, Rita Connors and David Francis Leopold, newest addition to the promotion department. . . . **ROCHESTER**—WRNY has signed an exclusive contract for broadcasting play-by-play baseball games with the Rochester Red Wings of the International League. . . . **SYRACUSE**—The Syracuse University Chorus, which created the first major musical event for WSyr-FM when they presented the Brahms Requiem, recently treated the station's listeners to Prokofiev's piano Sonata No. 3, played by Harold Powers, and other musical selections under the leadership of David Blair McCloskey, director of the group.

—INDIANA—

**FORT WAYNE**—Prompted by the high accident and fatality rate in this area, WGL, through its publicity department, recently began a new safety program called, "Death Rides the Highway." Material for this program will be based on actual traffic accidents which have occurred in recent weeks. . . . **INDIANAPOLIS**—George C. Biggar, general manager of WIBC and chairman of the Association of Indiana Broadcasters, recently announced the first annual radio scholarship awards to Junior students enrolled in Indiana colleges and universities. One hundred dollars will be awarded to each of three students displaying evidence of the greatest proficiency in radio announcing and newscasting, specialty program writing and broadcasting or original script and continuity writing.

—CALIFORNIA—

**OAKLAND**—"Putter Patter," a column of golfing activities, appearing in the Oakland Tribune, recently made its debut on KLX. Tribune golf editor, Ed Schoenfeld, acts as emcee on the weekly program. . . . **ONTARIO**—Floyd Hall, formerly affiliated with the Goodyear Aircraft Corporation center of the U. S. Navy Bureau of Aeronautics, has been added to KOC's staff as chief engineer. . . . **SAN FRANCISCO**—Elpidio Quirino, vice-president and minister of foreign affairs of the new Philippine Republic, was interviewed recently by KPO's newscaster Clarence Leisure on the first portion of the "Woman's Magazine of the Air."

—OKLAHOMA—

**OKLAHOMA CITY**—Bruce Palmer, veteran newspaperman and WKY news director, now emcees a new program on that station entitled, "The Editor Speaks." This show features Oklahoma newspaper editors and their editorial opinions on material which WKY selects from the editorial columns of state newspapers. A guest editor appears each week. . . . **TULSA**—Gustav K. (Gus) Brendborg, commercial manager at KVOO, was among the outstanding advertising executives who took over part of the leadership chores at the Radio Sales Training Seminar, recently held in Dallas.

## "Here's To Veterans" Now On 1,000 Stations

Washington Bureau, **RADIO DAILY**  
Washington—More than 1,000 stations now are airing the Veterans Administration's recorded series, "Here's to Veterans," according to Charles E. Dillon, chief, radio division, public relations service of the V. A. It is believed this is a record in radio station acceptance of Government recorded programs.

"Here's to Veterans" features 15-minute "capsule" versions of top "name" network shows as a vehicle for informational messages to veterans regarding benefits provided by Congress. Three series of 13 programs each have been produced thus far and production of the fourth is under way.

## New VA Show Series To Be Ready This Month

(Continued from Page 1)

Abner," "Abbott and Costello," "Great Gildersleeve," "Gene Autry Show," "Kenny Baker Show," "Dennis Day Show."

The VA's branches will display the last seven shows to stations or about July 7th. The last half of the fourth series adds the following network headliners to an already long list: "Baby Snooks Show," "RCA-Victor Show," "Kraft Music Hall," "Vaughn Monroe Show," "Truth or Consequences," "Durand Moore Show," and "Joan Davis Show." Each disc contains straightforward information to veterans and their families, on where and how to obtain the civilian readjustment benefits provided by Congress.

Dillon said that there are now 1005 radio stations broadcasting VA's transcribed 15-minute "capsule" versions of top "name" network programs, adding that the Veterans Administration was grateful to its sponsors, agencies, AFM, AFRA, and the Advertising Council for the donated services in making the tire four series of 13 programs possible.

## Boston Broadcasters Aid Move To Kill Tax Bill

Boston—A proposed bill, sponsored by Representatives Thomas Gray (R) of Springfield, and Philip Howard (R) of Westminister, Mass., which would have levied a tax on newspaper publishers, magazine publishers and radio stations, was killed by the Legislature's Revenue Committee in Boston.

A number of representatives of publishers and broadcasters appeared before the committee in opposition to the proposal, terming it "unjust and discriminatory."

The bill would have levied a tax of one cent a copy on all newspapers, two cents on all magazines and ten per cent on the gross income of radio stations. It was estimated Rep. Gray that the newspaper would yield \$36,000,000, the radio \$25,000,000 and the magazine tax \$400,000. He said that the publishers' concerns and radio stations would not "suffer from this taxation because it would be deducted from their Federal tax."

Harold Fellows, general manager of WEEI, Boston, said that the measure would discriminate against one industry, and that the income from the proposed tax on radio stations would not be as high as estimated.

IN CLEVELAND IT'S

# WHK



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 30

NEW YORK, MONDAY, MAY 12, 1947

TEN CENTS

## Plan Chicago Tele Relays

### Daytime Interference Studied By The FCC

Washington Bureau, *RADIO DAILY*  
Washington—The FCC over the week-end ordered a hearing on the entire question of daytime station interference with full-time clear channel stations.

Meanwhile, the Commission put a temporary freeze on pending applications seeking daytime or limited time operation on 1-A or 1-B clear channels. Action on these applications will be deferred until the hearing is concluded and "a decision is announced."  
(Continued on Page 6)

### "Town Hall" Will Discuss State Dept. Shortwave

The future of the State Department's shortwave broadcasting will become the subject for discussion on America's Town Meeting over ABC from Brooklyn on Thursday at 8:30 p.m., EDT. Subject to be discussed will be "Should We Continue the Voice of America Broadcasts?" Speakers will be Carl A. Hatch, (Dem. of N. M.), member of the Senate Foreign Relations committee; Rep. John Tabor, (Rep., N. Y.), chairman of the House  
(Continued on Page 6)

### WHOM Plans Expansion With New Power Increase

WHOM, just granted a power increase by the FCC, plans to broadcast with 5,000 watts both day and night starting early in the Fall. Station now operates with 1,000 watts by day and 500 at night and hopes to hike its power increase by Labor Day. A new transmitter and towers have been ordered from Western Electric Co.,  
(Continued on Page 4)

### Son By Proxy

Thirty New York mothers visited Radio City Music Hall yesterday as guests of Bill Berns, of WOR's "While Berns Rooms," who played proxy son to the group for the day. Mothers were selected from the listening audience of the radio show and they attended a performance of "The Egg and I," currently playing at the big Rockefeller Center Theater.

### Spot Campaign

M-G-M is currently using spot announcements on 90 stations in 45 cities, according to Howard Dietz, vice-president and advertising, publicity and exploration director of the company. Dietz stated that "Gallant Bess," "The Yearling," "Sea of Grass" and "It Happened in Brooklyn," currently being shown, are all subject to special exploitation.

### McClure Elected Pres. Of Amer. Tele Society

Don McClure, director of television for N. W. Ayer and Son, has been elected president of the American Television Society for the 1947-48 year, succeeding George Shupert, Paramount video exec, who was elected a member of the board of directors.

Herbert Taylor, sales manager of the transmitter division of Du Mont,  
(Continued on Page 2)

### Radio For Pix Publicity Urged On Theater Men

Arrowhead Springs, Calif.—Greater recognition of the value of radio in film exploitation and publicity was urged upon the Paramount theater partners Friday by Curtis Mitchell, the company's publicity and advertising director, at their meeting with Paramount executives here. Mitchell pointed out that radio  
(Continued on Page 4)

### Set Wide Radio Coverage For 'Air Attack' On N. Y.

Surprise aerial "attack" on New York City now scheduled for Friday May 16, at 12:15 p.m., and no longer a "surprise," which will involve a possible 125 AAF B-29's over the city, will receive top-flight coverage by networks and key stations at least. Provisions for radio and press coverage direct from one or more of the planes will supply ample material, with General George Kenney, leading the squadrons, available for pickup

### WBKB's One-Way Link To South Bend Seen Forerunner Of Video Web; Follows West Coast Setup

### Miller, Midwest Execs. Address Chicago NAB

Chicago—Government control, employer-employee relations and other problems that are giving radio a king-size headache were given a straight-from-the-shoulder going over at the sessions of the NAB Area D meeting the latter part of last week at the Palmer House. Attendance at the meeting was far ahead of that of last year. Arrangements were in charge of Leslie C. Johnson, of Rock  
(Continued on Page 7)

### FCC Grants 5 AM-CPs; Okays WDAS Transfer

Washington Bureau, *RADIO DAILY*  
Washington—Five new AM stations have been granted licenses, the FCC announced on Friday. They include: Donald W. Reynolds, KFSA, Ft. Smith, Ark., operating on 950 kc.,  
(Continued on Page 6)

### British Theater Tele Will Get Fall Tryout

Experimental theater television in three or four situations will begin sometime this fall, J. Arthur Rank, British cinemagnate, disclosed to the  
(Continued on Page 2)

Forerunner of a midwest television network using relays is the announcement that WBKB, Balaban-Katz station in Chicago is completing the installation of a one way link to South Bend to carry the Notre Dame football games this fall and plans similar equipment for the handling of the home schedule of football games from Northwestern University, Evanston, Ill.

Captain Bill Eddy, manager of WBKB, a Paramount subsidiary, con-  
(Continued on Page 6)

### UN Faces Problem On Shortwave Radio

If Congress fails to appropriate funds to continue operations of the State Department's shortwave transmitters then the United Nations, which uses 11 of them, will also have to suspend its radio activities unless other facilities are provided. Although UN radio officials are hopeful that their daily broadcasts to Europe, Latin America and the Far East  
(Continued on Page 6)

### Radio Expansion Forecast By Soviet Union Official

Moscow—Over 100 stations are now operating in Russia and 28 more will be added by 1950, according to Konstantin Sergeichuk, Communications Minister. Soviet Union was reported  
(Continued on Page 4)

### Pre-Game Warmup

NBC has inaugurated a new service for baseball fans on hand for telecasts of all home games of the New York Giants. In cooperation with the Giants, NBC shows pre-game films of all players in each day's lineup as provided the web by manager Mel Ott. WNBT has an extensive library of films showing members of the Giant squad.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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JACK ALICOATE, publisher of RADIO DAILY, has arrived on the West Coast to attend the Variety Clubs' convention.

FRANK OXARART, in charge of West Coast network sales for CBS, has left by plane for Los Angeles following a series of sales conferences in New York.

SAUL HAAS, owner of KIRO, Seattle, an affiliate of the Columbia network, was a visitor late last week at the offices of the web.

DICK KOLLMAR is back from Bermuda. On Wednesday he'll resume the title role in the "Boston Blackie" series over WOR.

BERT LOWN, director of station relations for Associated Program Service, is back from a month of business-and-pleasure in Bermuda. He'll rest up for a while and then shove off on an extended trip, bestowing his ambassadorial good-will in 38 states of the Union.

FRANK SAMUELS, Pacific Coast sales manager of the American network, who had been conferring in New York with officials of the organization, left last Friday for his Hollywood headquarters.

MARK WOODS, president of the American network; JOHN H. NORTON, JR., vice-president of ABC in charge of stations, and IVOR KENWAY, director of advertising for the web, are expected back in New York today from San Francisco and Denver, where they conducted affiliate meetings.

DAVID SCHOENBRUN, special correspondent in Paris for CBS, is back in the French capital after a month of leisure on the Riviera.

MURRAY CARPENTER, vice-president of WPOR, American network outlet in Portland, Me., chatted for a while Friday with web officials at Radio City.

OLIVER DANIEL, Columbia network music producer and director, will return today from Chicago, where yesterday he handled the broadcast of the N. Y. Philharmonic Symphony.

STUART PERRY, formerly of the Armed Forces Radio Network and WW5R, St. Albans, Vt., has arrived in Plattsburg, N. Y., to take over his new duties on the announcing staff of WMFF.

CARTER RINGLEP, sales manager of KMOX, who visited at CBS last week, is back at his St. Louis office.



Quitting time

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per-dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

FINANCIAL

(May 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	8	8	.....
Am. Tel. & Tel.	165 3/8	164 5/8	165 1/8	.....
CBS A	24 1/2	24 1/2	24 1/2	- 1/4
Farnsworth T. & R.	6 1/8	6	6	- 1/8
Gen. Electric	34 1/4	34	34 1/4	- 1/4
Philco	25 1/4	25 1/4	25 1/4	.....
RCA Common	8 5/8	8 1/4	8 3/8	- 1/4
RCA First Pfd.	75	75	75	.....
Stewart-Warner	15 5/8	15 5/8	15 5/8	- 3/8
Westinghouse	24 7/8	24 1/4	24 1/4	- 1/4
Westinghouse Pfd. A.	99 7/8	99 1/2	99 1/2	+ 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 3/4	2 3/4	2 3/4	.....
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6	6 3/4
Finch Telo Comm.	6 3/4	7 3/4
Stromberg-Carlson	13 1/4	14 1/2
U. S. Television	1 1/2	2
WCAO (Baltimore)	38	.....
WJR (Detroit)	15	17

Johnstone Making Tour

G. W. (Johnny) Johnstone, director, radio department, public relations division, National Association of Manufacturers, leaves by plane tomorrow for his annual one-month "contact" visit to Pacific Coast radio stations and NAM regional offices. His itinerary includes stop-offs at Chicago (May 14 & 15); Portland, Ore., (May 20 & 21); Seattle, Wash., (May 22 & 23); San Francisco (May 26 through 29); and Los Angeles-Hollywood (June 1 through 11). He will attend the National Headliners meeting in Atlantic City, N. J., the weekend of June 13 and return to his New York NAM office on June 16.

McClure Elected Pres. Of Amer. Tele Society

(Continued from Page 1)

has been elected vice-president; Dian Dincin is secretary, and Archibald U. Braunfield is treasurer. New directors of ATS for the coming year, in addition to Shupert, are: Edward Sobol, NBC; Edward Stasheff, television director of the New York Board of Education and educational consultant at WCBS-TV; Charles Alicoate, Advance Television Picture Service; Charles J. Durban, United States Rubber Co.; Jack Levine; and Paul Mowrey, national television director of the American Broadcasting Co.

McClure has been a member of ATS for several years, and has been with N. W. Ayer since 1944. Prior to that he directed the Bob Ripley "Believe It Or Not" films, and was associated with Young & Rubicam and J. Walter Thompson. Shupert had served two successive terms as president of ATS.

Network Reps And RWG To Meet Friday, May 16

Network representatives, meeting with the Radio Writers Guild last Friday in a series of informal discussions pertaining to free lance writers, agreed to begin formal negotiations, at least within certain limits, starting next Friday, May 16. It is not known how far the situation may lead or to what length the networks may extend themselves but RWG officials are reported pleased by the present circumstance.

During the preliminary discussions of the last several weeks in which both sides have laid it on the line explaining their problems, a mutual understanding is reported to have grown up. Representatives of both sides have expressed recognition of the other's viewpoint. RWG has already submitted to the networks what it calls a "minimum basic agreement" which web execs are studying preparatory to further questioning at the meeting next Friday.

British Theater Tele Will Get Fall Tryout

(Continued from Page 1)

industry press upon his arrival here last Friday. Rank said that he has already asked the British government for a charter to transmit video programs into his theaters.

Once he gets the okay on that score, Rank added, he hopes to go ahead with his plans on Television City, originating point for his tele feed lines.

Rank said that he expected to visit R. N. Rauland, head of the Chicago television company of the same name. Rauland has American rights to the Baird System which is owned by Rank. Though there's no financial tie-up, Rank disclosed that he and Rauland exchange research information as well as patents.

New Application Rule

Washington—The FCC on Friday amended its rules to provide for speedier action on certain applications. Under the new amendment, a single commissioner may act upon requests seeking dismissal of pending petitions or petitions which contain requests which have become "moot." Previously the commission itself acted on such requests.

9 OUT OF 11 FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO KOCS REGULARLY. \* Survey figures available AM K O C S FM ONTARIO CALIFORNIA

IN CLEVELAND IT'S WHK



Where else has any... ever broadcast his own team's games? What sponsor could afford to pay a name figure like Crosby to do such a job? Name the man who could step into a broadcasting booth cold and do the expert reporting that Bing has done in his two flings at the job. Der Bingle did the sort of a job the fans like, good, accurate reporting of the action, frequent peating of the score, the number of men on the bases, the outs, the high and low and wide and inside pitches, interspersing a background of intimate chatter about the person... however, gave him a workout. ... he was obliging. ... During the seven-run fifth... outburst of his favorite... was sitting in front... microphone... "You... in... singer..."



Berle Supplies Comedy  
Crosby was flanked by Milton Berle, well-known comedian, who was here to do a benefit show last night. Between the two of them, they had the listeners on the air and those close by in stitches. The day... they... filed... for a 2-0 lead in the first... of the second game, Der Bingle went to the WWSW broadcast booth to bring his broad-luck, just as he did opening day. He... the trick worked... magic. ... ment he took... Rosey Rowswell. ... There was a tremor of nervousness in the famous voice at... but as Bing warmed up to... by-play account of the... quitted himself with... of the game

WWSW DER BINGLE

Crosby Goes  
At

THANKS TO DER BINGLE



**'Bing' Croons  
Bucs to Victory**  
Magic Voice Again  
Pulls 'Em Through

Pittsburgh had the most exciting opening baseball broadcasts in the country when WWSW began its fifteenth year of play-by-play reports on the Pirates — thanks to Der Bingle.

We always have a new reason to say it — when anything worthwhile happens in Pittsburgh, WWSW moves in. Whether it's special event or sports coverage, WWSW makes news and front page stories. We don't rest on our laurels or nap when a contract is signed. Winning the Variety Showmanship Plaque for sports broadcasts didn't lull us — so when N. W. Ayer & Son evaluated the best promotion of football broadcasts in the country, WWSW was again honored last winter with the first prize cup — even though we have been well established in Pittsburgh with 13 years of football broadcasts. Always first in Pittsburgh, we continue to be the magic carpet for listeners and advertisers — with more listeners per dollar. Ask Forjoe & Co.

Baseball Broadcasts Co-sponsored by the Atlantic Refining Co. and General Mills, Inc.

**WWSW**

Pittsburgh's Only 24-Hour, Independent Station  
& FM Affiliate WMOT



# CHICAGO

By NAT GREEN

MARY SOMERVILLE, director of school broadcasts for BBC, London, visited the WBBM-CBS studios last week to study the station's weekly program series "Student Overture," which is broadcast in co-operation with the Chicago Board of Education.

Gil Barry, ABC central division sales manager, announces that Lassie, the dog featured in Eric Knight's novel "Lassie Come Home," will make his radio debut over ABC in a new 15-minute program to be heard Sundays, 2 to 2:15 p.m., beginning June 8. Program will feature a series of fictional dramatizations built around the canine hero. Cast will include Lassie's trainer, Rudd Weatherwax, and several actors. Show is sponsored by John Morrell & Co. for Red Heart dog food, and will be heard over 162 stations for 52 weeks.

Colleen Moore was the "Mrs. Hush, Hush" whom Ralph Edwards failed to guess on last Sunday's Quiz Kids program, and for his failure Ralph got the consequences—a barrage of gooey pies.

Highway safety got a strong play recently on Chicago radio stations when Harry Hartz, former auto racing champion and now sales engineer with the Studebaker Corporation, guested on WLS's "Rural Mail Box," WMAQ's "Nightly Sports Review," WBBM's "On the Century," and on the June Baker program on WGN, in interviews emphasizing safe and sane driving.

ABC's central division bowling team won the media (radio-magazine publications) trophy award presented at the annual bowling banquet sponsored by the Chicago Federation of Advertising Clubs, for best team scores in tournament play at the conclusion of the season play.

## WHOM Plans Expansion With New Power Increase

(Continued from Page 1)

and work is expected to begin within a month.

The Generoso Pope station will also be moving into new quarters by the end of this year and a lease for the new space will be signed in about a week. Exact location has not been revealed but new studios will be located in midtown Manhattan. Station will house six studios, including one of auditorium size accommodating about 600 people.



## California Commentary!

Stemming from a recommendation made last year by Milt Samuel of Young & Rubicam, National Family Week (celebrated from May 4 through May 11) this year for the first time took cognizance of the vital part radio plays in influencing family life.

## Los Angeles

Ten family airshows have received merit citations based on a nationwide poll conducted by the Inter-council on Christian Family Life among its three organizations—the Federal Council of Churches of Christ in America, the International Council of Religious Education and the United Council of Church Women. The combined group represents 90 per cent of America's Protestants. The seed planted by Samuel bore rich fruit for his agency, with two Y & R shows, "The Adventures of Ozzie and Harriet" and "The Aldrich Family," ranking in the best-ten list. Other winners were "Fibber McGee and Molly," "One Man's Family," "Date With Judy," "Mayor of the Town," "Pepper Young's Family," "Life Can Be Beautiful," "Ma Perkins" and "The Greatest Story Ever Told". . . . Movieland execs amused at statement attributed to General Sarnoff of RCA which indicates lack of television interest in the motion picture industry. . . . They point to Paramount's television stations, KTLA in Los Angeles and WBKB, Chicago, and the company's experimentation with large screen video in New York.

★ ★ ★

Joseph Kearns, featured on the Mel Blanc show as "Mr. Colby," the explosive father of Mel's girl, has done so many roles of this type in his career that he is considering the organizing of an Irate Fathers Club for kindred real life fatherly souls. . . . Bernard Katz, music director of "Mayor Of The Town" and "Richard Davis—Investigator," has never repeated even a segment of any of his scores on any of his shows. A completely new score is written for each program. . . . The "What's Doin' Ladies" program recently emanated from the famous Los Angeles "Farmers' Market," with Emcee Jay Stewart airing laughs from milking cows and hog-calling contests. . . . Hattie Bilson, wife of George Bilson, RKO Radio producer, has just completed a book of short stories for children, entitled "Yummy, Yummy," which are designed to be read at meal times to induce youngsters to eat the food set before them. Already several record companies are interested in securing pre-publication rights.

★ ★ ★

Although "Dark Velvet," produced by Jim Hock's Creative Radio Prods., has been on CBS for only a few weeks, three prospective sponsors are showing much interest in it. The program features the soft, smooth, alluring voice of a new radio femme, whose identity is being kept secret. Dick Aurandt composes the music for the airer. . . . Judy Canova will become a comic-strip heroine with the July-August issue of "Boy Commandos," a National Comics publication. She is pen-and-inked into the series as a pal and co-plot-foiler of the popular young heroes. . . . Jimmy Dunn will appear as guest star with Jack Haley and Eve Arden on NBC's "Village Store" May 15 for the fourth time this season. . . . Art Gilmore, announcer of "Mr. and Mrs. Malone," is teaming with Harry W. McMahan to write, produce and narrate a series of children's educational records about history, music, art and religion.

★ ★ ★

James Newill, baritone star of "Hollywood Music Hall," starts building his new home in Rolling Hills this week in a spot that has the Pacific Ocean for a front yard. . . . Bob Corley, who portrays "Beulah," is compiling a book of original recipes taken from those that appear in the scripts of his program. . . . Jay Stewart, emcee of "What's Doin' Ladies," took his audience participation program to Wasco, Calif., May 9 to broadcast from there as part of the city's fortieth anniversary of its incorporation.

# SOUTHWEST

JACK NEILL has been named as director for the Madden-Eckert Inc., advertising firm of Dallas. Neill was formerly with The American Broadcasting Co.

The new tower for KERA, F. voice of the Dallas Morning News, has been completed atop the Mercantile Bank Bldg., in Dallas. The tower is 545 ft. from the street level.

The Bexar County Tuberculosis Association will present a week-long series of programs over KTSA, San Antonio each Tuesday. Airings are titled "The Constant Invader" and feature Lionel Barrymore as narrator. Programs are for a quarter-hour and have been set for a 12-week series.

Barclay Russell, formerly with KRIG, Odessa, has joined the announcing staff of KABC, San Antonio.

New series of daily half-hour Monday through Friday airings over KMAC, San Antonio are titled "Dust Discs." Program features tunes 20 years gone by and are selected from KMAC's 15,000 record library, some dating back as far as 1925, according to Tony Bessan, station's program director.

Ruth Norton, Dallas singer will fill guest vocalist on the "Mrs. Tucker Smile" program aired three times each week over the Texas Quality Network from the studios of WFAA (820) Dallas.

## Radio For Pix Publicity Urged On Theater Men

(Continued from Page 1)

served a special need especially in summer.

Mitchell told the Paramount theater partners that the company's revised radio policy was the culmination of 18 months of experimentation with a wide variety of radio aids for exhibitors. These aids include special song platters, recorded interview waxed talks by Paramount stars of beauty, domestic science and adventure and news scripts and features.

## Radio Expansion Forecast By Soviet Union Official

(Continued from Page 1)

as broadcasting news and other programs in 30 foreign languages in addition to 70 languages used by people in the nation. No announcement was made of the number of radio receivers in Russia but the minister said production had reached its prewar level.

ROBIN MORGAN—AGE 5  
Children's Record Jockey

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

IN CLEVELAND IT'S

# WHK

**★ THE WEEK IN RADIO ★**

**Miller Urges Evaluation of Criticism**

By **JIM OWENS**

NAB prexy Justin Miller urged broadcasters to make the best possible use of criticism leveled at the industry, thereby doing a better public relations job. Miller spoke at the NAB second district meet, which also heard F. H. LaGuardia, former Mayor of New York, warn against control of radio. . . . Robert Wezey, Mutual veepee, told Washington ad execs that broadcasters have never relinquished authority on program content, despite criticisms that effect.

Secretary of State Geo. C. Marshall dined with top industry execs to discuss OIC's "Voice of America" broadcasts. Meet followed House committee action to slash State Department funds. Ken Fry, OIC executive, ordered 29 million short-wave sets outside U. S. with 154 million potential listeners. Next day a new bill was offered the House for reduction of OIC's foreign broadcasts.

Heavyweight champ Joe Louis was defeated by KTLA for a series of eight exhibition bouts in Los Angeles. U. S. Rubber Co. will sponsor the telecasts. Bristol-Myers' "Party Line" retested set for WNBT following bow-out on WCBS-TV. . . . U. S. Supreme Court heard arguments re constitutionality of the Lea Act. Meanwhile, Frank Woods, ABC prexy, voiced his belief that an amicable settlement on the AM-FM-Petrillo argument would be reached soon.

Spot business continues on the increase, with soap and cigarette comedies leading the new business columns. . . . FCC cancelled hearings on FM rule changes. . . . Webs and programs aired heavy schedule of special Mother's Day programs. . . .

Walter Evans was elected president of Westinghouse Radio Stations, Inc.

ABC led the field in number of awards made at the Ohio State Radio Institute. Industry as a whole was praised for its "critical self-appraisal." . . . However, Radio panel voted four-to-one against stations adopting an editorial policy. . . . Ban on television antennas on rooftops was expected to be removed as TBA intensified efforts to come up with a plan satisfactory to realtors. . . . Broadcast Measurement Bureau has 50 subscribers signed thus far for the 1948 survey. . . . RCA's first quarter net was \$4,680,065—48 per cent over last year.

CBS launched first curtailment of tele activities since the color reversal. Web dropped live studio black-and-white for the moment and cut color research. . . . Associated Press announced formation of a radio department with Oliver Gramling as chief. . . . Phil Merryman resigned from the NBC network to open a consulting firm.

Networks reached long-awaited accord via new AFM and NABET pacts. Technicians granted about 9 and one-half per cent increase, musicians about 20 per cent. . . . FCC okayed 27 FM licenses and a new tele grant in Bloomington, Ind. . . . There are 47 disc jockeys currently operating on New York outlets, with Paul Whiteman the latest big-name to enter the field. . . . NBC will debut a new co-op show today featuring Bob Ripley of "Believe-It-Or-Not" fame. . . . Vets' Administration readying a new series of ETs this month.

**Start Construction Plans On New Bldg. For WMFJ**

Daytona Beach—Demolition of the building housing WMFJ and its FM outlet, WDBF, began last week preparatory to construction of a new radio center to house both stations. Ceremonies participated in by leading civic and business officials including Mayor Ernest L. Padgett and W. Wright Esch, station owner.

Ceremonies, which marked the 10th anniversary of WMFJ, were recorded and broadcast Friday.

**Radios For Vets**

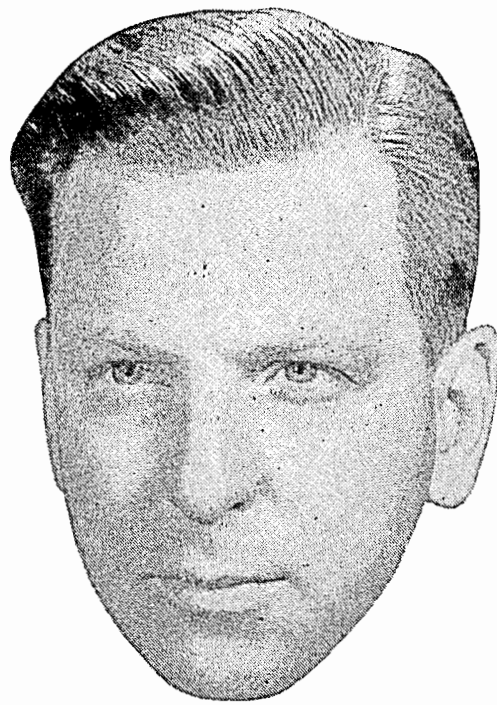
Last Friday, Don McNeill presented 40 radios in the name of Veterans Hospital Programs on his "Breakfast Club" broadcast from Vaughan General Hospital at Hines, Ill. McNeill is a member of the Radio Committee Veterans Hospital Programs.

**Chi. Tele Audience Survey Cues WBKB Legit Pickup**

Chicago—Television in this city made its first direct pickup from the stage of a legitimate theatre Sunday night, April 27, when WBKB cameras aired "Night Without End," from the Eighth Street Theater here. Move, which duplicates that of a BBC broadcast earlier this year in London, was the result of a preference voiced by the video audience here in a survey made by the Balaban & Katz station recently.

WBKB stepped up production of dramatic shows "as soon as first returns from the station's survey indicated an audience appetite for them," execs pointed out last week, and Capt. Bill Eddy, station's chief, instructed all directors to put additional such programs on their schedules.

"Night Without End," written and produced by George Bauerflend, a Chicagoan, and directed by Hope Summers, had Doris Carlett, Dick Lawrence, Bunny Kacher and Bill Perry in the leading roles. Beulah Zachary was field director for WBKB and Harry Birch and Art Kambs the cameramen handling the production.



**"Sample" ratings for the Fulton Lewis, jr. program**

Here are some recent local ratings for the Fulton Lewis, jr. program:

- WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVFD, Ft. Dodge, Ia. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.

Expanding Coverage for Expanding Mid-America  
**KCMO**

COOPERATIVE PROGRAM DEPARTMENT  
**MUTUAL BROADCASTING SYSTEM CO-OP**

1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.

## UN Faces Problem On Shortwave Radio

(Continued from Page 1)

can be continued by some means, they admit no answer is at hand now for the looming crisis.

One alternative would be the leasing of shortwave transmitters owned by networks and private broadcasters but this would require an increase in the UN's already strained budget. For some months the UN's telecommunications advisory board has been shaping up an outline for the United Nations own world-wide network but preliminary plans will not be presented to the General Assembly until next September. It is believed the huge project would require two years before it became a reality.

UN's temporary and makeshift network went into operation last Fall when it was loaned 11 transmitters by the State Department. It also uses two others owned by the Canadian Broadcasting Corporation in New Brunswick. If the State Department is forced to halt its broadcasting, the United Nations will be left with only two transmitters at its disposal, the two situated in Canada.

### Building "U. N. Newsreel"

Meanwhile, the "UN Newsreel," a quarter-hour daily broadcast, in English, beamed to foreign countries direct from United Nations headquarters, has been scheduled by two New York independent stations and one on the west coast. Program, a digest of the day's happenings at the UN, is being carried in New York by WMCA at 10:45 p.m., nightly with the station receiving the program by direct wire from the U. N. WQXR does a transcribed rebroadcast of the show at 11:30 a.m., the next morning. The program is sent to the Far East via San Francisco transmitters every night at 7:30 p.m., local west coast time, when it is available to any coast stations who will install a line. KFWB, Hollywood, is taking the program off the line, starting today, Monday, and will broadcast it at 8 p.m.

## Guest Relations Departure

A novel broadcast has been planned by NBC on May 19, to permit employees and their families from the Northern New Jersey plants of E. I. du Pont de Nemours & Co., Inc., sponsors of "Cavalcade of America" to see a broadcast of the show. Three showings will take place, a dress rehearsal and two broadcasts, exclusively for the employees. Joseph Cotten will be starred in a dramatization of an incident in the life of Abraham Lincoln.

### EVERYBODY NEEDS DUNCAN'S

#### Radio—Electronics DICTIONARY

Absolutely invaluable to  
all members of the industry  
Send \$1.50.

Radio Electronics Publishing Company  
Box RD, 15 Park Row, N. Y. 7, N. Y.

## Set Wide Radio Coverage For 'Air Attack' On N. Y.

(Continued from Page 1)

both the live and recorded programs. Seavey will also cover the rendezvous over Washington and Baltimore.

NBC has assigned Bob Reuben, recently returned from the Byrd expedition to broadcast from his vantage point in his plane at the time the planes fly over the city. Additional features of coverage are being considered.

CBS, according to Joe Wershba WCBS news editor, will cover the maneuver with a complete staff doing both recordings and on-the-spot broadcasts from airplanes. General Kenny will also be picked up as warranted.

ABC plans an extensive setup to cover all angles of the simulated attack, originally designed to make the citizens conscious of such possibili-

ties. In addition to assigning men aboard planes, ABC-WJZ will have a reporter stationed atop the RCA building, giving a word-picture of the "attack," while another reporter will do a man-in-the-street series of interviews to get the reaction of the average citizen. Take-off at an out of town airbase will also be covered as well as the "defense headquarters." ABC will also cover the flight of General Kenny in a helicopter which he will make after his plane lands at a nearby field and he takes off for City Hall.

More than 1,000 crewmen will be in the air over the city with the flight formation practically covering the width of the city and at least half of Manhattan Island or more will be covered by the length of the formation.

## Daytime Interference Studied By Commission

(Continued from Page 1)

nounced." The hearing will begin on June 2.

The FCC said it will announce its decision as "soon as possible" after the hearing ends "so that the processing of such applications may be resumed at the earliest possible date."

Numerous affidavits have been filed with the Commission alleging that "serious" interference is resulting to the daytime service area of stations operating on clear channels as a result of skywave transmissions from class two stations operating daytime on such frequencies which the Commission has authorized.

### Several Appeals Taken

Several appeals from Commission decisions granting limited operation on clear channels have been taken to U. S. Court of Appeals here. In one such appeal, the Court ordered a stay in the effectiveness of a CP issued by the Commission.

The Commission said the clear channel broadcasting service would be a party to the hearing. Any other interested parties may appear and participate in the hearing by filing written appearance notice on or before May 26.

The Commission said there were approximately 248 applications on file for day time or limited operations on 1-A and 1-B clear channels. Applications include 76 for 1-A channels; 105 for 1-B channels and 67 for foreign 1-A channels. There are a total of 308 stations now operating daytime or limited on these channels. This includes 70 stations on 1-A channels; 121 on 1-B channels, and 117 on foreign 1-A channels.

### Stork News

A son, their second child, was born last week to Mr. and Mrs. Spencer Hare, at the Bronx Lebanon Hospital. The child will be named Gary Hugh. Father is New York publicist and script writer.

## FCC Grants 5 AM-CPs; Okays WDAS Transfer

(Continued from Page 1)

one kw., daytime; Great Falls Broadcasting Co., KXLK, Durham, N. C., operating on 1400 kc., 250 watts, unlimited; Robert R. Thomas, Jr., WOAY, Oak Hill, W. Va., operating on 860 kc., 250 watts, daytime; Radio Roanoke, Inc., WROV, Roanoke, Va., operating on 1490 kc., 250 watts, unlimited; Billy Averitte Aurie, KEBE, Jacksonville, Texas, operating on 1400 kc., 250 watts, unlimited.

The FCC also granted consent to the transfer in control of WDAS, Philadelphia, for a consideration of \$485,000. Under the transfer, all of the 500 shares of issued and outstanding common voting stock goes to William Golden Theaters, Inc. Transferers were Alexander and Cecil L. Naumburg.

## Maj. Gen. Ingles Elected President Of RCA Institutes

Major Gen. Harry C. Ingles, who served as chief signal officer of the U. S. Army for a major part of the war, has been elected president and a director of RCA Institutes, Inc., it was announced by David Sarnoff, president.

As chief signal officer, Ingles was responsible for the Army's world-wide communication system, the supply program of communication and electronic equipment for the Army, as well as the Signal Corps' research and development program. For his achievements in this duty, Ingles was awarded the Distinguished Service Medal, the Oak Leaf Cluster, in addition to decorations from allied countries.

RCA Institutes, Inc., is said to be the oldest technical training school in the field of radio and electronics in the United States. Located in New York City, its current enrollment totals 1350 students, 70 per cent of whom are veterans of World War II.

## Tele Relays Planned By WBKB, Chicago

(Continued from Page 1)

firmed reports that construction is in its final stages which will include Michigan City, New Carlisle, South Bend, all in Indiana with the station's transmitter in the Chicago loop. This link will make it possible for WBKB to televise all the Notre Dame home games including the Army-Notre Dame classic this year.

The development of VHF links in Chicago by WBKB are the result of successful experimentation with the type of transmission by KTLA, a mount outlet in Hollywood, indicating that the motion picture production company sees prospects of relay stations using relay stations. Both stations have relay links installed at important special centers in Chicago and in Los Angeles and have successfully produced television pictures with this type of transmission.

While Paramount spokesmen declined to comment on the extent of their relay planning it is known they consider this type of system more economical than the use of coaxial cables.

## "Town Hall" Will Discuss State Dept. Shortwave

(Continued from Page 1)

Appropriations committee; Frank Waldrop, executive assistant to the publisher of the Washington Times Herald and Ralph E. Gill, editor of the Atlanta Constitution. George Denny, Jr., will preside as moderator.

## Jack Benny Show Leads Coast Program Popularity

April "Pacific" network program in point of popularity were led by Jack Benny, in the first 15 with 34. Hope and Red Skelton in second and third place. Benny led with a 10.1 rating over Hope, according to the Hooper report for the month. Benny's former hitting 38.3. Walter Winchell followed Skelton, while others included: Charlie McCarthy, Tom McGehee & Molly, Screen Players, Fred Allen, The White and others.

Other figures as to evening service, average available homes in the evening as well as daytime, were reported as slightly lower than in the previous report, more or less considered a seasonal decline.

Send Birthdays  
Greetings To —  
May 12

John Barclay Jack Jenn  
Marie Keith Scrappy Lamb  
Maurice Hershaff Harry Smith  
Elayne H. Fox



PROMOTION

KRIS "Quiz Kid" Contest
tion KRIS, Corpus Christi, Texas
gone all-out on behalf of the
"Kid" contest. Via folders,
s, posters, personal interviews,
d promotion, etc., station has
up with slogan "Make A Texas
er Win," using same as station
announcement. Contest is
to any child, from the first grade
gh the senior year in high
d, to recommend one or more
ers. Child submits a letter on
Teacher Who Has Helped Me
and winning letter will get
in cash, with \$50 being awarded
cond best letter and \$10 for the
100 best and \$1 to the next 500
ted. Winning teacher will be
ded \$2500 to be used for ad-
ed study in any college or uni-
ty and winners of second, third
fourth places will receive \$500.
Paul Witty, professor of educa-
at Northwestern University will
the committee of judges of the
Teacher Contest." Assisting
are Dr. Willard Olson, professor
ducation and psychology, and di-
er of Research in Child Develop-
ent at the University of Michi-
and the Rev. Philip S. Moore,
of the Graduate School of
e Dame University.

NBC "Spotlight" Series
e National Broadcasting Co.,
ssued the first in a series of
older brochures on their "Spot-
" series which show the wide
ety of entertainment available
g NBC syndicated shows. First
is series concerns dramatic pro-
s and highlights five outstand-
NBC drama shows available to
ts. Folder is carried out in
n, black and white, containing
riptive copy concerning the
s, with a convenient tab which
mits the filing of the folder in
abinets for handy reference. A
rn business reply card accom-
es the folder for use by the
it in requesting audition records,
s and presentations of the se-

Spot Promotion
stcards announcing Barbarossa
: spot schedule on WHBC, Canton,
b, for Red Top Brewing Co., Cin-
ati, have been sent to 1200 retail
ets by the station's Dealer Co-
ation Dept. Card pictures WHBC's
d Neighbor Mike character at a
e and a cut of the Barbarossa
r bottle. Message on card states:
avorite Label on the Table—Your
tomer Hears About Barbarossa
r—WHBC—Good Neighbor Mike
s and Sells!"

IN CLEVELAND IT'S
WHK

Miller And Midwest Officials
Address Chicago NAB Meet

(Continued from Page 1)

Island, Ill., District 9 director, and he
left nothing undone to provide a pro-
gram that gave the delegates an op-
portunity to get the most good from
it.

First talk on the agenda was on
public relations. Les Johnson, pre-
siding, introduced Clarence Leich of
WGBF, District 8; F. Van Konynen-
burg of WTCN, District 9, and Merrill
Lindsay of WSOY, District 9, who
were on the public relations panel,
and a general discussion ensued.
Principal talk was made by Lindsay,
who warned of the danger that faces
radio in the abridgment of free
speech. He also quoted an editorial
from a downstate Illinois newspaper
which characterized radio as a "200-
pound moron."

Dr. Kenneth Baker, NAB director
of research, gave an informative talk
on the NORC survey and research,
accompanied by colored slides.

The meeting was featured by an
off-the-record session for the discus-
sion of employer-employee relations,
in which Richard P. Doherty, NAB
director of employer-employee rela-
tions, gave some illuminating facts
and pertinent suggestions. A general
discussion, also off-the-record, fol-
lowed.

Edgar Bill, Glenn Snyder and Har-
old Fair discussed "Programming and
Standards of Practice," and were fol-
lowed by Hon. Justin Miller, NAB
president, who spoke briefly on the
same topic. "The people will be the
final arbiter in programming," Judge
Miller declared. Asked if a code of
standards could be adopted, he re-
plied that he was hopeful it could
be. A committee appointed to draw
up such a code has the text all set,
he said, and will submit it to the
NAB board at its next meeting. One
of the delegates suggested that what
is needed is a list of bad practices.
Harold Fair agreed that such a list
would be of value, but he suggested
that a code of standards be estab-
lished that will be somewhere be-
tween ideals and practicality.

A sales managers' session also was
held, with Harry Betteridge of WWJ,
District 8, and Odin S. Ramsland of
KDAL, District 11, participating, with
the principal talk being made by
Frank E. Pellegrin, NAB director of
broadcast advertising. Pellegrin ex-
plained in detail the various surveys
contained in the booklet "It Pays to
Know Your Radio Audience."

The registration, as compiled up to
noon, Thursday, included:

Robert C. Adair, WJOB; Charles E. Aherns,
United Press; G. F. Albright, WKBV; Dr.
Victor J. Andrew, Andrew Co.; John R. At-
kinson, WHBU; Kenneth H. Baker, NAB;
Harry Bannister, WWJ; Ted Baughn, WPAG;
Walter Beadell, Jos. Hershey McGillvra, Inc.;
Dan C. Belsel, WJPG; Harry Betteridge,
WWJ; George C. Bizgar, WIBC; Edgar L.
Bill, WMBD; Pierre Boucheron, WGL; R. L.
Bowles, WJOL; Edward H. Bronson, WJEF;
Joe Bunting, WJBC; Dick Burnett, WSOO;
Robert J. Burow, WDAN; Don Burton,
WLBC; James W. Blackburn, Blackburn-
Hamilton Co.; George P. E. Caesar, Jr.,
WOSH; Charles C. Caler, WMBD; Frank C.
Chizzini, NBC; Paul Clark, RCA; Charles R.
Cook, WJPF; George R. Cook, WLS; Maurice

Corken, WHBF; C. Russell Cox, Andrew Co.;
W. F. Craig, WLBC; Allan Curnutt, WOSH;
Howard Dahl, WKBH; Warren G. Davis,
WSUA; Harold Dewing, WCVS; R. P. Doherty,
NAB; David W. Dole, C. E. Hooper, Inc.;
Mark H. Donaldson, WTMV; W. Ward Dor-
rell, C. E. Hooper, Inc.; Mel Drake, WDG;
Willis F. Dunbar, WKZD; Bradley R. Eld-
mann, WAAF; Walter L. Emerson, WENR;
Harold Fair, NAB; Sam Fantle, Jr., KELO;
Hugh Feltis, BMB; John E. Fetzer, WKZO;
F. E. Fitzsimonds, KFYR; George T. Frech-
ette, WFHR; Albert B. Gale, WEXT; Milton
L. Greenbaum, WSAM; Nat Green, Radio
Daily.

Gus Hagenah, Standard Radio; George R.
Hahn, KSOO; Joe Hannie, WJBC; Ralph S.
Hatcher, CBS; Carl Haverlin, BMI; Morton
Henkin, KSOO; Oscar C. Hirsch, WKRO; Ed-
ward Hoffman, WMIN; Dick Holloway,
WTRC; A. F. Hopkins, WJEF; Herb Hollis-
ter, KBOL; Myles H. Johns, WOSE; H. A.
Johnson, WIBA; Les Johnson, WHBF; Joseph
W. Jordan, WKMO; Francis M. Kadow,
WOMT; A. W. Kaney, NBC; O. J. Kelehner,
WKNX; Bob Keller, R. S. Keller, Inc.; Oliver
Keller, WTAX; J. B. Kirby, WSOL; Wm. S.
Knapp, WKMO; Kirk Knight, WKMH; Fred
A. Knorr, WKMH; Walter Koessler, WROK;
E. J. Korsmeyer, WLDS; Worth Kramer,
WJR; Don D. Kynaston, WMBD.

Ben A. Laird, WDUZ; C. Howard Lane,
WJJD; John D. Langlois, Lang-Worth; Clar-
ence Leich, WGBF; Dalton LeMasurier,
KDAL; Harry R. LePoidevin, WRJM; Mer-
rill Lindsay, WSOY; Maury Long, Broad-
casting Mag.; Sherwood Lorenz, WOSH; O.
W. Lyerla, WJPF; C. Bruce McConnell,
WISH; Robert B. McConnell, WISH; A. M.
McGregor, WJBC; Gladys M. McGrew,
WTAX; James A. Mahoney, Mutual Broad-
casting; Manny Marget, KVOX; A. L. Marlin,
BMI; Col. Wm. J. Mather, Andrew Co.; John
F. Meagher, KYSM; Ben Meyer, Assoc. Press;
Carl H. Meyer, Andrew Co.; Justin Miller,
NAB; Frank R. Mills, WPWS; John F.
Murphy, Burn-Smith Co.; Harold J. New-
comb, WRJN; Earl Norden, WHDF.

Paul A. O'Bryan, Daw Kohnes & Albert-
son; John W. O'Harrow, WKZO; B. W. Olin,
Jr., WQUA; Maurice Owens, WROK; Walter
Patterson, WKMH; Albert W. Payne, WHDF;
L. G. Pfefferle, WCVS; Frank E. Pellegrin,
NAB; Angus D. Pfaff, WNMP; Robert W.
Phillips, WSAM; W. A. Pomeroy, WILS;
Stanley R. Pratt, WSOO; Fred J. Prender-
gast, WTMV; Odin S. Ramsland, KDAL;
Henry E. Rhea, WHOW; Keith Rhea, WHOW;
G. P. Richards, WHBL; Robert K. Richards,
NAB; O. E. Richardson, WJOB; Naylor Rot-
ters, Keystone Broadcasting System; Fred W.
Sample, Broadcasting Mag.; Jalte Scherer,
WHBF; K. F. Schmitt, WIBA; Jack Sexton,
KNOX; Joe Spring, WASK; Burt Squire,
BMI.

Abbott Tessman, Capitol Transcriptions;
Mims Thomason, United Press; Warner C.
Tidemann, KATE; Robert R. Tincher,
WNAX; Owen F. Uridge, WJR; F. Van
Konynenburg, WTCN; Fred W. Wagenvoerd,
WKBZ; James A. Wagner, WHBY-WTAQ;
Paul Wagner, WCSI; John M. Walter,
WJPG; Lyle Warrick, WSUA; Brooks Wat-
son, WMBD; Pierre Weis, Lang-Worth; Ralph
Wentworth, BMI; W. C. Wester, WMUS; Edward
A. Wheeler, WEAW; James F. White, An-
drew Co.; Rolfe R. Williams, KSOO; Thomas
W. Wilson, Dow, Lohner & Albertson, Leo
Zabellin, Variety Mag.

Warner Pictures Buy Spots
For "Cheyenne" Premiere

An intensified spot campaign will
be launched by Warner Brothers
Pictures, Inc., in the Rocky Mountain
region for the world premiere of
"Cheyenne" at Cheyenne, Wyoming,
on May 22, and for subsequent en-
gagements in cities and towns of that
region. The movie company placed
an order for 1,500 pressings and have
recorded five 30-second spots on a
single record. Dennis Morgan, Jack
Carson and Janis Paige participated
in making the spots.

AGENCIES

KEITH KIGGINS, who resigned as
vice-president of ABC in Janu-
ary, has returned from an extended
vacation in the Bahamas and has en-
tered private practice as consultant
on management, financing, appraising,
and industrial problems of radio and
broadcasting. He has opened offices
as Keith Kiggins & Co., at 527 Lex-
ington Avenue, New York.

LYSBETH TEE BLANKENSHIP
has joined the copy department of
William Esty & Company, Inc. Miss
Blankenship was at one time asso-
ciated with a Texas newspaper and
more recently with the Compton Ad-
vertising, Inc.

FOOTE, CONE & BELDING, Inc.,
has named M. P. Franceschi to the
post of general manager of the agen-
cy's New York office.

GEORGE RICH III, formerly ac-
count executive with Decora, Inc., has
assumed similar duties with the Olian
Advertising Company, Chicago office.

ALFRED R. BECKMAN has joined
Cecil & Presbrey, Inc., as a radio
time buyer. He was formerly busi-
ness manager and time buyer of the
radio department at Buchanan & Co.,
and sales service manager of the
American Broadcasting Co.

HMMMM—
LET ME SEE
YOUR TONGUE

Baltimore, Md. The only people
who don't take the advice of the
Baltimore Health Players (a
weekly WFBR drama on good
health — long-time sponsor —
the City Health Department of
Baltimore) are the actors on the
show. A few years ago, the
central character gave a lot of
good advice on typhoid inocula-
tion for those going away for the
summer. Then he went away for
the summer and got typhoid. He
forgot to take his own advice!

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

# COAST-TO-COAST

## —ALABAMA—

**BIRMINGHAM**—Henry P. Johnston, managing director of WSGN, was elected to the board of directors of the NAB at the annual meeting of the 5th District. . . . **CLAYTON**—Delayed from March 1st, because of construction troubles, WJKW, owned by Ben Rath, recently began operations. The 500-watt station will carry AP news and local talent will be utilized as far as possible.

## —ARIZONA—

**PHOENIX**—Howard Pyle, program director of KTAR, has been invited to participate in a lion hunt in northern Arizona. Pyle intends to accept the invitation and take along a wire-recorder to pick up the results, if any, and air them over his future "Arizona Highlights" broadcasts. . . . **TUCSON**—With 1,000 watts power at 580 on the dial, KTSC has become a regional instead of a local AM station and is one of the key outlets of the Sun Country network, which is building stations at Phoenix and Yuma. KTSC-FM, with 3,000 watts power, will be the first frequency-modulation station in Southern Arizona.

## —IOWA—

**CEDAR RAPIDS**—40,000 Iowa farmers, with 64 plowmen in action at one time, recently vied for \$1,000 in prizes at the second annual National Clean Plowing Contest, co-sponsored by WMT and the Cedar County Farm Bureau. . . . **DES MOINES**—Betty Wells, of KRNT, attended the 17th conference of the Institute for Education by Radio in Columbus, Ohio. She served as chairman of a panel discussing local women's broadcasts. . . . **SHENANDOAH**—Twenty-six members of the women's division of the Des Moines Chamber of Commerce were guests of KFNF, which presented a special broadcast to highlight their visit.

## —WISCONSIN—

**MILWAUKEE**—While many people were still bewildered by the first recorded earthquake to hit Milwaukee on May 6th, WTMJ brought the Rev. Joseph Carroll, S. J., and the Rev. Vincent Flaherty, S. J., of Marquette University to Radio City to give a clear and accurate explanation to the questions everyone was asking about the quake. Father Carroll, head of the physics department at Marquette, has been noted for his studies in earthquakes and his work with the only seismograph in this area. . . . Ann Leslie, conductor of WISN's "Ann Leslie's Scrapbook," was honored recently at Milwaukee's Gen. Mitchell Field when she was presented with a rose bush flown in from Los Angeles and designated the "Ann Leslie Rose," by Lewis King, vice-president of the airline, at the ceremonies marking

the inauguration of American Airlines' service between the city and the West Coast.

## —TEXAS—

**BEAUMONT**—Newest southeast Texas station to take to the air is KPBX which operates with 1000 watts on 1380 kilocycles. Paul Beville, former WWL, New Orleans, sales manager is the station's manager. Production and programming will be in charge of Lynn Williams, former program manager for WKRG, Mobile, Alabama. . . . **SAN ANTONIO**—New KTSA program, beamed to pre-school children and proving very popular, is "Tunes For Tiny Tots." The show features announcer "Uncle Blue," dedications to requests sent in by the children themselves or their parents, little riddles to be solved, and recorded and transcribed music such as "Brer Rabbit and the Tar Baby."

## —DISTRICT OF COLUMBIA—

**WASHINGTON, D. C.**—Hollis Seavey, WOL production manager moves up to the post of director of special events, with Larry Frommer, WOL producer, moving into the spot formerly held down by Seavey. . . . Some person in or around the District of Columbia will soon be the owner of a new FM-AM Pilot radio receiver. All that individual need do is write a short winning letter, not exceeding 150 words, on "Why I would like to have a new FM receiver." Sponsor of the contest is WWDC and WWDC-FM. . . . **WINX** and **WINX-FM** have recently announced the promotion of three members of its staff to personality spots. They are Howard Williams, assistant chief announcer, who has taken over a new morning show of his own, "Band Stand"; chief announcer George Crawford, who will emcee a teen-agers program, "Record Party," and former chief announcer, Hugh Guidi, who has taken over the "Wake Up" spot, replacing Jerry Strong.

## Baker Named Chairman Of BMB Tech. Committee

Kenneth H. Baker NAB director of research was elected chairman of the Technical Committee of Broadcast Measurement Bureau at a meeting held last week at BMB headquarters in New York. Baker announced that he would soon appoint a sub-committee to work with John K. Churchill BMB director of research, in fully exploring the various means for determining listening frequency. Committee will consider several plans to provide a measurement of radio stations' average daily audiences.

## WQQW Power Increase

Washington—Today is a big day for WQQW, Washington's new good-music station. Daylight saving goes into effect, adding an hour to the station's music schedule, and at the same time the station ups its power from 500 watts to a kilowatt. Operating at 570 kc., station received power boost from FCC May 1st, rushing technical changes so power increase would coincide with longer hours.



# reach

# a

## Iowa's farms

are more numerous, better equipped, smaller than other U. S. farms. That's part of the WMTland market story revealed by the Iowa Development Commission.

# richer

## Some others:

Iowa farms are 91% radio-equipped as compared to 72.7% for U. S. farms as a whole. And cash receipts from farm marketing are over twice as large in Iowa as elsewhere.

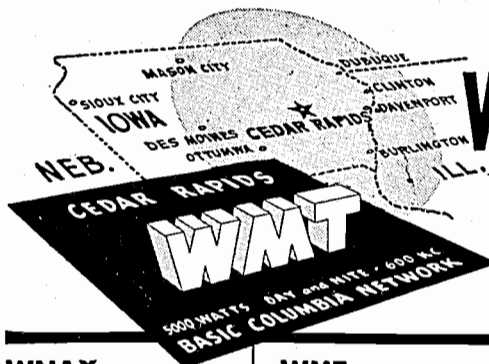
# market

# in

# Eastern

# Iowa

# with



## Mid-States Group

**WNAX**

Yankton-Sioux City

**WMT**

Cedar Rapids

**KRNT**

Des Moines

IN CLEVELAND IT'S

# WHK

# FCC Calls Tele Confab

## BMI Industry-Value Lauded At NAB Meet

Chicago—The availability of BMI music to stations saved the industry millions in fees during the year 1946 alone, Carl Haverlin, president, told the NAB Area D delegates at a comparatively mild closing session here last week.

First speaker at the Friday meeting, Haverlin, who was recently elected president of BMI, reviewed the history of the organization from the "chaotic conditions of 1939-40" to its present favorable position. He noted the \$5,000,000 taxes paid on the

(Continued on Page 6)

## John M. Otter Appointed Philco Gen. Sales Mgr.

Philadelphia—John M. Otter, for the past three years sales manager of the radio division of the Philco Corporation, has been elevated to the position of general sales manager of the company, it was announced last week by Thomas A. Kennally, vice-president in charge of sales. Otter has been with Philco since 1926.

"The appointment of Mr. Otter to this position of increased responsibility"

(Continued on Page 2)

## Radio Lends Support To N. Y. Fund Campaign

Radio is playing a major role in promoting the 10th Annual Campaign of the Greater New York Fund now in progress. Many of the coast-to-coast network shows have contributed time and talent in recording radio's transcriptions, heard over the city's radio stations. Fund messages

(Continued on Page 5)

## Soap Opera Idea

Republican Congress woman Margaret Chase Smith of Maine proposes that the GOP use radio soap operas to interest the housewife audience in joining party ranks. "Whirlwind tours and stump speeches are getting out of date but the radio approach is modern," says Mrs. Smith. Lady legislator says plan also could be used to tell simple facts of government.

## Benton May Resign

Washington—Assistant Secretary of State William Benton intimated yesterday that he may leave his post unless Congress approves the department's cultural program before June 30. He expressed hope that some compromise would be reached, allowing continuation of the State Department's "Voice of America" broadcasts overseas.

## Lever Bros. Set Debut As Regional Sponsors

Los Angeles—For the first time in its advertising history, the Pepsodent Division of Lever Brothers will sponsor a regional network program, beginning July 8, when it bankrolls KHJ-Don Lee's "The Count of Monte Cristo," according to an announcement today by Sydney B. Gaynor, general sales manager for the Don Lee net.

Pepsodent will plug its new hair conditioner "Trim" on the airshow, with the sale, for a 52-week cycle, taking the entire Don Lee net plus

(Continued on Page 5)

## Benny Doing 43 Shows To Handle Cash Customers

Chicago—In his first vaudeville appearance in 10 years, Jack Benny and troupe broke the all-time record for opening day attendance here at the Chicago Theater. Previous high was held by Danny Kaye and set last

(Continued on Page 4)

# Chi. Electronics Exhibition Drawing Record Attendance

Chicago—With advance registration having neared the 5,000 mark, radio parts representatives from all parts of the country and from 15 foreign countries converged on Chicago for the industry's 1947 Radio Parts and Electronic Equipment Show and conference which opened yesterday at the Hotel Stevens and runs through Friday.

The Stevens Hotel exhibition hall is crowded to capacity with 160 dis-

## Engineering Discussion On TV Relays To Determine Best Transmission For Inter-City Programs

## Liquor Advt. Debate Does Not Bother Webs

Washington—The caucus room of the Senate yesterday was the site for an old-fashioned-dry convention, as hearings were called on the bill by Senator Arthur Capper, octogenarian Kansas publisher, to ban "transportation in interstate commerce" of advertisements for alcoholic beverages. A large delegation came to Washington to do battle on a limited

(Continued on Page 6)

## 10 Music Scholarships Awarded In WTMJ Contest

Milwaukee—Cash music scholarships totaling \$3,000 have been won by 10 talented young musicians among 52 finalists in the "Starring Young Wisconsin Artists" contest conducted on WTMJ. As this suc-

(Continued on Page 2)

## Ad. Fed. Completes Plans For Annual Convention

Boston—The 43rd Annual convention of the Advertising Federation of America opens on May 25 at the Hotel Statler, at which leading ad-

(Continued on Page 7)

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday called an informal engineering conference to discuss plans of the common carriers for inter-city television program transmission. The conference, which will be held in Washington on June 3, may bring fireworks, since at least one company is seeking an exclusive market in cable transmission.

The Commission said the conference "seems desirable at this time"

(Continued on Page 6)

## AFL Buys More Time To Combat Labor Bill

Completing plans for its radio campaign to fight the Hartley-Taft labor bills in Congress, the Entertainment Unions Committee in co-operation with the American Federation of Labor has bought a Tuesday night quarter hour on WJZ-ABC to air a series of discussions titled "Labor Must Be Free." Initial broadcast tonight at 8:15 p.m., EDT., will feature Bishop Bernard J. Sheil of Chicago;

(Continued on Page 5)

## American Marketing Asso. Sets Sub-Committee Heads

American Marketing Association has set the names of eight chairmen of sub-committees of the nationwide Chapter Activities Committee. An-

(Continued on Page 5)

## Another Laurel

WNBC's Maggi McNellis has been chosen a 1947 model beauty "most approximating the aesthetic and physiological standards of female pulchritude created by the ancient Hellenes." Maggi won the distribution in a national poll of radio and newspaper girls conducted by the Barbizon Studio of Fashion Modeling, prominent New York institution.





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

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★ COMING AND GOING ★

ROBERT TROUT, Columbia network newscaster, and JESSE ZOUSER, his news editor, left yesterday for Washington, D. C. They'll return Wednesday night. The program of today and tomorrow will emanate from the Nation's Capital.

BERYL DAVIS, English vocalist well known to American GI's in Europe during the war, arrived in New York yesterday following a 10-week tour of this country. She has been signed to record in this country for RCA-Victor. She makes Decca discs in Britain.

JULIAN MURPHY, promotion manager for WTOP, Columbia's owned-and-operated station in Washington, is in Gotham for conferences at the offices of the network.

JOHN DALY, Columbia network newsman, has left for Memphis, where he will cover the "Cotton Festival" in the Tennessee city, which CBS will report.

CHARLES SAMUELS, Fawcett Publications' writer, is in Hollywood for a tour of the studios and to write his annual series on "Stars of Tomorrow."

RODGER CLIPP, general manager of WFIL, American network affiliate in Philadelphia, arrived in New York yesterday for conferences with officials of the web. Clipp is chairman of the Stations Planning and Advisory Committee of ABC.

KARL KRUEGER, conductor of the Detroit Symphony, has postponed his trip to the Continent on advice from his physicians. His right arm, injured in an accident several weeks ago, has not responded satisfactorily to treatment.

DON SEVERN, head of talent for Kenyon & Eckhardt, is back from Hollywood, where he spent three weeks in connection with the Jean Sablun show.

ELMER DAVIS, commentator on ABC, did his newscast last evening from New York. He'll return to his Washington headquarters today.

LOWELL THOMAS, Columbia network commentator goes down to Washington today. He'll return tomorrow.

WAYNE STEFFNER, sales manager for KNX, Los Angeles, paid a call yesterday at the Radio Sales division of CBS.



Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count them all in the picture . . . but they're there. Some have gone below the chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any of the four other stations in town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

FINANCIAL

(Mon., May 12)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Mary Burke

Mary Burke, 78, mother of Frank Burke, editor of RADIO DAILY, died Sunday night following a cerebral hemorrhage suffered last week, at her home in Waterloo, Iowa.

Survivors, in addition to Mr. Burke, are two daughters, Mrs. Marcella Callahan and Mrs. Mark Strubel, of Waterloo, and a son Robert, of Cedar Rapids. Funeral will be held tomorrow in Waterloo.

Marilyn Cantor On Craig Show

Marilyn Cantor, daughter of Eddie, will make a guest appearance over WINS tomorrow on Dolores Craig's "Celebrity Corner," at 6:15 p.m.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

Universal RECORDING CORP. 42nd Floor • 20 N. Wacker Amb. 2142 • Chicago 6 Sta. 5635

10 Music Scholarships Awarded In WTMJ Contest

(Continued from Page 1)

Successful institutional, sponsored radio program nears the completion of its fourth and biggest year, the 10 winners will be featured on the last five broadcasts. The program started as a WTMJ project in 1943 and for three years was carried as a sustaining series. The first Wisconsin National Bank now sponsors the show.

Donald Gramm, bass baritone from Milwaukee, took first place in the contest and won a cash music scholarship of \$700. A \$500 scholarship was the second place award won by Miss Edna Mae Holm, lyric soprano of Kenosha, and Miss Marilyn Butt, mezzo soprano from Oshkosh, took third and a \$400 scholarship.

Jules Herbuveaux Judge

Judging of the contestants which appeared on the program during the past 26 weeks was done by Jules Herbuveaux, program manager of the Central Division of the National Broadcasting Company, Chicago; Miss Molly Margolies, a member of the faculty of the Chicago Musical College, and Konrad Neugar, choral director for the Chicago Civic Opera Company.

The "Starring Young Wisconsin Artists" program is carried on with the active participation and under

John M. Otter Appointed Philco Gen. Sales Mgr.

(Continued from Page 1)

bility will further strengthen the Philco headquarters sales organization," Kennally said. "This promotion continues our policy of choosing top sales executives from the ranks of men who have spent many years building Philco distribution with wholesale distributors and dealers throughout the United States."

A year after he joined Philco in 1926, Otter was made district sales representative for northeastern Pennsylvania, and in 1935 became sales manager of the Philadelphia branch of Philco Distributors, Inc.

Joins WHN Staff

Ed Stokes has joined the announcing staff of WHN and is handling the "Jack Teagarden Show" nightly. Stokes was formerly with WHN and toured with Coca-Cola's "Spotlight Bands" during the war.

the auspices of the Wisconsin Federation of Music Clubs. It serves as a project to encourage talented young musicians.

The broadcasts are presented before audiences in the auditorium of WTMJ's Radio City each Tuesday from 6:30 to 7 p.m., (CST).

FOR RESULTS IN THE Philadelphia MARKET W-D-A-S PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



## Fair and warmer

In fair weather, Philadelphians get busy outdoors—with niblick or racket, bat and ball, reel and rod . . . the ubiquitous picnic basket. And the weather is ever an important question.

WPEN supplies the answer. Daily, every hour from 6 a.m., WPEN gives the latest weather report and prediction. It's a service Philadelphians appreciate.

For news, too . . . for sports and music and special events . . . for what they want when they want it—more and more Philadelphians are turning to WPEN. More and more advertisers are finding WPEN a golden key to America's third city. That's easy to understand because . . .

*It's always fair weather at 950 on the dial.*

950  
**WPEN** | NATIONAL REPRESENTATIVES  
 HEADLEY-REED COMPANY  
 PHILADELPHIA | New York • Chicago • Detroit • Atlanta  
 San Francisco • Los Angeles  
 THE EVENING BULLETIN STATION

LOS ANGELES

By RALPH WILK



Notes From An Aisle Seat . . . !

Reason Chesterfield made that morning deal on CBS (three times weekly on Arthur Godfrey's session), we understand, is a compromise to get Perry Como back on their NBC Supper Club next fall. . . . Inside on Hub Robinson's quitting Foote, Cone & Belding would make another chapter in "Aurora Dawn". . . . 35 engineers dropped by CBS last week. How tough can things get up there? . . . Ford option on "My Friend Irma" cancelled out. . . . At 3 p.m. Fridge on WOR, Martha Deane solemnly announced that, due to laryngitis, Florence Pritchett (pardon us, we mean Barbara Welles) would not be heard at that time. We don't mean to be rude, but wasn't that Flo we heard on "Daily Dilemmas" at 2:30 that very afternoon? . . . The fireworks caused by the switch-over to Sealtest of Jack Carson should make Jack Haley a candidate for the Mayo Clinic. Seems that Carson is still committed for 13 weeks to Campbell next year—and until the soup outfit makes with the release, Campbell's back and they still got Carson. Meanwhile, Sealtest continues to dangle its option before Jack Haley, figuring, no doubt, that if Campbell insists on holding Carson to the 13-week deal after the summer hiatus, then Haley would make a very nice "Fall" guy. . . . With NBC stiffening its attitude toward bankrollers anxious to plug laxatives and deodorants, we hear that one of the chief reasons for the dropping of Alan Young by Bristol-Myers was their desire to plug Mum on the show—and the equally firm refusal of the web.



Wire from S. S. Larmon, president of Young & Rubicam: "Rumors wholly without foundation have been circulating industry to effect that Tom Lewis, vice-president in charge of radio at Y & R, has or shortly will resign this office. Feel it necessary for me to officially and unequivocally deny this as gossip and entirely untrue. Believe you would like to help prevent further circulation of erroneous information and personally appreciate your co-operation."



SMALL TALK: Stan Kenton reorganizing his crew in July on the west coast. . . . Old Gold interested in package with June Christy, Mel Torme and King Cole trio. . . . Alan Sands writes from the coast that he has no idea how the publicity biz is out there—but to give you an idea, he saw an ad in a trade paper where a press agent guaranteed col'm plugs at \$5 a throw. . . . Gilmore's Steakery putting in a television set for the cash customers. . . . It's a baboon (twins) at the circus. . . . John O'Malley handling exploitation on Bil Brown's famous health farm up at Garrison, N. Y. . . . Kay Roberts packaging shows with Mildred Fenton and Lester Shurr. Couldn't happen to a nicer gal, to coin a phrase. . . . Dick Hyman, responsible for that terrific job on Soph Tucker and Henry Morgan, handling Bob Ripley's exploitation. . . . Which brings to mind that Mal Braveman, who lured all that free space on the Symphony Sid-Lady Mountbatten stunt via WHOM's all-niter, has just been notified that the station is discontinuing the publicity.



ONE MAN'S POINT OF (RE)VIEW: CBS' new dramatic series, "Studio One," opened up with much fanfare and little promise. Supposed to be a sort of experimental theater, a Columbia workshop, so, to speak, what do they preem with but an obscure thing called "Under the Volcano," that we defy anyone to understand what it was all about. Their second effort was the old bromide, "Topaze," a good show, but hardly material for "experimental theater". . . . Kraft's television bow Wed. nite, "Double Door," was top drawer stuff—well-acted and well-knit production. . . . AFL's new sponsored series on ABC Thursday nite (put on by the Entertainment Unions Committee) with Milton Berle, Georgia Gibbs, Henry Morgan, DeMarco Sisters, Clayton Collyer, etc., was boff entertainment. Berle was as sharp as the razors Morgan sells.

CHICAGO

By NAT GREEN

PAT BUTLER, secretary to MI sales' Bob White, is back at work, taped and slightly incapacitated, due to a fall from her mount while horse back riding.

Six of the feature races to be run at Arlington and Washington Park tracks in Chicago this summer will be broadcast on the NBC network by Clem McCarthy, NBC sportscaster. WGNB, local FM station, is presenting a special series of nine programs, which started May 5, in observance of the 100th anniversary of the Chicago Tribune. Programs are titled "Headlines of a Century."

Edgar Bell, manager of WEEI, Peoria, Ill., and J. Robert Gulic, sales manager of WORK, York, Pa., were recent visitors at the Chicago NBC offices.

I. E. Showerman, NBC general manager here, has been named judge in the fifth annual advertising awards contest sponsored by the Chicago Federated Advertising Club.

Chicago's Radio Press League soft ball teams will begin its season May 27.

Benny Doing 43 Shows To Handle Cash Customers

(Continued from Page 1)

year. Dollar volume as well as attendance went by the boards.

Comedian is doing six shows daily and seven on Saturday. Understood an additional show at 1 a.m., is being considered to further take care of the cash customers. With Benny are Phil Harris, Rochester, Mary Livingstone, Dennis Day and others.

March Tube Production Higher Than February

Washington Bureau, RADIO DAILY

Washington—Production of radio receiving tubes rose slightly in March to 19,048,950 and brought the total produced in the first quarter of 1947 to 57,548,414, according to a tabulation of reports by RMA member-companies. The March output compares with 18,295,955 tubes in February.

Of the March production 13,195,19 tubes were sold for new set equipment, 3,761,598 for replacements, 2,069,589 for export and 22,568 to Government agencies.

The first quarter production report showed 38,741,522 tubes sold for new set equipment, 13,652,579 for replacements, 5,040,198 for export and 114,115 to Government agencies.

EVERYBODY NEEDS DUNCAN'S Radio—Electronics DICTIONARY Absolutely invaluable to all members of the industry Send \$1.50

Radio Electronics Publishing Company Box RD, 15 Park Row, N. Y. 7, N. Y.

WALTER WADE, head of Wade Advertising Agency, arrived Sunday from Chicago headquarters to set up summer schedules and routines on "Queen For A Day" and "Lum and Abner" programs.

Tom Breneman, autocrat of ABC's "Breakfast in Hollywood," accompanied by his wife, began a two weeks well-earned vacation from the Monday through Friday broadcast this week, when he departed for the Pacific Northwest.

Fleetwood Lawton, NBC commentator, spoke at the San Francisco Press Club, May 9th. His regular broadcast originated in the Bay City on that date only.

Bob Hope planned for Salt Lake City last week to headline two cancer drive benefit performances. Hope's first show in Salt Lake was May 8th, and was broadcast. His second appearance was at a luncheon, sponsored by civic leaders and prominent businessmen.

Bill Anson, KFVB disc jockey, has been signed for a series of appearances as guest emcee at leading Southland night clubs and ballrooms. His first will be at the Trianon in Southgate, with Ike Carpenter's orchestra.

Bass-Luckoff of Hollywood has moved to larger quarters at 439 South La Cienega Boulevard, Los Angeles. The acquisition of many new accounts during the past six months necessitated this latest move for the agency.

Caley, Meagher Named To Directorate Of NAB

Washington Bureau, RADIO DAILY

Washington—Districts 9 and 11 of the NAB have elected members to serve on the NAB board of directors, it was announced over the week-end. Elected to the board by District 9 was Charles C. Caley of WMBD, Peoria, Ill. Elected by District 11 was John F. Meagher of KYSM, Mankato, Minn. Both were elected during joint meeting of Districts 8, 9 and 11.

Meagher served on the NAB's small market executive committee. Caley served for several years on the sales managers committee, part of the time as chairman. The newly elected board members succeed Leslie Johnson of WHBF, Rock Island, Ill., from District 9, and E. L. Hayek of KATE, Albert Lea, Minn., from District 11. The new board members will be seated at the NAB's annual convention in September.

THIS IS JAZZ Audition Records Available

COMMERCIAL PROGRAM SALES 1740 Broadway, N.Y. PE 6-8600



# Electronic Show Draws Big Attendance

(Continued from Page 1)

Electronics parts manufacturers' new show and to compare notes on business conditions. The industry was particularly interested in registrants from practically all the principal consulates and foreign delegations in Washington.

The show's keynote dinner at the Stevens last night was addressed by Benjamin F. Bills, Chicago editor and authority on sales methods. The show formally opened at luncheon with a luncheon meeting of members of the Association of Electronic Parts and Equipment Manufacturers, the Radio Manufacturers Association, the Sales Managers Club, Western division, and the National Electronic Distributors' Association, sponsors of the show. Exhibits will be open to distributors and delegates on Monday through Thursday, Friday has been designated as open-house day, when the general public and particularly radio "hams" will be invited to visit and inspect displays.

# Giveaway Quiz Shows Set For Local Outlets

Five package quiz shows for local stations, will mark the debut of V.I.P. service in the radio program production field, according to Bill Murray, president of the organization, which up to now has specialized in services to industrial firms, agencies and others. First two programs to be offered are, "Cinderella Weekend" and "Question Market." V.I.P. will also service the program with the prizes, "at no extra cost," a new variation of the giveaway program.

# 'Guess Who' From Garden

May 17th broadcast of "Guess Who," sponsored by Sheffield Farms over WOR and featuring Happy Felton, will be held at Madison Square Garden, as the result of heavy response to a contest on the March 29th show. Contest involved identification of the face of Arthur Godfrey, CBS star, who attracted some 10,000 entrants. Garden affair which will offer prizes, is expected to attract some 20,000 fans.

There's NO QUESTION about SELLING KANSAS when you hire:

Ben Ludy, GEN'L. MGR.

**WIBW**

The Voice of Kansas TOPEKA

# American Marketing Asso. Sets Sub-Committee Heads

(Continued from Page 1)

Announcement was made by Robert F. Elrick, general chairman of the Chapter Activities Committee of the AMA, and manager of market research and product testing of the Pepsodent Division of Lever Bros. Co., Chicago.

Rene Pepin, of Cincinnati, who will have complete charge of the organization of new local chapters in the U. S. and foreign countries and reports considerable interest in the formation of the AMA chapters in Toronto, New Orleans, Atlanta, Jacksonville, Havana, Cuba, and India. Sub-committee heads are: Robert C. Story, Seattle Chamber of Commerce, appointed head of the Inter-Chapter Relations Committee; Casilda Atkinson, of Farm Journal, Inc., Philadelphia, chapter officer newsletter committee; William Applebaum, Stop and Shop, Boston, chapter, operations manual committee; Katherine Grimm, of St. Louis, chapter operations reports committee; Harry Gould, This Week Magazine, chapter meetings committee, which will prepare instructions for local chapters on how to promote programs for discussion; Nancy Bruner, Kansas City, Mo., special projects committee and Stahl W. Edmunds, Minneapolis, activity recognition committee, which will develop a program of local awards.

# Radio Lends Support To N. Y. Fund Campaign

(Continued from Page 1)

are brought to radio audiences by many outstanding stars of screen and radio, with Art Ford heading a group of disc jockeys to carry the Fund's message on their respective programs.

Utilizing every opportunity to reach the public, the Fund has enlisted the services of a Foreign Language Committee to direct its appeal to the foreign speaking public. Colonel Harry D. Henshel, president of WOV and chairman of the committee is responsible for Italian broadcasts. Associated with him are Joseph P. Ginkus, who is handling Lithuanian broadcasts; Henry Greenfield, Yiddish; Edward Witanowsky, Polish; Henry Backs, German; Marcel Minoux, French; Arnold Susky, Hungarian, and Alredo Barea, Spanish.

Edgar Kobak, president of MBS, and a member of the Fund's Public Relations Council, is responsible for radio broadcasting throughout the campaign.

All mediums are being utilized to the fullest possible extent in order to raise at least \$5,000,000 set as the Fund's goal which will continue through June 6.

# Stork News

Los Angeles—A son weighing six pounds 13 ounces, was born to Mrs. Larry Finley, wife of the president of Larry Finley Transcription Company, May 8th, at the Cedars of Lebanon Hospital. Mrs. Finley is the former motion picture starlet, Venise Grove.

# AFL Buys More Time To Combat Labor Bill

(Continued from Page 1)

Rabbi Israel Goldstein, President of the Jewish Conciliation Board; and Rev. Dr. Reinhold Niebuhr of the Union Theological Seminary. The three religious leaders will discuss the topic "Labor Like Religion Must Be Free."

Three more Tuesday night programs via ABC are scheduled by the Entertainment Unions Committee and the AFL during which outstanding persons from various fields will present their views on the labor situation.

The second in the series of the union's Thursday night variety shows will originate from Hollywood May 15 at 9:30 p.m., EDT., over ABC and will be rebroadcast over Mutual at 1:30 p.m., EDT., next Sunday. With Gregory Peck as emcee, the show will feature Eddie Cantor, Danny Kaye, Hattie McDaniel, Ken Carpenter and Charles Buddy Dent and his orchestra. Program is directed by Charles Vanda.

Washington Bureau, RADIO DAILY

Washington—AFL President William Green today will meet with representatives of 12 Hollywood unions in an attempt to set up machinery for settlement of all jurisdictional disputes in the film capital. Unions invited to send representatives to the conference include the AFM and the Radio Directors Guild.

# Lever Bros. Set Debut As Regional Sponsors

(Continued from Page 1)

KALL in Salt Lake City and KOOL in Phoenix. Foote, Cone and Belding will handle the account from its Chicago office.

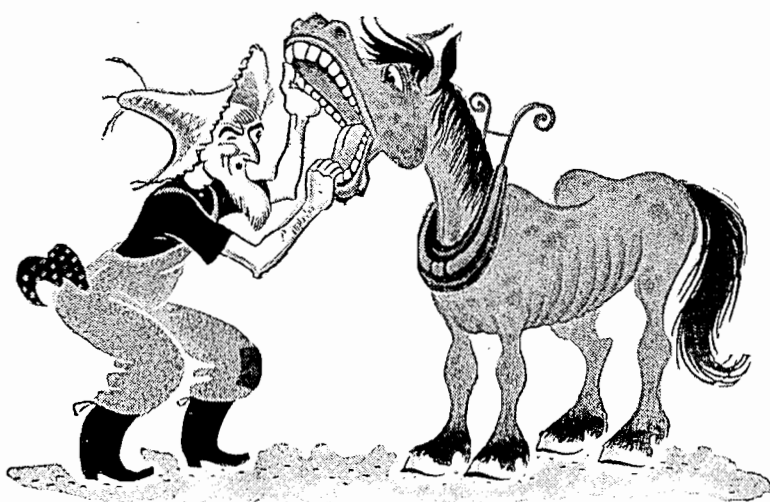
Series, based on the romantic Du-mas character and starring Carlton Young in the title role, will be heard Tuesdays at 8:00 to 8:30 p.m., PT.

# Communications Meet Set For Thursday In A. C.

Atlantic City, N. J.—The subject of radio will lead off the first day's discussion here Thursday, May 15, at the World Telecommunications Conference with more than 1,000 persons, representing 69 countries, in attendance. Scope of the conference is expected to be unlimited since it has authority to change world wide communications laws, shuffle frequency allocations and revise rules set up at previous meetings in Madrid, Cairo and Moscow.

Convention agenda lists many problems, including expanded frequencies for certain services and a world system of shortwave stations. Frequencies for television and facsimile will also be discussed and an attempt will be made to unify radio channels used by airlines in different countries.

# TAKE THE GUESS OUT OF BUYING WITH WOV'S 5 Audited Audiences



We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and ... "TAKE THE GUESS OUT OF BUYING"

Ralph N. Weil, General Manager  
John E. Pearson Co., National Representative

**WOV**

NEW YORK

## FCC Sets Tele Confab Re Inter-City Plans

(Continued from Page 1)

to acquaint television broadcasters, existing and potential, with the present plans of common carriers for relaying television programs between cities and to acquaint common carriers as well as manufacturers with the immediate needs of broadcasters for intercity relay service."

Invited to the conference were "all interested persons, especially television broadcasters, communications common carriers and manufacturers of television and microwave equipment. Common carriers," the FCC said, "should come to the conference prepared to state when they will be able to supply relay facilities by microwave or coaxial cable to each of the cities having existing or potential television stations. New York, Chicago, Los Angeles, Washington and San Francisco might be assumed as initial program origination points, and cities having three or more television broadcast stations might be assumed to require at least three or more network programs available simultaneously."

The Commission also stated that television broadcasters and CP holders should come to the conference prepared to state the completion date of their stations and the date they will desire network facilities.

Cities covered in the Commission list include the following:

Albuquerque, N. M.; Ames, Iowa; Baltimore, Boston, Buffalo, N. Y.; Chicago, Cincinnati, Cleveland, Columbus, Ohio; Dallas, Texas; Dayton, Ohio; Detroit; Fort Worth, Texas; Indianapolis; Johnstown, Pa.; Los Angeles; Louisville, Ky.; Miami, Fla.; Milwaukee, Wisc.; Minneapolis-St. Paul, Minn.; New Orleans; New York; Newark, N. J.; Philadelphia; Pittsburgh; Portland, Ore.; Providence, R. I.; Richmond, Va.; Riverside, Calif.; St. Louis; Salt Lake City, Utah; San Francisco; Schenectady, N. Y.; Seattle, Wash.; Stockton, Calif.; Toledo, Ohio, and Washington, D. C.

### Made Mgr. of Motorola-Philly Co.

Edward L. Pincus will assume management of Motorola-Philadelphia Co., distributors of the Motorola Home and Car Radio and the Motorola Car Heater. The Motorola-Philadelphia Co., 46-50 N. Fifth Street, Philadelphia, Pa., will embrace territories formerly covered by the Goldner Distributing Co., of Philadelphia and Specialty Sales Co., Lancaster.

Send Birthday  
Greetings To —

May 13

Sid Ascher	Arthur Sullivan
David Broekman	William Rose
Ken Darby	Alice Cornell
Louis Prima	Bob Whitlow

## BMI's Value To Industry Explained In Haverlin Talk

(Continued from Page 1)

\$156,000,000 music listings of 1940 as compared with the \$6,000,000 paid on \$325,000,000 listings last year, and declared: "Without BMI the tax in 1946 would have been \$46,000,000."

Commenting on the extension of BMI service, Haverlin urged broadcasters to give close attention to numbers played on their programs. "Spotlight BMI tunes several times a day," he suggested. Haverlin also warned small stations, operating under a "blanket" contract, to make certain they are not using any numbers illegally. There are many numbers, he said, that are not covered by BMI, Ascaph, Sesac, or other bodies but which are owned individually by the composer, whose permission must be obtained before they can be used.

Considerable general discussion of several topics had been expected at the Friday sessions, but response from the rank and file was extremely light except in the final discussion period just before adjournment when top NAB execs answered questions by delegates.

Discussion of "Small Market Stations" closely followed material issued by NAB in printed form and drew few questions from delegates. John F. Meagher of KYSM, Mankato, Minn., urged broadcasters to study their rates and make sure they are neither too low or too high.

### "Study Criticism," Says Miller

Broadcasters should not become emotional over adverse criticism, Hon. Justin Miller, NAB president, declared, in his talk at the afternoon session on "Broadcasting, Public Relations, and the NAB." Judge Miller stressed the necessity of preserving emotional balance. "Examine criticism," he said. "Usually there is a little grain of truth in it. The fact that broadcasting has received such severe criticism shows that radio is a great institution that has value which surmounts criticism." Some broadcasters, he said, are apologetic about making so much money. This he considers a wrong attitude. "There may be some stations which are making too much money," he said, "but there are many others that are not making enough; some none at all."

### "Good Will . . . Important"

"You can't base profit on physical equipment," he asserted, "Good will, talent and so forth are far more important than equipment in determining profit." Judge Miller gave a number of succinct suggestions for building up good public relations, and answered questions on specific points.

The BMB session, which had been expected to elicit some heated discussion, proved to be a veritable "love feast," with no dissenting voices. Les Johnson, introducing Hugh Feltis, BMB president, said: "In BMB we have made the start which the radio industry has needed in audience measurement. We should continue BMB. Over the long haul it will evolve into something we want."

Feltis introduced Bob Ullrich of the Pepsodent Company, who stated "We find BMB service a big help in our work. The advertisers want it."

