



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 1

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TEN CENTS

Tally 'Certified Poll' Totals

Paley, Kesten of CBS See Big Year In 1946

The future of American radio will bring even greater opportunity as a means of public service, and greater benefits to the people of the United States from our free system of broadcasting, William S. Paley, president of CBS, predicted this week in a year-end statement of network operations for 1945. Paul W. Kesten, executive vice-president, looked upon the present heavy public demand for new radios as "A mandate to broad-

(Continued on Page 5)

Atlas Loan To ABS Converted To Stock

The \$150,000 loan granted the Associated Broadcasting System by the Atlas Corporation of New York recently, has been used to acquire stock in the network, rather than to purchase control, it was announced over the weekend. The loan transaction expired on December 26.

As reported in these columns re-

(Continued on Page 7)

IRE Completes Plans For Jan. 23-26 Meet

Final plans for the 1946 Winter Technical Meeting and Radio Engineering Show of the Institute of Radio Engineers to be held January 23-26 at the Hotel Astor in New York, were announced Friday by Edward J. Content, chairman of the committee on arrangements.

According to Content, the meeting

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On All Webs

All the major networks will broadcast the address of President Harry S. Truman tomorrow from 10-10:30 p.m. (EST). The Chief Executive's "Report to the Nation," which will be his first address of the New Year, will be carried over Columbia, Mutual, the American network, the National Broadcasting Company and the Associated Broadcasting System.

Ten Top Radio News Events During 1945

Polling news and special events directors of the networks and stations throughout the nation, RADIO DAILY ascertained that the 10 greatest news events of 1945 were as follows:

1. The atomic bomb announcement and news of its devastation in Japan.
2. The defeat of Germany—V-E Day.
3. The defeat of Japan—V-J Day.
4. The death of Franklin Delano Roosevelt.
5. The death or mystery of Adolf Hitler's disappearance.
6. The establishment of the United Nations organization in San Francisco.
7. The defeat of Winston Churchill in the British elections.
8. Postwar developments in Orient, South America and Europe.
9. The nation's reconversion program.
10. The war criminal trials at Nuremberg and in Manila.

Final Tabulations Slated To Begin In Few Days

Final tabulations in RADIO DAILY's certified poll to select 1945's "All-American Radio Program" will begin at the headquarters of the Ross Federal Research organization in New York within the next few days, B. E. Jolley, director of research for the Ross Company, has announced. During

(Continued on Page 5)

Expand In FM Field, Woods Tells Affiliates

Urging "every local and regional affiliate to apply for FM" and to become active in its development, Mark Woods, president of the American Broadcasting Company, in a year-end message, summarized the network's position with regard to the medium. In a seven-point statement, the ABC executive stressed the value of FM, especially in the rural areas, and urged that no backward step be taken as a result of the recent statement of

(Continued on Page 7)

Shortwave To Overseas Will Continue—Benton

Washington Bureau. RADIO DAILY Washington—Describing radio as a "powerful media," Assistant Secretary of State William Benton on Friday, outlined plans for continuing the shortwave broadcasts to foreign

(Continued on Page 5)

Tele Cable Planned On Coast From Colo. To Los Angeles

Television planning on the West Coast during 1946 was given added impetus over the weekend with announcement by the Pacific Telephone & Telegraph Company and subsidiaries, that \$400,000,000 will be expended in the construction of a coaxial cable from the Colorado River to Los Angeles. Construction is scheduled to begin as soon as material becomes available early in the year. Project is included in the major items of a five-year construction program by PT&T and its subsidiaries. N. R. Pawley, president of the company, in making the announcement, revealed that the step will be among the first moves to permit transmission of television programs continually.

Robinson to F C & B

Hubbell Robinson, who formerly held the post of vice-president of the American Broadcasting Company in charge of the program department, has joined Foote, Cone & Belding, advertising agency, as vice-president in charge of the organization's radio division. Announcement of Robinson's affiliation with the agency was made late Friday evening.



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New Program Of KBS Features Congressmen

A new transcribed program titled "Congress On the Air," featuring Congressmen exclusively on a half-hour discussion of national and world problems is being offered for commercial sponsorship by the Keystone Broadcasting System.