### Resolutions Adopted

Resolutions were adopted as follows:

"That the broadcasters of the country, being faced with the growing problem of fees being levied on radio broadcasters by tax-supported colleges and public schools for the privilege of broadcasting certain activities of these institutions, urge the board of directors to give the matter careful consideration, and that their effort take the form of a thorough survey of the situation as it affects each member of NAB, and that a report on such survey be made to the membership at the September, 1947, annual convention in order that whatever action is indicated may then be taken by the board and/or the membership.

"That the broadcasters of the eighth, ninth and 11th NAB districts endorse the continuance of industry-wide station circulation rating and urge the directors and management of the association to work with the appropriate organizations for the improvement of measurement standards to the end that they will be acceptable to all parties involved in their use.

"That, under the so-called 'Consent' decree of the Federal Department of Justice, BMI and Ascaph are now required to provide clearance-at-source of music copyrights, the management and board of directors of NAB and also the association's music advisory committee take appropriate action to secure application of the rule of clearance-at-source to all music copyright and performance licensing organizations.

### Fine Music Called "Indispensable"

"That, whereas, the availability of good music for the use of broadcasters is indispensable to good programming, and whereas performing rights have in the past been a serious problem for broadcasters, and whereas the broadcasting industry has successfully created and maintained BMI as a source of good music, be it resolved that a careful analysis of the use of music should be made by all stations and every effort made by them to utilize more effectively the performing rights of BMI, and that the members of these NAB districts urge the board of directors and the management of the association to encourage through its various publications early and favorable consideration to the renewal of all BMI contracts, and, finally, that the members endorse the selection of Carl Haverlin as president of BMI.

"That, there having been an extensive campaign by the national advertising agencies to influence broadcasters to establish the two per cent discount principle for the prompt payment of advertising accounts, and

## Liquor Advt. Debate Does Not Bother Well

(Continued from Page 1)

front against old demon rum, but opponents of the bill charged open that it was intended as repeal in part of the 21st Amendment, the so-called repeal amendment, repealing the 11th Amendment.

Among the witnesses for the bill were publisher and broadcaster Frank Gannett—whose 21 newspaper and whose radio stations in upstate New York state and Hartford, Conn. (WHTT) have never touched a line of advertising for beer, liquor or wine, he boasted, and former treasurer Glenn Cunningham, Senator Capper, Taylor of Idaho and Langford of North Dakota.

### C & O Railroad Opposes

Appearing to oppose the bill were representatives of the Magazine Advertising Bureau, the ANA, the CIO United Brewery, Flour, Cereal, Soft Drink and Distillery Workers Union and the Chesapeake and Ohio Railroad. These latter agreed that enactment of the bill would in effect discriminate against the advertising industry and advertising media that although the products themselves are quite lawful their advertising would be effectively curtailed by Congressional action.

Isaac W. Digges, general counsel for ANA, termed the bill an attack upon the free press. "As for radio," he asserted, "with the degree of self-government that has been achieved in that medium it would seem to me that a suggestion that it needs regulation as to alcoholic beverage advertising would be a slap in the face. The greatest of the national chain prohibits all wine and hard liquor advertising.

### Networks' Record Cited

"All four of the networks turn down advertising for hard liquors. A growing wine industry in California and a brewing industry which sponsors many worthwhile public events are minor factors in the radio fare of the nation. If they were really offending the public interest, they would have heard long since from the Communications Commission, which has not been silent on other aspects of radio advertising."

whereas the adoption of such principle would increase the cost of operations of broadcasters and result in higher rates for radio advertising without attendant advantages for either broadcaster or advertiser, the members of the eighth, ninth and 11th NAB districts go on record as opposed to the principle.

### Editorializing Defended

"That the broadcasters of the eighth, ninth and 11th NAB districts urge the board of directors and the management of the association to make every effort to secure early FCC liberalization of policy to the end that through free speech and the right to editorializing, without fear of government reprisal, broadcasters may exercise the maximum effectiveness of radio broadcasting art. . .

**COAST-TO-COAST**

**— COLORADO —**

**DENVER**—Two KLZ staff members are teaching regular classes in radio broadcasting. Fred Mueller, commercial manager, is in his second year as head of the radio broadcasting department at Colorado Women's College and special events director Mack Switzer is completing his first year as instructor in radio broadcasting at Denver's Opportunity School which specializes in classes for adults wishing to complete high school credits or take special courses to improve their job potentialities. . . .  
**COLORADO SPRINGS**—Students from Colorado College took part in the "Opinion Please" section of the American School of the Air's broadcast recently, originating the discussion part of the program from KVOR on the CBS network.

**— CONNECTICUT —**

**HARTFORD**—The Cardinal Radio Workshop, a student dramatic club at Wesleyan University, is putting on a half-hour dramatic program over WDRC, every Saturday night, using members for writing, directing and acting. . . .  
**NEW LONDON**—WVLC gave an on-the-spot broadcast, transmitted from a submarine at sea during submerging and attack maneuvers on Submarine Anniversary Day. A portion of the broadcast was actually done at a depth of 55 feet. Leslie Morson handled the underwater commentary and description and was presented with a plaque commemorating the event by the Submarine Forces. Program was carried by CBS coast-to-coast.

**— DISTRICT OF COLUMBIA —**  
**WASHINGTON**—Attention to his name mail paid off in the case of WOL's Ray Henle, who last week inherited \$100 from an aged listener who began to correspond with the news-master three years ago. Henle never met the party, but the two exchanged several letters concerning his news analyses. . . . WOL's Special Events Director Hollis Seaver will be aboard the B-29 in the simulated attack over New York, Philadelphia and Washington scheduled to take place soon. . . .  
**WINX** and **WINX-FM**, joined all other Washington stations recently in the coverage of Mexican President Miguel Aleman's visit to the nation's capital.

**— GEORGIA —**

**ATLANTA**—Elmo Israel Ellis has returned to WSB after an absence of more than five years to become the manager of the script department, John M. Outler, general manager of WSB announced recently. . . .  
**ATHENS**—A new radio portscast series is being presented over WGAU by Harry Spitzer, senior in the Henry W. Grady School of Journalism and staff writer for the University News Bureau. Spitzer produces and announces the program.

**COPY WRITER**

Regional daytime AM station, with full-time metropolitan FM station under construction, has opening for commercial copy writer. Send sample continuity, details, first letter. WPIC, Sharon, Pa.

**NETWORK SONG FAVORITES**

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

Survey Week of May 2-8, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Alexander's Ragtime Band .....	Berlin
Almost Like Being In Love.....	Sam Fox
Anniversary Song.....	Mood Music
April Showers .....	Harms
Ask Anyone Who Knows.....	Witmark
Beware My Heart.....	Feist
Chi-Baba Chi-Baba .....	Oxford
Heartaches .....	Leeds
How Are Things In Glocca Morra.....	Crawford
I Believe.....	Sinatra Songs
I Want To Thank Your Folks.....	Oxford
I Wonder I Wonder I Wonder.....	Robbins
If I Had My Life To Live Over.....	General Music
I'll Close My Eyes.....	Peter Maurice
Illusion .....	Pemora
It's A Good Day.....	Capitol
Linda .....	E. H. Morris
Mahzel (Means Good Luck).....	Feist
Mam'selle .....	Feist
Managua, Nicaragua .....	Encore
Midnight Masquerade .....	Shapiro-Bernstein
My Adobe Hacienda .....	Southern
(There Is) No Greater Love.....	World
Old Devil Moon.....	Crawford
That's How Much I Love You.....	Vogue
They Can't Convince Me.....	Mood Music
Time After Time.....	Sinatra Songs
What Am I Gonna Do About You.....	Paramount
When Am I Gonna Kiss You Good Morning.....	Martin Music
You Can't See The Sun When You're Crying.....	George Simon
You Should Have Told Me.....	Jefferson

**Ad. Fed. Completes Plans For Annual Convention**

(Continued from Page 1)  
 vertising and retail executives will discuss advertising's role in reducing the cost of distribution.

Top executives scheduled to address the four-day conference include Margaret Crowther, Life Magazine, Dr. Charles M. Edwards, dean of the School of Retailing, New York University; Lew Hahn, president and general manager of the National Retail Dry Goods Association; J. D. Runkle, vice-president of Crowley, Milner and Co.; Judd M. Ellis, sales promotion manager of the G. C. Murphy Co.; Lewis Shave, president, Nation-Wide Stores Co., and Benjamin H. Namm, chairman of the Namm store.

Through the courtesy of local stations, leading radio and stage stars will participate in a convention entertainment program Tuesday night (May 27).

In addition, award to the winner of the first prize in the AFA's National Essay contest will be made

**First Complete Opera Broadcast By FM Outlet**

Syracuse, N. Y.—First complete opera ever broadcast over an FM network originated through the radio workshop facilities of Syracuse University last week when the American opera, "A Tree on the Plains," with music composed by the University's School of Music director, Ernst Bacon, was aired on the Empire State FM network.

The presentation was also the first originated by the Empire State network which has been carrying all of its shows via the Continental network.

Script for the broadcast was written by Ned Blackmer, a graduate student, read by student announcer, Tom Decker, and produced by Don Lyon, faculty member of the radio staff. The opera was also entirely student cast.

during the convention. Winner, Miss Pat Cothorn, of Toledo, O., will receive a \$500 cash award plus an all-expense trip to the convention.

**AGENCIES**

**WILLIAM H. WELDON** has been named vice-president and assistant manager of the New York office of John Blair & Company, national representatives, effective May 7, 1947. Weldon has been associated with the company as an account executive in New York since the office was opened in 1933. During World War II, he took a three-year leave of absence to serve as lieutenant, USNR, and captain of an LST flotilla in the South Pacific combat area.

**SEIDEL ADVERTISING AGENCY, INC.**, New York, has been appointed to handle the advertising for The Russian Tea Room, Inc., and The Pent House Restaurant.

**BOB RIPLEY**, who has launched his NBC co-op program, "Believe It Or Not," over 75 stations Monday through Friday beginning Monday, has engaged Dick Hyman to handle radio publicity, exploitation and public relations.

**THE ADVERTISING FEDERATION OF AMERICA** announces that the following have been elected to membership in the Federation. Humble Oil & Refining Company, Houston, Texas; Newmark's Advertising Agency, Inc., New York; C. Franklin Brown & Company, Chicago; The Times-Mirror, Warren, Pennsylvania; Claude Aniol & Associates and Radio Station KONO, both of San Antonio, Texas.

**New RCA Exhibition Hall Open To Public Tomorrow**

RCA's Exhibition Hall, an exposition of the latest developments in electronics and communications, will be placed in view of the public for the first time tomorrow at 11 a.m. at 36 W. 49th St.—the "heart" of New York's Radio City. Hall will be open to the public daily.

Showplace, the result of two years' planning, houses a complete display of modern scientific developments in the field of communications. Various exhibits tell the story of radio broadcasting, television, recording, worldwide communications, radiomarine and other electronic equipment.



**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.



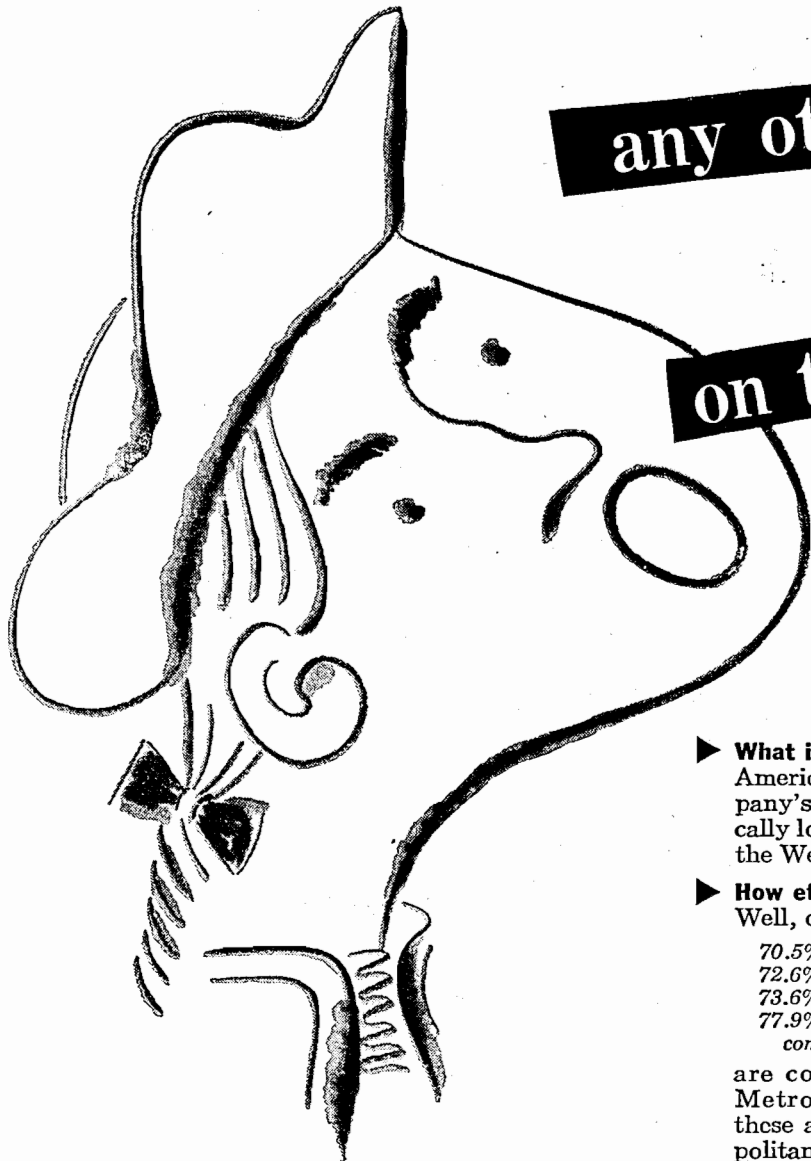
# ABC PACIFIC

gets 94.6% coverage

yet costs less than

any other network

on the Pacific Coast!



▶ **What is ABC Pacific?** It's the American Broadcasting Company's network of 21 strategically located stations covering the West Coast.

▶ **How efficient is its coverage?** Well, on the Pacific Coast

- 70.5% of population
- 72.6% of retail sales\*
- 73.6% of radio homes
- 77.9% of Effective Buying Income\*

are concentrated in eleven Metropolitan districts. All these and eight other Metropolitan markets are covered

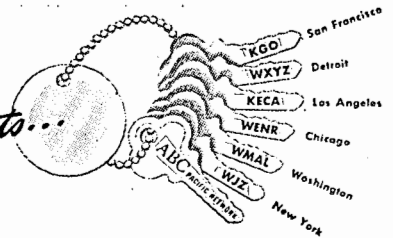
from within by ABC Pacific—plus additional coverage of surrounding *outside* markets. Total Pacific Coast coverage (primary areas):

- 94.6% of Coast daytime listeners
- 92.5% of nighttime listeners

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

▶ **Does it really cost less than any other network on the Pacific Coast?** Here are the figures: one half hour evenings \$972.00. Quarter-hour daytime strip (5 times per week) \$281.60 per broadcast.

*The Sales Key to America's 7 Great Markets...*



SPOT SALES DIVISION

# ABC

## American Broadcasting Company

NEW YORK  
33 West 42nd St.

CHICAGO  
Civic Opera Bldg.

SAN FRANCISCO  
155 Montgomery St.

LOS ANGELES  
1440 Highland Ave.

DETROIT  
Stroh Bldg.

# NAB-Ascap Open Confab

## Cabinet Members Hold Int'l Shows Be Kept

Washington Bureau, RADIO DAILY  
 Washington — Undersecretary of State Dean Acheson and Secretary of Commerce W. Averill Harriman, ably assisted by assistant Secretary of State William B. Benton, yesterday appeared before the House Foreign Affairs Committee to open the hearings on a bill to sanction "The Voice of America" broadcasts and other international cultural activities of the State Department. While they were testifying in the Capitol, House Appropriations Chairman John Taber was telling reporters in a hastily

(Continued on Page 8)

## NBC Names Geo. Wallace Web Promotion Manager

George H. Wallace has been named manager of the network sales promotion division of NBC's advertising and promotion department, it was announced yesterday by Charles P. Hammond, director of advertising promotion. Wallace, who has been acting manager of network sales promotion since November, has been associated with NBC since 1940. During the war

(Continued on Page 2)

## MBS Programs Planned On Juvenile Delinquency

Project to curb juvenile delinquency will be highlighted by MBS broadcasts on May 17-18 from the Columbia Golf Club in Washington where Attorney General Tom Clark's sports committee for the campaign is staging a golf tournament. Program

(Continued on Page 2)

## Mouth Organ Muddle

An RCA-Victor recording of Debussy's "The Girl With the Flaxen Hair," by Harmonica virtuoso John Sebastian, has been banned by the copyright owners, Durand & Co. of Paris. Piece was originally written for violin, and owners claim the harmonica version doesn't show "as much respect" for it. Victor records are being recalled from dealers.

## Laugh-Getters

After a three months poll of historians, editors and radio men, the National Laugh Week Foundation finds 11 comedians and humorists elected to the "Humor Hall of Fame." The choice comprises: Fred Allen, Will Rogers, Robert Benchley, Jack Benny, Jimmy Durante, Marx Brothers, Damon Runyon, W. C. Fields, James Thurber, Mark Twain and Charles Chaplin.

## CBC Expense Account Tabled In Commons

Montreal—Figures for CBC expenditures on advertising and other "purposes in the nature of public relations" were tabled in the Dominion House of Commons yesterday by Revenue Minister McCann for John Diefenbaker (Pc-Lake Centre). They included: 1945, \$31,796 for advertising and \$114,262 for the other category; 1946, the sum of \$29,130 and \$121,236; 1947, tentatively, \$33,662 and \$130,729.

## NAB Standards Group Works On Code Revision

NAB's Special Standards of Practice Committee wound up a two-day session in New York yesterday during which it heard reports from two of its sub-committees on revising and strengthening of the industry's code. The two sub-committees, one on commercial practices and the other on general program policies, were appointed

(Continued on Page 8)

## Officials And Sub-Committees Discuss Preliminary Details Of New Pact; Both Sides Hail Progress

### Apt. House Tele System Set For Demonstration

A master antenna television system for apartment houses "is now ready" and will be demonstrated to the industry and real estate execs sometime this month, according to Solomon Sagall, president of the Telicon Corporation whose company has been developing an "intra-video" system based on invention by Dr. H. E. Kallman. Announcement of the

(Continued on Page 7)

### Power Increases Okayed For Six ABC Affiliates

Substantial increases in power have been granted six affiliated stations of ABC in construction permits issued by the FCC. The Commission has granted KGEM, Boise, Idaho a construction permit to operate with

(Continued on Page 3)

### United Nations Series Carried Over KFVB

Los Angeles — Commencing this week, Warner Bros.' KFVB will carry special 15-minute broadcasts from the United Nations Political

(Continued on Page 2)

That an agreement satisfactory to both the radio industry and Ascap will be consummated long in advance of the termination of the current 10-year pact was indicated yesterday following joint discussions by sub-committees and officials of both factions. Talks, first in a series, were held yesterday at Ascap

(Continued on Page 7)

## Radio Youths Eligible In Ad Exams By AAAA

Examination to screen high-caliber young people for the advertising business, preparations for which were recently announced, has been scheduled under the auspices of local councils and chapters of the American Association of Advertising Agencies in New York, Boston, Philadelphia, Pittsburgh, Cleveland, Minneapolis-St. Paul, Seattle, Portland (Oregon) and Los Angeles.

Test will be in two parts, aptitude

(Continued on Page 7)

## Brown Leaves For Coast To Handle UJA Program

Himan Brown, director-producer, has left for Hollywood to supervise the special radio broadcast to be presented over NBC on Sunday, May

(Continued on Page 7)

## Daily Facsimile Newspaper, Sans FM, Planned In Mass.

Springfield, Mass.—Plans for publication of a full-time facsimile newspaper here—without resorting to FM transmission—were disclosed yesterday as latest development in a newspaper scene complicated for eight months by a strike on the city's four metropolitan dailies. The announcement of the facsimile paper came from Harry Bliven, president of Film Group, Inc., specialist in radio, television and industrial motion picture

productions. He said a new corporation—New England Facsimile Corp., would be organized as a Film Group subsidiary.

Bliven declined to state what method of transmission would be used, other than to emphasize "it won't be FM." The paper, he said, would be a full-time proposition, not an adjunct to either radio broadcasting or newspaper publication. The

(Continued on Page 8)

## Socko Job

Gloom pervaded the atmosphere at North Airport, Iola, Kans. last week when "Socko," pet monkey of the local grease monkeys, disappeared without trace. Alarm was aired by WIBW at Topeka on station's 5:45 a.m. Farm News Time by Elmer Curlls. An early-morn' truck driver spotted the monk "thumbing a ride" and returned him to the hangars.

# RADIO DAILY

Vol. 39, No. 32 Wed., May 14, 1947 Price 10 Cts.

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

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## ★ COMING AND GOING ★

**BEN GRAUER**, announcer and commentator, today leaves Rio de Janeiro for Bocayuva, Brazil, site of the National Geographic's camp to study the impending eclipse of the sun next Tuesday. Ben not only will describe the actual eclipse but also will be heard on a number of programs during the previous days.

**HARRY WISMER**, sports director at ABC, is in Grand Rapids, Mich., to serve as toastmaster at the Pharmaceutical Convention banquet, which will be held today at the Hotel Plantlind.

**MORT NUSBAUM**, commercial manager of WQQW, Washington, D. C., is spending a few days in Gotham on station business.

**LOU SPOSA**, director of the RCA-Allied Stores "Television Caravan," and **IRENE MURPHY**, one of the actresses to be featured, left yesterday for Reading, Pa., from which point the promotion will start next Tuesday.

**ARTHUR HULL HAYES**, general manager of WCBS, leaves today for Atlantic City, N. J., where he will attend the two-day meeting of the NAB's sales-managers executive committee.

**JIMMIE FIDLER**, Hollywood columnist heard on ABC, today is in Minneapolis to attend a "blind Auction," proceeds of which will go to the stricken people of Texas City, Tex. Fidler will broadcast his Sunday program from Chicago and then will return to the West Coast.

**ERIC SEVAREID**, director of the CBS Washington news bureau, has returned to the Nation's Capital following a short visit to network headquarters in New York.

**GEORGE LEWIS**, ubiquitous director of the National Laugh Week Foundation, on Friday will go down to Washington to confer with Sen. Robert Wagner and Rep. Sol Bloom on the matter of a permanent home for the Humor Hall of Fame.

**DORIS CORWITH**, assistant manager of the public service department at NBC, today is in Fairfield, Conn., where she will discuss "The Influence of Radio in the Home" before the Grassmere Parent-Teachers Assn.

**JAMES R. MEACHEM**, vice-president and manager of WELM, American network outlet in Elmira, N. Y., is in town for conferences with officials of the web.

**NORAN E. KERSTA**, manager of the television department at NBC, is expected back today from Pittsburgh, where yesterday he addressed the Advertising Club of that city at the Hotel Roosevelt.

**CARTER RINGLEP**, sales manager of KMOX, St. Louis, is back at the station following a short business trip to New York.

**AL BARKER**, scripter on "Terry and the Pirates," has returned from three weeks of leisure in Bermuda.



## Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners - per - dollar - spent than any other station in town.

That's a big fact to keep in mind at budget-time.



# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

## FINANCIAL

(Tues., May 13)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	8	8	—
Am. Tel. & Tel.	163 5/8	163	163	— 3/8
CBS A	25 1/4	24 7/8	25 1/4	+ 3/8
CBS B	25	24 7/8	25	+ 5/8
Farnsworth T. & R.	5 7/8	5 1/2	5 3/4	— 1/4
Gen. Electric	33 3/8	32 1/2	32 7/8	— 1/4
Philco	25	24 3/4	24 3/4	— 3/8
RCA Common	8 1/8	8	8	— 1/8
RCA First Pfd.	77 1/4	76 1/2	76 1/2	— 1
Stewart-Warner	15 1/4	15 1/4	15 1/4	— 1/4
Westinghouse	23 3/4	23 1/2	23 1/2	— 5/8
Westinghouse Pfd. A.	99 1/4	99 1/4	99 1/4	— 5/8
Zenith Radio	16 3/4	16 3/8	16 3/8	—

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6	6 3/4
Finch Tele Comm.	6 3/4	7 3/4
Stromberg-Carlson	12 3/4	13 3/4
U. S. Television	1 1/2	2
WCAO (Baltimore)	38	—
WJR (Detroit)	15	17

## NBC Names Geo. Wallace Web Promotion Manager

(Continued from Page 1)

he was a rifle company commander with the First Division in Europe. Before the war, Wallace was a service manager for the Connecticut Mutual Life Insurance Co., Hartford, Conn., and before that he was an accountant for five years with the Niagara Hudson Power Co. A native of Buffalo, he was graduated with a Bachelor of Science in Economics degree from the Wharton School of Finance and Commerce, University of Pennsylvania.

## United Nations Series Carried Over KFWB

(Continued from Page 1)

Committee meeting at Lake Success, N. Y., where the vital Palestine question is now being discussed. The series will be heard from 8-8:15 p.m., Mondays through Fridays, replacing temporarily for approximately three weeks, "For This We Fought," which has been featured on the station for the past four months.

The broadcasts will feature condensed summaries of all important activities and speeches at this important UN session, thus bringing to Southern California audiences a first hand version of the debate on the Palestine issue.

## Biz Talk On WNBC

WNBC will broadcast a special program today from 7:30-7:45 p.m., when Hal Burnett, editor of Industrial Marketing; L. C. Morrow, editor of Factory Management and Maintenance, and Julien Elfenbein, editorial director of the home furnishing magazines of the Haire Publications get together to tell the American people what they can do to forestall a recession. "How's Business" is title of the program.

Where "Dun & Bradstreet" meet "Hooper & Crossley"!



## MBS Programs Planned On Juvenile Delinquency

(Continued from Page 1)

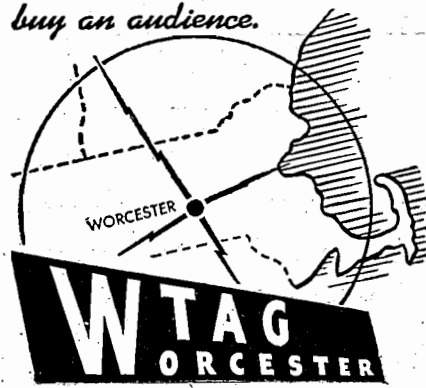
from 12:30-1 p.m., EDT., on May 17 will cover a pre-golf match luncheon attended by Clark, Gen. Dwight Eisenhower, Admiral Chester Nimitz, Bing Crosby, Albert Chandler, Clark Griffith and Bobby Jones. Mutual will make another pickup from the 18th hole of the course from 6-6:30 p.m., EDT., when a threesome composed of Senator Robert Taft, Chandler and Crosby are expected to be putting on the green. Air schedule for Sunday, May 18, has not been completed as yet.

## Kenny Brothers On WNBT

Nick and Charles Kenny, song-writing brothers, will guest on the "Birdseye Open House" show on WNBT Thursday night (8:30 p.m., EDT). Show, which features Harriet Van Horne as emcee, is sponsored by General Foods through Young & Rubicam.

Only WTAG covers Central New England.

When you buy time—buy an audience.





# AGENCIES

**LENNE & MITCHELL, Inc.**, yesterday stated that it is resigning Maxson Food Systems, Inc., account. The agency will continue to service the account pending the appointment of a new advertising representative by Maxson. The announcement was made by Ray Virga, president of Lennen & Mitchell.

**A. PILLER**, editor of "Reader's Scope," announces the addition of two contributing editors. Bernard Appel, editor of the Theater Handbook and a contributor on movies to the theater to a number of magazines, will be the new movie editor, starting with the August issue of "Reader's Scope." Joe Carleton, managing editor of "Billboard," will handle the record department.

**JAMES R. BRUMBY**, southern manager of "This Week," will join Tucker Wayne & Company as an account executive, according to an announcement by Tucker Wayne, president of the agency, headquarters of which are in Atlanta. Brumby has been with "This Week" since January, 1946, when he established the southern office for that publication, in Atlanta, after wide previous newspaper advertising and publishing experience throughout the South.

**PITTS PARTNERS**, a newly formed civic organization in Pittsburgh, has selected W. Earl Bothwell, Jr., to promote an intensive five-month clean-up campaign for the city. Reactivating former Civilian Defense personnel and all service groups in a plan to cover "every inch of Pittsburgh," the civic leaders are urging every man, woman and child to "Team Up for Clean Up."

**McNutt On CBS Tonight**  
Paul V. McNutt, U. S. Ambassador to the Philippines, who has just completed a world tour, will tell of his experiences tonight in a special program to be broadcast over CBS from 6:15-6:30 p.m.

**Scheff Goes "Collegiate" Friday**  
Valter Scheff, featured singer on the daily Jack Bundy show, heard WINS, 12:30-1:00 p.m., will induce numbers from the score of the CCNY Varsity Show, "Forever Lavender" on the program this Friday. "Forever Lavender" will be performed at the Pauline Edwards Theatre at C. C. N. Y. this Friday, Saturday, and Sunday.

IN CLEVELAND IT'S  
**WHK**

## Power Increases Okayed For Six ABC Affiliates

(Continued from Page 1)

10,000 watts full time on 1140 kc. KGEM now operates with 250 watts on 1340 kc. Three other ABC affiliates each received construction permits from the FCC granting 5,000 watts operating power. WREN, ABC's Lawrence, Kansas affiliate has been granted a construction permit to move the station to Topeka and operate there with 5,000 watts fulltime on 1250 kc. WREN currently operates with 5,000 watts day and 1,000 watts nighttime power on 1250 kc., in Lawrence. KTOK of Oklahoma City, Okla., has received FCC permission to operate with 5,000 watts daytime and 1,000 watts nighttime power on 1,000 kc. The station currently operates with 250 watts on 1400 kc. ABC's Tulsa, Okla., affiliate, KOME shortly will operate with 5,000 watts daytime and 1,000 watts nighttime power on 1300 kc. KOME now operates with 250 watts on 1340 kc.

### KGHI Gets Power Boost

KGHI, ABC's affiliate in Little Rock, Ark., will increase its power to 1,000 watts daytime and 500 watts nighttime on 1250 kc., under a construction permit recently received. The station now uses 250 watts on 1230 kc.

ABC's affiliate in Fort Smith, Ark., has been granted modification of a construction permit to change to unlimited operation with 500 watts nighttime and 1,000 watts daytime power on its present frequency, 950 kc. KFSA now operates daytime only with 1,000 watts on 950 kc.

### WHOM Ups Baltin

Fortune Pope, executive vice-president and general manager of WHOM yesterday announced the appointment of Charles Baltin as assistant manager. Baltin who has been program director since April 1943 will continue to supervise the station's programs and public relations in addition to assuming new executive assignments.

**KMLB**  
MONROE, LOUISIANA

*Has More Listeners*

**THAN ALL OTHER STATIONS COMBINED**

**IN NORTHEASTERN LOUISIANA**

**AND REACHES A \$103,629,000 BUYING POWER**

AFFILIATED WITH  
AMERICAN BROADCASTING CO.

REPRESENTED BY  
TAYLOR • HOWE • SNOWDEN *Radio Sales*



**YOU** can put showmanship into your advertising with this huge airship.

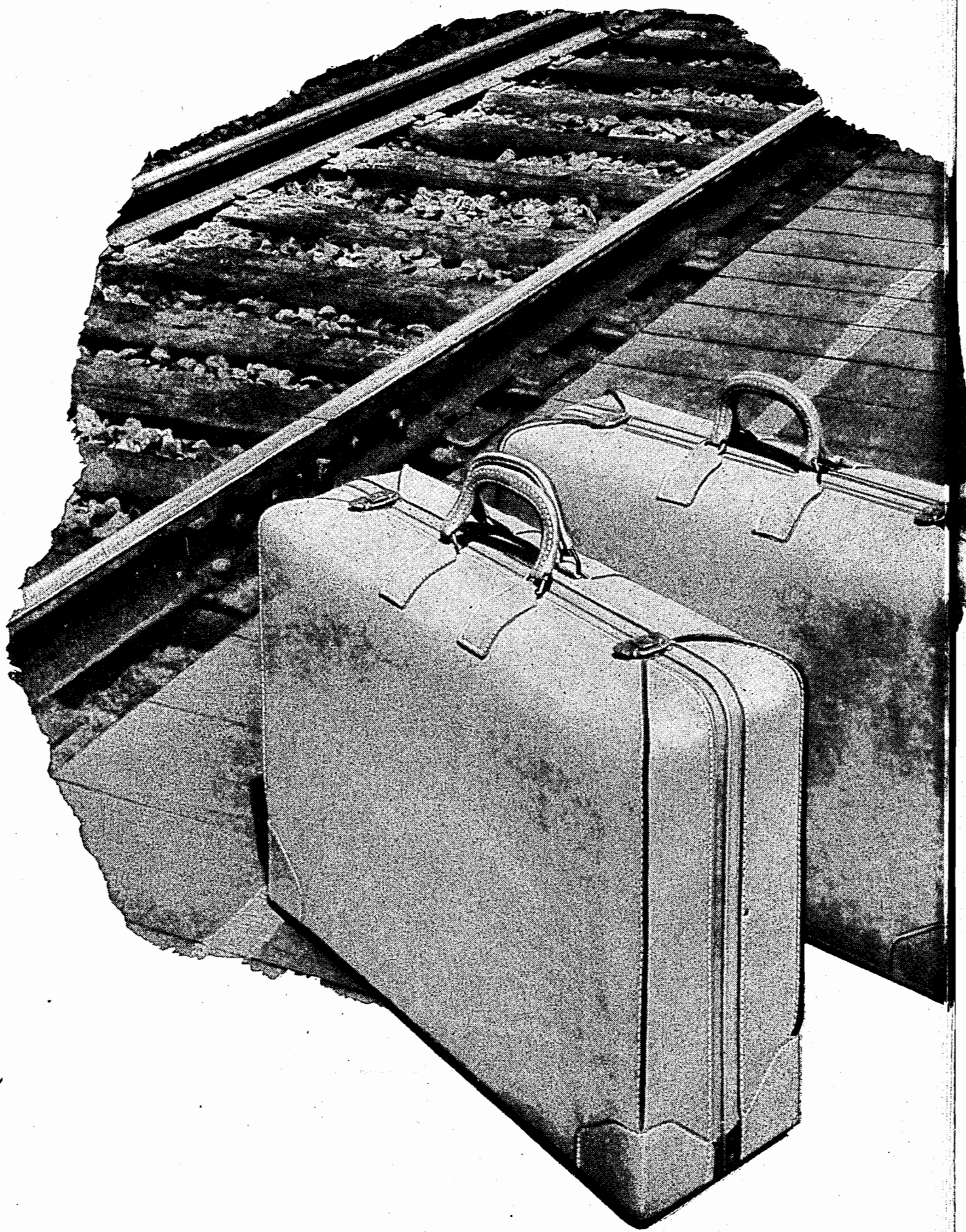
Your copy in electric letters 17 feet high... a running sign visible for over 2 miles. Change of copy as needed. Flights each night sunset to midnight, covering the greater Los Angeles area. An audience of millions. Made to order for

- MOVIE ATTRACTIONS
- RADIO FEATURES
- THEATRICAL ENGAGEMENTS
- SPORTING EVENTS
- INTRODUCING NEW PRODUCTS
- SHORT SALES CAMPAIGNS

Time bookings being accepted now, for periods of 1 to 16 weeks — beginning about June 1st.

Phone or Wire

**DOUGLAS LEIGH SKY ADVERTISING CORP.**  
630 Fifth Avenue, New York City • CIRCLE 6-6155



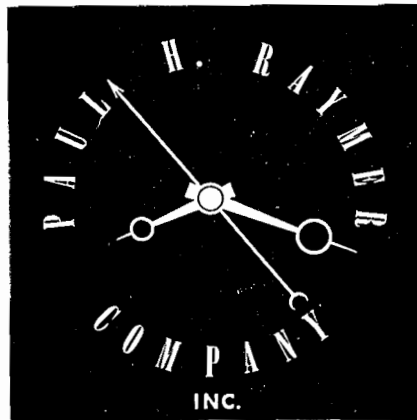


# *It's a fine suitcase—* **the one in front**

They look about alike—at first glance. Both will hold your clothes. One is a simulated leather bag. The other is made of the finest saddle leather, reinforced with a duralumin frame, almost as strong as steel and about a third the weight. It is lined with pure Irish linen. It costs a little more but will do a better job coming and going. It will always be a satisfaction to you who appreciate fine luggage.

Like luggage, men and organizations may look something alike—at first glance.

We are proud to be in our fifteenth year of uninterrupted success, of our persistent adherence to sound principles of operation, and of the recognized character and quality of our sales personnel. Such qualities are the positive proof of performance. Like fine luggage it costs a little more, but it gives you lasting satisfaction.



*Paul H. Raymer Company Inc. • Radio Advertising*

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO



## SAN FRANCISCO

**WILL AUBREY**, the "Bard of the Byways" is starting a new series of daily 15-minute programs over KQW at 5:15 p.m.

Another new KQW program is a Saturday 5:15 sportscast titled "Look-in' Em Over With Hansen" by KQW's newschief Carrol Hansen.

Mrs. Dudley Cierulff of Oakland was wishing she could get to New York to see her husband, a supply officer on the U.S.S. New Jersey. The ship was due in New York this week. Her wish came true when she tuned in on KFRC and heard Mutual's Treasure Hour of Song. Her identification of the popular song and the classic from which it was adapted won her the trip.

Ed Frisbie has joined the staff of KGO-ABC Western Division Newsroom. He was formerly with the San Francisco Chronicle and also spent two years in the NBC New York newsroom. He replaces Nick Allen, resigned.

KPO's studio "D" was turned into an apparel center as a result of Jan Lee's sewing contest on the "Women's Magazine of the Air." Judges finally picked first and second prize winners in each of eight divisions and Manager John W. Elwood presented the KPO-NBC cash awards of \$50 for first places and \$20 for second prizes. First place winning garments will be entered in the National Sewing Contest in New York with a chance of winning an all-expense paid trip to the Nation's metropolis.

## General Mills Renews Two Programs On ABC

General Mills, Inc., has signed 52-week renewal contracts with ABC covering sponsorship of "Hymns of All Churches" and "Betty Crocker Magazine of the Air." Both programs are heard Monday through Friday over ABC from 10:25 to 10:45 a.m., EDT, with "Hymns of All Churches" originating in Chicago and "Betty Crocker" originating from New York. Both renewals are effective Monday, June 2. Agency is Dancer-Fitzgerald-Sample, Inc., of Chicago.

While both these programs are broadcast simultaneously by ABC, "Betty Crocker," originating from New York is fed to ABC stations in Philadelphia, Washington, Pittsburgh as well as ABC's Southeastern group and, during Daylight Saving Time, to the Toledo, Akron, Cleveland and Youngstown areas. "Hymns of All Churches," originating from Chicago will be heard on ABC stations in other areas.

LUNCHEON AT SARDI'S  
Audition Records Available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



## Manhattan Memoranda. . . !

● ● ● Al Jolson reported considering seriously his own weekly air show with the U. S. Gov't as his sponsor for army recruiting. . . . "Look" mag, will plunk down a hundred G's for that spot campaign via Kenyon & Eckhardt. What is Bill Lewis in again! . . . Look for an all-out advertising battle between leading ciggie mfrs. to develop soon. Promotion and advertising budgets of leading brands for next year are at a new high. . . . Kate Smith considering starting a campaign for a national "Grandmother's Day" when her show shifts to Mutual June 23rd. . . . Ingrid Bergman may be starred on her own full hour dramatic show for a motor company. . . . Wonder if Lassie (just signed by a dog food sponsor for her own quarter-hour show) has the final say on scripts. . . . Eddie Dowling and an Amateur Hour show bought by Adam Hats for 10:30 Sunday nites on NBC. . . . ABC readying a sustaining show with Phil Silvers. . . . Petrillo's battle with the Gov't over the legality of the Lea Act gets a delayed Supreme Court decision soon. . . . Radio Mrs. Ass'n and Nat'l Ass'n of Broadcasters to cooperate in plugging slogan, "A radio for every room". . . . Transfilm, Inc., makers of educational and documentary shorts, will make available to advertising agencies a newly-created dep't devoted exclusively to the production of one and two-minute commercial slide and motion pictures for video showing.

★ ★ ★

● ● ● Alber-Dahlman Prod. have gotten off to a fast start in the television field with two shows; "The Open Door," with Candy Jones, and "Happy Birthday," with Bill Slater, on WABD. Candy does a first-rate job as emcee of the former opus, which is a talent show for newcomers culled from amateur contests held at metropolitan theaters. "Birthday Party" is an ingenious format for a kiddie show and Slater as "Uncle Bill" supplies just the right tone and guidance.

★ ★ ★

● ● ● THE STREET: Mob scene at Grand Central Station last week caused by WOR's stunt for return of "Boston Blackie" to its sked. Over 500 fans turned up to grab the free pens and watches offered to the first 20 to spot Dick Kollmar as he stepped off the Yankee Clipper from Boston. . . . Carl Ravazza and John Wildberg huddling on a tele package deal. Ravazza, a show-stopper at the Roxy, is set to record his "Pedre" routine for Decca and goes back to the Versailles in July. . . . ABC commentator Edwin C. Hill convalescing at his home following a three-week confinement in New York's West Side Hospital. His return to the air is still indefinite. . . . Bob Sheppard battling for Ben Grauer in the Winchell slot. . . . Ruth Etting due in town today and starts her new WHN series on the 19th. . . . Fate of the Kenny Baker show still hovering on a hairline balance, with the sponsor as yet undecided whether or not to continue. . . . Dick Willis' mail tying up traffic at CBS. . . . Coleman Jacoby readying a radio show for Jackie Miles. . . . One of the swankiest East Side men's clubs may fold unless it receives a cash transfusion from its members. . . . The Met opera may have to tilt its prices to keep out of the red despite SRO-sell-outs. A successful road tour would prevent the boosting of the admission price. . . . Bing Crosby off for Boston unexpectedly. . . . Crooner Jack Lawrence thinks that Jinx Falkenburg has Tex-appeal.

★ ★ ★

● ● ● If you don't think that spot announcements have any effect on the listening public, then listen to this: Mrs. Spencer Hare (wife of the exploiter) was expecting the stork sometime last week. Then came a terrific teaser campaign on the air, "Remember the day, it's the 7th of May." Hare kidded his wife that the slogan was the announcement of her impending blessed event. At first she laughed—but she didn't laugh when the heir arrived at 5:40 on the morning of May 7th.

## PROMOTION

### Audience Audit

WOV begins this week an advertising and promotion campaign based on the station's five "audited audiences" as reported by The Pulse. The research organization has compiled facts by which sponsors may learn of WOV audiences in reference to economic status, residence locality, dislikes and preferences and brackets. The five "audited audiences" are placed in the following listening categories: "Wake Up, New York" with Peggy Lloyd, "Prairie Stars" with Rosalie Allen, "1280 Club" with Fred Robbins, "Band Parade" with Bill Gordon, and the daytime Italian-American audience.

In making the survey, The Pulse, Inc., used names of listeners compiled by the station. Through a club membership gimmick, WOV has a policy of encouraging its audiences to record as listening to the station's various programs.

### Sports Tieup

WJJD, Chicago, has made a tieup with Sport magazine to promote broadcasts of American League baseball games. The station has issued WJJD Sports Calendar, with each day of May carrying a list of WJJD baseball broadcasts. These calendars will be supplied to Sport magazine and a calendar will be inserted in each of the 75,000 copies of the magazine coming into WJJD territory. The sports calendar lists "Dugout Interviews" by Bob Elson; "Scoreboard" broadcast by Ernie Simon immediately following the ball game, and "Intermission Time," broadcast between games of doubleheaders on

## Coca Cola Buys 2 Shows; Also Setting Dealer ET

Coca-Cola Co. has signed for two half-hour network shows, one to begin in late August and the other in October. At the same time it was revealed that the company for its dealers was setting up a series of 15-minute transcriptions based on Rose Franken's "Claudia." These spots will be purchased by the dealers.

Late August show will fill the former Kate Smith spot when she vacates in June, but CBS will use sustaining in the time for several weeks. This will be Sunday 6:30 p.m., EDT and will comprise Percival Faith as conductor of light concert and popular music, plus soloist. Second program will also be on CBS Fridays 10:30-11 p.m. and will be musical variety featuring Morton Downey and an orchestra, probably a name band.



# NAB-Ascap Groups In Amicable Confabs

(Continued from Page 1)  
...ces and another will be scheduled in the near future.  
...both Justin Miller, president of the NAB, and Deems Taylor, Ascap head expressed satisfaction at the results and progress of yesterday's confabs. They were confident that the final result would be an amicable deal. Current contract is slated to run out in 1949, and this is the first time that a friendly series of conferences have been held in advance without re-negotiations and ill feeling on the part of each.

...n the deal now in operation, Ascap has the right to have the pacts renewed for an additional 10-year period at the same scale of license fees. This will apparently be the new deal, possibly with some modification, and result in radio not paying any more for the use of Ascap music than has the past eight years. Sub-committees of the NAB Music Committee and similar groups from Ascap have been working together on occasion, making yesterday's conferences comparatively smooth.

...those in attendance yesterday for radio-NAB included: Justin Miller, Ed Streibert, John Shepard, III; Campbell Arnoux, Ed Yocum, C. E. Eney, Jr., Ed Souhami, Jos. A. McDonald, Julius Brauner, Don Pettey and Robert Mason.

...those representing Ascap included: Deems Taylor, Herman Finkelstein, Herman Greenberg, Fred Ahlert, Richard Murray, Otto Harbach, Julius Ellins, Lester Santly, Stanley Adams and John O'Connor.

# Down Leaves For Coast To Handle UJA Program

(Continued from Page 1)  
...from 10:30 to 11 p.m., EDT, in conjunction with the nationwide \$10,000,000 campaign of the United Jewish Appeal.

...The NBC show, "The Right To Live," which will co-star Joan Fontaine and Dana Andrews, will be the first in a series of network shows presented in behalf of the United Jewish Appeal. William S. Paley, NAB board chairman, is chairman of the UJA Advisory Committee and Hildon is UJA radio chairman.

...In addition to the NBC show on May 18, which will originate from the coast, the UJA is tentatively scheduled for a fourth network production on the CBS hookup in the near future. The networks are contributing the 30-minute spots gratis, and donating services and AFM living musicians' salaries.

# Apartment House Tele System Now Ready, Says Video Exec.

(Continued from Page 1)  
...demonstration confirms reports in these columns recently.

...The system, according to Sagall, offers a "complete practical solution to a problem which has been vexing television manufacturers, television engineers and realty owners in recent months," said Sagall. Demonstration is designed to offer a solution to the problem of erecting individual video antennas on rooftops,—a problem which grew in proportions as apartment house owners voiced repeated objections. "The imminent practical demonstration of the 'intra-video' master antenna system will remove this stumbling block in the path of the commercial growth of television," Sagall declared.

...Telicon officials estimate that there are three or four million potential users of television receivers living in apartment houses in such cities as New York, Philadelphia, Washington, Boston, Chicago, Detroit, St. Louis, San Francisco, and Los Angeles, most of which have stations in operation with others set to commence operations shortly. Ability to provide viewers in these cities with satisfactory reception is "one of the fundamental essentials for the success of television in general," said

# Swift Tele Series Debuts On WNBT Next Friday

...Walter Florell, well-known hat designer, will be the guest on the first program of Swift & Company's half-hour daytime video series, "Swift Home Service Club" on WNBT Friday, May 16 (1 p.m., EDT).

...Show, starring Jinx Falkenburg and Tex McCrary, will feature a different guest each week. In addition, hints on home management will be presented by Sandra Gahle, decorator and home planner, and Martha Logan, Swift's home economist. Agency is McCann-Erickson.

# Botany Adds Times Spots On NBC Tele For Summer

...Botany Worsted Mills has bought time Saturday and Sunday afternoons for weather spot announcements throughout the summer months on WNBT. Company will sponsor one-minute weather forecasts preceding baseball or other sports or special events covered by NBC television on weekends. Sound films will be used. Agency is Alfred J. Silberstein-Bert Goldsmith, Inc.

...Sagall, "and for the early profitable operation of manufacturers of television receivers and telebroadcasters."

...Demonstration of the "intra-video" system will be arranged in an apartment house under "typical apartment house reception conditions," it was said, "with outlets in the offices of Intra-Video Corporation of America." Firm is located at 851 Madison Ave. "While the demonstration will be arranged to satisfy the exacting requirements of the television industry," it was added, "it will be sufficiently convincing even for non-technical laymen, realty firms, contractors, builders, architects, etc., who will be invited to attend demonstrations." Company has arranged with leading manufacturers such as RCA, Du Mont, General Electric, U. S. Television, Viewtone, etc., to use their receivers in the demonstration to illustrate that system is workable on any type of tele set. All sets will operate simultaneously from a single antenna, company officials point out.

### Assures Ghost-Freedom

...System will not cost the individual tenant more than an individual antenna, "while insuring reception free from 'ghosts' and free from interaction which an individual antenna can rarely obtain in an apartment house." At the same time, it was explained, the master system antennas "meet all the requirements of apartment house owners."

...Regarding the cost to the individual tenant of the "intra-video" system, a company official said it would be "considerably less" than that of an individual antenna today. Arrangements for the installation, however, will probably be made by the landlord, who "according to present thinking" will pay the initial cost and charge a certain amount, monthly or otherwise, to the tenant having a tele set. By this manner, an apartment house owner could pay off the cost of the master system "within two years or so." Cost of installing such a system in a building housing approximately 50 tenants, would cost "very roughly, about \$10,000" a Telicon exec estimated. Company has attained satisfactory results with the master system in buildings with 50 individual apartments, he added.

# Radio Youths Eligible In Ad Exams By AAAA

(Continued from Page 1)  
...and knowledge, with latter including radio and other media. Tests will be open to students and young people in the radio industry as well as others, provided they are not working in an advertising agency.

... "Anyone—man or woman—not now employed by an advertising agency is eligible," said James H. S. Ellis, president of the Kudner Agency and chairman of the AAAA committee in charge. "However, the examination is especially aimed at senior and graduate college students and to young people who have already had experience in some fields of advertising." He added that it is not necessary that candidates have a college education, "although we expect that many will be college grads."

...Number of candidates to be tested in all nine cities is limited to 1500. If the number of applicants in any city exceeds its quota, those to be admitted to the examination will be selected by the AAAA committee, based upon their potentialities for success in the advertising business, as indicated by their educational background, business experience or demonstrated interests. Fee of \$15 will be charged each candidate to cover part of the cost of the examination, which will take place on June 7th and June 14th.

# WE BROKE THE BANK

Banks are hard nuts to crack —so far as radio stations are concerned. They have an ingrained reluctance toward any form of advertising beyond that annual statement. And too, when one of our salesmen broke a bank's long-time prejudice and walked in one day with a 26 week program contract for a bank, it was big stuff. Big stuff has turned to old stuff, now. They just renewed for another 26 weeks.

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

IN CLEVELAND IT'S  
**WHK**

EVERYBODY NEEDS  
DUNCAN'S  
Radio—Electronics  
DICTIONARY  
Absolutely invaluable to  
all members of the industry  
Send \$1.50  
Radio Electronics Publishing Company  
Box RD. 15 Park Row, N. Y. 7, N. Y.

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

# COAST - T O - COAST

## —KANSAS—

**COFFEYVILLE**—KGGF has invited the music department of schools in outlying communities to present special programs during the closing days of the school year and is offering the facilities of the Coffeyville high school auditorium for large choral and orchestral groups. Thus far, 10 schools have accepted the invitation. . . . **EMPORIA**—Burt Harrison, former KTSW continuity chief, is now at the University of Denver, Colorado, where he has a fellowship in the radio department. . . . **TOPEKA**—The Miccolis Sisters, Ruth and Mary, and Ambrose Haley have joined the staff of WIBW. A harmony team, with the specialty of triple-tongue yodeling, they make up the major portion of the Ozark Ramblers program.

## —KENTUCKY—

**LEXINGTON**—Ted Grizzard, formerly with CBS in Chicago, has become general manager of WKLX. Jack Brooks, also previously affiliated with CBS as a singer and just recently there as a producer, has become WKLX's program manager. . . . **LOUISVILLE**—The WHAS owned and operated frequency modulation station, WCJT, with a frequency of 99.5 megacycles on Channel 258, recently became Kentucky's first commercial FM outlet. As a developmental FM station for several years, the call letters were W9XEK.

## —INDIANA—

**FORT WAYNE**—WOWO has inaugurated a new series of programs designed especially for veterans. Entitled "Veterans News Roundup," program is aired each Monday 4:30-4:45 p.m. Mrs. William Junk, American Legion Commander, and member of the Veterans' Aid Commission, answers the question and gives the information regarding the vets problems. . . . **INDIANAPOLIS**—WIBC has arranged to carry all of the home games and night games from out-of-town points of the Indians' ball team by Western Union sports wire under sponsorship of General Mills. Gene Kelly, WIBC sports editor, is handling the play-by-play.

## —MASSACHUSETTS—

**BOSTON**—Homes Incorporated, through the John C. Dowd Agency, has signed with WNAC to sponsor a new series of 15-minute programs which will present interviews and talks by persons connected with the real estate field. G.I. real estate benefits and home buying plans will also be featured. . . . **PITTSFIELD**—William R. Grimm, World War II veteran, and former announcer at WKAX, Birmingham, Alabama, has joined the announcing staff of WBEC. . . . **SPRINGFIELD**—ABC comedian Henry Morgan will be the principal speaker here. May 18th, at the "I Am An American" day exercises.

## —NEW YORK—

**BUFFALO**—Frank B. Ridgeway, consulting engineer for the firm of Frank H. McIntosh, consulting engineers of Washington, D. C., has been appointed technical director for WEBY, Cy King station director announced. As technical director, Ridgeway will be active in the present construction plans for WEBR's 6000 watt-970 kc. operation, as well as helping to supervise station's FM operation and tele plans. . . . **ROCHESTER**—Lester M. Lindow, general manager of WRNY and WRNY-FM, has been named public relations officer of the newly activated 98th Infantry Division. . . . **Freda Barzman** has joined the staff of the continuity department of WRNY and Glen "Whitey" Davis has joined the station's local news staff.

## —MARYLAND—

**BALTIMORE**—In recognition of WBAL's "Clean City Campaign," Mayor Theodore R. McKeldin awarded a scroll to the station in a special broadcast recently. The honor, the Mayor said, was extended to WBAL because of the station's co-operation with him, the Bureau of Street Cleaning and other city departments in a series of broadcasts during the past three weeks. **FREDERICK**—WFMD carried a remote broadcast covering the Shenandoah Apple Blossom Festival in Winchester, Va., on May 1 and 2.

## —MINNESOTA—

**MINNEAPOLIS**—Howard S. Meighan, vice-president of CBS in charge of company-owned stations has announced the appointment of Gene Wilkey, program director of WCCO, to the post of acting manager of the station, succeeding A. E. Joscelyn, general manager, who resigned recently. . . . **Vivienne Kleen** has been appointed news editor of WDGY. . . . **Van's Air Service**, St. Cloud and St. Paul, takes over the sponsorship of WDGY's Tuesday night "Flying Reporter" show.

## —MISSOURI—

**ST. LOUIS**—KXOK is now presenting a program of recorded children's music and story favorites every Sat. morning from 11 to 11:25 a.m. Written and broadcast by John Corrigan, the program features Hollywood stars narrating the stories such as "Peter Rabbit," "Three Billy Goats Gruff," "The Children's Hour," etc. . . . **KANSAS CITY**—Lucia Foreman of New York City, merchandise editor for Charm magazine, appeared as a guest on KCMO's "Today's Woman with Anne Hayes." Miss Foreman is studying fashion needs for career women and home-makers in various parts of the country.

Send Birthday Greetings To —  
May 14

Murray Arnold      Carlton Brickert  
Lew Lehr              Ivan Black  
Joan Black            Joseph M. Seiferth  
Stu MacHarrie        Margot Gayle

### COPY WRITER

Regional daytime AM station, with full-time metropolitan FM station under construction, has opening for commercial copy writer. Send sample continuity, details, first letter. WPIC, Sharon, Pa.

## Facsimile Newspaper Without FM, In Mass

(Continued from Page 1)

corporation plans around-the-clock service, starting with a morning edition between 3 and 5 a.m., bullet throughout the day; stock and financial news in the afternoon; bulletin service in the early evening, and ending up with news summary at 10 p.m. Other incorporators, besides Bliv are Eugene C. Zack, former newspaper and radio editor, and J. Kendall Brigham, assistant treasurer of the Film Group.

## NAB Standards Group Works On Code Revision

(Continued from Page 1)

pointed about six weeks ago to make preliminary explorations in the matter and offer suggestions and recommendations.

Following the two-day closed session, committee members would make no comment but Robert Swezey, chairman, said that progress was being made. Presumably, if sufficient progress has been made in revising the industry code a report will be made next week to NAB board.

With the Standards of Practice Committee remaining secretive about any plans it is shaping up, two reductions emerge: either no progress has been made, with members so far from any conviction as to what they will come up with in the event radical changes are being forged which best should not be revealed at this time. In the end, however, the latter speculation is not believed likely to come to pass.

Members of the committee in attendance at the New York meeting in addition to Swezey and Justice Miller, NAB president, were John M. Outler, Jr., WSB, Atlanta; Eugene Carr, WPAY, Portsmouth, Ohio; Harold E. Fellows, WEEI, Boston; Ed L. Bill, WMBD, Peoria; Walter Damm, WTMJ, Milwaukee; Gils Gray, CBS; Roger W. Clipp, WFIL, Philadelphia; C. T. Lucy, WRVA, Richmond, Va.; Merle S. Jones, WGM, Washington; Don Petty, NAB general counsel; and C. E. Arney, Jr., NAB secretary-treasurer.

**Baltimore's Listening Habit**

**WCCB**

**MUTUAL BROADCASTING SYSTEM**

FREE & PETERS, Inc.  
Exclusive National Representatives

JOHN ELMER  
President

GEORGE H. ROEDER  
General Manager

## Cabinet Members Hold Int'l Shows Be Kept

(Continued from Page 1)

called press conference in the house office building that the broadcasts "as at present conducted," must be terminated.

Both Acheson and Harriman spoke at length on the importance of the cultural program for the future peace. Both agreed that it must be designed to "back up" and supplement that picture of America presented abroad by private media of information, but that the job the government must do is vitally important in the overall matter of international relations.

For instance, Harriman pointed out, the program to aid Greece and Turkey will be far more difficult to accomplish successfully so long as the Greek and Turkish people are subjected to constant radio propaganda from Moscow which is not countered from this country.

In reply to questioning by Representative Walter Judd, (R., Minn.), Harriman said he could not tell how many radios there were in Russia equipped to receive our broadcasts. His guess was that there were more than 50,000 however, and he stressed the fact that dozens of families listen to just about every set in Russia. Although sets are registered, there is no prohibition against listening.

"The Russian people want to be friendly," said Harriman, former Ambassador to that country.

Benton and Ambassador Bedell Smith, here briefly from Moscow, will be heard today.

Taber handed reporters a sheaf of excerpts from "Voice of America" broadcasts which indicate to him that the series should be stopped.

Taber put before reporters portions of broadcasts in which the labor bill passed by the House and Senate was described as "stringent" and "drastic," and in which the record high industrial profits of 1946 were mentioned, along with a declaration that reduction of prices is a function of management since price controls were eliminated "against the wish of President Truman," and in which the recent book "Our Fair City" by Col. Robert S. Allen is mentioned. Taber was angry that the State Department could recommend a book which deals with dishonesty in the governments of major American cities.

### Sinatra-Shore May Team

Dinah Shore may be teamed with Frank Sinatra on the "Hit Parade" when it goes NBC, according to present dickerings. Nothing definite yet.

IN CLEVELAND IT'S

**WHK**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 33

NEW YORK, THURSDAY, MAY 15, 1947

TEN CENTS

## OIC Before House Group

### N. Y. Tele Decisions Now Final With FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced a final decision granting our applications for new television stations in the New York-Northeastern New Jersey metropolitan district. Permits were given to Bamberger Broadcasting Service, Inc., (channel No. 9), Bremer Broadcasting Corp., (channel No. 13), ABC (channel No. 11), News Syndicate Co., Inc., (channel No. 11). Denied in the final decision was the application of Debs Memorial Fund, Inc.

In other final decisions, the Com-  
(Continued on Page 6)

### Radio Phone Expansion Merits FCC Hearing

Washington Bureau, RADIO DAILY  
Washington — Problems arising from the "rapidly expanding" use of radio telephone for communication with vehicles will be considered at further hearing scheduled by the FCC for September 8, it was announced yesterday. It is expected that this session also will produce data leading to the promulgation of rules governing use of mobile service. The common carrier type of mo-  
(Continued on Page 2)

### Radio Parts Show In Chi. Continues Big Attendance

Chicago—The 1947 Radio Parts and Electronic Equipment Show currently at the Hotel Stevens with 169 exhibitors crowding the huge exhibition hall with every conceivable kind of radio and electronic equipment,  
(Continued on Page 3)

**Denny's Dozen**  
"America's Town Meeting of the Air," (George V. Denny, moderator) which the American network calls "a new medium for an old technique of Democracy," will mark its 12th anniversary on the air Thursday, May 29. The full-hour program, which seemed "radical" when introduced in 1935 over 18 stations of the old Blue Network, now is being broadcast on 212 outlets of ABC.

### See New CBC Attack By Canada Commons

Montreal—The House of Commons' Special Committee on Radio Broadcasting, which usually provides a good share of Parliament's fireworks, is expected to hold its first regular meeting early next week. Sentiment among members appears to favor an early opening of the sittings, and Monday and Tuesday of next week are most likely choices. Opposition critics have already indicated that they intend to again open fire on the  
(Continued on Page 3)

### REC To Elect Officers At Today's Luncheon Meet

Radio Executives Club of New York will hold its final luncheon session of the season today at the Hotel Roosevelt, 12:30 p.m., with election of officers for the ensuing season being the important business of the  
(Continued on Page 3)

## Latest Electronic Devices Shown At RCA's Exhibition

RCA threw open the doors to its Exhibition Hall at 10 a.m., yesterday morning, an hour earlier than the scheduled opening and by 5 o'clock that evening, 3,510 persons had passed through the Hall to view the equipment and displays housed in the spacious two-story showplace, which is the result of more than two years' planning at a cost of approximately \$1,000,000.  
The RCA Exhibition Hall is located

### Foreign Affairs Committee Hears Pleas For, Against "Voice Of America"; Marshall To Testify Friday

### Commission To Study College Low-Watt

Syracuse, N. Y.—The first installation at Syracuse University of the small two-and-a-half-watt FM transmitter which General Electric has proposed for educational and non-commercial broadcasting will be studied here May 20 by three commissioners and a few members of the law and engineering departments of the FCC. Heading the FCC group  
(Continued on Page 8)

### Program-Production Heads Attend NBC Meet In N. Y.

Some 50 program and production heads of 40 Eastern and Mid-Western NBC affiliated stations were in attendance yesterday when the network opened a three-day meeting of these managers at its New York  
(Continued on Page 6)

### WNEW Public Service ETs Offered Stations Gratis

A transcribed series of one-minute musical jingles, aimed at producing "understanding and harmony" among all groups of American peo-  
(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—The cultural standard of the Russian people is higher than the cultural base of American radio, Gen. Bedell Smith, U. S. Ambassador to Moscow, told the House Foreign Affairs Committee yesterday. Smith made his remark all-inclusive, holding that in all the fine arts the Russian standards are higher than those of this country. His testimony dealt mainly with Russian attitudes, as he strongly supported the "Voice of America" broadcasts and urged their  
(Continued on Page 8)

### New Outlets On Air; West Coast Activity

Rapid growth of new stations throughout the country, both AM and FM, continues with no let-up and FM outlets in the San Francisco Bay area, which now has three, may be tripled by the end of this year. San Francisco Chronicle's KRON-FM will be on the air next month with Al Isberg as station manager and Al  
(Continued on Page 3)

### Three ABC Shows Remain On Through Summer Mos.

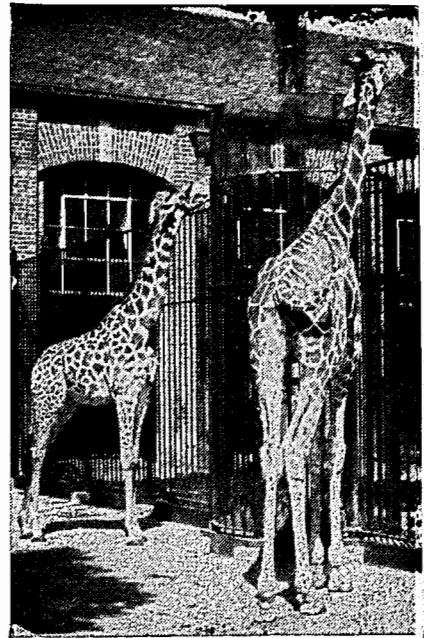
Three shows currently heard on the ABC net will remain on the air throughout the summer months. "The Greatest Story Ever Told," heard Sundays at 6:30 p.m., EDT.,  
(Continued on Page 6)

**No Takers**  
The recordings of the press conference in which Rep. John Taber, chairman of the powerful House Appropriations Committee, criticized the "Voice of America" broadcasts, have been offered to the State Department by WOL-Mutual. Thus far, the department has not indicated whether it would or would not accept the Washington station's offer.

**Far From Home**  
Four members of NBC's staff now are in Bocayuva, in the interior of Brazil, to provide, for the first time in history, both radio and television coverage of a sun-eclipse. Bon Grauer, assisted by George Anderson and Harry Grock, engineers, will air a series of shortwave descriptive broadcasts. Leroy Phelps will film the event for telecasting.



★ COMING AND GOING ★



The long and short of it

That's such an obvious picture... and such an on-the-nose caption... maybe you won't have to read this ad all the way through.

But the sales points in Baltimore radio are just about as quick as that headline. And here they are:

Baltimore is the sixth largest U. S. city.

It contains five radio stations... four networks.

Of the five stations it is the independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any of the other four stations in town.

Facts are available that prove W-I-T-H is the buy.

Sorry... that took a little longer than we thought.

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

**JACK LAVIN**, casting director for Walt Disney Studios, Burbank, Cal., has arrived from Los Angeles on business. Chatted for a while yesterday with members of radio and film-dom's Fourth Estate.

**BENEDICT GIMBEL, JR.**, president and general manager of WIP, Philadelphia, is back in the Quaker City after having attended meetings in the New York headquarters of the Mutual network.

**BILL BENNETT**, commercial manager of KXYZ, American network outlet in Houston, Tex., is spending a few days in Gotham.

**MORRIS NOVIK**, radio consultant, left last night for Los Angeles in the interest of the AFL radio campaign. He'll return Saturday.

**LANNY ROSS**, having completed his singing engagement in Cincinnati, has returned to New York and now is preparing for his forthcoming appearance at the Cairo Club in Washington, D. C.

**RUSS JOHNS**, supervisor of shortwave production for CBS, has returned from Bermuda, where he spent a three-week vacation.

**MARGARET ARLEN**, commentator on WCBS, who spent the Mother's Day week-end with her parents in Edenton, N. C., is back in New York.

**FRANK E. MULLEN**, executive vice-president of NBC, is in Chicago on business. He'll spend tomorrow and Saturday in Ames, Iowa, participating in the 25th reunion of his class at Iowa State College.

**LYMAN BRYSON**, counsellor on public affairs for CBS, went up to West Point yesterday to attend a meeting of the American Assn. for Adult Education.

**MILTON BACON**, assistant to the general manager of WCBS, is up in White Plains today, addressing the Kiwanis Club of that suburb.

**ERNEST COLLING**, producer in the television department of NBC, is back at his desk following a vacation in the Southland.

**HAROLD E. FELLOWS**, manager of New England operations for CBS and general manager of WEEL, Boston, was a visitor yesterday at the Radio Sales division of the web in New York.

**JAY ROYEN**, manager of NBC press in Washington, D. C., is spending some time in town to inspect the New York television facilities of the network.

**LOU MANDEL**, manager of Larry Parks, Betty Garrett and Jerry Lester, among others, is back from a business trip to Hollywood.

Radio Phone Expansion Merits FCC Hearing

(Continued from Page 1)

bile radiotelephone service the FCC said is expanding at "a very rapid" rate with the urban service somewhat more in demand than the high-way service.

The rate of expansion is delayed "only by the inability of manufacturers to furnish the necessary radio equipment as rapidly as required."

Even so, common carrier mobile service has been authorized in 58 cities in the United States and also in Honolulu. It will be provided for the most part by the Bell system and independent telephone companies. The telephone industry has authorizations for about 5,600 mobile units in the urban service. Its projected investment totals about \$6,000,000. Thirty-seven licensees have been authorized to charge for this service.

**Investment Is \$4,500,000**

Common carrier highway service is proposed for 79 domestic cities and two in Hawaii. Some 3,200 mobile units have been authorized in this category which together with land stations represents an investment of \$4,500,000.

The telephone companies propose service which will extend wire telephone communication to and from land, sea or air vehicles. Three types of common carrier service are in prospect: (1) communication between any regular telephone and any mobile unit (2) special two-way dispatch service between a central office and specified mobile units and (3) a one-way signalling service to mobile units.

Prot. Episcopal Campaign Includes Radio In Media

Radio will be used in the two million dollar campaign, starting late this year, by the National Council of the Protestant Episcopal Church to emphasize religious teachings and arouse moral responsibilities of all people. All advertising media will be used in the unique campaign, according to Ralph Jordan, promotion director of the council. Final details of the project will be worked out by national council members meeting in New York which is scheduled to be held next September.

War Vet Time On WNYC

WNYC's 8-8:30 p.m., period on Fridays will become a showcase for war vets, members of "Veterans Memorial Stage," who are trying to get a foothold in radio and the theater by acting, directing or writing. First broadcast on May 16 will feature the dramatization of Marc Connelly's "The Mole on Lincoln's Cheek." Future programs will include Free Company radio plays by William Saroyan, Sherwood Anderson, James Boyd and others. Actor Erik Rhodes is radio director of "Veterans Memorial Stage."

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

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FINANCIAL

(Wed., May 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 7/8	7 7/8	7 7/8	.....
Am. Tel. & Tel.	162 3/8	162	162 1/8	- 7/8
CBS A	25 3/4	25	25	- 1/4
CBS B	25 3/8	25	25 1/4	.....
Farnsworth T. & R.	5 1/2	5 1/4	5 3/8	- 1/8
Gen. Electric	33 1/8	32 3/8	32 3/8	- 3/8
Philco	24 1/4	24	24	.....
RCA Common	8 1/8	8	8	- 1/8
RCA First Pfd.	77	76	76	- 3/4
Stewart-Warner	14 5/8	14 5/8	14 5/8	.....
Westinghouse	23 1/4	22 3/4	23 1/4	+ 1/4
Westinghouse Pfd. B.105 5/8	105 5/8	105 5/8	105 5/8	- 1/8
Zenith Radio	16 1/4	15 3/8	15 3/8	- 5/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6	6 3/4
Finch Tele Comm.	6 1/4	7 1/4
Stromberg-Carlson	12 3/4	13 3/4
U. S. Television	1 1/2	2
WCAO (Baltimore)	38	
WJR (Detroit)	15	17

**Soccer Game To Be Televised**

Soccer game between the Hapoel team of Palestine and the New York All-Stars at Triboro Stadium on Randall's Island next Sunday, May 18, will be telecast by WNBT. The NBC station is scheduled to go on the air at 3 p.m.

**MUSIC has power**

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

No wonder WDAS audiences say "Thank You!"

## See New CBC Attack By Canada Commons

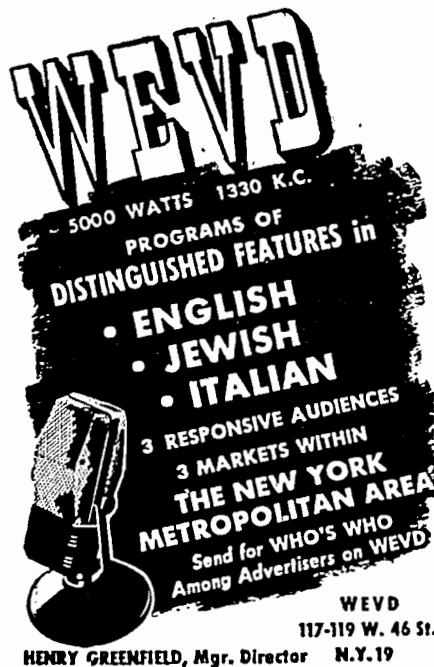
(Continued from Page 1)

policies of the Canadian Broadcasting Corp., and private radio interests have intimated informally that they desire to make representations at the committee meetings similar to those made last year. When the committee met during the previous session, owners and operators of private stations provided the basis for heated debate lasting several weeks with claims that the CBC was seeking to oust them from carefully developed fields of activity.

Interest in the radio committee invariably runs high here since this committee provides the only opportunity for detailed study and criticism of the plans and policies of the Federal Radio System. Because of the special status which is claimed for the CBC—something halfway between an agency of the Crown and an independent agency plus a misty link to Parliament—the deliberations of the special committee provide during the interval in which it sits, a means of examining and criticizing. The committee is set up specifically to consider the CBC's annual report, and to review its policies. Despite the fact that private radio interests are almost certain to be represented, it is not believed that the series of committee meetings will be protracted as long as was the case in 1946 unless unexpected contingencies develop.

### Wallenstein On NBC

Last Sunday Alfred Wallenstein made his first appearance with the NBC Symphony when he conducted the orchestra in its regular Sunday afternoon broadcast. Mr. Wallenstein, who is the permanent musical director and conductor of the Los Angeles Philharmonic Orchestra, will lead the NBC Symphony during its broadcasts of May 18, 25 and June 1.



**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD  
WEVD  
117-119 W. 46 St.  
HENRY GREENFIELD, Mgr. Director N.Y. 19

## New AM And FM Outlets Debut; Latter Shows Coast Activity

(Continued from Page 1)

Constant, formerly with WNAX, Yankton, S. D., as program director. KONG-FM, owned by the Alameda Times-Star, will be in operation soon under management of Harold N. Altman while KGO, owned by ABC, is going ahead with construction plans for its FM outlet. Several other AM stations in the area have FM permits and expect to be on the air by the end of the year.

Across the Golden Gate Bridge in San Rafael, KTIM has just gone on the air as an AM station with a power of 1,000 watts, the first and only one in Marin County. It was completed at a cost of over \$100,000. Personnel includes Ernest L. Smith, general manager; Alan B. Johnstone, commercial manager; Robert F. Franklin, program manager, and Mark L. Gerstle, chief announcer.

To the east of the San Francisco Bay area in Stockton, the new KXOB signal will hit the air today, May 15, as a Mutual-Don Lee affiliate. President and executive director of the 1,000 watt AM outlet is Lincoln Dellar, also the owner of KXOA,

### Radio Parts Show In Chi. Continues Big Attendance

(Continued from Page 1)

continues to draw record attendance. Opening of the show was preceded by meetings of the board of directors of the National Electronic Distributors Association, with a Radio Old Timers' cocktail party held later on. A breakfast meeting of NEDA, was held with a radio broadcast featuring Don McNeill's "Breakfast Club" program. Guests at the breakfast included members of the RMA; Sales Managers Club, eastern division, and Association of Electronic Parts and Equipment Manufacturers. At 11 a.m., there was a general meeting of the representatives, of Radio Parts Manufacturers, Inc., and the industry keynote dinner was held at 7 p.m., in the Grand Ballroom of the Stevens. Highlight of the banquet was the speech of Benjamin F. Bills, well known authority on salesmanship. Bills spoke on "Action and How to Get It" and he was not sparing in his criticism of sales methods of the industry. He took it to task for its "inexcusable neglect and smug complacency," and told the members it was high time that they take a good second look at the industry's sales methods and correct their many faults. Many members disagreed with Bills' conclusions and there was an animated discussion of the topic. Later, Bills was invited to appear before group conferences to discuss his sales ideas.

The necessity of installing antenna for FM radios was stressed at the Monday meeting. "Don't sell FM radios without antennas when there is definite question about reception," members were admonished. "Check your local FM station for their pri-

Sacramento. Herb Ferguson is station manager of KXOB and Earle Russell is program director. Located in San Joaquin County, one of the nation's most important agricultural areas, KXOB will devote special attention to farm programming.

Lincoln W. Miller has been appointed chief of facilities and engineering for both KXOA and KXOB. He is also named program operations manager for KXOA. Miller comes direct to California from Washington, D. C., where he was associate chief of international broadcasting.

In the midwest, the Oklahoma Publishing Co., has just put its fourth station on the air, this time in Peoria, Ill., with the call letters WEEK. Licensee of the 1,000 watt station, an NBC affiliate, is the West Central Broadcasting Co. Board chairman is Robert S. Kerr, former Oklahoma governor, and Stanley White is station manager. Oklahoma Publishing Co., has been in radio for more than 20 years and also owns WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs.

### REC To Elect Officers At Today's Luncheon Meet

(Continued from Page 1)

meeting. Principal speaker will be Dr. S. Harcourt Peppard, psychiatric specialist, whose subject will be, "The Influence of Radio on Children." Dr. Peppard, is acting director of the Bureau of Child Guidance of the New York Board of Education.

Officers to be elected, and as yet unopposed are: President, William S. Hedges, vice-president in charge of planning and development of the National Broadcasting Company; vice-president, Regina Scheubel, Duane Jones Co., Inc.; secretary, Louise Spaulding, J. Walter Thompson Co.; and treasurer, Ralph N. Weil, general manager of WOV.

many broadcasting areas, then explain the antenna story whenever your prospect or customer lives beyond them. Insure his listening pleasure and you help assure FM's future in your market." It was explained that FM waves, transmitted on high frequencies with light beam characteristics, are subject to shadow effects from the earth's contour and buildings, and the outside antenna serves to get necessary height for signal reception as well as to overcome some of the handicaps of shielded construction in modern buildings.

No meetings were scheduled for Tuesday, Wednesday and today, in order to give all of the time to the parts show. Friday was designated as "Open House Day" on which the general public was to be admitted to the show. A joint meeting of the Association of Electronic Parts and Equipment Manufacturers and the Sales Managers Club, eastern division, is scheduled for tomorrow, when the show ends.

IT PAYS  
TO COVER  
THIS RICH  
MARKET



**EASTON, PA.**  
**WEEF**  
(Established 1936)



A  
STEINMAN  
STATION  
Sales Representative  
**RADIO  
ADVERTISING  
COMPANY**  
New York • Los Angeles • Chicago  
San Francisco and Hollywood



# AGENCIES

**T**HE ADVERTISING COUNCIL in an effort to reduce the annual loss of 100,000 lives due to accidents, is distributing a Stop Accidents Campaign Guide this week to advertisers, advertising agencies and magazine and newspaper publishers through the United States. An Advertising proofsheets is also being sent to all daily and weekly newspapers for use in advertising in the public interest. This material, prepared by Young & Rubicam of Chicago for The Advertising Council, was based on data furnished by the National Safety Council. It tells the accident prevention story and invites American business to give advertising support to the campaign's three phases: Traffic, Farm, and Home Safety.

**JOSEPH M. JONES**, manager of McCann-Erickson's outdoor department, has been named to the administrative committee in charge of the Continuing Study of Transportation Advertising, it has been announced by The Advertising Research Foundation. Before joining McCann-Erickson two years ago, Jones served in various sales capacities with Walker and Co., in Detroit for about 20 years. He is a past director of the Adcraft Club of Detroit and a former vice-president of the National Electric Sign Association. For several years he has been a member of the speakers bureau of the Advertising Federation of America.

**W. W. GARRISON & CO.**, Chicago-New York-Grand Rapids advertising agency, has been engaged to handle the account of E. Greenebaum & Co., meat processors, also the Marshfield Co., cameras. Ted Morrow, vice-president, is account executive on both.

**LEONARD S. MORVAY, JR.**, has been elected vice-president of the Altomari Advertising Agency, New York. Formerly Morvay was copy chief, radio director, and account executive. . . . Geraldine E. Sklar has joined the agency as publicist and copywriter.

**BRANCH OFFICE** in the Gurley Building, Stamford, Conn., has been opened by St. Georges & Keyes, Inc., it has been announced by Maubert St. Georges, president of the New York agency. Carr Speirs of Stamford, who heads his own sales and dealer promotional business, is the manager of the organization's new branch.

LET'S GO TO THE MOVIES  
Audition Records Available

**COMMERCIAL PROGRAM SALES**  
440 Broadway, N. Y. PE 6-8600



## Windy City Wordage. . . !

● ● ● Hal Tate and his wife, Nikki Kaye, have interrupted their local radio activities to take a vacation in New York. While they're away, Sam Lesner, radio ed of the Daily News, takes over Nikki's air show on WCFL. Following the vacation, Hal will return to WAIT with his show biz program. . . . Miriam Orr, attractive secretary to Thomas Compere, NBC attorney, has resigned to join the Foote, Cone & Belding ad agency. . . . Messages of congrats to WDAY, NEC affiliate at Fargo, N. D., which celebrates its 25th anniversary on May 22, have been recorded by seven NBC Chicago artists and will be used for promotional purposes on the Fargo station. . . . Gil Berry, ABC central division sales manager; Karl Sutphin, promotion manager, and Gerry Vernon, account executive, are in Ottumwa, Iowa, this week conferring with officials of John Morrell & Co., dog food manufacturers, regarding buildup for the Lassie program, which premieres over ABC June 8.



● ● ● The annual AFRA Antics show has come and gone, and it was quite a shindig, as such things go. Perhaps not as glamorous or star-studded as the enthusiastic plugging over all the local radio stations might indicate, but nevertheless a good evening of informal entertainment put together as well as the average actors' show. Such an affair, for obvious reasons, has not the professional finish that comes from repeated rehearsals, but Earl Bronson, Jim Billings and Burr Lee did an excellent job of handling the show. Garry Moore was refreshing, though like most emcees a bit garrulous. Talent was plentiful, the turnout was big, and the AFRA sick and benefit fund profited nicely.



● ● ● "Sunday Symphonette," new program series of classical music, will begin on WBBM May 18, 12:30-12:45 p.m., with John McCormick, announcer, giving background notes on the musical scores. Show is sponsored by Ryser Bros., Inc., cheese makers. . . . Pierre Andre, announcer who started in Chicago radio in 1930, has returned to WGN after a year and a half on the West Coast and will be heard as announcer and narrator on the Chicago Philharmonic Orchestra broadcasts on Tuesdays. . . . Jack Van Volkenburg, general manager of radio sales, WCBS, New York, is in Chicago on business. . . . George L. Harrington, father of John Harrington, WBBM announcer, died May 10 at his home in St. Louis. . . . Ell Henry, ABC publicity manager, has been named publicity director of the North Evanston Fourth of July celebration committee.



● ● ● WEAW, Evanston, Ill., FM station which has been on the air only a few months, has been doing a splendid job. It now has 43 commercial sponsors, and it also made 25 public service broadcasts in April for such services as the American Cancer Society, Salvation Army, army recruiting, planned parenthood, Council of Social Agencies, Girl Scouts, and many churches, schools, etc.



● ● ● WGN's "Chicago Theater of the Air" series leaves the air on May 31 until next fall. Final show will be aired from Medinah Temple, and the 4,500 guests attending will be chosen by lot from the 35,000 requests for tickets which had been received when the "no audience" decision was adopted in March. . . . "How to Tap Radio's Powerline" will be the topic of Harold Smith, assistant manager of the NBC advertising and promotion department, when he addresses the annual convention of the Illinois Pharmaceutical Association at Peoria on May 21. . . . Bob Hartman, WBBM continuity editor, back from a week's visit in New York.

# LOS ANGELES

By RALPH WILK

**T**HE Planters Nut and Chocolate Co. has renewed the Harry W. Flanner news program on Saturday, for 5 weeks effective May 31 on the Columbia Pacific Network. Raymond F. Morgan Co., represented the client, and Meredith Pratt was the Columbia account executive.

Lurene Tuttle, dramatic actress of "The Dick Haymes Show," has been named for an important role in the screen version William Shakespeare's of "Macbeth."

Terry Mann, KHJ-Mutual Don Le network account executive, has been appointed chairman of a Los Angeles Chamber of Commerce committee to analyze public service radio is giving this community. Mann's assignment is part of an over-all program of the Chamber to study the Los Angeles area as a place in which to live. Mann will do his research directly with the Southern California Broadcasters' Association and the individual stations.

Abe Burrows, writer on "Joan Davis Show," opening own music publishing house.

Howard Williams, manager of Young & Rubicam, San Francisco operations, spent a few days at Hollywood office on way home from New York.

## Robinson-Abrams Bout Set For WNBT Airing Friday

Meeting between "Sugar" Ray Robinson, world's welterweight champion, and middleweight George Abrams Friday night at Madison Square Garden will be televised over WNBT, (10 p.m., EDT.) under sponsorship of Gillette Safety Razor Co.

Fight will reopen the Garden for boxing bouts for the first time in seven weeks, during which time it was occupied by the circus.

Maxon is the agency handling the Gillette account.



IT WON'T BE LONG NOW  
**MARTIN BLOCK**  
IS COMING TO  
WARNER BROS.  
**KFWB**

# EQUIPMENT

## New Model Displayed

combination radio, wire recorder phonograph to retail at \$169.50 placed on exhibition last week at the Congress Hotel and is attracting much attention. Sears, Roebuck & Co. developed the combination, which is the first Armour Research Foundation-licensed wire recorder to be placed into a radio unit, and it has been placed on sale in the company's street store, Chicago.

This new unit is a table model. Recordings are made on a spool of wire which may be used over and over by erasing the previous recordings. T. V. Houser, vice-president of Sears, Roebuck, in charge of merchandising, states that factory production is getting under way on a large scale, but that some time will be required to produce sufficient sets to supply all of the company's stores throughout the country.

## Preference For Music

Dr. Harry F. Olson, section head of the Acoustics Research Laboratory, RCA Laboratories, Princeton, N. J., in a meeting held at the Hotel Pennsylvania in New York last week, told tests carried out at the Laboratories on more than 1000 persons of various ages and vocations concerning the preference of a substantial majority of listeners for natural music in its full range of tones and timbres over music reproduced by speakers, where tonal range is restricted. Tabulation of audience response, Dr. Olson said, showed little difference between popular and semi-classical selections. Additional tests on subjects in various age groups, Dr. Olson added, showed that 75 per cent of listeners between 30 and 40 preferred the full frequency range of popular music while only 59 per cent of those between 14 and 20 expressed an appreciation for the unrestricted tonal range in this classification of music.

## Merle Wolff To Guest on "Second Mrs. Burton"

Merle Wolff, lecturer and writer who conducts "Celebrity Club" on Sunday (11 p.m., EDT) will offer glamour hints as the "family selector" guest on "The Second Mrs. Burton" today (CBS-2 p.m.). Wolff has been lecturing for some time under the auspices of the New York City Department of Health, Board of Education and other organizations.

## Stork News

Robert Kalaidjian, CBS employment manager, is the father of a baby, William Gerrie, 7 lbs. 10 ounces, born May 8 at the Sloan Hospital Medical Center. His wife, the former Mrs. Gerrie, a native of Montreal, is associated with the Cockfield, Town & Co., Ltd., advertising agency here.

# \* PROMOTION \*

## "The Girl All America Loves"

The Co-operative Program Dept. of MBS has prepared a splendid 18-page booklet which tells the story of Kate Smith, her background in radio, her war work and more particularly, the story of the "Kate Smith Speaks" program, heard five days each week over MBS at 12 noon, together with Ted Collins. Entitled "The Girl All America Loves . . ." the cover contains a small photograph of Miss Smith with the balance devoted to the story that Mutual has to tell about radio's "first lady." Throughout this 18-page booklet there are many photographs of Miss Smith, a few of the many prizes she has received, etc. Done in white, brown and black, the booklet emphasizes what sponsorship of her program "can do for you."

## WABD Viewer Reaction

WABD, the Du Mont Television station in New York, recently tested viewer reaction to its Jamaica Arena wrestling bouts with a contest inviting listeners to submit names for the "heckler," whose regular presence at the wrestling matches has made him part of the show. The two week contest ended last Friday when the winner, Miss Mary Tieger of Far Rockaway, N. Y., was a guest of Du Mont at the bouts and was introduced to telefans by WABD's commentator, Dennis James. As a prize to the winning contestant, American Shops, clothing store sponsors of the events, awarded the winner a suit of clothes. Miss Tieger's entry was one of over 1,000 sent to the station.

## WHN Jumbo Post Card

A new jumbo post card to be used for answering the Red Barber-Connie Desmond fan mail has been issued by WHN promotion director Robert G. Patt. Face of the 9x7 inch card bears a photomontage of Ebbets Field with the Dodgers in action, an aerial view of the field, the exterior of the booth taken from first base and Red and Connie at work inside the booth, printed in gray-blue on white. Cards are being used as part of a many-faceted promotion drive behind the station's sixth year of Brooklyn Dodgers broadcasts.

## Modern Homes Forum

WOWO, Fort Wayne, in coordinating a campaign centering on the 11th anniversary of the Modern Homes Forum program, is using full page trade papers and mailing a 4-page folder titled "New Horizons" showing BMB and its own mail map, with double page photo of its new kitchen headquarters to all agencies, also food accounts, and wholesale grocers in the area. Jane Weston, director of the Forum, wrote personal letters to each salesman offering her help in closing accounts, and an all day open house was held at the kitchen on May 1, with birthday cake and coffee served to more than 400 visitors.

## 1331 Requests

Mildred Carlson, director of the WBZ Home Forum, Westinghouse Stations, Inc., Boston, Mass., announced on a Saturday morning last month a free pamphlet telling how to cook fish. Of the women who heard the offer, 1,331 wrote in for copies. The pamphlet contains a great number of choice recipes for preparing fish and sea foods.

## WFIL Program Plugs

"Suddenly It's Spring! Time for . . ." is the title of a bright folder from WFIL, Philadelphia, plugging four of their current programs; Leroy Miller's chatter and recorded musical show; Tom Moorehead, sports director; Norman Black's String Ensemble and the station's three five-minute news strips. Back of folder carries message of "four established programs . . . all hatched and ready to bring high flying sales success to you," picturing a bird about to alight on her nest to feed her young ones.

## KABC Ford Campaign

Four color blotters showing the design of the automobile license plates in the 48 states are currently being distributed by the promotion and merchandising department of KABC, San Antonio, to merchandise the current Ford spot campaign being aired on the station. Copy on the blotter states: "Leading choice in every state . . . Ford Six and Ford V-8," going on to tie-in with theme of commercials. Names of local dealers are given. Wide distribution is being made of the blotters among business and professional offices in the city.

# BEHIND THE MIKE

By SID WEISS

DAVE ELMAN'S "Hobby Lobby" being handled by Freddie Fields, of the Abner J. Greshler office. Gil Braun and Bernie Ackerman packaging a show with Chucho Martinez, who's currently on the Apollo label.

Big concert deal brewing for stage and radio singer, Brian (Street Scene) Sullivan.

Bill Cullen, rapier-wit on "Winner Take All," in line for the emcee role on "Take It Or Leave It."

Gotham Life columnist Gean Orlin back from Florida with a terrific tan. Easy to recommend are Roger Forster's commercials with the Gaines dog on WNBC's Juvenile Jury.

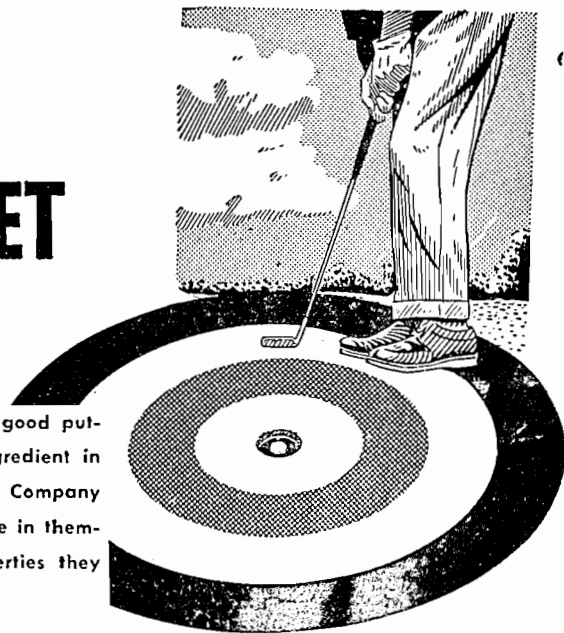
"Korn Kobblers Kornival," a situation comedy show written by Alan Sands, plattered by Prockter Radio Prod.

## IBEW To Resume Talks With Network May 20

Contract negotiations between CBS and the International Brotherhood of Electrical Workers, Local 1212, are expected to resume on May 20, exactly two months after original discussion was halted by agreement of both sides. It was in late March, after two weeks of preliminary discussion, that negotiators for webs and the union suddenly announced that negotiations were being suspended indefinitely.

It was agreed that the existing contract between CBS and IBEW would remain in effect and that a new one, when signed, would be retroactive to last March 31.

# ON TARGET



Confidence, essential to good putting, is also a basic ingredient in every sale. Weed and Company salesmen have confidence in themselves and in the properties they sell so successfully.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

## Program-Prod. Heads Attending NBC Meet

(Continued from Page 1)

studios. Clarence L. Menser, vice-president in charge of programs addressed the opening session, telling his audience that, "nobody in radio sits in a hotter seat than the program manager." Menser spoke on "What can a station manager expect from its program manager?"

The program manager's basic obligation, Menser said, is to make sure that his programs fit into the "overall radio picture, public relations, sales, the selection of talent and the innumerable other facets of radio. A program manager with a microscope trained on program details blinds himself to these over-all aspects," he warned. "Perfection of programs is wonderful," Menser said, "but only if these perfect programs fit into the whole picture."

Thomas C. McCray, NBC national program manager speaking on "Broadcasting As Usual Is Out," urged constant experiment with new ideas and new talent. He told the station representatives that networks cannot develop new talent unaided, and emphasized NBC's interest in helping to develop outstanding local talent.

### Sees Plenty of Ideas

"I don't believe," he said, "that the creative genius of this country has reached the point where there are no new ideas for radio. We must continue to experiment in the field of writing, production, and all of the other elements which go to make up a show. It is not a big budget which insures the success of a radio program, but the judicious and showmanlike expenditure of whatever amount is at hand."

Other speakers this afternoon were Linnea Nelson, time buyer, J. Walter Thompson Co., James V. McConnell, director of NBC National Spot Sales, and James M. Gaines, manager, WNBC. They discussed the development of local programming.

Brig. Gen. Ken R. Dyke, NBC vice-president and director of Broadcast Standards and Practices, will speak tonight at a dinner-meeting in the Netherland Club. He will comment on the analysis and evaluation of criticism of radio for better programming.

Subjects and speakers today at meetings in the NBC studios, will include the following:

"Live Programming on a Local Station," Jack Stapp, program manager, WSM, Nashville, and Robert Estes, program manager, WSJS Winston-Salem.

"Community Public Service" Dean Andrews, program manager, WTTM, Trenton, and Marcus Bartlett, program manager, WSB, Atlanta.

"Record Programs and Disc Jockeys," Bill Rothrum, program manager, WSYR, Syracuse, and Bob Smith, WNBC artist.

"My Friends Say I Have a Beautiful Voice," Patrick Kelly, NBC supervisor of announcers.

"Network and Local News," Wil-

## Latest Electronic Devices Shown At RCA's Exhibition

(Continued from Page 1)

made it a popular entertainment medium, told through a series of revolving stages containing miniature reproductions of NBC broadcast highlights over the past 20 years; a huge lucite map of the USA which covers one wall of the Hall, showing all the NBC stations throughout the nation and which light up individually at the press of a button by the visitor; the latest in television sets, portable and personal radios, and numerous other RCA consumer products. Models of industrial electronic equipment, including the Vibration Pick-up and electronic metal-detectors and computing devices, radar equipment and exhibits showing the works of RCA Laboratories, RCA Institutes, RCA International, and RCA Service divisions are also on display.

The exhibit, open seven days a week from 11 to 9 p.m., Mondays through Saturdays, and from 1 to 10

p.m., on Sundays, is free to the public. RCA personnel will be on hand at all times to answer questions and demonstrate the various equipment shown. In addition, RCA is planning to conduct guided tours for school children and supplement these tours with motion pictures so as to make it a truly educational exhibit.

A number of people questioned with relation to their impressions of the exhibit were lavish in their praise and indicated keen interest in the many displays, with three of the nine queried indicating that they intended to place orders for RCA television receivers in the near future.

A spokesman for RCA claims that the exhibit will run for a number of years to come, with displays in the Home Instrument and Engineering Products exhibits being changed from time to time and new products being shown as they are developed.

## Three Programs Series Set For CBS Television

Inauguration of three new series of television programs over WCBS-TV has been announced by CBS. These will originate from the Metropolitan Museum of Art, the Museum of Modern Art and the Museum of Natural History.

At the same time, it was revealed that a second completely staffed and equipped mobile unit will be put into operation before the month ends to handle this augmented CBS television remote coverage.

The three new educational program series will supplement Columbia's diversified television fare, ranging from baseball and movies to coverage of the Memorial Day parade and regular "armchair visits" to the Bronx Park Zoo.

Sports will play an important part in the CBS television listings. Beside the home games of the Brooklyn Dodgers, sponsored by Ford Motor Co. and General Foods Corp., the May-June schedule includes the forthcoming professional tennis tournament at Forest Hills with the United States Rubber Co. as sponsor, boxing from both the Ridgewood Grove and Ebbets Field, as well as a number of events at Madison Square Garden.

William F. Brooks, vice-president in charge of News and International Relations; Francis McCall, manager of Operations, News and Special Events, and Al Zink, program manager, WGY, Schenectady.

"Are You In the Television Picture?," John F. Royal, NBC vice-president in charge of Television.

The station representatives will attend a luncheon at the Waldorf-Astoria Hotel tomorrow as guests of Broadcast Music, Incorporated. Carl Haverlin, BMI president, will speak. The day's sessions will start with a closed meeting of the program and production managers.

## WNEW Public Service ETs Offered Stations Gratis

(Continued from Page 1)

ple, will be made available without cost to all stations throughout the country within the next two weeks. Titled "Little Songs on Big Subjects," the series was originated and produced by Ted Cott, program director for WNEW, New York, and will be distributed by the Institute for Democratic Education. WNEW has spent \$1800 on the project, carrying it through the production of the master record, and IDE bears the cost from there.

### Used by 400 Last Fall

"Little Songs on Big Subjects," using the singing commercial technique, is the newest development in WNEW's public service campaigns, the previous one in this line being the "Keep Faith With America" tolerance spots used last fall by more than 400 stations. Lyrics and music were especially written for the series of six one-minute musical jingles by Hy Zaret and Lou Singer, respectively. Orchestrations were handled by Roy Ross, WNEW musical director, and "The Jesters" delivered the vocals. IDE is mailing a brochure announcing full details of the transcription and will send it to any station on request.

Institute for Democratic Education is also readying for free distribution number 11 in its "Lest We Forget" series, this one titled "Lest We Forget the American Dream" consisting of 13 quarter-hour programs. The transcribed dramatizations feature outstanding names of radio and stage, including Helen Hayes, Ralph Bellamy, Fredric March, Paul Lukas, Victor Jory, Sam Levine, Canada Lee and Elissa Landi. Programs are designed to combat prejudice and encourage sound intergroup relations. Complete package will be ready for mailing to stations the end of this month.

## N. Y. Tele Decisions Now Final With

(Continued from Page 1)

mission also granted the application of Gonzales Broadcasting Co., new AM station in Gonzales, Tex., and denied applications of Express Publishing Co., San Antonio, Taylor Broadcasting Co., Tyler, Texas. It granted the application of George Arthur Smith for a new station in Jackson City, Tenn., denied applications of Jackson Broadcasting Co., and Pub City Broadcasting Co., for same facilities.

The Commission also announced adoption of a proposed decision in favor of the grant of the application of Norfolk Broadcasting Co. for a new station in Norfolk, Va., to operate on 1220 kc., 250 watts, day and night, and the denial of the application of Tidewater Broadcasting Corp. for a new station to operate on 1230 kc., 100 watts, unlimited, in Norfolk.

Also announced was the denial of the petition of Berk Broadcasting Corp., Danbury, Conn., to vacate proposed decision and open the record in the hearing to receive in evidence the proof of performance filed by station WBRB, January 31, 1947, for the reason that the "evidence sought to be introduced is not material or relevant to the issues involved in the proceeding."

The Commission also announced order granting petitions of Veterans Broadcasting Co., and Texas Broadcasting Co., (KTHT), requesting that their applications be set aside from the consolidated proceeding in which they are now a part and granted; the applications were set aside and granted as follows:

Texas Star Broadcasting Co. change frequency of station KHOU, Houston, Texas, from 1230 to 790 kc., power from 250 watts to 1 kw., and Veterans' Broadcasting Co. for a new station at Houston, to operate on 1230 kc., 250 watts, unlimited.

## Three ABC Shows Remain On Through Summer Months

(Continued from Page 1)

over the coast-to-coast network ABC, sponsored by the Good Tire and Rubber Co., through American Kudner Agency, Inc., will remain the same slot as well as the Decca Symphony and the Boston Symphony orchestras, which will continue broadcasts during the summer.

The Boston "Pops" series now under way under the baton of Arthur Fiedler will be followed by broadcasts from the Esplanade on the Charles River. Later, ABC master control phones will be moved to the Berkshire Music Centre where Dr. S. Koussevitsky will preside. Date of the broadcasts are now being worked out.

The Summer series of the Decca Symphony Orchestra, now being conducted by Valter Poole on the "day Evening Hour Spring Festival" will be presented at least through July 27.





**The Eighth Annual Edition of**

**RADIO DAILY'S**

**"SHOWS OF TOMORROW"**

**Issue Will Be Published On**

**WEDNESDAY, JULY 30th**



## Commission To Study College Low-Watt

(Continued from Page 1)

which will inspect the transmitter, now on the air with programs from the Radio Workshop at the University, will be Commissioners Clifford J. Durr, Ray C. Wakefield and Rosel H. Hyde.

Kenneth Bartlett, director of campus radio activities, and General Electric Company representatives will be hosts to the group. The G-E men will include A. A. Brandt, general sales manager of the department; C. A. Priest, manager of the transmitter division; P. G. Caldwell, manager of sales of the transmitter division, and W. R. David, broadcast equipment sales manager.

Installed on the campus about a month ago, the diminutive and comparatively inexpensive transmitter, with the experimental call letters of WJIV, has been studied by G-E and University officials for operational and applicational experience. The visit of the FCC officials is expected to disclose the results of this preliminary study.

### FCC Men Arrive Friday

The FCC representatives will arrive here the morning of May 20 and will be shown the Radio Workshop facilities later that morning. They will be guests of the University and General Electric at luncheon on the campus at noon when the G-E plan to provide colleges throughout the country with small low-powered FM broadcast transmitters at less than a quarter the cost of previous equipment will be reviewed.

Special reception demonstrations and programs will be conducted for the group in the afternoon. Following this, there will be a general conference and discussion period.

The establishment of such stations on a wide scale would encourage adult as well as student educational programs and at the same time help train thousands of students to help meet the demand developing for commercial FM station personnel, according to G-E officials. With this low-powered equipment designed to assist educational institutions with limited budgets, it will be possible for many schools to get on the air quickly, it was said.

Robert J. Brown, of the G-E transmitter division, provides the following resume of the plan:

"The educational FM transmitter is the basic modulator unit and power supply which General Electric uses in every commercial FM trans-

## COAST-TO-COAST

### —CALIFORNIA—

**FRESNO**—The forthcoming twenty-first annual West Coast Relays, premier track and field event, will be broadcast exclusively by KMJ of the McClatchy Broadcasting Company. Frank Arthur, free-lance sports announcer, will cover the relays, direct from Ratcliffe Stadium of Fresno State College. . . . **OAKLAND**—KLX recently covered the \$500,000 fire at the naval base on Treasure Island in San Francisco Bay by air, as well as on the actual scene of the conflagration. Deane Banta, the station's news editor, gave an eye-witness account of the blaze from a vantage point directly above the island, at an altitude of 800 feet. The plane, a Piper Cub, owned by KLX, was piloted by Craig Harris, West Coast disc jockey.

### —MICHIGAN—

**DETROIT**—"Auto Horizons," a 15-minute weekly program, will make its debut over WJR on May 17th. The show, a combination of live talent and recorded sequences, will include talks with automotive industry personnel; stories of the people who make and use cars and trucks, or derive livelihoods from the existence of motor vehicles; and an up-to-the-minute round-up of automotive industry news. . . . Johnny Slagle, who, for the past 10 months, has been announcing on the "Paul Whiteman Show," "The Court of Missing Heirs," "Sam Spade," "Gangbusters," and other coast-to-coast productions, has returned to Detroit in the new role of Disc Jockey. He'll soon start a record show of his own over WXYZ in the slot formerly occupied by Eddie Chase, who is moving his "Make Believe Ballroom" to CKLW.

### —NEW JERSEY—

**PATERSON**—A completely uninhibited discussion and review of the ability of American business to reduce the high cost of living, was recently presented on WPAT's "Columns Write." The panel consisted of four editors of leading New Jersey weekly newspapers. They were, William Oelkers, Jr., Hasbrouck Heights Observer; August LaCorte, Clifton Leader; Mrs. Emma McCarroll, Ridgewood Herald-News, and Len S. Rubin, Passaic Citizen. . . . **TRENTON**—WTTM has inaugurated a novel and unique "old timers" program which is held every Saturday in the ballroom of the Hildebrecht Hotel. The

mitter from 250 watts to 50 kw., mounted in a simple and practical cabinet. It has been found that only minor modifications had to be made in the equipment to provide a low power FM transmitter (about 2½ watts), which had all of the desirable characteristics and fidelity found in commercial systems. It is felt that this transmitter can solve the problems of many educators who have been looking for a stepping-stone into educational broadcast operations but who have found that restricted budgets make even the smallest commercial transmitter economically impractical. Less than half the price of a 250-watt FM transmitter, the educational unit is a reasonable starting

show features a variety of entertainment and audience participation by the elderly guests. Recently appearing as guest stars of yesteryear were Mrs. Mary Doran, 80 years of age a former concert pianist and Sandor Mathies, a 70-year-old zymbalon virtuoso of Budapest.

### —OHIO—

**CANTON**—Robert S. French, veteran newsman, has joined the staff of WHBC as news editor. . . . **CINCINNATI**—WLW's contribution to World Trade Week, sponsored by the United States Chamber of Commerce, will be a half-hour dramatic show entitled "For Sale or Trade." The show, which will be aired on May 21st, will dramatize the relation of WLW's listeners to contributions made by world trade and its importance to general welfare. . . . **WORTHINGTON**—Edgar Parsons, formerly with the Fred A. Palmer Company of Cincinnati, has been named acting manager of WRFD, new outlet now under construction. The station, owned by the Peoples Broadcasting Corporation of Columbus, will operate with 5,000 watts on 880 kilocycles.

### —OKLAHOMA—

**OKLAHOMA CITY**—WKY recently inaugurated "Melody Detour," a new musical show featuring "Lovely Marilyn," girl vocalist, and Tommy Port, romantic baritone, and a former B-17 pilot. Johnny Duffy, young Hollywood composer, organist and orchestra leader, is the third member of the musical cast. . . . **TULSA**—New voice on KVOO is that of Estelle Blonar, secretary to program director Jim Randolph. Estelle, who has become director of women's activities, recently made her debut over that station in an interview with Dr. Lena Madesin Phillips, international president of the Business & Professional Women's Clubs.

### —WASHINGTON—

**PULLMAN**—A dynamic noise suppressor with remote control, installed at KWSC by chief engineer, George Freese, recently began operation with the broadcast of the recorded program, "Concert Hall of the Air." The suppressor was shown to do a very good job without interference to the dynamic range or tonal quality of the record being played. . . . **YAKIMA**—Toppenish, Washington is making a bid for national recognition with its 4th of July celebration. The Toppenish Pow Wow.

point which can be added to at any time without obsolescence of the basic unit.

"Under average conditions, the range from the antenna point of the transmitter provides an excellent signal in all parts of the campus and surrounding student living centers. Coverage of this type is often desirable in the early phases of operation since it reaches, primarily, a critical scholastic audience which is generally willing and able to act as a sample audience for experimental shows. As a station grows in prestige, it will smooth its own path toward higher power operation (up to 50 kw.) and an expanded audience in a natural and painless way."

## Foreign Affairs Growth Hears OIC Arguments

(Continued from Page 1)

continuation by the State Department.

Questioned specifically about broadcasts, Smith said he felt BBC broadcasts were more objectionable than those delivered in English Moscow—but he insisted upon reservation that because he does not understand Russian he could not give a general answer.

Assistant Secretary of State William B. Benton testified during the afternoon, and will be heard tomorrow morning, along with Secretary of State George C. Marshall.

Meanwhile, on the House side, Rep. John Taber, chairman of the House Appropriations Committee, was renewing his attack upon "Voice of America"—attacking news handling for ineptness and see some purpose in foreign broadcasts—and added that he could not port them if they were of standard comparable to the broadcasts of Tom Lewis, Jr., and Lowell Thom-

### Rebuttal by Benton

Benton a few minutes later testified to the Committee that for the month of March the most quoted commentator on the "Voice of America" show was Lewis. When Representative Mike Mansfield of Montana and Senator Jarman of Alabama made scathing remarks about Lewis, Benton broke in, "Maybe we ought to give our newswriters for quoting Lewis so much. Yesterday we were told we ought to fire them for being Communists."

Meanwhile, it was established definitely that a number of Republicans are prepared to make a point of opposition which will automatically block an attempt to put funds for the "Voice of America" into the pending appropriation bill. The Mundt bill before the Foreign Affairs Committee is now the sole hope for saving the program.

The minority whip, John McCrackin, Mundt and, surprisingly, Dewey Short, Missouri Republican, spoke long and effectively for the program after Taber's attack.

Rep. Fred E. Busbey, Chicago Republican, termed the entire OIC "monstrosity," serving no constructive purpose.

Instead, Busbey advocated that efficient machinery be set up "which insists and obtains complete reciprocity with the various countries with which we now have treaty relations. He also stipulated that any new information set-up "provide Congress from time to time with concrete and adequate information based upon fact and check-ups as to the effective operation of this machinery."

In an extensive documentation of personnel and activities of the Benton program, Busbey charged that it "conducted by a group of pro-Communist fellow-travellers and muddleheads" who "fill the ether and the pages of paper with a combination of material favorable to the Soviet Union and the Communists,—or just plain twaddle."

Send Birthday Greetings To —

May 15

Walter Cassel Bert Sheffer  
C. T. Williams Margaret Lipper  
Ray Green Wilma Green  
James Tinda'e Joseph M. Seiferth



# Boston FM Channels Set

## FCC Action On Tele; Hearing Sked June 9

*Washington Bureau, RADIO DAILY*  
 Washington—The FCC yesterday postponed until June 9, its engineering conference on inter-city television possibilities. The informal conference originally was scheduled for June 3. In another tele action, the Commission extended for 90 days the time in which Paramount "controlled" companies may request hearing on dismissal of video applications. Under its multiple ownership rule, the Commission dismissed tele applications from Allen B. Du Mont Labs stations in Cincinnati and Cleveland.  
 (Continued on Page 3)

## WORL Files Protest Over License Denial

*Washington Bureau, RADIO DAILY*  
 Washington—Protesting the FCC decision ordering it off the air WORL, Boston has asked for a rehearing before the "entire Commission." WORL contended that the FCC decision was "invalid," since "less than a majority" of the Commission voted in favor of the station's application for license renewal. The station said of the four  
 (Continued on Page 2)

## WPEN, Phil. Up For Sale Through Greenfield Org.

Philadelphia—Albert M. Greenfield Co. announced yesterday that station WPEN, the Philadelphia "Evening Bulletin's" 5000-watt radio station, is being placed on the market for sale through the Greenfield organization. The recent sale of the "Courier-Post" newspapers of Cambridgeport.  
 (Continued on Page 3)

**Denny On ABC**  
 ABC will broadcast today the welcome address by Charles R. Denny, FCC chairman, to the World Telecommunications Conference in Atlantic City. Broadcast is scheduled from 4:15-4:30 p.m., EDT. This is the first time the international body has met in the United States and the first time it has been in session since 1932.

## BMI Status Explained To Production Heads

Broadcasters were urged yesterday to closely examine BMI music available to them, to judge it on its own merit, and make the best possible use of it so that quality output of composers and publishers may be perpetuated for the overall benefit of the industry. Request was made by Carl Haverlin in an address before program and production heads  
 (Continued on Page 8)

## Capital Tele Station Plans Debut This Month

*Washington Bureau, RADIO DAILY*  
 Washington — With NBC's \$70,000 television transmitter finally delivered here, broadcasting over WNBW, Washington, may begin by the end of this month, it was learned yesterday. Transmitter is being installed in the Wardman Park Hotel. Delay in delivery of the five kw., transmitter has kept the new tele station off the air.

## \$1,500,000 Cowan-Dorsey Deal For Syndicated Disk Series

Bandleader Tommy Dorsey may realize \$1,000,000 a year from a long term contract just signed with Louis G. Cowan, Inc., under which he will emcee a full hour syndicated disk jockey program series to run five days a week. Dorsey has been given a minimum guarantee of \$1,500,000 over a five-year period but Cowan execs figure it'll be worth a million a year to the bandleader since he will be given a "very high percentage" of the gross. Contract also con-

## All Seven Available Class B Licenses Parcelled Out To The Applicants; Yankee Network Adds Another

### REC Elects Hedges; Child-Radio Defended

Of some 14,000 children that passed through the Bureau of Child Guidance of the New York Board of Education the past year, none was concerned with any radio problem, Dr. S. Harcourt Peppard, psychiatrist, specialist, and acting director of the bureau, told the Radio Executives Club yesterday at its final luncheon session of the season. Dr. Peppard's  
 (Continued on Page 5)

### Rexall Ties Up Durante; Taking Biz To NBC Web

Rexall Drug Co., yesterday signed Jimmy Durante to continue for the third consecutive year and at the same time decided to switch the program from CBS to NBC, including as well the scheduled summer replacement;  
 (Continued on Page 4)

### Merle Jones Quits WOL; Craven Temporary Mgr.

*Washington Bureau, RADIO DAILY*  
 Washington—Merle Jones has resigned as manager of WOL, Washington, it has been revealed by the Cowles brothers. T. A. M. Craven,  
 (Continued on Page 2)

Boston's seven available Class B FM channels were filled when the FCC yesterday granted the applications of Matheson Radio Co., The Yankee Network; Unity Broadcasting Co., of Mass.; Templeton Radio Manufacturing Corp.; Harvey Radio Labs, and CBS. Only applicant turned down was the Northern Corp., (WMEX.)  
 In its decision, the FCC proposed to deny the application of the Northern Corp., for financial reasons and  
 (Continued on Page 3)

## Singing Commercials Are Popular In Italy

First introduction of one-minute singing commercials over 12 stations in Italy last February by Standard Brands proved a sensational success, sponsor-wise, with the sales of Royal Baking Powder, only product advertised, jumping 70 per cent during the month of March. The percentage figure was rated far above any previous month's sales volume, including prewar.  
 Results of the highly successful  
 (Continued on Page 8)

## Detroit Mayor Proclaims May 26 "Ty Tyson Day"

Detroit—Detroit's Mayor Edward Jefferies has proclaimed Monday, May 26 as "Ty Tyson Day" in that city, it has just been announced. The  
 (Continued on Page 4)

**In Book Form**  
 Twenty-six scripts by Morton Wishengrad, used on "The Eternal Light" series over NBC, Sundays, will be published in book form later this month. Program has been named the "outstanding religious program on the air," by Ohio State Institute for Education by Radio, for the past two years. It has also been honored by various religious and other organizations.

**Civic Virtue**  
 "Double or Nothing," WOR Mutual quiz program, will be broadcast this Sunday from Newark, N. J., before 4,000 employees of the Pharmaco Co., sponsor of the show. The guest contestant, John B. Keenan, Newark's public safety commissioner, has vowed to donate all his winnings—if any—to the city's "Boys' Club" drive for underprivileged children.



# RADIO DAILY



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**FRANK BURKE** : : : : : Editor  
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## FINANCIAL

(Thurs., May 15)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	73 <sup>3</sup> / <sub>8</sub>	75 <sup>7</sup> / <sub>8</sub>	75 <sup>7</sup> / <sub>8</sub>	- 1/4
Am. Tel. & Tel.	162 <sup>1</sup> / <sub>8</sub>	161 <sup>5</sup> / <sub>8</sub>	162	- 1/8
CBS A	25 <sup>3</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>2</sub>	25 <sup>3</sup> / <sub>4</sub>	+ 3/4
CBS B	25 <sup>1</sup> / <sub>2</sub>	25 <sup>1</sup> / <sub>2</sub>	25 <sup>1</sup> / <sub>2</sub>	+ 1/4
Farnsworth T. & R.	5 <sup>3</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>4</sub>	5 <sup>3</sup> / <sub>8</sub>	0
Gen. Electric	32 <sup>7</sup> / <sub>8</sub>	32 <sup>1</sup> / <sub>2</sub>	32 <sup>7</sup> / <sub>8</sub>	0
Philco	24 <sup>1</sup> / <sub>2</sub>	24 <sup>1</sup> / <sub>4</sub>	24 <sup>1</sup> / <sub>2</sub>	+ 1/2
Philco Pfd.	93 <sup>3</sup> / <sub>4</sub>	93 <sup>1</sup> / <sub>2</sub>	93 <sup>1</sup> / <sub>2</sub>	- 1 1/2
RCA Common	8 <sup>1</sup> / <sub>8</sub>	8	8 <sup>1</sup> / <sub>8</sub>	+ 1/8
RCA First Pfd.	76	76	76	0
Stewart-Warner	14 <sup>3</sup> / <sub>4</sub>	14 <sup>5</sup> / <sub>8</sub>	14 <sup>5</sup> / <sub>8</sub>	0
Westinghouse	23 <sup>3</sup> / <sub>4</sub>	23 <sup>1</sup> / <sub>2</sub>	23 <sup>3</sup> / <sub>4</sub>	+ 1/4
Westinghouse Pfd. A.100	99 <sup>3</sup> / <sub>4</sub>	100	100	+ 1/4

### NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	14	14
OVER THE COUNTER		
Du Mont Lab.	5 <sup>3</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub>
Finch Tele Comm.	6 <sup>1</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>4</sub>
Stromberg-Carlson	12 <sup>1</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>2</sub>
U. S. Television	1 <sup>7</sup> / <sub>8</sub>	2 <sup>1</sup> / <sub>8</sub>
WCAO (Baltimore)	40	41 <sup>1</sup> / <sub>2</sub>
WJR (Detroit)	15	17

## ★ COMING AND GOING ★

**CLARENCE L. MENSER**, vice-president of NBC in charge of programs, leaving for the University of Georgia, where he is scheduled as one of the speakers at the Second Annual Radio Institute sponsored by the Henry Grady School of Journalism. Menser will speak Monday on "Network Programming."

**HARRY KRAMER**, emcee on the WCBS program, "Hits and Misses," accompanied by his family, has left on a trip to Norfolk, Va.

**BOB TROUT**, Columbia network newsman, and **JESSE ZOUSER**, his news editor, who spent the early part of the week in Washington, D. C., have returned to New York.

**ANNA MARLEAU**, Canadian vocalist, leaves by plane tomorrow for Miami, where she is booked for an engagement at the Blackmoor Room.

**JACK CARNEY**, director of "Give and Take" and "Arthur Godfrey Talent Scouts," both on CBS, will return today from a vacation spent at Ponte Vedra, Fla.

**WESTERMAN WHILLOCK**, general manager of KDSH, Columbia network affiliate in Boise, Idaho, is back at the station following a short trip to New York on station business.

**JAMES V. McCONNELL**, director of national spot sales for NBC, is in Atlantic City to attend the two-day meeting of the NAB's Sales Managers Executive Committee.

**SAUL HAAS**, owner of KIRO, Seattle outlet of CBS, is back at the station following an extended business trip, during which he conferred at the New York headquarters of the network.

**JAN AUGUST**, pianist, is expected back in town tomorrow from Chicago, where he has just completed a lengthy engagement. While in the Windy City, his Mutual network program emanated from WGN.

**WILLIAM R. SETH, JR.**, advertising and promotion director of the Radio-Recording division of NBC, has left on a 10-day business trip to Washington, D. C., and a number of southern stations.

### WORL Files Protest Over License Denial

(Continued from Page 1)

commissioners voting for the denial only three participated in the oral argument. The station also stressed that "none of the staff" which participated in the decision are "any longer employed by the Federal Communications Commission."

The station also said that the Supreme Court decision in the WOKO case "does not establish the authority of the Commission" to deny WORL's application, "since the record does not establish willful or deliberate misrepresentation of facts concerning stock ownership."

### Rexall Signs For WCOP News

The Rexall Drug Company has signed a contract for sponsorship of two WCOP, Boston, news shows. Use of the 7:30 to 7:40 a.m., news period, Dick Doty reporting, began May 5th, while Rexall's sponsorship of the 12:45 to 1:00 p.m., "News With Dick Doty," will start May 19th. Contract runs Monday through Friday for 52 weeks.

### "Platform" To Hear Talk By Benton On OIC B'cast

Assistant Secretary of State William Benton and Forrest Davis, Washington editor of the Saturday Evening Post, will join with Dwight Cooke, moderator, in discussion of the question: "Should the 'Voice of America' Be Silenced?" on CBS' "People's Platform" Sunday, 1-1:30 p.m., EDT. The program will originate in Washington, D. C.

### Wedding Bells

Palm Springs, Calif.—Hal Davis, M. C. of KCMJ's "Music for the Party" was wed to Miss Lorraine Strauss of Los Angeles, May 6th. The groom, an air-force veteran, moved from KHUB, Watsonville, to KCMJ, the CBS outlet in Palm Springs, last March.

Margaret Richards, of the NBC television department, and Max Jacobson, NBC field operations supervisor, will be married today, Friday, in Judge Ferdinand Pecora's chambers of the Supreme Court Building, New York.

### Merle Jones Quits WOL; Craven Temporary Mgr.

(Continued from Page 1)

one-time FCC member and present vice-president of Cowles Broadcasting Co., will serve temporarily as manager of WOL.

### Edwin C. Hill Convalescing

ABC commentator Edwin C. Hill is convalescing at home following a three-week stay in New York's West Side Hospital. His return to the air is still indefinite.

IN CLEVELAND IT'S

# WHK

# CKLW

MORE COVERAGE PER WATT  
MORE WATTS PER DOLLAR!

in the DETROIT AREA

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



## Playing for keeps

The time's coming. The big one . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about the 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 marble will be down . . . and you'll get the W-I-T-H listeners in Baltimore.

# W-I-T-H

AM and FM  
IN BALTIMORE

TOM TINSLEY, President  
Represented Nationally By Headley-Reed

# FCC Action On Tele; Hearing Sked June 9

(Continued from Page 1)

and; and applications of Interstate recruits, Inc., New England Theaters, Inc., and United Detroit Theaters Corp., for stations in Dallas, Boston and Detroit respectively. Prior to extension the deadline for re-designating a hearing was Sunday. Designated for hearing were the competing applications of the Daily News Television Co. and the Pennsylvania Broadcasting Co., for new television in Philadelphia. Both companies are seeking the only unassigned television allocated to the Philadelphia metropolitan area. The Commission also authorized conditional FM grants and wanted CP's for two new FM stations.

The following were authorized conditional grants: KRMD, Shreveport, La.; Warren Broadcasting Corp., Greens Falls, N. Y.; Port Arthur College, Port Arthur, Tex.; Tribune Publishing Co., Tacoma, Wash.

The following were given construction permits: McClatchy Broadcasting Co., Bakersfield, Cal.; The Voice of the Orange Empire, Inc., Santa Ana, Cal.

## Editors Feted At NBC

More than 70 editors attending the three-day spring convale of the American Agricultural Editors' Association in New York were guests of NBC on Thursday. The group was invited by Frank E. Mullen, NBC executive vice-president, who has maintained a lively interest in agricultural affairs since he originated the famed NBC Farm and Home hour 19 years ago.

Following a private showing of the new RCA Exhibition Hall in Radio City, the agricultural editors were guests at a dinner given by NBC in the Netherland Club, where they were welcomed by NBC officials. Entertainment following dinner featured Bob Smith, WNBC performer, and attendance at radio and television shows.

## Handling Vallee Tour

Chicago—John Courtney, outdoor showman and long-time friend of Rudy Vallee, announces that on May he signed a contract with Vallee to represent him for outdoor bookings. Courtney stated that Vallee and his company will play three weeks of outdoor bookings later this year, and 1 weeks in 1948. Show will be presented in a large tent, according to present plans, and also may be presented as a grandstand attraction at the larger fairs.

IN CLEVELAND IT'S

# WHK

# \$1,500,000 Cowan-Dorsey Deal For Syndicated Disk Series Boston FM Channels To Seven Applicants

(Continued from Page 1)

tion, whichever deal appears more opportune in any given instance.

The package comes complete with Dorsey's commentary on one big platter in addition to his own selection of record releases to be played in between his remarks. Dorsey himself will supervise selection of music and interview top personalities two or three times a week. He'll also work in the Dorsey "Music Hall of Fame," a daily tribute to an outstanding artist in the music world, either past or present. Dorsey is expected to give considerable time to the show and a writer on the west coast will be hired to work with him in preparing the script.

The transcription deal was signed in Hollywood last Wednesday by Arthur Michaud, Dorsey's personal manager, and Al Hollender, Cowan office veepee who went to the coast from New York to work out terms of the agreement. Mutual network for some time had been reported trying to sign a deal with the band-leader and it was making a strong bid until the Cowan office got the contract.

Dorsey is now in Hollywood or-

ganizing a new band for an extended run at his Casino Gardens in Ocean Park. Next Fall he and his band will make a nationwide tour in connection with the new program, visiting cities in which his show is being broadcast. The tour will consist of one night stands with the added attraction of Dorsey doing a remote local broadcast of his show from a special bus containing a turntable.

The Dorsey deal comes shortly after announcement by Louis G. Cowan, Inc., of its two way expansion in sales and service. While Hollender was on the coast for the Cowan office, he also signed for distribution of "The Theatre of Famous Radio Players," a series of 39 half-hour dramatizations produced by Les Mitchel Productions and currently heard every week on 25 west coast stations. Negotiations are also under way for a recorded half-hour situation comedy show, featuring top names, with a production budget of \$350,000 annually. The Cowan firm also expects to syndicate a famous newspaper comic strip adapted for radio and now broadcast on seven west coast stations.

(Continued from Page 1)

because of the company's program proposals.

The Commission said that while WMEX does carry "some programs of merit, nevertheless its program service generally is not well balanced or designed to meet the needs of its listening audience." The Commission stressed the station's accent on certain programs and pointed out that for approximately eight hours each week, applicant appears to have turned over its program responsibilities to "brokers" of foreign language programs.

Although the grant to Yankee Network would mean an overlap with the company's station at Worcester (WAAB), the Commission stressed that the net "has developed many fine programs which meet the program needs of Boston."

"We feel," the Commission said "that this listening audience should have the opportunity to hear these programs on a high fidelity basis."

## 'American Day' Exercises On WNYC 2 P. M. Sunday

Mayor William O'Dwyer will be among the principal speakers taking part in the annual "I Am An American Day" ceremonies from the Mall in Central Park on Sunday, May 18 which will be broadcast over WNYC from 2-3:55 p.m. More than two hours of entertainment has been scheduled and more than 200 artists, including singers, dancers, musicians, and comedians will participate in the program.

The religious phase of the exercises will be conducted by the Reverend Vincent Brosnan, of the War Relief Services of the National Catholic Welfare Council, who will represent His Eminence, Francis Cardinal Spellman; Dr. Stephen S. Wise, of the Free Synagogue; and Reverend Canon Thomas A. Sparks, S.T.D., Pastor Cathedral of St. John the Divine.

## WPEN, Phil. Up For Sale Through Greenfield Org.

(Continued from Page 1)

den, N. J. to Harold Stretch and associates was negotiated by Albert M. Greenfield & Co. as representative of the "Evening Bulletin."

In announcing the placing of WPEN on the market for active sale, Albert M. Greenfield, president of the organization bearing his name said "When the 'Evening Bulletin' acquired the assets of the 'Philadelphia Record,' it also acquired, subject to approval of the FCC, station WCAU, the 50,000-watt Philadelphia outlet of CBS.

"Consequently, it is necessary for the 'Bulletin' to divest itself of ownership of WPEN which it had acquired several years ago."

Greenfield stated that a number of inquiries and definite purchase offers for the station have already been received and are being considered carefully by his organization and the "Evening Bulletin."

Richard W. Slocum, secretary and general manager of the "Bulletin," stated that the "Bulletin" is seeking a purchaser who will maintain the present high standards of WPEN, such as have been attained under the "Bulletin" ownership.

## Koret Buying Spots

Los Angeles—Koret, the nation's largest feminine sports wear manufacturers, is making history by entering the transcribed minute spot field; they are launching a nationwide spot campaign with their Koret of California Minute Shows, created by Shirley Thomas of Commodore Productions.

## Women's Program Director Is Press Club Post Nominee

Washington Bureau, RADIO DAILY

Washington—Listed in an uncontested slate of candidates for executive positions in the Women's National Press Club elections is Nancy Osgood, director of women's activities for WRC, Washington. Nominated as corresponding secretary, Mrs. Osgood will become the first woman broadcaster to hold office in the organization which is comprised almost entirely of newspaper women.

A veteran of twenty years in radio, Nancy Osgood began broadcasting in Boston, where she wrote, produced programs, and acted for eight years.

*Send Birthday Greetings To—*

May 16	
Lilian Black	Gordon Kinney
Bulk Owens	Norman Ross
May 17	
Franklin Dunham	William Lang
Louisa Vass	
May 18	
Richard Brooks	Perry Como
Paul F. Harron	Raymond Paige
Donald Peterson	Lew White
Meredith Willson	

**FARGO BISMARCK**

NOW SERVED  
CBS PROGRAMS BY

**KSJB** Jamestown  
North Dakota

5000 WATTS  
600 on the dial

*Represented by*  
**Adam J. Young, Jr., Inc.**

**CBS - MBS**

LOS ANGELES

By RALPH WILK



Broadway Bulletin Board . . . !

● ● ● The Sinatra-Hit Parade deal is slightly reminiscent of the Perry Como-Chesterfield setup. CBS, in loaming out Como, grabbed a hunk of the Chesterfield biz (via the Godfrey stanza)—so this is prob'ly the network's coy way of inviting the American Tobacco Co. to throw them a bone now. . . . Meredith Willson (in same format as his Sparkle Time show for Canada Dry) replaces Dinah Shore for Ford June 18th. . . . Keenan Wynn takes over the "Take It Or Leave It" emcee spot for the summer. . . . It's a boy, 6 lbs. 9 oz., at the Lee Meyers. Mom is Kay Lorraine, one of radio's better songbirds, and pop is the Warwick & Legler exploiter. . . . NBC will televise Roy Rogers' Thrill Circus from the Polo Grounds June 15th. . . . Glad to see Kay Kyser's new feature, Comedy of Errors, on his College of Musical Knowledge going so well. Idea has caught on solid. . . . Greater love hath no man than to fly in from the coast just to hear his kid sister sing—which is exactly what Jean Sablon did Tues. nite. Flew in to catch his sis, Germaine, open at the Blue Angel, and flew right back the following ayem. . . . Thos. Hayward, Metopera tenor, signed to long-term on Victor label. . . . Parker Pen won't renew "Info, Please."

★ ★ ★

● ● ● Handsome Harry Wismer will be one of the few radio personalities (and the only sportscaster) who'll participate in the National Celebrities Golf Tournament to be held May 17-18 in Washington, sponsored by the Washington Post in conjunction with Attorney General Tom Clark's "Youth Opportunity" program. Harry'll be in good company, what with General Eisenhower, Admiral Nimitz, Supreme Court Justices Reed and Douglas, Clark Griffith, Sec'y of Navy Forrestal, etc., slated to show. Show biz will be represented by Bing Crosby, Arthur Godfrey, Hildegard, Ham Fisher and Fred Waring.

★ ★ ★

● ● ● SMALL TALK: Gary Stevens retained by Lucille Ball (not as publicist) but as liaison man to correlate all her activities here. Her sked calls for air shots on Reader's Digest, Kraft Music Hall and Chesterfield and Gary's job is to see that it doesn't get all "balled" up. Meanwhile, if Desi Arnaz's feud with Bob Hope keeps him off latter's show next fall, there's a good chance of Lucille and Desi working out a husband-and-wife variety show. . . . Jack Eigen's show from the Copa on WINS (which has grabbed up most of the nitetime listeners) got an added shot in the arm Sunday nite on the Fred Allen stanza. When greeted by the DeMarco sisters, Fred replied: "It isn't Jack Eigen at the Copa, kiddies"—which ain't a bad plug for our boy.

★ ★ ★

● ● ● LOVE AND KISSES: Emil Coleman's waxing of "I Was Waiting For A Dream". . . . Ed Phelan's crooning on WLIB's "Moods and Music" every ayem. . . . The way Bob Smith toys around with the new ditty "Where Is Sam?" . . . Bill Harrington's songfests via Mutual. . . . The quipartee of singer-comedienne Marilyn Towne on the WMCA "3 Little Sacks" show. . . . Ann Marleau—Canada's representative of good trill. . . . Vic Damone's Mercury disc of "I Have But One Heart". . . . Monica Lewis' Signature platter of the Buddy Sheppard-Murray Semos tune, "It's So Nice To Be Nice. . . . Jack Smith's CBStanza Monday-Friday.

★ ★ ★

● ● ● BOOK SHELF: Highly recommended for radio readers—"Manual of American Dialects"—a much needed tome for radio thespis, directors and producers. . . . "How to Hold an Audience Without a Rope" is great reading for anyone who talks on or off the air. . . . "Public Relations in Action": Read it and apply it tomorrow. Fine case histories. . . . "Psychology of Everyday Living"—especially the radio chapters, and "Radio Broadcasting and Television"—a good complete bibliography.

NEW BUSINESS

YANKEE NETWORK, Boston: C. Gate-Palmolive-Peet Co. (for VET) has signed with three Yankee Network outlets to sponsor one-minute transcribed announcements for weeks. The stations WNAC, WMAZ and WONS will carry these announcements five days a week. The agency is Ted Bates, Inc. Assemblies of God's Churches have renewed sponsorship of "Sermons In Song" 48 weeks over WONS, Yankee Network outlet in Hartford, Conn. "Sermons In Song" is heard between 7:00 and 8 a.m. on the station.

Detroit Mayor Proclaims May 26 "Ty Tyson Day"

(Continued from Page 1)  
proclamation comes in honor of Tyson's 25th Anniversary with WWJ-TV, the Detroit "News" station. Among the events planned to celebrate the day for the city of Detroit will be the appearance of Tyson on WWJ-TV's "Coffee Club" program, and his telecast of a Detroit-Tiger ball game over WWJ-TV, which will also be carried by WWJ's FM station. A banquet honoring Tyson will be given which will be attended by the Mayor and other city dignitaries as well as leading Detroit sports figures, sportswriters and announcers.

Tyson first started with WWJ back in 1922 and has been with the station since that time. In 1927 he commenced broadcasting the Detroit-Tiger ball games, the first of which was aired April 19, 1927 between Detroit and Cleveland and from that time on he became the first announcer in the country to broadcast eyewitness accounts of baseball games on a regular basis. His first football broadcasts were in 1924 when the late Fielding Yost gave him permission to carry a game between Michigan and Wisconsin. This was supposed to be a single shot, but so many tickets were sold for future games as a result of that broadcast that Yost allowed Tyson to continue during the entire home schedule and since that time he has broadcast all University of Michigan games. That same year Tyson also broadcast the first Gold Cup boat race ever to be aired.

KFBK Gets 50 Kw.

An increase to 50,000 watts power full time on 1530 kc. has been granted KFBK, affiliate of the American Broadcasting Company in Sacramento, Cal., under a construction permit issued by the FCC. KFBK currently operates with 10,000 watts on the same frequency.

IN CLEVELAND IT'S  
**WHK**

Rexall Ties Up Durante; Taking Biz To NBC Web

(Continued from Page 1)  
"Rexall Summer Theater," stars on NBC July 4, Friday, at 8:30-9 p.m., EDT., in the time currently held by Alan Young. Last Durante-Moore show on CBS is June 27.  
On Oct. 3, Durante will take over the same NBC time with a policy of guest stars, since Garry Moore and the comedian will have been split up. None of the permanent cast for the Durante show have as yet been chosen. Repeat broadcast of the fall show will be at 8:30 p.m., PST. Phil Cohan will again be the producer. N. W. Ayer & Son is the agency.  
Re-signing of Durante by Rexall is held to be a victory for Hay McClinton, radio head of the Ayer agency. McClinton made strong bids to hold on to Durante, with such accounts as R. J. Reynolds Tobacco Co., for Camels seeking to sign the schnozzle.

MOVIE MATINEE  
Audition Records Available  
**COMMERCIAL PROGRAM SALES**  
1440 Broadway, N. Y. PE 6-8600



AGENCIES

L. K. McCANN, president of McCann-Erickson, Inc., has announced the appointment of Marion Hooper, Jr., as assistant to the president. Among other things, he will be for Mr. McCann in supervising the company's planning function, with a view to coordinating client planning methods throughout the company. He will continue with the central research department and also will become a member of the executive committee.

WESCO WATERPAINTS, Inc., of Boston, Mass., has appointed the T. O'Connell Company as its advertising agent.

HARRY B. COHEN, vice-president, D. Tarcher & Co., and previously chairman of the plans board at Spencer-Fitzgerald-Sample, has resigned, effective May 31, to form his own agency—Harry B. Cohen Advertising Company, Inc. Offices will be located at 1 E. 57th St., in New York City.

LAIRE CARI-CARI, director of public relations for Gardner Advertising Company, has been elected first president of the newly formed St. Louis chapter of the National Association for Education by Radio. Mrs. Cari-Cari also heads the radio department of the University College of Washington University, St. Louis.

HARLES LUCKMAN, president of Lever Brothers, has offered, on behalf of his company, to turn over \$10,000 to start a million-dollar fund for the creation of labor management schools. He made his offer yesterday on the course of a broadcast over WIS, at the Convocation Exercises for the installation of Dr. George S. Messersmith as president of the University of Illinois.

WACK GALUB has been added to the public relations staff of the Collier Society, Inc., publishers of The Book of Knowledge. Galub previously had been associated with the Institute of Public Relations, as an account executive and member of the publicity department. He served overseas with the 76th Infantry Division and was later in charge of the press and radio unit of the special information section of the Army Ground Forces.

MARA JANE TROY has been named assistant to the radio director of Cecil & Presbrey, Inc. Miss Troy previously was in the engineering department at WOR—Mutual.

COPY WRITER

Regional daytime AM station, with full-time metropolitan FM station under construction, has opening for commercial copy writer. Send sample continuity, details, first letter. WPIC, Sharon, Pa.

Radio For Children Defended; REC Elects Hedges President

(Continued from Page 1)

subject was, "The Influence of Radio on Children."

William S. Hedges, NBC vice-president, was elected president of the REC along with the complete slate, there being no dissenting votes by the members since being proposed. Outgoing president Robert Swezey, Mutual vice-president, reviewed the past season's progress of the club, paying tribute to his officers and to the generous aid of John Darr's Institute of Public Relations, which organization through Bill Kostka handled many chores as well as the public relations. Also to Harold Stein, official REC photographer. Both Darr and Stein will continue their help during the coming year, Swezey stated.



WILLIAM S. HEDGES

Swezey also mentioned the club's treasury which started the season in the red, but is now \$1,600 to the good. He pointed out that \$1,000 was raised and donated to worthy charities at the Christmas party and hoped that the Peabody Awards would again be made at one of the luncheon sessions next year. Also the "talent quest," at both these luncheon sessions were highly successful.

Other officers elected were: Vice-president, Regina Scheubel, Duane Jones Co., Inc.; secretary, Louise Spaulding, J. Walter Thompson Co.; and treasurer, Ralph N. Weil, general manager of WOV.

Hedges, introduced by Swezey, asked the continued support of the REC by its members and paid tribute to Swezey's able administration. He said that he had already been in communication with Dean Drewry and

that the Peabody Awards would again be made at an REC session next April. Hedges stated that the club should continue without politics and the avoidance of resolutions taking sides one way or the other on controversial subjects. At the close of the meeting he thanked those aiding the club apart from the officials, particularly Marvin Kirsch and RADIO DAILY.

Dr. Peppard's talk was well received, being an excellent analytical treatment of the child and radio. Dr. Peppard stated he did not believe radio ever influenced children in the wrong direction, but rather it supplied the needed excitement, suspense and adventure. If educational features could be added to certain programs, it would be very desirable, he believed. He differentiated between "fear" and "anxiety" saying fear was normal and that there was no real danger in a radio program causing anxiety in a child.

Characterizing three groups who "complain" about radio, Dr. Peppard discounted the "lunatic fringe" that squawks about everything in general; second was the group expecting radio perfect to the point where it will bring the children up and thus take the responsibility off the parent's shoulders and third there are those genuinely interested in constructive criticism.

Others on the dais were: Jessica Maxwell, representing Robert Maxwell, producer of "Superman," "Hop Harrigan" and others; Olga Druce, producer and director of the "House of Mystery"; Robert Saudek, director of public service programs for ABC; Dwight Herrick, in the same post for NBC; Dorothy Kemble, continuity acceptance editor for Mutual; Robert Hudson, director of education, CBS; Bill Wright, of Kenyon & Eckhardt; Bill Hamilton, J. Walter Thompson Co.; and the newly elected officers, mentioned above.

WQXR Promotes McGee To Post Of Sales Director

Norman S. McGee, assistant vice-president of sales for WQXR for the last four years, has been appointed director of sales, effective immediately. McGee joined WQXR as a salesman in 1937. Hugh K. Boice will continue as veepee in charge of sales, an advisory capacity.

"Crime Files" Renewed

Chicago—"Crime Files of Flammont," WGN mystery show, has been renewed for 13 weeks, May 29 through August 21, by E. J. Brach & Sons, Inc., candy makers.

Ruth Crawford Elected

Ruth Crawford, librarian for ABC, has been elected first vice-president of the Special Libraries Association, New York Chapter News.

BEHIND THE MIKE

By SID WEISS

AMONG the celebs lined up for May 20th's N. Y. Infirmary Benefit at the Garden are Jennifer Jones, Carmen Miranda, Joseph Cotten, Lucille Ball, Margaret O'Brien, Fred Waring, Duke Ellington, Louie Prima, Ethel Merman, Milton Berle, Ella Logan, Bert Lahr, Jean Parker, Lucienne Boyer, Hazel Scott, Andrews Sisters, Bill Robinson, Jessica Dragonette, Carmen Cavallero, etc. On May 19th, a torchlight parade will march up Fifth Ave.—first of its kind this century.

Funny Money Man, syndicated by Allen A. Funt Radio Productions, will be heard on two new stations—across the board on WRNY, Rochester, N. Y., and three times weekly on WAGM, Caribou, Maine.

Louie Armstrong set for Henry Morgan's airer on the 21st.

N. Y.'s Cinema Lodge of B'nai B'rith will hold the preem of the new film, "This is B'nai B'rith" in the auditorium of the Museum of Modern Art on the 19th. Ira A. Hirschmann, president of Metropolitan Broadcasting and Television, Inc., will be the principal speaker for the evening.

Recommended: Flo MacMichael's comedy delivery and timing. (She was featured on NBC's Vest Pocket Varieties).

HEAR YE! HEAR YE!

Baltimore, Md. They made an announcement on Town Meeting a week or so ago that it would originate in Baltimore on May 8. Now, compared to the Crosbys and Brenemans, Town Meeting Hooper could be hidden under a gnat's wing. But in the first mail after that one announcement, so many requests for tickets were received at WFBR that the house was sold out at once. And if this sounds like boasting—it isn't. We're used to it—it happens all the time.

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

KOIL Announces Plans For New Omaha Building

Omaha—Plans to construct a \$150,000 building for station KOIL were announced Friday by Manager William J. Newens. Located facing Turner Park on the east, studios will be built on a newly purchased 132 foot tract. Construction to begin with completion of plans.

Building will house KOIL studios and administrative and departmental offices and all of the equipment will be new.

WPDQ's

TIME-BUYERS JACK POT

THIS WEEK'S WINNER WILLIAM KENNEDY DONAHUE & COE

Next Week ? ? ? ?

## PROMOTION

### KFWB UN Show

KFWB, the Warner Bros., station in Hollywood dropped all commercials and commercial programs last Friday evening, May 9, from 8 to 10 p.m., in order to broadcast a special two hour and 15-minute program dedicated to the second anniversary of the founding of the United Nations.

The program, "The Untitled," dealing with an American boy who gave his life in World War II, was written by Norman Corwin and narrated by Frank Lovejoy. Main speaker for the evening was Benjamin Cohen, assistant secretary general of the U. N., who made a special plane trip from New York in order to participate on the broadcast. Cohen said: "Why expect the United Nations conference to settle problems overnight that have been plaguing nations for many decades? Let us have patience, and nations joined together by a righteous cause; recognizing no differences of race, creed or color are certain to bring lasting peace to the peoples of the world."

Douglas Fairbanks, Jr., acted as master of ceremonies, and Charles Boyer recited the Preamble to the Charter of the U. N. In addition, the 150-piece California Junior Symphony, under the direction of Peter Meremblum, and a chorus conducted by Paul Owen, plus special messages prepared for the broadcast by President Truman, Anthony Eden, Jan Christian Smuts, Molotov, T. V. Soong, Edward Stettinius, Mayor Lapham of San Francisco and other dignitaries were heard.

KFWB's general manager, Harry Maizlish, and production manager, Bill Ray are continuing to render the great public service that this station has come to be known for throughout the Southern California area.

### "Baby Snooks" And KNX

A colorful folder in pink, black and white is the mailing piece just published by KNX, Los Angeles. Entitled "Pandemonium in a Pinafore . . ." the folder concerns various shows which are broadcast by the station, and states that Fanny Brice's "Baby Snooks" program originates at KNX, the CBS station on the coast, and in addition makes mention of local programs which originate with the station. Aimed primarily at clients, program makes the most of getting the station's sales message across.

**"DON'T YOU THINK  
I OUGHT TO KNOW?"**

(recorded on Victor)

**FOWLER MUSIC CO.**

1619 Broadway, New York 19, N. Y.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY OOPS:**—Les Freres Kenny, Nick & Charles, have started to plug "The Old Ferris Wheel" a nostalgic sort of ballad . . . Goldmine Music is the publisher. . . ● Sunset Music's ballad, "I'm All Dressed Up With A Broken Heart," by Fred Patrick, Claude Reese and Jack Val waiting to be discovered by torch singers . . . plenty good. . . ● The 'Blue Moods' quartet, formerly with Woody Herman's band will be heard in the future as "The Skylarks" . . . co-managed by Lou Capone and Rocky Carr. . . ● Francis Craig, currently in Gotham for a visit, has been batoning a band at the Hermitage Hotel in Nashville for 21 years . . . a record stay. . . ● Witmark has a sure hit in "Ask Anyone Who Knows," written by Eddie Seiler, Sol Marcus and Al Kaufman. . . ● Rene the hat check girl at the Roosevelt Grill started there when the hostelry opened back in 1924. . . ● Frank Novak's one-man campaign via ET's to remind housewives to return empty milk bottles has resulted in the return of 5,000,450 of the 25,000,000 missing bottles. . . ● If you listen to his music you'll know why Michael Zarin's orchestra is featured year in and year out at the Waldorf-Astoria. . . ● Heard Donald Dame do a new song last Sunday on "Album of Familiar Music" . . . titled "I Was Waiting For A Dream," a honey of a ballad.

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● ● ● That quartet heard doing the P & G commercials ("Big CBSister" and "Life Can Be Beautiful"-NBC) rate a show of their own. . . ● Al Miller, Leeds energetic young contact man, showed us (by a strange coincidence he had a copy in his pocket) the firm's latest ballad "I'm So Right Tonight" . . . chalk up another hit for that laddie that's known as Lou (Levy). . . ● Vaughn Monroe's arranger, Art Dedrick and Gil Mills have just completed a swiny little thingy titled "Wait'll I Get You Out of My Dreams" (and into my arms) . . . could go places with a plug. . . ● Heard Lawrence Welk's band go to town on a clever little ditty last nite at the Roosevelt . . . looked over trumpeter Terry George's shoulder and read the title of the tune . . . "Got A Ring Around Rosie's Finger" written by Jack Rollins, Billy Hayes and Zeb Carver . . . published by Dawn Music. . . ● Rosa Rio just back from a three-week jaunt to Hollywood just r-r-raving about the place . . . so don't be surprised if Rosa's piano wizardry originates at the radio factory situated at Sunset & Vine come September.

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● ● ● Scriptor Hal Block stopped us in front of the RKO building Wednesday and excitedly sang us a new song he had just composed . . . he said he needed the services of someone to take down a lead sheet so we introduced him to Oscar Catsiff, Chappell's head arranger . . . Oscar took down the lead sheet and then played the tune . . . Hal said to us, "I know what I'll do . . . I'll have both songs published." "What," we queried, "do you mean BOTH songs?" . . . "Why, the song I sang and the one Oscar just played" was the Block-buster. . . ● Charles Reed Jones doing a bang-up publicity and radio tie-up campaign on "Do You Know What It Means To Miss New Orleans?" featured in Jules Levy's "New Orleans" U. A. flicker. . . ● Korn Kobblers' five-year contract with Fred W. Ziv agency was succeeded by another three-year pact with a stiff hike in salary . . . outfit is definitely BIG TIME. . . ● Dorian Music Publishers have a possibility for the Hit Parade in "Who Cares?" (For I love you) written by CBS staff musician and arranger, Sammy Fiedel.

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—New personality, Doles Dickens' initial Continental platter is "Don't Move A Vip Till I Say Vop," backed with "Sing Re-Bop" . . . first ditty, banned by the nets, should garner plenty of shekels however, in the jukeboxes. . . ● One of the best of current albums is Columbia's "Date With Dinah" . . . includes Cole Porter's "I've Got You Under My Skin," Jerome Kern's "They Didn't Believe Me" and "Can't Help Lovin' Dat Man" and the spritely "Kerry Dancers". . . ● Decca is releasing Denver Darling's platter of "Juke Joint Mamma," backed with "Deep Delta Blues" which he made for them last year.

## EQUIPMENT

### Expands Tele Owner's Policy

RCA Victor's Television Owner Policy has been expanded to include the new RCA Victor complete entertainment console, Model 641 which incorporates AM, FM, international short-wave, and Victrola phonograph as well as television was announced by J. B. Elliott, vice president in charge of Home Instruments. Policy covers an antenna receive the tele and FM broadcast signals, installation of receiver antenna, instruction on operation care of receiver, any necessary service and maintenance for a full year, replacement of necessary parts (including the tele picture tube), reorientation of the antenna to receive the signals of any new tele FM broadcasting stations which go on the air within the service area during that period. A charge of \$10 will be made to cover television owner's policy for one 641 TV.

### New Radios In Plastic

RCA Victor has announced a new series of three table model radios including Catalin plastic cabinets, including one finished in marbled black, one in shining jet black, one in marbled burgundy. "These instruments will give table model radio a new role in home decoration," H. M. Rundle, RCA Victor stylist, said in describing the line. "They break away from the tradition of conservative, undistinguished coloring in table model receivers and lend themselves well to dramatic plays in stores and in the home. Suggested retail price for these receivers is \$69.

### Preview Of Motorola Radios

The first of a series of four Motorola Radio sectional distributor meetings will be held June 3 at the Drake Hotel, Chicago. Executive and personnel will be present at the meeting which will preview the Motorola 1947 home radio line. Developments in car radio and car heater field will also be covered at the meeting. During the week of June 9, a similar meeting will be held for Eastern distributors in the New York area followed by meetings in New Orleans and San Francisco.

# YES!

We sing the famous:  
**"I GO FOR A MAN WHO  
WEARS AN ADAM HAT"**  
(Whistle)

. . . and many other successful jingles  
WRITE FOR BROCHURE:  
"Jingles That Don't Jangle"

**"LANNY & GINGER" GREY**  
RADIO PRODUCTIONS AND JINGLES  
1350 Madison Ave., N. Y. C. 28 AT. 9-402

# THE 1947 RADIO ANNUAL

CONTAINS A COMPLETE  
LIST OF  
ADVERTISING  
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RADIO ANNUAL AND ALL OTHER SPECIAL ISSUES  
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SEND THIS COUPON IN TODAY



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Please enter my subscription to RADIO DAILY and the RADIO ANNUAL for 1947  
to start immediately. Enclosed is my check for \$10.

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COMPANY .....

ADDRESS .....



## BMI Status Explained To Production Heads

(Continued from Page 1)

of 40 Eastern and Mid-Western NBC affiliates at the Waldorf-Astoria.

Haverlin declared that the "real significance" of BMI lies in what it has done in the way of savings for the industry and pointed to figures quoted at recent NAB meetings in which, he said, BMI saved broadcasters "up to eight times" the amount they would have paid on Ascap fees for last year alone. He also pointed to the present relationship between Ascap and the broadcasters, which has come a long way from the "crisis" days of '39-'40, and attributed the change to BMI. "Ascap no longer scorns but seeks" co-operation of the broadcasters, he asserted.

Sydney Kaye, vice-president of BMI, told NBC station men they faced "great problems" in the future, which with intensified competition, etc., "may seem, at the moment, almost insuperable." He declared, however, that the same ingenuity and courage which conquered the headaches of the early days of radio would solve those of the future. "And music will be a part of it," he said.

Kaye further asked broadcasters to look upon the situation as a "mutual dependence between BMI and the industry and that they regard the music organization as they would any other subsidiary enterprise."

The NBC program managers were told that no creative music may be expected from Europe for some time, since it has been dissipated by the war, and that it will all come from the United States. He emphasized, however, that "We have enough good music to supply you with for years."

A strong case for the role music's influence on world conditions was presented by Roy L. Harlow, BMI's director of station relations, who declared that "music is the greatest force in the world for good or bad." He questioned whether any nation, or any religion, could raise an army without the proper music.

### Takes Summer Post

Burlington, Vt.—Dr. Sherman P. Lawton, professor of radio and co-ordinator of radio instruction at the University of Oklahoma, has been appointed to the faculty of the Summer School of Speech at the University of Vermont. He will teach courses in the elements of radio broadcasting, including microphone techniques, radio acting, production, sound effects, station organization and script writing.

IN CLEVELAND IT'S

# WHK

## COAST-TO-COAST

—CONNECTICUT—

**HARTFORD**—Joseph Adorno, State Treasurer of Connecticut, who has been mailing out \$50,000,000 in bonus checks to Connecticut veterans, recently gave them advice in an interview over WDRC on how to apply for their bonuses. . . . WTIC's manager of special programs, Bernard Mullins, has been promoted to director of public relations and special programs. He replaces the recently retired James F. Clancy, who has been appointed director of public relations for the Connecticut Society for Crippled Children and Adults. . . . **NEW LONDON**—Allen Saunders and Bruce Powers recently joined the announcing staff of WNLC. Both are ex-servicemen and come to New London from New York City.

—GEORGIA—

**ATLANTA**—"Forward Georgia," a new series of programs designed to acquaint the people of Georgia and other states with the growth of the State's industries, was recently introduced over WSB. . . . Dan Bailey, former Marine correspondent, has been named night news editor of WAGA, in a move to give the station the services of an experienced news editor throughout the broadcast day. . . . **DOUGLAS**—Feeling that the listening public, within range of its thousand-watt voice, would be interested in what goes on "behind the scenes" at the circus, WDMG recently presented an interview-discussion between Jimmy Hayes, the station's program director and neophyte to the circus, and M'ke Davis, special events director and old circus veteran, with Miss Wallenda of "The Wallenda Circus" as the honored guest.

—VIRGINIA—

**NORFOLK**—WLOW recently broadcast an exclusive half-hour transcribed show of the "Newburyport Plan." The program was a public forum type with the Mayor of Newburyport, Mass. and the outstanding merchants and citizens who originated the 10 per cent price cut plan, participating. . . . **RICHMOND**—The announcement of the addition of three new announcers to its staff, has just been made by WMBG. The new arrivals are Ben Taylor, formerly with WMBM in Florida; Stanley Waranch, who was with WGBR in Goldsboro, North Carolina and WSSV in Petersburg, Va., and Robert A. Turner, newcomer to radio.

—NORTH CAROLINA—

**CHARLOTTE**—Disc jockey, Kurt Webster, emcee of WBT's "Midnight Dancing Party" and nationally recognized as sole responsible for the recent revival of Heartaches, appeared on "Vox Pop," coast-to-coaster, which was broadcast recently from Tin Pan Alley. . . . **DURHAM**—Art Fazzin, WDUK disc jockey, recently took over new duties as the station's commercial manager. Fazzin will continue his early morning "Dawn Patrol" segment in addition to the selling chore. . . . **GREENSBORO**—WB'G has just been presented a Certificate of Achievement by the chief of naval personnel on behalf of the Navy Department "in grateful recognition of outstanding service to naval personnel during World War II."

—UTAH—

**SALT LAKE CITY**—Lynn L. Meyer, formerly sales manager for the Inter-Mountain Network, has been named vice-president in charge of sales for the regional 17-station chain. . . . **KDYL**, the nation's 13th licensed broadcasting station, recently celebrated its 25th anniversary with a special half-hour, locally produced, dramatic narrative of progress. Also in observance of its 25-year operation, the station has changed its identification break for the month of May, using, "This is KDYL, 25 years of service to the inter-mountain West."

—TEXAS—

**LUBBOCK**—A new standard broadcast station, to operate full-time on 790 kc., with 5000 watts daytime, and 1000 watts nighttime, has been authorized by the FCC. The city's only other standard broadcast outlet is KYFO. . . . **SAN ANTONIO**—Charles L. Brady, former chief engineer of WJIM, Lansing, Mich., has been appointed to serve in the same capacity by KMAC and KISS. . . . **WACO**—Talk of the town, is the KWTX sound-equipped jeep station wagon, which doubles at public events, such as clearing traffic during the presidential visit to Waco and Baylor University.

—WEST VIRGINIA—

**BECKLEY**—Jack Pevara, WJLS's chief announcer, is producing and writing "Know Your America" which is heard three times weekly over that station. . . . **HUNTINGTON**—At the recently held annual banquet of the Huntington Junior Chamber of Commerce, Marshall Rosene, WSAZ station manager, received on behalf of WSAZ a certificate of recognition and appreciation to radio as "a force of incalculable value to those banded together for the promotion of the national welfare." The citation was presented by Jack W. Workman, local Jaycee president. . . . **MORGANTOWN**—The annual county-wide Spelling Contest for Monongahela County was recently aired over WAJR. Sponsored by the Order of Odd Fellows, Lodge No. 10, the contest offered prizes of \$25.00, \$15.00 and \$5.00 for the first, second and third winning contestants.

### "Guess Who" At Garden

WOR's "Guess Who" show with Happy Felton will take over Madison Square Garden in New York tomorrow, May 17, for their broadcast of the program. Necessity for the airing of the show from the Garden comes about because of the unexpected replies from listeners in response to prizes offered on the "Guess Who" program about six weeks ago. Gimmick was correct identity of a recording played on the show (voice of Arthur Godfrey, to be exact) and prizes offered were tickets to a "Guess Who" broadcast. More than 7,771 correct replies were received and in order to keep faith with listeners, WOR decided to accommodate them at the Garden.

In addition to the regular broadcast (7 to 7:30 p.m.) there will be a big show before and after the program.

## Singing Commercial Are Popular In Italy

(Continued from Page 1)

campaign were revealed by El MacNaughton, sales promotion manager of Standard Brands international division, who said, "We are convinced that radio can do a good job in the foreign market." Standard Brands uses Latin American radio extensively but until early this year it had not used air time to reach European markets. According to El MacNaughton, the sponsor began a campaign in Italy without any idea of what results might be obtained. The big question being just how many listeners would take commercial radio after being completely propagandized by Fascist broadcasting.

Standard Brands is continuing singing commercials in Italy, using one spot a day in 12 key cities. One product it has had available in Italy, until just recently, is baby powder but with the arrival of other items such as puddings, the sponsor is expected to increase air time, possibly by adding programs to the spot campaign. Latter has pulled 7,000 requests a week from listeners for a cook booklet which the sponsor gives away.

Elsa Miranda Featured

The one-minute spots feature Elsa Miranda singing a Calypso rhythm tune composed by Emilio de Todini, musical director of NBC's international division. For promotion purposes, Standard Brands, which owns the copyright of the tune, is having it published and transcribed for distribution both in Italy and Latin America. Xavier Cugat will make first recording.

Another well known U. S. advertiser, one famous for a singing jingle campaign, is planning to use Radio Bari, located in the extreme southern part of Italy, for singing commercials in Arabic beamed to the Middle East. The campaign is expected to start early in August.

Meanwhile, Fremantle Overseas Radio, Inc., New York representative which placed the Standard Brands account with the Italian Blue Network, is lining up U. S. sponsors for broadcasts of the La Scala opera season in Milan next Fall. Entire Italian network of 29 stations will be used to carry the 2½ hour broadcast of a week and with the coverage spreading over into various European countries commercials will go on during station breaks in the appropriate language. One plan for next season is to feature a half dozen or so non-competing sponsors to sell Europeans on the idea of American products.

Radio script writer, immediate opening national organization with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established nation-wide transcribed dramatic shows, local and regional broadcasts; also promotional and public relations activities advancement open to individual capacity. Position held for World War II veteran. Submit scripts, background resume, with first reply. Address Box 361, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 35

NEW YORK, MONDAY, MAY 19, 1947

TEN CENTS

## Bulk Sales, Brokerage Hit

### Georgia "U" Institute Opens 3-Day Session

Athens, Ga. — Second annual Georgia Radio Institute, bringing together persons in the industry and college students interested in the profession, began its three-day session here yesterday with a record attendance, according to Dean John E. Newry of the Henry W. Grady School of Journalism. Dwight J. Bruce, production manager of WTOG, Savannah, Ga., and chairman of the Institute planning committee, has lined up some of the industry's outstanding names to tell the collegians  
(Continued on Page 5)

### Marshall Backs Benton Re Broadcasts Abroad

Washington Bureau, RADIO DAILY  
Washington—Secretary of State Marshall on Friday affirmed his complete confidence in Assistant Secretary William B. Benton, and told the House Foreign Affairs Committee it is essential that this nation be permitted "at least to interpret ourselves to the world."  
Appearing briefly before the Committee to testify on Rep. Karl Mundt's  
(Continued on Page 6)

### Parts-Electronic Show Surpasses All Records

Chicago—The 1947 Radio Parts and Electronic Equipment Show which closed Friday, at the Hotel Stevens surpassed all previous shows both in the number and variety of exhibits and in attendance. Registration was ahead of last year and total attendance passed the 6,000 mark. Kenneth C. Prince, manager of the show,  
(Continued on Page 6)

### Benny's Gross

Jack Benny and troupe arrived in New York over the week-end from Chicago, where his program company played the Chicago Theater, breaking all records for a total gross on the week of \$113,400, exceeding the previous high by \$23,000. Today Benny will relax and play "Love In Bloom" for his many local friends at a bit of a gathering.

### Sarnoff To Speak

Brig. Gen. David Sarnoff, RCA president, definitely will address the RMA industry banquet in Chicago on June 12. It was announced over the week-end. Gen. Sarnoff has advised the RMA president, R. C. Cosgrove, of his acceptance of the association's invitation.

### Midwest FM Meeting Readies Speaker List

Program plans for the organizational meeting of Region No. 2 of the FM Association at Cincinnati on Wednesday, May 28, are nearly completed and advance registrations indicate another large FM turnout of FM interests, according to David Taft, manager of WCTS, Cincinnati, co-chairman of the sessions.

One of the principal speakers will be Vernon L. Wilkinson, assistant general counsel of the FCC in charge of broadcasting matters. Wilkinson is  
(Continued on Page 5)

### Networks Recognize RWG As Bargaining Agent

Major networks and Radio Writers Guild issued their initial joint statement last Friday in which the networks for the first time announced their recognition of the Guild as bargaining agent for free-lance writers. Representatives of both sides are expected to finish all preliminary discussions  
(Continued on Page 7)

## Commission Grants Licenses To 14 AM-Station Applicants

Washington Bureau, RADIO DAILY  
Washington—The FCC over the week-end granted licenses to 14 applicants for new AM stations. They include: Broadcast Management, Inc., WBCC, Bethesda, Md.; Civic Broadcasting Corp., WCBC, Anderson, Ind.; The Valley Broadcasters, KXRJ, E. Russellville, Ark.; Nevada Broadcasting Co., KENO, Las Vegas, Nev.; Western Mass., Broadcasting, WBEO, Pittsfield, Mass.; News Publishing Co., WLAQ, Rome, Ga.; Kelly

## NAB Sales Managers Exec. Committee Warns Broadcasters Re Practices; Three Sub-Committees Named

### Really Men Accept TV Antenna Proposal

Resistance to installation of apartment house television antennas established by New York realtors several weeks ago in a move which seriously threatened the growth of the industry in large cities, was sharply reduced with the announcement over the weekend that The City Investing Co., has accepted the proposal of the Television Broadcasters  
(Continued on Page 8)

### Puerto Rico Station Building U. S. Accounts

San Juan, Puerto Rico—Several new accounts in behalf of U. S. advertisers have been placed here with WAPA, local independent. General Motors, through its local distributor, Caribe Motors, has bought a half-hour  
(Continued on Page 2)

### Bob Hope And Troupe To Tour Seven Cities

West Coast Bureau, RADIO DAILY  
Hollywood — Bob Hope and his radio troupe begin a seven city tour this week, playing five benefits and making the last three broadcasts of  
(Continued on Page 2)

Atlantic City—The NAB's Sales Managers Executive Committee, meeting here last week, condemned bulk sales and time brokerage and cautioned broadcasters to be on the "alert" to combat the practices.

Winding up a two-day meeting on Friday, the committee said a detailed report on the controversial question will be made by a special sub-committee. This report will be submitted  
(Continued on Page 6)

### Three Day Meet Set By NBC Central Div.

Chicago—The second annual NBC central division program and production managers' meeting will be held May 21, 22 and 23 at the NBC studios in the Merchandise Mart. More than 50 representatives of NBC affiliated stations in the Middle West are expected to attend the conference, which will open with a luncheon at the Merchants and Manufacturers' Club. Clarence L. Menser,  
(Continued on Page 8)

### Japanese Radio Workshop Set Up By Army Division

Tokyo—A radio troupe patterned along the lines of the "workshop" style has been set up here by Bernard Cooper, former network director who is now chief radio director of General MacArthur's Civil Information and Education Division. In addition  
(Continued on Page 8)

### Skeptic

Watertown, N. Y.—"Where are the chairs?" asked a visitor from the hinterland calling at WWNY last week. "What chairs?" said Manager Louis Saiff. "The chairs people sit in and clap their fool heads off on your programs," replied the visitor. When Saiff explained that such shows originate in N. Y. or Hollywood, the guest exclaimed, "Oh, it's a fake, huh!"



★ COMING AND GOING ★

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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.

FRANKE BURKE, editor of RADIO DAILY, will return today from Waterloo, Iowa, where he was called last week by the death of his mother.

ROBERT B. HUDSON, Columbia network director of education, left yesterday for Athens, Ga., where today he will address the Georgia Assn. of Broadcasters.

HARRY WISMER, sports director for the American network, flew from Detroit to Washington last week to participate in the two-day national celebrities golf tournament. Also competing were Bing Crosby, Hildegard, Sen. Robert Taft and Commissioner "Happy" Chandler.

ARTHUR HULL HAYES, general manager of WCBS, is back at his desk after having attended the meeting of the NAB's sales managers executive committee in Atlantic City last week.

GLENN MARSHALL, JR., sales manager of WMBR, Jacksonville outlet of CBS, is here from Florida on a short business trip. Chatted for a while Friday at the headquarters of the network.

DR. C. B. JOLLIFFE, executive vice-president in charge of the RCA Laboratories Division, and FRANK M. RUSSELL, vice-president of NBC, accompanied by seven other executives of RCA-NBC, left late last week to attend the World Telecommunications Conferences at Atlantic City.

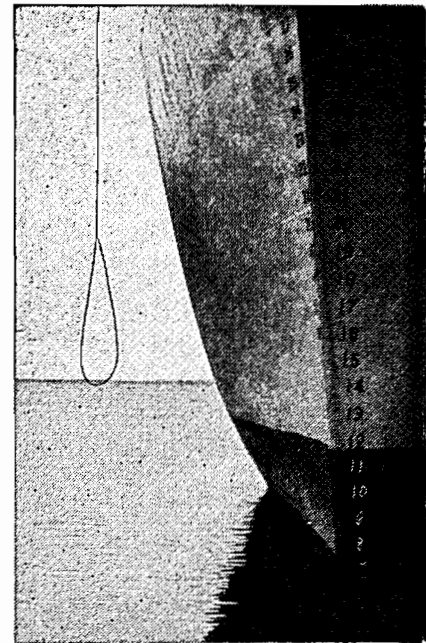
HOYT WOOTEN, general manager of WREC, is spending a few days in New York.

JULIAN MURPHY, promotion manager for WTOP, Washington, D. C., who conferred with CBS executives in New York last week, has returned to the station.

GEORGE J. KAPPEL, formerly with KMJ, Fresno, Cal., has arrived in Morgantown, West Va., and has taken over his new duties as program manager of WAJR.

LES RYDER, station manager and promotion director of WCED, Dubois, Pa., paid a call last Friday at the station relations department of CBS, with which the station is affiliated.

HENRY (Here's) MORGAN is back in town after having attended the "I Am An American Day" celebration in Springfield, Mass.



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline . . . it's for sales that need towing up stream . . . or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

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

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President  
Represented Nationally By Headley-Reed

Puerto Rico Station Building U. S. Accounts

(Continued from Page 1)

hour weekly series dramatizing historic events in Puerto Rico. Account was placed by McCann-Erickson which is promoting the program with mayors of island towns as well as with the Insular Department of Education.

A campaign using one-minute spot announcements and jingles is being used over WAPA by General Foods to advertise Post's Corn Toasties. Account is handled by Young & Rubicam.

Four quarter-hour broadcasts a week bought by Metro-Goldwyn-Mayer of Puerto Rico feature news highlights from Hollywood, MGM stars and latest releases. "Matinee Musical Metro" also plugs the local Metro Theatre.

Sip Beverages is now sponsoring a 15-minute morning musical program six days a week. Program features popular Latin American music.

McCann-Erickson made arrangements last Friday for a special broadcast over WAPA from the Atlas Company's flying showroom, the "Skymerchant," as it circled over San Juan during its visit to Puerto Rico. Program included airing of two-way telephone conversations from the DC-4 to newspaper offices and the station. An Esso Reporter newscast, heard over the station four times daily, was broadcast from the plane at 12:45 p.m.

Tulsa FM Outlet Debuts

Tulsa—KWGS, new FM-outlet on the University of Tulsa campus, made its debut last week with broadcast of KVOO, Tulsa air show "Going to College." Show, in its final broadcast of the season, was designed to pick winners of 12 T. U. scholarships being awarded to bright high school grads of the KVOO area. The gift of W. G. Skelly, owner of KVOO and president of Skelly Oil, KWGS will be on the air not less than six hours daily on 90.5 mcs, on channel 213, with 250 watts power.

Bob Hope And Troupe To Tour Seven Cities

(Continued from Page 1)

the season before the comedian leaves for a month's vacation in Rio de Janeiro. Hope, along with Jerry Colonna, Vera Vague and Desi Arnaz, will leave Hollywood tomorrow, Tuesday, in a chartered plane for Amarillo, Texas where they play a benefit for the Amarillo Boys Ranch. NBC broadcast on May 20 at 10 p.m., EDT., will originate from the Texas city.

The following Tuesday night, May 27, Hope will broadcast from Detroit and on the next night he'll headline a St. Vincent's Hospital benefit in Toledo. Next hop will be to Philadelphia for a series of benefits including the cancer drive. Here on May 30 the comedian will receive the Golden Slipper Award, given by medical groups for his contribution in entertaining wounded veterans.

The troupe will make its June 3 broadcast over NBC from Chattanooga, follow it with a benefit in Atlanta the next day, and wind up its radio season in Washington on June 10. Next day Hope, with wife and two oldest children, takes off for a month's vacation in Rio de Janeiro, Brazil.