Program is offered weekly for a half-hour, with four experts from Capitol Hill, two on each side of a controversial question. Ernest K. Lindley, Washington columnist, is the master of ceremonies. Show is strictly ad lib, with no pre-broadcast "get-together," and it is expected that significant news concerning policy and government discussions will be aired as a result.

Mystery Author Guests On NBC Drama Program

Mary Roberts Rinehardt, mystery story author, will appear as guest on NBC's Mystery Theater, Friday, January 4, at 10 p.m. (EST). Program is titled "Blind Spot," written by Barry Perowne, and produced by Frank Telford. Dan Seymour announces the show.

Tube Plant For Sale

The radio tube plant operated by the National Union Radio Corp. at Lansdale, Pa., is for sale or lease, the Reconstruction Finance Corp. announced last week.

The property includes the main manufacturing and office building which has 68,000 square feet of floor area.

KGW one of the GREAT STATIONS of the NATION
NBC AFFILIATE **PORTLAND, ORE.**
Represented by Edward Petry & Co.

Outstanding Broadcasts Of 1945

Norman Corwin's "On A Note of Triumph" on CBS.

Baukhage coverage of the funeral of Franklin Delano Roosevelt for ABC.

Exclusive broadcast by MBS of the sentencing of Yamashita, Japanese war lord, in Manila.

Pooled broadcast by Merrill Mueller, NBC commentator, during the Japanese surrender aboard the deck of the U.S.S. Missouri.

Boscia Operations Mgr. In CBS Press Information

Appointment of Michael J. Boscia to the newly created post of manager of operations for CBS press information, was announced over the weekend by George Crandall, director of the department. In assuming his new duties and responsibilities, Boscia will also retain his present supervision of publicity for WABC and certain major network programs.

With the exception of a 10-month interval spent in publicity for the Bureau of Industrial Service, Boscia has been with Columbia since December, 1941. Before joining CBS, he was with the advertising department of Twentieth Century-Fox Film Corporation.

Davis Resigns NAB Post

John Morgan Davis, who has served as NAB counsel since August, 1944, has resigned to return to private practice.

Davis said post-war demands will require a full-time counsel at NAB and commitments prevent him from giving this service.

He will continue at NAB until a successor is named. He will return to his law firm, Davis and Short, in Philadelphia.

WKBZ Names News Editor

Grant F. Ashbacker, president and general manager of WKBZ, Muskegon, Mich., has announced the appointment of Jack F. Newman, as news editor for the station.

Editors Voice Opinions On Coming Events On NBC

Discussion of vital issues facing the country in 1946 by leading editors in the major opinion centers of the U. S. were heard on New Year's Eve, "The Editor Speaks," a special program broadcast annually over the NBC network.

Speaker List Impressive

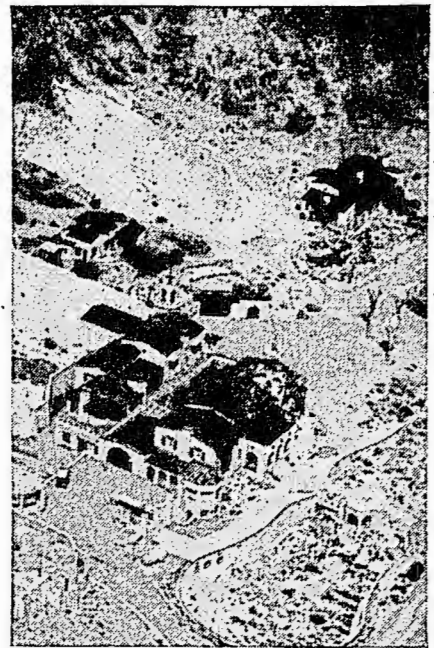
Speakers this year were John T. O'Rourke, editor, Washington Daily News; Lawrence J. Winship, managing editor, Boston Globe; Francis P. Locke, editorial director, Miami Daily News; Jim Hale, acting managing editor, Denver Post; Basil L. Walters, executive editor, Chicago Daily News; Frank Ahlgren, editor, Memphis Commercial Appeal; Charles V. Stansell, associate editor, Kansas City Star; Alfred H. Kirchhofer, managing editor, Buffalo Evening News; Neil MacNeil, assistant night managing editor, New York Times.

The editors spoke from their offices and offered their opinions as to what they consider will be the nation's most pressing problems for the coming year.

Hohman In Muzak Post

Urban A. Hohman has been appointed sales manager in charge of New Jersey territory for the Muzak Corporation, it has been announced by Harry E. Houghton, chairman of the board of directors.