FINANCIAL

(May 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp. ....	7 7/8	7 1/2	7 1/2	- 1/8
Am. Tel. & Tel. ....	161 7/8	160 1/4	160 3/8	- 1 5/8
CBS A .....	26	25 1/2	25 7/8	+ 1/8
CBS B .....	26	25 1/2	25 1/2	.....
Farnsworth T. & R. ....	5 3/8	5	5	- 3/8
Gen. Electric .....	33	32 3/8	32 1/2	- 1/8
Philco .....	24 3/8	23 1/2	23 5/8	- 7/8
Philco Pfd. ....	93 1/2	93	93 1/2	.....
RCA Common .....	8	7 3/4	7 3/4	- 1/8
RCA First Pfd. ....	75 1/2	74 1/2	74 1/2	- 1 1/2
Stewart-Warner .....	14 7/8	14 1/4	14 3/8	- 1/4
Westinghouse .....	24	23 3/4	23 1/2	.....
Westinghouse Pfd. A. ....	99 3/4	99 1/4	99 1/4	- 3/4
Zenith Radio .....	16	15 5/8	15 3/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp. ....	13	13	13	- 1/2
Nat. Union Radio .....	2 3/4	2 5/8	2 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab. ....	5 3/4	6 1/2
Finch Tele Comm. ....	6 1/4	7 1/4
Stromberg-Carlson .....	12 1/4	13 1/2
U. S. Television .....	1	1 1/2
WCAO (Baltimore) .....	38	.....
WJR (Detroit) .....	15	17

Prieto Re-Acquires YNPS

Managua, Nicaragua—YNPS, an NBC affiliate taken over by the government during the war, has been returned to the original owner and sold to Senor Prieto. New owner continues as station manager, a job he has held for the last two years. Station plans to jump its power of 800 watts short-wave to 1000 and to 3000 on medium wave. It will soon change its call letters to YNV and continue operation as an NBC affiliate.

IN CLEVELAND IT'S  
**WHK**

9 OUT OF 11  
FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP) LISTEN TO KOCs REGULARLY.  
\* Survey figures available  
AM **KOCs** FM  
ONTARIO CALIFORNIA





## ON TARGET

Confidence, essential to good putting, is also a basic ingredient in every sale. Weed and Company salesmen have confidence in themselves and in the properties they sell so successfully.

**WEED**  
**AND COMPANY**  
RADIO STATION REPRESENTATIVES

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

# CHICAGO

By NAT GREEN

THE local Mutual office announces that KSOK, Topeka, Kan., has concluded arrangements with MBS for AM service to start June 1.

John Terry, of the NBC central division duplicating department, will resign May 23 to take a position as announcer on KROS, Clinton, Iowa.

Johnny Johnstone, of NAM, New York, stopped off in Chicago Thursday on his way to San Francisco and Los Angeles, on a business trip.

Dewitt Emory, president of the National Retail Businessmen's Association, and Earl Bunting, president of the National Association of Manufacturers, will speak from Chicago over ABC on May 20 and May 21, respectively, discussing pending labor legislation.

Pauline Sepesi, of Mutual's mid-west staff, has been elected vice-president of the Chicago Filing Association.

Dave Kempkes, NBC studio engineer, will resign June 1 to supervise the construction of a new 1000-watt radio station, of which he is part owner, at Sioux Falls, S. D.

Dolph Nelson, former free-lance radio actor and director, has joined the NBC central division as a production-director, replacing Albert Crews, who resigned last February to become head of the Japanese radio under the American military government in Tokyo.

Out of town radio men visiting the Mutual offices last week included Gordon Downey, commercial manager of KDTH, Dubuque, Iowa; Gene O'Fallon, owner of KFEL, Denver, and Rex Howell, owner of KFXJ, Grand Junction, Colo. Al Meyer, of KCSJ, Pueblo, Colo., was in Chicago representing the station as minority stockholder to sign affiliation papers with Mutual. The station begins broadcasting on July 1.

## "Cavalcade" To Charleston

The NBC "Cavalcade of America" production of "Under the Big Top," starring Robert Young, will originate from the Municipal Auditorium in Charleston, W. Va., Monday, May 26 (8:00 p.m., EDT). Antonio Modarelli will conduct the Charleston Symphony Orchestra in the musical portions of the program. The program will originate in Charleston in order that employees of the E. I. du Pont de Nemours Belle plant there may witness the broadcast. The program is sponsored by du Pont through BBD&O.



## California Commentary . . . !

• • • The Teleways Radio Productions annual sales meeting was recently completed in Hollywood and the various sales representatives have returned to their respective headquarters. Among those who attended the confabs were President Carl F. Kraatz, Sales Manager Charles A. Kennedy, Dan Carr, Canadian sales manager; George Swearingen, Robert L. Sholly and Gene Ballantyne. The meeting dealt with the new Andy Devine show, regional deals on "Moon Dreams," "Strange Wills," "Sons Of The Pioneers," the company's new five-minute feature, "This Amazing World" and the new William Winter show, transcribed in remote parts of the world, entitled "This Is Your World." Plans for an aggressive fall campaign were effected.

Los Angeles . . . In attendance at "Duffy's Tavern" May 14 were the sponsor, Joseph Hardie, vice-president and general manager of Bristol-Myers and his wife, who are in from New York for a Hollywood week. . . . Dale Evans is scheduling a p.a. tour, with dates already set for the Golden Gate, San Francisco, and the Oriental, Chicago. She prepped for the trip by flying to Chicago for the "I Am An American" Day celebration at Soldiers field yesterday.



• • • Bob Stanton will fly to New York for a week of sight-seeing after doing his vocals on "Village Store" May 22, and will plane back in time for the May 29th program. . . . Jack Meakin, musical director of "The Great Gildersleeve" and the Joan Davis show, has just been made a member of Ascapi. With virtually no sales campaigns, a Sons of the Pioneers recording of his newest tune, "Out California Way," has sold well over 100,000 copies and the song has been featured in two Republic movies, so the Ascapi rating is well-earned recognition. . . . Charles Vanda will produce "Rogue's Gallery," starring Barry Sullivan, which begins a series over NBC Sunday, June 8, with Sullivan taking over the spot formerly occupied by Dick Powell. . . . "Kaltenmayer's Kindergarten," half-hour show, was recently recorded at NBC, with Walter Tetley in a featured spot.



• • • Dick Woollen, ABC staff producer, is on a three-weeks' vacation and is taking his wife and new baby son to his home town, Minneapolis, by automobile. It is his first time back in six years. . . . Jack McElroy, singer-announcer of "Bride And Groom," and now subbing for Tom Breneman (on vacation) on "Breakfast In Hollywood," has just been made an "Honorary Director" of the Brawley, Calif., Chamber of Commerce in recognition of his services to that community via numerous public appearances for worthy causes. John Masterson, manager of "Breakfast In Hollywood," has returned from a two-weeks' business trip to the East.



• • • Mr. and Mrs. Norris Goff (he's Abner of Lum and Abner) won prizes for their accuracy in fishing-casting at the first annual Encino, Calif., Sportsman show. . . . Dean Carlton of "This Is Your FBI," once was turned down for a dramatic role of a newspaper reporter, because "he didn't look the part." But what the casting director didn't know was that Dean had been a reporter on the Philadelphia Public Ledger. . . . Gaylord Carter, organist of "Bride And Groom," had a "busman's holiday" while on a two-weeks' vacation when he stopped off at Sante Fe, New Mexico, for a personal appearance stint at ABC's affiliate station, KTRC. . . . ABC's "What's Doin' Ladies" program will make a week's broadcast from the Southern California Home Show at the Pan-Pacific auditorium in June. . . . Danny Kaye has recorded the Harold Arlen-Yip Harburg tune, "I Gotta Sing" from the musical comedy, "Bloomer Girl," for Decca. It's Danny's first for Decca. Billy May's orchestra and arrangements will be used.

# SOUTHWEST

DOB HOLTON, formerly staff announcer for WFAA, Dallas, now in Hollywood for film and radio work was heard in a prominent role on recent "Dr. Christian" series program.

According to a Department of Commerce survey just announced by Victor Jaeggli, district manager of the San Antonio office, exporters of radio receivers to Mexico, Brazil, Chile and Cuba, may expect a good market during 1947. Demand this year in Mexico is estimated at 160,000 sets; Chile will take 94,000; Brazil, 200,000 and Cuba, 60,000 radios.

Hugh Feltis, head of BMB recently spoke at a luncheon at the St. Anthony Hotel in San Antonio, to local radio men, advertising agencies and advertisers, concerning BMB. The luncheon was arranged through the co-operation of KABC, KONO, KTS and WOAI, local members of the organization.

General manager of the Taylor Howe-Snowden Radio Sales of Amarillo, Alex Keese, has announced that the THS will handle national sales for the Iowa Tall Corn Network.

Marvyn C. Broyles, program director for KCOR, San Antonio, was one of the judges at a recent 4H Club meet at Devine, Texas which held an amateur contest for talented members of the group. The winners were presented by Broyles in a special broadcast aired over KCOR.

## FOR SOME PEOPLE... THEY SING

Baltimore, Md. Doubling in brass has long been a custom in musical circles but leave it to WFBR, Baltimore to add a new touch—secretaries who double in high notes—low notes and blue notes.

Marion Dawn—featured singer on WFBR's Club 1300 is secretary to Joe Imbrogulio, Musical Director. Doris Pollack, secretary to Local Sales and Katherine Harris, secretary to J. H. L. Trautfelter, Vice President, have both appeared on Club 1300 regularly and as guests on the "Tuneful Traveler" program.

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

THE BETTER HALF  
Audition Records Available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600

# Midwest FM Meeting Readies Speaker List

(Continued from Page 1)

close touch with FM's growing strength in the broadcasting field and present to those attending the meeting the latest viewpoints of the industry toward FM generally.

M. Jansky, Jr., of the Washington radio engineering firm of Jansky, Bailey, and Everett L. Dillard, president of the Commercial Radio Equipment Co., operators of FM stations WASH, Washington, and KOZY, Kansas City, are to address the meeting on the technical and practical possibilities in operation of regional FM networks.

Dillard pioneered in this type of work in the organization and development of the Continental Network, which now is operating with stations linked together. A new series of broadcasts is being planned, which 22 additional stations have applied for membership in the network. The stations are in six states: the District of Columbia.

Both Jansky and Dillard are members of the Board of Directors in the Association and widely known in the FM field. Jansky served as chairman of the technical planning board set up by the industry at the suggestion of the FCC to study allocations. He was in charge of the FM section.

### Hirschmann to Speak

John A. Hirschmann of New York, president of the Metropolitan Television Corp., which operates the FM station WABF in New York, will speak on programming of FM stations and give suggestions on how they should be promoted in their localities. Hirschmann is one of the country's leading merchandising experts, and formerly was vice-president of Bloomingdale's, one of the country's largest department stores.

"Naturally It's FM," a technicolor moving picture just produced by the General Electric Co., showing the advantages of FM over the ordinary type of broadcasting, will be shown. The film had its premiere at the organizational meeting of Region 1 of the FM Association at Albany, N. Y., and was widely acclaimed by those who saw it.

Ray Hofheinz, president of the Texas Star Broadcasting Co., which operates the successful FM station WXPY at Houston, Texas, will have a prominent place on the program. He is president of the FM Association.

N. (Bill) Bailey, executive director of the FM Association, will discuss the progress that the Association is making generally in "sell-

## ★ PROMOTION ★

### ABC Central Div. Campaign

"Sh-h-h is your name Smith?" This is the eye-catcher ABC's Central Division promotion department is using on the more than 4,500 postal card direct-mail pieces which are being mailed to the Smiths in Chicagoland telephone books. The idea is to encourage recipients to listen to the Ted Malone programs May 20 and 21.

Complete text is as follows: "Sh-h-h is your name Smith? Then listen while Ted Malone, Westinghouse Storyteller-of-the-air, shakes the Smith family tree . . . blasts the Smith family secrets to Smith-ereens. Be Brave, Smith. Tune in on Ted Malone, Station WENR-WLS, 2:30 p.m., May 20th and 21st. Dial 89."

Another direct mail piece—also a post card—prepared by the Central Division promotion department for mailing to listeners who have requested advance programs of the Fine Arts Quartet of ABC, bore the following text: "Important Radio Premiere. Fine Arts Quartet of the American Broadcasting Company. First American Radio Performance of Dmitri Shostakovich's String Quartet No. 3 (flown to this country on microfilm) Sunday, May 18th, 1947, over the coast-to-coast network of the American Broadcasting Company. Note: The usual time of the Fine Arts Quartet broadcast may be changed on your station for this one Sunday only. Please be sure to check your local radio schedule Sunday, May 18th, for the exact time the broadcast will be heard in your time zone. Do Not Miss This Important Musical Event."

### KYW Promotion

More than a thousand people crowded the 1600 block on Walnut St., Philadelphia, to view the KYW "The Lunchtimers" mid-day variety show on April 17. Band was arrayed in festive attire of hunting season; black cap, red jacket, black trousers and jodphurs. Performance was covered by newspapers, photographers and reporters and to help promote the affair, KYW distributed programs in the form of luncheon menus and tags, identifying the wearer as a KYW listener. Following the broadcast a "Miss Walnut Street" contest was held in the KYW main auditorium studio.

ing" the public on FM and will outline the latest developments on set production. He will unveil an elaborate presentation on the latter subject, which now is in the process of development.

The set problem will also be discussed by Ted Leitzel, an official of the Zenith Corporation.

A panel discussion of "FM—The Advertising Medium," will be conducted by a group of broadcasters, among which will be E. J. Hodel, Beckley, West Virginia, operator of WCFC, J. Weddell Kerr, Fremont, Ohio, manager of WFRO, and Paul Reed, Alliance, Ohio, manager of WFAH-FM.

### RCA-Victor Contest

A cash advance of \$1000 and a contract to record for RCA-Victor Red Seal Records will be awarded to the winner of the second national Rachmaninoff Fund contest for young American pianists, according to a joint announcement by Raymond Kendall, executive director of the Fund, and James W. Murray, vice-president in charge of RCA-Victor record activities. Regional auditions will be held this fall and contest winner will make a country-wide tour under joint concert management of Columbia Concerts Corp. and National Concert and Artists Corp. Tour will be managed by Arthur Judson, chairman of the board of Columbia Concerts, and Marks Levine, head of National Concert and Artists Corp., and will include recitals as well as solo appearances with leading orchestras.

### WGN Mail Count

A recent mail count for WGN's farm programs revealed that during one month more than a thousand pieces of mail from 20 states came to the station from its early morning listeners. A similar test conducted by WGN's "Song Title Time" program, 10-10:15 p.m., Saturdays, showed a mail count from 43 states, plus the District of Columbia, Canada, Cuba.

# Georgia "U" Institute Opens 3-Day Session

(Continued from Page 1)

about the professional side of radio. A trio of speakers announced yesterday are Richard C. Hottelet, CBS correspondent recently returned from Berlin and formerly in Moscow; Robert Foreman, head of BBD&O radio writing department; and Robert B. Hudson, CBS assistant director of education.

Others who will address the Institute, announced earlier, include Dr. Franklin Dunham, chief of radio, U. S. Office of Education; Arthur Stringer, NAB director of special services; Merriman Smith, United Press White House correspondent; Roy Harlow, director of station relations for BMI; and Robert K. Richards, NAB director of public relations.

The annual Institutes were begun last year and are sponsored jointly by the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism.

### Treasury Show Shifts Time

"Treasury Bandstand" CBS' six-a-week half-hour popular dance band series featuring orchestras of top flight conductors changed Saturday time schedule effective May 17. The schedule is as follows: Monday through Friday 5:30-6:00 p.m., EDT. Saturdays, 3:00-3:30 p.m., EDT.

**LISTENERS  
LOOK UP TO US!**

**BING CROSBY TONIGHT AT 10 WJW**

Buzzing over the industrial and residential sections of the fifth richest market in the United States are the planes advertising WJW programs. Giant streamers alert the Cleveland public to the better programs WJW offers. WJW is the only Cleveland station using aerial advertising constantly to promote its programs.

**BASIC ABC Network WJW 5000 Watts CLEVELAND, O. 350 KC DAY AND NIGHT REPRESENTED NATIONALLY BY HEBBLY-REED COMPANY**

**IN CLEVELAND IT'S  
WJW**



## NAB Committee Hits Bulk Sales, Brokerage

(Continued from Page 1)

to the full committee when it meets again in September.

While NAB spokesmen declined to detail the committee action, it was understood that the brokerage question was roundly criticized.

The committee also appointed a special sub-committee to study the need for an "overall" sales promotion campaign for the broadcasting industry. Directive to the committee was to study the "form, method, costs and possible methods of financing" the campaign. Named to the sub-committee were Arthur Hull Hayes, WCBS, chairman; H. Preston Peters, Free & Peters, Inc.; J. Robert Gulick, WGAL, and Louis Read, WWL.

The sub-committee studying means for eliminating confusion concerning the term "spot broadcasting" recommended that broadcasting stations drop the word "spot" in connection with announcements. This would reserve the term "spot" for use by national advertisers who utilize individual stations in a given campaign.

The sales managers group discussed preliminary plans for the broadcast advertising portion of the forthcoming NAB convention. A sub-committee to work on details for the session was appointed. Members named are: Lewis H. Avery, Avery-Knodel, Inc., chairman; Bill Bennett, KXYZ; James V. McConnell, NBC; Eugene S. Thomas, WOR, and Joseph J. Weed, Weed & Co.

The full committee also heard a report on the work of BMB, presented by Hugh Feltis, head of the measurement bureau.

Arthur Stringer, director of special services, discussed the NAB's series of management studios. In addition, he pointed out how radio stations utilized their newscasts as a "profitable operation" during 1946.

Committee members present for the two-day meeting were Odin S. Ramsland, KDAL, chairman; Ray Baker, KOMO; Bill Bennett, KXYZ; J. Robert Gulick, WGAL; Arthur Hull Hayes, WCBS; John W. Kennedy, WHAM; James V. McConnell, NBC; Louis Read, WWL; Eugene S. Thomas, WOR.

Associate members in attendance were: H. Preston Peters, Free & Peters, Inc.; Lewis H. Avery, Avery-Knodel, Inc., and Joseph J. Weed, Weed & Co.

Board liaison representatives present were: Harry R. Spence, KXRO, and Walter Johnson, representing Paul W. Morency, WTIC.

Three broadcasting executives have been appointed to serve as district chairman of the NAB committees.

Two appointments made by George D. Coleman, WGBI, NAB District 3 director, are: G. S. Wasser, KQV, to serve on the employee-employer relations committee, and J. Gorman Walsh, WDEL, to serve on the program committee.

In District 16, Director William B. Ryan, KFI, announced the appointment of Sydney Gaynor, KHJ, to the sales managers committee.

## ★ THE WEEK IN RADIO ★

Plan Midwest Tele Link

By JIM OWENS

WBKB, Chicago tele station, is completing a one-way relay link to South Bend to carry Notre Dame football games next winter. Now in its final stages, link will also connect Michigan City and New Carlisle (Ind.) with station's transmitter in the Windy City Loop . . . FCC came through with final decisions on New York video licenses. Commission also called an "informal" engineering confab on inter-city video transmissions on June 9.

NAB and Ascap opened meetings to discuss preliminary details of new contract. Indications were an amicable agreement will be reached well in advance of termination of present 10-year pact . . . American Association of Advertising Agencies set June 7 as opening date for national exams of young people in advertising. Tests are open to youths in radio, except employees of advertising agencies.

House Foreign Affairs Committee heard vigorous arguments pro and con OIC's "Voice of America" broadcasts. Rumor was that Asst Secretary of State Benton would resign if the "Voice" was dropped . . . Canadian Broadcasting Corp., expected to bear the brunt of fireworks and budget slashing by Dominion House of Commons this week.

William S. Hedges, NBC vice-president, elected president of the Radio Executives Club at group's final meeting of the season. He succeeds Bob Swezey, veepee and general manager of Mutual . . . RCA opened its million-dollar Exhibition Hall to the public. Exhibit, which houses latest RCA electronic wonders, will be permanent showcase.

Boston's seven available Class B FM channels filled by FCC grants late last week . . . NBC affiliates'

program and production managers met in New York. Carl Haverlin asked station men to make best possible use of BMI music . . . WPEN, Philadelphia, up for sale through the Albert M. Greenfield Co. Station is currently owned by the Philadelphia Bulletin.

Tommy Dorsey signed a long-term contract with Louis G. Cowan, Inc., for a syndicated disk series . . . Singing commercials of Royal Baking Powder on 12 stations in Italy upped that product's sale 70 per cent in March . . . Rexall Drug Co., signed Jimmy Durante for third consecutive year. Also, show will switch to NBC next season—plus the summer replacement.

Lever Bros., enters regional radio for first time in its history with a show on KHJ-Don Lee July 8. Program is "Count of Monte Cristo" for Pepsodent's "Trim" . . . Jack Benny broke all-time opening day record in his vaude stint in Chicago . . . Windy City's '47 Radio Parts and Electronic Equipment Show drew record attendance of distributors . . . AFL added a 15-minute segment on ABC to its all-out fight against labor legislation.

A Springfield (Mass.) newspaper plans a daily facsimile sheet without FM transmission . . . Telicon Corp., planning a demonstration of its "intra-video" apartment house tele antenna system very shortly . . . Don McClure, N. W. Ayer video director, elected president of the American Television Society . . . United Nation's shortwave radio will be seriously curtailed if Congress drops State Dept.'s OIC broadcasts. UN uses 11 of State Dept.'s transmitters . . . Mock B-29 air attack last Friday got heavy radio and tele coverage from New York stations.

### Parts-Electronic Show Surpasses All Records

(Continued from Page 1)

said that all previous records were broken.

Meetings during the week were held to a minimum, to give the visitors full opportunity to look over the exhibits, see manufacturers' representatives, and get a line on what is in store for the coming year. Just prior to the opening of the show the National Electronics Distributors Association held its annual election, choosing Aaron A. Lippman, of Aaron Lippman & Co., Newark, N. J., president; Lou Hatry, of Hatry & Young, Inc., Hartford, Conn., first vice-president; Guy B. Paine, Portland Radio Supply Co., Portland, Oreg., second vice-president; Leslie Hale, of Hale, McNeill & Co., Monroe, Ind., secretary, and Arthur C. Stallman, of Ithaca, N. Y., treasurer. The Sales Managers' Club, eastern division, held its election Tuesday and chose Paul G. Duryea, sales manager of the Wirt Company, Philadelphia, as chairman of the board, and re-

### Clear-Channel Hearing Postponed Until July 7

Washington—Final session of the clear-channel hearing has been postponed to July 7, the FCC announced over the week-end. The session originally was scheduled for June 2. The clear-channel broadcasting service has petitioned the Commission for continuance of the hearing to a date "not earlier" than October 15.

electing Walter W. Jablon, of the Hammarlund Manufacturing Co., New York, secretary-treasurer.

Leading manufacturers, jobbers and distributors who attended the show are of the opinion that for the first time in six or seven years the normal highly competitive operation in the parts industry is returning. With the business rapidly expanding, the leaders see a need for better merchandising, more efficient stock control, and better management of personnel. These things are developing, it was pointed out, and in the retail field a better type of business man who is definitely merchandise minded is coming to the fore.

## Marshall Backs Benton Re Int'l Broadcast

(Continued from Page 1)

bill to provide Congressional tion for the OIC, Secretary Marshall drew upon his experience in (to insist that to contend against tortions of truth inspired in foreign countries, we must have "some mod of spreading the truth abroad. Never in history has a people more generous than the United States," Marshall said, "but it is hard for here at home to comprehend the degree to which we are not comprehended and to which we are misrepresented abroad." He added that largely our own fault that we are better understood overseas.

Russian propaganda, he said, is effective. Although we need "something to offset it," he insisted that would not support a project designed merely to spread propaganda. It is truth that the State Department spread, and only the truth, he said.

Earlier Benton had appeared discussed his program in detail the Committee, reviewing the per bill and insisting that the section viding for FBI review of each employe prior to his employment should be stricken from the bill. No security checks, in addition to those already provided for, are needed, he said he is unwilling to try to hire people for an agency which will simply continue as a "whipping boy" of progress.

The State Department's radio advisory committee over the week called for an expansion of the "Voice of America" broadcasts to avoid a "serious setback" in this country's relations with the rest of the world. The Committee, made up of eminent publishers, educators and radio network officials, held that funds now available for the department's international broadcasting, "inadequate to do the job required by the national interest," and advised that "now, more than at any time in our history, a clear fair picture of America and American policy should be heard abroad."

The Committee includes: E. W. Ethridge, publisher of the Louisville Courier Journal and past president of the NAB; Gardner Cowles, publisher Des Moines Register; Tribune and president of Columbia Broadcasting Co.; Roy E. Latta, president of Time, Inc.; Prof. H. Lasswell, School of Law, Yale University; Don Francisco, vice-president and director of the J. W. Thompson Advertising Agency; Sterling Fisher, assistant public relations counselor, NBC; Rev. Robert Gannon, president, Fordham University and Edward R. Murrow, president, CBS.

### Gen. Kenny On ABC

Friday evening, following the dropping of 135 B-29 bombers over New York and nearby areas, Gen. George H. Kenny, commander of the Strategic Air Force, spoke briefly over the American web during broadcast "Headline Edition," 7-7:15 p.m.





## Realty Men Accept TV Antenna Proposal

(Continued from Page 1)

Association for immediate installation of antennas in 14 New York apartment houses and one in Washington, D. C.

TBA's "interim plan," submitted to realtors several weeks ago, permits tenants to make use of a temporary installation of a limited number of dipoles until such time as a master system, capable of feeding a large number of receivers, can be made available. Realtors had insisted that the master system was the only solution to the "problem" and as such refused permission to tenants to erect antennas on rooftops.

As explained by TBA a few weeks ago, the interim plan calls for the use of a single dipole by several individual set owners.

Announcement of the City Investing Company's acceptance of the plan was made by Robert W. Dowling, president, who stated: "It would appear to be futile for anyone to blind himself to the fact that television is now a reality. And it would appear to be equally futile to attempt to deprive tenants to a television service if they desired to have one. We believe that the TBA interim plan is a satisfactory temporary solution to the immediate problem and it is to be hoped that a master antenna system soon will be forthcoming to provide a more permanent service," he added.

A legal "instrument," drawn by Edwin A. Falk, counsel for TBA and approved by representatives of the City Investing Company, states conditions under which the antenna may be installed. These conditions, TBA points out, absolve landlords of any liability in connection with the installation and use of the antennas, and provide for a sharing of one or more television dipoles by tenants owning television receivers.

Individual realtors, including the City Investing Company, expressed interest in the proposal and as a result of meetings between representatives of TBA and the Company, approval of the plan for immediate use was announced. City Investing thereby becomes the first important realty group to give its okay to the proposal.

Tenants residing in the 14 apartment houses controlled by the company may now apply to the owners for installation of television antennas on their dwellings, TBA said. Some of these apartment houses include dwellings in midtown Manhattan, and the Manchester Apartments, said to be the largest in Washington, D. C.

IN CLEVELAND IT'S  
**WPK**

## COAST-TO-COAST

— COLORADO —

**DENVER**—Hugh B. Terry, manager of KLZ, has been appointed general chairman of the 1947 Denver Community Chest Campaign to be held in October. The campaign is estimated at one and a half million dollars. . . . KFEL recently broadcast a series of daily programs from the first annual Rocky Mountain Sports and Vacation Show at Denver Stockyards Stadium. Jack Fitzpatrick, from the booth of the sponsor, the Max Cook Sporting Goods Company, handled the broadcast of the show, which included demonstrations of log rolling by Jimmy Hughes and Ednie Herron, champion log rollers; golfing demonstrations by Joe Kirkwood; Pat and Reddy Cho, champion archers; Joe Summers and his retrievers and a live fish and game display.

— DISTRICT OF COLUMBIA —

**WASHINGTON, D. C.**—WWDC recently celebrated its sixth birthday anniversary by having six hundred friends and clients as guests of the station at the first night games of the season between the Washington Senators and the Philadelphia Athletics at Griffith Stadium. . . . Arthur Casey, Hollis Seavey and Lou Broti, are suffering bruises and discolorations as the result of their hard play in the FCC ball game. The WOL softballers lost 14 to 13.

### Elaborate KSD Plans For New Transmitter

**St. Louis**—A new transmitter for KSD, the St. Louis "Post-Dispatch" station, will start rising within a few weeks on a 67-acre tract on the Illinois side of the Mississippi river, just north of East St. Louis. Completion is scheduled for October, when KSD, using this transmitter and an accompanying special aerial system, will broadcast with 5000 watts power at night instead of 1000 watts.

Because the transmitting system will be designed for directional radiation, KSD's broadcasting toward the city of St. Louis then will be with power equivalent to about 15,000 watts. George M. Burbach, KSD general manager, says night coverage will be increased by as much as 3,700 square miles and reception on the whole should be considerably improved.

The main studios and offices then, as now, will be in the Post-Dispatch building in downtown St. Louis. Programs broadcast will go from main control room to new transmitter over special underground circuits equalized for high fidelity. The building housing the transmitting apparatus will have an observation room for visitors, an engineers' workshop, utility room garage, emergency studio for use if the transmitter is ever cut off from the main studios, and emergency power generating equipment.

KSD programs, after the new transmitter goes into operation, will be broadcast from an aerial system of

— MASSACHUSETTS —

**BOSTON**—The Jewish Daily Forward has signed with WNAC to sponsor a special half-hour program on June 1st, in celebration of its 50th anniversary. The program will originate at the Boston Opera House. . . .

**GREENFIELD**—Ira I. Hewey, formerly at WSYB in Rutland, Vt., and for some time an announcer for WNBH in New Bedford, has been added to the staff of WHAI as announcer and sports director. Also joining the station is Donald Tuttle, formerly associated with WHYH in Holyoke. . . .

**SPRINGFIELD**—John P. Clark, a 16-year-old Easthampton High School junior recently won a \$1,000 cash scholarship on the finals of the "Invitation to College" series on WMAS.

— PENNSYLVANIA —

**PHILADELPHIA**—The new master of ceremonies on the "Heigh-De-Ho" show, WPEN's Saturday half-hour program inspired by the Teen-ager column of the same name in the Evening Bulletin, is Charles Love, the Bulletin's encyclopedia on pigeons. . . . Ray Walton, director of public service programs at WIBG, is the proud papa of a daughter, Raylene, born April 26th at Northeastern Hospital. . . . Bob Hope and his troupe will be in Philadelphia on May 29th to present a special benefit show in behalf of the Salvation Army, according to James P. Begley, program manager of KYW.

### Japanese Radio Workshop Set Up By Army Division

(Continued from Page 1)

to his duties of radio producing and directing before the war, Cooper also was a television director for NBC and directed and produced programs for BBC in New York.

The Japanese radio workshop is heard over JOAK, performing in the completely un-Elizabethan theatrical form known as Kabuki, a unique product of Japan, which literally translated means "song and dance drama." Despite the many problems confronting Cooper in correlating Western theatrical methods with those of Kabuki in Japan, he recently adapted and directed a successful Japanese version of Shakespeare's "Macbeth" which was heard by listeners throughout the empire. This was reported to be the first time a Western script was broadcast in the form so strange in character to the people of Japan.

In attempting to raise Japan's broadcasting standards, Cooper finds one of his main problems is the lack of talented Japanese radio writers. Acting talent, however, handles adaptations remarkably well. According to Cooper, radio actors and actresses gain acting proficiency in the Kabuki traditional theatre only after 15 to 20 years of training but once they understood Shakespeare's characters they quickly picked up the difficult art.

four 445-foot steel towers, which will be of the steel lattice type and will stand on huge insulators.

## Three Day Meet Set By NBC Central Div

(Continued from Page 1)

NBC vice-president in charge of programs, will deliver the opening address, speaking on "What Can a Program Manager Expect From his Program Manager?"

I. E. Showerman, general manager of the central division, and J. Herbuveaux, program manager, welcome the delegates. At Wednesday session William Wedd, a vice-president of the Leo Burnett Co., Inc., will speak on "What Client Looks for in Local Program" and Homer Heck, NBC production director for NBC, will discuss "Production of Live Shows." First of the conference will close with banquet at the Drake Hotel.

Luncheon Planned

The Thursday morning session will be opened with a discussion of "Programming on a Local Station," Lyle De Moss, program director WOW, Omaha. Following luncheon the M. and M. Club, delegates will be shown the film "Operation Muddy," which won a Peabody award for WOW. Jack Ryan, press department manager, will speak on "Radio and the Press," and C. L. Menser will discuss "Broadcast Standards."

Last day's conference will be opened by William Ray, news special events manager, with an address on "News and Special Events." Thomas C. McCray, former NBC program manager recently named administrative assistant to the NBC vice president in charge of finance, will speak on "Broadcasting As Usual Out." "Disk Problems" will be discussed by Jim Robertson, program manager of WTMJ, Milwaukee, and the final speaker will be Dave G. Roway WMAQ disk jockey.

BMI to Play Host

BMI will be host to NBC representatives and station delegates at luncheon at the Drake Hotel Friday at which Carl Haverlin, new BMI president, will speak. Delegates will be invited to attend rehearsals and performances of NBC's "Grand Musicale," "The World's Great Novels" and "Musicana."

Herrick To Talk

Dwight B. Herrick, public service manager for the National Broadcasting Co., will speak before members of the Jewish Association for Neighborhood Centers of the Bronx Wednesday, May 21st. His subject will be "Radio: Beneficial or Harmful to Our Children?"

Radio script writer, immediate opening, national organization with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established nation-wide transcribed dramatic shows, local and regional broadcasts; also promotional and public relations activities advancement open to individual capacity. Position held for World War II veteran. Submit scripts, background resume, with first reply. Address Box 361, RADIO DAILY, 1501 Broadway, New York 18, N. Y.





# Georgia 'U' Radio Confab

## Larges Congressmen Be Refused Licenses

Washington Bureau, *RADIO DAILY*  
 Washington—Sen. Joe McCarthy, (Wisc.) yesterday called for an amendment to the Communications Act to keep members of Congress and their wives from owning radio licenses. Introduction of the bill, which, if passed in its present form, would require divestiture of ownership by members of the present Congress and would also forbid future acquisitions by members intending to remain in Congress, caused consid-

(Continued on Page 16)

## New Electronic System For Audience Measurement

Oklahoma City—A different approach to the problem of audience measurement is indicated by the invention of an electronic Radio Set Computer by Hal Phillips, an employee of Radio Station KTOK, here. Phillips says the device can be installed in a suitable mobile unit and passing the point where an operating radio is located, the radio sta-

(Continued on Page 2)

## Kenyon Elected Chairman of Ad Research Foundation

Otis A. Kenyon, chairman of the board of Kenyon & Eckhardt, Inc., has been elected chairman of the board of the Advertising Research Foundation, Inc. Four new directors were also announced. They are: John Apsey, Jr.; Gordon E. Hyde, John Kurie and Walter P. Lantz. Two

(Continued on Page 2)

## Newcomer

Indicative of growing press interest in radio news, the New York Times yesterday introduced a new column, "The News of Radio" which will appear as a daily feature on the same page as radio programs. Column gives straight news treatment to programs, placing special emphasis on network activities, sponsors of outstanding shows and artists.

## Tele-Film Outlook

Today's TELEVISION DAILY supplement is devoted to an evaluation of motion pictures as they relate to television programming with special emphasis on the RKO-Pathé facilities for producing telg pictures. The section, starting with Page 3, covers activities in New York, Chicago and on the West Coast.

## Committee Approves State Dept. Radio Plan

Washington Bureau, *RADIO DAILY*  
 Washington—Recommendation that a public corporation be set up to conduct the State Department's "Voice of America" broadcasts, a proposal originally made by David Sarnoff, RCA president, has been made by a special advisory committee composed of radio and advertising officials, publishers and educators. Three committee members are Edward R. Murrow, CBS veepee; Sterling Fisher, NBC assistant public

(Continued on Page 2)

## Chicago Hotel Assoc. Sets Spot Campaign

Chicago—An innovation in traveler-hotel relationship is being established by the Greater Chicago Hotel Association in the launching of a radio spot announcement campaign in 11 key cities within a 400-mile radius to advise intended visitors when rooms are available. The announce-

(Continued on Page 2)

## Meeting Of NAB Directorate Opens Tomorrow In Capital

The NAB board of directors begins a two-day meeting in Washington tomorrow, with action expected to be taken on withdrawal of the networks as active members of the association.

It is expected that the board will approve the nets' switch in status to associate members of NAB. The four networks contribute an estimated 10 per cent of the NAB's total budget. Since there is no provision in the association's by-laws for associate

## All Phases Discussed From National Viewpoint, With Television Included; Menser Heard On Programming

## 3rd Dist. NAB Meet Set For Baltimore

Baltimore stations will act as hosts for broadcasters attending the Third District NAB meeting at the Lord Baltimore Hotel on May 26-27 and L. Waters Milbourne, general manager of WCAO, has been named chairman of a special committee to serve that function. Other committee members are Hope H. Barroll, Jr., WFBR executive veepee; George H. Roeder, WCBM general manager; Harold C.

(Continued on Page 16)

## Liggett & Myers Renew Chesterfield On NBC

The eighth consecutive 52-week renewal by the Liggett and Myers Tobacco Co., of the 7-7:15 p.m., EDT., time spot on the full NBC network was announced Friday by Harry C.

(Continued on Page 15)

## "Break The Bank" Leads Friday Night Web Shows

"Break the Bank," Bristol-Myers show which completed its first year on ABC, has moved into top place in the Friday night network category

(Continued on Page 2)

Athens, Ga.—Second Annual Georgia Radio Institute, concluded its second day of sessions yesterday at the University of Georgia Henry W. Grady School of Journalism, with addresses by speakers representing the NAB, networks, local stations and press associations as well as others in the allied fields;

(Continued on Page 16)

## Expect Record Crowd For June CAB Confab

Early reservations indicate that 350 delegates and guests will attend the annual convention of the Canadian Association of Broadcasters at Jasper Park Lodge, Alberta, for four days beginning June 9.

Among those from the United States who will attend will be Justin Miller, president of NAB; Carl Havnerlin, president of BMI; J. N. Bailey,

(Continued on Page 15)

## Landon Seeks Stations In Kansas-Colorado Area

Washington Bureau, *RADIO DAILY*  
 Washington—Alf M. Landon, 1936 Republican Presidential candidate has applied for a new AM station in Englewood, Colo., the FCC announced yesterday. Landon, former governor

(Continued on Page 16)

## Dick Tracy Style

Latest development by the wizards of electronics is the Dick Tracy "wrist radio," now on sale at a Brooklyn retail store for \$3.98. According to an advertisement by the dealer, it's the latest electronic toy for every boy from "6 to 60" and with it you can hear real radio programs. It comes with a wrist strap and uses no tubes or batteries.



## Du Mont Acorn Package

CUTS STARTING COST IN HALF



Du Mont's development of the Acorn Package means you can start television broadcasting for just about half the equipment cost you expected. Smaller investment. Smaller operating cost. What's more, you are not limiting future developments by starting on this minimum basis, because you can build onto the Acorn Package as easily as a child builds with blocks. Just add more units as needed.

Here is the kind of development that comes logically from Du Mont's 15 years of television "know-how" . . . from building more television stations than any other company. A development that saves you money right from the start and helps you avoid costly mistakes. Call, phone or write for full information about the Du Mont Acorn Package.

# DU MONT

*First with the finest in Television*

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## Films To Rank Second To Remotes—Alley

(Continued from Page 3)

ramming will be, as it is today, sports and special events pickups, Alley predicts, but the high cost of the studio shows will render them a heavy financial burden for any broadcaster to carry as regular video fare. He pointed to the current cost of time and talent on network radio shows, and considers the same programs on video would be a great deal more expensive. For this reason, Alley believes, personal appearances of name stars, skits and the like will be of lesser importance as tele programming advances.

The answer, however, to the high cost of doing a live studio show lies in the use of film, Alley says. For an additional expenditure of about 50 per cent, the same program can be filmed and used on an unlimited basis, in the manner of radio ETs. "In the long run," Alley says, "films will be the cheapest of all television program material."

Conversely, the progress of television itself will exert a strong influence on the motion picture industry. While making extensive use of films, it may bring about some significant changes in picture production and distribution technique setup. Newsreels, as we know them today, may undergo a change that will probably speed up the process of editing and getting films before the public, Alley says. "It's not outside the realm of possibility that newsreel films will be edited simultaneously from one central point to all theaters in one area," he says. By this method a single print could do the job of several hundred; state news "flashes" could be edited and dubbed in with little loss of time, he explained.

As for tele's use of feature films, Alley says that some arrangement will have to be made between Hollywood producers and video broadcasters. Currently, NBC is using "oldies" and re-issues, most of which seem to retain their appeal despite their age. "Scarlet Pimpernel," westerns, etc., are a few of this type. Use of better type up-to-date films is currently hindered by several things, Alley says, not the least of which is the Petrillo ban. Production of films or television may eventually wind up in a battle between Hollywood and the video industry, he says.

WNBT is currently devoting about 30 to 40 per cent of its program schedule to films, including two separate newsreels and one or two feature films. Alley's department, which has over a million-and-a-half feet of film in stock, shoots two newsreels a week, or about 2,000 feet. This is augmented by the regular flow of film from outside sources, such as BBC newsreels, which are used on a reciprocal basis, examples of which are the recent films of the King and Queen's trip to Africa. Films of the Joe Baksi-Bruce Woodcock fight in London were bought from an independent distributor, Alley said.

## Ready Market For Film Output Seen In Growing Tele Industry

(Continued from Page 3)

short-subject length material is growing from a moderate problem of some months ago to one of major proportions, it is pointed out.

According to a survey of stations operating in key cities at the moment, film fare is currently occupying a substantial amount of program schedules—albeit of "fair" to "poor" entertainment value—and indications point to a sharp increase within the next 12 months.

Scarcity of film material is due largely to two factors, station men point out—Price and Petrillo. Entire situation is one of irony since television offers the greatest new market for picture producers, they argue, and should therefore offer every possible assistance to an industry they have a stake in. It's pointed out that prices of feature-length material, all of which range from three to five years old, are far beyond what station budgets can stand, and the newer films, particularly those having music, are not available to tele operators because of the AFM ban. Furthermore, as one exec said, "you can't show audiences the old stuff that is available to us. Usually its of inferior grade and you're merely fooling your viewers."

### Stations Growing

Added to this is the increase in the number of video stations taking the air which spread thinner the amount of films currently on the market—and which will further provide distributors opportunity to apply the law of supply and demand, according to station men. Program execs claim that they're "scraping the bottom of the barrel" as is,—"at prices we consider, in many cases, exorbitant" and as such are forced to turn to industrial, educational and Government (Army-Navy) productions to fill in the void.

While the majority of stations queried have a fairly clear picture of the future of film in their respective program plans, allocation of celluloid ranges from less than 10 percent to something less than 50 percent of the entire schedule. Reasons for the differences are several, and stem from the line of thinking by station directors, some of whom feel that "films are not television" and therefore regard them as little more than a temporary expedient.

A check of the three New York stations shows that film occupies about 30 per cent of the total air time, which includes, on the average, two feature films each per week. Remainder of the film schedule is made up of newsreels, sports shorts, etc. WNBT is currently devoting between 30 to 40 percent of its weekly schedule to films; WCBS-TV over 20 percent, while WABD is using about 33 percent. ABC, whose New York license was formally approved last week along with three other applicants, is expected to allocate about 8 percent of program time to films, (features, shorts) with remote broadcasts filling the remainder. Web had

been using the Du Mont station extensively until last fall, and all plans and predictions are, of course, contingent upon when new video facilities can be acquired. ABC told the FCC it planned to use film approximately 17 percent of the time on its Los Angeles station, however.

Further to brighten the outlook of film in New York's video picture is the testimony of the News Syndicate Co. (Daily News) and Bremer Broadcasting before the Commission. News apportioned 46 percent of programs to films and Bremer 32 percent. Former is said to be preparing the most extensive and varied film tele setup of any station, and is reported to have ordered several mobile units to handle news and special events alone.

Included in WNBT's 30 to 40 percent film line-up is one of two feature films shorts, etc., plus an occasional "special" like the Baksi-Woodcock fight in London recently. Also, station shoots two separate newsreels per week.

### Film Costs High

WABD uses about one feature film per week, plus 20 short subjects, for an over-all total of about 30,000 feet. A station exec expects this figure to decrease somewhat next year, however, and gives as his opinion the anticipated rise in sale of live studio shows. On the other hand, he points out, use of films on tele will increase on stations outside New York. He described the grade of films now available for WABD broadcasts as "fair"—and even though it's four to five years old, rental prices asked by distributors are extremely high. "We feel we're being gouged," he said, "but we can't do much about it." Station obtains material from about 10 different companies throughout the country, he added.

WCBS-TV averages about 14 hours on the air each week, four of which consist of film fare. It's pointed out, however, that films represents about one-half of the over-all evening schedule, since daytime programs are chiefly sports (baseball, racing) and special events. Film situation "is not too good," and prices are "not anywhere near what we'd call reasonable," said a station exec. As an example of the better type of film available (though rarely) to video broadcasters, station pointed out it has secured the U. S. Army-British Information Service war film "True Glory"—a piece that will probably never lose its appeal to the general audience. "Glory" is set for airing on May 29.

WRGB, the General Electric outlet in Schenectady, was described by G. E. Markham, station manager, as using a "minimum" of film at the present time because of a "definite shortage of quality films at our prices." He declared the cost of film to be "outrageous" and regarded the few available as "too old and poor in quality."

Markham sharply criticized the "lack of cooperation" on the part of

## WABD In Time Sales To Five New Sponsors

(Continued from Page 3)

the first sponsor on "Small Fry" which is heard from 7-7:30 p.m. Monday through Friday with Emery doing a question-answer commentary throughout. Show is showing a heavy mail-pull, hyped in recent weeks by establishment of a "Small Fry Club" which has 1635 members "signed" to date.

### Baseball A Magnet

Pepsi-Cola Company started a one-minute spot series last week before the Yankee afternoon games and six-minute spots before each night game through Newell-Emmett Co. Austin Nichols for its product, Moquin Wines, will sponsor four-minute quiz show before the daytime games and an eight-minute quiz before night games. Shows will be called "Faces To Remember" and are handled through the Alfred Lilly Company.

Sanka Coffee has bought one-minute weather forecasts to be aired Monday-through Friday, effective June 1 and running through the remainder of 1947. Agency is Young & Rubicam. Keystone Plating Company bought a five-minute sports news show immediately preceding "Small Fry Club."

the motion picture industry who have, he declared, "a definite stake in the future of television" and therefore, should be eager to aid it in its "covered wagon days." Chief use of film on WRGB, as a result, is that of "breathers" between live shows, when time is needed to change sets, etc. Material here consists largely of short subjects, industrial pieces, travelogues, an occasional western. Station also picks up film fare via relay from NBC-WNBT. No definite idea is available at the moment as to the GE station's future use of film, Markham said, "since the important thing right now is staff training on live shows."

### Use "Indefinite"

Bulk of film programming on WPTZ, the Philco station in Philadelphia, is on Thursday and Friday night, at which time pickups are made from WNBT in New York. Current usage amounts to "about 15 percent" and at the moment, at least, like WRGB, films are used as fillers between shows. Use of films during the coming year is as indefinite "as the source" itself, which, according to a station exec, is not particularly wide. Indications are, however, he said, that WPTZ will devote more time to film fare, although "it will probably not exceed one-third of our programming time." Price and availability, he pointed out, are among the chief reasons.

### Gets RCA Film Post

R. L. Cleveland has been appointed district representative for RCA's 16-mm motion picture equipment sales in the Western region, it was announced this weekend by O. V. Swisher, manager of the motion picture equipment section.



# TELEVISION DAILY

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## Devise New Use Of Tele For Production Of Films

New use for television in the production of motion pictures has been devised by Adolph N. Rosenthal, director of research and development for the Scopphony Corporation of America, whose patented system will allow a producer or director sitting in a projection room to witness a scene, before it is filmed, actually as it would appear when flashed on a movie screen. Advantage of such a system lies in the fact that a production official can analyze any rehearsed scene and decide whether it should be cut or enlarged. The method reportedly would avoid many retakes and save great expenditures of time and production costs.

Rosenthal's development employs a television camera used in combination with a motion picture camera with the orthicon shooting from the same angle as the other. The scene picked up by the video camera would not go on the air, of course, but would be piped to a television screen at whatever location the producer, director or film editor desire.

Rosenthal's method would also allow not only one but any number of production officials to view a scene as it would look on film. Patent rights have been granted to Scopphony Corporation of America.

Another Rosenthal patent, just granted, adds sight to telephone communication so that two persons carrying on a phone conversation are also in visual contact. The two-way tele-

## KSD-TV Launches Series Of Pre-Game Telecasts

(Continued from Page 3)

ers and press for the video audience. Forty-two of the pre-game programs have been booked over KSD-TV, and in addition, a series of 26 "Sports Closeups" has been scheduled to be aired Mondays from 7:30 to 7:50 p.m.

Telecasts of the St. Louis Cardinals home games are sponsored on KSD-TV by the Griesedieck Bros. Brewing Company.

## Movie Programming For Television

By DON McCLURE

Television Director, N. W. Ayer & Son  
President, American Television Society

It is reasonably certain to say sports can now be considered one of television's top show cases. This number one bill-of-fare did not, however, just happen. N. W. Ayer & Son has been developing production techniques for football, basketball, baseball and various other sporting events since 1940. Of course, the production of a sports cast is only one part of the show. Looking at a good program strictly from an advertising standpoint, the commercial is the thing. The commercial is really the only point in sponsoring a television show at all.

Length, placement and type of commercials, as far as the sponsor and his agency are concerned, are in a selfish sense, the most important part of the show. The growing television audience is something new to show business. Its likes and dislikes must be learned and cultivated—that is, if sponsors are going to find television a desirable advertising medium.

The American's great love of athletic contests makes many sporting events a natural show for the home. So, too, are so called "special events." These on-the-spot pick ups contributed to the early popularity and growth of radio. What can be more informative than watching your President address Congress, attending the Lincoln Day Memorial ceremonies in Washington via television, or the recent program picked up by the National Broadcasting Company from aboard a submerging submarine? The special events and sports shows are in essence what the word television means—seeing at a distance. They also can be classified as semi-controlled, unrehearsed and spontaneous type of shows. Unfortunately, there is little likelihood of there being enough good shows of this type to go around.

It is apparent that in order to do a professional job, we must turn to films for additional programming. Certainly, except in the case of local television sponsors, live studio shows are not the answer. It is unlikely that live shows from a studio can ever hope to touch the professional quality the audience has every right to expect for having invested in a set.

In the use of film, we find the answer to the sponsor's prayer—a show rehearsed, edited and previewed to professional perfection. But, in taking this next step, it seems obvious that many of the standard ABC's of film production must be revised. It is common sense that with the small image which will prevail in most television receivers, detail will readily be lost. Therefore, the first cinematic axiom must be dropped. Long shots and medium shots are ruled out.

As a corollary to this general approach, television films will profit by the use of many dolly and trucking shots. Panning is also more effective than in normal films. This treatment will make scenes appear to have greater clarity than they actually possess. The eye and brain of the audience will excuse the lack of detail on a television screen, providing there is motion.

Far-seeing motion picture producers have already put on film shows designed especially for the television audience. Needless to say, the production costs for these television shows are considerably less than a Hollywood budget on a similar piece produced for theatrical distribution. The challenge has been made and we willingly accept! Good movie programming for television can be produced professionally and economically.

## Moliere Comedy On Tele Via Kraft-WNBT Tomorrow Alber-Dahlman Offering Seven Tele Package Shows

Kraft Co.'s "Television Theater" on WNBT will present Moliere's comedy "A Doctor in Spite of Himself" tomorrow night at 7:30 p.m., with William Lynn in the leading role.

Lynn has been seen on Broadway in "Three Men on a Horse," "Something For the Boys," "The Red Mill" and others. Also in the cast are Elizabeth Morgan, seen on Broadway in "The Late Christopher Bean," Virginia Robinson, John Stanley and

## Paul Belanger Reported Entering Consultant Field

Paul Belanger, formerly director at WCBS-TV, will shortly open offices as a television consultant, with emphasis on dance and variety programs for agencies and advertisers, it's reported. Belanger is also expected to do considerable guest-lecture-shots, one of which he did recently at the Television Workshop.

Alber-Dahlman Productions announced this week the availability of seven television package shows, two of which are already on WABD, the Du Mont station. "The Open Door" a talent show with Candy Jones, and "Birthday Party," kiddie show with Bill Slater as emcee, are the two currently on the air. Other packages are: "The Animal Corner" pet program; "Ringside Table," with a night club format; "New York Newsreel," featuring news film coverage of the metropolitan area; "Let Your Hair Down," audience participation show starring Jackie Bright; and "Gabby the Agent," a live comedy serial.

## Spencer In Distrib. Post

Ray Spencer has been named general sales manager for John W. Walter, Inc., Long Island City, exclusive distributors in the greater New York area for Stewart-Warner Radio.

## Chi Bid As Tele Center Seen Via WBKB Link

(Continued from Page 3)

lumbian Yacht Races at Michigan City and other "South Shore" activities. Extension of the relay, according to WBKB execs, can eventually provide a view of the Indianapolis Speedway auto races. In addition, construction of similar links toward Champaign-Urban and Lafayette will bring events at the University of Illinois and Purdue into television range.

"Its far reaching importance," Capt. Bill Eddy, station director, asserts "is to bring Chicagoans on-the-spot coverage of the vast panorama of widely varied Midwest sports events. He pointed out that installation of the link prepares for the time when other Chicago stations will be on the air, at which time he expects "it will then be difficult to find in Chicago enough popular sports events to provide material for all stations."

Engineering-wise, the WBKB relay system is regarded as surmounting several technical difficulties. The regular WBKB signal on the State Lake building reaches receivers as far as 25 miles away, and on some occasions, at greater distances. However, according to stations officials, WBKB has not been able to reach out more than 12 miles or so to pick up remote shows such as baseball, boxing and wrestling. This is due to the fact that the signal from the video camera covering the event is sent back to the station over very-high frequency waves, which travel in a straight line and are subject to interference from buildings, hills, etc. Consequently, they must either be beamed from high point to high point or be carried underground via coaxial cable,—which is expensive and, at present, unavailable in the Midwest. For this reason, WBKB elected to construct relay tower rather than wait for the cable to be installed.

Plans for the relay were devised by Capt. Eddy, Arch Broly, WBKB's chief engineer, and William P. Kusack, project engineer. WBKB's first relay link, when first employed to bring Notre Dame football games to Chicago receivers, will originate cameras set up in the stadium at South end. This signal will be transmitted over a VHF channel assigned by the FCC to a relay tower built near New Carlisle, Ind., 18 miles away. From there it will be directed to a second tower at Michigan City, Ind. The Michigan City installation constitutes the major jumping-off point on the VHF route to Chicago. The present experimental tower at Michigan City, 125 feet high, extends above the curvature of the earth to be in a direct line of sight with a relay point in the Chicago Loop, 47 miles across Lake Michigan. From

## Launch Navy Recruit Wk.

Several of the most highly-decorated Naval officers and enlisted men of World War II were guests on NBC Television on latter's program Sunday night via a special program to launch U. S. Naval Reserve Recruiting Week.

# FILM is the Backbone of TELEVISION Programming!

RKO TELEVISION CORPORATION now has at its command the complete production facilities of the RKO Pathe motion picture studios—located in the heart of New York City—largest and most perfectly equipped indoor motion picture studios in the East.

Tell your Television story through film. Let RKO Television Corporation do the complete job for you—from the creation of your script to the distribution of your finished program.

Address all inquiries to—



*In Television...*

*Film removes the question mark!*

## RKO TELEVISION CORPORATION

Dept. RY, 625 Madison Avenue, New York 22, N. Y.

*A Radio-Keith-Orpheum Corporation Subsidiary*

## New Film Laboratory To Be Finest In East

Following closely upon the opening of the new studios, RKO Pathe Laboratories began construction of a four-story building at the corner of 107th Street and Park Ave. to accommodate a modern film laboratory which will provide the finest facilities for the developing, printing and storage of motion picture film in the East.

The new building, estimated to cost about \$1,000,000, is being constructed by the Diesel Electric Company, from plans and specifications prepared by Mayer & Whittlesey-M. Milton Glass, architects. Nick Tronolone, vice president of Pathe Laboratories, is in over-all charge of the new development.

### Fireproof Construction

Building of completely fire-proof construction, will cover a site fronting 101 feet on Park Ave. and 230 feet on 107th St. First floor will be devoted to the developing, drying and finishing departments with a daily capacity of one and one-half million feet of film; a receiving and shipping department, with a loading berth within the building large enough to accommodate three trucks simultaneously; and 10 film vaults.

### Ample Storage Space

The second and third floors will be equipped for printing, cleaning, negative assembly, conforming and timing departments, for both color and black and white films. Twelve vaults on the second floor and 57 on the third floor will afford ample storage facilities as well as much needed additional storage space for the industry in the East. On the fourth floor there will be provided three screening rooms for the use of customers. One of the three rooms is specially designed for 16 mm. film projection.

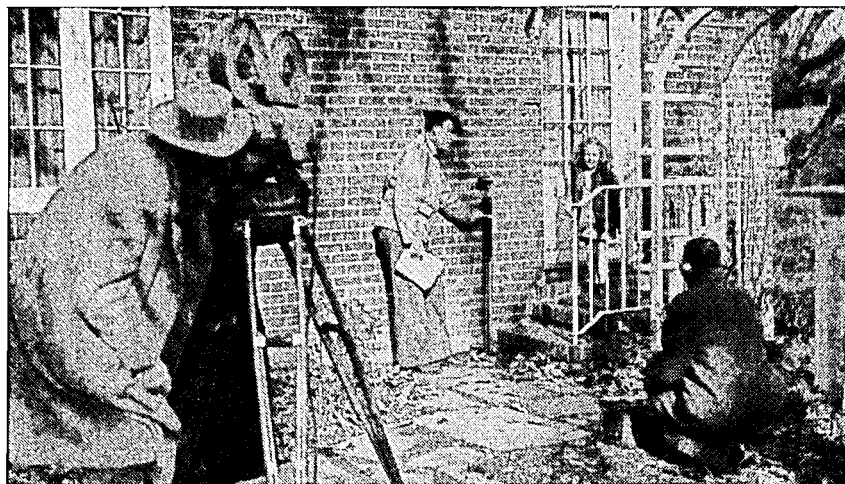
The chemical storage and mixing rooms, and the mechanical equipment for the developing and drying departments will be located in the cellar.

### All Floors Connected

All the floors of the new building will be connected to the corresponding levels of the present 11-story building on 106th Street and the two-story scenery and machine shops adjoining on Park Ave. so that communication between all departments can be easily maintained and integrated operation of all buildings achieved with speed and facility.

### Sound Proofed Plus!

Acoustical wall treatment at the Park Ave. studios consists of a two-inch-thick rock-wool blanket faced with flameproofed muslin and mounted from wall to ceiling between wood ground strips. Surface of the rock-wool blankets and ground strips was concealed with a sheathing of 3/16 of an inch thick perforated asbestos board nailed to the ground strips.



Making an exterior shot for Liberty-Mutual Life Insurance Company's television film, "Talk Fast, Mister,"—an RKO television Corporation production.

## Economy Of Films In Television

(Continued from Page 3)

a series of 13 of his typical programs on film. Doing one right after the other without pause between. The cost to him per film was \$5,000 each. We came out, therefore, to the same figure of one cent per possible viewer!

Plus—and this is most significant—the ability to televise this film in every other city in the United States which now has or will have a television station for years to come—without one cent more for program costs except a few extra dollars for additional prints!

A great light dawned in the advertising manager's mind. "Why," he said, "that means I can contract for time on stations now building, or to be built and I'll be ready the minute they go on the air, with a big library of letter perfect, tested shows. I'll be first—I'll have the choice of time—it makes sense. It makes good solid horse sense! I don't want to wait for networking and besides—I feel strongly about buying the time and the day in each city that's best for me. A networking arrangement means I've got to buy it 'across the board.' Film gives me a chance to repeat the same show, too—the next day or night—on the same or perhaps another station. I'll save on telephone or radio link facilities charges, too. Yes, sir, it makes sense."

He used practically the same words I've been using for many months. It really was gratifying to hear someone on the buying side use my own selling arguments—for me, not against me.

One question you may be asking yourselves is whether or not my question of \$5,000 against his present cost of \$500 represented a show of the same running time. No, it didn't. His show ran between 15 and 20 minutes—my film version was 10 minutes. He agreed with me, however, after he read my shooting script that good shows are not made by the minute and sold by the foot like ribbon. We don't make our feature pictures on a basis of running time—we try to turn out entertainment—showmanship. That's not a commodity that can be marketed by the yard. There are lots of half-hour radio shows which would be greatly improved if they were tightened up to 20 minutes.

RKO Television Corporation occupies a unique position in that it has available for its use the most modern motion picture studio and laboratory facilities in the East. They are located in the heart of New York City. No more than 15 minutes from any New York advertising agency's office! These facilities are the spanking new RKO-Pathe Studios and the Pathe Laboratories at Park Avenue and 106th Street. Everything needed for the production of television motion pictures is under one roof. Carpenter shops, paint shops, machine shops, shooting stages, property rooms, dressing rooms, music scoring and re-recording stages, cutting rooms, film vaults, screening rooms, producer's offices and the latest, most modern laboratory. Another priceless asset at the disposal of RKO Television's customers is the RKO-Pathe Film Library. Over 38,000,000 feet of stock shots are available for use. Almost every available subject is covered and completely catalogued for instant selection. The right stock shot can save many dollars of production cost.

Facilities, no matter how modern, are no better than the personnel who man them. RKO Television Corporation's television films will be made by men and women who have spent many years in the motion picture field, the same people who are making RKO-Pathe's great theater short subjects—newsreels, commercial—educational—documentary and training films.

RKO Television Corporation offers you the priceless combination of facilities—long experience with the visual medium—economy of operation and finally—integrity. We are now ready to place all of these assets at your disposal. You can have a grown-up partner to help you solve the problems of a growing up industry—Television!

## New Pathe Studio Set NY As Tele Film Center

(Continued from Page 3)

in Manhattan. Several Pathe technicians busy today at the new studios were as active 25 years ago the industry's heyday.

Presence of the new studio presents the television industry with film producing facilities of greater magnitude than heretofore available, and the increased use of films in the medium are expected to create a healthy market for film production.

The 11-story building on 106th Street, formerly the Odd Fellows Club, was reconverted into a modern motion picture studio at a cost of \$1,500,000. It stands on a plot of ground 180 by 200 feet, providing a total space of 36,000 square feet. The main shooting stage, on the second and third floor, is 75 by 90 by 12 feet, and was converted from a huge ballroom. Huge plaster ceiling and wall decorations were removed to allow room for sound-proofing, in addition to the elimination of a U-shaped balcony. A full gridiron was then erected at the ceiling and new air conditioning was installed, in addition to modern electric lighting equipment, dressing and make-up rooms.

### Two Huge Stages

The fifth floor has two sound stages each 30 feet by 60 feet with 18-foot ceiling heights. There is a projection room of equal size between the two stages, conveniently arranged so that flats may be taken to either stage through specially designed, triangular sound-proofed doors. Each stage has its own sound-recording room with large glass vision pane controlling all action on the set. The film phonograph room serves the three shooting stages and the seventh floor music room is also on this floor. In addition, there are three offices and three cutting rooms for the use of customers using the stages.

A music recording room, 52 feet by 63 feet (large enough to accommodate a 36-piece orchestra), and a projection studio, 25 feet by 63 feet with adjoining sound-control room. Foyers and offices occupy the seventh floor. Both the music room and the projection studio have 18-foot-high ceilings and were carefully designed and built to incorporate the most advanced ideas in the control of sound reflections and frequencies on the walls, floors and ceilings. The walls and ceilings are treated with poly-cylindrical panels alternating with flat surfaces treated with sound-absorbing materials.

The projection studio is arranged as a small theater with deeply upholstered chairs for the audience and a large, specially-engineered and built mixing console on a podium across the rear. This console is wired to the central recording room and all the sound-control rooms on the shooting stages in the building. Here the engineer is in full control of all sound recordings being made and can also control the house lights of the projection studio, as well as supervise the adjoining music room.



## Pathe Film Library Called World's Largest

RKO-Pathe's Film Library, which is used by RKO Television, the most extensive collection of newsreel stock in the world, has expanded to the new Park Avenue Pathe studios. More than 2,000,000 feet of valuable film have already been moved to the new vaults.

### Heavy Storage

The library headquarters, however, remain on the fourth floor of Pathe's Madison Avenue building. The 37,000,000 feet of film in its charge have spread themselves from 14 vaults at the home offices out to Pathe's Fund Brook, N. J. laboratories. Over 500 more cans are stored on a lend-lease plan in vaults operated on Long Island by the Museum of Modern Art's film library.

Additional storage space has been needed for months, according to Virginia Dillard, chief librarian. Pathe's international coverage has increased steadily since 1941 and this footage, she points out, has seriously cramped storage facilities in the midtown office.

Pathe's film library is said to be not only the largest, but the oldest in the world: It is considered by experts to be of inestimable value as a social and historical record, and supplies a constant market with "everything from dog races to presidential inaugurations."

"Our stores date back to 1896" Miss Dillard says. "Teddy Roosevelt is in the earliest—shooting up lions in Africa."

### Efficient Staff

Mrs. Dillard has been with Pathe almost ten years. Her comprehensive knowledge of the library and quick dispatch of its many and varied problems show strong indication that she knows the contents of its 2807 cans of film by heart.

"Sometimes they want Churchill in a pea-jacket and the next time in a top hat," Mrs. Dillard says. "We have to have it all and know where it is."

An elaborate card index and the efficiency of four girl assistants facilitate the location of any subject desired in a matter of seconds. Negatives made ten years back can be obtained immediately at the Madison Avenue vaults, and the library four cutters have ordered prints ready for the laboratory the same day.

### Historic Files

The library is in a state of constant growth, Mrs. Dillard points out. Every Pathe Newsreel is seen by two of Mrs. Dillard's assistants to classify everything from explosive action to dress design, shot by shot. In addition there are thousands of reels of excess footage which are also classified in detail.

Customers of the Pathe library range from theatrical and commercial producers to people who see themselves in crowd shots and request clips for memory books.

"Pathe has history as its fingerprints," Mrs. Dillard concluded. "All we have to do is light it up and it lives all over again."



General view of the 11-story RKO Pathe studio located on 106th Street at Park Avenue in New York City. Once an Odd Fellows Temple, structure became a modern motion picture studio after a million dollar renovation job.

## See Increasing Use of Films By Industry To "Tell Story"

With the constant and increasing use of film by American industry to "tell its story," as well as the various departments of the Federal Government, (Army, Navy, etc.) RKO Television Corp. has at its command a continually expanding source of film fare.

Utilizing facilities in the new 11-story studio building, RKO Pathe has completed in the first six months of this year numerous topflight commercial and industrial pictures.

Slated for early production in the Pathe studios are films for Sparks-Withington, Inc., Fisk Tire Company, Lederle Laboratories and Carstairs Distillers. For Sparks-Withington, Pathe is doing a sales promotion film both in black-and-white and color dealing with the company's history and also to exhibit a new line of Spantan radio sets. Fiske will demonstrate the new "Safti-Tire" while developments in the medical field will be explored and displayed by

Lederle. Carstairs will outline the story of improved distilling methods.

Currently in production is a candy manufacture film made for the National Confectioners Association. Life in Palestine is being recorded for the United Palestine Appeal, during which Pathe personnel work closely with liaison representatives to insure authentic treatment of unusual screen material.

### Make Gov't Films

For the State Department Pathe has put in production a "News Magazine" series which will be distributed in 24 languages to 52 foreign countries. Other companies using Pathe include: Goodyear Rubber, The Texas Company, U. S. Rubber, RCA-Victor, Buick Motors, Bulova Watch and Cities Service.

Films have been made for the Red Cross, National Council of Community Chests, The National Foundation for Infantile Paralysis, the USO and the U. S. Navy.

## RCA-RKO Tailor Sound Hook-up For Studio

Sound recording facilities equal to the needs of feature entertainment films produced on the "Hollywood" scale were made available in New York with the completion six months ago of RCA equipment installations in the new 106th St. studios of RKO Pathe, Inc.

### Flexible System

Making the utmost use of the skyscraper construction of the new studios, RCA and RKO have engineered a highly intricate and ingenious system of live recording, music scoring, and re-recording facilities which provide the maximum in efficiency and flexibility. Although the floor-above-floor arrangement permits economies not obtainable in the one-level layout of most West Coast studios, the unusual flexibility of the system enables the RCA licensee to offer a visiting producer the exact sound characteristics (frequency response, compression, acoustics, etc.) he may desire or with which he has previously worked.

With six floors of the 11-story building devoted to motion picture production, the major portion of the sound system is located on the sixth and seventh floors. Voice, music and sound effects, picked up by RCA velocity and uni-directional microphones on the various scoring and shooting stages or in the dubbing studio, are fed to amplifier and RCA variable-area recorders on the sixth floor, where facilities are provided for both 35 mm. and 16mm. recording.

### Elaborate Sound Facilities

In a chamber adjoining the recording room, a battery of film phonographs, or re-recording dummies, provides for synchronized sound take-off from a number of separate sound tracks. The output of these dummies is fed through a huge custom-built RCA re-recording console on the seventh floor for controlled mixing on a single track. The soundheads are designed for use with either standard or push-pull sound track, and the motors which drive the dummies are synchronized by means of selsyn interlock system.

The re-recording console, installed in the large dubbing studio on the seventh floor, provides for mixing sound from numerous sources, which may include a combination of live pickup from microphones and previously recorded speech, music, or sound effects from the film phonographs, with separate control over the level and the character of the sound obtained from each of the original sources.

### Sun Shooter

An RKO Pathe News cameraman is currently representing all newsreelers on the expedition to Brazil to photograph the sun in total eclipse. Newsman is a member of the television group which is also filming the phenomena of the Milky Way for video posterity.





# The Use Of Film In Television

By J. R. POPPELE  
President

TELEVISION BROADCASTERS ASSOCIATION, INC.

People like to chase after fire engines. They get a particular thrill out of seeing the sleek, bright engines whiz down the street with sirens wailing and bells clanging, and then give chase to be at the scene of excitement. Well, television is going to change that habit. People won't have to chase after fire engines any more. Film crews from television stations will do the job for them.

The question of use of film in television has been tossed around conventionally for quite a time. Television stations are in operation now and it is being related into action.

Television today does its best job in reporting news and sports events. In cases where direct pickups of important happenings can be obtained, the thrill of being at the scene of activity is exciting to say the least. However, unless one is close to a receiver at the precise moment the event occurs, he misses the excitement.



It is, therefore, my belief—a belief shared by many others—that the television newsreels will become a highly important function in the operation of a television station. Like reporters scurrying to the scene of big news events, television cameramen toting movie cameras will “follow the fire engines” wherever they go, and rush the film back to their studios for immediate processing. Transmissions of morning, afternoon, and evening newsreels will become common to most stations in the foreseeable future.

Thus in the evening hours when the television audience is likely to be at its maximum, television set owners who are occupied during the day can sit down and see the news which they might have heard on their radios or read about in newspapers while commuting from office to home.

Recent developments of Eastman Kodak in fast processing of motion picture film point the way to a day, not far hence, when filmed news events will be televised to the public only a few moments after they occur.

Developments by Paramount Pictures, Inc., in recording televised programs off cathode ray tube screens—known as the film storage process—also open tremendous avenues of opportunity not only for transcribed video shows for the home, but for theater use, as well.

Presently the amount of “fresh” feature film available for television is negligible. The situation, however, is likely to change as a greater number of television stations get on the air and a larger number of film producers, independent and otherwise, begin making pictures especially for the television audience.

Motion picture film will be used more and more by advertisers in animating their commercials. Already several advertisers in television have made use of this method of sponsoring programs with marked success.

Until such time as network facilities are sufficient to carry programs to stations in every section of the country, film programming is likely to be the backbone of many station operations. Films produced on narrow-gauge stock by station operators themselves may prove to be an effective way of programming. Later as independent film producers begin releasing “package” shows for video, station operators can obtain sponsors and make good use of this important source.

Where film is concerned, ingenuity and demand will take care of television station needs.

## Belmont, Teletone Plan Debut of Low-Cost Sets

(Continued from Page 3)

Originally scheduled for the week of May 25, it was revealed yesterday. Belmont will deliver a 7-inch table model priced at \$250 plus installation charges, and distribution is set for dealers in New York, Philadelphia and Washington.

### Low Priced Model

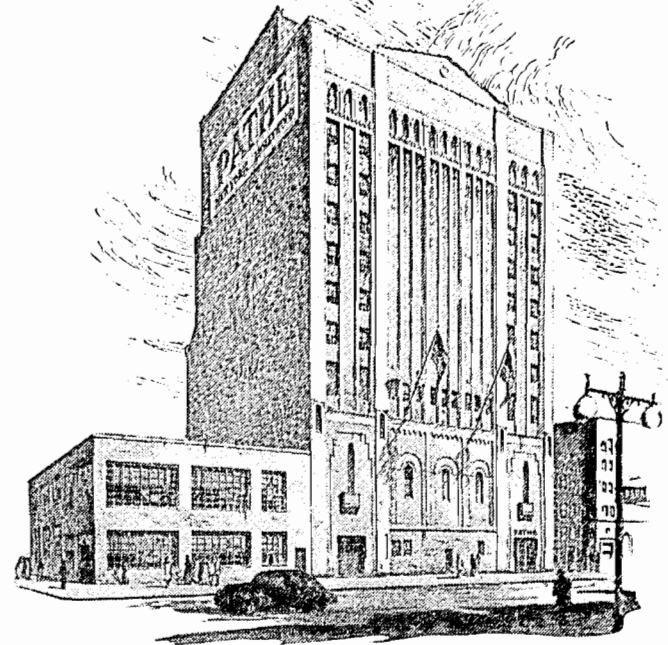
Teletone, on the other hand, is reported “aiming” at a 7-inch tube table model to sell for \$150 plus installation—probably the lowest price yet quoted by a manufacturer. Delivery won't be made before the end of the year, however. Teletone will distribute sets, when ready, to all cities with video service, it's said.

## Amer. Thea. Wing Sets New 10-Wk. Tele Program

American Theater Wing, currently offering training courses for ex-GI's of the entertainment world, launches a new 10-week television training program on May 26, headed by Byron McKinney, and designed to find jobs for vets as producers, directors, etc., in the new field.

Course will begin with a seminar on methods and laboratory developments, which includes tours of studios in New York, Schenectady and Philadelphia, winding up with regular productions aired over W2XJT in Jamaica. Latter is an experimental

Other tele courses conducted by the ATWA have been under supervision of McKinney and Harvey Marlowe, ABC exec.



RKO

# Television Corporation PIONEERS AGAIN!

THIS TIME—in the field of television. The accumulated wealth of RKO Pathe's forty years of experience and skill in the production of films depicting the news of the world is now geared to meet the needs of the television industry, through its affiliated company—the RKO Television Corporation.

RKO Pathe has equipped its studio—the largest and newest east of Hollywood—with the last word in sound stages, sound recording and other equipment to produce high-quality sound films for television stations and sponsors.

All of the sound recording equipment in RKO Pathe's progressive New York studio bears the RCA trade mark. This new RCA installation represents the most advanced sound engineering . . . incorporates many exclusive RCA developments in sound film recording.

Congratulations, RKO Television Corporation!





# FILMS FOR TELEVISION

16 MM 35 MM

**FEATURES -- WESTERNS -- SHORT  
SUBJECTS -- DRAMAS -- COMEDIES  
SERIALS -- MUSICALS -- TRAVELOGS  
CARTOONS**

DOCUMENTARY and EDUCATIONAL SUBJECTS

★

**OVER 10,000,000 FEET OF STOCK SHOTS**

Material To Fit In With Every Possible Idea

★

SERVING THE TELEVISION  
INDUSTRY FOR THE PAST SEVEN YEARS

★

Many Pictures and Serials That Will Fit In With A SPONSOR'S Product  
ALL FILMS CAN BE CUT TO MEET YOUR REQUIRED SHOWING TIME

**PROJECTION ROOMS—CUTTING ROOMS  
SHIPPING SERVICE—REHEARSAL ROOMS**

COMPLETE PROGRAM DEPT:

**A Production Department Producing Pictures for  
Advertisers who Plan to Use Television Commercially**

**ADVANCE TELEVISION PICTURE SERVICE  
Inc.**

Telephone: BRyant 9-5600-1-2-3-4

**729 SEVENTH AVENUE - NEW YORK CITY**

## NYU Researcher Plans Survey on Tele Caravan

(Continued from Page 3)

Lawrence C. Lockley, Director of Research for the School of Retailing and Howard Cowee of the Retailing faculty, Miss Hilda Jonas, a newly appointed research associate at the School, will travel with the Caravan staff to observe audience reaction and to conduct a survey, the first of its kind to be done on a national scale.

Survey will have a two-fold purpose, Edwards explained. "It will attempt to appraise the attitude toward or the interest in television on the part of the shopping public, and to appraise the effectiveness of television as a sales promotion device, making allowances for novelty and unusual publicity," he said.

Miss Jonas served with the Office of War Information, Psychological Warfare Branch, Allied Force Headquarters in North Africa and Italy, gathering, analyzing and editing material to be used for Allied Army propaganda purposes.

At each store the Caravan visits Miss Jonas, aided by several interviewers recruited from the store staff, will question typical consumers picked from the audience.

## CBS Signs Renewal Pact With Madison Sq. Garden

Signing of a renewal contract over the weekend CBS guaranteed exclusive television coverage over WCBS-TV of all Madison Square Garden events except pro boxing until September, 1948—a year and five months hence. Although the initial agreement remains in force until this Fall, CBS determines early to extend its Garden sports and special events calendar as part of WCBS-TV's augmented "actuality" broadcast plans for which the May-June schedule was announced recently.

Rangers hockey, college and professional basketball contests, track meets, the circus and rodeo, horse, hobby and Westminster Kennel Shows, the Golden Gloves tourney and its national title stakes and the Silver Skates derby are among the major events set for CBS's television coverage into '48.

Also slated for coverage by CBS video cameras are the National Professional Tennis Championships in Forest Hills Stadium, June 16 to 22, under sponsorship of U. S. Rubber. Web will also carry amateur tennis tournaments in New York and vicinity.

Basketball schedule includes the 20 home games of the New York Knickerbockers professional group at the 69th Regiment and Madison Square Garden. WCBS-TV will also cover the Belmont stakes on May 31 at Belmont Park, L. I. Football coverage includes full home schedule of the professional Brooklyn Dodgers at Ebbets Field and Columbia University at Baker Field.

## New Screen

New screen currently in use in two New York theaters, said to eliminate distortion and flicker, is undergoing experiments for tele adaptation.

## Tele's Use Of Film Hit by Music Ban—Eddy

Chicago — Motion pictures continue to play an important part in television programming, but at the present time their use is hindered by music "other troubles," according to Bill Eddy, director of WBKB, Balaban & Katz station here.

Out of a total of 35 hours on air, films occupy about one-quarter of the programming schedule of WBKB, Eddy said. Percentage varies with the schedule of programs itself—i.e., afternoon shows using slides, etc. Station used more film content a month ago than at present. Films used at the moment are those during breaks between live studio and remote shows, and this during evening only.

Present film sources of the Peamount station here include: British Information Services, commercial films without advertising plugs which are used on a sustaining basis, Film-Tel, Inc., Nu-Art, and A. S. (French films with English narrations) of New York. Dorothy Saper, film director of WBKB, expects to visit New York shortly to contact film distributors and producers, including Skibo, Commonwealth and others who have rights to certain films available for television.

As to the future use of film, Saper says, "our only source is 16 mm., and it is not likely that 35 mm. major productions will be available for quite a while. Music problems (where music is contained in the film itself), as well as other hindrances, are the cause. Old feature films, reduced to 16 mm., are only 16 mm. major productions available."

While films are used as inserts in live studio productions, as well as commercials, very little use is made of them in most of the static program activities.

## New Television Book By Dunlap Off Press

Orrin E. Dunlap, Jr., public relations director of RCA and famed newspaper writer and author, has written an informative and dramatic story on "The Future of Television" in his new book which came off the press of Harper & Brothers this week. The new book traces the development of video from the first presentation of the Court of Peace at the New York World's Fair in 1939 to present planning for the use of television networks and for its application in industry and merchandising.

## New Film Company

Oland Killingsworth, formerly director of news "forum" shorts at the Embassy Newsreel Theaters, announced this week the formation of Killingsworth Productions. New firm will produce film shorts exclusively for advertising agencies and particularly for their television program.

**TELEVISION SECTION**

**KTLA, W6XAO Plan  
for Film Use This Yr.**

West Coast Bureau of THE FILM DAILY  
Los Angeles—W6XAO, the Don Lee television station, expects to use a half million feet of film during the balance of this year, while KTLA, owned and operated by Television Productions, Inc., a subsidiary of Paramount Pictures, expects its use of film will not exceed 20 to 30 per cent of its total video programming, according to a RADIO DAILY survey. Some of the movies shown by W6XAO are supplied by Telefilms and Eugene Barr, Pasadena, producer of educational subjects, but representatives of KTLA prefer not to disclose sources supplying it with films. W6XAO also televises movies furnished by established film libraries, domestic and foreign governmental bureaus. Station uses 16 mm. films exclusively and produces its own newsreels, averaging about one per week. W6XAO has used film in photographing several special events, while KTLA uses an undisclosed exclusive news coverage. KTLA's movie programming includes western and mystery features, comedies, travelogues, cartoons, the U. S. Army recruiting series, "Lest We Forget," and other subjects. It is using 8½ hours of film per week, compared to 21½ hours of live and live remote.

**Economy In Film Prod.  
Seen Thru Use Of Tele**

Pittsburgh—Elimination of "conventional" motion picture production techniques through use of a device which takes films off a television screen in the future was outlined here yesterday by Noran E. Kersta, manager of the NBC television department, in an address before the Pittsburgh Advertising Club.

By means of "electronic switching" from one television camera to another as the action progresses, with the resultant edited version fed to a single television screen for recording on sound film, a substantial economy of time and film would be achieved, Kersta said. In this way, he added, the motion picture director would know exactly what his final version was to look like as the scenes progressed.

In his talk, the NBC exec discussed many of the important uses of television in addition to public broadcasting, a few of which were: new developments in theater, industrial, educational and medical.

Among the important applications of tele for industrial uses, Kersta said, would be "instantaneous" signature transmission from tellers' cages in banks to a central filing and identification location. He further predicted the widespread application of television to the school room and praised the work on military television during the war as having stimulated research and developments of many aspects of the medium.

**Film Execs To Discuss  
Equipment At SMPE Meet**

Nat Sobel, Cineeffects, Inc., and Frank Zucker, Camera Equipment speakers at the Atlantic Coast section meeting of the Society of Motion Picture Engineers at the Hotel Pennsylvania, Wednesday, May 21.

Sobel will present a description of the types, uses and production problems of optical effects and will present a demonstration film. Zucker will discuss 35 mm. and 16 mm. camera accessories and equipment, and exhibit some of the equipment described.

**To Display New RCA Set  
At Chi NAMM Meet June 2**

RCA's new television console, model 641-TV, featuring AM-FM shortwave and phonograph, will be on display at the National Association of Music Merchants meeting in Chicago the week of June 2-5. Model is currently on display at the RCA Exhibition Hall in New York.

As announced, price of the new set is \$795 plus \$79 policy and installation charges, there is also a federal tax of approximately \$14.

Feature of the new console model, which has a 10 inch picture, is an "all-purpose" antenna which serves the video, AM-FM and shortwave installations.

**Delay In Theater Tele  
Seen By Rauland Exec**

Chicago—Theater television prospects are not too bright at the present time, according to E. B. Carlson, sales engineer of the Rauland Company, Chicago, manufacturers of television equipment. Carlson told Radio Daily that theater television equipment is still in the engineering stage and probably will not be available for general use for some time.

"Right now the picture is not too encouraging," said Carlson. "Stations have not been lined up, and advertising and programming problems are still being threshed out. Extensive research is in progress at the Rauland Company laboratories, and some equipment is available for experimental purposes, but we can not predict when theater tele equipment will be available for general use."

Carlson could not say on what basis the equipment will be handled when it becomes available. Rauland Company employs Baird (English) patents on tele and has the exclusive American rights to certain phases of equipment.

**Heller Joins U. S. Tele**

Appointment of A. D. Heller as chief mechanical engineer of the United States Television Manufacturing Corporation was announced over the week-end by Hamilton Hoge, president.

WHEREVER PRODUCTION FILM IS NEEDED

BE SURE IT IS

EASTMAN FILM

with

BRULATOUR SERVICE

16mm or 35mm

J. E. BRULATOUR, INC.

FORT LEE ■ CHICAGO ■ HOLLYWOOD



Television gives you a choice seat at the game

## Television—a Season Pass to Baseball!

Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

Owning a television receiver in the New York area will be like having a season pass for *all three ball clubs*. And in other cities, preparations for the future telecasting of baseball are being made.

When more than one home game is on the air, baseball fans can switch from one to the other—see the most exciting moments of each through television!

Those who own RCA Victor television receivers will enjoy *brighter, clearer, steadier* pictures

through the RCA Victor Eye-Witness picture synchronizer that “locks” the receiver in tune with the sending station. For television at its finest, you’ll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or a phonograph record or a radio tube, you know you are getting one of the finest products of its kind science has achieved. “Victrola” T.M. Reg. U.S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.



Several television cameras strategically located cover the baseball diamond to bring you a close-up of the action wherever it occurs. Here is a super-sensitive RCA Image Orthicon television camera used by NBC's New York station WNBC in televising all the home games of the New York Giants this season.



**RADIO CORPORATION of AMERICA**



# NAB Board Meeting Tomorrow In Capital

(Continued from Page 1)  
lin; Jr., WOW, Omaha; I. R. Lounsbury, WGR, Buffalo, and Herbert Stey, WHN, New York, will make report to the board at the meet-

Although no action is expected to be taken, the board will discuss changes in the standards of practice. So high on the agenda will be discussions of the legislative picture, including pending labor bills. Led by President Justin Miller, a large portion of the NAB's staff will attend the meeting, held for the first time in NAB's new building. Revision of the Communications Act proposed by Senator White is also expected to be discussed by the board.

# June CAB Convention May Draw Record Crowd

(Continued from Page 1)  
Executive secretary of the FMA and Hugh Feltis, president of BMB. As a feature Canada's first FM station will be in operation during the convention. FM receivers will be installed in the bungalows and cabins at the Rocky Mountain resort and a 24-hour program schedule will be maintained daily. Col. K. S. Rogers, president of CAB, will be chairman of the convention. W. V. (Vic) George of Montreal will co-ordinate the FM activities. As a convenience to visitors from the East the CAB is arranging to fly chartered planes to Edmonton from New York, Montreal and Toronto.

# Liggett & Myers Renew Chesterfield On NBC

(Continued from Page 1)  
Liggett, NBC veepee in charge of the program. The renewal, effective June 9, will feature the "Chesterfield Supper Club," with a repeat broadcast at 11:00 p.m., EDT. Liggett and Myers began sponsorship of the time spot on June 19, 1946. The program was then titled "Chesterfield Presents Fred Waring Treasure Time." Agency for Liggett and Myers is Newell Emmett Co.

# Will Broadcast Race

Gillette Safety Razor Company will sponsor the Belmont Handicap, the classic at Belmont Park, over the CBS network on Saturday, May 24. It was announced yesterday. Clem McCarthy and Bill Corum will handle the description of the event, from 4:40 to 5 p.m., EDT. Agency handling the account is Maxon.



## Broadway Bulletin Board. . . !

• • • Times Have Changed Dep't: Wonder how the Television Broadcasters' Ass'n feels about CBS' request for reinstatement. Web left the organization several years ago as result of opinion difference re color video. . . . Something's popping at Eddie Cantor's radio menage—and it isn't the comic's eyes. Hear that Eddie will shortly be in the market for a new stable of gagsters. . . . Paul Denis, N. Y. Post's progressive and hard-hitting radio ed, gets this month's award from WNYC's "One More River," which hands out monthly merit badges for New Yorkers fighting intolerance. . . . John Steinbeck writing a comedy to co-star Paulette Goddard and Burgess Meredith. Play is skedded to open this summer in London, where they're currently working. . . . Milton Berle's sponsor very happy and has renewed another 13-week cycle. Meanwhile, Milt oughta cut down on all those benefits to which the guy can't say 'no'. He did five on Sunday alone, starting off with the dedication of the Celotex house gifted to the Damon Runyon Cancer Fund. . . . Ted Malone's definition of a small town advertising exec: Hickster.



• • • MAIN STREET SCENERY: Jack Barry and model Ann Campbell palm-in-palming it along Park Avenue. . . . Edith Landeman, Perry Como's doll-faced sec, drawing wolf-calls as she gets caught in the revolving door breeze near Radio City. . . . Percy Faith hopping for an NBC elevator with a busted shoe-lace. . . . Jack Smith and his lovely missus, Vicki, getting thirst-aid at Toots Shor's bar. . . . Rob't Q. Lewis and Goody Ace perusing New York sly-lines in the Fishermen's Net. . . . In the Simplon, Eddie Foy, Jr., meets Milton Berle, while Larry Finley cracks: "Foy meets Berle".



• • • AROUND THE TOWN: Decision on Lowell Thomas replacement due this week. Meanwhile, Ken Banghart, Geo. Carson Putnam, Peter Grant and Alex Dreier are all under option until May 30th. . . . Edgar Bergen nixed the biggest fee we've yet heard of for a guest shot appearance on "Take It Or Leave It"—\$11,000 for a five-minute spot. . . . Lucille Ball and Joe Laurie, Jr., set for this week's edition of "Leave It To The Girls". . . . Mutual planning a network disc jockey series emceed by Jack Barry, of "Juvenile Jury" fame. . . . Bill Cullen, emcee on "Winner Take All," rates a nod for proving that a top-drawer emcee can be funny without digging into a stale Joe Miller file. Cullen has a neat knack of loosening the tongues of mike-frightened contestants. . . . Al Wilde in Beth David Hospital for check-up. . . . Al Kelly, double-talking sidekick of Willie Howard, being groomed for important radio guest shots.



• • • BROADWAY COMBOS: "Years Ago"—Al Jolson. . . . "Happy Birthday"—Nick Kenny. . . . "Harvey"—NBCensors. . . . "Sweethearts"—Leo and Lorraine. . . . "The Chocolate Soldier"—Bill Robinson. . . . "Alice In Wonderland"—Hildegarde. . . . "Burlesque"—Brooklyn Dodgers' pitching staff. . . . "All My Sons"—Bing Crosby. . . . "A Young Man's Fancy"—Anne Marleau.



• • • THOUGHTS WHILE DIALING: We've been watching the radio scene for many a deadline and just about this time of the year (when sponsors are whittling down the summertime budget) we are plagued by one thought: Why don't the bankrollers, who gripe about lack of fresh talent, use the summer hiatus period to develop it? Instead of slapping together a musical fishry for a small fee, why don't they come down to earth and realize that radio sets work in summer as well as in winter? They must realize that a 13-week summer session, given over to developing genuine new talent, would pay off handsomely, both in Hooperating and increased listener response. After you hear some of them, you wonder why some of the summer replacements aren't replaced.



## THESE MATCHES\* TELL ONLY PART OF THE STORY

(\*One million a month are being distributed in North Jersey)

## The fact is...

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.



THE MYSTERIOUS TRAVELER  
Audition Records Available  
COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600

# Urges Congressmen Be Refused Licenses

(Continued from Page 1)

erable speculation here yesterday. The fact is, McCarthy told RADIO DAILY, that he has planned offering such a proposal since his primary campaign of last summer. His opponent, then Sen. Robert J. LaFollette, is and was then an owner of WEMP, Milwaukee. McCarthy spoke frequently during the campaign of the profits of WEMP, then promised to see to it when he reached Washington that no member of Congress—who had to rule on communications legislation—would be permitted to hold a broadcasting license.

At the same time he made it plain that he was not complaining that WEMP was unfair in its allocation of political time during last year's primary campaign.

Another former member of Congress who holds an interest in a station is Luther Patrick, defeated representative from Birmingham, Alabama.

### Capper and Taft Affected

Senators Capper of Kansas, Taft of Ohio and Knowland of California might all be affected by the McCarthy bill. Capper's publishing and radio interests control two Kansas stations, while in Cincinnati WKRC is owned by the Taft family's newspaper, Times-Star, and in Oakland, Calif., KLX is owned by the Knowland family's "Oakland Tribune." Rep. Harris Ellsworth is licensee of KRNR, Roseburg, Ore., and Rep. Robert Jones has an interest in a station in Lima, Ohio.

Text of the section which McCarthy would add to the Communications Act follows:

Section 3111-A. The station license required hereby for a commercial broadcasting station shall not be granted to or held by

(1) Any member of Congress of the United States or the wife of any such member.

(2) Any partnership of which any active or silent partner is a member of Congress or the wife of any such member.

(3) Any corporation of which any officer or director is a member of Congress or the wife of any such member, or of which more than one-fifth of the capital stock is owned of record or voted by any member of Congress or the wife of any such member.

(4) Any association of which any officer or director is a member of Congress or the wife of any such member, or whose policies are actually determined by any member of Congress or the wife of any such member.

### A MAN

With complete knowledge of programming and production would like to affiliate with independent station, near New York. Writer and Musician. Box 362, RADIO DAILY, 1501 Broadway, N. Y. 18, N. Y.

# Georgia 'U' Radio Institute Discusses Radio Problems

(Continued from Page 1)

topics under discussion ranged from programming, criticism of radio, down to television in action at the Capital.

At yesterday morning's session, Clarence L. Menser, NBC vice-president in charge of programs, stated in part that:

"If radio is to be completely effective, it must have not only criticism, but co-operation from its listeners. And one of the most important elements in this co-operation is the selection of programs." Menser continued: Stations must use great care in the selection and supervision of material for broadcast, "but no amount of editorial judgment by the broadcaster can guarantee that programs will not be heard by audiences for which they are not intended. That responsibility rests largely with the hand that throws the switch or turns the dial."

Menser also deplored the listeners' popular habit of giving misinformation concerning listening habits, particularly if association with that type of program is in their opinion likely to increase their social or mental stature. He welcomed criticism of radio as the surest way to increased operation in the public interest.

### Decries Radio Critics

Robert K. Richards, NAB director of public relations, speaking at the Institute luncheon yesterday, also delved into the topic of radio criticism, identifying 75 per cent of all criticism as emanating from personal likes and dislikes. He also pointed out the four major sources of criticism, broadcasters, newspapers, educators, and government, and looked to the radio industry itself as the group from which the sound, constructive criticism should emerge.

Other features of the Monday morning program were an address on "Radio Production" by Irving G. Abeloff, general manager, WLEE, Richmond, Va., and a panel discussion on that topic led by Russ Holt, WGGA, Gainesville, and Abner Israel, WALB, Albany.

### Discusses Russian Censorship

Sunday, the broadcasters heard a fiery blast at the Russian system of news control, "the most incredibly stupid censorship you can imagine," delivered by Richard C. Hottelet, CBS foreign news correspondent.

Hottelet, recently returned from Russia, where he closed the network's Moscow office following the Soviet government's refusal to grant broadcasting facilities, described the two types of censorship employed by the Russians to multiply the problems of the radio newsmen.

There is censorship of copy, he pointed out, with all stories being sifted through an "iron grillwork" of state and radio committees who cut scripts until all that remains is gibberish, and censorship at the source, keeping reporters from getting their stories first hand and forcing them to rely on rumors, government propa-

ganda, and "thumb sucking" for news. Merriman Smith, United Press White House correspondent and author of "Thank You, Mr. President," addressing the Institute members at a banquet Sunday night, declared that the development of television and other technical advances in radio may well produce material changes in the complexion of American politics, especially during election campaigns.

"As television cameras focus on government leaders and politicians in action, greater will be the demand for drama, personality, and sincerity in men in office and those seeking it," he predicted. "This increased use of wire recorders, which in the quite conceivable future will be used to record the major news conferences, means the end, once and for all, to officials who make erroneous statements and then claim they were misquoted."

During the Sunday afternoon session, there was an address on "Radio News" by Arthur C. Stringer, NAB director of special services, and a panel discussion on "Securing and Handling Local News for Radio," headed by Floyd Baskette, of Emory University.

Stringer traced the development of radio news from its origin as a regular feature in 1938 through its sensational gains in 1946-47. "The future growth of radio news lies in the local station," he said, "and men with newspaper and editorial experience will be needed."

Surveys on listening habits have shown beyond any doubt that people want radio news above all else, he declared, and great portions of the listeners want more local news.

In the local news panel discussion, the relative problems of disseminating news on local, regional and clear channel stations were aired. A board of four Georgia radio news editors: Dale Clark, WAGA, Atlanta; Dick Charlton, WTOG, Savannah; Walter Paschal, WSB, Atlanta, and Ben Chatfield, WMAZ, Macon, spoke on the difficulties involved in gathering, editing, and broadcasting local news and emphasized the need for complete accuracy because of the immediacy of the spoken word. Mistakes on the air can't be corrected, they agreed, and the universal determinant in the use of local news should be its newsworthiness.

### Landon Seeks Stations In Kansas-Colorado Area

(Continued from Page 1)

of Kansas, has two other applications for radio stations on file. One in Leavenworth, Kans., and the other in Liberal, Kans. Landon would be sole owner of the proposed stations in Leavenworth and Englewood and would be associated with three partners in the proposed station in Liberal.

# 3rd Dist. NAB Meet Set For Baltimore

(Continued from Page 1)

Burke, WBAL, general manager; and Thomas G. Tinsley, Jr., president and general manager of WITH.

The two-day session will be presided over by George D. Coleman, general manager of WGBI, Scranton, Pa., who is district director. Following the registration period from 8:30 a.m. May 26 and the call to order agenda for the day is scheduled as follows:

10:15 a.m.—"Public Relations." Robert Richards, NAB director of public relations  
10:45 a.m.—"Programming." J. Gorman Walsh, WDEL, Wilmington, district chairman; Harold Fair, NAB director of programs.

11:30 a.m.—"Engineering Discussion." Louis Littlejohn, WFIL, Philadelphia, district chairman; Dr. R. V. Howard, NAB director of engineering.

2 p.m.—"Small Market Stations." George E. Joy, WRAK, Williamsport, Pa., district chairman; J. Allen Brown, NAB assistant director of Broadcast Advertising.

4 p.m.—"The Music Situation." C. Haverlin, BMI president.  
Agenda for Tuesday, May 27:  
10 a.m.—"The NORC Survey of Public Opinion of Radio." Dr. Kenneth Baker, NAB director of research.

10:45 a.m.—"Broadcast Advertising and Retail Radio Advertising." J. Robert Guilford, WGAL, Lancaster, Pa., district chairman; Frank E. Pellegrin, NAB director of Broadcast Advertising.

12:30 p.m.—Luncheon. "The NAB, Its New Structure and Enlarged Services." A. I. Willard, Jr., NAB executive vice-president.

2 p.m.—"Employer-Employee Relations." G. S. Wasser, KQV, Pittsburgh, chairman; John Elmer, WCBM, Baltimore; Frank Smith, WSW, Pittsburgh; Richard P. Doherty, NAB director of Employer-Employee Relations.

3 p.m.—"Broadcast Measurement Bureau." Hugh Feltis, BMB president; representative of ANA and AAAA.

### New La Crosse Station

A new station now under construction in La Crosse, Wisc., WLCX, effective July 1, will affiliate with ABC as a member of the North Central group. Owned by Bermac Radio, Inc., WLCX will operate full time with 250 watts on 1490 kc. E. W. Berg will manage the new station.



**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
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# Canadian Radio Inquiry

## Communications Act Revision Proposed

Washington Bureau, RADIO DAILY  
 Washington — An overall revision of the Communications Act of 1934 will be offered in the Senate—probably this week—by Senator Wallace White (Me.), chairman of the Senate Committee on Interstate and Foreign Commerce. An analysis of the bill will be ready in a few days, but enough is known about it now to indicate that a large part of it follows fairly close to the White-Wheeler bill of 1943-44. Senator White promised last winter

(Continued on Page 6)

## "Take It Or Leave It" Moving To NBC July 27

"Take It Or Leave It," sponsored by Eversharp, moves to NBC network, Sunday, July 27, at 10:10:30 p.m. EDT., same time slot it has been held over CBS for some years. Emotion on the program is not yet determined and is expected to be announced shortly by the Biow Co., handling the account.

At the same time as the above announcement by Harry C. Kopf, NBC

(Continued on Page 7)

## New AM-Station Permits Announced By The FCC

Washington Bureau, RADIO DAILY  
 Washington—The FCC yesterday granted licenses to six new AM stations. They include Supreme Broadcasting System, Inc., WJMR, New Orleans, La.; Huntsville Broadcasting Co., WFUN, Huntsville, Ala.; Meridian Broadcasting Corp., WTOK, Meridian, Miss.; Palmetto Radio

(Continued on Page 6)

## Anniversary Party

"America's Town Meeting of the Air" will observe its twelfth birthday on Thursday evening, May 29, with George V. Denny, Jr., moderator, throwing a reception for the press at the Town Hall club following the ABC broadcast. The subject for the broadcast discussion that evening will be "How Can We Strengthen The American Family?"

**Winner**

Twenty-year-old bass singer, Donald Gramm, of Milwaukee, yesterday was named winner in the 1947 Paul Lavalle scholarship by a panel of judges who convened in NBC studios. He will receive \$1,500 and will also appear on "Highways of Melody" over the network with the LaValle orchestra, as guest artist. Similar award will be made by the maestro each year.

## Ascap Sets Up Group To Administer Affairs

Post of general manager of Ascap, made vacant by the recent demise of John G. Paine, will be abolished and the affairs of the society administered by the board of directors via an executive committee. This action follows a meeting of the board which considered a report of a special committee to make recommendation as to a successor to Paine or a new plan. Executive committee as now set up

(Continued on Page 6)

## WOR Employes Vote Down Proposal For Union Shop

White collar employes of WOR, New York, yesterday voted down the proposal of a union shop in an election conducted by the National Labor Relations Board with 51 voting against union affiliations and 39 voting for the union proposal. Analysis of the balloting revealed that 33 of

(Continued on Page 5)

## Eclipse Of Sun In Brazil Described On Networks

Total eclipse of the sun as seen from a vantage point in Bocayuva, Brazil, about 400 miles north of Rio, was described for NBC and MBS audiences yesterday morning during pickups from South America. NBC television films depicting the event are enroute to New York and are scheduled to arrive here tomorrow morning, Thursday. The films will be processed immediately and aired over WNBT, video

## House Of Commons Committee Probing Operations Of CBC; Plan To Call Many Industry Witnesses

### Radio Law Discussed As Georgia Meet Ends

Athens, Ga.—"Revision of existing radio legislation is necessary, if broadcasting is to acquire that degree of freedom granted the pulpit and the press," warned Phillip G. Loucks, radio attorney of Washington, D. C., in the outstanding address of the Second Annual Georgia Radio Institute, which concluded yesterday at the University of Georgia.

"The broadcasters of the nation are

(Continued on Page 3)

### Trendle-Campbell Shows Set Detroit Originations

With "Challenge of The Yukon" set to start on the ABC net June 12th, the Trendle-Campbell Productions will have the 7:30 to 8 p.m., EST slot across the ABC board. H. Allen Campbell announced yesterday that

(Continued on Page 6)

### Top Radio Men In Capital To Plan 'Freedom Train'

A number of top radio men will be among the group of national leaders present in Washington tomorrow to lay plans for the "Freedom Train,"

(Continued on Page 2)

Montreal—The high cost of the CBC and the pressing need for more revenue were repeatedly stressed before the House of Commons radio committee by General Manager Augustin Frigon who urged that Parliament reconsider its decision and provide that the listening license fee of \$2.50 be remitted

(Continued on Page 5)

## Eisenhower Supports State Dept. Radio Bill

Washington Bureau, RADIO DAILY  
 Washington—The Mundt subcommittee of the House Foreign Affairs Committee, listened to testimony by General Dwight D. Eisenhower yesterday and then proceeded to act upon his advice. Result is that this morning it will report to the full committee the bill introduced two weeks ago by Rep. Karl Mundt, (R.) S. D.,

(Continued on Page 3)

## Mueller Products Sets WABD 'Wing' Tele Show

Graduates of a recent 10-week course conducted by the television workshop of the American Theater Wing will produce and act in a program sponsored over WABD next week by Mueller's Macaroni. Group will offer a satirical comedy

(Continued on Page 3)

**Reciprocal**

NBC's exchange agreement with BBC for the use of television films produced here and in England this week brought the American television audience a special reel on the arrival of the King and Queen from the South African trip. Tele newsreel shots produced in London are flown to New York and shown upon arrival. Similar service is in effect from the New York end.





★ COMING AND GOING ★

Vol. 39, No. 37 Wed., May 21, 1947 Price 10 Cts.

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

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FINANCIAL

(Tues., May 20)

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 Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, etc.

Keynote Announces Plans To Produce Record Albums

Plans to produce a classical music and children's record line in addition to hot jazz and folk song material was announced yesterday by John Hammond, newly elected president of Keynote Records. Among the artists signed by Keynote are Igor Stravinsky and "The Fine Arts Quartet." Production plans call for emphasis on albums and the elimination of single records. Current Keynote catalogue carries 40 single records.

SYD EIGES, manager of the press department at NBC, leaves today for Pittsburgh, where tomorrow he will deliver an address at his Alma Mater, University of Pittsburgh. He'll return to New York next Tuesday.

GUY LOMBARDO leaves today for a series of one-nighters in Pennsylvania cities, including Johnson City, Mahanoy City, Scranton and Pottstown. He'll be back Monday in time for his regular Mutual network program.

RICHARD C. HOTTELET, Columbia network European newsman now in the States, is back in New York following visits to Washington and Detroit. He'll leave very shortly on a trans-continental trip for the web.

JOHN T. MURPHY, of the station relations department at NBC, yesterday went out to Hazleton, Pa., where he addressed the Kiwanis Club of that city on the subject, "Commercial Radio."

HUGH FELTIS, president of the Broadcast Measurement Bureau, went down to Washington yesterday for the NAB meetings. In New York on Monday he had conferred with HUGH TERRY, of KLZ, Denver, and R. E. DAVIS, of the Goodrich Tire and Rubber Co., Akron.

HAL DAVIS, publicity director of Kenyon & Eckhardt, spent the past week-end in Battle Creek, Mich., and Chicago.

ELDON PARK, program director of WLW, Cincinnati, and CHET HERMAN, production manager of the station, are in Chicago on business.

HARRY CRAMER, emcee on "Hits and Misses" broadcast over WCBS, has returned from Norfolk, Va., where he visited briefly with his family.

CARL CANNON, station relations contact man for NBC, is in Chicago attending the three-day program and production managers' conference for the midwest affiliates of the network.

MARK CRANDALL, commercial manager of KFEL, Denver, paid a call yesterday at the New York headquarters of the Mutual network, with which the station is affiliated.

ALEX KEESE, general manager of Taylor-Howe-Snowden Radio Sales, is en route back to his headquarters in Amarillo, Tex., after having conferred at the New York offices of the organization.

JACK BEGON, correspondent for NBC in Rome, Italy, sailed into New York Bay yesterday and is now in the States for a vacation of two weeks. It is his first trip home since he joined the Army back in 1943.

BOB HOPE and his program company broadcast yesterday's show from Amarillo, Tex., also did a special performance for the Boy's Ranch there. During the remainder of this week they're making appearances in Fort Worth, San Antonio and Dallas, for the benefit of the Texas City disaster victims.

W. B. RYAN, general manager of KFI, San Francisco, planned to New York via American Air lines last Saturday. He'll attend NAB meetings in Washington, D. C., today and tomorrow.

E. K. HARTENBOWER, general manager of KCMO, American network affiliate in Kansas City, Mo., is in Gotham for conferences with officials of the web.

JEAN SABLON, who had planned to come east this week, has decided to remain on the West Coast until Oct. 24.

GORDON GRAY, assistant general manager and director of sales at WIP, Philadelphia, is expected in town today on a short business trip.

JOHN M. GREENE, account executive in the television sales department of NBC, spent yesterday in Little Falls, N. J., where he addressed the Rotary Club of that town on the subject, "Television, Today and Tomorrow."

Top Radio Men In Capital To Plan 'Freedom Train'

(Continued from Page 1)

sponsored by the Department of Justice and scheduled to begin a nationwide tour this fall. The morning meeting will be held at the White House, with President Truman to make his appearance, if he is back in Washington. Attorney General Tom Clark will chair the meeting. A luncheon will be held at the Statler Hotel, and a further discussion will follow the luncheon.

Among radio people to attend will be Harold Hough, WBAP, Fort Worth; Paul Morency, WTIC, Hartford; William B. Ryan, KFI, Los Angeles; James Shouse, WLW, Cincinnati; Hugh Terry, KLZ, Denver; Edgar Kobak, MBS; Niles Trammell, NBC; Frank Stanton, CBS, and Mark Woods, ABC.

Mrs. Earhart On WOR

WOR carried an exclusive transcribed interview at 6 p.m., last night with Mrs. Amy Otis Earhart, mother of the late woman flier who disappeared in the Pacific in 1937, in which she stated that her belief that her daughter had been a victim of Japanese agents while on a secret mission for the U. S. government. Transcribed interview, recorded yesterday morning, was made available to newspapers and wire services by WOR shortly before it was aired on George Carson Putnam's evening newscast.

Menser Will Address Chicago NBC Meeting

Chicago—Clarence L. Menser, vice-president in charge of programs, and Thomas McCray, NBC eastern program manager, will address the annual central division program and production managers' meeting to be held here May 21-23, inclusive. I. E. Showerman, general manager of the central division, will welcome delegates at the opening of the conference. Program managers from NBC affiliated stations in the central division area will attend.

Emphasis will be on local station problems and accomplishments, and all phases of local programming will be discussed.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives



Spotlight

There's a gang of skaters on that ice... but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights... we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.



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

TOM TINSLEY, President Represented Nationally By Headley-Reed

IN CLEVELAND IT'S WHK

# Radio Law Discussed Georgia Meet Ends

(Continued from Page 1)

ing their prodigious efforts at the target," Loucks said. Rather than combat the workings of the C, whose powers have been upheld by the courts, radio men, he said, would do better to direct their criticism to the statute giving the Commission these widespread powers. Interference with programming would be the first thing to be abolished if he were writing a new radio bill. Loucks declared, at a meeting of the Georgia Association of Broadcasters, co-sponsors of the "Institute" at the Henry W. Grady School of Journalism.

Allen Woodall, general manager of WAK, Columbus, Ga., was elected president for the coming year. John Con. Jr., WGST, Atlanta, was elected vice-president, and Ed Muller, WLAG, La Grange, was elected secretary-treasurer.

Chosen to serve on the executive committee with the above officers were Jim Woodruff, WRBL, Columbus, and Wilton Cobb, WMAZ, Macon. Monday afternoon, Dr. Franklin Graham, director of radio, U. S. Office of Education, headed a discussion panel on "Education By Radio," with supplementary addresses delivered by Prof. Richard S. Nickerson, head of the radio department of the School of Journalism, and Mrs. Anne Griffith, director of radio, Wesleyan College, Macon.

The concluding day's talks in the five-day session included "Business Broadcasting" by Robert Foreman, head of the radio writing department at BBD&O, New York, describing the workings of an advertising agency department and what the agency expects and looks for from broadcast. "Music and Copyright," a discussion of the place of music in radio, its misuse and abuse, and the possible possibilities of proper use of music in programming of the future, delivered by Roy Harlow, public relations department, BMI, New York; an address on the responsibilities of broadcasters in education by Robert Hudson, director of education, CBS, New York.

H. B. Ritchie, recently elected president of the Georgia Association of Education by Radio, and member of the University of Georgia faculty, discussed problems of radio in disseminating education and ideas.

## Metro Signs NBC Usher

Ameron Mitchell, ex-NBC usher, slated to portray Monty Stratton in Metro does the life of the one-eyed star. Actor was also a former professional ball player.

IN CLEVELAND IT'S

# WHK

## ★ AGENCY NEWSCAST ★

O. M. "PETE" SCHLOSS has been named director of radio for the Pittsburgh Post-Gazette and the Toledo Blade, Paul Block, Jr., and William Block, co-publishers of the newspapers have announced. WWSW (AM) and WMOT (FM), both in Pittsburgh, are now owned by the Pittsburgh Post-Gazette. Schloss has been in the radio and advertising fields for 11 years. He joined the Blue Network, now the American Broadcasting Company, in 1942 as station relations representative. He will assume his new duties next month.

ADVERTISING FEDERATION OF AMERICA announces that the following have been elected to membership in the Federation: The Hudson Coal Company, Scranton, Penn.; Construction Digest, Indianapolis; Solis S. Cantor Advertising Agency, Phila.; Lowe Runkle Company, Inez B. Glenn Agency, and George Knox, Advertising, all of Oklahoma City.

H. S. "BERT" PUTNAM, publicity manager of the Canadian Marconi Company, was elected president of the Technical Advertisers Association of Montreal at the organization's annual meeting held May 14.

J. WALTER FLYNN, art director, has been retained by United Nations World to re-design the magazine's format, it has been announced by Egbert White, publisher. Flynn, who has been associated with Conde Nast and the Hearst Publications, is an authority on international publishing. In addition to designing the formats for Asia magazine and Norte, the Latin-American publication, he executed formats for the Army and the OWI war-time magazines published in Arabic, Greek, Russian, German, Chinese, Japanese, Italian and French.

J. A. WRIGHT & CO., Keene, N. H., makers of Wright's Silver Cream, has appointed Robert L. Houghton as advertising manager, a new position in the organization. Houghton, formerly was associated with Lever Brothers Company, Cambridge, Mass.

MONTICELLO DRUG COMPANY, Jacksonville, Fla., manufacturers of the "666" line of "Cold Preventatives," has named Booth, Victory & Schwinn, New York-Baltimore agency, to handle all advertising for the following products: "666" Cold Preparation, "666" Tablets, "666" Salve, "666" Nose Drops and "666" Liquid for Malarial Symptoms. Radio is included in the media to be used.

SEIDEL ADVERTISING AGENCY, Inc., New York, has been engaged to handle all advertising for Packard Food Products Co.

J. H. FILBERT, Inc., Baltimore, manufacturers of Mrs. Filbert's Margarine, Mayonnaise, Salad Dressing and Relish Spread, have appointed Sullivan, Stauffer, Colwell & Bayles, Inc., as their advertising agency, effective June 1st. Plans for an expanded program throughout the eastern section of the United States call for concentration in newspapers and local radio.

# Eisenhower Supports State Dept. Radio Bill

(Continued from Page 1)

to authorize the State Department International Information program including the controversial "Voice of America" shortwave series.

General Eisenhower confined his testimony to a general discussion of the importance of aiding foreign peoples to understand America. He said little not already covered in the testimony of previous witnesses. Because it will be necessary to put this bill through both chambers and then to get an appropriation bill through both chambers and signed by the White House prior to July 1, it is hoped that the full Foreign Affairs Committee will act hastily to approve. Mundt is hopeful he can get full committee approval today, and can get his bill to the House floor in another week.

## Mueller Products Sets WABD 'Wing' Tele Show

(Continued from Page 1)

titled "All Men Are Created—" by Bernard Karlen and Barbara Leondar. Direction and production was handled by the students under supervision of Harvey Marlowe, ABC tele executive.

Duane Jones is the agency for Mueller's.



## KQV RINGS THE (SCHOOL) BELL!

We've known for a long time that Al Nobel's JUKE BOX show keeps ears glued to speakers in terrific, high-Hooper style. And now comes proof that this big KQV audience is a tremendously responsive one too. After sponsoring the JUKE BOX for 31 weeks, a radio and television school had to cancel because the results of 1,257 inquiries completely filled the school's enrollment. This 15-minute open strip on the JUKE BOX is a rare availability!

# KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network - Natl. Reps. WEED & CO.

# KMLB

MONROE, LOUISIANA

*Has More Listeners*

THAN ALL OTHER STATIONS  
COMBINED

IN NORTHEASTERN  
LOUISIANA

AND REACHES A \$103,629,000  
BUYING POWER

AFFILIATED WITH  
AMERICAN BROADCASTING CO.

REPRESENTED BY  
TAYLOR • HOWE • SNOWDEN *Radio Sales*

# LOS ANGELES

By RALPH WILK

**D**ENE BECKETT, formerly known as Linda Stevens, vocalist on the Kay Kyser show, and other programs, left for New York, from where she will leave for Berlin as chief-civilian actress-singer for Armed Forces Radio Services. She will be in charge of all theatrical and radio troupes who perform for the Armed Forces stationed throughout Europe. While in Europe, Miss Beckett will make two pictures in England.

Charles B. Brown, KFI program manager, and Ron Oxford, KFI executive producer of FM and Television, returned this week from a tour of the East. Brown and Oxford visited New York, Chicago, Detroit and St. Louis, looking over the Television situation.

Dick Joy, general manager and co-owner of KCMJ, Palm Springs, and announcer on CBS's "Sam Spade" and NBC's "King Cole Trio Time," has assumed two more duties in the past week. Joy has been elected a member of the board of directors of the Palm Springs Chamber of Commerce for a one-year term. He holds a similar position with the famous Desert Museum.

Jack Carson, star at CBS, has just finished the picture "Two Guys From Texas," and will start a new picture, "Romance in High C," in about three weeks.

Tim Spencer who is heard with the "Sons of the Pioneers," wrote "Ride Ranger, Ride" at the invitation of Jimmy Alred (then governor of Texas) for the Texas Rangers. They have adopted it as their official song, and Tim was made an Honorary Member of the organization.

McCann-Erickson Agency has set joint sponsorship deal for Finley Transcription Co.'s "Myrt and Marge" in Honolulu with the Kingsford Corn Starch Co. and Karo Syrup Co.

Warner Bros. KFWB completes airings of the United Nations special session on Palestine at Lake Success this week-end. Beginning May 19th, "For This We Fought" returns to usual time 8-8:15 p.m., Monday thru Friday.

Milton Samuel, publicity director of Young & Rubicam, Hollywood, will address Pasadena Advertising Club luncheon, May 22 on "Plus Values for Your Radio Advertising."

### Bing Crosby On ABC Tonight

Bing Crosby, speaking from the Damon Runyon Memorial headquarters, Columbus Circle, New York, will be heard tonight on "Headline Edition," broadcast over the American Network, 7-7:15 p.m.



### Manhattan Memoranda...!

● ● ● General Foods still haven't come to any decision regarding John Nesbitt sliding into Kate Smith's soon-to-be-vacated noontime spot on CBS. Today's \$64 question now is has P & G bought him for the 7 p.m. CBS slot? . . . Aside to Jack Benny: Have it on good authority that Fred Allen will show up at your first performance at the Roxy this morning to do youknowwhat. . . . Observation: Comedy, which takes most of the high Hoopers during the season, runs a poor third in summer replacement shows. Musicals and mysteries take preference. . . . Canadian Broadcasting Corp., which has had a ban against American mystery shows, lifts the bars June 25th when it presents "The Whistler" for 52 weeks. . . . Gene Carroll (Lena, the Maid, on the Fibber McGee ailer) goes back to Cleveland as a disc jockey. . . . Kenny Baker's series winds up June 27th, with sponsor planning to bring him back in the fall with a weekly nitetime half-hour spot. . . . Why doesn't Sammy Kaye give that swell femme warbler billing—instead of a mere Sunday Serenade Sweetheart tag? . . . Bob Hope flying Georgia Gibbs to Chattanooga, Tenn., June 3rd for his broadcast there. . . . Juke box boom for Sinatra platters since le fisticuffs is causing many of the operators to dust off a batch of the oldies he rode to fame with. . . . Jack Smith summer-replaces the Langford-Ameche show for 4 weeks starting June 8th.



● ● ● A comic, notoriously 'close' in his spendings, walked into Shor's the other ayem looking very glum. "Howcum he's so unhappy?" inquired an onlooker. "He's making plenty of money, isn't he?" "That's why he's so unhappy," offered Noro Morales, the Latin maestro. "He's making money faster than he can count it."



● ● ● **SMALL TALK:** Columbia Records going all-out in promotional build-up for Buddy Clark (who rates it) and are issuing, for the first time, fan bracelets with Buddy's tag on them. . . . The Larry Finley's named the offspring Greg Roland. . . . Scene at the Simplon: Al Jolson ordering a double order of marinated herring and introducing the delicacy to his lovely bride. . . . Before leaving for Brazil, Ben Grauer told intimates that he had been inoculated against typhoid, tetanus, smallpox and samba. . . . Note from McKee & Albright, Inc., informs that Jack Haley was notified on April 28th that his option wouldn't be picked up for the fall and that Jack Carson has been signed by Sealtest on five-year deal with straight 44-week options. . . . Sidney Berry will narrate the presentation of "Finian's Rainbow" on the short waver series, "U. S. in the World of Art" today. Program is beamed to Europe, Latin America and the Far East.



● ● ● **WHEN THEY WERE IN SHORT PANTS (OR PANTALOONS)**—David Ross: The kid who out-grammar'd the English teacher. . . . Margaret Whiting: The gal who insisted on singing pop songs with the church choir. . . . Lowell Thomas: To him, the Battle of Bunker Hill was strictly a news release. . . . Ralph Edwards: This kid who handled the parlor game concessions at neighborhood parties. . . . Maggi McNellis: The gal who changed her hat twice on Easter Sunday.



● ● ● When announcer Ken Roberts quit law school and took a job as a bookkeeper in Wall St., he began saving a dollar a week in a Wall St. bank. After 3 weeks he was fired and decided to withdraw his entire savings—two bucks. The teller studied the withdrawal slip, checked Roberts' records and excused himself to another room. A few minutes later, he returned and ushered the now uneasy Roberts into the plush office of the veepee. The bank official and the teller double-checked the bank statements and the \$2 withdrawal notice. Then, suddenly, the exec looked up and asked, quizzically, "What's the matter, Mr. Roberts? Don't you like our bank?"

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(Established 1932)

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STATION**

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New York • Los Angeles • Chicago  
San Francisco

**CRIME CLUB**  
Audition Records Available

**COMMERCIAL PROGRAM SALES**  
1440 Broadway, N. Y. PE 6-8600



## Web Commentators Cover Eclipse Of Sun

(Continued from Page 1)

description of the eclipse, including the four-minute totality. Richard Dyer, special commentator for Mutual who is a staff correspondent for International News Service, did a four minute broadcast of the total eclipse which was transcribed and played back over MBS at 9 a.m., EDT., when the network opened. Insert was heard over WOR-MBS during the Henry La Cossette program. The description by Grauer was carried in part by WNBC during the Max Falkenburg and Tex McCrary program. Both networks reported signal reception from Brazil was good. In addition to Grauer, NBC also went along on the expedition cameraman Leroy Phelps, who did the pool television filming at Bikini last year, and engineers Harry Grelick and George Anderson. Phelps carried three cameras with him to do the job, one of them a special time lapse camera which takes one exposure every 30 seconds. Consequently, the WNBC television audience will see the four minute total eclipse in much faster time. NBC television reported exclusive coverage on the event through arrangement with the National Geographic Society.

## WOR Employees Vote Down Proposal For Union Shop

(Continued from Page 1)

those voting for the union favored affiliation with CIO and six gave preference to AFL. In a separate vote the studio attendants and porters, numbering 17, cast a majority vote favoring affiliation prior to the election. This election was also under the supervision of NLRB. Meanwhile, Paul Lubow, executive secretary of the Radio Guild of GOPWA, announced last night that the union will file a complaint with NLRB charging "company intimidation" prior to the election. Lubow also said WOR officials will be asked to begin immediate negotiations with the union for a contract covering studio men and porters.

## ABC's Mowrey On WNYC

"Seeing is Believing" will be the subject of a talk on television by Paul Mowrey, manager of the American network's video department, at the Town Hall Club Forum at Town Hall on Tuesday, May 27 (WNYC at 15-1:45 p.m.).

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RECORDING CORP.  
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Amb. 2142 • Chicago 6 Sta. 5635

## Need For More CBC Revenue Stressed In Canada Commons

(Continued from Page 1)

to the CBC free from collection charges.

Because the national system had been unable to get this collection-free license fee revenue, Dr. Frigon told the committee that for the current fiscal year the CBC had to budget for a deficit of \$265,000. "We can manage this year," he said rather mournfully, "by spending all our reserve. Unless Parliament authorizes the government to take care of the cost of collecting license fees we will have to change our fundamental operations for the next fiscal year (1948-49) by completely revising downward our present organizations."

Many projects would need more money, including the provision of larger and more centralized CBC facilities in Montreal, Dr. Frigon told the committee. Four buildings in that city are now used by the CBC, and in at least one of them "we are threatened with eviction within two years. We may find ourselves without studios at all in Montreal if we do not take steps without delay to obtain new accommodations."

### Mull 2nd French Web

Establishment of a second French network had been studied, but Dr. Frigon said, "we have found that to do this in Quebec would be altogether too expensive under our present financial position." A new 10 kw., station in the Chicoutimi area will be built this summer, he added. A site at a point between Chicoutimi and Jonquieres had been purchased. The new transmitter will replace the 1 kw., station now in operation at Chicoutimi.

Total CBC revenues for the fiscal year 1946-47 were \$5,808,000, of which \$3,910,000 was from listening fees and \$1,786,000 from commercial broadcasting; expenditures totalled \$5,878,000 leaving a deficit of \$70,000. Commercial revenue was about \$100,000 ahead of the previous year. "We are still keeping away from strictly local merchants business and from the very lucrative spot announcements," said Dr. Frigon.

Dr. Frigon dealt at length with the work of the CBC's international service and said that last year more than 1,000 separate CBC programs were

relayed in Britain, Europe and South American countries. In two years the service has received 25,000 letters from foreign listeners commenting on the good quality of entertainment provided.

The need of additional revenues was made additionally plain to the House of Commons committee on radio broadcasting by A. Davidson Dunton, chairman of the board of governors of the CBC, who in his report to the committee opposed any increase in commercialism as not being in the interests of the national system or its listeners.

"We know that there are many things which the national system should do if it had the means," Dunton said. "It should provide more good programs by Canadians for Canadians. It should play an even greater role than it does today in the development of the cultural life of Canada. It should improve many of its services. It should have better means of finding out what listeners want to hear and what they think of programs on the air. But all these things cost money. The national system can carry out its duty of serving Canada only so far as it has the means to do so."

When the United Nations general assembly met in New York last fall the CBC international facilities were used two hours a day to enable foreign delegates to report to their people at home. The United Nations paid the cost of the wire from New York to Montreal, but the CBC assumed other costs.

### Another Hearing Next Month

Before the committee began hearing testimony, it agreed that representatives of the Canadian Association of Broadcasters should be heard during the first week in June.

The committee agreed to a tentative agenda drawn up by a steering committee. The report suggested the committee's discussions cover the CBC report, the CAB report, the question of newspaper ownership of

## Ascap Sets Up Group To Administer Affairs

(Continued from Page 1)

comprises: Herman Greenberg, sales manager in charge of licensing activities; George A. Hoffman, controller in charge of accounts, finance and general personnel; Richard F. Murray, manager of foreign relations in charge of foreign matters, all internal statistical departments and publicity; Herman Finkelstein, resident counsel in charge of all legal activities carried on at the premises of the society, Schwartz & Frohlich, general counsel, manager in charge of litigation.

Virtually all of the above have already been doing similar work and with the organization for some time. The abolishment of the post of general manager further decentralizes the activities of the society and places it in the hands of a group rather than one man. This is expected to preclude too much of a burden on any one official.

## General Foods To Sponsor New Tele Series On NBC

"The Wife Saver," featuring Allen Prescott, begins a new series over WNBC tomorrow night at 8:30 under sponsorship of the General Foods Corp.

Format of the show will consist of four sections, a resume of practical household hints by Prescott; weekly appearance of a housewife who has written the best letter describing a labor-saving household device; presentation of "Rube Goldbergian" device to save labor, etc., and a description by a department store representative of "what's new" in the field of household time savers.

Show will feature two GF products, La France and Satina, on alternate Thursdays. Agency is Young & Rubicam.

radio stations, the question of establishment of an appeal court to which private stations could appeal CBC decisions and also the question of provincial government ownership of radio stations.

1906 **Henri** 1947  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR  
Famous French Candies  
15 East 52nd St  
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**HOTEL STRAND**  
Atlantic City's Hotel of Distinction

The Ideal Hotel for your Spring Vacation. Beautiful Salt Water Rooms. Baths. Glass enclosed Sun Porches. In the heart of Activities. Lightful Cuisine. Garage on premises.

**FIESTA Grill & Cocktail LOUNGE.**  
An added feature of this complete hostelry

**EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK**



## Communications Act Revision Proposed

(Continued from Page 1)

that he would have affirmative legislation before him before any attempt was made to probe into FCC operations. Submission of the forthcoming bill will bear out this statement. On the other hand, he was taken great pains with the bill itself, and is offering what he hopes will provide a basis for legislation which can be passed and voted into law.

That anything will be accomplished in the direction of passage for such a bill this year is extremely unlikely. Even if it went through the Senate, it is not likely that it would go through the House before considerable time had elapsed—certainly not before next Spring.

Although details of the bill are not yet available, it is known that it contains provisions regarding time equality for political candidates and for discussions of controversial issues similar to those of the old White-Wheeler bill.

### Conjecture Rife

Radio circles here are waiting to see how closely the new bill will follow the White-Wheeler bill of three years ago. It is known that the major impact of the bill upon existing radio law would be felt in the procedural parts of the present act. It is believed that the revisions to be included in the new bill are based upon and follow quite closely upon the provisions of the old White-Wheeler bill. Among these provisions was one providing as follows:

Sec. 12. Amend section 402 of Title IV by striking out the whole of said section and by inserting in lieu thereof of the following:

"(A) The provisions of the act October 22, 1913 (38 stat. 219) as amended, relating to the enforcing or setting aside of orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under its act (except those appealable under the provisions of Paragraph (B) hereof), and such suits are hereby authorized to be brought as provided in that act. In addition to the venues specified in that act, suits to enjoin, set aside, annul, or suspend, but not to enforce, any such order of the Commission may also be brought in the District Court for the District of Columbia.

"(B) Appeals may be taken from decisions and orders of the Commission to the United States Court of Appeals for the District of Columbia in any of the following cases:

"(1) By an applicant for any instrument of authorization required by

## SOUTHWEST SIDELIGHTS

**K**ISS, FM voice of KMAC, San Antonio, owned and operated by Howard W. Davis will increase its operating power in June to 10,000 watts and contemplates to increase to 50,000, its authorized maximum strength in November.

R. W. Calvert, operating as the Hill County Broadcasting Co., has been authorized by the FCC to operate a new standard broadcast station at Hillsboro. Outlet will operate daytime hours only with 250 watts on 1560 kilocycles.

Winifred Bradford Bloom, better known on the air as Betty Bradford has joined the staff of KTSA, San Antonio, and is airing a quarter-hour program Monday through Friday for the women, which consists of timely household hints and recipes.

A new series of programs of international good-will theme, is the "New Spanish Trail" being heard over WOAI, San Antonio for a quarter-hour each Tuesday and Thursday. Airing features the WOAI staff orchestra conducted by Mel Winters, songs by Rosita and Lloyd Breyer as announcer. Henry Guerra describes a different Latin American city each program.

KIXL and KIXL-FM, Dallas now under construction and soon slated to take to the air are offering readers of their weekly column in the Dallas Morning News \$10.40 for comments regarding the series of articles on the construction and progress being made on the two stations. 1040 is the wavelength of KIXL. Both stations are owned and operated by Lee Segall.

New series of audience participation shows is being aired from the stage of a local theater at Harlingen through KGBS. Programs are titled "Do People Know Everything?" and also contain a session of "You Have To Take It With You" which consists of bulky prizes which the contestant must cart off. Airings are sponsored by the Kree-Mee Cream.

Pat Atkinson, has resigned his post as control room operator for WOAI, San Antonio to enter private industry.

Charles L. South, operating as the Coleman County Broadcasting Co.,

this act, or the regulations of the Commission enacted pursuant to this act, for the construction or operation of apparatus for the transmission of energy, or communications, or signals by radio whose application is denied by the Commission.

"(2) By any applicant for the permit required by Section 325 of this act, or any permittee under said section whose permit has been modified, revoked, or suspended by the Commission.

"(4) By the holder of any instrument of authorization required by this act, or the regulations of the Commission enacted pursuant to this act, for the construction or operation of apparatus for the transmission of energy, or communications, or signals by radio, which instrument has

has been granted license for a new standard broadcast station at Coleman which will operate with 250 watts daytime on 1000 kilocycles.

Jack McCoy, WOAI, San Antonio staff announcer has left the station to join the staff of KNX, Hollywood, Calif.

Robert B. Jones, Jr., station relations manager of the ABC Central Division is a visitor at ABC affiliates stations in Houston, San Antonio, Fort Worth and Dallas.

Ralph Ramos, veteran newspaper man in Texas and Ohio, has joined the news staff of KFDM, Beaumont.

Troy McDaniel of KGBS, Harlingen announces that KGBS-FM will take to the air this week operating with a power of 3,000 watts. KGBS is all ready on the air also according to McDaniel, operating full time with 250 watts on 1240 kilocycles.

The FCC has granted a power increase to KSFA, Nacogdoches which recently took to the air operating on 860 kilocycles daytime only. Power increase is from 500 watts to 1000 watts.

Hugh A. L. Half, president and general manager of Southland Industries, owners and operators of WOAI, San Antonio, announced a wage increase for all employees of the station to meet higher living conditions.

Newcomers to the staff of KTSA, San Antonio include Ellen Stapp to the continuity department, Gerald Cotten, as office boy and Coleman Barber, formerly with the Merchant Marine, to the staff of engineers.

### "Gang Busters" Renewed

L. E. Waterman Co., has signed a 52-week renewal contract with ABC covering sponsorship of "Gang Busters" heard over ABC Saturday night from 9 to 9:30 p.m., EDT.

The renewal contract is effective Saturday, September 13 and was signed through Charles Dallas Reach Co., as the agency.

L. E. Waterman Co., on behalf of its fountain pens, pencils and ink has been sponsoring "Gang Busters" over the ABC network since September 15, 1945.

been modified, revoked, or suspended by the Commission.

"(6) By any radio operator whose license has been revoked or suspended by the Commission."

In addition, the new bill is expected to provide for annual election by the Commission of its own chairman. Commission chairmen are now designated by the White House. Rotation of the chair will not be directed, however, nor will the bill direct that the Commission be split into a broadcast and a common carrier section, as did the White-Wheeler bill. Such a division may be accomplished, however, if the Commission so desire—and it is reliably reported here that some thought is being given by the present Commission to setting up such a division.

## New AM Licenses Announced AT FCC

(Continued from Page 1)

Corp., WNOK, Columbia, S. C.; J. Tighe, KTIP, Porterville, Calif.; Radio WKYV, Louisville, Ky.

The FCC yesterday announced adoption of an order granting applications for new AM stations in Albany, N. Y., Durant, Okla., and Fort Worth, Texas. In so doing the Commission granted the petitions of Patron Broadcasting Co., the Texhoma Broadcasting Co., and the East-West Broadcasting Co., that their applications be severed for consolidated hearing. Under the grants, Patron will operate in Albany, 10 kw., unlimited; Texhoma in Durant on 1540 kc., 25 kw., unlimited; East-West in Fort Worth also on 1540 kc., 5 kw., day, 1 kw., night, unlimited.

### Waterloo Case Decided

The Commission also ordered that the petition filed by Josh Higgin Broadcasting Co., licensee of KXEL Waterloo, Iowa, insofar as those grants be dismissed.

## Trendle-Campbell Shows Set Detroit Originations

(Continued from Page 1)

"Challenge of the Yukon" will be carried sustaining starting Thursday June 12th.

Other Trendle-Campbell productions are "The Lone Ranger" heard Monday, Wednesday and Friday "The Green Hornet" heard Tuesday "The Hornet" goes from a sustaining to a sponsored basis June 3rd with General Mills as the bankroller. General Mills has sponsored the "Ranger" for seven years.

The same writing-directing staff produces all three shows. A sponsorship deal is jelling for the "Yukon" but arrangements are not complete. The "Yukon" deal brings the total Detroit network originations to five programs—all emanating from the WXYZ studios and carried over the ABC net.

Along with radio productions Trendle and Campbell operate station WTCB an NBC affiliate that opened in Flint, Mich., April 27th.

## Three NBC Execs Promoted In N. Y., Wash. Activity

Three executive promotions in NBC's New York and Washington outlets were announced yesterday, two of which reflect heavy activity in the web's FM and television.

William Burke Miller, formerly assistant manager of WNBC, has joined the television department as program editor and is succeeded by Thomas B. McFadden, formerly director of news and special events for the NBC flagship.

William R. McAndrew, director of news and special events for NBC-WRC in Washington, has added the duties of assistant to Frank M. Russell, vice-president in charge of Capital office.

### WANTED

Program director for a fine station in Florida. Dynamic young man or woman who has had experience in creating programs and special events. Salary to start —\$50.00.

BOX 363, RADIO DAILY,  
1501 BROADWAY, NEW YORK 18, N. Y.

# PROMOTION

## KABC Promotion Piece

A throwaway promotion piece used during San Antonio's recent Fiesta parades by KABC, San Antonio consisted of a 3 x 5 inch card with a pen-knife firmly glued in the center. Copy of the card was headlined: "A Good Tip, Listen To These KABC Programs," tying in, along with illustrations, with the Western motif of the parade. A listing of the various programs aired on KABC by Sommers Tug Chain of 22 local stores was also given on the card. Five thousand of the pieces were thrown from the parade floats to the crowds that lined the streets along the five mile route taken by the parade.

## WOWO Mailing Folder

WOWO, Fort Wayne, Ind. has mailed out folders on "Another Satisfied Customer," which reproduces letters from clients on the basketball tournament broadcasts. Inside contains reproductions of letters from listeners of the series. Back page gives market figures. All major agencies are receiving this mailing piece.

## Make It Or Leave It" Moving To NBC July 27

(Continued from Page 1)  
The vice-president in charge of sales, it is revealed that "Dr. I. Q.," sponsored by Mars, Inc., through Grant Advertising Agency, will move from Monday 10:30 p.m., to the same night 9:30-10 p.m., effective July 7.

## United Nations Leaders Guests On WNBC Program

Mary Margaret McBride, WNBC columnist, devoted her 45-minute period yesterday to the subject of United Nations, with the program originating at the luncheon meeting of the Advertising Women of New York, Inc., in the north ballroom of the Hotel Astor.  
Among the dignitaries from UN who appeared on the program were Benjamin Cohen, assistant secretary general in charge of public information; Dr. P. C. Chang, Chinese delegate; Awad Kahalidi, Iraq delegate.  
Discussion developed need for deeper knowledge of the functions of United Nations with the speakers explaining the various departmental activities.  
Mary McClintock, president of the AWNY, presided at the luncheon, with Mrs. Hays acting as luncheon chairman for the introduction of the guests.

# NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of May 9-15, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Across The Alley From The Alamo.....	Criterion
Almost Like Being In Love.....	Sam Fox
Anniversary Song .....	Mood Music
April Showers .....	Harms
Do You Love Me Just As Much As Ever.....	Goldmine
Dream Dream Dream.....	Thomas
Guilty .....	Feist
Heartaches .....	Leeds
How Are Things In Glocca Morra.....	Crawford
I Believe .....	Sinatra Songs
I Do Do Do Like You.....	Harms
I Wonder I Wonder I Wonder.....	Robbins
If This Isn't Love .....	Crawford
Illusion .....	Pemora
It's The Same Old Dream.....	Sinatra Songs
Ivy .....	Burke and Van Heusen
Linda .....	E. H. Morris
Mam'selle .....	Feist
Managua, Nicaragua .....	Encore
Midnight Masquerade .....	Shapiro-Bernstein
My Adobe Hacienda .....	Southern
(There Is) No Greater Love.....	World
Roses In The Rain.....	Barton
That's How Much I Love You.....	E. H. Morris
That's Where I Came In .....	Robbins
Time After Time .....	Sinatra Songs
We Knew It All The Time.....	Melrose
Would You Believe Me .....	Remick
You Can't See The Sun When You're Crying.....	George Simon
You Should Have Told Me.....	Jefferson

## Fats Waller Week

The week of May 18-25 has been designated as "Fats Waller Week," and WOR-Mutual will pay special heed on several of their programs to this outstanding jazz personality. The "This Is Jazz" program, heard Saturday, May 24, from 2:30 to 3 p.m., will be a special memorial program to Waller, with James P. Johnson, Waller's former teacher appearing on the program together with Sidney Bechet, playing all Waller compositions. Mutual's "Harlem Hospitality Club" program, heard Monday through Friday, 2:30-3 p.m., will feature a special memorial program during the week, dedicated to Waller.

## Fraser To Sub For Kiernan

Gordon Fraser, ABC commentator and former war correspondent for the network, will substitute for Walter Kiernan on ABC's "Kiernan's Corner" while Kiernan is on vacation for the week beginning Monday, June 23. "Kiernan's Corner," an ABC cop program is heard Monday through Friday at 2 p.m., EDT.

# CHICAGO

By NAT GREEN

IRA BURTON, WBBM "Star-Quest" winner and currently heard twice a week on WBBM, will be married late in June to Georgiana Seals.

WGN will broadcast the International Golden Gloves bouts at the Chicago Stadium on May 28, with Jack Brickhouse at the ringside mike and Harry Creighton giving the color commentary.

"Sports Final," a new five-a-week series on WBBM featuring a nightly roundup of baseball, tennis, golf and other major sports events, premiered Monday, May 19 with Fahey Flynn at the mike and Bob Cunningham as the announcer. Program is sponsored by the Kingsbury Beverage Co.

Arthur J. Passaglia, formerly with Daprato Studios and Deluxe Productions, Chicago, has joined ABC's promotion and advertising department as an artist.

John Harrington, WBBM news and sportscaster, begins a new three-a-week program, "Sportraits," today, and will each day present a feature story of some outstanding sports figure or an account of some unusual sports event. Later in the season horse racing will be included and broadcasts will be made directly from Arlington and Washington Park race tracks.

# STARS OVER KMBC



CAROLINE ELLIS

Like all KMBC personalities, Caroline Ellis is nationally publicized and nationally known! Caroline is KMBC's woman commentator with a daily "Happy Home" quarter hour. Hitch your favorite to a "Star" from Free & Peters, Inc.

# KMBC

OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

Send Birthday Greetings To

May 21

Frank Cooper      Dennis Day  
Horace Heldt      Arthur Kemp  
Lucille Manners      Leonard Stokes

Baltimore's Listening Habit

**WBBM**

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

JOHN ELLER

GEORGE W. PETERS

IN CLEVELAND IT'S

# WHK



BEHIND THE MIKE

By SID WEISS

UNITED STATES in the WORLD of ART," a short-wave broadcast series, will feature a special presentation of "Finian's Rainbow" this week. During the half-hour show beamed to six European countries, Latin America and the Far East, Sidney Berry, narrator, will guide the English-speaking listeners in learning how the smash musical came into being. Overseas broadcast will be highlighted with records made by the original company.

Writers Newsletter, conducted and published by Jessyca Russell Enterprises, has appointed Helen Colten, of Hollywood, as its West Coast rep.

Eddie Newman, WOR's all niter, has set aside his next Monday ayem broadcast to be "Gregg Sherwood" nite in honor of Miss Sherwood, who's appearing in the Broadway play, "A Young Man's Fancy."

Dwight Weist narrating a film for National Confectioners' Association demonstrating significance of candy as a food.

Scripteaser Lillian Schoen playing hostess to her distinguished dad, Prof. Max Schoen, just retired after 25 years on staff of Carnegie Tech.

Sen. Ed Ford has completed a painting of Bobby Clark, star of "Sweethearts." Portrait can be seen at the Lambs Club.

Shep Fields' Glen Island Casino got off to a terrific opening Thursday nite with saloon editors coming by land, sea and air. Tex Beneke's ork will be heard 4 times weekly over CBS.

Mark Goodson and Bill Todman working on new program which will allow participants to see how good they'd be as comics.

Bea Wain and Andre Baruch are giving WMCA a terrific hypo with the parade of guestars who've been dropping in on their "Mr. and Mrs. Music" disc jockey series. This week they'll have Lucille Ball and Fred Astaire.

WWRL To Air Benefit

WWRL will broadcast the Knights of Pythias Annual All-Star Show to be held at Madison Square Garden tonight. Among the stars who are scheduled to appear at the "Night of Knights" benefit show are Bill Robinson, Belle Baker, Henny Youngman, Willie Howard, Zero Mostel, Richard Tucker, Regina Resnick, Phil Brito, Lenny Kent, Golden Gate Quartet, Lecuona Cuban Boys, Jimmy Lunceford's orchestra and N. Y. "News" columnist Ed Sullivan. Station will carry the show from 11 p.m., until midnight.

IN CLEVELAND IT'S WHK

COAST-TO-COAST

CALIFORNIA

OAKLAND—In answer to many pleas from parents for a children's show that is not, as one father puts it, "Overstimulating, stupid, bloody, or contributory to juvenile delinquency," KLX has inaugurated a new series of children's plays, performed by juvenile actors of professional caliber and written and narrated by Mrs. Ellen Reisewitz who did a similar program for WREC in Memphis. . . .

SAN DIEGO—Radio editor, Terry Nolan, of the San Diego Daily Journal, and author of "Air Fare," this week inaugurates the Journal's first annual Radio Poll. Participating in the plugging are the five San Diego radio stations: KSDJ (CBS); KFSD (NBC); KFMB (ABC); KGB (Mutual); KYOR (independent).

INDIANA

FORT WAYNE—Forty-five salaried workers and supervisors at WOWO will share general pay increases affecting more than 200 other workers at Westinghouse radio stations. Raises range from a flat \$5.00 a week to seven per cent per 40-hour week in the lower brackets, whose employees include office workers, receptionists and secretaries. Current increases are the second to Westinghouse broadcasting personnel within a year. . . . INDIANAPOLIS—Richard M. Fairbanks has been elected president of WIBC which is owned by the Indianapolis News. He had been a director of the station since 1944 and is now on inactive duty as a lieutenant commander in the Navy, having served previously from 1942 to 1946.

MISSOURI

KANSAS CITY—Patten Hanson, star of the Resident Theater production, "Joan of Lorraine," recently guested on the Hometown Gossip program over KCMO. . . . ST. LOUIS—KMOX won a first prize, honorable mention and special mention in the annual exhibition of St. Louis advertising, sponsored by the Women's Advertising Club of St. Louis. The first prize in the radio classification was presented for "The Land We Live In" program, a dramatic series sponsored by Union Electric Company. Honorable mention was accorded the station in the direct mail classification and a special mention was granted for the "co-ordinated campaign to introduce the 'New Voice of St. Louis'" on April 7 (when the station dedicated its new transmitter).

NEW JERSEY

NEWARK—WAAT, in co-operation with the Essex County Council of Churches recently inaugurated a new series of 15-minute programs dealing with the problems of the modern family. Written and produced by Carlton E. Morse of "One Man's Family" fame, the programs highlight the theme, "So You Want to Stay Married". . . . TRENTON—Frank E. Wellman, sales counsel of WTTM, was elected program chairman for the Anniversary Banquet of the Advertising Club of Trenton. Elaborate plans include a surprise visit of NBC officials, Hollywood stars and state officials to celebrate the occasion.

NEBRASKA

OMAHA—The first sponsored FM radio program in Nebraska has been contracted over KOAD by the J. L. Brandeis & Sons Store. It will be a one-hour musical show beginning at 9 a.m. daily. Station sales manager B. C. Corrigan said the store, also, is one of the first department stores in the country to sponsor an FM broadcast. . . . Professional baseball was in the spotlight again in the KBON area when the Omaha Cardinals of the reorganized Western League recently opened a 130-game series. Omaha fans are enthusiastic about their new baseball team and a large listening audience has already been reported for the KBON play-by-play broadcasts.

NEW YORK

BUFFALO—WEBR, in conjunction with the Buffalo Baseball Club, has launched a new program to help promote boys clubs in Buffalo and the Western New York area. The program, a baseball quiz, known as "Batters Up," calls for three contestants who will be asked a series of questions regarding the sport. The one who is outstanding from each day's quiz will appear in a "show-down" quiz each Friday and that winner will then join the competition, held at the end of the month, for the honor of being Bat Boy for the Buffalo Bisons for a day. . . . WHITE PLAINS—The success of "Brotherhood Week," observed last winter, has resulted in a year round program over WFAS aimed to carry on the principles of harmony for which it stands. The first program, at which Mayor Silas Clark officiated, featured Russell Janney, author of "Miracle of the Bells."

INDIANA

ANGOLA—A 5,000-seat amphitheater and picnic grounds, complete with outdoor fireplaces, bridle paths, dance hall (for square dancing), horseshoe pitching grounds, boats and Indian trading post, will be built on the shores of Buck Lake, three miles northwest of here, for the summer headquarters of the "Hoosier Hop" radio show. Starting May 31, the program will be aired from the outdoor theater each Saturday night, and will originate from WOWO, Fort Wayne. . . . FORT WAYNE—William T. Davies, assistant to WGL's manager Pierre Boucheron, was awarded a silver and wood plaque from Louis J. Spillson, Fort Wayne chairman of the Greek War Relief Drive "in recognition of his promotion of fellowship" for the drive, which has drawn supporters in all parts of the country.

Radio script writer, immediate opening, national organization with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established nation-wide transcribed dramatic shows, local and regional broadcasts; also promotional and public relations activities advancement open to individual capacity. Position held for World War II veteran. Submit scripts, background resume, with first reply. Address Box 361, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

EQUIPMENT

G. E. Orders For First Quarter

Orders received by the General Electric Company during the first three months of 1947 amounted \$272,539,000, President Charles Wilson announced last Friday. This compares with \$285,318,000 of orders received in the last three months of 1946. "Following customary practice and in addition to the sales value of products which normally cannot be shipped immediately upon receipt of the order, these figures for orders received include the sales value of such products as appliances, lamps, etc., actually shipped during each respective period," Wilson stated. "Orders received in the first quarter of last year totaled \$111,755,000, but that amount is not comparable with the figure for the three months ended March 31 this year because no shipments were made for nine of the first 13 weeks in 1946 due to the strike," said Wilson.

Philip Caldwell Appointed

Philip G. Caldwell has been appointed manager of sales of the General Electric transmitter division, Syracuse, N. Y., it has been announced by C. A. Priest, division manager. In this capacity Caldwell will have responsibility for sale of all of the products of the division.

WORLD PREMIERE

Baltimore, Md. Any world premiere of necessity takes in a lot of territory but that's just what's happening on the latest WFBR produced program. "World Tours"—Radio Global Quiz—featuring Lt. Col. George R. Hutchinson of the Flying Hutchinsons made its bow on WFBR May 8th.

Featuring the largest electric world map in existence—and an electric totalizer board, this show offers cash prizes up to \$100 per broadcast.

Some smart sponsor will buy it. How about you? WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

# New NAB Rule Re Webs

## Mundt Bill Approved By House Committee

Washington Bureau, RADIO DAILY  
Washington — The Mundt Bill, which provides for the setting up within the State Department of a permanent international information operation, was approved yesterday by the Foreign Affairs Committee of the House of Representatives.

The effect of the possible passage of this bill and, with such passage, the appropriation of the needed funds, will be to continue the pres-

(Continued on Page 5)

## Tele Caravan Break-In Gets Started At Reading

Reading, Pa.—Break-in demonstration of the RCA-Victor-Allied Stores television caravan got under way yesterday at Pomeroy's department store with 11 merchandising telecasts being shown on television receivers stationed at points of vantage throughout the store.

The television demonstration, under the personal supervision of Samuel Huff, former general manager of WABD, New York, marks the first

(Continued on Page 4)

## Edgar Hoover Receives WJR '46 Good Will Award

J. Edgar Hoover, FBI chief, was presented with the G. A. Richards '46 WJR "Good Will Award" for his outstanding speech on Americanism it was announced yesterday. The award was made for Hoover's address on communism at the annual convention of the American Legion in San Francisco last September.

In accepting the award, the FBI

(Continued on Page 2)

### Educational

Chicago — A new combination studio and radio newsroom has been installed on the Evanston campus of Northwestern University by the Medill School of Journalism, in which journalism students will gather, write, edit and deliver 11 news programs daily through FM station WEAW. This arrangement is believed unique in the field of American education.

### Tribute

Ladies in Gray, the women who volunteer their services as visitors to veterans hospitals in the New York area, received a tribute from John Gambling on his WOR program yesterday. Gambling introduced a number of the ladies who were en route to the Kingsbridge Hospital. Among them was his wife, Rita.

## Gerl Sees Wide Market In Expanding FM, Tele

Buffalo—Current resistance on the part of the consumer public to prices of radios was minimized as a "temporary occurrence" that will be swept away with the rapid expansion of the radio and television market in which the sales possibilities are "overwhelming," according to Joseph Gerl, president of Sonora Radio & Television Corp.

In an address before the Greater

(Continued on Page 8)

## McCormick Re-elected Pres. At WGN Annual Meeting

Chicago—At the annual meeting of WGN, Inc., Col. Robert R. McCormick was re-elected president; Chesser M. Campbell, vice-president; Frank P. Schreiber, treasurer, and J. Howard Wood, auditor and controller. Schreiber, who is general manager of WGN, also was elected

(Continued on Page 3)

## Benny Smash Opening In N. Y.; Friend Allen Takes A Look-In

By M. H. SHAPIRO  
Managing Editor, RADIO DAILY

Twelve years ago, Jack Benny played the Roxy Theater, New York, and according to Fred Allen, Benny killed vaudeville at that particular time, and, is now "returning to the scene of the crime." When Benny returned yesterday forenoon, there were nearly 6,000 patrons sitting or standing in the house, with 2,300 of them having arrived and stood in

## Board Changes Networks' Membership From Active To Associate Status; ABC Joining On This Basis

## World-Wide B'casting Sets 2 Million Program

A \$2,000,000 program for expansion of the World Radio University, short-wave series conducted by the World Wide Broadcasting Foundation, and its station, WRUL, Boston, was announced this week by Dr. Harlow Shapley, chairman of the Foundation's board of trustees and director of the Harvard Observatory. Foundation, a non-profit, non-commercial

(Continued on Page 7)

## Wakefield Re-Nominated For 2nd Term With FCC

Washington Bureau, RADIO DAILY  
Washington—President Truman yesterday nominated Ray C. Wakefield for a second term as member of the FCC. Quick confirmation is expected by the Senate.

Although there was considerable

(Continued on Page 3)

## Gleeson Announces Plans For New Coast Tele Station

Los Angeles—W. L. Gleeson, president of Broadcasting Corp., of America, headquarters at KPRO, Riverside, announces construction to start

(Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—The NAB board of directors yesterday approved a by-law provision switching network membership from active to associate status.

It was also revealed that ABC will join NAB as an associate member. Thus, for the first time, all the networks, as now constituted, will become members of the NAB. In a telegram sent to the NAB president, Justin Miller, Mark Woods, American network president, accepted the in-

(Continued on Page 5)

## Sharp Price Reduction Announced On Radios

Retail price reductions from 30 to 40 per cent on two radio receiver models in the Majestic line are being announced today for the New York metropolitan area by Majestic Brands, Inc., local distributor. The special campaign, to be offered until inventories are exhausted, is made independent of the manufacturer, being

(Continued on Page 8)

## Women Broadcasters Will Meet In Hartford

Women broadcasters from six New England states will gather at Hartford, Conn., June 13-14 for the meeting of the First District, Association of Women Broadcasters, Marie H. Houlihan, chairman of the publicity

(Continued from Page 5)

### Profiled

John Kieran, erudite savant of "Information Please," authority on the widely divergent subjects of sports, birds and the works of the world's poets and authors, past and present, with special emphasis on the Bard of Avon, will be profiled in the June issue of "Liberty" magazine in an article titled "Poet and Pedant." The piece is authored by James Kieran.

(Continued from Page 5)



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

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★ COMING AND GOING ★

DORIS CORWITH, assistant manager of the public service department at NBC, is in Cumberland, Md., where today she will be interviewed over WTBO, the network's affiliate in that city.

EDGAR KOBAK, president of the Mutual network, is expected back tomorrow from a short trip to Washington, D. C.

CHARLES GODWIN, director of station relations for the Mutual network, is in Syracuse, where he'll remain through Saturday and then go on to Baltimore to attend next week's meeting of the NAB.

ROBERT B. HUDSON, director of education for CBS, has returned from Athens, Ga., where he was one of the principal speakers at the annual "Institute" conducted by the University of Georgia.

LYMAN BRYSON, counsellor on public affairs at CBS, has returned from West Point, where he attended the meeting of the American Assn. for Adult Education.

BOB WOLFE, associate director of radio for Kenyon & Eckhardt, is in New Orleans for the meeting of Wesson Oil's radio planning board. Following these confabs he'll continue on to Hollywood for work on the Ford and Borden radio accounts.

R. M. FOUNTAIN, one of the owners of WCPS, new station in Tarboro, N. C., and JACK HANNER, general manager, are spending this week in New York implementing plans for their future operations. They'll leave for home tomorrow.

MARTIN CAMPBELL, manager of WFAA, American network outlet in Dallas, Tex., is in Gotham on station and network business.

AL MORGAN, staff writer for the WCBS program, "This Is New York," is in Zanesville, Ohio, for the premiere of "Repeat Performance."

VIRGINIA LEE COMER, national sales representative of Video Associates, Inc., is back at the New York offices following completion of a trip to Chicago and Los Angeles, where she talked television with station reps., agency men and advertisers.

CEDRIC FOSTER, Mutual network news commentator in Boston, is visiting briefly in New York.

HAROLD R. KRELSTEIN, general manager of WMPS, Memphis, Tenn., a caller this week at the offices of ABC, with which the station is affiliated.

FRED MAHLSTEDT, of the research department in the Radio Sales division of CBS, is back at his desk after having spent a few weeks in Chicago on business.

BILL HENRY, Columbia network newsman with headquarters in Washington, D. C., spent Tuesday in New York and returned to the Nation's Capital yesterday.

DOLORES CRAEG, who conducts the WINS Monday-through-Friday program, "Celebrity Corner," will broadcast today her program from Zanesville, Ohio, in conjunction with the premiere of the Eagle-Lion film, "Repeat Performance."

HARRY WISMER, director of sports at ABC, is leaving Washington for Indianapolis, from which point his program, "Champion Roll Call," will originate tomorrow and Saturday.

CRAIG EARL—"Professor Quiz"—is in Syracuse on a five-day visit during which he will fill a series of entertainment dates at schools in the Salt City and will broadcast his Saturday program over ABC from the Lincoln Auditorium.

JOHN DALY, Columbia network newsman, who returned Monday from Memphis, where he had covered the Cotton Festival, left almost immediately for Spartanburg, S. C., to report the lynching trial currently in progress there.

REYNOLD R. KRAFT, sales manager for the television department of NBC, went down to Cranford, N. J., yesterday, to speak before the Couples Club of the town's Presbyterian Church.

PAULA STONE in Chicago for opening of Red Mill.

HUGH TERRY, general manager of KLZ, Denver, chatted for a while yesterday at CBS, with which the station is affiliated.

AL TRACE and the members of his orchestra to New York this week for an engagement at the Pelham Heath Inn and broadcasts over WOR.

FINANCIAL

(Wed., May 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7	6 7/8	7	+ 1/4
Am. Tel. & Tel.	161 1/8	160	161 1/8	+ 1 1/8
CBS A	25 3/4	25 1/4	25 3/4	+ 3/4
Farnsworth T. & R.	5 1/4	5 1/8	5 1/4	+ 1/8
Gen. Electric	33	32 1/8	32 1/2	+ 3/8
Philco	23 3/8	23	23 3/8	+ 3/8
RCA Common	7 3/4	7 1/2	7 3/4	+ 1/8
RCA First Pfd.	73	73	73	—
Stewart-Warner	14 3/4	14	14 3/4	+ 3/4
Westinghouse	24 3/8	23 3/8	24 1/4	+ 3/4
Westinghouse Pfd. B.	105 1/2	105 3/8	105 3/8	— 1/8
Zenith Radio	16 1/4	15 1/4	16 1/4	+ 1 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 3/8	2 3/8
OVER THE COUNTER		
Du Mont Lab.	5 1/2	6 1/4
Finch Tele Comm.	5 1/2	6 1/2
Stromberg-Carlson	11 3/4	13
U. S. Television	1 1/2	2
WCAO (Baltimore)	37	
WJR (Detroit)	15	16

J. Edgar Hoover Receives WJR '46 Good Will Award

(Continued from Page 1)  
 chief commended Richards for his "civic consciousness and his desire to focus wide-spread public attention upon the theme of Americanism and the responsibilities of citizenship."

Joins Paris Staff

David Schoenbrun, special correspondent in Paris since January 1946 has been signed by CBS as a regular member of the web's news staff in Paris, it was announced yesterday.

Beaton Heads Association Of So. Cal. Broadcasters

Los Angeles—W. J. Beaton of KWKW, Pasadena, has been elected president of the Southern California Broadcasters Association. Other officers elected are Ernest Spencer, KVOE, Santa Ana; Thelma Kirchner, KGFJ, Los Angeles, secretary-treasurer. The board of directors will comprise these three officers and Robert O. Reynolds, KMPC, retiring president; Calvin J. Smith, KFAC, Los Angeles; Lee F. Wynne, KGER, Long Beach, and Harry Witt, KNX.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar-spent than any other station in town!

**WEVD**  
 5000 WATTS 1330 K.C.  
 PROGRAMS OF DISTINGUISHED FEATURES in  
 • ENGLISH  
 • JEWISH  
 • ITALIAN  
 3 RESPONSIVE AUDIENCES  
 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA  
 Send for WHO'S WHO Among Advertisers on WEVD  
 WEVD  
 117-119 W. 46 St.  
 HENRY GREENFIELD, Mgr. Director N.Y. 19

FOR RESULTS IN THE Philadelphia MARKET

**WDAS**

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

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



**AGENCIES**

**D. A. MONTEIRO**, manager of McCann-Erickson's office in Sao Paulo, Brazil, has been appointed vice-president of the McCann-Erickson Corp. of Brazil. Monteiro has been with the organization since 1935, when he joined the Company's Rio staff. In 1937, when the Sao Paulo office was established, he was transferred there and appointed manager.

**AL DAVIDSON, JR.**, has announced the formation of his radio advertising firm, Davidson Associates. Firm is already handling a syndicated transcription deal entitled "Women At Work," which will feature Gene Tierney's mother, and which has been sold to 15 stations throughout the country.

**RALPH C. RUGGLES**, New York, has been named national advertising representative of the U. S. Journal, new Washington, D. C., daily. The first edition of the new paper went to press Tuesday, May 20th.

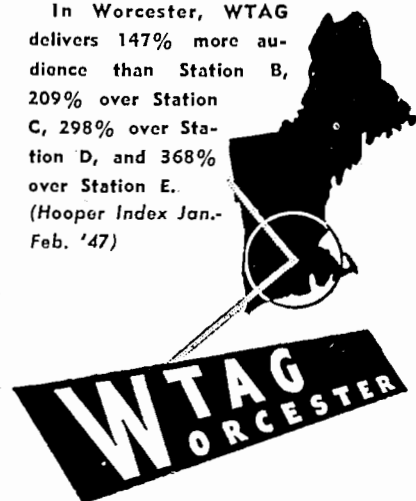
**DAN MICH**, executive editor of "Look," announces the appointment of Joanne Melniker as eastern entertainment editor. Miss Melniker succeeds Patricia Coffin, who will devote her full time to writing and producing important personality features and other articles of general interest. Leonard Schurman will continue in charge of movie reviews. George Eells has been added to the department.

**McCANN-ERICKSON'S** Puerto Rico office has been appointed by C. O. Mason & Co. of San Juan, distributor of Camel Cigarettes in the Island, to handle its advertising for that product. A 15-minute twice-a-week radio show will start shortly.

**Renews Tobacco Program**

Donniford Pipe Tobacco has renewed sponsorship for another 13 weeks of Jocko Maxwell's "Five Star Sports Final" on WWRL. Series is heard every Saturday at 9:15 p.m.

In Worcester, WTAG delivers 147% more audience than Station B, 209% over Station C, 298% over Station D, and 368% over Station E. (Hooper Index Jan.-Feb. '47)



**Wakefield Re-Nominated For 2nd Term With FCC**

(Continued from Page 1)

pressure to appoint a Democrat to the FCC, Wakefield, a Republican, had the backing of FCC Chairman Charles R. Denny. When Wakefield was first appointed to the Commission, he was sworn in by Justin Miller, then associate justice in the U. S. Court of Appeals and now NAB president. Miller and Wakefield have been lifelong friends.

Commissioner Wakefield came to the FCC from the California Railroad Commission. He had served with the California group since 1937 and was its president from August 1938, to January 1940.

He was born at Fresno, Calif., on August 12, 1895.

**McCormick Re-elected Pres. At WGN Annual Meeting**

(Continued from Page 1)

director to succeed the late Capt. Joseph Medill Patterson. Henry D. Lloyd Jr., was elected director, replacing his father, who has retired from the board.

**Will Produce Religious ET's In 17 European Countries**

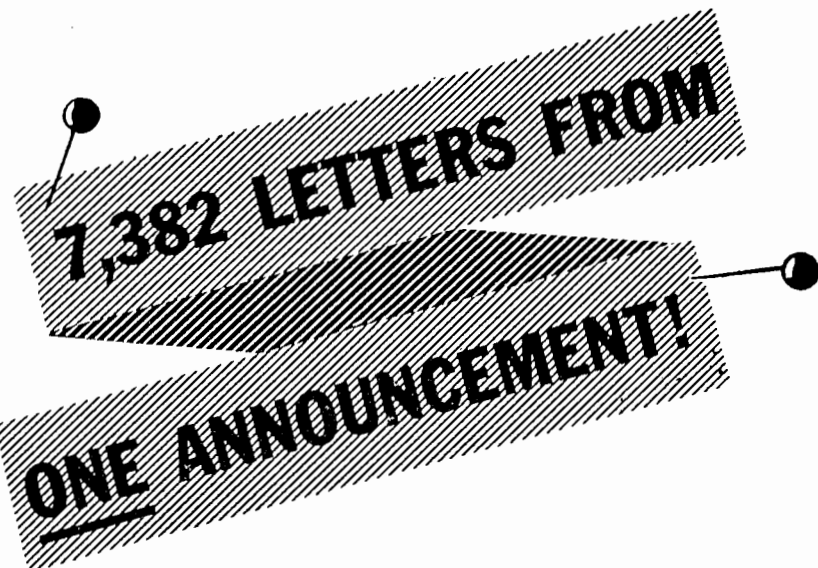
Three months tour of 17 European countries will be made by Frank Papp, NBC producer-director of public service programs, and Noel C. Warwick, engineer for the web's radio recording division, to record material which will illustrate the workings of the Church World Service rehabilitation program. Team is being sent on the tour by CWS, a co-operative relief and reconstruction agency of major Protestant and Orthodox churches, which will turn over the recorded material to the Joint Religious Radio Committee to be made into a series of 13 programs. These will be offered free to all stations in the U. S.

Papp and Warwick will sail from New York on May 24. Using both wire and tape recorders, they will visit displaced persons camps, child feeding centers, hospitals and churches and interview persons who have received aid from Church World Service. When the series is produced for broadcasting, it will be in the form of documentaries, dramatic programs and interview shows.

**Stewart-Warner Election**

Chicago—At the annual meeting of stockholders of Stewart-Warner Corporation held here Tuesday, Thomas H. Bascom, of Winnetka, Ill., was elected a director, filling the vacancy caused by retirement of Robert J. Dunham because of failing health.

All of the other directors were re-elected. They are Irving S. Florsheim, Charles F. Gore, Frank A. Hiter, James S. Knowlson, William A. Patterson and Ralph M. Shaw. Bascom is vice-president in charge of the trust department of the First National Bank of Chicago.



**NO OFFER... NO PREMIUM... NO GIVEAWAY!**

We have a local program called "The Unseen Advisor" every night at 7. After six consecutive years of sponsorship, our client felt that he had saturated his market and gave up the show. In April, we made the following announcement: "We are thinking about discontinuing this program. If you want it to stay on, write us a letter." We made that announcement ONCE. That is all we said.

We received 7,382 letters and 33 telegrams — from that ONE announcement.

The letters came from 42 counties in 5 states, representing a population of 8,456,593 with retail trade of \$2,978,273,000.

We think this is the greatest response to a single announcement on one station in the history of radio. We believe this proves beyond question the tremendous audience WIP delivers.

Yes, we sold the show.

Back to the man who had it in the first place!



PHILADELPHIA • 610 K. C. • IT'S MUTUAL  
Represented Nationally by GEO. P. HOLLINGBERY CO.

P. S. Do-Re-Mi, a musical quiz show at 2.30 P. M. across the board, has been averaging 800 letters a week. It's for sale!

LOS ANGELES

By RALPH WILK

MARILYN MAXWELL, singing star on the Abbott and Costello show, planned out Saturday night for "I Am An American Day" festivities in Chicago, held at Soldier's Field.

Jean Hersholt and Rosemary DeCamp of CBS's "Dr. Christian" are en route to New York to participate in judging the 1947 Dr. Christian Award Contest.

Meredith Willson will conduct the Standard Hour's San Francisco Symphony Orchestra over the Coast NBC net, May 25th, June 8, June 22 and July 6.

Lionel Stander and Florence Lake auditioned a new show, "Leo and the Blonde" for Frank F. Danzig at Universal last week. Show is a 15-minute comedy-drama about a press agent who would like the world to believe he knows all about Hollywood, and his client, a blonde who would like to know more. Danzig cut two programs in the series for audition purposes. Others in cast include Hy Auerbach, Eric Rolfe, Mary Lansing, Tom McKee and Jack Kruetschen. Script is by Robert Libot and Frank Burt.

Quarter-hour of transcribed excerpts from "Duffy's Tavern" broadcast when Lotte Lehmann guested is being released over 1000 stations on behalf of the Veterans Administration.

Bob McAndrews of Young & Rubicam's Hollywood publicity department will address Retailers' Institute dinner sponsored by State Department of Education at Montebello May 27.

Jerry Colonna headed a long list of entertainers featured in a Gay Nineties revue broadcast by KFVB last Thursday, from 10-12 p.m., celebrating the Golden Anniversary of Eastside Beer.

Tele Caravan Break-In Gets Underway At Reading

(Continued from Page 1)

major merchandising tieup with video. Demonstrations of such products as Westinghouse and Hoover vacuum cleaners were included among the 11 presentations. In addition, civic leaders, shoppers and children were televised throughout the day.

First date of the 20-week Allied Stores nation-wide tour will be at Gertz's department store, Jamaica, L. I., during the week of June 3. At this opening, television leaders will join with the press in viewing the traveling video caravan.



Windy City Wordage . . . !

• • • Advance reservations indicate the largest turnout in the history of the Radio Manufacturers Association when their three-day convention gets under way at the Hotel Stevens on June 10 . . . convention will bring together all the leading radio and television manufacturers and promises to produce revealing insights into the stepped up production skeds . . . exhibit space is already at a premium with all the leading manufacturers seeking to display their 1947 products . . . highlight of the gathering will be the annual banquet on Thursday evening, June 12.



• • • June Hanson, director of auditions and talent at WBBM, has resigned to join the Les Mitchell Productions in Hollywood. . . The Dinning Sisters, who left Chicago for Hollywood some time ago, are returning to the Windy City—at least, two of them are, the twins Ginger and Jean. Lou, who was a member of the original trio, is remaining in Hollywood. Ginger and Jean and Jane McGay will be heard, starting June 2, on WMAQ's "Musical Milkwagon." . . . The Friday session of the NBC program and production managers' conference will be thrown open to the press, and will be preceded by cocktails and luncheon at the Drake Hotel.



• • • The network flacks dream up some "doozies," as witness this one, which ABC would have us believe happened: Hungry for a bedtime snack, Gerry Vernon, ABC account exec, rummaged through the refrigerator and found a bowl of left-overs, which he gulped down. "Pretty good hash," he remarked to the cook. "Hash!" she exclaimed. "We haven't had hash in months." "Whole bowl of it in the icebox," said Vernon, suppressing a burp. "My Gawd!" shrieked the cook, "You've eaten half a can of dog food." A customer's man to the last bark, Vernon reluctantly (?) confessed it was the dog food which, beginning June 8 via ABC, will sponsor "Lassie," the movie canine.



• • • The five blazes, new vocal-instrumental group, has signed an exclusive recording contract with Aristocrat Record Corporation, Chicago. . . The Honey Dreamers, vocal quintet heard on several ABC shows, will be one of the busiest groups in radio Saturday, May 24. Following their "Wake Up and Smile" appearance in Chicago, they will fly to Minneapolis, where they will be heard on six Twin City disc programs, and in the evening will head list of performers at University of Minnesota's Junior Ball. . . Russ Brown, former Chicago radio vocalist, is now in St. Louis, where he will begin a new summer musical series on KMOX. Program, "The Seth Greiner show," will feature Greiner, nationally known pianist, and the songs of baritone Brown.



• • • ABC has just issued a 29-page brochure of Don McNeill's "Breakfast Club" show, which begins its 15th year on the air June 23. . . Tom Caffery, WGN staff announcer, is leaving Chicago this week-end to take over as program director of KDYL, Salt Lake City. . . Tony Parish, formerly of WTOP, Washington, D. C. has joined WBBM as staff announcer. . . A new series of broadcasts calling attention to the plight of many World War II disabled veterans was started Wednesday by WAAF. . . Chicago Sunday Evening Club broadcasts over WGNE, local FM station, leave the air May 25, to resume next October.