Hohman has been with Muzak since 1943, prior to which he was a sales executive with Scott Radio Laboratories, Inc.



Death Valley Scotty's Palace

It doesn't look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from . . . but there it was. Scotty always had it.

To a great many people there's considerable wonderment why a little radio station like W-I-T-H can come up with so much gold in audiences. But there it is! We've always had it.

This successful independent delivers more listeners - per - dollar - spent than any other station in this big five-station town.

And don't forget Baltimore is the sixth largest city in the country.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

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

★ AGENCY NEWSCAST ★

CANADIAN PACIFIC has engaged Kenyon & Eckhardt, Inc., to prepare its railway, steamship and hotel advertising for all sections of the United States with the exception of the Pacific area.

YOUSUF KARSH, portrait photographer, has been engaged by the record division of RCA-Victor to do a series of portraits of Victor recording artists which then will be incorporated in the organization's national advertising campaign.

BRAND NAMES RESEARCH FOUNDATION has named William B. Warner, president of the McCall Corporation, as chairman of the host committee for a dinner of the organization to be held February 5, at the Hotel Astor.

HAMILTON WRIGHT ORGANIZATION, Inc., has been engaged to direct promotional work for the State of Florida, a campaign which will accentuate the state's agricultural, industrial and recreational advantages.

MAXWELL I. SCHULTZ, executive vice-president of Adam Hat Stores and assistant to Elias Lustig, president of the organization, has been selected to direct the company's European expansion program.

COL. HARRY A. BERK, on terminal leave after three years in the Army, has been appointed vice-president in charge of the newly-formed international division of Foote, Cone & Belding. The appointment heralds the entry of the agency into the foreign field, with the first overseas office to be opened in London.

While in the service, Berk was overseas representative of the War Department's director of information and education. Prior to that he was with the WPB. His six-year-old advertising and public relations firm, Harry A. Berk, Inc., will be dissolved early next week. He had been also a vice-president and radio director of the J. Stirling Getchell advertising agency.

Berk is the holder of the Legion of Merit, the Bronze Star with Oak Leaf Cluster, and the Chinese Victory Medal.

R. T. O'CONNELL COMPANY has been appointed to place the account of Watertown Manufacturing Company, makers of plastics and tableware.

INTERNATIONAL BUSINESS MACHINES CORP., through Cecil & Presbrey, Inc., has prepared an extensive advertising campaign for its Electromatic Typewriter.



“Season’s Best Listening”

— FULTON LEWIS, jr.

A few choice spots available through Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.



Agriculture Report Aired On NBC "Farm" Broadcast

Chicago—A production report on the 1945 crop, the third largest on record for the country, was presented by members of the U. S. Dept. of Agriculture during the "National Farm and Home Hour" Saturday, December 29, over the National Broadcasting Co. network.

Everett Mitchell, farm commentator and emcee, presented a weekly farm market report. The Homesteaders orchestra and the Farm and Home Quartet provide the music.

Jimmy Dorsey On NBC

Jimmy Dorsey and his band, playing from the 400 Club, will be heard in the 11:30 p.m. (EST) slot over NBC each Tuesday during January and through February 1.

Predictions Broadcast January 1 On ABC

An hour program of predictions for the New Year, "Forecast '46," was aired by ABC, Jan. 1, Drew Pearson emceed the combination dramatic and variety show which featured national leaders in many fields.

Among the speakers were Harold Stassen, Bernard Baruch, Dr. Warren Draper, Col. Earl Blaik and Joe Louis. June Havoc and Dennis King were heard in a skit from "Dunnigan's Daughter," and Al Pearce did a comedy sketch from Hollywood.

COME AND GET IT says... MR. REDDY CASH

"Strike Oil with KFRO!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.



KFRO LONGVIEW, TEX. VOICE OF EAST TEXAS

WKY
OKLAHOMA CITY
The Katz Agency Representative

KEN WRIGHT and WKY...
Kligon organ are in musical combination known and enjoyed for years throughout the WKY area.

CHICAGO

By BILL IRVIN

THE Morris B. Sach's Amateur Hour, heard each Sunday at 12:30 p.m. over WENR and WCFL, originated from the stage of Chicago's Civic Opera House, Sunday, Dec. 23, for the Annual Christmas Party. Eighteen contestants ranging from three to ten years of age, participated in the holiday program.

Thomas Elvidge will join the staff of WGN on Jan. 7, in charge of continuity acceptance. Elvidge has been continuity editor at WBBM for the past three years.

Johnnie, "So The Story Goes," Nebitt, helped the Women's Division of the United Jewish Building Fund inaugurate the fund's campaign for \$1,000,000 by outlining its purposes at a luncheon meeting at the Standard Club.

One of the newest of human interest devices to be installed on a Chicago radio program is the "Telephone Serenade," which was recently added to the format of station WMAQ's Musical Milkwagon program. Each day, Mondays through Fridays (11:30 a.m., CST); a listener's request in a letter, chosen for its interesting contents, will be carried out by the cast of the program. Singing star Tommy Port and the Dairy Maids (the Three Fontaine Sisters), will be heard in serenades to the person named in the request by singing simultaneously into the telephone and the microphone. Musical Milkwagon is sponsored by Bowman Dairy Company, through J. Walter Thompson Company.

Joseph Gallicchio, NBC staff conductor, temporarily takes over the conducting duties of Roy Shield, former musical director of the network's Central division, who left this week for the post of musical contractor for the eastern division of National Broadcasting Company.

"HOT FROM HOLLYWOOD"

4th Year — Coast to Coast

Fast film chatter, interviews, previews — 5-minute weekly discs. Some spots now open.

T. J. VALENTINO, INC.
1600 Broadway New York

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.



California Commentary

● ● ● Lt. Commander Henry Flinn, who was a member of Columbia Pacific Network Public Affairs Department before joining the Navy, has received his honorable discharge and will rejoin the network. . . . Mill Samuel, Young and Rubicam's Coast Boswell, left

Los Angeles

December 28 for a month's business stay in New York City. . . . Clyde Scott, manager of KECA, Los Angeles, is recovering from a major operation he underwent in San Francisco. . . . Don Logan, a member of ABC's Western division press department, who is still apartment hunting, trekked to Oakland to spend the holidays with his wife and daughter. He was former radio editor of Oakland's "Post-Enquirer" Bill Holmes, also a former radio editor of Oakland paper, now on KECA production staff, motored to Northern City Jack Lindensmith, Hollywood representative of "Fanfare," San Francisco, radio fan publication, is recovering from a heart attack.

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● ● ● Lee Little, manager, and Wayne Sanders, program director of KTUC, Tucson, and Chet Johnson, manager, and John Hogg, commercial manager of KOY, Phoenix, plan to attend the NAB district meeting in Hollywood, Jan. 7th and 8th. . . . Ruth Perrott has been assigned to handle all women character parts on C. P. MacGregor's "Skippy Theater." She was also set last week to play all comedy character roles on "Glamour Manor" If you hear a Sunset Boulevard trio burst out into "On The Banks Of The Wabash," it could be Fred Koerner, of the CBS production department; Clark George, of the Columbia Pacific press department, and Chet Brouwer, of the Young and Rubicam publicity bureau. They attended the South Side High School, Fort Wayne, and recently held a reunion here. . . . Speaking of song, Ed Buckalew, Columbia Pacific station relations manager, was reminiscing t'other day and recalled that Jennings Pierce, NBC Western division station relations manager, was a baritone member of the famous Golden Bear quartette at the University of California. Buckalew is a native of Berkeley and Pierce of Bakersfield, Calif. . . . Don Searle, ABC Western division chief, has sold his Beverly Hills home and purchased the Bob Cummings' manse in San Francisco Valley. . . . Burrige Butler, owner of WLS, Chicago; KOY, Phoenix, and KTUC, Tucson, who was a recent Columbia Square visitor, will celebrate his 78th birthday February 4th.

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● ● ● The Los Angeles Turf Club, which controls racing at Santa Anita, has set a prize of \$50,000 each for the airing of the Santa Anita Handicap and the Santa Anita Derby. ABC will broadcast the races at the famous track. . . . Bill Grey says that if the telephone shortage continues he may establish a pigeon rental business. . . . Les Paul, who was laid up with bronchitis for a month, has resumed his regular spot on the Burns and Allen show and his own "Les Paul Presents" program over NBC Bernhard Bonwitt, who was a combat photographer and who made the tour of Europe with radio executives, is visiting Hollywood and has gifted Bob Hall, ABC Western division Boswell, with a German paratrooper's dagger.