Something to BARK ABOUT



The only show of its kind in eastern and central New York and western New England, George Michael's CANINE COMMENTS . . . heard each Sunday at 12:15 p.m. over pioneer station WGY . . . is really something "to bark about."

It reaches hundreds of thousands of dog lovers in WGY-land and each week pulls in a stack of mail from interested listeners!

Expert on his subject, dog fancier Michael knows all the answers on pet training, handling and showing, and to this he adds the human interest touch that appeals to everyone.

For complete details on this low cost show contact your nearest NBC Spot Sales office today!

Represented Nationally by NBC Spot Sales

WGY 50,000 watts NBC affiliate

GENERAL ELECTRIC Schenectady, N. Y.

DID JUSTICE TRIUMPH? Audition Records Available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

# NAB Okays New Rule on Web Membership

(Continued from Page 1)

ation to join the NAB as an asso-  
ciate member.  
any change in the by-laws must  
be approved by the NAB member-  
ship. There was no immediate indica-  
tion whether this will be sought  
at the NAB convention in Septem-  
ber or by referendum. At any rate,  
approval of the network switch is an-  
ticipated.  
CBS, MBS and NBC, now active  
members, accepted the reclassifica-  
tion at the board meeting and will  
become associate members if the  
change is approved by the member-  
ship.  
No announcement was made of the  
change in dues made necessary by  
the change in status of the networks.  
Networks now pay an estimated 10  
percent of NAB's total budget. A  
change in the by-laws was neces-  
sary, since there is no provision for  
associate membership by networks.  
Dues which will be paid by the  
networks have been estimated up to \$5,000.  
The NAB board also approved  
more than 100 applications for mem-  
bership. This brings the total up to  
more than 1,268.  
The board also approved the imme-  
diate seating of John F. Meagher of  
WISM, Mankato, Minn., as board  
member. Meagher replaces Ed Hayek  
of WKATE, Albert Lea, Minn., who was  
asked to resign because of ill health.  
The board will end its fast-paced  
two-day meeting today.

# Leeson Announces Plans for New Coast Tele Station

(Continued from Page 1)

within 30 days on a television station  
on 9,000 foot Mt. Cucamonga which  
will be permitted to beam to Los An-  
geles and Hollywood.  
Leeson plans to cover California  
with standard and video operations.  
The station already operates stations in River-  
side-San Bernardino, Brawley-El Cen-  
tro-Indio-Palm Springs.

# WFMJ Under Construction

WFMJ, new FM station in Jersey  
City, N. J., which is rapidly nearing  
completion held ceremonies last week  
for the placing of their first steel for  
the base of their new tower at 26  
Central Square. Those attending the  
ceremonies were A. Lewis King, vice-  
president and general manager; Eu-  
gene E. Ford, secretary; Ramon  
Sieminski, chairman of the board;  
Richard E. Wondsel, vice-president,  
and Edmund Sieminski, treasurer.

# V. A. Honors Warner

Washington — Albert L. Warner,  
head of the Mutual network's Wash-  
ington news bureau, yesterday re-  
ceived from the Veterans Adminis-  
tration a "Scroll of Merit" for his  
work in connection with "The Veteran  
Wants to Know," heard each Sunday  
on MBS from 2:45-3 p.m.

# Benny Smash Opening In N. Y.; Friend Allen Takes A Look-In Mundt Bill Approved By House Committee

(Continued from Page 1)

may be made, the opening was like  
the old days at the famed Palace of  
a Monday afternoon. Everybody was  
there, not only song-pluggers, music  
publishers and talent agency repre-  
sentatives, but an added group never  
known to vaudeville. These gentle-  
men comprised Benny's writers, pro-  
ducers, his sponsor and retinue, the  
agency Foote, Cone & Belding head-  
ed by none other than Emerson Foote  
and names like "young" Hill and  
American Tobacco Co., president,  
Vincent Riggio.

### New Era

Benny, on his return to the Roxy  
was not just the vaudeville come-  
dian who had broken into radio, but  
rather the standard bearer of a much  
advertised product, Lucky Strike  
cigarettes, whose program played to  
millions of people every Sunday  
night. No one connected with the  
enterprise could afford a flop. There  
was no indication yesterday noon  
that those concerned were going to  
lose anything they could not afford.  
Although film exhibitors abhor com-  
mercial reels, or even collateral ad-  
vertising on the screen, all hands  
seemed to take it for granted that the  
Sportsmen Quartet plug of LSMFT  
was an integral part of the show. The  
cash customers loved it. Undoubtedly  
a tribute to the power of radio.

Benny's routine stems from his old  
monologue days in vaudeville with  
the violin at hand but hardly ever  
gets to play "Love in Bloom." Rest  
of the cast interrupts in turn and the  
business and bits gets the laughs.  
Benny's suave delivery returns, more  
leisurely than on the air and every-  
thing clicks. Just before the close,  
something that rarely happens in any  
other business than show-business, a  
friend drops in to help things along.  
This time Fred Allen, who kept mum  
while Benny ribbed him earlier, popped  
into the aisle and went up to the  
stage, demanding his money back.  
Benny managed to work out a deal

with him on his 80 cents admission  
fee. (Later the admission scales to  
upward of \$1.25.)

Benny's close is novel and a great  
help to the theater, he blends right  
into the oncoming newsreel on one  
of his violin "solos."

Allen incidentally charged noth-  
ing to the Roxy for his appearance,  
but Benny will be on the Allen show  
this Sunday night over NBC. Allen  
actually walked unescorted down the  
block of 50th street from Seventh  
Avenue and not a single old "friend"  
hit him up for two bucks on a sure  
thing in the fourth race. It is not  
true about the big "bags" under Al-  
len's eyes. They are much smaller  
than they were years ago when he  
patronized the Somerset barbershop  
and accurately spat tobacco juice into  
the third goboon from the left.

Between acts Benny and his writ-  
ers work on Sunday's program and  
the Roxy will probably be worked  
into the act. Benny is shooting at  
mark of \$176,000 the box office derived  
when a picture "The Razor's Edge"  
did this sum on a holiday week,  
Christmas to New Year's. Benny's  
picture this week is labeled, "The  
Brasher Doubloon." The comedian's  
sked calls for five shows daily and  
possibly six or more on week ends.

(Continued from Page 1)

ent OIC, including its radio and film  
activities. It is likely, however, that  
the funds for the program will be  
considerably below the sums re-  
quested in the budget recently cut  
from the State Department's appro-  
priation bill which was passed by the  
House last week. In that bill, \$15,000,-  
000 had been asked for radio with  
\$3,000,000 requested for motion pic-  
tures. Both were rejected.

### Gets KHON Post

Appointment of Ellis Harris as di-  
rector of news and special events  
for the recently formed Aloha Broad-  
casting System of Honolulu was an-  
nounced by Ralph Fitkin, president  
of KHON, Honolulu. Prior to his  
four years with the Army Air Forces,  
Harris was director of promotion and  
public relations for KDAL, Duluth,  
Minn.

### Special MBS Broadcast

MBS will air a special broadcast  
today, May 22, 8:45-9 p.m., on which  
Earl Bunting, president of NAM and  
William Green, president of the A. F.  
of L., will take part in a debate. This  
is the first radio broadcast between  
management and labor leaders to be  
aired since the passage of the Labor  
Bill by the Senate.

# Women Broadcasters Will Meet In Hartford

(Continued from Page 1)

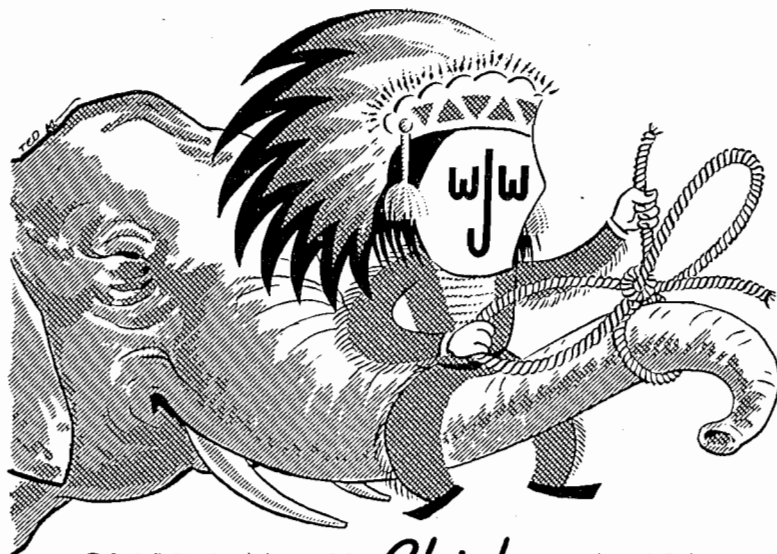
committee, announced in Boston yes-  
terday.

Gov. Charles E. McConaughy will  
be host to the visiting broadcasters  
with the program being arranged by  
Nell Avery Daugherty, WSTC, Stam-  
ford, chairman of the First District.

Alma Kitchell, AWB president and  
Dorothy Lewis, AWB vice-president  
and co-ordinator of listener activities  
for NAB, will be among those at-  
tending the conference. Frances  
Farmer Wilder, slated to succeed  
Miss Kitchell as president of AWB,  
will also attend.

Arrangements for the conference  
are being made by an executive com-  
mittee composed of Fay Clark, WBRY,  
Waterbury, chairman; Una King,  
WTHH, Hartford, and Ida Burbank,  
WTIC, Hartford.

# REMEMBER . . .



## CLEVELAND'S Chief STATION

We don't have to remind an elephant . . . nor do we have to remind  
sponsors that WJW is Cleveland's Chief Station. The Chief makes doubly  
sure that advertisers know what the Hoopers show. In Cleveland, WJW  
delivers more daytime listeners per dollar than any other station.

BASIC 850 KC  
ABC Network WJW 5000 Watts  
CLEVELAND, O. DAY AND NIGHT  
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



## PROMOTION

### Offer Booklet

To promote Johnny Olsen's "Ladies Be Seated" program on ABC, the sponsor, Quaker Oats Company, will offer a booklet of "Aunt Jemima's Menus and Recipes" to all listeners sending in a postcard request. This offer starts May 27. On June 2, the sponsor will offer a combination plastic salt and pepper set to listeners sending 25 cents in coin together with name and address and one box top either from Aunt Jemima Pancake Ready-Mix or Aunt Jemima Ready-Mix.

### KABC Merchandiser

The KABC Merchandiser, station publication of KABC, San Antonio directed to the retail drug and grocery trade, has changed format and increased its page size to 11 x 14 inches. The publication is mailed monthly to over 4,000 retail drug and grocery outlets in the 50,000 watt KABC trade territory.

### NBC Promotion Map

Clients and agencies of NBC will shortly receive copies of "The Delighted States of America," a 24 x 36-inch map of the U. S. covered with Joe Kaufman's caricatures of all NBC stars. Initial printing of the map was 10,000 copies with mailing having commenced on April 23. Reproduced in 14 colors, more than a month was required to hand-cut screens, and more than four months for the entire job. Miss Aneita Cleary, manager of promotion production, and Allen Hurlburt, advertising and promotion department art director, supervised the production.

### Station Lobby Display

A lobby display plugging local station and network stars and featuring cut-out caricatures of personalities involved has been set up by KVOO, Tulsa. Display is in the form of a three-foot-wide panel extending halfway around the 10 x 36-foot reception lobby atop the Philtower in downtown Tulsa and is in five colors. Nineteen caricatures may be used at once and they are so constructed that they may be replaced with others, so that in time, display will handle cutouts of virtually all KVOO-NBC performers.

### Prize: Electric Train

The Quaker Oats Company, sponsors of "Terry and the Pirates," began a new jingle contest on Monday, April 21, in which the prizes are 300 Lionel electric train sets. The contest ended Saturday, May 10. To compete for the contest prizes, children were asked to write a last line to a jingle.

### REPRESENTATIVE WANTED

Hollywood Radio Package agency handling outstanding names in live shows, desires proper New York sales representative. In New York until May 30 to interview. Write

BOX 364, RADIO DAILY,  
1501 BROADWAY, NEW YORK 18, N. Y.

## PICTURE OF THE WEEK



*Alex Rosenman, left, Commercial Manager of WCAU, Philadelphia, and oldest staff member of the Philadelphia station with twenty years of service, presenting Leon Levy, WCAU's General Manager, with a leather bound history of the station which was a gift from the employees on the occasion of the station's silver anniversary. Other staff members witnessed the presentation.*

### Pioneers Sports Duo Set For WINS Series

Sam Taub and Angelo Palange, a sports team famed for its boxing broadcasts in the early days of radio, return to the air as a team via WINS tonight when they begin a Thursday night series, 8:30-9 p.m., titled "Sports Snapshots." Broadcasts will be sponsored by Peerless Camera Stores with William Warren agency handling the account. Palange retired from radio some years ago but Taub has continued on the air and is currently heard over WHN every Sunday.

### Arts Award To Kate Smith By American Brotherhood

American Brotherhood of the National Conference of Christians and Jews yesterday announced the 1947 Arts and Sciences awards of recognition to women making positive contributions to improving human relations and welfare, with the Arts Award going to Kate Smith. Science citation went to Dr. Florence Sabins.

Awards will be presented at a national luncheon to be held in Chicago, Tuesday, June 10.

### Mutual Radio Program Becoming Tele Feature

Los Angeles — Mutual Don Lee's feature "Queen For a Day" becomes the first radio t. c. show to be televised on a regular basis. It started May 21st when Don Lee's television station W6XAO presented the feature on a remote pick-up. In addition to being first such show to be televised, it will be a regular day-time television show on the west coast and will be the first time there has been any regular day time program designed for the feminine hearing-listeners. The show, which is sponsored by Philip Morris and Alka-Seltzer, will be televised daily, 10:00 to 10:30 a.m.

### "The Falcon" Renewed

American Safety Razor Corp., has renewed "The Falcon," over Mutual for the third successive year. Show is heard Tuesday nights 8:30-9 p.m., EDT., and is a mystery series.

Beginning Sunday, June 22, Mutual will inaugurate a new dramatic audience participation program entitled, "Listen Carefully," which will be sustaining, and be heard 9:30-10 p.m., EDT. Both programs are produced by Bernard L. Schubert.

## EQUIPMENT

### RCA General Traffic Manager

Appointment of Richard C. Colton as general traffic manager of the RCA Victor Division, Radio Corporation of America, was announced by Vincent deP. Goubeau, director of materials for the division.

Formerly assistant traffic manager of the Western Electric Co., to which he had been associated for more than 20 years, Colton is a member of the New York Traffic Club, a former member of the Traffic Clubs of Baltimore and Chicago. He served as president of the Traffic Club of Baltimore in 1935, and as editor of the club's journal, Traffic Record, from 1940 to 1942.

### Electronics Conference

The 1947 National Electronics Conference is scheduled to be held at the Edgewater Beach Hotel, Chicago, November 3, 4 and 5 at which three luncheons and a banquet are planned, all to be addressed by nationally-known speakers. One luncheon will be under the auspices of the American Institute of Electrical Engineers, while the Institute of Radio Engineers will be in charge of the other. Both of these organizations are sponsors of the Conference. Exhibition of the latest in electronic equipment and developments is being planned.

### Domestic Sales Mgr. For Crosley

Appointment of Lee Stratton as Domestic Sales Manager of the Crosley division—Avco Manufacturing Corporation, has been made by S. Mahan, director of sales and advertising. In his new capacity, Stratton assumes responsibility for all domestic selling operations and the merchandising of Crosley products through domestic distribution.

### Raytheon Elects

Lawrence K. Marshall, president of Raytheon Manufacturing Co., announced that at the last meeting of the board of directors, Charles Frank Adams, Jr., was elected executive vice-president and chairman of the executive committee of the company. Mr. Adams has been a director of Raytheon since June 1946 and a general partner of the investment banking firm of Paine, Weber, Jackson and Curtis since 1937.

### WANTED

The Nation's most progressive FM Station has opening for experienced announcer who also can operate turntables, console and handle news. Will pay \$50 a week to start. Can provide living accommodations for single man or man with family. Wire WATG, Ashland, Ohio.

# BEHIND THE MIKE

By SID WEISS

HARLIE POWERS (director of the Henry Morgan stanza) cutting lition records for a new ABC w starring Edward Arnold. ere's one on Ripley. He got his t job drawing designs on tomb- nes—and also draws his cartoons ide down.

zra Stone breakfast-guests with rothy & Dick on the 22nd, today. When the Dr. Christian airer hits n there'll be a big get-together h Berry Kroeger, who used to ck on the show when he was on coast.

huck Goldstein complaining that ple think his quintet, Four Chicks l Chuck, is strictly a publicity nt for "The Egg and I."

Description of Carl Brisson at the sailles—Smartist.

en Alexander, who now has his n radio show, "Heart's Desire," also ns a flock of gas stations in H'wood l they're all manned by men who ved under him on an aircraft rrier during the war.

Kenneth MacSaren (the thin Toots r) now hosting at the Flamingo staurant.

irectors of web script departments sidering a petition submitted by tional Laugh Week Foundation for n the job training for gagwriters" ade as a result of the recent gag- riters' convention.

ute idea Henny Youngman had ding out little recordings of the o minutes sliced from Fred Allen's ent air show. Henny's organized club called Vice-Presidents' Anti- ifamation Society.

ackie Kelk screen-testing for the te of the Mad Hatter in forthcom- Sylvan Simon production of "lice in Wonderland" for Metro. Margaret O'Brien slated to play ce.

Kate Smith penning a "Radio As Career" article for the 1948 "Book Knowledge."

Martin Gable, we hear, is the white- red lad at Universal-International se days, with Irving Reis soon to flow after getting his release from E.O.

Radio Registry's Doris Sharp due ck from Hollywood at the end of ct month.

## Radio Registry Office Opened On West Coast

Doris Sharp, head of Radio Regis- t, announces the opening of branch ces on Crossroads of the World n Hollywood, California.

Outfit will render service from ener New York or Hollywood outlet all clients of Registry for their e monthly fee, permitting talent h inter-coastal commitments unin- rrupted service. Service is also sup- mented by promotion and pub- ty features for all clients at no dditional cost. This includes Pic- e Chart, a quarterly publication of clients' photos. Identical service ll be rendered in coast office.

# New \$2,000,000 Program Set For World Radio Univ.

(Continued from Page 1)

organization, airs cultural programs in nine languages to Europe, Central America and parts of Africa. With co-operation of the faculty of Harvard, Yale, Princeton, Columbia, Brown and MIT, the curriculum includes programs on the sciences, geography, history, economics, current events in addition to language courses, etc.

"Our board of trustees believe that these broadcasts over an independent, non-political station are of direct assistance to the State Department's cultural program," Dr. Shapley said, adding that close co-operation with the Department is maintained on programs on U. S. foreign policy.

American business and industrial organizations, as well as individuals, will be invited to contribute to this project. Interest of industry in WRUL's aim to promote peace and international good-will has already been evidenced by contributions from a number of American corporations, it was said. Foundation has also received support from various philanthropic institutions, including the

Rockefeller Foundation, Carnegie Endowment for International Peace, and others.

WRUL was airing educational and cultural programs to 31 countries in 24 languages when the war placed short-wave facilities under government control. Last February the station resumed part of its former schedule, independent of State Department broadcasts which it also continues to carry during other hours.

Plans for raising this additional fund were discussed at a meeting of the Board of Trustees held at the New York office of the Foundation. Members of the board of trustees are: Dr. Harlow Shapley, chairman; director, Harvard College Observatory; Walter S. Lemmon, president and founder of WRUL, radio engineer; Malcolm W. Davis, associate editor, Carnegie Endowment for International Peace; Jay Downer, consulting engineer; John H. Hoagland, manager, Christian Science Monitor; Gen. Frank E. Stoner, U. S. A. (ret.), chairman, Communications Committee of United Nations.

## MBS Completes Plans For Auto Race Coverage

Exclusive broadcast of the famed Indianapolis Speedway Decoration Day automobile racing classic will be aired coast-to-coast by Mutual on Friday, May 30. Four separate broadcasts are scheduled, the first to be aired at 11:45 a.m., EDST, when Bill Slater and his corps of announcing assistants fully describe the crowds, color of the event and the results of the pre-race warm-up heats. This broadcast will continue until 12:15 p.m., EDST, at which time it is anticipated all the contestants will have gotten under way.

The second broadcast will take place at 1:15 p.m., EDST, for a 15-minute description of the early lap results, giving highlights, speeds, accidents, if any, etc. The three-quarter mark of the race will be described from 3 to 3:15 p.m., EDST. From that time on the network will be kept "at ready" by MBS sports director Paul Jonas, in charge of the Indianapolis broadcasts, for the flashes from the Speedway, indicating that the last laps are being covered by the speedsters. It is anticipated that the finish will occur sometime between 4 and 4:30 p.m., EDST.

Broadcast will be directed from the main booth in the West stand and at the starting-finishing line, while Bill Slater's assistants will be posted at the four turns of the Speedway. It is at these turns that the most disastrous accidents have occurred during this grueling Decoration Day motor grind.

Closing entries on Monday, April 28, indicated 34 cars scheduled to compete over the 500-mile route. They will have to make 200 laps around the two-and-one-half mile oval track to complete the contesting distance;

## Philco Re-Elects Board; Retires B Stock Shares

Philadelphia—Philco Corp., stockholders, at their annual meeting here, have elected to the board Joseph H. Gillies, vice-president in charge of radio production and Robert F. Herr, who is vice-president in charge of the company's service division. Fifteen present directors were re-elected for the ensuing year.

Approval was given to an amendment to the articles of incorporation of the company which cancelled and extinguished the 620,057 shares of B stock that were outstanding and owned by the company. With this action, the outstanding capital stock of Philco consists of 100,000 shares of 3 3/4 Series A preferred stock and 1,372,143 shares of common stock.

## Stations Volunteer Spots To Aid Vet Enrollment

Volunteer spot campaigns are being carried this week in several key center cities by major radio stations to acquaint veterans with the course being offered by the City College School of Business in New York, it was reported yesterday. Stations carrying the campaign of spots as "public service" are WSPR-WMAS, Springfield; WEEI, Boston, WCAU and WFIL, Philadelphia; WGN, Chicago; WLW, Cincinnati, WJAR, Cleveland and KXOK and KSD in St. Louis. In New York, WNBC and WOR are participating.

prior to the race, the 34 entrants will have to compete in elimination events, designed to reduce the number of starting cars. Two of the scheduled entries are owned by Mutual-Don Lee network officials.

# WHAT GOOD IS AN AWARD?



You can't eat an award. And you can't pay bills with it. And yet, when you think of it, an award is very much worthwhile, because it confirms the fact that a good job is being done. And it makes everyone concerned want to do an even better job in the future.

"Name Your Music", an NBC Western Network division program, which originated in Portland and featured KGW staff talent, has received the City College of New York national award "for the creation of the most effective direct selling, sponsored radio program", regional and intrastate classification.

The KGW staff is not unaccustomed to award winning. Phil Irwin, announcer on "Name Your Music", won the 1945 national H. P. Davis Memorial Announcers' Award.

We believe that a radio station which maintains live talent of this caliber provides better service, both to the public and to the advertisers.



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

# Gerl Sees Wide Market In Expanding FM, Tele

(Continued from Page 1)

Buffalo Advertising Club at the Hotel Statler here yesterday, Gerl pointed out that the radio industry has produced approximately 12 million receivers in the past year, and considering the 35 million U. S. families as customers, "and keeping in mind that many families have bought two radios for their homes, it is therefore obvious that about 70 per cent of America's families are still potential customers for new and better radios."

### Discusses Television

Looking at television, a market that has been "promising for a good number of years," Gerl pointed out that it is only in recent months that new stations have begun initial operations and sets have begun to flow forth. As production difficulties are overcome and volume output is attained, the Sonora prexy emphasized that "there is every reason to believe that prices can be brought down to the point at which every average family can afford and will buy a television set."

Gerl also reflected upon the prospects of FM, production of which "has scarcely scratched the surface." He predicted that as many as 700 FM stations will be on the air by the end of the year, thereby creating another large market as yet "scarcely touched because of production problems and transmitter shortages."

# Canada Radio Receivers Reveal Sharp Increase

Montreal—Increasing sharply during the month, sales of radio receiving sets in Canada during February amounted to 79,718 units valued at \$4,490,972 at list prices as compared with 35,843 units valued at \$1,452,070 in the corresponding month last year according to figures released by the Dominion Bureau of Statistics. Inventory figures show that 30,844 sets remained in the hands of producers at the end of February as compared with 8,016 a year ago.

Sales were higher in all provinces in February, totals being as follows, with figures for February 1946 in brackets: Ontario, 39,761 (15,236) units; Quebec, 15,943 (7,887); British Columbia 4,896 (3,418); Manitoba 5,918 (3,228); Maritime Provinces 5,695 (2,273); Alberta 3,916 (1,960) and Saskatchewan 3,688 (1,851).

Send Birthday Greetings To —

May 22

James Farrell James L. Fouch  
H. Ward Wilson

# COAST-TO-COAST

### —COLORADO—

DENVER—Designed primarily to give vital weather information to some 400 members of the Airplane Owners and Pilots Association in Colorado, a new program called "Wing Tips" is being broadcast over KLZ. In addition to the weather reports, the show features "wing talk" appealing to all aviation enthusiasts. . . . KOA's coloratura soprano, Janet Fee, who is heard on "Solitaire Serenade," "Treasure Trails of Melody," and "Rhapsody of the Rockies," recently starred in the Denver Grand Opera Company's presentation of "La Boheme." Miss Fee, a graduate of the Eastman School of Music, Rochester, N. Y., portrayed "Musetta" in the Puccini opera.

### —DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Dale Morgan, director of special events for WOL, has left the nation's capital to return to Des Moines, Iowa where he is joining KCBC as news and special events head. . . . The annual search for "Miss Washington," who will be the official entry in the Atlantic City Beauty Contest, recently got under way, according to an announcement from WWDC, which holds the local franchise. This year, as announced by Ben Strouse, the station's general manager, the beauty selected will be known as "Miss Greater Washington" because only girls from outside the District of Columbia will be eligible to enter.

### —MASSACHUSETTS—

BOSTON—George M. Perkins, prominent New York City radio executive, who has been associated with some of the country's leading network program operations, has been appointed program manager of WHDH. . . . NORTH ADAMS—Sprague Electric Company's engineer, Leon Podolsky, who is also owner of WBRK, Pittsfield, is president and treasurer of the Greylock Broadcasting Co. to which a corporation charter has been granted by the secretary of the commonwealth. . . . LAWRENCE—Margaret P. Christie of Lowell, and Gloria Sheehan of Stoneham, have joined the secretarial staff of WLAW. Miss Sheehan was formerly connected with a Boston station.

### —NORTH CAROLINA—

CHARLOTTE—Charles Crutchfield, general manager of WBT and vice-president of the Jefferson Standard Broadcasting Company, has been cited by The Charlotte Eagle, local Negro newspaper, for outstanding work toward the accomplishment of better race relations, as evidenced by his sponsorship, within WBT, of a Department of Race Relations, headed by Dr. J. S. Nathaniel Tross, Negro educator and community leader. . . . GREENSBORO—New WBIG control operator is Calvin Stephenson, an ex-Marine from Southern Pines.

### —TEXAS—

SAN ANTONIO—Charles L. Brady has been named chief engineer of KMAC and KISS-FM, both owned and operated by Howard W. Davis. Brady was formerly engineer of WJIM, Lansing, Michigan. . . . KTTSA

recently gathered up the oponents in a hot mayoralty contest, having the five come to the studios and transcribe their respective platforms, making their final pleas to the voters. The public service disc was then aired the night before the recently held primary elections.

### —PENNSYLVANIA—

McKEESPORT—Two young students are on their way to musical careers with the help of WEDO. The two were winners in a \$2,000 music scholarship contest, sponsored by the station, among seniors in eighteen high schools in WEDO's listening area. . . . PHILADELPHIA—For "Operation Naval Reserve Week," ending May 24th, WCAU made a series of 18 quarter-hour, transcribed shows for the Navy Department entitled, "In The Highest Tradition." Each program was based on a wartime citation to an enlisted member of the United States Navy.

### —VIRGINIA—

LYNCHBURG—Jay Seibel has been appointed program manager of WWOV by the general manager, Jack Weldon. He was formerly with NBC in New York City. . . . ARLINGTON—Tests to determine interference level before sunrise will be conducted by WEAM beginning 5:30 a.m., EDT on Monday, May 26. The Arlington station, serving the metropolitan area of the nation's capital, is authorized by the FCC to operate from local sunrise to local sunset. However, under Rule 3.87 of FCC rules and regulations, regional channel stations, such as WEAM, are permitted to sign on at 4 a.m. as long as there is no objectional interference with or from other stations; so stands the reason for the tests.

# Sharp Price Reductions Announced On Radios

(Continued from Page 1)

initiated by the New York distributor to "stimulate store traffic" for dealers participating in the plan.

The two models in Majestic's 47 line granted price cuts are a sole radio-phono combination, reduced from \$210 to \$149.50, and a model combination lowered from \$99.95 to \$59.15. According to Rice, sales manager for Majestic Brands, the special deal is not to be done to clear inventory, which is said to be limited, but is made in order to help retail dealers who sales in recent months have been restricted by high prices. The newspaper advertising campaign, listing all dealers participating in the offer, is paid for solely by Majestic Brands.

### Dealer Rebates Arranged

All dealers who have in stock two reduced models which were bought within the last 60 days will be given rebates by the distributor. Although the distributor takes a temporary dollar loss on the offer, it is believed the campaign will result in a long range value.

### Gets NBC News Post

Washington—Because of the increasing importance of news in radio work broadcasting, an announcement was made that William R. McAndrew, has been appointed assistant to vice president Frank M. Russell, and director of news and special events will have full responsibility of the activities for the NBC in the nation's capital.

# ON TARGET



Confidence, essential to good putting, is also a basic ingredient in every sale. Weed and Company salesmen have confidence in themselves and in the properties they sell so successfully.

# WEED AND COMPANY

## RADIO STATION REPRESENTATIVES

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 39, NO. 39

NEW YORK, FRIDAY, MAY 23, 1947

TEN CENTS

## Miller Blasts Blue Book

### NAB Board Adjourns; Supports BMI, BMB

Washington Bureau, RADIO DAILY  
Washington—The NAB board of directors yesterday gave "enthusiastic support" to BMI. The next study, however, was postponed until 1948 in order to allow "sufficient time" to prepare for the survey.

Winding up its fast-paced two-day meeting here, the association's directors also approved widespread changes in NAB by-laws, including those giving President Justin Miller additional

(Continued on Page 8)

### Novel Two-Way Pickup Will Link Train And Ship

Mutual network engineers have arranged an intricate assembling of two-way radio and telephone circuits to permit broadcasts on Wednesday, May 28, between GM's "Train Tomorrow" and its modern ocean voyaging counterpart, the "Queen Elizabeth," as the four-car train makes its preview run for press and radio personnel.

The "Queen" will be approximately 100 miles out of New York City, en route to Southampton, England, later this week.

(Continued on Page 2)

### Station Representatives Attend Chi. NBC Confab

Chicago—Fifty representatives of NBC affiliates of NBC attended the opening session of a three-day NBC program and production managers' conference Wednesday. Delegates were welcomed by I. E. Showerman, general manager of the central division, and Jules Herbuveaux, program

(Continued on Page 3)

### Radio Column

A radio review column is being inaugurated this week with the new issue of Newsweek. Column will cover regular network programs and outstanding "one shots" with follow-ups whenever a program shows improvement or deteriorates, according to Newsweek editors.

### AMA Sets Convention; Radio, Tele On Agenda

More than 1200 reservations are expected for the three-day 10th Anniversary Convention of the American Marketing Assn., to be held June 11-12-13 at the Hotel Commodore, New York, with a considerable portion of the attendance coming from radio, as well as advertising agency and advertiser fields. Theme will be, "Marketing in Action," with a strong list of speakers set on the agenda, with more to come, particularly from radio. Stephen Hall, of Fuller, Smith

(Continued on Page 5)

### Jack Williams Promoted To New RCA-Victor Post

Jack M. Williams, veteran of more than 20 years with the RCA Victor division of RCA, has been appointed to the post of advertising manager of the company's Home Instrument Division, which includes radios, phonographs and television receivers. Henry C. Baker, general sales

(Continued on Page 5)

### NAB President Sees FCC's Document As "Star Chamber" Procedure; Cites U. S. Constitution

### Web Announces Plans For U.N. Week In Sept.

NBC will again play a major role in organizing and promoting "United Nations Week" next September in co-operation with the American Association for the United Nations. In addition to overall network activity, many NBC affiliates will lead efforts of local organizations in carrying out this year's slogan, "There's a U (YOU) in United Nations." NBC and the AAUN have designated Septem-

(Continued on Page 6)

### Aid for 'Freedom Train' Given By Radio Leaders

Radio industry leaders yesterday assured Attorney General Tom Clark of full backing to the plans for sending the "Freedom Train" across the country. The radio industry is ex-

(Continued on Page 3)

### WABD Will "Sell Tele" Via New Weekly Series

What is considered to be the first attempt to "sell television through television," and which introduces a significant change in the industry's sales technique, will be launched

(Continued on Page 8)

### Report Block Signed By MBS For 1-Hour Disc Jockey Role

Another network disc jockey loomed yesterday with report from the west coast that Martin Block had signed with the Mutual Broadcasting System to act as master of ceremonies on a full hour afternoon recorded show.

Mutual pickup of Block will be offered for network sponsorship with sales being made in 15 minute segments.

The projected deal for Block spon-

sorship, it is reported, will in no way affect his deal with KFVB, the Warner Brothers station in Hollywood, and which calls for his appearance on that outlet in the film capital, beginning June 2.

Likewise the deal will not in any manner change the contract which Block now has with WNEW calling for the sponsorship of his program on the New York station, which will

(Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—In a new blast at the FCC's Blue Book, the NAB president, Justin Miller, has termed the controversial document an example of "star chamber" procedure and criticized the "few broadcasters with guilty consciences" who went along with Commission policy. Judge Miller's new broadside at the much-battered Blue Book is included in a letter sent to Rep. Harris Ellsworth of Oregon, member of the House Interstate and Foreign Commerce Com-

(Continued on Page 5)

### Power Increase Grant Made By Commission

Washington Bureau, RADIO DAILY  
Washington—Basing its decision on the proper "balance" of network and local programs, the FCC yesterday granted the application of WGAR Cleveland, Ohio, for an increase in power to 50 kw. Denied was the application of another Columbia affiliate, WADC, Tallmadge, Ohio, for top power.

WADC's application was rejected

(Continued on Page 6)

### Stewart-Warner Announce Tele Installation Policy

Chicago—A rigid installation and service plan for Stewart-Warner television receivers, established to provide consumer "confidence" and

(Continued on Page 4)

### Murphys' Mazeltoff

The Murphy Sisters, vocal harmonizing trio featured on NBC, brought their harmonies to Madison Square Garden last night in an appearance at the benefit show of the Jewish War Veterans. The fair daughters of the Emerald Isle had to take several well-earned bows for their great arrangement and rendition of Mazel, the well-known good-luck ditty.

### Father's Day

The annual Father's Day awards will be announced on Sunday, May 25, with plans currently being made to honor distinguished dads who are prominent in the day's news in connection with Father's Day observance on Sunday, June 15th. Numbered among those who will receive the awards will be personalities from the radio, stage and screen.

# RADIO DAILY



## ★ COMING AND GOING ★

Vol. 39, No. 39 Fri., May 23, 1947 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (1), Ill.—Nat Green, 1417 Ashland Bldg., 155 No. Clark St., Phone State 2332. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. Washington—Andrew H. Older, 6417 Dahlonga Road, Wash. 16, D. C., Phone Wisconsin 3271. Manning Claggett, 2122 Decatur St. N.W., Phone, Hobart 7627. Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**WILLIAM S. HEDGES**, vice-president of NBC in charge of planning and development, has returned from Baltimore, where he presented a plaque to WBAL, the award marking the station's 20th year as an NBC affiliate.

**ROBERT B. WHITE**, supervisor of agriculture and director of public service in the central division of the American network, is in Minneapolis, where tomorrow the program, "The American Farmer," will emanate from the campus of the University of Minnesota.

**ARTHUR MOORE**, star of "Arthur's Place," produced by Kenyon & Eckhardt, and **LEONARD HOLTON**, writer of the program, are in Hollywood preparing for the premiere of the production, which will take place on June 20.

**MANIE SACKS**, vice-president of Columbia Records, Inc., in charge of artists and repertoire, is spending a couple of weeks in Los Angeles. He'll confer with the organization's staff on the West Coast and will lend an ear to some new talent.

**ROSALIE ALLEN**, femcee on "Prairie Stars" heard over WOV, leaves town tonight by plane for Nashville, Tenn., where tomorrow she will guest-star on NBC's "Grand Old Opry."

**MAURICE B. MITCHELL**, sales manager of WTOP, Washington, D. C., was a visitor yesterday at the Radio Sales division of CBS.

**FRED A. PALMER**, is back at his Cincinnati offices after having conducted a one-day sales clinic for the staff of WSYR, Syracuse, N. Y.

**ED DARLINGTON**, network announcer, accompanied by **MRS. DARLINGTON**, are en route to Richmond, Va., for a week's relaxation.

**FRANK MATHEWS**, national sales and promotion manager of KFH, Wichita outlet of CBS, has arrived from Kansas for confabs at the headquarters of the network.

**JAMES CASSIDY**, director of public relations at WLW, and **LARRY NEVILLE**, of the station's special broadcast service division, are spending today and tomorrow in Indianapolis, where they're attending the meeting of the Hoosier Press Assn. Neville will broadcast from the scene of the convention.

**RICHARD C. HOTTELET**, Columbia network European newsmen now in the States, will leave over the week-end for Baltimore, where he is scheduled as one of the principal speakers at the district meeting of the NAB.

**ELEANOR LARSEN**, general manager of ZBM, American network affiliate in Hamilton, Bermuda, is in New York for conferences with officials of the network.

**OLGA DRUCE**, producer of the Mutual network's "House of Mystery," will leave today for Louisville, Ky., where she will attend the meeting of the Radio Council scheduled for next Tuesday.

**KEN MAYNARD** has arrived for the rodeo and thrill circus at the Yankee Stadium, as well as for several radio guest appearances.

**JOHN J. DURR**, assistant director of sports for CBS, is in Philadelphia to attend the invitation golf tournament being held by the Philadelphia Inquirer.

**AL MORGAN**, roving reporter for the WCBS program, "This Is New York," is expected back today from Zanesville, Ohio, where he attended the premiere of Louis Bromfield's "Repeat Performance."

## FINANCIAL

(Thurs., May 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/2	161 3/8	162 3/8	+ 1 1/4
CBS A	26 1/4	25 3/4	26	+ 1/4
CBS B	25 3/4	25 3/4	25 3/4	+ 1/2
Farnsworth T. & R.	5 1/2	5 1/4	5 1/2	+ 1/4
Gen. Electric	33 3/8	32 7/8	33 1/4	+ 3/8
Philco	24 1/2	24	24 1/2	+ 7/8
RCA Common	7 7/8	7 7/8	7 7/8	+ 1/8
RCA First Pfd.	74	73 1/2	74	+ 1
Stewart-Warner	14 3/4	14 3/4	14 3/4	—
Westinghouse	25	24 5/8	24 3/4	— 3/8
Westinghouse Pfd. A.	99	99	99	— 3/4
Zenith Radio	16 1/2	16 1/4	16 1/4	—

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/2	13 1/2	+ 1/2
Nat. Union Radio	2 3/8	2 3/8	2 3/8	—

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	5 1/2	6 1/2
Stromberg-Carlson	11 3/4	13
U. S. Television	1 3/4	2 1/8
WCAO (Baltimore)	37	—
WJR (Detroit)	14	16

## Novel Two-Way Pickup Will Link Train And Ship

(Continued from Page 1)  
piers, when train and boat personnel hold a two-way conversation which will be recorded and presented over the web's facilities from 4:30 to 4:45 p.m., EDT., and again from 11:15 to 11:30 p.m., EDT. During the two-way hookup, the train will be speeding between French Lick, Ind., and Chicago, Ill. Sir Alexander Cadogan, permanent British UN delegate will be aboard the "Queen."

The two-way broadcast will employ the use of a trans-receiver aboard the train. At Hammond, Ind., approximately 20 miles southeast of Chicago, a truck will be located on a hill-top with similar trans-receiving equipment. Direct telephone connections from truck to MBS' Chicago control room will be in use while at the net's New York control room, a trans-oceanic broadcasting arrangement will be made to London, England, which will in turn pick up radio signals from the ship. Cyrus R. Osborn, GM vice-president under whose supervision the special train was constructed, will be heard on a broadcast also featuring a running commentary by MBS' Chicago news director, Robert Hurlough.

## Lesnevich-Bettina Bout On WNBT Tele Tonight

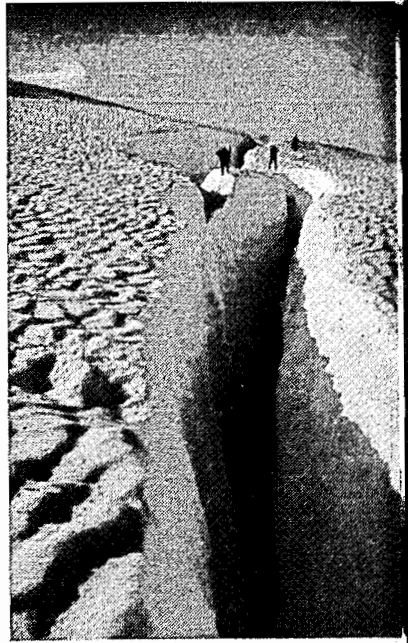
Gus Lesnevich-Melio Bettina 10-round bout at Madison Square Garden tonight will be aired by NBC-WNBT television (10 p.m.) under sponsorship of Gillette Safety Razor Co. Further expansion of its television sports coverage by NBC was announced yesterday with acquisition of the 35th playing of the Davis Cup Challenge Rounds at Forest Hills, August 30, 31 and September 1. Event will mark the first competition for tennisdom's highest laurel in this country since 1939, after which the war caused cancellation.

## New Contract Negotiated Between WLIB And ACA

New contract signed by WLIB and the American Communications Association, Broadcast Local 1, grants wage increases to engineers, announcers and office workers retroactive to last May 1. Contract extends for one year. Contract was signed by William Bender, ACA international representative and chairman of Broadcast Local 1, and Arthur Simon, WLIB general manager.

## Eclipse Films On WNBT

WNBT, video station of NBC, last night telecast motion pictures of the recent total eclipse of the sun which occurred in Brazil and which was filmed by Roy Phelps, cameraman for the network contingent which traveled with the National Geographic group to the interior of the country.



## Take it slow!

Mountain climbing can be risky business. Especially with 20 foot ice crevasses to cross . . . like this one on Mt. Olympus. It takes nerve and stamina. And plenty of it.

You've got to take it slow, too. Experts warn, "Don't try it unless you know what you're doing."

And selecting stations can be just as risky . . . unless you know what you're doing.

To get to the top in radio sales here in Baltimore, W-I-T-H is the safe way. It's the independent station in this 6th largest market that delivers more listeners-per-dollar-spent than any other station in town.

W-I-T-H is a sure-footed step to take when buying time in Baltimore.

*Send Birthday Greetings To —*

May 23

Luise Barclay      Jack Eigen  
Betty Garrett      Frank McHugh  
                         Lindsay MacHarrie  
Hal R. Makelim      Artie Shaw  
                         Helen O'Connell

May 24

Tony Barrett      Rachel Carlay  
Wilbur Hatch      Dwight Latham

May 25

Dan W. Haynes      Doris Kerr  
William Miller      Helen Munroe  
Bill Robertson      Virginia Simms  
Mary Van Doren      Hazel Westerlund

**W-I-T-H**

AM and FM  
**IN BALTIMORE**

TOM TINSLEY, President  
Represented Nationally By Headley-Reed

IN CLEVELAND IT'S

**WHK**

## AGENCIES

**J. K. BUCKLEY, Inc.**, makers of Buckley's Cough Mixture, has appointed the New York office of Ant Advertising to handle domestic advertising.

**KENNETH GODFREY**, recently lieutenant, Signal Corps., A.U.S., joined the executive staff of the American Association of Advertising Agencies, as assistant to Herald Becken, assistant executive secretary of the association in the division of media, research and radio production. Godfrey was formerly with Federal Advertising Agency, Inc., New York.

**REDFIELD-JOHNSTONE, Inc.**, New York, has been engaged to direct the advertising of X-Bazin odorless deodorant, manufactured by Hall & Eckel, New York City. Radio, newspapers and trade publications will be used.

**BOSTON-PROVINCETOWN Steamship Line, Inc.**, formerly The Cape Cod Line of Massachusetts Steamship Lines, Inc., has appointed the James Thomas Chirurg Company, New York, as advertising counsel.

**HENRIETTA BARNES** has joined Georges & Keyes, Inc. as assistant to Nancy Hughes, director of specialized and fashion advertising. Miss Barnes formerly was with Carl Timmers, Inc.

## Aid for 'Freedom Train' Given By Radio Leaders

(Continued from Page 1)

pected to provide a full radio build-up and report as the train, bearing historic documents, goes across the United States. In a meeting at the White House, Clark said "a positive and demanding need has arisen in our country for emphasizing the blessings of the American heritage."

The train will begin its tour from Philadelphia on September 17, the 160th anniversary of the adoption of the Constitution.

Radio executives present included Harold Hough, WBAP, Fort Worth; Hugh Terry, KLZ, Denver; William B. Ryan, KFI, Los Angeles; Edgar Kobak, MBS; Robert Hinckley, ABC; Frank Stanton, CBS; Niles Trammell, NBC; Justin Miller, NAB; Jack Kapp, Decca Records; Stanley Resor, J. Walter Thompson; Charles Luckman, Lever Brothers, and George Heller, AFRA.

### OIC Excerpts On WQXR

Documentary half-hour on the State Department's "Voice of America" will be aired at 7:30 p.m., tonight by WQXR to acquaint local listeners with the contents of programs shortwaved to foreign countries. Actual excerpts from State Department broadcasts will be incorporated in the documentary to be narrated by Allyn Edwards, New York Times, which owns WQXR, has recently editorialized in favor of continuing the "Voice of America" project.

## 50 Station Representatives Attend Chi. NBC Confab

(Continued from Page 1)

manager, and the principal address of the session was made by C. L. Menser, NBC vice-president in charge of programs, speaking on "What Can A Station Manager Expect From His Program Manager?" Menser said the basic responsibility of a program manager is to make sure his programs are welded into the "over-all radio picture." Public relations, sales, the selection of talent and innumerable other facts of radio are included, Menser said.

William L. Weddell, a vice-president of Leo Burnett company, advertising agency, explained to the delegates how an enterprising local program manager can contribute such a client's appreciation of local station programs, Homer Peck, speaking on "Production of Live Shows," outlined the talent and technical problems confronting local stations. First day's conference closed with a dinner at the Drake Hotel.

Topics discussed at the Thursday sessions included "Live Programming On a Local Station," by Lyle DeMoss, program director of WOW, Omaha; "Radio and The Press," by Jack Ryan, NBC Central Division press department manager; "Broadcast Standards," by C. L. Menser; and "Operation Big Muddy," Peabody award film produced by WOW.

William Ray, news and special events director of the central division; Thomas C. McCray, National

## BEHIND THE MIKE

By SID WEISS

**HARRY WISMERS'S** co-op sports broadcast Saturday nite was a radio man's dream come true with such celebs as Bing Crosby, Bob Con-sidine, Fred Waring, Jack Dempsey, Gene Sarazen, Babe Didriksen, Ham Fisher, Attorney General Tom Clark and others on with him.

The Bill Cullen-Carol Ames package, "Going Nowhere," slated for transcription series.

Norman Winters, of Foote, Cone & Belding, and Frank Hobbs, of GAC, huddling over a show idea with Mel Torme and the Page Cavanaugh trio. GAC also has landed the radio rights to "Tugboat Annie" series.

The Peter Donald heir is expected within two weeks.

Jack Kelly, former musical arranger for Andre Kostelanetz and the Kraft Music Hall, brings his keyboard kalisthenics to the Flamingo Lounge this week.

Sen. Ed Ford returns to his joke-telling chores on "Can You Top This?" after a four-week absence. He recently underwent an emergency appendectomy.

program manager; James Robertson, program manager WTMJ, Milwaukee, and Dave Garroway, NBC-WMAQ disc jockey, are speakers for today, the closing day. BMI will have delegates as luncheon guests today. Carl Haverlin, BMI president, will speak.

Well known station in Florida in good market is desirous of hiring program director. Right man would have brilliant future. Salary to start \$4000 per year.

Write Box 365

RADIO DAILY

1501 Broadway, New York 18, N. Y.



LOS ANGELES

By RALPH WILK

**DERTHA KELLY**, of the Howard G. Mayer organization, left for San Francisco this week to set up advance publicity on "Queen For a Day" program emanating from there.

Kay Kyser, will be the Grand Marshall at Portland's Rose Festival on June 12 and 13 in Portland, Oregon. Kyser will take Harry Babbitt, Ish Kabibble, the Campus Kids, the Kyser orchestra and the entire cast of his NBC "College of Musical Knowledge" to the Rose City with him.

Arthur Moore of Kenyon & Eckhardt, Inc. will arrive in Hollywood May 24 for conferences about his show, "Arthur's Place."

Dennis Day is planning a tour of key cities to meet personally with members of his fan clubs. The enterprising young people are pooling their efforts to put out a bona fide monthly publication, devoted not only to the doings of their favorite singing star, but featuring in each issue a serious editorial by him on the subject of music.

Bing Crosby, star of ABC's "Philco Radio Time" program, has added another honor to his already imposing list. The editors of "Song Hits Magazine" have named him first male singer of the country and added: "Probably the outstanding popular singer of our time."

Parkyakarkus has completed the first script, for a series of one-reelers he will make, titling them after his radio show, "Meet Me At Parky's."

Walter Tetley, "Leroy" on the "Great Gildersleeve" show, is set to do the voice of "Andy Panda" in two more Walter Lantz cartoon series by that name.

WNYC To Salute WNEW For Service To Tolerance

WNYC will offer a "Salute To WNEW" on Sunday, May 25, from 4:30-4:55 p.m., with Ted Cott, program director of WNEW; Jay Jostyn, who portrays the role of "Mr. District Attorney," and Hy Zaret, who wrote the lyrics for the new tolerance spot announcements, "Little Songs With Big Subjects," put out by WNEW. The special twenty-five minute program will be broadcast by the City Station to salute WNEW for the work it has done in promoting understanding and tolerance and specifically for the one-minute public service spot announcements which they are making available to radio stations throughout the country.



Broadway Bulletin Board . . . !

● ● ● Choice Lowell Thomas replacement spot goes to Chicago's Alex Drier, former war correspondent and one of the last to leave Berlin. . . General Foods nixed John Nesbitt for the Kate Smith CBS noontime slot and will insert instead a daily soap opera with a news gimmick. The way we hear it, insiders claim that Nesbitt overplayed his hand by pitting three or four bids against one another. . . Bernie Schubert is readying a deal whereby he'll make pics based on his packages, using the same leads for both media. His ABC-aired "Murder and Mr. Malone" will be the first of his radio properties to get this treatment. . . "Take It Or Leave It" auditions Dick Powell in the emcee role tonite. . . Marx Loeb practically set to direct Eddie Dowling's opportunity show, "The Big Break," which bows on NBC July 20th. . . A flock of record firms having their last gasps. . . It's hardly breaking any confidence to mention that the easy money days in radio are but sweet memories. Now comes word that the policy lads in the ad-houses have been sponsored to build their radio sales spiel around the "inexpensive" theme. Shrinking markets is another way of spelling shrinking billings.



● ● ● ONE MAN'S POINT OF (RE)VIEW: Judging by studio audience reaction, Arnold Stang will be stealing the Henry Morgan show if that gentleman isn't ever-sharp. . . "Famous Jury Trials" scripts hit nice balance between court and dramatic action with last week's gimmick hinging plot on N'Yawkers' lack of knowledge of own city. . . Those musical jingles on good Americanism by the Jesters are effective spot-lights on what it takes to make a Democracy.



● ● ● AROUND THE TOWN: Insiders hear that the nation's disc jockeys are forming a national organization to give them more strength in dealing with Petrillo's reported forthcoming regulations. . . Bea Wain gets Walter Gross' piano magic for her WMCA "Mr. & Missus" airer. . . Yvette starts a three-times-weekly series on WHN Monday at 9:30 p.m. . . Radio trade scribes will tee off Saturday for the radio writers golf tournament cup at Don Flamm's Aldecress Country Club in Alpine, N. J. . . Criterion Radio Productions have packaged a serial tagged "Dippy, the Dwarf," aimed at the kiddie trade.



● ● ● LOVE AND KISSES: Ronnie Gibson's guest shot last week with the Chittisons on ABC. Here's a gal like Duz—she's got everything. . . Rob't Q. Lewis' lively "Little Show". . . Gordon MacRae's first Gulf Transcriptions via WNBC. . . Stan Kenton's Capitol disc of "Machito". . . The Satisfiers' Victorecording of "Smoke Dreams". . . WHN's ambitious hour-long, across-the-board setup of 'live' entertainment in the 9-10 p.m. slot with Ruth Etting, Jack Teagarden, Mary Jane Walsh, Larry Marvin and Bob Houston. Big time programming.



● ● ● At one of the more-or-less popular national magazines, secretaries are instructed never to put the boss on the phone until the other party is ready to speak. Execs like to pick up the phone as tho' they are furiously busy and say: "Hi, Jim, you old rascal, how's everything!" and it's not only annoying but embarrassing for such a forced greeting to be met by an impersonal secretarial voice saying: "Just a moment, sir, I'll connect you with Mr. Schmo." Which recal's the time the managing editor asked his secretary to call an editor of another mag, who, for a gag, wouldn't be put on the phone until the other editor was connected. The secretaries sparred furiously until both were in tears, but neither surrendered. In the end, the editorial giants exchanged telegrams.

SAN FRANCISCO

**FLOYD FARR**, chief announcer and assistant program manager KPO-NBC, has resigned to become general manager of the new radio station KEEN in San Jose.

Hal Wolf takes over Farr's activities as chief announcer and will also be assistant program director. Joe Gillespie, a new KPO-NBC announcer has been assigned to handle Farr's former 5:30 p.m. newscast under sponsorship of Acme Beer Company.

Independent station KSRO (San Rosa) has a new 8:05 p.m. news commentator of the Kaltenborn-type who is worthy of a network airing. Title "News In Review," the program features a ten-minute commentary from the viewpoint of the Parson by the nationally known Episcopalian Minister Rev. A. W. Farlander.

Dudley Manlove, KPO-NBC announcer, and Patricia Pricha "Jane" on the "Jolly Bill and Jar" program, were married last Sunday in Santa Clara.

Stewart-Warner Announces Tele Installation Policy

(Continued from Page 1)

to simply the service responsibility of both distributor and dealer, was announced here yesterday by N. Cooper, service manager of the electrical products division of the Corporation.

Plan calls for the appointment one or more "service stations" authorized by Stewart-Warner for each active television transmitting area of the nation. Stations will be under direct contract with the Company and will also be subject to supervision by its territorial distributor. Cooper announced that the Temco Service Corp., would be appointed to handle the Greater New York area as Television Engineers, Inc., Chicago.

Services to be provided by the stations to the purchaser are specified in a "mandatory" installation and service policy which calls for normal installation of the receiver and an antenna, plus all labor, materials, replacement parts and tub that may require repair, etc., for a one-year period.

Policy is sold for \$55 and is billed with each receiver at the distribution level, after which it is passed on by the dealer to the purchaser by adding \$55 to the normal retail price of the set. In addition to installing, adjusting and placing the tele receiver in proper operating condition, service company is required to instruct the owner on how to operate and care for his set.

THE BEATRICE KAY SHOW  
Audition Records Available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

IN CLEVELAND IT'S

WHK

# AMA Sels Convention; Radio, Tele On Agenda

(Continued from Page 1)

Ross agency is the chairman of the radio and television sessions, but the latter is not now expected to occupy much time compared to radio. This, it is said, was brought about through the FCC deciding on going ahead with black-and-white instead of waiting for color.

So far, Edgar Kobak, president of Mutual, has been set to speak on the tentative subject of "Putting Market Research to Work." Otherwise, following an address of welcome by Mayor William O'Dwyer of New York, speakers and their subjects will include: Ralph Starr Butler, vice-president of General Foods Corp.; Ernest Breech, executive vice-president, Ford Motor Co., on "Pricing the American Way"; Ernest Buntz, president of the NAM, on "Marketing in Today's Economy"; Don Mitchell, of Sylvania Products, Inc., "The Job Ahead of Us"; Harold Brightman, of Lit Bros., "The Price Situation in Merchandising"; Raymond Rubicam, on "Market Research for the Small Business Man"; first report on the CED study; Don Francisco, vice-president of J. Walter Thompson, and Edwin G. Nourse, General Foods on "Human Relations Necessary for Business Survival."

Numerous other sessions and panels are on the agenda, including "a review of progress"; discussion groups, such as "copy testing," with Mills Shepard, as chairman; management of field interviews, with E. C. Popper, and others on the panel, and any others of similar nature. Broadcast Music, Inc., will be among the exhibitors, as well as various other companies. In all, 14 separate sessions will be held. New York Chapter of the AMA will be official host to the convention attendees. The Convention Committee includes: Raymond A. Robinson, of Howell-Collier, program chairman; Mills Shepard, McCall Corp., publicity chairman and Donald E. West, president of the New York Chapter, ex-officio member. Dr. Franklin Cawl, of the Kudner Agency, Inc., general conference chairman.

## Ingrid Bergman On WNYC

In a special interview from Hollywood, Ingrid Bergman will be heard on WNYC's "Musical Caravan," Tuesday, May 27th, from 8:00-8:30 p.m. On this "Command Performance" broadcast for the Veterans of Foreign Wars, Miss Bergman will enact the final scene from the play, "Joan of Lorraine." "Musical Caravan" devotes its broadcast each week to a worthy public cause.

# Miller Criticizes Blue Book As 'Star Chamber' Method

(Continued from Page 1)

mittee. Ellsworth had asked for the NAB head's comment on the Blue Book and Miller provided detailed objections to the document as a threat to free speech.

After jumping on the "few broadcasters with guilty consciences," Miller said "most broadcasters disapproved the Blue Book very decidedly."

Miller, said that the broadcasters who "understood the legal implications of the Blue Book, realized that whatever its merits might be, it contained, carefully tucked in with much exposition and illustrative material, assertions of power never transferred by Congress and statements of philosophy destructively inconsistent with a free medium of speech."

Judge Miller charged that the Blue Book has been "seized upon avidly by crackpots, communists and rival advertising media who proceeded to heap ridicule upon broadcasting and broadcasters generally."

Stating that the Blue Book "inflicted punishment upon American broadcasting generally," Miller noted that "its statements were quoted in debates in the English Parliament as established facts concerning American broadcasting."

Miller also said that the Blue Book was "accepted by the American people, generally, as a truthful, objective, impartial description of American broadcasting when it is, instead, a highly biased, partial representation of the case for the prosecution."

"The danger of the Commission's encroachments in this respect, and of this interference with freedom of speech in radio broadcasting, is emphasized by the wide acceptance of the Commission's thesis upon the part of persons who because of (1) ignorance, (2) disagreement with our fundamental American principles, (3) a selfish pecuniary desire to destroy radio broadcasting's effectiveness as a competing medium of advertising, are anxious to establish a false doctrine that the First Amendment to the U. S. Constitution has no application to radio broadcasting. These people have talked much about 'a factor of scarcity'; they have announced that 'the people own the air' and other similar cliches, which cannot be found in the Constitution or in any decision interpreting the commerce clause or the First Amendment. They are, in fact, dishonestly made—not to support the rights of the people—but to break down the guarantee of the First Amendment by re-establishing Government censorship over free speech.

### Outlines Arguments

"Any person who understands Constitutional law, and the fundamentals of our political philosophy, knows that:

"(1) The First Amendment applies equally to broadcasting as to the press;

"(2) The factors of scarcity of facilities and other such considerations, were carefully balanced, in the writing of our Constitution, against the dangers of arbitrary, Governmental repression of speech and press;

"(3) The conclusion reached by the Constitution makers was that the freedoms of speech and press, in all forms, must be secured;

"(4) Any challenge of that conclusion goes against the fundamental principle, itself, and cannot be whittled away by devious distinctions;

"(5) Either we are to have free speech and press, or if we are to let these freedoms go, we should do so with our eyes open."

## Jack Williams Promoted To New RCA-Victor Post

(Continued from Page 1)

manager of the department, announced yesterday.

Williams formerly was advertising manager of the RCA Victor record department, in which position he developed the largest national advertising program in the history of the industry. He joined RCA in 1926 as a payroll clerk. Later he served, in turn, as a guide for visitors to the plant, as a staff member of the sound and electrical transcription department, and later as assistant to the advertising manager of the record department, before his promotion to advertising manager in 1938.

# Report Block Signed To Pact With Mutual

(Continued from Page 1)

run for the next four and one-half years.

Mutual will be the second network within the past few weeks to announce a full hour disc jockey show. ABC will present Paul Whiteman em-

## Dorsey To WMCA

Tommy Dorsey, bandleader, will be heard on WMCA in a series of disc-jockey programs daily beginning early in September, it was announced yesterday by Nathan Straus, president of WMCA, and Louis G. Cowan, president of Louis G. Cowan, Inc. The contract, it was stated, calls for two hours a day, seven days a week. The inaugural is scheduled for Sept. 8. The contract for the program, to be heard exclusively on WMCA in the New York area, is for a five-year period.

ceeding an hour of sponsored recordings and it is reported that CBS is giving consideration to presentation of a recorded show.

## Stork News

Mr. and Mrs. Herbert Rice are the parents of twins, a boy and girl, born yesterday at Stamford, Conn. Mr. Rice is a MBS production executive.

# WORLD PREMIERE

Baltimore, Md. Any world premiere of necessity takes in a lot of territory but that's just what's happening on the latest WFBR produced program. "World Tours"—Radio Global Quiz—featuring Lt. Col. George R. Hutchinson of the Flying Hutchinsons made its bow on WFBR May 8th.

Featuring the largest electric world map in existence—and an electric totalizer board, this show offers cash prizes up to \$100 per broadcast.

Some smart sponsor will buy it. How about you? WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

**WPDQ's**  
TIME-BUYERS JACK POT  
THIS WEEK'S WINNER  
JOHN HYMES  
THE BIOW CO.  
Next Week ? ? ? ?

IN CLEVELAND IT'S  
**WHK**

WEAR A BUDDY POPPY

VETERANS OF FOREIGN WARS OF THE U.S.

## Web Announces Plans For U.N. Week In Sept.

(Continued from Page 1)

ber 14-20 as "United Nations Week" and already governors of 20 states have agreed to issue proclamations setting aside the dates.

Activities this year will emphasize community participation and the individual's responsibility in maintaining a world peace organization. With accent on community effort, the AAUN has chosen Tarrytown and North Tarrytown, N. Y., to set examples in promoting local activities for fostering the United Nations. Sterling Fisher, assistant public service counselor for NBC who helped establish "United Nations Week," is mayor of Tarrytown.

WNBC has set aside Sept. 18 for its "Salute to the Tarrytowns" with many programs originating from the two model communities. During the week about six network pickups will be made from the two villages and several U. S. Cabinet members are expected to speak from there.

Start Set For Sept. 14

NBC will open its observance of UN Week during an open air program in Rockefeller Plaza on Sunday, September 14. One feature of the broadcast will be round the world pickups with foreign dignitaries saluting the project. Five weekly programs in NBC's "University of the Air" series have already adopted UN themes. These are "Your United Nations," Wednesday, 11:30 p.m.; "Our Foreign Policy," Saturday, 7 p.m.; "The World's Great Novels," Friday, 11:30 p.m.; "Home Is What You Make It," Saturday, 11:30 a.m.; and "Concert of Nations," starting Thursday, June 12, 11:30 p.m.

Further promotion by NBC will be made through its monthly publication, "This Is the NBC," a bulletin on radio activities sent to 31,000 persons in all professions. The issue mailed in July will be devoted entirely to the United Nations project.

The American Association for the United Nations is composed of more than 50 civic, cultural, veterans and professional organizations, including the Advertising Federation of America and the Association of Women Broadcasters, which stimulate interest in UN in schools, churches and club groups. The association is headed by Clark M. Eichelberger. A member of the executive committee is Chester J. LaRoche, board chairman of LaRoche & Ellis agency.

## Philco Net \$1.10 A Share For 1947 First Quarter

Philco Corp., reports net income for the first quarter of 1947 as \$1,609,754, after provision of \$1,617,900 for federal and states taxes have been deducted and \$1,300,000 for inventory reserves has been set aside. This net sum is equivalent to \$1.10 a share.

The income compares to the first quarter of 1946 when \$1.44 a share was earned, but no provision for inventory reserves was set aside.

# WORDS AND MUSIC

By HERMAN PINCUS

## Democracy Via Music. . . !

• • • WNEW rates a kudo for commissioning tunesters Hy Zaret and Lou Singer to compose a series of 'minute jingles' entitled "Little Songs on Big Subjects" . . . songs are based on National public service and the spots were recorded by the Jesters with arrangements and accompaniment by Roy Ross . . . Bernice Judis, general manager of WNEW is making the ET's available GRATIS to all radio stations via the Institute For Democracy.

★ ★ ★

• • • TIN PAN ALLEY OOPS:—Hugo Frey has been named Editor of the J. J. Robbins & Sons Educational Music Department . . . he's only rated as one of our finest composer-arrangers. . . • Tommy Tucker, C. W. Hall and George Duffy have placed their well-written ballad "Love In June" with Evan Georgeoff Music. . . • Several Agencies are interested in a new 15-minute series, "David Ross Album," featuring the poet announcer, D. Ross. . . • Gordon McRae, NBChieftain of the "Teen Timers" and new star of the Gulf Oil ET's, was an NBC page boy four years ago. . . • Nate Monaster was discharged from the Cedars of Lebanon Hospital the same day that Dan Booth entered the Burbank Hospital . . . both are scripters of "Duffy's Tavern" . . . Ohhh—Mister Gardner! . . . • Kay Arden, organist-novachordiste featured at the Terrace Room of the Hotel Dixie in Gotham belongs on the networks. . . • We like the smooth baritones of Dick Farney, heard Tuesday nites on the Milton Berle NBCiggie. . . • The Vatican Choir, 54 voices directed by Rt. Rev. Monsignor Luciano Refice, will begin a nation-wide concert tour opening Aug. 4 at the Polo Grounds and winding up 13 weeks later at the Hollywood Bowl. . . • Solly Cohn won the Plymouth car raffled off by the Contact Men's Union Monday nite . . . well hush my (ply)mouth. . . • Frank Signorelli, Charlie Bourne and Dorothy Dolen have placed a swell bolero "I Have Love," with Joe Davis.

★ ★ ★

• • • Jack Kilty, singing star of "Oklahoma" and heard NBCurrently on "Once Upon Our Time," will again be starred on the U. S. Rubber NBTelecasts . . . If major recording execs would open their ears they'd SEE this lad. . . • Benny (Southern Music) Ross' mimicry of fellow contactmen is hilarious . . . Tommy Dorsey calls him 'the great impersonator'. . . • Broadway Music reviving the great ballad of the early twenties, "Just Around The Corner" by Harry Von Tilzer andolph Singer. . . • Last Saturday, just five minutes before air time, Producer Joe Graham (pinch-hitting for vacationing Dick Charles) discovered that the ABChittison Trio program was 2 minutes too long . . . Joe went to work and did as fine a cutting job as we've seen with the show closing right on the nose . . . and what a guestrilling job Ronnie Gibson did . . . Agencies should give a listen and send their thanks with a check to the Runyon Cancer Fund. . . • Radio Recording songs setting a plug on the new Frank Carbon-Carl Nutter ballad "I Know It's Love". . . • The publishers of "Vem Vem" are following up with another rhythmic offering "Illusion," written by Bob Russell, S. T. Gallagher and Xavier Cugat.

★ ★ ★

• • • ON AND OFF THE RECORD:—Dinah Shore's newest Columbia disk pairs the ballad "Ask Anyone Who Knows" with "Papa Don't Preach To Me" . . . latter proves Dinah can sing rhythms just as effectively as ballads. . . • J. W. Murray, vee-pee at RCA-Victor, has signed Maurie Chevalier and Jean Sablon to exclusive pacts. . . • Spike Jones' Victor platter of "Love In Bloom" backed with "Blowing Bubble Gum," a classic in musical hokum . . . the 'Jack Benny' theme rendition, with every conceivable sound effect, should tickle the risibilities of all kids from seven to seventy. . . • Kasper-Gordon's new ET's "Gloria Carroll Entertains" a made-to-order musical series which is a cinch for indie stations . . . and our New England scout also reports that the Gordon M. Day minute commercials for the Boston & Maine R. R., "Timetable Mabel," are doing a JOB.

## Power Increase Grant Made By Commission

(Continued from Page 1)

because the Tallmadge station proposed to carry only network programs between the hours of 8 a.m., and p.m., daily. WGAR proposed to lease heavily on net programs.

In its decision the Commission said WADC's application "raises squarely" the issue whether public interest would be served by a "static" which during by far the largest and most important part of the broadcast day 'plugs' into the network line and, therefore acts as a mere relay station of program material piped in from outside the community."

The FCC said WADC's program proposals represented an "abdication to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind."

The Commission said a "solution must be found in terms of balance of network and non-network programs rather than a distinction between network and non-network stations."

Comments On "High Power"

"High power," the Commission said, "and the consequent ability to reach a larger audience, does not entail a corresponding indifference to service to a larger area, reached with an increase in power, may entail modifications in the type of service rendered to the smaller area previously served. Because a station ceases to be categorized as a "local station" does not relieve it of its responsibility to serve local and regional as well as national interests. A 5 kw., station necessarily serves a far larger area than a 5 kw., station or 250 watt station, but it is still serving an area, not the entire country, and its program policy must be geared to consider the particular needs and desires of that area. WADC's proposed program policy to confine itself entirely to network program if its application for an increase in power is granted represents a departure from the policy under which it currently operates its station which does not totally eliminate any consideration of local programming for local needs and desires."

WADC, owned by Allen T. Simmons, now operates on 1350 kc., with power of 5 kw. WGAR operates on 1220 kc., also with 5 kw., power. Both applied for increases in power to 5 kw., on the 1220 channel.

The Commission said that although there would be overlapping between the service areas of WGAR and WJR, Detroit, it was not enough to preclude a denial of WGAR's application. Both WGAR and WJR are owned by the same interests. The Commission ruled, however, that the grant to WGAR was subject to the condition that the station will modify its antenna pattern to afford protection to CMKO, Holquin, Cuba.

Commissioner Clifford Durr said that both applications should be denied.



★

# Out of some cold figures, came a story to warm America's heart

NOT LONG AGO, the Secretary of the United States Treasury studied a figure-covered sheet of paper.

The figures revealed a steady, powerful upswing in the sale of U. S. Savings Bonds, and an equally steady decrease in Bond redemptions.

But to the Secretary, they revealed a good deal more than that, and Mr. Snyder spoke his mind:

"If you give them the facts," he said, "you can always depend on the common sense and long-range judgment of the American people.

"The last few months have given us heart-warming proof of that.

"After the Victory Loan, sales of U. S. Savings Bonds went down—redemptions went up. And that was only natural and human.

"It was natural and human—but it was also dangerous. For suppose this trend had continued. Suppose that, in this period of reconversion, some 80 million Americans had decided not only to stop saving, but to spend the \$40 billion which they had *already* put aside in Series E, F & G Savings Bonds. The picture which *that* conjures up is not a pretty one!

"But the trend did NOT continue.

"Early last fall, the magazines of this country—nearly a thousand of them, acting together—started an advertising campaign on Bonds. This, added to the continuing support of other media and advertisers, gave the American people the facts . . . told them why it was important to buy and hold U. S. Savings Bonds.

"The figures on this sheet tell how the American people responded—and mighty good reading it makes.

"Once more, it has been clearly proved that when you give Americans the facts, you can then ask them for action—and *you'll get it!*"

### What do the figures show?

On Mr. Snyder's sheet were some very interesting figures.

They showed that sales of Savings Bonds went from \$494 million in last September to \$519 million in October and kept climbing steadily until, in January of this year, they reached a new postwar high: **In January, 1947, Americans put nearly a billion dollars in Savings Bonds. And that trend is continuing.**

In the same way, redemptions have been going just as steadily downward. Here, too, the trend continues.

Moreover, there has been, since the first of the year, an increase not only in the volume of Bonds bought through Payroll Savings, but in the number of buyers.

---

**How about YOU?** The figures show that millions of Americans have realized this fact: there is no safer, surer way on earth to get the things you want than by buying U. S. Savings Bonds regularly.

They are the safest investment in the world. They pay you \$4 for every \$3 at the end of 10 years. And you can buy them automatically, almost painlessly today, through either of two plans:

If you are eligible for the Payroll Plan, for your own sake and your

family's sake, get on it . . . and watch your savings mount up.

If you are not eligible for the Payroll Plan, but have a checking account, see your banker and get him to tell you about the new Bond-a-Month Plan.

Either of them will set you on the road to financial security, and the happiness that comes with it.

## Save the easy automatic way—with U.S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



## WABD To "Sell Tele" Via New W'kly Series

(Continued from Page 1)

next Monday night by WABD through a new series of half-hour shows packaged and produced by outside agencies under the over-all title of "Showcase."

New series will be aired Mondays from 7:30 to 8 p.m., followed by a sales and explanatory talk directed at potential clients and agency execs, as well as the viewing audience, by Ken Farnsworth, station's sales manager. Farnsworth's appearance, comprising a direct pitch to potential customers, will emphasize the "here's what television and WABD can do for you, etc.," angle. In addition to explaining the "showcase" itself, it's understood that Farnsworth will make known the approximate cost of each show following the broadcast. Farnsworth will also discuss other WABD shows, such as "Small Fry Club," and describe to audiences what type of shows are available for tele entertainment. In this regard he said yesterday that on Monday night he will announce the inauguration of a full daytime schedule on WABD starting June 9.

### No Cash Outlay

Actual setup of acquiring and airing each individual show will involve no cash outlay since WABD will provide time and facilities to the dozen or more agencies providing the complete package. Station will however, retain the right to sell the individual show for a period up to six months.

Station's thinking is that this new approach will have greater impact on clients and agency execs, since practically all have video sets in their homes or offices, etc. Further, the viewing audience, which is expected to get a clearer picture of just how tele broadcasting works, will be asked to mail in their reactions to all programs, — which information will be used by WABD to evaluate the shows.

### Seven Packages Set

Seven individual packages have been lined up for "Showcase" thus far and Monday's debut will be "Hospitality House" produced by Basch Radio Productions. Next week's show is titled "This Is Hypnotism."

"Hospitality House," will debut over WABD-Du Mont, on Monday night, May 26th, from 7:30 to 8:00 p.m. Set for the title role is Frances Scott, radio and television emcee. The program is planned for a five-a-week afternoon slot. Charlie Basch produces for Basch Radio Productions and Bob Emery directs for Du Mont.

## COAST-TO-COAST

### — CANADA —

**MONTREAL**—All Montreal Royals' Saturday home games will be broadcast by CKAC throughout the 1947 International League baseball season with Michel "Mike" Normandin dishing out the play-by-play. . . .  
**EDMONTON**—British actors and actresses in world-renowned British plays, comprise a new half-hour weekly radio show for Canadian Oil Companies Limited, heard over CJCA. The new show could be called a British version of Hollywood's Lux Radio Theater. . . . Two Dutch war brides, Mrs. G. W. Bailey and Mrs. S. Marchant, now of this city, recently appeared on CKUA, where they transcribed messages to be sent to their families in Holland.

### — CONNECTICUT —

**HARTFORD**—Bob Shields, formerly with WMBH, Joplin, Missouri, has joined the announcing staff of WDRC where he has done summer relief work. . . . WTIC's concert radio artist, Laura Gaudet, will present a program of Acadian folksongs during the Thirteenth Annual National Folk Festival to be held in St. Louis, May 21-24. She will sing selections taken from her book, "Chants d'Acadie" ("Songs of Acadia") which contains a collection of twelve hitherto unpublished Acadian melodies. . . .  
**NEW LONDON**—The management of WNLC is now planning an Open House and Visitors Day in the latter part of this month, upon completion of the new standard and FM studios.

### — OHIO —

**CANTON**—Shirley Jane Morgan has joined the continuity staff of WHBC. Miss Morgan, graduate of Mount Union College, Alliance, Ohio, was editor of the school's paper, Dynamo, and president of Delta Delta Delta in her senior year. . . .  
**PORTSMOUTH**—Graeme Zimmer's Bandstand, heard every Saturday over WPAY, features the novel idea of listeners becoming co-sponsors of programs. All that is required of the listener is that he write a postcard, requesting four songs by his favorite orchestra or vocalist. Letters are sorted, and the requests are featured on 15-minute segments of the Bandstand. Free records are given to the first six co-sponsors of a 15-minute segment. The remainder of the program consists of the music of local dance orchestras direct from the location they are playing, also up-to-the minute news.

### — FLORIDA —

**DAYTONA BEACH**—WMFJ has expanded its news reporting service with the addition of Tommy Owen, formerly with WFNC, Fayetteville, N. C., to the staff. . . .  
**JACKSONVILLE**—"Dixie Jamboree," WPDQ's Saturday night hill-billy program, has a new member in its cast. He is a ragged little boy, who for weeks has been turning up with a basket of peanuts, which he insisted on selling to the studio audience. Bernie Adams, emcee of the show, invited him to the stage, and he now does his "peanuts, parched or boiled" routine over the mike, as a regular "Dixie Jamboree" feature.

### — NEW HAMPSHIRE —

**CLAREMONT**—Clayton J. Boddy, sales manager of WLOB (FM), has become the father of his second harmonic, a seven-pound, four-ounce boy. . . . Two additions to WLOB's staff are Lawrence C. Freeman, program director, and Harold Kayz, chief engineer. . . . Marking the culmination of plans first announced in 1944, WLOB recently went on the air for test broadcast purposes. The program, in detail, included news commentaries on the hour, farm reports and music from the latest jive to classical selections.

### — NORTH DAKOTA —

**FARGO**—In connection with WDAY's 25th anniversary celebration, the station has started a "Mystery Man and Woman" contest with a prize list value over \$8,000. In the "Mr." half of the contest, an unknown man has been sent out and will travel through the WDAY listening area in North and South Dakota and Minnesota, until he is found and identified by someone who will receive a one-hundred-dollar bill as proof that he or she has found the right man, and will be brought to Fargo to receive over \$4,000 worth of prizes in merchandise donated by Fargo and Moorhead, Minnesota merchants. In the other half of the contest, WDAY has coined a name for an imaginary "Mrs. WDAY," the representative of the station's listeners. Clues to this name will be given daily and the first person guessing it, will receive the other half of the huge prize list.

### — WISCONSIN —

**MILWAUKEE**—Ideals of service and fellowship, followed by 6,000 Rotary clubs in 75 countries, were recently highlighted over WISN when the Rotary Club of Milwaukee played host on the weekly "Milwaukee Civic Alliance" program. Speaker was Frank W. Greusel, governor of the 144th district of Rotary International, embracing the southern half of Wisconsin. . . . Gordon Thomas's gifts of packages of gourd seeds to "Top of the Morning" listeners who write to him, have resulted in the setting of a new record. Nearly 10,000 listeners wrote in for the seeds. At that rate, WTMJ's emcee said, there should be at least 279,000 gourds growing around Wisconsin.

### — KANSAS —

**EMPORIA**—New staffers at KTSW are Marcene Eldon, ex-newspaper woman, and John McCarthy. Both fill continuity department spots with "Marcene's Thot for Food," aired daily with local sponsoring. . . .  
**KANSAS CITY**—Radio, and department store radio merchandising made history this week, when Joanne Taylor's "Fashion Flashes," aired over KMBC, celebrated its 14th anniversary. Sponsored by John Taylor's department store, it is the oldest, continuous retail merchandising strip on the air. . . .  
**TOPEKA**—The Holden Brothers, Jack and Fairley, featuring Emory Martin, banjo player and Wayne Midkiff on the fiddle, have just been signed to appear as program regulars on WIBW.

## NAB Board Adjourns Supports BMI, BMA

(Continued from Page 1)

"discretion" and power in administering the organization.

The board unanimously praised BMB for its "outstanding work" and urged "immediate" industry support for Study No. 2.

Hugh Feltis, BMB president, predicted that the second study would be supported by "more than 1,000 subscribers."

The resolution passed by the board will be presented to the BMB board of directors when it meets in New York in July. During the next few weeks, Feltis will meet with various standing committees of BMB to develop plans for the next study. The first study was completed after 70 years "spade work," during which time 710 stations, four national networks and 10 regional webs subscribed.

The board also authorized another research job similar to the NCC survey of public reaction to radio. An appropriation of \$15,000 for field work in the survey was approved.

Also approved by the board was a resolution authorizing Judge Miller to appoint four station representatives to sit in on AFRA-network negotiations. These station reps were given a policy directive to oppose secondary boycotts.

### No Action On Standards

No action was taken on changes in standards of practice. The committee, headed by Robert D. Sweet, was not ready to make a full report.

While no details were given by-law revisions, they were said to be extensive and many were designed to give Judge Miller additional power. In all, there were more than 100 changes in the by-laws. Under new NAB rules, changes in the by-laws must be approved by a referendum of NAB members. This, of course, will include the change approved by the board allowing networks to come associate members. It was said that new dues for the networks' associate members would be \$5,000.

The board also approved changes which would combine FM and station earnings in compilations of dues if there is joint ownership. NAB spokesmen, however, said that there will be no changes in dues this year other than the network switch.

There was considerable debate over area vs. district meetings but no specific action was taken.

It was also agreed that future NAB conventions would be held in Spring rather than in the Fall. This, however, would not affect the coming convention in September. This change would mean that area meetings would be held in the Fall.

## Immediate

opening for experienced ad lib and general announcer, with audience participation show background. Mail qualifications and transcription to Dick Cobb, Yankee Network, 21 Brookline Ave., Boston 15, Mass.

IN CLEVELAND IT'S

# WHK



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 40

NEW YORK, MONDAY, MAY 26, 1947

TEN CENTS

# Radio Bill Is Introduced

## Production Of AM-FM Jumped 47% In April

AM-FM receiver production during April increased a whopping 47 per cent over March, the RMA reported over the week-end. Television production also increased in the same period.

An estimated 98,625 radio sets with FM reception facilities were manufactured by RMA member-companies in April, as compared with 67,264 in March. Actual production during a five-week period, March 31-May 2, inclusive, was 112,256, whereas the March report covered only four weeks, March 3-28, inclusive.

April's estimated production of all (Continued on Page 5)

## Picture Telling Radio History Starts Shooting Next Oct.

Financed with \$2,000,000 and endorsed by Justin Miller, president of the NAB, "Radio Cavalcade," the film portraying the industry from crystal-ball days until the present, will go into production in mid-October, and will feature 10 top stars of the air. Abe Lastfogel, of the William Morris agency, is in charge of casting; Harold T. Brandt is producer, Emmett Lavery the scripter.

## Five Directors Elected By Hollywood Advt. Club

Los Angeles—Nine directors elected by Hollywood Advertising Club for 1946-1947 season are: three-year terms, Bob McAndrews, Young & Rubicam; David Glickman, Broadcasting Magazine; John Kemp, Hollywood Shopping News. Two-year (Continued on Page 2)

### Awards

Winners in the Atwater Kent Auditions for amateur singers will be heard on an American network broadcast Tuesday, May 27, from 9:30 to 10 p.m. Kent will present \$15,000 in prizes to the winners, all of whom hail from the West Coast. First awards go to Mrs. Licia Armijo of Los Angeles and Theodore Uppman of Palo Alto, also in California.

### Tele Scoop

NBC's successful presentation of the first motion pictures of the total eclipse of the sun in Bocayuva, Brazil, over WNBT, New York, gave the television station a clean beat over the newsreel theaters. The tele movies of last Tuesday's eclipse were flown the 5,300 miles from Brazil by an Army Signal Corps plane and were ready for presentation on Thursday night's telecasts. Scenes included Ben Grauer at the microphone broadcasting an account of the eclipse to NBC and dramatic shots of the actual eclipse.

## Radio Freedom Guard Miller Tells DAR Meet

Washington Bureau, RADIO DAILY  
Washington—NAB president Justin Miller on Friday told the DAR convention that radio broadcasting today is "recapitulating the fight for freedom which man and press fought out a century and a half ago. The same guileful arguments are heard today: To divide us and to establish again Government controls of the (Continued on Page 4)

## Slate Gets Appointment As BBC Program Director

Sam J. Slate has been named program director of the New York office of the British Broadcasting Corp., William Reid, BBC's North American director, announced Friday. Slate has been acting head of the department (Continued on Page 2)

# Baseball Increases Revenue Of Stations During Season

By VAL ADAMS  
Staff Writer, RADIO DAILY  
Baseball, the national pastime, continues to be also the basis of heavy commercial air time five months out of the year when advertisers lay out untold millions to sell such products as beer, cigarettes, breakfast foods and gasoline. More stations than ever before are carrying baseball this season and revenue

## White-Wolverton Legislative Proposal Includes Far-Reaching Revisions Of Old Communications Act

### BMB Subscribers Reach Total Of 116

Latest report from Broadcast Measurement Bureau states that 66 more stations have subscribed for the proposed 1948 survey, bringing the total subscribers to date to 116. According to Phil Frank, BMB executive secretary, approximately 20 stations in the grand total are new subscribers for the survey, having gone into operation within the last year, while the remainder are renewals.

In answer as to whether or not renewals have been prompted by talks (Continued on Page 4)

## New Sustaining Series To 'Showcase' Web Talent

For the second successive year, NBC will inaugurate its "Saturday Showcase," on June 7, at 3-3:30 p.m., EDT., to be presented during the summer months as a variety program (Continued on Page 2)

## Don McNeill Coming East To Originate Five Shows

Don McNeill's "Breakfast Club," recently in New York for two weeks of broadcasting, will return from Chicago for five additional programs (Continued on Page 8)

Washington Bureau, RADIO DAILY  
Washington—Far-reaching revision of the procedural and appellate sections of the radio law as well as new statutory provisions regarding limitations on licenses and news broadcasting are included in an omnibus radio bill introduced Friday by Sen. Wallace H. White, Jr., Maine, and Rep. Charles Wolverton, New Jersey, chairman of the Senate and House Interstate Commerce Committees, respectively.