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● ● ● Ivan Head, manager of KVSF, Santa Fe, New Mexico, has returned to Santa Fe from a business trip to New York, Washington and Chicago. . . . KOMO, Seattle, shortly after first of the year will break ground for its new home, which will introduce several innovations, looking forward to FM and television. . . . Richard E. Green, formerly with KFPY, Spokane, recently joined KOMO to handle promotion, public service and public relations.

SOUTHWEST

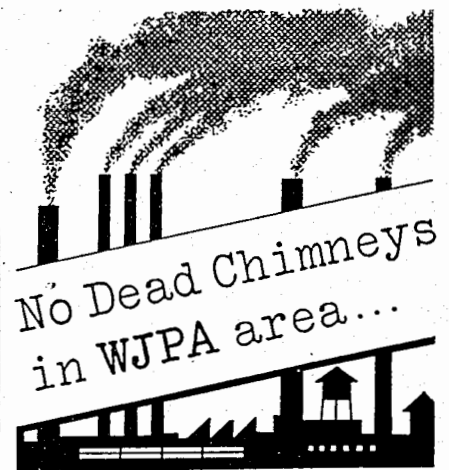
POLAR ICE CREAM CO., Austin is sponsoring the adventures of Joe Palooka for a quarter hour, over KNOW, Austin, Monday through Friday, one of a wide variety of top notch kid shows which starts each evening after school at 4:30 p.m. until 7:00 p.m.

Dale C. Rogers, Jr., has joined the staff of the Ratcliffe Advertising Agency in Dallas. Rogers was recently discharged from the Marines. Prior to this service he was radio director and account executive for the Rogers-Geno Advertising Agency with headquarters in Houston.

Simpson Co. To Build New Home In L. I. C.

The Mark Simpson Manufacturing Company disclosed plans this week for the erection of a new 50,000 square-foot building in Long Island City.

In line with the company's predictions of the increase in use of sound equipment during the next several years, a large-scale construction program is now in operation, according to Simpson officials, who added that "production facilities have been taxed by the flow of equipment to the trade."



No Dead Chimneys in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, JOHN LAUX, Managing Director, New York, Chicago, San Francisco, Los Angeles.

WSTV - Steubenville, O.
WFPG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingston, N. Y.



Certified Poll' Totals Now Being Computed

(Continued from Page 1)

past few weeks research representatives of the Ross organization have been making personal calls at offices of newspapers, magazines and trade press throughout the United States seeking the critical opinion of the working press on the subject of radio artists and programs. The response to these calls, according to Mr. Jolley, indicates that the ballot for the 1945 "All-American Radio Program" will exceed the total of newspaper men and women who voted in last year's certified poll.

Twenty-six Categories

This year the press has been asked to give their opinions in 26 different categories on the "All American Radio Program" questionnaire. The categories are favorite commercial program, entertainer, dance band (big band), dance band (swing), male vocalist (classical), male vocalist (popular), symphonic program, popular musical show, symphonic concert, comedian, news commentator, dramatic program, dramatic serial, sports commentator, children's show, educational program, quiz show, day-long variety show, comedienne, announcer, popular singing unit, come-along, song of the year, and musical composition of the year.

Deadline on Jan. 5

Sixty-five Ross researchers working out of 33 key center cities have been conducting the opinion poll under the supervision of Mr. Jolley, the organization's research director in New York. The completed questionnaires have been forwarded to New York as fast as the researchers have finished their canvass of the press in cities and towns throughout the nation. In each instance, Ross field representatives have been instructed to give their quota of questionnaires completed and returned to the New York office by January 5.

Waco Station Granted CP

Station WACO, of Waco, Texas, affiliate of the American Broadcasting Company, has received a construction permit from the FCC for 1000 watts on 1460 KC. Station now operates on 250 watts on 1450 KC. Construction will begin shortly after the first of the year.

KCKN
The VOICE of
GREATER KANSAS CITY
Without the Rate Penalty
of Outstate Coverage
BEN LUDY
Gen. Mgr.

Paley, Kesten See New Year 'A Mandate To Broadcasters'

(Continued from Page 1)

casters as well as manufacturers" for the fulfillment of obligations.

Both statements reflect a lively enthusiasm for both the operational and manufacturing phases of the radio industry for the year ahead.

Paley's statement follows:

"Everyone who saw at first hand how radio was used in Europe during the war must necessarily have it influence his thinking about the future of radio in this country. What most of us think of as primarily a medium of entertainment and enlightenment I saw used, by our enemies, as a very effective instrument of evil.

"Our use of the same instrument was also very effective. But, since we were fighting to restore civilization in large areas of the world and to reinstate freedom among millions of enslaved people, we believed we used it as an instrument for good. The fact is that we, and the enemy, had a powerful weapon in our hands—the dangerous weapon of controlled radio.

"The subtle, devious, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people want them to do and believe, have never been used in this country. For that reason alone, it is difficult for American listeners—and broadcasters—to conceive that they might ever be used on our stations.

"Our system of broadcasting carries with it automatic safeguards against any broadcaster who would direct his operations for selfish ends or in an unfair and autocratic manner. There is the free competition among stations and networks constantly striving for the ear of the listener and there is the right of the listener to register his likes and dislikes by "tuning in" or "tuning out." Then again there is the great good sense of the American people who realize that any form of controlled information is a firm but definite step away from our democratic form of life. But these safeguards are not enough if the broadcasting industry is to become complacent or neglect the high degree of responsibility it must bear constantly.

Good War Record

"In my opinion, the American system of broadcasting has a creditable and commendable record of public service. Many glowing pages were added to the record during the war. It took the war, however, to reveal how big radio really is; how important its role can be in the years that are just ahead.

"If we are to admit the value of our past, we cannot deny the increased responsibility of our future.

"I believe that American radio has more to offer than it has yet contributed, not only to our own people, but to the people of the world. More than any other group or industry, we have opportunities to foster unity, tolerance and understanding—nationally

and internationally. We have opportunities to keep the best informed and entertained audience in the world even better informed and entertained. We have opportunities to make strides and show advances in these fields because of the very strength of our system of broadcasting. It will be strong as long as it is free."

Kesten Cites Changes Since 1940

Kesten's statement declared:

"Today's unprecedented public demand for new radios—estimated at many millions of sets—is a 'mandate to broadcasters as well as to manufacturers.' The manufacturer can fulfill his obligation with metal, wood and plastic. The broadcaster must meet his with something more plastic even than plastic—with the high art of the spoken word, the creative idea, the flow of music and drama.

"The public's increased demand for radio expresses, at least indirectly, its approval of the job radio did during the war. If we are to keep that approval, however, we must continue to deserve it. The radio audience has changed since 1940; changed in character and changed in composition. It is a better-informed audience, more aware of and more interested in world affairs than it was five years ago. It includes, or soon will, millions of young men who learned in distant parts of the world a new appreciation of American radio. Recognition of this new kind of audience must, in my opinion, enter into any intelligent planning of broadcasting's future programs and policies.

FM To Replace AM

"It is a healthful fact that the public knows of the war-born technical advances that are now available to radio. We at CBS have long been convinced that FM, because of its superior quality, must eventually replace AM broadcasting. Public insistence on the improved system should hasten the removal of any obstacles yet remaining in the path of its development. In the same way, increasing public knowledge of the existence of vastly improved television, should discourage any tendency within the industry to delay its introduction. High definition television in full color has already emerged from the laboratory. Public demand can move it swiftly from commercial drafting boards, through busy production lines, and into the home."

R. Arthur Bittong

Philadelphia—R. Arthur Bittong, 68, veteran radio entertainer and general manager of the Valpar Corp., died last week at his home in nearby Upper Darby. Famous during the industry's infancy as King Cheerio, he was also the organizer of the Cheer-Up Club at WCAU, designed to bring cheer to shut-ins. He is survived by his widow, Mamie S. Bittong, his mother, Mrs. William Barr, and a step-daughter, Mrs. Chester K. Southworth of New York.

Shortwave Overseas To Continue—Benton

(Continued from Page 1)

countries under the direction of the Department of State. Pending Congressional approval of the State Department program, an interim plan has met with general approval of radio industry leaders, Benton said.

Although pointing out there was still "considerable difference of opinion" among licensees, Benton said a "status quo" arrangement had been worked out whereby present contractual agreements would continue through the fiscal year of 1947.