Present intention of both authors of the legislation is to hold hearings (Continued on Page 6)

## Terms Of Block Deal Disclosed In Hollyw'd

Hollywood—Martin Block will receive \$6,000 a week for the first year with pay increasing up to \$8,000 a week under the terms of his new five year contract which calls for a full hour disc jockey show on Mutual network originating in Hollywood, RADIO DAILY learned. No date has been set for the opening of the network (Continued on Page 7)

## Top Engineers Attend RCA Television Clinic

Camden—Top broadcast engineers from the major networks and independent stations throughout the country concluded a five-day inspection and lecture tour of RCA facilities (Continued on Page 7)

### Ups Budget

Los Angeles—The Red Skelton show for Raleigh cigarettes will return to the air on NBC Sept. 9 with an increase in budget, Lou Place, West Coast manager of Russel M. Seeds agency, announced. Options and salary increases have been picked up on Verna Felton, Pat McGeehan, Rod O'Connor, Anita Ellis and Ned Le Fevre. Show will retain 32-piece orchestra.

to broadcasters is expected to hit an all time high.  
Although there are only 11 major league cities, there are approximately 115 stations carrying play-by-play from big league diamonds, an increase over last year. Out in the mid-west, for instance, Griesedieck Brothers Brewery Co., in St. Louis sponsors play-by-play of the St. Louis (Continued on Page 8)





★ COMING AND GOING ★

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

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BRIG. GEN. KEN R. DYKE, vice-president and director of broadcast standards and practices at NBC, has returned from Boston, where he addressed the Rotary Club on "The Kamikazis of Peace." On Wednesday of this week he'll speak on the same subject before the New York Rotary Club.

BILL COSTELLO, chief of the CBS news bureau in Tokyo, Japan, has left the Nipponese capital for Seoul, Korea, where he will report the conferences of the U. S.-Soviet commission.

BEN GRAUER, announcer and commentator on NBC, who reported last week's eclipse of the sun from Bocayuva, Brazil, is back in Gotham.

Cecil Brown, Mutual network commentator who did a recent series of broadcasts in Washington, D. C., has returned to New York.

JOHN DALY, Columbia network newsman, has returned from South Carolina, where last week he reported the lynching trials.

LES RYDER, station manager and promotion director of WCED, Dubois, Pa., is back at the station following a few days of conferences at the New York offices of CBS.

ROGER CLIPP, general manager of WFIL, American network affiliate in Philadelphia, and chairman of ABC's stations planning and advisory committee, was here Friday for conferences with officials of the network.

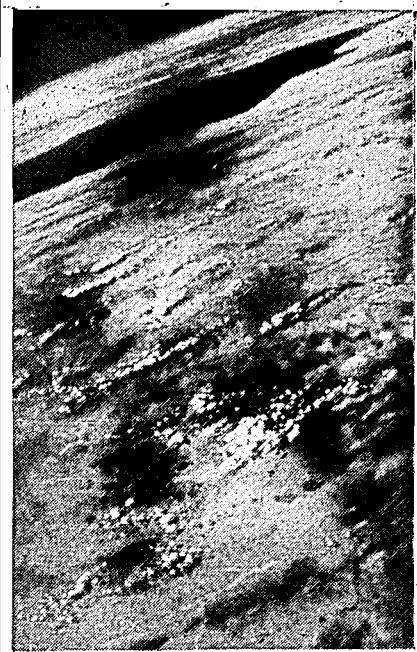
GLAKE MERRILL, general manager of WHAR, Clarksburg, West Va., paid a call Friday at the headquarters of the Mutual network, with which the station is affiliated.

MILTON BACON, assistant to the general manager of WCBS, has returned from Philadelphia, where he addressed the Dental Alumni Society.

Benedict Gimbel, Jr., president and general manager of WIP, Philadelphia, and Gordon Gray, assistant general manager and director of sales, are in Baltimore to attend the meeting of the NAB's 3rd District.

Buddy Basch, publicist, has returned from Detroit, where he completed advance details for the current engagement of the Johnny Long orchestra.

NICK KEESLEY, director of program sales for Mutual, off to Boston on a short business trip.



Slate Gets Appointment As BBC Program Director

(Continued from Page 1)

since the resignation of Stephen Fry in November, 1946.

Slate is the first American to hold this post in the BBC organization. He is a veteran of 20 years experience in newspaper and radio writing, producing and publicity. From 1933 to 1936 he was associated with the CBS news and publicity department. Later he was associated with the United Press and Phillips H. Lord, Inc.

Was in Maritime Service

Upon his release from the Maritime Service in 1944, where he served two years as a public relations officer, Slate joined the BBC. Shortly thereafter he went to England, traveling widely through the British Isles and Europe. During his six months stay he produced a number of programs that were broadcast on various services of the British Broadcasting Corporation.

New Sustaining Series To 'Showcase' Web Talent

(Continued from Page 1)

gram and a means toward calling attention to talent ordinarily heard on a regional basis only.

First broadcast of the series will originate in Kansas City, from WDAF, and subsequent shows will come from various affiliates throughout the U. S.

Fred Ziv Co. Renews Wayne King ET Series

Frederick W. Ziv Co., renewed its option on the Wayne King Show, transcribed series, for another year, it was announced Friday by John L. Sinn, executive vice-president of Ziv. Show, currently heard on over 100 stations, features Nancy Evans, Larry Douglas and Franklin McCormick.

Will Sponsor News Period

Luden, Inc., will pick up sponsorship of "Ned Calmer and the News" over CBS, Saturday and Sunday, 8:55-9 p.m., EDT., starting June 21. The 52-week contract was signed through J. M. Mathes. Series currently is sponsored by Parker Pen.

Kobak To Be Honored By Missouri College

Edgar Kobak, will receive an honorary degree of Doctor of Law from Missouri Valley College, in Marshall, Mo., on June 2. Degree will be bestowed by Dr. J. Ray Cable, president of the college. Kobak is one of the three prominent Americans to be honored for their educational efforts and contributions along that line by the institution.

Send Birthday Greetings To - May 26 Jules Alberti Margaret Fuller William Kephart Howard Parker Frederic Mackage

Only WTAG covers Central New England.

When you buy time—buy an audience. WORCESTER WTAG WORCESTER

Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up."

Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

We thought that was a honey.

Now they tell us of one taken later. The same way, this time at 100 miles up.

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do—what heights you attain—if you don't stay in there working, competition will outstrip you in no time.

It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

Put W-I-T-H on that next list. It delivers more listeners-per-dollar spent.

W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

FINANCIAL (May 23) NEW YORK STOCK EXCHANGE Table with columns for High, Low, Close, Net Chg. and rows for various stocks like Am. Tel. & Tel., CBS A, etc.

Nine Directors Elected By Hollywood Advt. Club (Continued from Page 1) terms, Jack O'Mara, ABC; Harry Witt, CBS; Homer Griffith, radio station representative. One-year term, Helen Murray Hall, NBC; Henry Gerstenkorn, Mutual Don-Lee Broadcasting System; Homer Boelter, lithographer. Walter Van de Kamp retiring president of the club, becomes a director automatically. Directors will meet today to elect club officers.

IN CLEVELAND IT'S WHK

# Look at the Rate Card



Basic CBS  
5000 Watts — 1360 Kc.  
Hartford 4, Connecticut

## WDRC

CONNECTICUT'S PIONEER BROADCASTER

Rate Card  
No. 23  
Effective

January 1, 1946

### General Broadcasting Advertising Time Rates (Without Talent):

EVENING RATE (Evening rates apply on Sunday between 1:00 P. M. and 11:00 P. M.)					
6:00 P. M. to 11:00 P. M.					
	1 T.	26 T.	52 T.	100 T.	300 T.
One Hour	\$210.00	\$199.50	\$189.00	\$178.50	\$168.00
Half Hour	126.00	119.70	113.40	107.10	100.80
Quarter Hour	84.00	79.80	75.60	71.40	67.20
Five Minutes	42.00	39.90	37.80	35.70	33.60

DAYTIME RATE:					
7:00 A. M. to 6:00 P. M. (Sunday 8:00 A. M. to 1:00 P. M.)					
One Hour	\$105.00	\$ 99.75	\$ 94.50	\$ 89.25	\$ 84.00
Half Hour	63.00	59.85	56.70	53.55	50.40
Quarter Hour	42.00	39.90	37.80	35.70	33.60
Five Minutes	21.00	19.95	18.90	17.85	16.80

11:00 P. M. to 7:00 A. M.					
One Hour	\$ 70.00	\$ 66.50	\$ 63.00	\$ 59.50	\$ 56.00
Half Hour	42.00	39.90	37.80	35.70	33.60
Quarter Hour	28.00	26.60	25.20	23.80	22.40
Five Minutes	14.00	13.30	12.60	11.90	11.20

### Announcements:

EVENING RATE (Evening rates apply on Sunday between 1:00 P. M. and 11:00 P. M.)					
6:00 P. M. to 11:00 P. M.					
One Minute ET or 125 words	\$ 35.00	\$ 33.25	\$ 31.50	\$ 29.75	\$ 28.00
20 Sec. ET or 35 words	25.00	23.75	22.50	21.25	20.00

DAYTIME RATE:					
7:00 A. M. to 6:00 P. M. (Sunday 8:00 A. M. to 1:00 P. M.)					
One Minute ET or 125 words	\$ 17.50	\$ 16.63	\$ 15.75	\$ 14.88	\$ 14.00
20 Sec. ET or 35 words	12.50	11.88	11.25	10.63	10.00

11:00 P. M. to 7:00 A. M.					
One Minute ET or 125 words					



## Then see what you get!

**IN NUMBERS:** There are 494,700 people in Hartford County; 1,026,800 in WDRC's Primary Area.

**IN INCOME:** A 7-year study, 1939-1946, shows Hartford with almost double the nation's per capita Effective Buying Income.

**IN RETAIL SALES:** Hartford County rang up \$500,722,000 . . . . WDRC's Primary Area \$949,927,000 in 1946.

**IN RADIO HOMES:** 97% of the families in WDRC's Primary Area have one or more radios.

**IN VALUE:** On WDRC, you completely and economically cover one of the country's best areas for advertising. WDRC has one low uniform rate for all advertisers: national, regional and local

CONNECT IN CONNECTICUT  
BY USING WDRC . . . .



CONNECTICUT'S PIONEER BROADCASTER • WDRC SINCE 1922 • WDRC-FM SINCE 1939 Represented by Raymer

# BMB Subscribers Reach Total Of 116

(Continued from Page 1)

delivered by Hugh Feltis, BMB president, at NAB area meetings, Frank pointed out that stations are subscribing from many points where NAB meetings have not been held. He also said that subscriptions are coming in from all classes of stations, both large and small, in thirty-five states.

The subscribers not previously announced are: WAPI Birmingham, Ala.; KUCB Blythe, Calif.; KFXJ Grand Junction, Colo.; WIOD Miami, Fla.; WMOC Covington, Ga.; WMLT Dublin, Ga.; WMAZ Macon, Ga.; WJBC Bloomington, Ill.; WCNT Centralia, Ill.; WTAD Quincy, Ill.; WHBF Rock Island, Ill.; WIBC Indianapolis, Ind.; WOC Davenport, Ia.; WHO Des Moines, Ia.; KGNO Dodge City, Kan.

### Midwest Well Represented

KFBI Wichita, Kan.; KSYL Alexandria, La.; WLCS Baton Rouge, La.; KCIL Houma, La.; WPOR Portland, Me.; WSAR Fall River, Mass.; WLAW Lawrence, Mass.; WJPR Greenville, Miss.; WJAG Norfolk, Nebr.; KOLT Scottsbluff, Nebr.; KSVF Albuquerque, N. M.; WELM Elmira, N. Y.; WHCU Ithaca, N. Y.; WHAM Rochester, N. Y.; WWNC Asheville, N. C.

WAYS Charlotte, N. C.; WSOC Charlotte, N. C.; WBIG Greensboro, N. C.; WMFD Wilmington, N. C.; KSJB Jamestown, N. D.; WHBC Canton, O.; WMRN Marion, O.; WIZE Springfield, O.; WKBN Youngstown, O.; KSWO Lawton, Okla.; KOIN Portland, Ore.; WFIL Philadelphia, Pa.; WJAR Providence, R. I.; WCSC Charleston, S. C.; WESC Greenville, S. C.

WKRM Columbia, Tenn.; KGNC Amarillo, Tex.; KIOX Bay City, Tex.; KFDM Beaumont, Tex.; KXYZ Houston, Tex.; KSAM Huntsville, Tex.; KFRO Longview, Tex.; KFYO Lubbock, Tex.; KABC San Antonio, Tex.; KVIC Victoria, Tex.; WCAX Burlington, Vt.; WARL Arlington, Va.; WRNL Richmond, Va.; WRVA Richmond, Va.; WDBJ Roanoke, Va.; KWSC Pullman, Wash.; KHQ Spokane, Wash.; WKNA Charleston, W. Va.; WKWK Wheeling, W. Va.; WMLO Milwaukee, Wis.; KTSA San Antonio, Tex.

### Stork News

Hollywood—Anita Boyer Dukoff, former Harry James and Jimmy Dorsey vocalist and wife of Bob Dukoff, tenor saxophonist and manufacturer of saxophone mouthpieces, gave birth to a girl at St. John's in Santa Monica, California, on May 17th.



### California Commentary . . . !

Record companies are bidding for the vocal services of Country Washburne because of a record he made 16 years ago! Now a musical director (he batoned the Roy Rogers show this season), Country formerly specialized in folk-song vocals and did "Oh, Monah"

### Los Angeles

on the reverse side when Ted Weems first recorded "Heartaches" in 1931. Decca re-issue sales have gone past 1,000,000 copies, putting Washburne in demand for folk-song albums. . . . Bob Hall, ABC's Hollywood Boswell, is on a week's tour of ABC stations and publications between Los Angeles and San Francisco. . . . Bernard Katz, popular music director for "Mayor Of The Town," recently had a dream and he hopes it comes true. He was leading a 120-piece symphony orchestra in a command performance before the United Nations Assembly. Incidentally, handling the baton for a fine orchestra is one of Bernard's goals. . . . Fifteen-year-old Tommy Bernard had one of his busiest weeks of the year early in the month. Tommy was called for seven shows—five acting and two commercials: This schedule was in addition to his daily half-day in the professional school, his sports and hobbies.



Case history in imaginative publicity campaign for a musical show, traditionally difficult to exploit, is job done by Milt Samuel's publicity department at Young & Rubicam, Hollywood, for Borden's Ginny Simms show. Milt started ball rolling when he noticed that Glenn Hurlburt was to guest on show, playing and conducting his own composition, "Cable Car Concerto." An ex-San Franciscan, the Boswell realized that cable car was a hot topic among actual and synthetic residents of Golden Gate town, with campaign currently under way by mayor to have the cars scrapped in favor of less romantic but more modern forms of transportation. Milt also knew that Hurlburt, an exceptional musician, is blind. The two factors provided human interest pegs on which to hang reams of promotion and off the radio page—all stories and pictures, of course, plugging the Simms show on which Hurlburt was to appear.



Mrs. Don Belding flew to Washington to join her husband, who is attending a meeting of the Small Business Advisory Committee of the Department of Commerce. Belding is vice-chairman of the Committee and partner in Foote, Cone & Belding. . . . Hoagy Carmichael has been entertaining Chester W. Cleveland, editor of the Sigma Chi Magazine, who came to Hollywood to invite him to be guest of honor this summer at the annual Sigma Chi dinner in Chicago. Incidentally, another Sigma Chi, Jay Stewart, takes his "What's Doin' Ladies" show into the Los Angeles Coliseum June 3 to participate in the annual boat show. . . . George Fenneman and family (he's an ABC staff announcer) are vacationing in Santa Cruz and San Francisco.



Stephen Dunne, star of "Deadline Mysteries," has purchased a new home in Brentwood. It is a seven-room, two-story house of Penn Dutch design and he plans to furnish it in the same period. . . . Red Skelton and Marilyn Maxwell will be among those appearing at the West Side Hospital benefit at the Shrine auditorium June 2. . . . Orval Anderson, emcee of "Darts For Dough," hosted 50 dealers and distributors of the sponsor's product (Dr. Pepper) at a recent broadcast. After the airing, the dealers held a sales promotion school in the studio at 6000 Sunset. . . . Stacy Harris and Dean Carlton of "This Is Your FBI," are having their California troubles since the show moved here from New York. Both men are looking frantically for places to live and telephones. Only way to reach them quick now is by telegram to Jerry Devine, the writer-director of the show.

# Radio Freedom Guard Miller Tells DAR Meet

(Continued from Page 1)

media of free communication," Miller told the group.

"Once conceded to government power to tell 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," Miller said.

"If the time shall ever come when an agency of government controls directly or indirectly—the program content of radio broadcasting we shall have put into the hands of that agency the same weapon as that which Hitler used in Germany and the dictators of other countries have used in their own countries. I hope the representatives of government will exercise appropriate self-restraint. I hope the broadcasters of America will to the utmost of their ability eliminate all just causes of complaint and thus remove the temptation incited to government control."

### "Only in the U. S."

"Only in the United States do there exist a system of radio broadcasting which even approximates free and uncontrolled medium communications. In many countries radio broadcasting is owned and operated in whole or in part either by the government itself or by a government corporation," Miller concluded.

# WORLD PREMIERE

Baltimore, Md. Any world premiere of necessity takes in a lot of territory but that's just what's happening on the latest WFBR produced program. "World Tours"—Radio Global Quiz—featuring Lt. Col. George R. Hutchinson of the Flying Hutchinsons made its bow on WFBR May 8th.

Featuring the largest electric world map in existence—and an electric totalizer board, this show offers cash prizes up to \$100 per broadcast.

Some smart sponsor will buy it. How about you? WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

A VOICE IN THE NIGHT  
Audition Records Available

**COMMERCIAL PROGRAM SALES**  
1440 Broadway, N. Y. PE 6-8600



## Production Of AM-FM Dropped 47% In April

(Continued from Page 1)

Production of radio receivers by RMA member companies was 1,548,540, as compared with 1,377,269 in March. Actual production during the five-week period, March 31-May 2, inclusive, was 1,759,-

television receiver production in April showed a slight gain over March, reaching 7,886 for the five-week period as against 6,639 for the four-week March period.

April's television output was classified as follows: 3,971 radio table sets, 2,242 direct-viewing radio consoles, 87 projection consoles, 686 direct-viewing radio-phonograph combinations, 40 projection radio-phonograph combinations, and 860 converters.

The April figure brings the total television receiver output for 1947 to 205 as of May 2, while FM-AM sets produced during the same four-month period totaled 284,432.

## Father's Day Awards Announced By Committee

The National Father's Day Committee announced over the weekend awards for the 1947 Fathers selections in the field of theatre, motion pictures and radio.

Awards to Fredric March, stage father of the year; Bob Hope, screen father of the year; Edgar Bergen, radio father of the year and the following radio programs which received citations, "The Adventures of Izie and Harriet," CBS; "Pepper Jung's Family," NBC; "One Man's Family," NBC; "Date With Judy," CBS; "Fibber McGee and Molly," CBS; "Life Can Be Beautiful," CBS; "Ma Perkins," NBC and CBS; "My True Story," ABC; "The Greatest Story Ever Told," ABC, and "Mayor of the Town," CBS.

Other special citations of the Committee included Father Short of the Year, "Like Father—Like Son," Paramount Pictures; Music Father of the Year, Irving Berlin; Philanthropic Work in the Field of Foster Parent Activities, Billy Rose; Child of the Year, Margaret O'Brien; Exemplary Father Role, Gregory Peck "The Yearling." In addition to these awards in the field of arts, the committee will announce on June 1 the outstanding fathers in the general field, which include the Number One Father of the Year, the Worker Father of the Year, the Sports Father of the Year, and the list of 10 outstanding Americans Fathers of 1947.

## FM Prospects In Canada Reviewed By CBC Official

Montreal—Only a "handful" of private radio station operators have so far applied for licenses to operate frequency modulation stations, A. D. Dunton, chairman of the CBC Board of Governors, told the Canadian House of Commons Radio Committee.

He said that so far no receivers to pick up staticless, high fidelity frequency modulation broadcasts had yet been placed on the Canadian market.

Despite this, the CBC has had FM stations in Toronto and Montreal for several months and planned others in Winnipeg and Vancouver before long. It had adopted a policy of encouraging FM transmission by private broadcasters.

The CBC Board of Governors felt that FM licenses at this time should be issued only to operators of ordinary radio stations, which would broadcast the same programs for FM and ordinary radio receiving sets.

He said the CBC had devoted some study to the question of television.

"The great problem here is the high cost," he said. "The obstacle of high cost is intensified by the widely dispersed population of Canada and the limited range of television transmitters. With its present revenues it is quite impossible for the corporation to undertake any television operations. Nor do we as yet see an economic basis for sound development of television in Canada in the public interest.

"We are, however, continuing to study the question and to closely watch developments in the United States and in Great Britain."

## Lipton "Talent" Show To Take Friday Time

"Talent Scout Show," headed by Arthur Godfrey, which was purchased for Lipton Tea and Lipton Soups by Young & Rubicam, Inc., to be heard over CBS at 9 p.m., Tuesdays, opposite Amos 'n' Andy, will be switched to Friday night 9:30-10 p.m., effective July 25th. Show was to take the former Vox Pop time, but since Jimmy Durante is going to NBC and the time was open, Y&R figured Amos 'n' Andy was a tough customer to buck, took what it believes to be a lesser battle.

# Fulton Lewis, jr.



# available now\* on WIP-Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's *biggest cooperative* on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

**\* Offered Subject to Prior Sale**



COOPERATIVE PROGRAM DEPARTMENT  
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.

IN CLEVELAND IT'S  
**WHK**

**9 OUT OF 11**  
FAMILIES IN THE  
GREAT POMONA VALLEY  
(200,000 POP.) LISTEN TO  
KOCs REGULARLY.  
\* Survey figures available  
AM **KOCs** FM  
ONTARIO CALIFORNIA

# Radio Bill Is Introduced

## Industry Progress Requires Statute, Says Sponsor

(Continued from Page 1)

next month, but no definite schedule as yet has been mapped out. The bill is admittedly patterned in large measure upon the White-Wheeler bill of four years ago, which was the subject of protracted hearings before the Senate committee.

White told the Senate Friday that the bill is designed "largely to clarify the meaning and intent of the existing act and to rectify some of the defects which have become obvious during the past twelve years." He added that there is likelihood of additions and alterations to the measure before there can be any change of adoption, making it plain that the bill is put forth simply as a framework upon which to hang new radio legislation.

### "Legislation Needed"

"This much can be said," White asserted: "We are in great need of new radio legislation; the art is more than a quarter of a century old and has made gigantic strides technically, but is operating under law which for the most part is nearly 20 years old. Back in 1939, the late President Roosevelt commented publicly on the need for a reorganization of the Commission and new substantive law on the subject of communications. The nation's broadcasters have made it clear that they want new legislation; but even more important, the 130,000,000 people in this country who are the radio listeners are entitled to what I believe to be the benefits of this legislation."

The new bill sets forth six conditions to be observed in the event a licensee decides to schedule political broadcasts:

(1) If a legally qualified candidate in any election, or a person designated by him is permitted the use of a station for participating in a political campaign, then equal opportunity must be granted each of the candidate's opponents or persons designated by them. Similarly, if a person is permitted the use of a radio station in opposition to a candidate, then the candidate, or someone designated by him, must be given equal opportunity;

(2) If an official of a regularly organized political party or a person designated by him, is permitted to use a radio station, then the corresponding official of all other regularly organized political parties, or persons designated by them, must be given equal opportunity;

(3) During a political campaign no station shall make facilities available for or against any candidate except to a candidate for the same office, or a person designated by him, or by a person designated by the responsible official of a regularly organized political party whose candidates' names appear on the ballot;

(4) If any person is permitted the use of

a station to speak for or against any public measure to be voted upon in an election, the licensee must afford equal opportunities and an equal amount of time in the aggregate for the presentation of each different view on the measure or question;

(5) Political broadcasting or the discussion of any question to be voted upon shall not be permitted by a licensee for a period beginning 24 hours prior to election day and continuing throughout that day, in conformance with the rule governing general political advertising in newspapers;

(6) Neither the licensee nor the Commission shall have any right to censor in any way any political broadcast, and the licensee is exempted from liability for any libel or slander by any person speaking under the provisions of this section.

### Terms Are Defined

The term "equal opportunities" is defined to make clear that it covers not only time and number of stations used, but also the cost.

In another section, the bill clarifies the FCC powers to avoid "censorship," but admits that "it is virtually impossible to spell out specifically in a statute just what 'the public interest, convenience, and necessity' means or does not mean. Therefore, regardless of what many well-intentioned and conscientious people may believe, the regulatory agency must be given some degree of authority to determine, case by case, whether there has been operation in the public interest, convenience, and necessity. One of the principal complaints against the Commission has been that it has interpreted the public interest in such manner as to discriminate between licensees. It has compelled licensees to vary, modify, or change program content or methods of doing business by withholding renewals, or by other methods without granting hearings and making specific charges or complaints. The Commission has no such power now, it was not intended to have such power and this bill would not grant it such power. But as the regulatory agency, the Commission should have and does have the authority to grant or deny renewals of applications based on findings as to whether a licensee has operated in the public interest. So long as the licensee or applicant has a clear, definite and orderly procedure to seek a final determination on the question in the courts, there can be no criticism of the regulatory function granted by the Congress."

### News Broadcasting Covered

Turning to news and commentary, White proposes a thorough system of "honest identification" of sources and affiliations of people speaking on one side of any public question apart from an actual election contest. It further provides for careful identification by the broadcaster as to whether material is "news" or opinion.

For instance, broadcasters must make clear to the public not only the name of the speaker or speakers and the subject under discussion, "but likewise the capacity in which the speaker appears, that is, whether on his own account as an individual, candidate, or public officer, or as the representative, advocate or employee of another; how the time for the broadcast was made available, and if paid for, by whom. However, in

the case of a public officer, speaking as such, only the name of the speaker, the office held by him, whether elective or appointive, and by whom the power of election, or appointment is exercised is required as identifying data," White explained.

"It must be obvious," said White, "that the public has the right to know certain pertinent facts regarding a person who is seeking to convince them of particular views on important questions. Too often, advocates of a particular policy or issue have appeared under false colors: Sometimes they have been politically beholden to the one for whom they spoke; other times they were employees of those espousing a particular course of conduct. But the listening public never knew the facts. This section is designed to bring these facts out in the open; it does not stop use of radio broadcasting; it merely provides for honest labelling."

The bill also contains a proposal for "identification of source in discussions of public events over the radio. It provides that in the broadcasting of news items and in any analysis of or comment on current events, the source of the material shall be identified, and that editorial and interpretive comment on news shall be identified as such."

### Would Sanction Chain Rules

Of particular interest to networks is White's proposal that Congress grant its sanction to the so-called chain broadcast rules, which were the subject of such bitter controversy four years ago. It is recalled that at the time of the hearings on the White-Wheeler bill there was a strong feeling that if the bill ever came out of committee to the Senate floor it would have contained the chain broadcast rules.

Additionally, the bill would limit station ownership "in the same area," to one "in any single band; nor may any person own stations in any single band which, in the aggregate, gives a primary service to more than 25 per cent of the total population of the United States."

No arbitrary limit to the number of stations which may be under single ownership is proposed, but the coverage a single licensee may claim is thereby limited. This section offers for the first time a legal curb on the number of AM stations which may be under common ownership, and provides that the conditions of the section must be conformed to within 12 months from the enactment of the law. FM and television stations are already limited by Commission regulation—these regulations would be superseded by the coverage limitations described above.

### Sees "No Burden"

White declared that "these proposed limitations on ownership are not burdensome and will work no great hardship on existing licensees who own more than one station. Each licensee would be permitted to own in each field—amplitude modulation, frequency modulation, television, and fac-

## 'Equal Opportunity' Includes Time And Cost

simile—that number of stations which serve up to one-fourth of the 130,000,000 people of the United States. While the right to the 'eyes' and 'ears' of 25 per cent of the total population may be criticized as a step in the direction of monopoly, actually one licensee will have, or can have the exclusive privilege of the eyes and ears of that number of people in view of the multiplicity of stations in the major population centers of the nation."

### Provides Legal Procedure

Another section provides for the issuance of declaratory orders. White said "one of the criticisms of governmental procedure, particularly that of the regulatory agencies, is that in order to test the legality, or even the meaning of a regulation or rule it is necessary to violate it and incur penalties. This results in a particularly difficult situation in the case of radio broadcasting, involving as it does highly technical and specialized rules applicable to engineering and other specialized equipment, and may, in many cases, actually jeopardize the license itself, thus putting the licensee out of business. It is proposed, therefore, that the Commission issue declaratory orders in cases of actual controversy arising under any provision of the act, upon petition, and after notice and opportunity for hearing. This would make unnecessary the incurring of the risk of violating the law in order to secure an authoritative ruling. Such orders would, of course, be subject to judicial review."

### Gives Chairman Authority

As predicted last week by RADIO DAILY, the bill also provides for election by the Commission of its own chairman. It further requires separation of the Commission into two divisions of three members each—one to handle common carrier matters and one broadcast matters. Status of the chairman would be "that of an executive officer and co-ordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made the exclusive business of the divisions. . . ."

Attempt has also been made to clarify the status of the chairman and to make him, and him only, the official spokesman and representative of the Commission in certain important respects.

Expanding Coverage  
for Expanding Mid-America

**KCMO**

# Top Engineers Attend RCA Television Clinic

(Continued from Page 1)

Over the last week in the first major television engineering clinic conducted in the industry.

Sponsored by the RCA engineering products department, engineers from all sections of the U. S. went through a training "program" which included technical discussions, demonstrations, and practical experience with RCA video broadcasting and video equipment.

The program was designed to offer participants a comprehensive understanding of the theory, operation and maintenance of equipment, and was conducted by a staff of instructors made up of the same RCA television engineers who designed and developed the equipment. Lecture classes, employing the latest techniques of audio-visual instruction, including motion pictures and slides, were supplemented by "on-the-job" training with television production units identical to those which the broadcasters may be soon using in own stations. Included in the week's schedule were trips to several sections of the RCA Victor plant, inspection of the transmitter and receiver sections, etc. Lectures included discussion by Dr. W. Engstrom, vice-president in charge of research.

### Guest List Impressive

Broadcasters who attended the conference were: Howard L. Bergmann, WABN, Buffalo, N. Y.; J. L. Middlebrooks, G. O. Milne, Frank Marks, American Broadcasting Company, N. Y.; Paul Wittlig, Philip A. Goetz, WTVR, Charlottesville, and John G. Wilber, Columbia Broadcasting Company, N. Y.; Lewis R. Tower, Mutual Broadcasting Co., (N. Y. C.); Cliff Denton, N. Y. Daily News, N. Y.; Chester H. Gilbert WNBC, Binghamton, N. Y.; Frank W. Harvey, Dan Hunter, and J. Robert Harter, WMAL, Washington; A. E. Evans, ABC, San Francisco, Cal.; T. B. Palmer, ABC, Hollywood, Cal.; Robin D. Compton, WUPN, Phila.; Charles W. Burtis, WUPN, Phila.; Sidney Stadig, WBZ, Boston; W. H. Hauser, WBZ, Boston; C. Horstman, ABC, Chicago; George S. Johnson, KOB, Albuquerque, N. M.; Robert A. Fox, WJGAR, Cleveland; William Clancy, WHTC, Hartford; John M. Sherman, WTCN, Minneapolis; Orrin W. Towns, WHAS, Louisville; J. Duncan, WLW, Cincinnati; C. B. Lau, WMAR, Baltimore; L. L. Caudle, Jr., WSOC, Charlotte, N. C.; Wilfred Wood, WMBG, Richmond, Va.; Glenn Bouny, The Fort Industry Co., Detroit; Wm. M. Stringfellow, WSPD, Toledo; and John Fricker, KSTP, Minneapolis, Minn.

# ★ THE WEEK IN RADIO ★

## NAB Revises Web Membership Status

By JIM OWENS

NAB directors held a two-day conference in Washington which resulted in a change of network membership status. Webs were switched from active to associate membership, and with arrival of ABC, all four are in the fold. Prexy Justin Miller launched a new blast at the Blue Book and criticized the few broadcasters who went along with FCC policy, due to "guilty consciences." NAB's sales managers committee meet at Atlantic City earlier warned broadcasters against "bulk sales" and "brokerage" practices.

State Dept.'s "Voice of America" lauded by Generals Marshall and Eisenhower, and its future was brightened by approval of the Mundt Bill by the House Foreign Affairs Committee. New bill would keep OIC's shortwave activity alive but on a lower budget . . . Bill to outlaw ownership of radio stations by Congressmen introduced by Sen. Joe McCarthy of Wisconsin . . . Otis Kenyon, chairman of the board of Kenyon & Eckhardt, was elected chairman of the board of the Advertising Research Foundation . . . Chesterfield Supper Club (NBC) renewed by Liggett & Myers. Show's time spot, 7-7:15 Mon-Fri, has been L & M's for seven years straight.

Shortage of quality films for television indicates a ready market for the output of the motion picture industry. Survey shows that video stations are using film as an important phase of programming . . . Jack Benny opened at the Roxy Theater (NY) amid heavy fanfare—and heckling from Fred Allen . . . World Wide Broadcasting Foundation set new expansion program to cost \$2,000,000. Funds will be solicited from industry, professions, etc.

Canadian House of Commons began a probe into CBC operations, with top execs slated to testify pro and con re additional revenue . . . Eclipse of sun in Brazil was aired by NBC and Mutual and filmed for tele by the former . . . WOR employees turned down proposal for a union shop in a vote held Tuesday . . . Eversharp moving "Take It or Leave It" to NBC starting July 27.

A sharp revision in the Communications Act of 1934 was expected to hit the Senate floor early this week, proposed by Sen. Wallace White, chairman of the Committee on In-

### Heads WOV Sales Promotion

Charlie Carroll Forbes has joined WOV as director of sales promotion and merchandising. He recently was associated with the Haire Publishing Co., and the General Outdoor Advertising Co.

terstate and Foreign Commerce . . . Post of general manager of Ascap, held by the late John G. Paine, will be abolished. Duties will be handled by the board of directors.

City Investing Company, large realty group, accepted TBA's proposal on apartment house television antennas. Move was the first in breakdown of resistance by landlords to present-day antennas . . . FM Association meet at Cincinnati starts May 28. Major webs recognized the Radio Writers Guild as bargaining agent for air scribblers.

Second annual Georgia Radio Institute met in Atlanta with representatives from all phases of broadcasting in attendance. Top web executives mulled radio's major headaches, discussed television and its effect on industry, politics, etc . . . J. Edgar Hoover, FBI chief, received the 1946 WJR "Good Will Award." Citation was for his speech re Communists at the American Legion meet in Frisco last September.

# Terms Of Block Deal Disclosed In Hollyw'd

(Continued from Page 1)

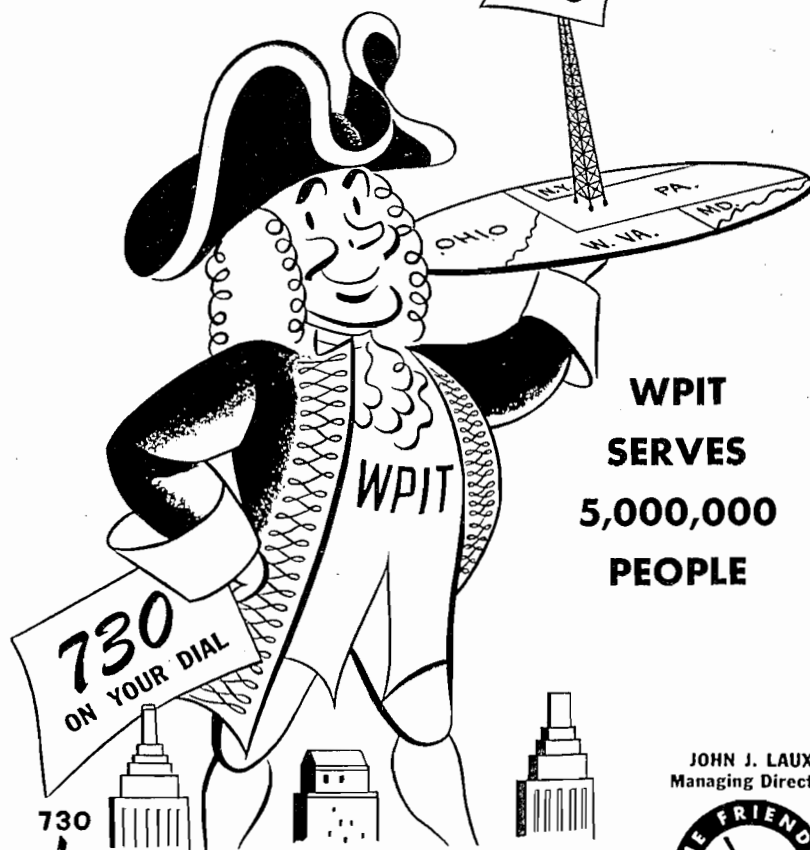
show which will be heard in New York from 2:30-3:30 p.m., EDT. The starting date on Mutual is optional with that network until September 8, but it is expected that the web will set a much earlier starting date. However, Mutual begins paying for the time on Monday, June 2, when Block starts the program.

Block's new deal, according to reports has the sanction of Harry Maizlish, general manager of KFVB, who will preem Block as a disc jockey over the Warner station starting June 2. Under terms of the Mutual deal, KFVB will get credit in all Mutual advertising and exploitation as the station originating Block's new series of shows.

It is also pointed out that Block's Mutual deal will in no way affect his present commitment to WNEW in New York City. WNEW who developed Block as a disc jockey has a contract for four and one-half more years of his recorded programming.

## PITTSBURGH'S POWER-FULL INDEPENDENT

(IT'S THE FREQUENCY 730 THAT DOES IT)



**WPIT  
SERVES  
5,000,000  
PEOPLE**

JOHN J. LAUX  
Managing Director



WPIT • WSTV  
WFG • WKNY

**WPIT** | BOULEVARD of the ALLIES & SMITHFIELD ST.  
TELEPHONE GRant 0794  
**PITTSBURGH, PA.**  
MORNING TO NIGHT | 1000 WATTS | JOHN L. MERDIAN  
GENERAL MANAGER

NATIONAL REPRESENTATIVE JOSEPH H. MCGILLVRA, INC., LOS ANGELES, CHICAGO, NEW YORK

IN CLEVELAND IT'S

# WHK

### Immediate

opening for experienced ad lib and general announcer, with audience participation show background. Mail qualifications and transcription to Dick Cobb, Yankee Network, 21 Brookline Ave., Boston 15, Mass.



## Baseball Increases Revenue Of Stations During Season

(Continued from Page 1)

Browns over about 25 stations in several different states. Last year the sponsor only used eight stations. Another advertiser which has increased coverage is General Mills now using, in addition to major league broadcasts, eight stations in minor league cities.

P. Lorillard Co., dropped its connection with the Washington Senators this year and moved the account to WBGE, Atlanta, and the Atlanta Crackers of the Southern Association. However, two other sponsors picked up the Senators and the majors continued to be sold out across the board to radio sponsors.

On the basis of radio coverage given a total of 16 big league clubs, 10 broadcasts are co-sponsored and six are bankrolled by a single sponsor. Both Atlantic Refining Co., and General Mills are connected with four teams in three different cities while P. Lorillard Co., is tied up with three clubs in two cities. Major league cities, stations carrying games, and sponsors are as follows:

### League Sponsorships

National League—Chicago, WIND, P. Lorillard Co., and Walgreen Drug Co.; Boston, WHDH, Narragansett Brewery, and Atlantic Refining Co.; Brooklyn, WHN, (New York), P. Lorillard Co.; New York, WMCA, Pabst Beer Co.; Cincinnati, WCPO, Burger Brewing Co.; Philadelphia, WIBG, Atlantic Refining and General Mills; Pittsburgh, WWSW, Atlantic Refining and General Mills; St. Louis, WTMV, WEW, Griesedieck Bros., Brewery.

American League—Chicago, WJJD (day), WIND (night), P. Lorillard and Walgreen Drug; Boston, WHDH, Narragansett Brewery and Atlantic Refining; Philadelphia, WIBG, Atlantic Refining and General Mills; Cleve-

land, WGAR, General Mills and Gray's Drug Stores; St. Louis, WIL, Falstaff Brewing Co.; Detroit, WJLB, Goebel Brewing Co.; Washington, WPIK (weekdays), WWDC (Sundays and night), Sinclair Refining and Diamond Cab; New York, WINS, General Cigar and P. Ballentine.

In addition to its major league tie-up the Atlantic Refining Co., also co-sponsors all games of the Baltimore Orioles over WITH, Baltimore, along with Guenther Brewing Co. General Mills is sponsoring broadcasts of home club games in the following minor league cities: KCKN, Kansas City; WEMP, Milwaukee; WTCN, St. Paul; KXOL, Fort Worth; KATL, Houston; KOCY, Oklahoma City; KREM, Spokane; WIBC, Indianapolis. In certain cases a co-sponsor shares billing with General Mills, usually a local business house or a regional advertiser.

### Adjacent Periods Popular

Another influence that baseball has on the commercial aspect of radio is luring sponsors for choice time periods preceding and following the broadcast of the game. Many stations have been highly successful in spotting quarter and half hour shows, based on diamond dope, just before and after each game and offering it to participating sponsors. There have also been reports of some stations selling play-by-play broadcasts on a participating basis, rather than one sponsor per game, but most big advertisers prefer to identify their trade names with the ball clubs.

Highly significant note of radio sponsorship of major league clubs is that it doesn't appear to make any difference whether a club is in first or last place in order to find a sponsor. Even losing clubs, evidently, can pay off the advertiser.

## Two Promoted At RCA In Finance, Accounting

Camden, N. J.—Appointments of Robert M. Ryan as director of the finance department and Noel D. Stafford as director of the accounting department of the RCA Victor Division were announced on Friday.

Ryan has been assistant director of accounts and finance for the past two years, and has been with RCA since 1937. Stafford has been with the company since 1925.

## Brian Sullivan Booked

Brian Sullivan, of radio and stage, and currently singing the lead in "Street Scene," has been signed to appear with an all-Metropolitan opera company at the Central City, Colorado, Annual Opera Festival. Festival runs from July 4 to 26.

## Don McNeill Coming East To Originate Five Shows

(Continued from Page 1)

from the East, starting June 16. Shows will originate at the 58th Street Theater of the American network, June 16, 17, 19 and 20.

A special broadcast will be made June 18, from Atlantic City at a convention of Philco dealers.



"Ever since WFDF Flint started broadcasting the 'Court of Missing Heirs,' Father keeps reviving our ancestors."

# What do People

## Listen

## To

## in WMT's

## "Twin

## Markets?"



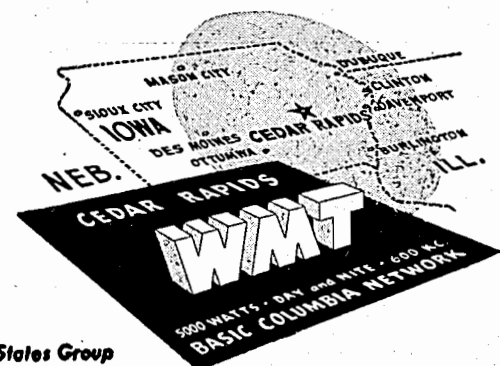
City and farm residents of Eastern Iowa like NEWS. Housing, food, travel and weather stories rate top listening. These are a few of the facts about WMTland, the highest per capita income population in the U. S.

(Under a grant from WMT, University of Iowa graduate student Dick Baxter auditioned 30 typical news stories for 1300 listeners.)

Other findings: least interesting were routine Hollywood gossip and obituaries. International and national news rated higher than purely local items.

WMT will gladly help you sell Eastern Iowa's rich twin markets where income is a happy blend of agriculture and industry . . . with programs listeners LIKE.

Ask your Katz Representative



Member Mid-States Group

IN CLEVELAND IT'S  
**WHK**



**RADIO DAILY**  
The National Daily Newspaper of Commercial Radio and Television

OL. 39, NO. 41

NEW YORK, TUESDAY, MAY 27, 1947

TEN CENTS

# BMB's Future Discussed

## Philco Tells The FCC Of Microwave Studies

Washington Bureau, *RADIO DAILY*  
Washington—At an informal hearing here yesterday, the Philco Corp. presented to the FCC results of a long series of experiments on the use of microwave radio as a means of carrying television programs, which maintains is capable of providing a "economic, technical and programming requirements of television broadcasters."

Philco also declared that the system  
(Continued on Page 8)

## "Welcome Travelers" Set As Summer Replacement

"Welcome Travelers," an audience participation show has been set as the summer replacement for the "Kenny Baker Show," heard over WJZ-ABC Monday through Friday, noon to 12:30 p.m., EDT. Replacement is effective Friday, June 30, and will be sponsored by Procter & Gamble, Inc. for Ivory Snow and Visco.

Origination point for the program  
(Continued on Page 8)

## FM Station Conference Tomorrow In Cincinnati

Cincinnati—Operators of frequency modulation (FM) broadcasting stations in Ohio, Indiana, Kentucky and West Virginia, plus those who are building FM stations and those holding construction permits from the Federal Communications Commission to build stations, will assemble in Cincinnati, Ohio, tomorrow for the organizational meeting of region No. 1 of the FM Association, the parent  
(Continued on Page 2)

## Social

Frederick B. Opper, ABC's London correspondent, won a toss for the single radio correspondent's ticket to attend the Buckingham Palace presentation garden party tomorrow. Six tickets were made available to the American Press, one designated for a radio correspondent. Opper's account of the party will be heard over ABC's "Headline Edition" Wednesday.

## Program Note

Washington—Congressional investigation of James C. Petrillo, president, and his AFL Musicians Union, will be conducted by Rep. Carroll D. Kearns, of Pennsylvania, a music teacher and member of the union, who heads a sub-committee of the House Labor Committee. The hearings will start as soon as the U. S. Supreme Court has ruled on the constitutionality of the 1946 Leach Act regarded as the "Anti-Petrillo Act."

## NAB Sets Mail Vote On By-law Changes

NAB will not wait on the annual convention next fall for the members to vote on the change in the by-laws proposed by the board, which would alter the status of the networks from full fledged members with board representation to that of associate membership. Instead the members will vote on the referendum by mail and the results will be made known as soon as possible.

Consensus among network officials  
(Continued on Page 8)

## Husing Named President Of Sportscasters Assoc.

At the election meeting of the Sports Broadcasters Association, held at the Great Northern Hotel, New York, yesterday, the following new officers were elected: Ted Husing  
(Continued on Page 2)

## New York Rodeo Competition Results In Windfall Of Spots

Competition between two outdoor thrill circuses and rodeos playing New York only one week apart is bringing a windfall to metropolitan stations to the tune of \$50,000 within a three-weeks period. Practically every New York station, plus two in New Jersey, are sharing in the business and six stations are carrying both accounts.

One circus promoter is using 12 stations in New York and New Jer-

## Recent Resolution Of NAB Directorate To Postpone Second Study Causes Confusion In Group's Planning

## Spot Sales Increase Reported In 'Frisco

San Francisco—Spot sales in San Francisco have taken a decided upturn during the past 60 days. Stations report that there have been some cancellations, notably from the brewing industry, but these have been more than offset by the amount of new business being written.

Reports from independent station KYA state that sales have shown a steady increase for the past two  
(Continued on Page 7)

## Regional ABC Meeting Opens in Dayton Today

Executives of the ABC web headed by Mark Woods, president, will attend a regional meeting of the network's central group in Dayton, Ohio, today. The meeting was called by  
(Continued on Page 2)

## Zane Grey Deal Closed; Sustainer Over Mutual

Works of Zane Grey will debut in radio via a new series titled, "The Zane Grey Show," which starts on Mutual Sept. 6, and heard every Sat-  
(Continued on Page 8)

The future of Broadcast Measurement Bureau now rests with the BMB board as a result of the NAB board action last week which adopted a resolution asking that the second study be conducted in 1949 rather than in 1948 as originally projected.

Immediate problem of BMB is to insure its financing when  
(Continued on Page 8)

## Music 'Unfair' List Planned By MPPA

Probably for the first time in music history, the owners of rights to musical compositions, will issue an "unfair list," comprised of record companies failing to pay for music as agreed upon in the case of transcription firms and royalties in the case of recordings made for use in the home or by radio stations.

List will be issued by Harry Fox,  
(Continued on Page 8)

## Celebrity Party Planned As KFWB-Block Preview

West Coast Bureau, *RADIO DAILY*  
Los Angeles—A celebrity party will be staged on June 1 at the home of Martin Block in Encino, just one day before his new program takes to the air on KFWB, Hollywood. Over  
(Continued on Page 2)

## Telecast

Finals of the 20th National Spelling Bee to be held in the National Press Club in Washington will be televised by NBC, Thursday at 10 a.m., EDT. Contest, sponsored by the Scripps-Howard newspapers throughout the country, will bring together 25 champions from schools in 33 cities, coast to coast. Burke Crotty will be in charge of production for NBC television.

# RADIO DAILY



Vol. 39, No. 41 Tues., May 27, 1947 Price 10 Cts.

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

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## FINANCIAL

(Mon., May 26)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp. ....	7 1/8	7 1/8	7 1/8	+ 1/8
Am. Tel. & Tel. ....	163 1/8	162 3/8	162 3/4	- 1/4
CBS A .....	26 1/8	25 3/4	25 3/4	- 1/4
CBS B .....	25 7/8	25 1/2	25 7/8	+ 1/2
Farnsworth T. & R. ....	5 5/8	5 5/8	5 5/8	- 1/8
Gen. Electric .....	33 5/8	33	33 1/8	.....
Philco .....	24 1/2	23 3/4	23 3/4	- 3/4
Philco Pfd. ....	90	89	90	+ 1
RCA Common .....	8	7 3/4	8	+ 1/8
RCA First Pfd. ....	73	73	73	+ 3/8
Stewart-Warner .....	14 7/8	14 1/2	14 1/2	- 1/8
Westinghouse .....	25 1/4	24 5/8	24 5/8	- 1/2
Westinghouse Pfd. ....	105 1/2	105 1/2	105 1/2	.....
Zenith Radio .....	16 1/2	16	16	- 1/2

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab. ....	5 3/4	6 1/2
Finch Tele Comm. ....	6	7
Stromberg-Carlson .....	11 3/4	13
U. S. Television .....	2	2 1/2
WCAO (Baltimore) .....	40	42
WJR (Detroit) .....	15	16

## FM Station Conference Tomorrow In Cincinnati

(Continued from Page 1)

organization which has headquarters at Washington.

With the program completed and advance registrations indicating a big attendance, J. N. (Bill) Bailey, executive director of the FM Association, declared the enthusiasm being shown in the Middle West toward FM broadcasting is at a high level.

In connection with the convention, distributors of FM receiving sets will have displays of their products in the foyer of the roof garden at the Hotel Gibson, where the sessions will be held. Much interest will be shown in this feature of the meeting, since the production in FM receivers is far exceeding the expectations of manufacturers on estimates compiled six weeks ago.

The shortage of FM receivers, especially table top models, has been the big bugaboo in the growth of FM service and stations. In most of the major markets, sets equipped for FM reception are practically unobtainable and dealers are far behind in keeping pace with the demand.

One of the highlights of the Cincinnati meeting will be appearance of Vernon L. Wilkinson, assistant general counsel of the FCC in charge of the broadcasting division. Wilkinson will speak at the noon luncheon session and will speak on FM broadcasting from the standpoint of the FCC.

Leonard Marks, Washington attorney and general counsel of the FM Association, and Roy Hofheinz, of Houston, Texas, president of the FMA, will also be on the luncheon program. David Taft, manager of WCTS, Cincinnati, will be the luncheon toastmaster.

## Regional ABC Meeting Opens in Dayton Today

(Continued from Page 1)

J. P. Williams of WENG, who represents the stations of this area on ABC's Stations Planning and Advisory Group.

Network executives from New York who will attend include Ivor Kenway, director of advertising and promotion; John H. Norton, Jr., vice-president in charge of stations; Ernest L. Jahneke, manager of station relations for the Eastern division and Otto Brandt of the stations department.

## Celebrity Party Planned As KFWB-Block Preview

(Continued from Page 1)

600 guests are expected to attend, including Frank Sinatra, Connie Haines, Dinah Shore, George Montgomery, Paul Weston, Jo Stafford, Dick Haymes, Phil Harris, Alice Faye, Johnny Johnston, Lina Romay, Jimmy Durante, the Andrews Sisters, Mark Warnow, Andy Russell, Margaret Whiting and a number of others.

A novel aspect of the party is that most of the festivities will be recorded, recordings of which will be distributed to veterans' hospitals for their private use.

Martin Block's new disc program, which will debut on June 2, over KFWB, Hollywood, at 10 a.m., will include information of a civic nature, as well as commercials. One of the main topics Block will take up from day to day will be the traffic problem in Southern California. Also as a feature, Block will use his air time to warn housewives and stay-at-homes of the many bunco schemes that are being worked on a house-to-house basis in the area. In airing these problems, Block will work in close conjunction with the Better Business Bureau.

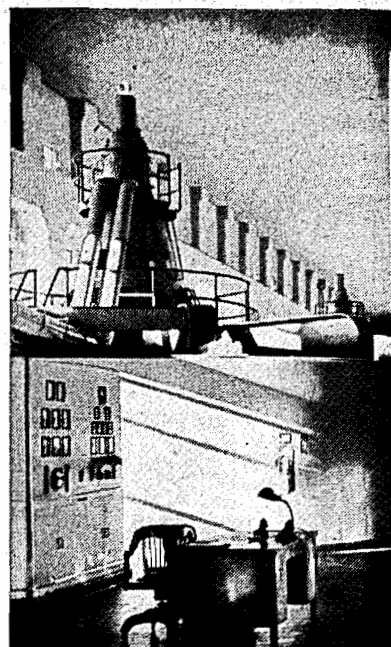
## Husing Named President Of Sportscasters Assoc.

(Continued from Page 1)

ing, WHN disc jockey, president; Marty Glickman, WHN sports director, first vice-president; Guy Lebow, second vice-president; Andy Lang, Press Association, treasurer; and Joe Hasel, ABC, secretary. The outgoing president was Stan Lomax and election of Husing as president makes this his second time at that post since he was first president and founder of SBA in 1941.

## Will Dramatize Movie

Chicago—A special one-time dramatic broadcast will be produced for Essaness Theaters Corp., on May 28 to plug the Chicago premiere of Monogram Pictures' "Dillinger" at the Biograph Theater, from which the gangster was emerging when slain by the FBI in 1934. The program, depicting highlights of Dillinger's career, will be written by Paul Benzaquin of the WGN staff, and produced by Glenn Ransom.



## 135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends bo-

giant generators into action. We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H duck-soup from here on. It's the independent station here in the sixth largest city that means real power, when it comes to sales.

For this successful independence in Baltimore is the station that delivers more listeners-per-dollar spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



## W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA  
Send for WHO'S WHO Among Advertisers on WEVD.  
WEVD  
117-119 W. 46 St.  
HENRY GREENFIELD, Mgr. Director N.Y. 19

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



FREDERIC W. ZIV COMPANY

*Proudly Presents*



*Mr.*  
**RONALD  
COLMAN**



YOUR HOST ON  
RADIO'S MOST BRILLIANT DRAMATIC PROGRAM  
*NOW* . . . TRANSCRIBED FOR LOCAL SPONSORSHIP

*Never before!*

A TRANSCRIBED

*Famous*  
**NAMES**

THE FAVORITE STORY CHOICES OF:

- SPENCER TRACY • INGRID BERGMAN • "ARCHIE" GARDNER
- FRED ALLEN • SHIRLEY TEMPLE • IRVING BERLIN • ORSON WELLES
- SINCLAIR LEWIS • RAY MILLAND • CECIL B. DeMILLE
- JOAN FONTAINE • GLADYS SWARTHOUT • DEEMS TAYLOR
- AND MANY MORE!

*Superb*  
**ACTORS**

IN ADDITION TO MR. RONALD COLMAN, "Favorite Story" features America's finest radio actors. Lurene Tuttle, "first lady of radio", Howard Duff, "Sam Spade" on the network, Janet Waldo, lovely young star of "Corliss Archer" are just three of the dozens of leading favorites who propel each story with vigor, imagination, and genuine artistry.

*Unforgettable*  
**STORIES**

THE BEST-KNOWN, BEST-LOVED STORIES OF THE WORLD'S MOST ILLUSTRIOUS WRITERS:

- CYRANO DE BERGERAC • JANE EYRE • LITTLE WOMEN
- HUCKLEBERRY FINN • LES MISERABLES • WUTHERING HEIGHTS
- 20,000 LEAGUES UNDER THE SEA • A CONNECTICUT YANKEE IN KING ARTHUR'S COURT
- AND MANY MORE MAGNIFICENTLY DRAMATIZED FOR RADIO.

*Magnificent*  
**MUSIC**

A FIFTEEN-PIECE ORCHESTRA makes the musical background of "Favorite Story" one of unprecedented lavishness. The daring and original scores . . . arranged for Favorite Story by Claude Sweeten and Robert Mitchell of the Rob't Mitchell Boy's Choir are thrillingly eloquent illustrations for each gem-like dramatization.

52 HALF HOURS  
NOW AVAILABLE



SHOW OF THIS MAGNITUDE . . . . .



*Mr.* RONALD COLMAN *in*

*Favorite Story*

A RARE COMBINATION OF PRESTIGE AND DYNAMIC ENTERTAINMENT . . . AN UN PARALLELED TRIUMPH OF TRANSCRIBED SHOWMANSHIP!



FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK • CHICAGO • HOLLYWOOD



## PROMOTION

### Publicizes Parking Lot

To publicize the State Armory five-cent parking lot, WDRC, Hartford, is going all-out this week on three big contest awards. The technique of asking listeners to write in 25 words or less on why the Armory lot is needed is being used on three top WDRC shows, and hundreds of letters are expected. The three programs being employed are the "Market Basket," "Shopping By Radio," and "Music Off the Record." In addition, station is giving away Armory Parking tickets on both the "Market Basket" and "Shopping by Radio" programs, with a plug for Armory parking in each case.

### Airways Tie-in

Window display featuring pix of prominent NBC and local artists is latest KVOO, Tulsa promotional device. Window is that of downtown ticket-office of Continental Airways which banners the display as follows: "For tops on the air, dial KVOO, 1170 kilocycles; For tops in the air—Fly Continental." Station has used similar displays with tie-in at various Tulsa public buildings.

### WCAU Promotional Piece

WCAU, Philadelphia has sent out a single sheet mailing piece plugging their new participation program, "At Home With the Gainey's." Capitalizing on the use of the word "Gain," the promotional piece states: "Again and Again and Again WCAU leads the way for Advertisers to Gain more sales in America's Third Largest Market. The latest: At Home With the Gainey's," and goes on to state what this "Mr. and Mrs." team do on their program. Sheet also contains a cut of Mr. and Mrs. Gainey before a WCAU mike.

### KPRC News Issue

"Texas City Diary" is the title of a 40-page mimeographed book compiled by the News Department of KPRC, the Houston Post station in Houston, Texas. The booklet presents in "calm, factual, accurate" manner the report by the KPRC News Department of the job the station did in covering the tragedy that hit Texas City recently when a nitrate ship exploded in the harbor. Giving actual excerpts from the on-the-spot reports together with the story of how the station covered the events for a period of three days, the book is a tribute to the entire news staff of KPRC as well as a factual diary of one of the worst tragedies that has ever struck this country.

### WQXR Shows Increase

WQXR, New York, Tuesday reported a business increase of 42 per cent for the first four months of 1947 as compared to the same period last year. It was the biggest first four months business in the history of the station, Hugh Kendall Boice, vice-president in charge of sales reported.

## WHO'S WHO IN RADIO

### Z. C. (JESS) BARNES

JESS BARNES long ago recognized the importance of knowing what you are selling and how to apply it to the advertisers' needs. The big, affable Mutual vice-president, former Outdoor Advertising and agency executive is sold on Mutual and so are his men. Most network salesmen have had set ideas on selling, possibly because from the early days radio almost sold itself. Jess' ideas are different. First, he finds out why an advertiser should use radio and then applies his knowledge of the Mutual network and the customer's needs to recommendations that are made. Mutual's gross billings jumped from 19 to 26 million dollars—at a time when radio advertising was going through a so-called retrenchment period.



MBS v.-p.  
in charge of sales

Born 47 years ago on the island of Manhattan, Jess is approaching his twenty-fifth year in advertising work—his first position with the O. J. Gude Poster Advertising Co. in 1923 leading to the top salesman's job not too many years later. Jess introduced outdoor advertising to financial institutions by selling 25 bank accounts in the metropolitan area for an annual billing of \$100,000. With the change on the part of the outdoor medium to a commission agency set-up, Barnes finally left to join James M. Mathes agency. Barnes was one of the original half-dozen men who persuaded Mathes to open his own agency. But, after helping to develop and secure several large accounts, Barnes

decided to return to the outdoor field in 1934. He was appointed vice-president—one of the youngest ever appointed in that field. He stayed until 1943.

During this period he led in the development of new business and was responsible for the study of super markets and the presentations and studies made on industries for the outdoor advertising medium. He was responsible for the formation of the Traffic Audit Bureau, and upon its acceptance by the industry immediately took the chief auditor, Dr. Miller McClintock, to the advertisers and agencies in America.

When Dr. McClintock became president of the Mutual network, Barnes was asked to "come on over." Barnes had observed the power of radio and how effective it had been for numerous advertisers. He joined Mutual in February 1943, and immediately went after some of the accounts that were supposedly "unsalable." When he ran his billing to a point not before approached by a salesman for this network, he was appointed general sales manager. When Edgar Kobak took over the Mutual reins in December 1944, he named Jess vice-president in charge of sales, his present job.

Since Barnes came to Mutual their billing has risen from 7 million to 26 million, and while Barnes naturally doesn't claim credit for this growth he does take pride in having been a part of it.

Jess estimates that he has sold over 75 million dollars worth of advertising, space and time, in his career.

He resides in Short Hills, New Jersey, is married and has two children. His wife is the former radio and concert star, Dorma Lee, a member of Roxy's Gang, a Victor artist, and was known as WOR's Crinoline girl. He's been fond of athletics all his life. He played semi-pro baseball, was a member of the New Jersey state badminton team for four years, still shoots golf in the low 80's, and is an expert fishing caster.

### Will Plug Movie

WMCA's "Let's Dance" show, featuring Allen Stuart on the one and a half hour program, devoted exclusively to the playing of dance recordings has been bought out by United Artists, Saturday, May 31 as a tie-in for the opening of three of their musical pictures in New York. The pictures are: "Copacabana," which will open at the Criterion on May 28; "The Fabulous Dorseys," scheduled to open at the State on May 29, and "New Orleans," booked for the Winter Garden on or about June 6. The "Let's Dance" program is heard from 9:03 to 10:30 p.m. every Saturday night.

### Leaves Hooper Staff

Los Angeles—Ruth Arnold, for the past seven years manager of the Pacific Coast division of C. E. Hooper, Inc., has resigned. She announced she resigned over policy differences.

### Radio Writing Clinic

A six weeks "Radio Writing Clinic" will be conducted at NYU's evening classes in the division of general education, starting June 24, by Fred Methot, free-lance scripter of network shows. The advanced course will place emphasis on commercial aspects of radio writing and will be held on Tuesday and Thursday from 6:15-8 p.m.

### KMOX's New Transmitter

A two page folder entitled "New Horizons" showing part of the new KMOX 50,000 watt transmitter on the front piece and continuing with copy on the inside fold telling about their new "voice" is the latest promotional piece from this St. Louis station. Copy states that the new power increase "embraces 25 per cent more radio homes in a 39 per cent larger area."

## BEHIND THE MIKE

By SID WEISS

NORMAN CORWIN, in "Untitled" writes: "Samuel Raskyn, who performed the julep-drinking Co. is a phenomenon of dialects. He has more variations of Southern speech than are likely to be found in the South itself." Which is all very true but what about Sam's other dialect, plus his talent as a straight dramatist actor? The lad is also quite a comedian.

Jane Barton was the first War officer recalled to two weeks' active duty at Third Naval District Headquarters under new Naval Reserve program.

Grace Matthews entertaining her mother for a week.

Mel Torme flying in from the coast for his Copa engagement here.

Maybe we're put-put-putting him on the spot, but we hear the track is betting on P.M. radio listings for Bob Warburg, to cop the prize in the Albany to Manhattan outboard motor boat marathon to be held this Sunday.

### Procter And Gamble Use Spot Campaigns For Pre

Procter & Gamble has started spot radio campaign in 75 major markets to advertise its new shampoo Prell, which will run through August. Special campaign, in addition to the sponsor's regular network shows, consists of station break announcements during the evening hours. Agency is Benton and Bowles.

### Lower Installation Cost

Solomon Sagall, president of Telcon Corporation reports that cost of installing its "intra-video" antenna system in a building housing approximately 50 tenants "should not exceed \$100 per tenant" or about \$5,000, "and in many cases might be substantially less." Earlier figure of \$10,000 included in these columns recently was the result of a misunderstanding.

### KFNF Claims Record

KFNF, Shenandoah, Iowa, believes its "Grab Bag" show to be the oldest independently produced, six-week, live, afternoon musical variety show on the air. Show No. 5277, featuring 14 members of the KFNF staff, was aired on Monday, May 19th at 1:00-1:30 p.m. The "Grab Bag" sponsor is the Raven Sales Co., of Council Bluffs, Iowa, manufacturer of Raven feeds. The contract is for 52 weeks.

### Represents Shanghai Station

Pan American Broadcasting Co. has been appointed exclusive representative for XORA, Shanghai, government owned station operated commercially. Station broadcasts in Chinese and English with 10,000 watt power.

# Spot Sales Increase Reported In 'Frisco

(Continued from Page 1)

Months and prospects for the balance of the year look very good. Statements from other independent stations follow the same trend.

Among the network stations the reports from KGO-ABC are typical. Both local and national spot sales revenue through this station during April are the largest in the station's history. According to Gayle V. Trubb, KGO manager, local and national spot business in Northern California is showing a great improvement. "Following a transitional period of comparative inactivity during the first quarter of 1947 and the closing months of 1946 KGO revenue for April was up eight per cent over April 1946, previously the largest April in KGO's history," he said. Trubb emphasized the continued importance of more creative selling techniques if radio is to maintain its gains of recent years.

Spot business on KFRC-Mutual has shown a steady upswing since the first of March. New accounts are being opened up, making a nice total sales increase even though a few of the old accounts have not renewed due to seasonal sales slumps in some industries. A few local network spots are not taken at present but they are expected to be filled very soon. Total sales are going well ahead of a year ago.

The other two network stations, KPO-NBC and KQW-CBS, give reports of a similar nature and the general feeling is that the slump that was in evidence the first of the year has been definitely overcome.

## All-Negro Quiz Show

Chicago—WAAF will launch what is said to be the first all-Negro quiz show on May 31. It will be titled "Wardrobe Derby" and will have Jack Cooper as quizmaster. Articles of clothing will be awarded for correct answers. The show will be sponsored by National Credit Clothiers, which also sponsor two other shows with Cooper as emcee. One is an evening disc show, "Jiving With Jack Cooper," and the other an institutional type Sunday program.

## Joseph Cotten On ABC Show

Joseph Cotten takes up the star role in "The Best Things in Life" today at 3:45 p.m., EDT, over ABC in the series of programs sponsored by the Entertainment Unions Committee in co-operation with the AFL. Four programs starring Cotten were written by Elaine Carrington and will be directed by Lester O'Keefe.



## Notes From An Aisle Seat. . . !

● ● ● CBS is apparently determined to outdo the competition in silliness. Web recently aired a spelling bee as exploitation stunt for the pic, "Farmer's Daughter." Set-up called for three "farmers' daughters" vs. three "traveling salesmen." However, the web wouldn't refer to latter as traveling salesmen. Oh, no! They called them "perambulating drummers"! Can you beat that? (pun intended). . . . CBS, incidentally, suffering from a painful case of no-talentitis, is making another attempt to develop a comic. Lad's monicker is Larry Haze and band slated to back him up is Van Alexander. . . . With Hoopers dropping all around like options, M. Berle held his own at 10, with an increase of 2.8 in listening audience giving him almost 35 per cent of the audience at that hour. . . . Trade still buzzing about Bud Barry's idea (especially his putting it across) of the Paul Whiteman deal. . . . The accurate picture on the Mutual quizzer, "Quick As A Flash," is this: The sponsor, Helbros Watches, has renewed the time for another year. However, no decision has as yet been made as to whether Flash resumes. The Abbott Mysteries at any rate moves in on June 8th as a summer replacement. . . . Geo. Jansson replaces Eileen Ellis as casting director at Benton & Bowles. . . . Aside to NBC wolves: Patricia Kennedy, who is up there to learn the television biz, is the daughter of ex-Ambassador Kennedy. . . . Peter Donald says that nowadays to guest star on a show you either have to have talent or be Toots Shor.



● ● ● QUESTION MARKS: Is there war now between Warnow and MCA—and is Mark thinking of quitting the Hit Parade? (There are those who claim he doesn't see eye-to-eye with Frankie-boy). . . . Is the Dinah Shore deal (for the same show) chilling off—with Doris Day the dark horse? . . . Is Hub Robinson thinking of returning to Y & R? . . . Are those lads who left Ruthrauff & Ryan beginning to regret it already?



● ● ● SMALL TALK: Al Jolson, in an interview a week or so ago, tagged Buddy Clark as the greatest singer in the land. Buddy's click at the Paramount (especially his Jolson imitation) is bearing out Al's lavish claim. . . . Deal set between NBC and NABET for web to train electrical engineers for video posts. Hear that trainees will get \$200 per month for at least a year and when they complete training, will get same wages as regular radio engineers. In sum, one web trains them—while another net (CBS) cans them. . . . Arnold Michaylis (director of Warden Lawes and an instructor in drama at NYU) is teaming with actor Horace Braham, who instructs at Columbia, to form a radio and theater group at the New Weston Hotel starting in mid-June. . . . Bennett Cerf celebrated his birthday complete with cakes and candles on Shirley Wolff's WJZ ailer Sunday nite. . . . New thriller, "Mystery Without Murder," set for summer airing over NBC despite their dislike of whodunits. Web's out is that ailer stresses ingenuity of detection rather than accumulation of gore. Luther Adler is said to be paced for the role of gum-shoe. . . . Despite reports to the contrary, Luden's plan to return "Hugo" Carmichael on CBS in the fall in the same time slot. . . . Sound-alikes: Bill Corum and Stu Erwin. Ted Husing and Wm. Powell. Del Sharbutt and Mel Allen. Dorothy Day and Louella Parsons.



● ● ● Good to see our boy, Alan Courtney, back from Denver where he kayo'd Kid Sinus in a year's bout. Irony of his homecoming is that he now finds himself in the position where he has to "swipe back" some of his own ideas which were "adopted" by others when he left here. Meanwhile, he resumes his Korn Kobbler E.T. series for Ziv and confides to us that he's working out a brand new gimmick for a disc jockey series.

# Thrill Shows In N. Y. Competing Via Spots

(Continued from Page 1)

WHN, WNEW, WMCA, WINS, WEVD, WLIB, WBNX, WEYN, WOV, WAAT, WQXR, and WPAT. Account is handled for the sponsor by Jerry Laiton.

The \$27,000 radio campaign for the Roy Rogers' Thrill Circus, opening at the Polo Grounds June 15, starts today and will continue until mid-June. Blaine Thompson Co., which handles the account, has bought time on the following outlets: WOR, WCBS, WNBC, WJZ, WNEW, WMCA, WHN, WINS, WQXR, and WAAT.

The spot business shapes up as one of the most saturated local campaigns in years with some stations airing as many as 90 announcements a week devoted to the two outdoor shows.

## Advocates Scholarships For Trade Schools

In an address yesterday at the National Conference on Training and Education in Industry at the Waldorf-Astoria in New York, Major General Harry C. Ingles, president of RCA Institutes, Inc., advocated management's establishment of scholarships in trade schools, as well as in colleges, as a means of achieving the proper training of industrial personnel.

Ingles said he knew "of a number of companies that have established scholarships in several colleges open only to their employees," but did "not know of any that have established scholarships in trade schools. It is a matter that executives could well consider. The proper training of personnel is as much the responsibility of management as is the monthly balance sheet. It is a continuing problem, and if we do not make continuous efforts to meet it the quantity and quality of production and distribution are sure to run down," General Ingles, former Chief Signal Officer of the U. S. Army declared.

## Gets Tele Rights

ABC has acquired the television rights to the Chevrolet Soap Box Derby and, in turn has assigned them to the U. S. Rubber Co., which will film the derbies in leading cities.

*WIBW*

**SALES DOLLARS TRAVEL FAR . . .**

Ben Ludys, GEN'L. MGR. . . when you use them on

**WIBW**

The Voice of Kansas  
**TOPEKA**

PASSPORT TO ROMANCE  
Audition Records Available

**COMMERCIAL PROGRAM SALES**

1440 Broadway, N. Y. PE 6-8600

## Philco Tells The FCC Of Microwave Studies

(Continued from Page 1)

will be a "pioneer move toward the only practical solution for television networking of high quality on a nation-wide basis, technically sound and economically justifiable."

The material presented was mailed out to video broadcasters, new licensees, holders of CP's and applicants a week ago, and returns to date indicate about 25 per cent are "interested" in the Philco equipment.

Philco pointed out that it has spent ten years in developing relays between Philadelphia and New York and is currently operating a microwave relay link in the Phila-New York chain. In addition, company execs said, construction is under way on an "improved" 1350 mc. two-way system between the two cities.

Uppermost in the advantages of such a system, according to Philco, is its economy in initial cost and operation, better picture quality, and greater flexibility for remote pickups within a metropolitan area and in links with community stations.

"Careful estimates of the cost of this latest microwave relay equipment for television indicates that it provides the most inexpensive system for commercial relaying," Philco declared. "For instance, the cost of this new equipment for a two-way relay connecting New York and Philadelphia is less than a single year's rental of coaxial cables at presently anticipated rates."

Use of the new microwave relay equipment provides for the relaying of video programs directly over the shortest airline distance from point-to-point, without the need for several transfers through a "devious system of terminals." Further, according to Philco, the radio relay between New York and Philadelphia covers "only 85 miles" whereas the coaxial system "is about 50 per cent longer, about 125 miles, and cable charges are based on route rates."

Company asserts that, technically, the relay equipment "has been proved by field tests to be far superior to a coaxial cable system," since the relay is "essentially transparent" and reproduces the video signal many miles away from the point of origin "with substantially no loss of quality whatsoever." Philco also claims that it is ready to provide two-way television relay service between WPTZ, its station in Philadelphia, and WNBT in New York "in the near future." Route of this relay system is from the WPTZ studios in downtown Philadelphia, its transmitter eight miles away in Wyndmoor, a relay station at Mount Rose, N. J., and WNBT in the RCA building in New York.

"Field tests have also proved that

### AVAILABLE

Producer seeks position with advertising agency in radio department. Also interested in position as assistant station manager. Write RADIO DAILY, Box 366, 1501 Broadway, New York 18, N. Y.

## Request To Defer BMB Study Causes Shift In Group Planning

(Continued from Page 1)

the present budget runs out in July and to set up a program of procedure which will be approved by the 120 broadcasters who have already subscribed to Study Number 2 which was scheduled for 1948. Then too, BMB officials also must have a definite schedule of research studies under way to sustain interest among

### Will Participate

*BMB plans to be among the exhibitors at the 10th Anniversary Convention of the American Marketing Assn. to be held June 11-13, at the Hotel Commodore, New York.*

subscribers, old and new, until the 1949 audience measurement gets under way.

The news of the NAB board's action which both commended BMB for its first survey and then suggested delaying the second has had the effect of creating confusion both among broadcasters and agencies as to the future of the organization. This confusion, one BMB spokesman declares, must be clarified if plans for continuance of the research work are to crystallize.

Hugh Feltis, president of BMB, who has been presenting a report on the first BMB study to broadcasters at the regional NAB meeting, predicts that the second study might be supported by over 1,000 subscribers with the increasing number of broadcasters.

During the next few weeks various committees of BMB will be asked to

## Zane Grey Deal Closed; Sustainer Over Mutual

(Continued from Page 1)

urday evening thereafter 8:30-9 p.m., EST and one hour later during the EDT period. Deal was closed by Stephen Slesinger and Mutual and the show will be produced on the Coast and include an orchestra.

Program will start on a sustaining basis.

### Wedding Bells

Dallas—William Parks Johnson, Jr., son of Parks Johnson of the "Vox Pop" program, will be married to Mary Frances Brown, Thursday, June 5, at Dallas.

this new system is economical of frequency space and can provide all required television relaying services that can be foreseen, with the allocation of a minimum of the microwave spectrum," it was declared. "We are prepared to proceed immediately with two-way relaying between Philadelphia and New York, and with pickups in the Philadelphia area, to put this system into commercial operation. It is also possible to extend this service to Washington, and to numerous communities within a 100-mile radius of Philadelphia," according to Philco execs.

meet and discuss the proposed 1949 survey. Later their reaction will be placed before the BMB board for final decision regarding the industry's research organization activities during the next two years.

### Text of Resolution

The NAB resolution which had become the subject of discussion the past few days follows:

"The Board of Directors of the National Association of Broadcasters enthusiastically endorses and commends BMB for its outstanding work in the preparation and issuance of its first nation-wide study of station and network audiences.

"In light of the success of Study No. 1, we urge immediate and wholehearted industry support of Study No. 2 and recommend establishment of a long-range plan whereby nationwide studies are made at regular intervals and the continuing services of BMB are assured.

"In order to allow sufficient time for this plan and to enlist station support on a permanent basis, the NAB Board requests the BMB Board to change the date of the next Study from 1948 to 1949. BMB is proving itself to stations, agencies and advertisers and now deserves a permanent place in the industry.

"The NAB Board offers the services of its members for consultation with the BMB Board in helping to establish a long-range financial plan to make possible the future operation of BMB to the end that the maximum number of stations will participate in BMB."

## "Welcome Travelers" Set As Summer Replacement

(Continued from Page 1)

is the College Inn, Chicago, in the Hotel Sherman. Participants will be guests who stop at the hotel, en route across the country.

### S-C Meeting Opens

Rochester—First sales training clinic held for its radio and television district merchandisers by Stromberg-Carlson since the end of the war opened a four-day session here yesterday at the Hotel Seneca, with emphasis on the company's new line of AM and video sets.

The meeting will extend through May 29.

*Send Birthday Greetings To —*

May 27

Cedric Adams Evelyn Morin  
Richard Sanville

## Music 'Unfair' List Planned By MPP

(Continued from Page 1)

acting as agent and trustee for the copyright owners, who works close co-operation with the Music Publishers Protective Association. All there are some 12 to 15 disk companies involved. Fox represents the major portion of the publishers and writers who are Ascap members, well as any copyright owner who wants his mechanical or synchronization music rights handled by Fox and his associates. This applies to motion pictures as well as recording, mainly transcriptions.

List when issued will apparently be the means of actually putting the companies on the unfair list of business, since no copyright owners will grant them the right to use their music in any manner whatsoever. List will include such companies as failed to pay royalties or other monies due writers or publishers, those from whom they have been unable to collect royalties due even after they were sued. Also some of the wildcat recording companies failing to give an accounting on royalties due.

"Unfair lists" in the past have always been associated with the AF of L as to music and other unions various crafts.

## NAB Sets Mail Vote On By-law Changes

(Continued from Page 1)

is that the associate membership will result in the networks taking an active part in looking out for their interests which they could do at times when on the board. Networks feel that they are closer to the NAB than ever before and on the same basis as station members, will have general representation rather than by a specific member on the board.

Way will also be open for the Broadcasters Advisory Council work in close harmony with the NAB once it is on its way. Currently the group is still in process of organization with most of the plans in the formative stages. It is persistent maintained that the BAC will always seek to work hand in hand with the NAB, and president Justin Miller fully informed of all proceedings.

FRANK W. BROCK'S

famous racket-exposé show

"SPECIAL INVESTIGATOR"

now sponsored by

Commercial Credit Corporation

Mutual—Tuesdays—8:15 P.M.

A Proved Hit—Low Budget

Available after June 17th

James Stevenson Productions

133 E. 54th St., N. Y. 22—PL 8-0928

Exclusive Representative



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 39, NO. 42

NEW YORK, WEDNESDAY, MAY 28, 1947

TEN CENTS

## Retain Relay Bands—TBA

### White Bill Hearing Date To Be Set Soon

Washington Bureau, RADIO DAILY  
Washington—A date for hearings on the new White-Wolverton Communications Bill may be set this week by the special subcommittee of the Senate Interstate Commerce Committee named over the week-end by author Wallace White. White, who is majority leader of the Senate, is chairman of the full Interstate Commerce Committee as well as of the special radio subcommittee.

Other Republicans on the subcommittee include Senator Charles McNair of New Hampshire and Ed

(Continued on Page 3)

### Women Broadcasters Elect Frances Wilder President

Frances Farmer Wilder has been named president of the Association of Women Broadcasters for a two-year term as successor to Alma Kitwell, retiring president, Adele Hunt, chairman of the AWB elections committee announced yesterday. Miss Wilder was chosen in the nation-wide mail balloting of the AWB's membership of approximately 1,000 women broadcasters. AWB was organized four years ago largely through the efforts of Dorothy Lewis, the NAB coordinator of listener affairs.

### New Series Of Film Shows Set For WNBT Debut Sun.

NBC-WNBT will offer a new series of film programs Sunday, June 2, consisting of a four and one-half hour trip throughout the Pacific. Shows will be selections titled "This Is Your World," from a total of 14,000 feet of motion pictures taken

(Continued on Page 2)

### Teacher's Day

The award of the judges on the "Quiz Kids" Best-Teacher-of-1947 Contest will be made during the broadcast of the program Sunday, June 8, over NBC at 4 p.m., EDT. Teachers placed in nomination for awards came as a sequel to 33,000 letters submitted by school children. Dr. Paul A. Witly of Northwestern University heads the committee.

### Odoriferous

Syracuse — WFBL's "RFD Program" director, Robert "Deacon" Doubleday, was recently presented with a full-grown Toggenberg billy goat by the "Mr. & Mrs. Club" of the Collamer (N. Y.) Presbyterian Church. "Sweets to the sweet, etc." opined a WFBL wag.

### 24% Business Increase Reported By Ziv Co.

An increase in business of 24 per cent for the first four months of 1947, was chalked up by the Frederic W. Ziv Co., according to John L. Sinn, executive vice-president of the organization which specializes in open-end transcriptions and currently has 22 different programs being broadcast over 675 stations in the United States alone. Some outlets, are using nine hours of Ziv ETs weekly.

Sinn stated that the transcribed

(Continued on Page 6)

### Three 52-Week Renewals Reported By N. Y. Station

Three 52-week renewals are reported by WQXR, including three daily programs sponsored by John Wanamaker department store. Wanamaker's third 52-week renewal on the station covers "Piano Personalities," 9:05-9:15 a.m.; "Today in Music," 5:05-5:15 p.m.; and "John Wanamaker Concert Hall," 9:05-9:30

(Continued on Page 6)

### McNeil Named To Manage WABD, Du Mont Tele Outlet

Wide expansion of program and sales activities at WABD, with emphasis on production of shows tailored to fit the needs of advertisers, was forecast yesterday following the appointment of John McNeil as general manager of WABD, Du Mont outlet in New York. Formal announcement of McNeil's appointment was made by Leonard Cramer, executive vice-president in charge of television broadcasting activities for the Allen B. Du Mont Laboratories, Inc.

### Assn. Opposes FCC Proposal To Shift Vital Portion Of Video Spectrum; Philco Also Against Change

### East Leading Coast In Summer Web Shows

With program originations leaning heavily toward the coast for most of the past seasons, particularly the agency productions, the summer replacement situation this time finds practically no agency-packaged show coming from the coast for the first time in years. Agencies such as Young & Rubicam, Inc., which had virtually all replacements continue

Coast originations will have nothing

(Continued on Page 2)

### Adam Hats Will Sponsor Fight Broadcast On WHN

Adam Hats will sponsor a broadcast over WHN tonight at 10 p.m., of the first summer boxing bout at Ebbets Field between Tami Mauriello and Jimmy Carollo. Blow-by-blow

(Continued on Page 8)

### Religious Radio Topic Discussed By Publicist

New Haven, Conn.—Addressing students of Yale University Divinity School taking the course on religious radio, Ed Greif, of Banner & Greif,

(Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—Sharp opposition to the FCC's proposals to change frequency assignments for television relaying was expressed yesterday by TBA and Philco.

TBA, in its testimony, said that the frequency switch would be "of critical consequences to television at this time."

"The precedent established," the association pointed out, "whereby an extremely large, continuous band of the spectrum is so re-allocated that the previous research and production

(Continued on Page 5)

### VA Reports Success Of Radio Campaign

The Veterans Administration reported yesterday that National Service Life Insurance "commercials" on network programs made nearly a half billion listener impressions during the first three months of the G. I. Insurance information programs. Messages, emphasizing the current liberalized

(Continued on Page 6)

### Four New ABC Stations; Web's Total Now 255

ABC's total affiliates will number 255 when four new stations, still under construction, go on the air within the next few months. New affiliates, ranging from 250 to 5,000 watts, are located in Rochester, N. Y.,

(Continued on Page 2)

### Extend Series

U. S. Steel's "Theater Guild on the Air" (ABC, Sundays, 10 p.m., EDT), scheduled to bow out with next Sunday's broadcast, has been officially extended four weeks to June 29. Move will thus reduce U. S. Steel's summer hiatus to 9 weeks, instead of the usual 13. The program features well-known plays adapted for presentation over the air.



★ COMING AND GOING ★

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

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WILLIS B. PARSONS, manager of Radio-Recording division of Thesaurus and Syndicated Sales for NBC, is on a business trip to several sections of the United States and Canada. He'll include a trip to the CAB convention at Jasper Park, Alberta, June 8-12.

LOU SPOSA, IRENE MURPHY and other members of the RCA-Allied Stores "Television Caravan," have completed their exhibition in Reading, Pa., and now are showing in Easton.

JACK L. BRUMBACK, sales manager in the San Francisco office of CBS Radio Sales, is in New York for conferences at the headquarters of the network.

ARCH OBOLER has arrived in town by plane to confer with publishers and stage producers. Among the works which he has with him is his first play for the legitimate stage, scheduled for production next fall.

EDDIE GREIF, of Banner & Greif, publicists, has returned from New Haven, where he lectured on public relations at the Divinity School of Yale University.

ROGER CLIPP, general manager of WFIL, American network outlet in Philadelphia, and chairman of the Stations Planning and Advisory Committee of ABC, in New York this week for talks with officials of the web.

RICHARD HUBBELL, television consultant, has returned to his New York office, concluding a two-week trip to St. Louis, Cincinnati and Washington, D. C.

LOUIS H. PETERSON, president and general manager of WSSV, Petersburg, Va., is spending three weeks in St. Louis.

RICHARD L. EVANS, spiritual commentator on the program of the Salt Lake Tabernacle Choir heard on CBS, arrived in New York yesterday for a short stay.

WALTER BLIGH, president and general manager of WNDR, Syracuse affiliate of the Mutual network which goes on the air next November, is visiting in New York at the headquarters of the web.

G. W. "JOHNNY" JOHNSTONE, director of the radio department, National Assn. of Manufacturers, has arrived in Hollywood from San Francisco. He'll spend 10 days in the film capital before heading for New York, with a stopover scheduled for Chicago.

HARRY R. SPENCE, president and general manager of KXRO, Mutual outlet in Aberdeen, Wash., in town this week on station and network business.

SYD EIGES, manager of the press department at NBC, has returned from Pittsburgh, where he spoke on "A Televisionary World" at his Alma Mater, University of Pittsburgh.

HOYT WOOTEN, owner and general manager of WREC, Columbia network affiliate in Memphis, is back in Tennessee following a short business trip to New York.

FRANK MATHEWS, national sales and promotion manager of KFH, Wichita, is back in Kansas after having visited at the New York headquarters of CBS, with which the station is affiliated.

LEONARD ASCH, president of WBCA, Schenectady affiliate of the Mutual network, a visitor this week at the offices of the web.

KINGSLEY HORTON, assistant manager and director of programs and sales at WEEL, Columbia's owned-and-operated station in Boston, is visiting briefly in New York.

PHILIP R. HERBERT, commercial manager of WHKK, Akron, Ohio, chatted for a while Monday at the offices of the Mutual web, of which WHKK is the Akron outlet.

FINANCIAL (Tues., May 27)

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

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

Three Half-Hour Shows Are Renewed Over NBC

Three night-time half-hours on NBC have been renewed for the coming season, two by Procter & Gamble for "Life of Riley" and "Truth or Consequences," and one by the Whitehall Pharmacal Co. The P&G renewals covers the hours 8-9 p.m., EDT on Saturday nights and the other Sunday night 6:30-7 p.m., occupied by Bob Burns. "Ellery Queen" goes in as a summer replacement June 1.

Compton Advertising Agency and Benton & Bowles handle the P&G renewals and Sullivan, Stauffer, Colwell & Bayles, the Whitehall account.

East Leading Coast In Summer Web Shows

(Continued from Page 1) from the Coast this summer, something that hasn't happened since the 1930's. Two of the replacements, Gordon McRae for Fanny Brice, and "Silver Theater," for "Ozzie and Harriet," will both come from New York, as previously announced.

Angles vary, from retrenchment policy to the fact that outside producers and networks have been able to supply the demand, while others as usual always originate in the East. Apart from the stars, however, the added summer work in New York will be relished by the lesser artists on the various programs not to mention Local 802 of the AFM. Latter has had the crying towel out for many months now.

New Series Of Film Shows Set For WNBT Debut Sun.

(Continued from Page 1) during a trip that began last December by Mr. and Mrs. William Winter.

Series will include shots taken in Hawaii, the Marshall and Mariana Islands, Guam, Saipan, Peleliu, the Philippines, the Sulu Islands, Siam, Singapore, Java, Australia and the Fiji Islands. Traveling by plane, the couple covered 35,000 miles and produced during the trip, in addition to the film, a series of 130 15-minute transcribed radio programs on the lives of the people they visited.

Four New ABC Stations; Web's Total Now 255

(Continued from Page 1) Raleigh, N. C., Lewiston-Auburn, Me., and Hagerstown, Md. WARC, Rochester, will join the network on October 1 as a member of ABC's basic group. S. W. Townsend is manager of the outlet, owned by WARC, Inc., which will operate full time with 1,000 watts on 950 kilocycles. WNAO, Raleigh, owned by the News & Observer Publishing Co., will affiliate with the web's southeast group on November 1, operating full time with 5,000 watts on 850 kc. Dudley Tichenor will manage the station.

WLAM, Lewiston-Auburn, is also a 5,000 watter which joins ABC's northeast group on September 1. Frank Hoy has been named manager of the outlet owned by the Lewiston-Auburn Broadcasting Corp., which will broadcast on 1470 kc.

WARK, Hagerstown, becomes a member of the web's northeast group on August 1. Owned by the Antietam Broadcasting Corp., WARK will operate full time with 250 watts on 1490 kc. Stewart W. Phillips is station manager.

Gets G. E. Sales Post

Syracuse—A. F. Wild has been appointed sales manager of television equipment in the General Electric transmitter division here, it has been announced by P. G. Caldwell, manager of the division's sales.



Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are five radio stations.

But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list . . . take a good look at WITH, the successful independent. An amazing number of smart advertisers have . . . and it pays off.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

IN CLEVELAND IT'S WHK

# McNeil Named Mgr. Of Du Mont's WABD

(Continued from Page 1)

and extensive video shows. Policy will enable clients to buy portions of shows on a participating basis similar to radio, McNeil said. Advantages of this type of show, he added are two: (1) it permits the station to control the program; (2) it permits several advertisers to make use of a quality program while sharing the cost of only a part of it. WABD has three such shows in the works, one of which, "Hospitality House," was debuted Monday night in the "Showcase" premiere. WABD sales staff will be increased probably four men, with Ken Carnsworth as local sales manager, McNeil said. Other departments will remain essentially under the same key men, with Bob Emery continuing as program chief and Bob Jamieson as manager of station operations. Miss J. Kennedy remains in charge of spot sales, which activity will be considerably expanded, McNeil said. New WABD exec said that television, with the color issue settled, "is now in a position to go ahead,—and quickly" and with this as a keynote, looked to a possible expansion of WABD's hourly schedule. If physical conditions permit, station may take the air with a noon time program, although he added that the WABD staff is now handling all it can. McNeil joined NBC in 1936 and later switched to the Blue Network (ABC) before taking over as manager of WJZ.

# "Guiding Light" Returning For Procter & Gamble

Daytime serial, "The Guiding Light," will return to the air Monday June 2, over CBS at 1:45 p.m., EDT., sponsored by Procter & Gamble, for Duz, through Compton Advertising, Inc. Show will originate from Hollywood.

"The Guiding Light," was previously sponsored by General Mills on NBC and went off the air in November 1946. The sequences of the Irma Phillips' drama will revolve around "Dr. Charles Matthews," minister of the Church of the Good Samaritan, who devotes himself to the problems of his friends and parishioners.

# Pat Hurley At Fordham

Pat Hurley, WQXR publicity director, will make a talk today before the radio class at Fordham University. She will talk on radio publicity.

# ★ AGENCY NEWSCAST ★

**J**OHAN W. SWALLOW, Hollywood manager for Kenyon & Eckhardt, Inc., has resigned. He is vice-president and advisor of Oaji Broadcasting Co., which recently received a construction permit for Ventura County's first radio station, KVVU. He is also president of his own company, Television Enterprises, Inc., and consultant for KYOR in San Diego. Clare Olmstead has been named manager of the Kenyon & Eckhardt, Inc., Hollywood office, with Jesse Butcher as business manager, according to an announcement by William B. Lewis, vice-president and radio director of the agency. Coincidentally, Lewis announced that the Hollywood office is being enlarged to take on additional future duties. Olmstead and Butcher will take up their new duties immediately.

**ADVERTISING FEDERATION OF AMERICA** has elected the following to membership in the Federation: A. Stein & Company, Chicago; Carter Advertising Agency, Inc., Kansas City, Mo.; Crolly Advertising Agency, Wilkes-Barre, Penn.; Broadcasting Corporation of America, Riverside, Calif.; The Dothan Eagle, Dothan, Ala., and American Hotel Journal, Chicago.

**GEORGE M. HAKIM**, recently managing editor of FM business, and formerly affiliated with Batten, Barton, Durstine and Osborn, is opening his own advertising agency at 377 Fourth Avenue, New York City. The agency will be called The George M. Hakim Company.

**MERIT CLOTHING CO.**, Mayfield, Ky., and Claussner Hosiery Co., Paducah, Ky., have completed a series of chainbreak and one-minute transcribed spots for dealer co-operative advertising. Prater Advertising Agency, Inc., St. Louis, represents Merit and Claussner.

**HOWARD K. (KEN) JONES** has been named director of research and chairman of the plans board of the Detroit division of Brooke, Smith, French and Dorrance, Inc., Detroit and New York advertising agency. In his new research post, Jones will direct all product and marketing studies for clients of BSF&D in the mid-west area. He joined BSF&D in 1944 as a member of the creative and supervisory staff. For the past year and a half he has been acting head of the agency's plans board.

**HARRY OMMERLE**, of A. & S. Lyons, New York, has been retained as agent for the "Vox Pop" program by Parks Johnson and Warren Hull. He will handle all business arrangements for the show.

**BOOTH, VICKERY & SCHWINN**, New York-Baltimore agency, has been engaged to handle the advertising for POS (Philadelphia Old Stock) beer and ale.

"**SALUTE TO TENNIS**" will be celebrated today at noon by The Advertising Club of New York, and will feature Vincent Richards, Julian S. Myrick, Walter Merrill Hall and Renville H. McMann, with Frederic R. Gamble, vice-president of the Advertising Club, presiding.

# White Bill Hearing Date To Be Set Soon

(Continued from Page 1)

Moore of Oklahoma—the former author of a resolution last year calling for an investigation of the FCC. Democrats are Ed Johnson of Colorado and Ernest McFarland of Arizona. The subgroup may freely be described as friendly toward the radio industry.

In the meantime, there is much speculation here about the new station ownership formula proposed in the bill. It is admitted by technicians who helped in drafting the measure that so far as FM and television are concerned FCC attempts to limit ownership to five stations of a type would be blasted sky high. Owners of the bill propose that the only limitation of stations be that no single individual may control stations in a single band which provide primary service for a population greater than 25 per cent of the nation's 140 million people.

# Circus Band Broadcast

Two hundred New York children will be guests of "Fitch Bandwagon" at a special performance of Ringling Brothers-Barnum and Bailey Circus in the NBC studios here with Phil Harris and Alice Faye on Sunday, 7:30 p.m. (EDT). Four clowns and the circus band under direction of Merrill Evans will be featured.

# WIND

*Chicago's best circulation buy*

**provided as much audience in April 1947 as the following competing stations combined:**

- a. a 20,000 watt Chicago station
- b. a 10,000 watt Chicago station
- c. a 5,000 watt Chicago station



**MONROE, LOUISIANA**

*Has More Listeners*

**THAN ALL OTHER STATIONS COMBINED**

**IN NORTHEASTERN LOUISIANA**

**AND REACHES A \$103,629,000 BUYING POWER**

AFFILIATED WITH  
**AMERICAN BROADCASTING CO.**

REPRESENTED BY  
**TAYLOR-HOWE-SNOWDEN Radio Sales**

IN CLEVELAND IT'S

# WHK



LOS ANGELES

By RALPH WILK

EDGAR KENNEDY, RKO Radio comedian, has just completed several platters for a radio show which will include his wife, his son Larry and his daughter Colleen.

Frank Healey, formerly radio head of the A. & S. Lyons Agency, is building up one of the most impressive star client lists in Hollywood.

Gene Norman has entered the Cedars of Lebanon Hospital for a minor operation. Bill Ewing is emceeing his "Mild and Mellow" program heard on KMPC for the ensuing two weeks.

ABC West Coast program officials announced the audition of a new "Eddie Albert Show." The new program is a situation comedy starring the movie star, who plays the part of a small town "legal eagle," struggling to make an existence from the law business. Show is written by Jay Sommers and Jesse Goldstein, and "Buzz" Adlam's orchestra will furnish the music.

Joe Kearns, one of Hollywood's leading radio actors, was chosen to play the leading role on the hour-long documentary, "Menace In White," which was heard May 25 on the Columbia Pacific Network.

CBS star Agnes Moorehead, "Marilyn" of Columbia's "The Mayor of the Town," motors with husband Jack Lee to her alma mater, Muskingum College, New Concord, Ohio, to be guest of honor at Muskingum's commencement exercises on June 9. Miss Moorehead will be presented with a Doctor of Literature honorary degree. They plan to spend some time on their farm at Zanesville, Ohio, before motoring to New York.

NBC To Repeat 'Cavalcade' Script As Public Service

"The Stirring Blood," drama program which dealt with the "RH" blood factor and the recent medical discoveries related to it on the March 10 broadcast of "Cavalcade of America" (NBC, 8-8:30 p.m., EDT) will be repeated next Monday, June 2. Program, sponsored by Du Pont, drew heavy response and commendation from doctors, clergymen, women's clubs, etc. for its treatment of the discoveries which contribute to saving the lives of new-born "RH" infants. Agency reports that 287 requests for scripts alone were received, plus a substantial amount of letters.

U. S. Public Health Service and the Red Cross are said to be coordinating with NBC on audience promotion for the June 2 broadcast.



Broadway Bulletin Board . . .

Retrenchment policy at CBS beginning to hit the white-collar lads, with over 29 blue slips passed out over the week-end. Various departments have been affected in the new cuts, which, by the way, have nothing to do with television, color or otherwise. . . . It's none of our business, really, whether Kenyon & Eckhardt grabbed away the Ford account or whether J. Walter Thompson merely lost it—but this much we know: Come this fall, K & E have lined up a one-hour dramatic show for Ford to stem from N'Yawk, which is certainly good news for local thespians. . . . Buddy Clark, we hear, gets the Old Gold show for the summer—and maybe permanently. . . . Mutual starts a regular series of Opinionaire June 4th, with good old Col. Bill Slater in the moderator's saddle. . . . John W. Vandercook and Iris Flynn, WHN receptionist, have Set The Date. . . . Ben Grauer, just back from Brazil, confiding to pals that it's hotter down there than the inside of Larry MacPhail's collar. . . . Henry Morgan on "We the People" Sunday. . . . Al Pearce is pitching a new show with social significance for fall sponsorship. Idea is to put on shows at corrective institutions for youngsters (with scholarships, prizes and boosted morale) and use talent from the various schools with himself as emcee. . . . Flash! Is it true that NBC has created a special executive post—that of veepee in charge of CBS commercial sales?



Joan Davis was nixed as an Abbott & Costello replacement next fall. . . . D. Taps, who introduced such talent as Ella Logan, Geo. Murphy and Geo. Raft, touting his latest discovery—Lita Terris, a 16-year-old coloratura. . . . Several of the Gotham Hotels have upped their rates as much as 40 per cent in the past few weeks. . . . Rob't Merrill planed in from his concert tour too late to say bye-bye to Mimi Benzell who sailed for London Sunday. . . . Eileen O'Connell has finished an album called "Olympia, the Mechanical," a fantasy based on "Tales of Hoffman". . . . Dave Green sporting a new Lincoln convertible. . . . Dick Hyman, publicist and author of "It's The Law," will be interviewed by Mutual's Bill Harrington today. . . . Recommended: Carol Ames' sultry-mendous version of "Ain't Misbehavin'" . . . Brian Sullivan set for radio series built around capsule operas. . . . Berry Kroeger readying his play, "August Reckoning," a psychological drama. . . . Beatrice Kay defines a playboy as one consisting of top hat, white lies and tales.



It's a small world dep't: Jay Jostyn (who has the lead in the straw-hat circuit version of "Your Uncle Dudley" this summer) will be working for Geo. Humphreys, who not too many years ago ran messages for Jostyn while working as an NBC page boy. . . . Kate Smith broadcasting from the Windy City June 10th and 11th. She'll be out there to accept the Arts Award from the American Brotherhood of the Nat'l Conference of Christians and Jews. . . . Look for other leading mags to soon follow the lead of Time and Life in printing their copies for west coast distribution out there. . . . Art Van Horne, pinch-hitting for the vacationing Roger Bower on WOR's "Let's Go To The Movies," directs, produces and narrates Noel Coward's "This Happy Breed". . . . Ed Browne resigns as exploiter for NCAC to return to his first love—as editor of the Pelham Sun July 1st. . . . Following up the success of the Lucienne Boyer and Maurice Chevalier appearances here, Arthur Lesser offers his third French importation, Jacques Peals, who opens at the Persian Room of the Plaza tomorrow nite. . . . It's a boy at the Walter Jacobs. Pop owns the Lord Tarleton in Miami. . . . Big band musicians again seeking 52nd St. to insure a weekly paycheck. Stars of the last bands led by Benny Goodman, Woody Herman, Tommy Dorsey and Gene Krupa are now spotlighted at the Three Deuces. . . . Over at CBS, they're not so much concerned about how things are in Glocca Morra as they are in how things are with Commercial Herschel Williams.

CHICAGO

By NAT GREEN

THE WBBM-FM Studio Theater held its last session of the season May 23. Skee Wolff, Chicago free-lance script writer, discussed writing techniques, and the North-Western University's Radio Guild presented "Our casts of Poker Flat." The week workshop sessions will be resumed in October.

ABC's "Sunday Serenade" and "You Want to Lead a Band," both which feature Sammy Kaye's orchestra, will originate from the network's Chicago studios on June 1. Another out-of-town program to be broadcast from Chicago on June 1, CBS's "Wings Over Jordan," which will be heard from WBBM.

"Dress-Up Quiz," a new audience program, will have its premiere on WGN on June 1. Quiz teams will be composed of men from one organization and women from another, and cash prizes of \$25 and \$15 will be awarded, as well as gifts offered for audience participation stunts. Holland Engle and Linn Burton will be co-masters of ceremonies, and Helen Westbrook, organist, will furnish music. Show is sponsored by Gordon Quality Clothes Shop.

The NBC central division radio recording division has recorded several 15-minute programs titled "Furlough With Music" for the Kansas City, Missouri district of the U. S. Army recruiting service. Programs feature Bernie Cummins and his orchestra.

Rupert Lucas of the Young Rubicam agency has just returned from a business trip to New York and left for St. Louis on television business.

Frank Chizzini, manager of the NBC radio recording division, reports sale of the NBC Thesaurus Library service to seven new subscribers. They are WLBC, Muncie, Ind.; KDSI Deadwood, S. D.; KRON, Freemont Neb.; WBBZ, Ponca City, Okla.; WJOB, Hammond, Ind.; KDMO Carthage, Mo., and WCSI, Columbia, Ind.

Station WCSI also ordered an NBC package of 15 syndicated programs. Station WJOB ordered 117 15-minute programs featuring the Art Van Damme quintet with Louise Carlyle and KELO purchased 260 five-minute mystery programs.

Advertisement for '28,000 LETTERS' contest, featuring 'SING-A-SENTENCE SHOW' and 'NOW AVAILABLE' in 5-10 or 15-minute format by LANNY & GINGER GREY at 1350 Madison Ave., New York City.

Advertisement for 'DETECTATUNE' and 'COMMERCIAL PROGRAM SALES' with contact information for 1440 Broadway, N. Y. PE 6-8600.

SOUTHWEST

TBA Opposes FCC Proposal For Tele-Relay Re-Allocation

(Continued from Page 1)

LOUIS AIKEN, former member of the news staff of WINX, Washington, has resigned to become manager of KURV, Edinburg, which is now under construction and which is expected to take to the air late in July or early August.

David Lilley, former announcer-critic for WRR, Dallas, has resigned to take a post with the staff of Malby, Hollywood film and radio production office.

Charles W. Balthrope, manager of WABC, San Antonio, and who has applied for application in for a standard broadcast station to be operated on 100 kilocycles with a power of 250 watts has applied for a daytime only permit to be operated here on 930 kilocycles with 1000 watts.

Lawrence Cantor David J. Putterman who is in charge over the NBC network on the "Fernal Light" series is making a series of personal appearances in the Southwest. He will be heard in recital at Corpus Christi, San Antonio, Dallas and several other Texas cities.

Norman Nye, folk song specialist and script writer, producer, guitar player and singer on his own show which will debut over WFAA-820 Dallas and will be heard each Monday in a song recital.

Bob Holleron, sports chief for WSA, San Antonio aired the Ft. Worth Invitational Golf Tournament from that city over a special 10 station network under the sponsorship of the United States Army in behalf of the current recruiting campaign.

The FCC has given its approval to J. Griffith, veteran Texas Theater circuit operator, license to operate a new standard broadcast station at El Paso. Griffith, operating as the West Texas Broadcasting Co., has been given approval to operate the new station on 690 kilocycles with a power of 5000 watts full time.

Max Preis, commercial manager of WSA, San Antonio, has been named as publicity chairman for San Antonio in the current United Service to China campaign.

A permit for Tyler's second FM station to the Rose Capital Broadcasting Co., has been granted by the FCC.

Future of the Army Air Forces How It Can Help Safeguard America" was the subject of an address recently made by Lt. Gen. Ira Leaker, deputy commander of the AF, who, during the recent war, commanded both the Eighth and the Tenth Air Forces. The address was broadcast over KGKO, Fort Worth, at a luncheon given by the Army Reserve Officers Association to the citizens of Dallas, at the Sheraton Hotel there.

on behalf of other electronic service can be completely negated will undoubtedly have the effect of retarding pioneering initiative in electronic development.

Thad H. Brown, Jr., counsel for TBA, said the band change "will demand at least a year, plus the necessary time-in-production requirements, before adequate television equipment

band between 960 and 1600 mc, to aeronautical navigational aids. The result of the proposed allocation, it is said, would be to exclude television relay from the band 1295-1245 mc. and in lieu of the 130 megacycles thus lost, to substitute 130 megacycles in the 1750-1880 mc. band.

"It is axiomatic," Smith said, "that television stations, particularly at this time, must have available to them both means for exchanging programs between themselves and means for taking their cameras out of the studios to the locations where events of public interest occur, and television broadcasters must be able to do this on an economical basis. In our opinion, except in a few special cases, it would be economically unsound and unwise for prospective broadcasters to begin operations without at least one, and preferably both, services available to them."

Wants Merit Demonstrated

Smith said that if the changes were made, "I believe it probable that we would have to shut down WPTZ (Philco Tele Station) if we were deprived of our relay facilities."

The Philco exec said that "it is clearly essential that all the various systems and proposals for television relaying and networking be given an opportunity to demonstrate their merit and that nothing be done to slow down the development of television relay at this time."

"We believe," said Smith, "that the shift in the 1295-1425 mc. band to the 1750-1880 mc. region would in a large measure delay and perhaps stop altogether the development of many of these possible solutions to television's major problem."

"Gov't By Tele"

Thad H. Brown, Jr., TBA counsel, revealed before the FCC in Washington yesterday that present Government plans call for full use of television in "the event of national crisis." While not detailing the plans, Smith told the FCC that these plans are now in the "developmental stage." "Government by television," he said, "is contemplated in the event of initiation of an atomic war."

of a quality now available in the present band would be available."

David B. Smith, Philco vice-president, bluntly told the Commission that the proposed changes would "very seriously retard" the growth of television and would "do great harm to this new industry at a time when it is struggling to get on its feet and get started. The reason for this," Smith said, "is that it will cause a major upset in relay construction and development of programs of many television broadcasters, particularly those planning to construct new television stations."

The Commission has proposed a "drastic" re-allocation of a portion of the spectrum and the allocation of 640 megacycles in one continuous

Religious Radio Topic Discussed By Publicist

(Continued from Page 1)

public relations firm, told his audience that the charitable or religious organization which offers a station or network the greatest co-operation in building an audience, is the one most likely to obtain free broadcast time. Lecture by Greif, was the concluding one in the course conducted by the Rev. Everett C. Parker.

Most organizations, Greif said, direct their efforts toward obtaining the free time and then do nothing thereafter. Stations offer free time for three purposes, Greif further explained, and one is to comply with the requirements of the station's license for public interest broadcasting; the second is to attract a wider audience which is interested in programs other than entertainment type and the third is to build the station's prestige. Station managers, Greif concluded, need the co-operation of the organization to reach these new listener groups. In this respect, proper use of the outlets for publicity available will make the free-time seeker more welcome the next time he makes his request.

Jay Jostyn To Emcee "Listen Carefully" Quiz

Jay Jostyn, star of "Mr. District Attorney," has signed for his first regular outside radio appearance with the forthcoming quiz "Listen Carefully" which debuts over Mutual on June 22. In the past Jostyn has made guest appearances.

The new quiz, which will be produced by Bernard Schubert and Dick Lewis, will use Jostyn as emcee and guests as well.

5 PROFIT MARKETS it pays you to cover!

WGAL Lancaster, Pa. Established 1922

WKBO Harrisburg, Pa. Established 1922

WRAW Reading, Pa. Established 1922

WORK York, Pa. Established 1932

WEST Easton, Pa. Established 1936

STEINMAN STATIONS



Available individually to suit your needs. Write: Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago San Francisco

IN CLEVELAND IT'S WHK

Advertisement for Henri's French Restaurant, Luncheon, Dinner, Cocktail Bar, Famous French Candies, 15 East 52nd St, Air Conditioned. Dated 1906-1947.

# 24% Business Increase Reported By Ziv Co.

(Continued from Page 1)

program business in general is reaching new heights and that the Ziv company is in process of further expansion, augmenting its already large national sales force. Latest to join the Ziv operation in sales capacities are two new divisional managers and three salesmen. New divisional managers are Barney Cragston, formerly with ABC and E. J. Broman, formerly commercial manager of KSL, Salt Lake City. New salesmen include: William Schnaudt and Ray Linton, both well known in the trade, who will move into the Detroit territory, and Guy Zwahlen, formerly with WLOK, Lima, Ohio, and WTOL, who takes over the North Carolina territory, with headquarters in Charlotte.

Launching of the new series headed by Ronald Colman, "Favorite Story," Ziv business is expected to show further substantial increases over corresponding periods of the year before. The 12th and 13th of this series have just been received from Hollywood and are now being pressed. Special sales campaign on what is considered the most pretentious of the Ziv offerings, will get under way June 2.

Markets in which "Favorite Story" already has been sold include: Chicago, Denver, San Francisco, Detroit, Philadelphia, Des Moines, Salt Lake City, New Orleans and many others.

# Three 52-Week Renewals Reported By N. Y. Station

(Continued from Page 1)

p.m. All three programs are heard Monday through Friday. Renewal is effective July 1.

Liberty Music Shops starts a second year on WQXR June 3 with renewal of "Record Rarities," now heard 7:30-8 p.m., Tuesday and Thursday, which will change to 9:30-10 p.m., on that date.

Parfums Weil Paris is renewing a one year contract, effective July 5 for "The Record Album" broadcast 10:05-10:30 p.m., on Tuesday, Thursday and Saturday. Agency is Kelly-Nason, Inc.

# Fielding Succeeds Williams

Richard M. Fielding has been named advertising and promotion manager of the RCA Victor record department. Fielding, formerly assistant advertising and promotion manager of the department, succeeds J. M. Williams, who recently was named advertising manager of the company's Home Instruments dept.

# NETWORK SONG FAVORITES

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

Survey Week of May 16-22, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
After Graduation Day.....	Chappell
Alexander's Ragtime Band.....	Berlin
Anniversary Song.....	Mood Music
April Showers.....	Harms
As Long As I'm Dreaming.....	Burke and Van Heusen
Ask Anyone Who Knows.....	Witmark
Beside You.....	Famous
Chi-Baba Chi-Baba.....	Oxford
Heartaches.....	Leeds
I Believe.....	Sinatra Songs
I Do Do Do Like You.....	Harms
I Want To Thank Your Folks.....	Oxford
I Wonder, I Wonder, I Wonder.....	Robbins
If This Isn't Love.....	Crawford
It Takes Time.....	London
It's A Good Day.....	Capitol
It's The Same Old Dream.....	Sinatra Songs
Linda.....	E. H. Morris
Mahzel (Means Good Luck).....	Feist
Mama Do I Gotta.....	Miller
Mam'selle.....	Feist
Midnight Masquerade.....	Shapiro-Bernstein
My Adobe Hacienda.....	Southern
Peg O' My Heart.....	Robbins
Possum Song.....	Harry Warren
That's Where I Came In.....	Robbins
Time After Time.....	Sinatra Songs
We Could Make Such Beautiful Music.....	Broadcast Music
When Am I Gonna Kiss You Good-Morning.....	Martin Music
You Can't See The Sun When You're Crying.....	George Simon
You'll Know When It Happens.....	Bourne

# Second Group

Across the Alley From The Alamo.....	Leslie Music Co.
Almost Like Being In Love.....	Sam Fox Music Co.
At Sundown.....	Leo Feist, Inc.
Deep Down In Your Heart.....	Triangle
Dreams Are A Dime A Dozen.....	Criterion Music Co.
How Are Things In Glocca Morra.....	Crawford Music Corp.
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy, Inc.
I Won't Be Home Anymore.....	Santly-Joy, Inc.
If I Had My Life To Live Over.....	General Music Co.
I'll Close My Eyes.....	Peter Maurice, Inc.
It's Dream Time.....	Santly-Joy, Inc.
Lucky.....	Manor Music Co.
My Heart Is A Hobo.....	Burke-Van Heusen, Inc.
Passing By.....	Chappell & Co.
Red Silk Stockings-Green Perfume.....	Edwin H. Morris Co.
Stella By Starlight.....	Beverly Music Co.
That's How Much I Love You.....	Edwin H. Morris Co.
That's My Desire.....	Mills Music, Inc.
Would You Believe Me?.....	Remick Music Corp.

# VA Reports Success Of Radio Campaign

(Continued from Page 1)

reinstatement provisions, were carried by such well known programs as "Information Please," "The Chatterfield Supper Club," "Quiz Kids" and "The Prudential Hour."

In addition, such leading commentators as Walter Kiernan, Richard Harkness, Bill Stern, etc., repeatedly advised veteran listeners to reinstate lapsed G. I. policies. VA's transcription series, "Here's to Veterans" series, broadcast by 1009 stations, also carried messages on NSLI. The total 489,000,000 listener impressions between February 3 and May 1 included only network programs and "Here's to Veterans" series. No work has been made of spot announcements aired by local stations.

By May 14, three and one-half months after the inception of the information programs, 434,696 veterans had reinstated a total of \$2,709,700 of lapsed G. I. insurance.

# WFMO Sets FM Exhibits For Newsreel Theaters

WFMO, newly completed FM station in Jersey City, has arranged a co-operative deal with its affiliate, the Embassy Newsreel Theaters, Inc. Zenith Radio Corp., to demonstrate FM reception in the lounges of five houses in the chain.

The receivers will be on display with appropriate signs telling the story of FM. Booklets will also be distributed to the theater patrons and attention will also be called to the FM receivers via theater trailers. WFMO's idea is to start preliminary education on FM to those familiar with its benefits and means in order to further build up the potential FM audience in the New York metropolitan area.

Station has completed its technical setup and installations and is awaiting completion of its air-conditioned studios before taking to the air, according to A. Lewis King, vice president and general manager of the station.

**Baltimore's Listening Habit**

**MUTUAL BROADCASTING SYSTEM**

**FREE & PETERS, Inc.**  
Exclusive National Representatives

**JOHN ELMER**  
President

**GEORGE H. ROEDER**  
General Manager

# OFFICE SPACE

IDEAL FOR INDEPENDENT PRODUCER OR DIRECTOR, COMPLETE WITH FURNITURE, TELEPHONE (SECRETARY OPTIONAL).  
WRITE BOX 367  
RADIO DAILY  
1501 Broadway, New York 18, N. Y.



# RADIO'S ACCEPTED PROGRAM BUYING GUIDE

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## *The 8th Annual* SHOWS OF TOMORROW

WILL LIST  
1000 PROGRAM IDEAS FOR 1947-1948

---

### SOME OF THE CLASSIFICATIONS ARE AS FOLLOWS:

- |                                     |                    |                                  |
|-------------------------------------|--------------------|----------------------------------|
| Adult dramatic (serial) strip       | Variety            | News Programs (not bulletins)    |
| Adult dramatic series               | Comedy             | Hollywood Atmosphere             |
| Juvenile (strip or dramatic) series | Sports             | Feminine Angle                   |
| Quiz                                | Television         | Foreign-language                 |
| Musical                             | F. M.              | Cultural Programs (Forums, etc.) |
| Agricultural                        | Hill Billy Program | Interview Programs               |
| Disc Jockey Programs                | Co-op Program      | Miscellaneous                    |
- 

***Published July 30th***

ADVERTISING FORMS WILL CLOSE JULY 10

WIRE OR WRITE IN YOUR RESERVATION ***NOW***

## PROMOTION

### 4-Network Daylight Saving Book

MBS' promotion department has prepared a "rapid glance" booklet showing the status of local time in every city in which an affiliate of any network is located. Booklet will be sent to advertisers and agencies and its 16 pages covers all 48 states, listed alphabetically, with affiliate cities checked according to their time status during the summer months, according to latest information available as of May 7, 1947. Changes which have occurred since that date are included in a mimeographed "correction slip" which is kept current daily for those interested.

### WHBC Post Card Campaign

WHBC, Canton, Ohio, is currently mailing out post cards calling attention to "Push BC Week" for BC Headache Powders. Five hundred retail outlets in the area are recipients. Card pictures station's character, "Good Neighbor Mike" leaning over back fence. Message calls attention to the fact that constant reminders on the air make for purchases. Lines across the top and bottom of the card carry call letters in light and bold face type—whBC—whBC—whBC.

### NBC Gets Tele Rights To A. C. Beauty Show

NBC has been granted television rights to the 26th annual Atlantic City beauty pageant, September 1-6, it was announced yesterday by Don Rich, New York representative of the contest and director of the Miss New York pageant. Efforts are being made to arrange live telecasts from Atlantic City but in all probability film will be used.

#### Will Cover Prelims

WNBT will also cover preliminary contests to pick Miss New York City and Miss New York State starting May 30 and continuing through mid-August. Leading contenders will be featured every week over the station.

WOV is also participating in preliminary selection of contenders in its listening area. Station makes daily announcements seeking entrants and will soon hold its first preliminary to pick contenders.

### Stork News

Camden, N. J.—A son, Dennis, was born Saturday, May 24, to Mr. and Mrs. Cornelius J. Walker of Hadon Heights, N. J. Walker is assistant to the television receiver sales manager of RCA Victor.

IN CLEVELAND IT'S

# WHK

## COAST-TO-COAST

### — CALIFORNIA —

**OAKLAND**—Paul Lincoln Smith, son of Far Eastern missionaries, spending most of his life in the Orient, is the newest addition to the KLX announcing staff. He was formerly with KZRF in Manila. . . . In line with their policy of providing complete public service coverage, KROW and the Oakland Post-Esquirer recently co-operated to present an Election Party broadcast of returns from the Oakland City election. The special tie-up was arranged by Wilt Gunzendorfer, the station's general manager. . . . **SAN FRANCISCO**—KYA recently inaugurated the "1260 Club," a new show which stimulates an actual cafe with sound effects and music, selected to fit the cafe pattern.

### — INDIANA —

**FORT WAYNE**—Hillard Gates, popular sports and public service director of WOWO, has been named manager of WKJG and WKJG-FM, construction now in progress. . . . **EVANSVILLE**—Civilian Production Administration has authorized WFEM, Inc., to remodel a building for a radio station at a cost of \$26,000. . . . **INDIANAPOLIS**—Election of Richard M. Fairbanks to be presidency of The Indiana Broadcasting Corp., which operates WIBC, has been announced by the board of directors of the corporation.

### — MARYLAND —

**BALTIMORE**—Dr. David E. Weglein has been appointed public service counselor by WBAL. . . . **SILVER SPRINGS**—New frequency modulation radio station, WGAY-FM, recently shifted from 104.3 to 93.3 megacycles for a series of special tests to be conducted by the FCC and engineering consultants in this area. The test is a result of recent problems in selectivity and interference encountered by adjacent FM radio stations and will be helpful to the FCC in establishing future FM allocation policies.

### — MINNESOTA —

**MINNEAPOLIS**—Johnny Wilcox, emcee on the "1130 Club" heard over WDGY is giving away a record a day to the person writing the best four-line couplet. . . . "Opportunities for a career in the radio industry are not as bright as they are sometimes painted," WCCO production manager, E. W. Ziebarth recently pointed out to a group of high school seniors here. The occasion was the Minneapolis public schools' senior job conference in the field of radio, held at the Twin Cities' Columbia station.

### — MISSISSIPPI —

**COLUMBUS**—The Annual Northeast Mississippi Livestock Show at West Point, broadcast over the Mid-South Network, under the sponsorship of the Magnolia Company and the Ralston Purina Company was heard over WCBI. Highlights of the broadcast were interviews with the winners, with Si Corley, State Commissioner of Agriculture and with Betty Francis O'Bryon, second place winner in the "Slick Chick" national poultry contest which was held in Hollywood. She was also a winner at the West Point show. . . . **CLARKS-**

**DALE**—Helen Sugg has become continuity and promotion director of WROX and will report to work June 15th. Graduate of Mississippi State College for Women in Columbus, she has done free-lance script writing and will be heard in a series of women's programs over that station.

### — WASHINGTON —

**PULLMAN**—Eric Johnston, "film czar" will address 550 graduating seniors at their commencement exercises at the state college. His speech will be aired over KWSC and through a state-wide network, June 16th. . . . **SEATTLE**—KOMO's manager of national sales and sales service, Richard E. (Dick) Green, has been appointed chairman in charge of the radio sessions at the Advertising Association of the West's convention at Sun Valley, Idaho, the week of June 22nd. In this capacity, Dick has already lined up some of the foremost radio men on the West Coast to give an over-all picture of radio and its phases.

### — TENNESSEE —

**CHATTANOOGA**—Garter M. Parham, for the past eighteen years commercial manager of WDOJ, CBS 5000 watt outlet, has announced his resignation from that post to become associated with the Radio Sales Company, Philco distributors in this city. . . . Ralph H. Patt of the Paul H. Raymer Chicago office is his successor. . . . **NASHVILLE**—On his first personal appearance tour in five years, Whitey Ford, the Duke of Paducah of WSM Grand Ole Opry fame, has solid booking which will carry him East and North for the next three months. On tour with Ford, is Paul Howard and his Grand Ole Opry Cotton Pickers. . . . **KNOXVILLE**—WIBK, new daytime independent, has selected Universal Radio Sales as its national representative.

### Adam Hats Will Sponsor Fight Broadcast On WHN

(Continued from Page 1)

reports will be handled by Sam Taub with Dick De Freitas, WHN announcer, doing color and commercials.

Adam Hats is tentatively scheduled to sponsor five boxing broadcasts from Ebbets Field this summer. Sponsor is also expected to get the air rights to the middleweight championship fight between Rocky Graziano and Tony Zale in Chicago on July 16. If the deal becomes official, NBC will carry the broadcast.

Send Birthday  
Greetings To—

May 28

Bob Hope  
Walter King

Al Jolson  
Andy Kirk

Phil Regan

## EQUIPMENT

### Altec Lansing Corp. FM Repo-

With this caption as a stopper, FM A Fraud?" Altec Lansing Corporation is pointing out in a recent advertisement the danger of overselling the benefits of frequency modulation if dealers provide radio that are incapable of delivering the full benefits of FM. Message as what the radio dealer's customers "when they open their pocketbook for FM receivers in expectation of new wonders." The ad points out further that to be true, the speaker in an FM set must be capable of producing the full FM range, which is from 50 to 15,000 cycles per second without distortion. Altec Lansing, many years has been manufacturing theater loudspeakers and is now making the Duplex speaker for the home.

### Peerless Radio Ups Facilities

Increase in warehouse and shipping facilities of the Jamaica branch of the Peerless Radio Distributor N. Y., has been announced. Max Fine and Charles Shankman of Peerless indicate that approximately 1,000 additional feet of space has been added to accommodate increased export and domestic business. In addition, inventory in all departments has been increased in order to facilitate the filling of orders.

## WORLD PREMIERE

Baltimore, Md. Any world premiere of necessity takes in a lot of territory but that's just what's happening on the latest WFBR produced program. "World Tours"—Radio Global Quiz—featuring Lt. Col. George R. Hutchinson of the Flying Hutchinsons made its bow on WFBR May 8th.

Featuring the largest electric world map in existence—and an electric totalizer board, this show offers cash prizes up to \$100 per broadcast.

Some smart sponsor will buy it. How about you? WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.



# FM's Progress Reported

## RCA And NBC Heard On Tele Frequencies

Washington Bureau, RADIO DAILY  
 Washington—RCA and NBC gave unified approval to FCC proposals to switch frequencies for television as hearing on the controversial subject ended.  
 Hugh H. Spencer, manager of radio sales engineering for the Vice President division of RCA, said that RCA concurred in the proposal of the Commission to allocate the entire 1600 MC band for aeronautical navigation service.  
 He expressed opposition, however, to certain limitations placed on the  
 (Continued on Page 8)

## Replacement Show Set For "Jergen's Journal"

Replacement names to fill six weeks of the Walter Winchell "Jergen's Journal," have been set by the Jergen's Company through Robert W. Associates agency, when the columnist vacations beginning July 1.  
 Ben Grauer, Ed Thorgerson and fashion experts will combine the program whose format will feature the late news by Grauer, sports features by Thorgerson and noted station and style experts discuss the clothes and fashions.

## Red Heywood Appointed WNBC Spec. Events Dir.

Red Heywood has been named director of special events for WNBC, succeeding Thomas McFadden, recently appointed assistant manager of the NBC flagship, it was announced yesterday by James Gaines, manager.  
 Heywood, who had formerly been  
 (Continued on Page 8)

**No Paper Tomorrow**  
 Tomorrow, May 30, is Memorial Day, honored in most of the states of the Union as a tribute to the war dead of the nation. In observance, RADIO DAILY will not be published.

## U. N. Officials Report On Progress In Radio

Plans for radio's participation in the program commemorating the second anniversary of United Nations on June 26 were outlined yesterday by Benjamin Cohen, assistant secretary general of U.N., at a luncheon in the Rainbow Room of the RCA Building. The luncheon was a testimonial to Harry Maizlish, general manager of KFVB, Hollywood, for the services rendered U.N. by the station since the first meetings in San Francisco.  
 Networks and stations throughout  
 (Continued on Page 3)

## All Detroit Stations Honor Vet Sportscaster

Detroit—All Detroit stations aired special salutes this week to "Ty Tyson Day," officially proclaimed by the mayor, as WWJ's sports editor celebrated his 25th anniversary with the Detroit News station. In addition to his own regular sportscasts during the day, Tyson visited other WWJ programs and climaxed his anniversary as honored guest among 125 of his old time friends at an evening  
 (Continued on Page 8)

## FCC Official Tells FMA Regional Meet Of Medium's Good Condition Today, Bright Outlook For Tomorrow

Manufacturers Show New Line Tele Models  
 Television receiver production took an energetic step forward this week with introduction of new models by Philco and Du Mont, with emphasis on the lower-priced table models by both companies.  
 Du Mont will formally debut a new console and table model next week at the National Association of Music Merchants convention in Chicago, priced at \$450 and \$795, respectively, plus installation. Table model has  
 (Continued on Page 8)

Cincinnati—There are 223 FM stations on the air in 163 cities, 399 holders of construction permits about to go on the air, 229 conditional grants and 199 applications pending, Vernon L. Wilkinson of the FCC disclosed in an address before the regional meeting of the FM Association, held at the Hotel  
 (Continued on Page 7)

## Tele A "Super Salesman" Mowrey Tells Clubmen

Television will be the "super salesman of the future" because it faces none of the limitations imposed upon present-day advertising media, Paul Mowrey, national director of televi-  
 (Continued on Page 7)

## Mundt Bill Debate Set By House Committee

Washington Bureau, RADIO DAILY  
 Washington — The House Rules Committee yesterday cleared the way for House consideration next week of the Mundt bill to authorize international broadcasting by the State Department. A rule calling for two hours of debate was granted, and it is expected that the bill, which must  
 (Continued on Page 2)

## Recorded Mystery Series Programmed By WNEW

Recorded mystery shows across the board, a new policy for WNEW, will get under way Monday, June 2, at 8-8:30 p.m., EDT. Station has pur-  
 (Continued on Page 6)

## NAB 3rd Dist. Re-Elects Coleman; Supports BMB

Baltimore—About 125 broadcasters re-elected George D. Coleman of WGBI, Scranton, by acclamation as Third District NAB director during a two-day meeting at the Lord Baltimore Hotel, here. In addition, the group voiced its approval of last week's stand by the NAB board on  
 (Continued on Page 2)

## Radio Planning Observance Of Memorial Day Tomorrow

Memorial Day will be extensively observed tomorrow by networks and stations in many parts of the country with considerable emphasis given the observance on regular commercial programs apart from whatever special programming that has been scheduled. This will have the effect of an intermittent reminder of nation's heroes throughout the day instead of formal shows or pickups and then letting it fade out. Television

coverage will also be in evidence. Three special programs have been scheduled by NBC, one being a pickup from the American cemetery in Luxembourg, France, where Grand Duchess Charlotte of Luxembourg, and Brig. Gen. Howard Pickham, commanding officer of the American Graves Registration unit in Europe, will speak at a Memorial Day observance. Henry Cassidy, NBC Euro-  
 (Continued on Page 3)

**Postponement**  
 Washington—Because of a heavy hearing schedule of its members, the FCC will not hold its regular meeting this week. It was announced yesterday. Chairman Charles R. Donny, who has been tied up in the international conference at Atlantic City, was back in Washington, but most of the commission membership are busy with oral arguments.

**Baseball Telecast**  
 Baseball telecasts become available in another major league city, making six in all, next week when WWDT, Detroit News television station, starts airing two home games a week of the Detroit Tigers. Commentary will be handled by Ty Tyson with Goebel Brewing Co. as sponsor. Latter also sponsors radio broadcasts of the Tigers over the Michigan State Network.





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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# FINANCIAL

(Wed., May 28)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 <sup>7</sup> / <sub>8</sub>	162 <sup>5</sup> / <sub>8</sub>	163 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
CBS A	25 <sup>1</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>8</sub>
CBS B	25 <sup>1</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>4</sub>	— <sup>5</sup> / <sub>8</sub>
Farnsworth T. & R.	5 <sup>3</sup> / <sub>4</sub>	5 <sup>3</sup> / <sub>4</sub>	5 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>8</sub>
Gen. Electric	34 <sup>1</sup> / <sub>2</sub>	33 <sup>3</sup> / <sub>4</sub>	34 <sup>1</sup> / <sub>2</sub>	+ <sup>3</sup> / <sub>4</sub>
Philco	24 <sup>3</sup> / <sub>4</sub>	23 <sup>1</sup> / <sub>4</sub>	24 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>7</sup> / <sub>8</sub>
RCA Common	8	7 <sup>7</sup> / <sub>8</sub>	8	+ <sup>1</sup> / <sub>8</sub>
RCA First Pfd.	73	73	73	—
Stewart-Warner	14 <sup>7</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>2</sub>	14 <sup>7</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>4</sub>
Westinghouse	25 <sup>5</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>4</sub>	25 <sup>5</sup> / <sub>8</sub>	+ 1
Westinghouse Pfd. B.	105 <sup>3</sup> / <sub>4</sub>	105 <sup>3</sup> / <sub>4</sub>	105 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Zenith Radio	17	17	17	+ <sup>1</sup> / <sub>2</sub>

## NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 <sup>3</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>8</sub>
OVER THE COUNTER		
Du Mont Lab.	5 <sup>3</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>
Finch Tele Comm.	6	7
Stromberg-Carlson	11 <sup>3</sup> / <sub>4</sub>	13
U. S. Television	2	2 <sup>1</sup> / <sub>2</sub>
WCAO (Baltimore)	38	
WJR (Detroit)	15	

## Mundt Bill Debate Set By House Committee

(Continued from Page 1)

be passed by both chambers and signed at the White House before funds will be made available for the present OIC, will be taken up next week.

## Helbros Renews "Flash"

"Quick As A Flash," quiz show on Mutual, sponsored by Helbros Watch Co. has been renewed for 39 weeks, effective in September.

IN CLEVELAND IT'S

# WHK

# ★ COMING AND GOING ★

JESS BARNES, vice-president of the Mutual network in charge of sales, and A. A. SCHECHTER, vice-president in charge of news and special events, have left on a business trip that will take them through the midwest.

ANNE ARKENAU, of the network sales department at NBC, will leave Monday for a vacation of three weeks at Virginia Beach.

JAMES CASSIDY, director of public relations at WLW, Cincinnati, in New York this week on a short business trip.

DONALD COE, American network news editor, will go up to Boston today in connection with ABC's "The Christian Science Monitor Views the News." He'll return tomorrow.

JACK MILLS, president of Mills Music, Inc., accompanied by JACK ECOFF and BOB TECK, off to Chicago for the convention of the National Assn. of Music Merchants.

PAUL JONAS, director of sports for the Mutual network, left last night for Indianapolis, where tomorrow he will report the 500-mile automobile race.

GERALDINE HAMBURG, former Quiz Kid of Des Moines, Iowa, is in New York, and will make an appearance Saturday on "Junior Junction" over WJZ-ABC.

THOM W. CORBY, promotion director of WBRY, Waterbury, Conn., is in New York on business. Looked in for a while yesterday at the offices of CBS.

TED OBERFELDER, assistant director of advertising and promotion for ABC, will leave Sunday on a trip to Chicago and Minneapolis.

WILLIAM B. OGDEN, sales manager in the Detroit office of CBS Radio Sales, in New York for a few days on business.

JACK SEXTON, program manager of KMOX, St. Louis, a visitor yesterday at the Radio Sales offices of the Columbia network.

CARL MATTISON, general manager of WGLN, affiliate of ABC in Glens Falls, N. Y., and EDWARD FRINK, commercial manager of the station, conferred this week at the New York headquarters of the web.

PARKS JOHNSON and WARREN HULL, of the "Vox Pop" program on CBS, are vacationing, the former in Texas, the latter in suburban New York.

SONDRA GALE, New York radio actress who for two years has played the dramatic voice of Marion Claire on Mutual's "Chicago Theater of the Air," has left for the Windy City where she will appear on the program that will mark Miss Claire's final performance of the season.

MILT ALEXANDER, advertising director for the Allen B. Du Mont Laboratories, Inc., and for WABD, has left to attend the Chicago confab of the National Assn. of Music Merchants.

NORMAN LIVINGSTON, director of commercial program operations at WOR, is spending a three-week vacation in Miami.

## WBIG Show Picks Queen In Promotion Contest

"Magic Circle" idea of WBIG, Columbia affiliate in Greensboro, N. C., by which station promotes fact that within a radius of 50 miles of station 1,000,000 people are served by WBIG, has been taken up by Greensboro Merchants' Association. They've picked a Queen of the Magic Circle, Miss Mary E. Overby, of Reidsville, N. C., and she's coming to New York June 5 through 11, as a reward for winning the Queen contest.

During her stay in New York, "Queen" Overby plans to take in several of the CBS network shows she's been listening to over WBIG, and of course wants to visit the Statue of Liberty, ride on a subway and do all the other things a girl visiting the big town for the first time does.

## Stork News

Hollywood—Twin sons were born May 18th to Mrs. Austin Peterson. Father is radio chief in Hollywood for the Ted Bates Agency.

## NAB 3rd Dist. Re-Elects Coleman; Supports BMB

(Continued from Page 1)

BMB, passing a resolution of commendation for the board's recommendation that the new BMB study be deferred.

In addition, the meeting voted commendation for the stewardship of the NAB president, Justin Miller, and the NAB staff, also Miller's efforts on behalf of broadcasters' right of free speech.

It was agreed also that the members will analyze their music needs in an attempt to increase their utilization of BMI titles.

Another resolution opposed the granting of two per cent cash discounts, as has been recommended by national advertisers.

## Decca Dividend

Directors of Decca Records, Inc., yesterday declared a quarterly dividend of 25 cents per share on the outstanding shares of capital stock, payable June 30, 1947, to stockholders of record June 16, 1947.



# Look, Richard

Maybe we ought to be ashamed of ourselves for riding that gear too . . .

But it's such a natural we couldn't pass it up!

Our point, as you know if you read these W-I-T-H ads, is that "the way to open the door in Baltimore radio is W-I-T-H, the successful independent."

That's the way to get your sales in this 6th largest city . . . because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart lists carry 4 important radio call letters. W-I-T-H!

Within Your Reach

Philadelphia's

# WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President  
Represented Nationally By Headley-Rec

# Memorial Day Salute Planned By Industry

(Continued from Page 1)  
 news director, will describe the ceremony, at 1:30-1:45 p.m., EDT. It will be heard on the network, except WNBC. Another NBC program will come from Arlington National Cemetery, 12:30-1 p.m., EDT. Attorney General Tom Clark will be the main speaker. U. S. Marine Corps Band, under the baton of Maj. William F. Santleman, will accompany Captain Gordon Gifford in "The Lord's Prayer." The benediction will be read by a chaplain of the Jewish War Veterans, and the Marine band will conclude with "Taps." In a program from New York, NBC will broadcast a program presented by the American Legion, Maj. Joseph James Common's book, "Crosses in the Sand," the story of the Margraten cemetery in Holland, which will be dramatized, 1-1:30 p.m., (except NBC). Paul H. Griffith, national commander of the Legion will be heard from Washington. WNBT, the NBC tele outlet has a special show 8:30 p.m.

**ABC Programs**  
 Over the American Broadcasting Company network, Memorial Day will be featured on several programs, both entertaining and commercial. During "Headline Edition," tomorrow at 10 p.m., EDT, Stanley K. Hornbeck, U. S. Ambassador to Holland, will be heard discussing the return of the American war dead to this country. Earlier in the day, Hornbeck will visit the American cemetery at Luxembourg. Ted Malone, on his 11:45 a.m., program tomorrow on ABC, will tell on Memorial Day as his substitute, while "The Listening Post," at 1:45 a.m., will dramatize a movie tribute to the Americanization of the country. At 10 a.m., tomorrow ABC will also have a Memorial Day story on "My True Story" program. Captain Eddie Rickenbacker will be heard on the "Betty Crocker" show at 10:25 a.m., and Paul Whiteman's Assembly broadcast Memorial Day on his program last night.

**CBS Observances**  
 On CBS the "Dick Haymes Show" presents a Memorial Day feature tonight 9-9:30 p.m., EDT., and tomorrow morning "This Is New York" (CBS) with Bill Leonard, 9:15-10 a.m., will tell the story "Yorkville members," tracing the lives of four boys from Yorkville who entered the service, two returning, and how they remembered their buddies. Earlier Bill Cook at 8:15 a.m., will dedicate a program to the war dead and give grade routes in the New York area. Margaret Arlen show at 8:45 a.m.,

## ★ AGENCY NEWSCAST ★

**WILLIAM J. PRINGLE** has been named vice-president of Foote, Cone & Belding Advertising Agency, in charge of Los Angeles operations. He has been a vice-president of the agency since its inception, and prior to that was a vice-president of Lord & Thomas.

**E. E. (Jim) Eshleman** has been named Chicago office manager of Radio Advertising Company, radio station representatives. Eshleman, in the past year, has managed Radio Advertising Company's Philadelphia office and previously was on the sales staff of WGAL, Lancaster, Pa. During the war he served as a captain in the Army Air Forces, seeing service in the South Pacific and the Philippines. He succeeds R. L. (Bud) Swats, Jr., who has joined the Chicago sales staff of Collier's Magazine.

**DAVE GRIFFITHS**, for the past 10 years with WGBI, Scranton, as sports commentator, continuity editor, publicity director and production manager, has resigned to open his own business as radio advertising consultant with offices in the Brooks Building, Scranton. He will specialize in the preparation of radio continuity and in the production of radio shows serving advertisers in the Scranton-Wilkes Barre market.

with Harry Marble will offer, "Memorial Day—And the Four Wars." CBS news bureau will also have a special overseas pickup during the day from one of the American cemeteries in Europe, time and origination point to be announced.

**Parade to Be Televised**  
 Memorial Day Parade up Riverside Drive, N. Y., the annual tribute to the nation's war dead by the Grand Army of the Republic will be televised by WCBS-TV starting at approximately 9 a.m. CBS tele cameras will be seen at 88th Street and the Drive, opposite the reviewing stand where Mayor William O'Dwyer, John Beckwith as Gov. Dewey's representative, and most of the City's officials will be present along with other dignitaries, taking the salutes of the marching Army, Navy, Coast Guard, Maritime and New York Guard detachments. WCBS-TV director of special events, Bob Bendick, will supervise.

**Mutual Plans**  
 Although Mutual has a lengthy commercial tomorrow, which covers the Indianapolis Speedway Races via four broadcasts, the entire network will be fed a special program from the Naval Academy at Annapolis, 1:30-1:45 p.m., EDT., which will include the Academy choir. Other observances of Memorial Day will be heard on individual programs, on key and affiliated outlets of the web. Independent stations throughout the country have scheduled appropriate programs, according to time zones and in those states where the day is especially observed.

**BLACK FLAG**, insecticide product of Boyle-Midway Inc., New York, is being promoted in twice-weekly ads appearing in 81 dailies, James Rayen, Boyle-Midway director of advertising and merchandising, announces. The account is handled by W. Earl Bothwell, Inc. From May through August the insecticide will also be pushed via "Our Gal Sunday," heard every week-day over CBS.

**CENTRAL KNITWEAR CORP.**, New York, will launch on the market in June a group of new Glamour-Knit sweaters which will be advertised nationally through Hicks Advertising Agency.

**HELEN HABERMAN**, executive vice-president of William Douglas McAdams, Inc., New York advertising agency specializing in medical accounts, is the author of a new novel, "Justice Is A Woman," published this week by Prentice-Hall. Mrs. Haberman handles the Squibb and Upjohn accounts for McAdams.

**CHARLES NEWTON** has joined the copy staff of Duane Jones Co., Inc., it was announced this week. Newton was formerly with Doherty, Clifford and Shenfield and before that with Geyer, Cornell & Newell, Inc.

# U. N. Officials Report On Progress In Radio

(Continued from Page 1)  
 the country have volunteered special programs for the U.N. anniversary observance, Cohen revealed. The major networks will produce special programs on that day and the Advertising Council has promised their support in publicizing the event efficiently.


**"Furthered Cause of Peace"**  
 In paying tribute to KFNB, Cohen said the west coast station had given unselfishly of time and talent in furthering the cause of peace. He said that daily evening programs at the peak of the listening hours had kept the Los Angeles area well informed on the U.N. proceedings.

Christopher Cross, U. N. radio liaison officer for the U. S., pointed to the co-operation of NAB, the advertising agencies, networks and stations as indicative of progress. He added that a special radio kit covering the U.N. Anniversary would be furnished all stations.

## Stork News

An eight-and-a-half pound son, John Hughes, was born yesterday to Mr. and Mrs. John H. Norton, Jr., at Greenwich Hospital, Greenwich, Conn. Norton is vice-president of the American network in charge of stations.

**WE'RE PULLING FOR YOU!**



It's all milk and honey for you—Mr. Sales Planner . . . with WJW delivering your advertising message to its tremendous and ever-growing audience.

Advertisers know what the Hoopers show . . . that morning or afternoon WJW delivers more listeners per dollar than any other Cleveland station.

BASIC  
**ABC Network**  
CLEVELAND, O.

WJW

850 KC  
**5000 Watts**  
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

IN CLEVELAND IT'S

# WJW





## *It happened on NBC*

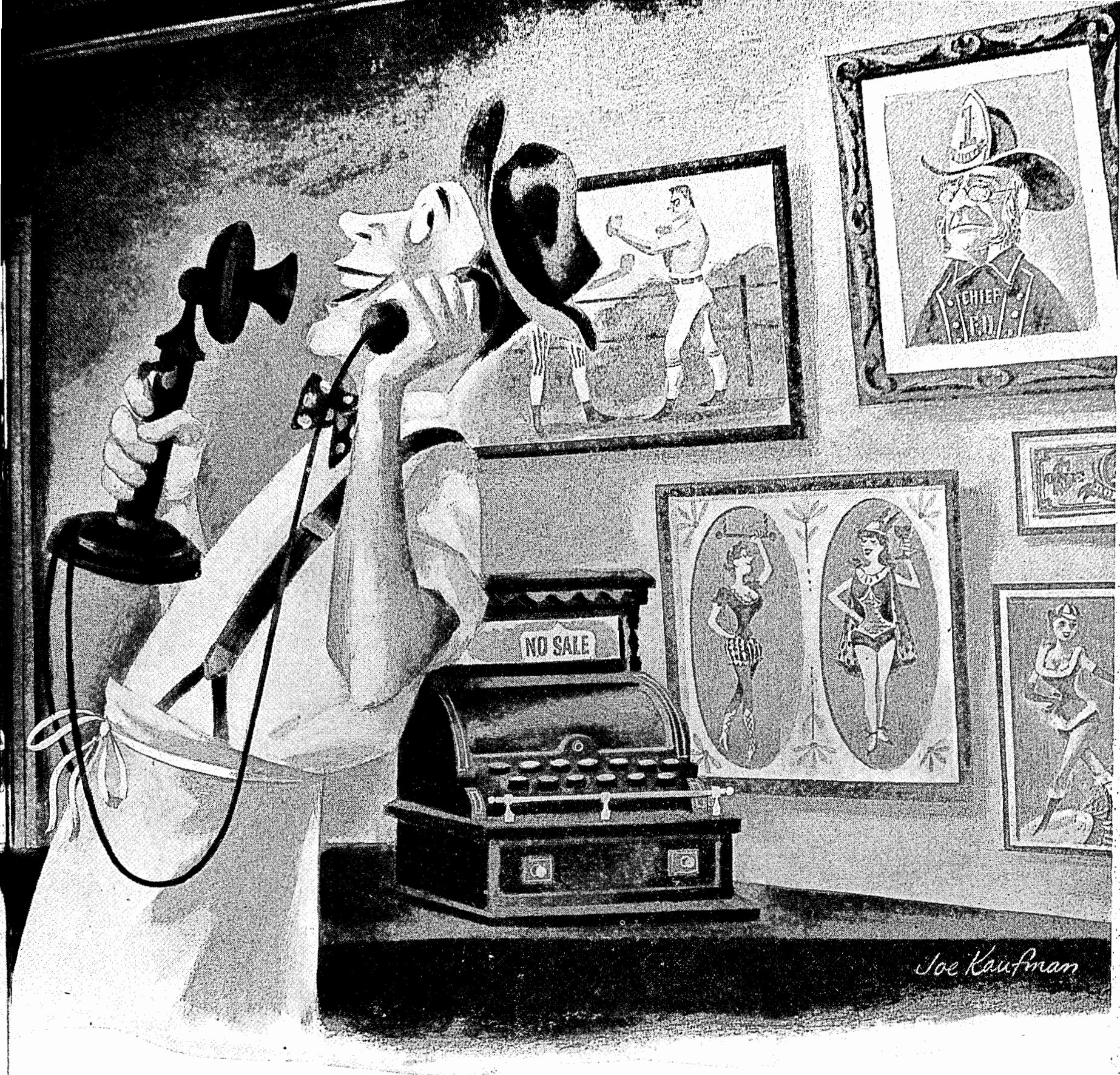
STORY OF MR. MALAPROP ★ "No, no, no! You guys don't get it. You just ain't Archie!" Ed Gardner, then a producer of big time radio shows, was speaking to a group of actors, each of whom had just auditioned unsuccessfully for the role of Archie, manager of Duffy's Tavern. One of the actors suggested that Gardner himself try out for the role of his own creation. Gardner stepped to the microphone and began talking.

The actors nodded in unison. Gardner was right—was Archie. Thus Archie was born with a silver foot Gardner's mouth. Gardner proved to be a master at putting a round adjective in a square phrase. The thing Archie says, Noah Webster never said.

Other members of this Wednesday night cast include Clifton "Brains" Finnegan, a simple minded youth with an IQ that barely registers; Miss Duffy, "daughter of t

AMERICA'S NO. 1 NETWO





Establishment"; and Eddie, the waiter, whose most difficult task is listening to Archie boast of his romantic exploits with females of the opposite sex. Patrons include famous guest stars of radio and screen, who are invariably the objects of—(1) Archie's romantic attentions—or (2) Archie's mal mots. Canny Duffy, of course, has never been seen in the tavern since it opened in 1941.

How to operate a tavern? Locate it on the East Side

of a gifted comedian's imagination. Swing wide its doors in millions of American homes via the powerful facilities of the NBC Network. Reserve its tables for the vast NBC audience. Give it a sponsor who is a pioneer radio advertiser—Bristol-Myers Company—and make it possible for listeners to step from Duffy's Tavern to the office of Mr. District Attorney. The result: a half hour when the elite meet to eat and a nation listens to laugh.



... the National Broadcasting Company

## LOS ANGELES

By RALPH WILK

**G**AYLORD CARTER, organist on ABC's "Bride and Groom" program, will give an organ recital at the First Christian Church in Bakersfield, Calif., on June 7.

Abe Burrows, scripter on CBS's "Joan Davis Show," is well known locally for his ability to perform as amusingly as he writes. This week he joined Joan during the after-show entertainment following her weekly preview and wowed the studio audience with his original comedy songs and routines.

Tex Ritter's signed to appear on "Grand Ole Opry" over KFI and NBC May 31, from Nashville, Tenn.

The Bill Anson-Ted Mossman tune, "The Loveliness of You," has been waxed by Ike Carpenter for Standard Transcriptions.

Mr. and Mrs. Eddie Lyon have become the parents of a nine-pound boy, Jeffrey Scott, born May 15th. This is the first child of Mr. and Mrs. Lyon, whose father has been on the KMPC news staff for the past year.

### Recorded Mystery Series Programmed By WNEW

(Continued from Page 1)

chased five series of ET's and each will run on the same night each weekday. Five of the shows set are: "Mystery Is My Hobby," from the Bemis Co.; "The Adventure," from Charles Michelson; "Cases of Mr. Ace," George Raft series from Paragon; "Mystery House," from Harry S. Goodman and "Haunting Hour," from NBC. Deals for others are being closed.

Station plans an extensive advertising campaign to the public as well as the trade, with car cards as well, with a special slogan coined for the copy. Ted Cott, program manager of WNEW is handling the new series.

### Interamerican Program

A new radio program, starring Oscar Aleman, Argentine guitarist and former accompanist for Josephine Baker in Paris, will be inaugurated on June 1st by McCann-Erickson's office in Buenos Aires for Pan-American Cia. Argentina de Petroleos, S. A. The program, "Ruta Musical Pan-Americana" is to be broadcast every Sunday night from 9:30 to 10 over the Radio Splendide chain of stations for 16 weeks. Music of the Americas will be featured by Sr. Aleman and orchestra.

STUDIO 13  
Audition Records Available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. PE 6-8600



### Manhattan Memoranda . . .

● ● ● Board of Directors of U. S. Steel, while they decided at their recent meeting to extend the ABC series a few weeks, have said nothing about next fall. They want the show to continue, but at an earlier hour. Meanwhile, other webs are making a strong pitch for the hour. . . . It's an ill wind, etc., dep't: Recent budget retrenchments among air sponsors may prove to be a boon to the various affiliated stations. Bankrollers, anxious to continue sales promotion via the kilocycles, are turning to good old spot radio—which means bigger dividends to the stations. . . . If negotiations go through, a certain bandleader will be his own sponsor in a new radio series. He's putting up the moolah to back a new cosmetic item and plans to star himself on a network series peddling the product. . . . Hear that Jimmy Byrnes is interested in doing the legal work for the Big Five in the movie anti-monopoly fish fry. . . . Ethel and Lionel Barrymore will make their first air appearance together June 26th on an international broadcast marking the 2nd ann'y of U. N. Charter. . . . Mary Livingstone pulled the prize gag of the Jack Benny & Co. invasion of the Roxy when she cracked: "It's a terrific show, altogether—yet none of them could go out and last long by theirsell."

★ ★ ★

● ● ● Television will play an important role in the furtherance of the U.N. preaching of peace, according to Ben Cohen, assistant secretary general. Cohen envisions the day when network television will carry proceedings of the general assembly into the class rooms of the United States. His enthusiasm for video was shared by other U.N. officials who gathered at a Rainbow Room press conference.

★ ★ ★

● ● ● CBS television is now boasting of being the first television broadcaster to present "The True Glory." It might interest them to know that NBC television presented that film on Nov. 19th, 1945. It seems that CBS' "firsts" are about as original as the color design on their paper. . . . Harry Maizlish, of KFWB, Hollywood, in town ironing out contract terms which will result in Mutual's Martin Block show originating on the coast station. . . . Dennis Day will step in as Jack Paar's guest this Sunday when latter takes over the Benny slot for the summer. Maury Foladare, who has handled most of the top comics, is touting Paar as a Hooper topper. . . . Ed Gardner spending his spare hours putting "Duffy's Tavern" into musical comedy form. Hopes to give it a B'way fling next season. . . . Phil Leeds, new funny man at the Glass Hat, got his start in show biz as a winner on a Major Bowes stanza. . . . New York radio dealers forecast substantial cuts in tele receivers as manufacturer competition gets keener. . . . Art Rivera, of WMID, new Atlantic City MBS affiliate, did a little fast promoting the other day when he maneuvered to have the station's phone number changed from 2986 to 1340—latter being the station's kc. Incidentally, the station goes on the air officially tomorrow. . . . New outfit tagged Broadcasters Guild (with Don Davis, prexy of WHB and James Parks, coast packager) being set up for the purpose of helping producers of radio packages get them sold. Setup will have station managers or owners in about 18 key markets act as focal points, pitching the shows to prospective clients. H'wood, Chicago and N. Y. will be the trade bases of operation.

★ ★ ★

● ● ● LOVE AND KISSES: John Roeburt's new novel, "Seneca, USA,"—a hard-hitting expose of racial intolerance and the hate rackets. . . . Sunny Raye's songs and piano at the Pierre. (She just started her own series on WHN). . . . Alma (Glamourpuss) Dettinger's WQXR daily commentaries. . . . Bill Harrington's Mutual baritones. . . . Sultry Ronna Lord at Le Ruban Bleu. . . . Rob't Merrill's Victor platter of the "Whiffenpoof Song". . . . Ed Herlihy and Herb Sheldon's antics on NBC's swell "Honeymoon in N.Y."

## CHICAGO

By NAT GREEN

**T**HE NBC national spot sales department announced sale to Eastern Airlines of 78 station breaks for broadcast on WMAQ six per week for weeks starting June 1.

Mutual execs and Intermountain Network heads were in a huddle in Chicago last week. Here for the meeting were George Hatch, president of the Intermountain Network and Lynn Meyer, vice-president in charge of sales. Also in town visiting midwest Mutual execs were Robert Laubengayer, owner of KSAL, Saline, Kan., and Robert Balfour, manager of WBBB, Flint, Mich.

The 'Round Towners, male quart are featured on a new WGN program, "Harmony Party," which makes its debut Sunday, May 25. Richard Paige and Wayne Van Dyne, tenor; Edward Stack, baritone, and John MacDonald, bass, compose the quartet.

Burt Farber, musical director of "Curtain Time" on NBC, has recorded four sides for Radio Artists, Inc. The four recorded piano solos are "Jealousy," "Smoke Gets In Your Eyes," "Emperor Waltz," and "Dark Eyes." Farber also has two programs on WSAI, Cincinnati, and commutes weekly between Cincinnati and Chicago for "Curtain Time."

Jack Bradley, in town with "Carousel," opened here May 28, had no time in setting Iva Withers as Henry Michel, the show's leads, on WGN's "All-Star Show" on May 30.

Helen Anderson, manager of special services for the ABC central division, will resign May 31 and her duties will be taken over by John Fisher, who since his return from the army a year ago has been in supervisory capacity in the guest relations department. Herb Cunniff is the new supervisor of the guest relations department.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES IN  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD  
WEVD  
117-119 W. 46 St.  
HENRY GREENFIELD, Mgr. Director N.Y. 19



# FM Strong, Today And Tomorrow, Regional Meeting Of FMA Assured

(Continued from Page 1)

son yesterday. Wilkinson, speaking on "The FM Outlook" traced rapid development of FM and gave the broadcasters an insight into the Commission's problems in handling and clearing applications.

Possibility of early extension of the continental network to FM stations in Ohio, Indiana, Kentucky and West Virginia was foreseen by Everett Dillard, Washington, originator of the network which now is functioning on an experimental basis in eastern states. He said the network now extends as far west as Niagara Falls and that it could reach into Ohio and other middle western states as soon as operators of FM stations are ready to reach out.

Dillard made the statement after M. Jansky, Jr., Washington radio engineering consultant, explained the technical process of establishing regional relay networks and how they can be hooked-up on a basis of many states.

### Uses Blackboard

Jansky pointed out in his talk, which he illustrated with a blackboard, how broadcasts may be picked up on one frequency and broadcast on another. The production is superior to programs carried by wire, he said.

The meeting was an overflowing one, with more than 150 station operators and personnel attending the one-day session, which concluded with the election of David G. Taft, general manager of WCTS, Cincinnati, as chairman of Region No. 2.

State vice-chairmen elected were Robert F. Wolfe, WFRO-FM, Fremont; Paul E. Wagner, manager of CSI, Columbus, Ind.; Foster Fudge, Crawfordsville, Ind.; E. J. Hodel, CFC, Beckley, West Virginia.

Ted Leitzel, of the Zenith Radio Corp., Chicago, declared that radio set manufacturers were "over the hump" as far as FM set production is concerned. He cited the recent figures of the RMA which showed an increase of 47 per cent during April over March.

Leitzel asserted the AM market for receiving sets was "virtually saturated." He declared that the public demand for FM sets depends largely upon what the broadcasters do themselves to promote their stations in their respective localities.

J. N. Bill Bailey, executive director of the FMA, gave an illustrated talk on the FM picture generally and asserted that many operators of FM

stations appear too timid to promote their own stations. He urged them to speed up their promotional campaigns.

Roy Hofheinz, president of the FMA, and Leonard Marks, general counsel of the association, told of activities of the organization, and called upon the broadcasters to present a united front in tackling the problems that are arising constantly.

### Wilkinson Itemizes

"As of yesterday," Wilkinson said, "there were 223 FM stations in 163 different cities or communities. Of course, many of these stations are not presently operating with the full power and overall height specified in their permits. Many are operating with an effective power of one kw., or less," Wilkinson said, "surprisingly enough, several have an effective radiated power in excess of 50 kws., and one has 200 kw. The 163 cities in which FM stations are now operating have a total population, according to the 1940 census, of 53,827,912. This means that, with an outside antenna and a good receiver approximately 40 per cent of the population of the United States can now receive a listenable FM signal.

"There are, in addition to the 223 FM permittees already on the air 399 holders of FM construction permits—in various stages of construction short of actual operation. Under the terms of those permits, construction must be commenced within two months and concluded within eight months after their issuance. This would mean that nearly every one of these permittees would have to be on the air by December 31 of this year. However CAA problems, local zoning controversies, OPA difficulties, transmitter antenna shortages, we have felt obliged on a proper showing to grant added time to many CP holders, but requests for extensions of time, where the CP holder has taken no steps to go on the air are being carefully—very carefully—scrutinized, because we too have no intention of coddling, what your president (Mr. Hofheinz) has colorfully labelled, 'hippocket broadcasters.' From data on file with the Commission we know that many of the 399 holders of construction permits are about ready to go on the air, that they will be going on the air at an accelerated rate from month to month, and that most of them will be on interim operation by the end of the year.

"We have still another sizeable group—exclusive of those now on the air and those with CP's—namely, 229

with so-called 'conditional grants.' These persons have been found by the Commission to be legally, technically, financially and otherwise qualified to operate an FM station in the communities where they have applied and a frequency has been set aside for them. The only thing which can be done—to transform these conditional grants into construction permits—is for the applicants to work out the engineering details of their proposals with the Commission's engineering staff. While there may be a few persons in this group who would not be particularly perturbed if we 'took our sweet time' in passing on this last phase of applications, there are a heart-warming number who are pressing us to issue the actual CP and in fact 22 conditional grantees are on the air.

### 199 Applications Pending

"And to complete the statistical picture: We have pending before the Commission 199 FM applications where no grants—conditional or otherwise—have yet been issued. 125 of these applications are in hearing, and significantly enough in nearly every case, because there are more applicants than there are presently available frequencies, a large number of these applications in key communities can be decided the month the Commission makes final its new allocation plan providing for four-channel separation of stations in the same city. A decision on that matter will be forthcoming very shortly, and many of the successful applicants in those hearings will lose no time in getting on the air, at least with interim operation.

"Thus it will be seen that 851 FM grants of various kinds are now outstanding—223 grantees have proceeded to the point that they are actually on the air; 339 have construction permits which will be subject to review if construction has not been completed

# Tele Super Salesman Of Future—Mowrey

(Continued from Page 1)

sion for ABC told the Town Hall Club at a luncheon this week.

Illustrating his talk with Hattie Carnegie fashions displayed by models, the ABC exec pointed out that television is not confined to ear-appeal alone, and, "transcending the strictures of published advertising, it is not forced to tell its message without sound. But its undeniable advantage is that it provides the two great sales boosters never before utilized together with the conventional appeals—sweeping movement and demonstration by actual picture right in your own home," he said.

Tele will further impose "absolute honesty" on advertising, Mowrey asserted, since "misleading words and overstatements" can't survive the "acid test" of actual demonstration of the product. "To the manufacturer of the quality product," he said, "television as an aid to sales will be indispensable."

The ABC exec also commented on the lag of video during the past year, but predicted that the "slack" will be taken up during the next 12 months. Tele will now "march ahead on seven-league boots," he said.

### Shipleigh Back With Crosley

Appointment of William M. Shipleigh to the position of eastern regional manager has been announced by S. D. Mahan, director of sales and advertising, Crosley Division-Avco Manufacturing Corporation. Shipleigh returns to Crosley after an absence of six years, during which time he served as vice-president of Thomas W. Berger, Inc., national sales and merchandising organization. He served as manager of major accounts at Crosley from 1937 to 1940.

during the present calendar year or if extensions have not been obtained on a showing of satisfactory efforts to that end; and 229 have conditional grants which will soon be transformed into CP's."

## EDDIE CHASE

... Super Salesman!

on his "MAKE BELIEVE  
BALLROOM" ... now on

# CKLW

5,000 WATTS

• DETROIT

• MUTUAL

COMPLETE TRANSCRIPTION SERVICE  
STATE 5635



**Universal**  
RECORDING CORP.  
42nd Floor • 20 N. Wacker  
Amb. 2142 • Chicago 6 Sta. 5635

IN CLEVELAND IT'S

# WHK



# Manufacturers Show New Line Tele Models

(Continued from Page 1)

FM radio and the console has AIM-FM and phonograph; both have 7½ x 10 inch tubes. Latter model will replace the "Clifton" on which Du Mont has suspended production. Company will take advantage of the week-long meeting at the Hotel Statler, at which every major music merchant in the country will be present, to display a total of 14 sets, majority of which are already on the market. Further stimulus to the promotion, Du Mont has bought time spots on WBKB, the Balaban & Katz video station in the Windy City. Inasmuch as other major manufacturers, such as RCA, will have new tele sets on display (and in working order) music dealers will get a "double barrel" look at the new sets—both in person and on the air.

On Monday of this week, without benefit of fanfare, aside from two private dealer-showings last week, Philco introduced its first commercial tele set, a direct view table model with a 10-inch tube priced at \$395 plus \$45 for installation. Set offers tele only, with eight channel choice, but embodies an "electronic control" which is said to assure a "brilliant, steady picture."

### Philco Has New Set

Introduction of the new set, first Philco tele product ever offered to the public, was announced by James Carmine, vice-president in charge of merchandising for Philco. He said that the company is concentrating sales and installation in the Philadelphia area "for the present," and that Philco has embarked upon an extensive training course of local dealers to insure proper service and maintenance. Philco will use the Philly area for a "training ground" for local dealers and representatives of Philco Distributors in other areas, he added.

Although the number of Philco sets made available to the "several hundred" dealers in the area was not made known, it was pointed out that WPTZ will soon increase its broadcast schedule, indicating that a considerable amount of sets is ready for dealer orders. Company emphasized, however, that no public announcement of the new model has been made, and that further, dealers have been reporting numerous cases of 'phone sales on a "sight unseen" basis. Company is said also to have in production another table model priced at \$250, and a console, complete with radio-phonograph, at approximately \$750-\$1,000, although this could not be confirmed.

IN CLEVELAND IT'S

# WHK

# COAST-TO-COAST

### —ALABAMA—

**BIRMINGHAM**—WSFA-FM, soon to go on the air, has added two former New Yorkers to its staff. They are Bob Hope, formerly with WOR who will become manager, and John Allen Wolfe who comes from CBS in New York. . . . **MONTGOMERY**—The Alabama Alcoholic Beverage Control Board, in regular session, recently adopted a resolution that it would "in no way restrict advertising of alcoholic beverages by radio". . . . **SYLACAUGA**—Alda M. Jenkins, former producer, director and writer at WQXR, New York City, is directing Maxwell Field's Little Theater group in "Over 21," during stay at the Air University as a member of the Educational Advisory Staff.

### —ARKANSAS—

**NORTH LITTLE ROCK**—The first birthday of KXLR was observed by the naming of new department heads. They are Melvin P. Spann, who has taken over as manager; William H. Hadley, now occupying the program director's office; Earl H. Butler, new chief engineer; Dorothy Jung, traffic manager, and George W. Dickinson, commercial manager. . . . **HOT SPRINGS**—KTHS, realizing that juvenile delinquency is one of the most pressing problems facing the American public today, has inaugurated "Youth Speaks," a series of programs designed to aid the teen-age boys and girls in combating their problems and to present these problems to the parents and citizens of the city.

### —MICHIGAN—

**DETROIT**—More than 5,000 reproductions of two famous paintings have been distributed to students of art and elementary classes of Detroit public schools by the educational department of WJR. This was done as part of the station's co-operation with the Department of Radio Education's weekly presentation of "The School Spotlight" over WJR. . . . Disc jockey, Eddie Chase, whose "Make Believe Ballroom" has been the town's favorite for the past five years, has moved from WXYZ to CKLW. . . . WXYZ has just been awarded the Veteran of Foreign Wars Distinguished Service Plaque for outstanding service to Michigan veterans and for exceptional promotion of patriotism and national defense.

### —FLORIDA—

**DAYTONA BEACH**—John S. Robins, assistant commercial manager of WMFJ, has been elected commander of Chapter 6, Disabled American Veterans. . . . **MIAMI**—WGBS was recently honored by the U. S. Navy, which awarded their staff member, sports editor Bob Lyle, the first Victory Medal to be distributed by the Navy in Florida. The station was honored because of its promotion effort in behalf of the U. S. Naval Reserve campaign for recruits. . . . Tom Q. Smith, WIOD's local news commentator, recently interviewed Latin American delegates who were visiting the Foreign Trade Conference over that station.

## All Detroit Stations Honor Vet Sportscaster

(Continued from Page 1)

banquet at the Ft. Shelby Hotel. Harry Bannister, WWJ general manager, acted as toastmaster.

On deck for the banquet, highlighted by the absence of any speeches, were Harry Heilmann, veteran sportscaster for WXYZ, and Harry Wismer, ABC sports director. At the banquet more than 500 letters of congratulation were delivered to Tyson from key sports figures, Congressmen and other officials. Stations represented at the affair included WJR, WXYZ, CKLW, WJBK, WJLB and WKMH.

Tyson joined WWJ, a pioneer NBC affiliate, in 1922 and two years later got permission from the late Fielding H. Yost to broadcast a Michigan football game. Ticket demands for the following games, after the broadcast, were so heavy that Yost gave Tyson an okay to do all home games, an assignment he has fulfilled ever since.

### Linguaphone Award To WOR

The Linguaphone Institute of America is granting its first annual award to WOR for what is described as the "outstanding announcing staff in American broadcasting." Award compliments WOR in recognizing the "responsibility of radio in developing and practicing better speech habits" by its staff of announcers and broadcasters.

## Fred Heywood Appointed WNBC Spec. Events Dir.

(Continued from Page 1)

assistant director of special events, has also produced several shows for the station, including: "Your City, How It Works," "The Jim Fleming Show", and others. He came to WNBC from the international division of the network.

### 10 FM Grants Made

Washington — The FCC Thursday took favorable action on 10 FM applications. Granted FM conditional grants were the following:

News Pub. Co., Rome, Ga.; Parker Bros., Inc., Ahoskie, N. C.; American Quartz Labs., Inc., Camden, N. J.; Trent Broadcast Corp., Trenton, N. J.; Pocono Broadcasting Co., Stroudsburg, Pa.; Tristate Broadcasting Co., Sioux Falls, So. Dak.; William F. Huffman, Wisconsin Rapids, Wis.

The following were authorized construction permits: Central Calif. Broadcasters, Inc., Berkeley, Calif.; Portsmouth Star Pub. Corp., Portsmouth, Va.; Surety Life Inc. Co., Columbia, S. C.

**WPDQ's**

TIME-BUYERS JACK-POT

THIS WEEK'S WINNER

**FRANK PALMER**

KENYON AND ECKHARDT, Inc.

Next Week ? ? ? ?

# RCA And NBC Heard On Tele Frequencies

(Continued from Page 1)

band. Spencer said limitations "objectionable because they will impede the orderly scientific development of the ultimate air navigation system."

The Commission's proposed revision of frequency-service allocation in the 960-2100 MC band involves shifting of a 130 MC band which now proposed to be allocated to television pickup. For the 1295-1425 MC band, now being considered for television pickup, there would be substituted the frequencies 1750-1880 MC.

NBC said that although the 1750-1880 MC band is "less desirable" for tele pickup than the 1295-1425 MC band, the net would not object if the latter band is "required for the development of an adequate aeronautical navigation system."

The net requested, however, that the Commission permit the 1295-1425 MC band be used for tele pickup "until aeronautical navigation equipment has been manufactured for the band and the band is needed for aeronautical service."

NBC asked that a specific band in the upper part of the 500-890 MC band be designated for use for tele pickup and relay "until the band needed in the area for television broadcasting."

### To Air Miller Memorial

A musical salute to the late Gler Miller will be aired on WWRL next Saturday (May 31) from 10:05-11:55 p.m., when the station devotes its "RL Juke Box" to relating the history and musical history of the Miller band. Memorial will feature the earliest recordings made by the bandleader and trace the band's progress up to the last records made by Major Miller's Army Air Force band.

Send Birthday Greetings To —

May 29

Mario Chamlee William Hines  
Jim Owens Oliver Wakefield

May 30

Russ Brinkley Mel Blanc  
Norris Goff Benny Goodman  
Madeline Lee Jack Smith  
Cornelia Otis Skinner  
Sidney Walton

May 31

Fred Allen Don Ameche  
Jack Patrick Costello  
Joe Kelly Hugh Studebaker

June 1

Ray Heatherton Werner Janssen  
Frank Morgan Marshall Pope  
Erik Rolf Milton Samuel