White House Guest

Cornelia Otis Skinner, actress and author, currently appearing on the "Johnny Presents" program on NBC, Tuesdays at 8 p.m. (EST), will visit the White House on Monday, January 7, to help launch the March of Dimes drive for the Women's Division of the Infantile Paralysis Foundation.

With Mrs. Harry S. Truman, Mrs. Franklin D. Roosevelt and Elizabeth Taylor, young film actress, Miss Skinner will broadcast to a nation-wide audience her plea for donations to aid victims of polio.

BALTIMORE'S
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER
President
GEORGE H. ROEDER
General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

Major Progress Seen In Coast Tele Plans

Television on the Pacific Coast will take giant strides forward in the direction of expansion and major production in the very near future, as indicated by plans announced last week by Klaus Landsberg, in an interview here prior to his return to Hollywood after a two-week business trip in the East. Landsberg is West Coast director of Television Productions, Inc. and W6XYZ, Hollywood.

Landsberg revealed that his company's schedule for the next few months includes the enlargement of studio facilities, film and field pickup equipment, and increase of studio operating and office space, immediately following the completion of the Mount Wilson transmitter installation which is expected to be in operation in mid-January, 1946. The new transmitter will operate on a power of 4 kilowatts and will cover all of southern California from Santa Barbara in the north to San Diego in the south, San Bernardino and Riverside in the East. Mileage coverage will be 200 miles north-south and approximately 80 miles east-west.

Landsberg said that although DuMont equipment is presently being used, and has been since before the war, Television Productions will build their own units, which is one of the reasons for his recent trip to New York. They have built a 500 mc. transmitter unit for both FM and video which will be used to experiment with possibilities offered by these frequencies. Both pictures and sound will be relayed from studios as well as remote locations direct to Mt. Wilson. The present location of station W6XYZ is on the Paramount Pictures lot in Hollywood. Commercial call letters of the station, Landsberg said, will shortly be changed to KTLA, subject to FCC approval.

"Programming at W6XYZ is at present 95 per cent live production," the West Coast official said, "with the remaining 5 per cent consisting of

WHO'S WHO IN RADIO

PAUL M. HOLLISTER

IF you look sharp between the lines of a CBS promotion piece, you're likely to see the name Hollister. You won't find his picture there, though, nor any trace of him if he can help it, because he believes in editorial anonymity. The following vital statistics, therefore, have been gathered with as little assistance as possible from the subject.

He is a native of Grand Rapids, Michigan. He attended the public schools and Middlesex in Concord. Then he went to Harvard College, and after four years of part-colored activity involving the Crimson, Lampoon, Pudding show, University football team, emerged with an AB degree and went to work as reporter on the News in his home town.



"creative"

His first advertising job was with the H. K. McCann Company. His next was that of one of the 13 souls who set up shop as Barton & Durstine. He was successively copywriter, production manager, account executive, vice-president and director of BBD&O. At the agency one of his assignments was a sizeable copy task for Macy's. So in 1932 he went to the department store as vice-president and publicity director, and for 8 years was responsible for the key, tempo, theme and volume of the institution's message to the world.

He left it to return to the agency business in the final days of the J. Sterling Getchell Company, and in 1942 joined CBS as v. p. in charge of advertising and sales promotion.

The records reveal that he has been a prolific contributor to the trade press, and that he wrote a piece about Walt Disney for "The Atlantic Monthly." He was editor and compiler of CBS' two notable collections of war broadcasts—From D-Day Through Victory in Europe, and From Pearl Harbor Into Tokyo, of which editions totalling 250,000 were published this year. He has taught advertising from time to time, is a winner of a Harvard Advertising Award, has written several books about German spies, old houses (not in 92nd Street), and calligraphy; designed one of the AIGA's "best books of the year." He's a trustee of the Community Service Society of New York, a member of the Players and Harvard Club and Essex County. He recently found time to write Harvard's prospectus for returning veterans. He is an inveterate air traveler, and fools around with oil paintings. He is married to Carol Irwin.

Paramount News slides, films and comic strips." In answer to a question on the desirability of adaptations for television as used here in the East, Landsberg said, "of all types of visual entertainment media only the legitimate stage can do full justice to the spoken drama. Television, like motion pictures, will find great difficulty in adapting most of them for its use. Without a revamp of script and production," he added, "into action drama, as compared with the spoken drama, most stage plays literally fall flat on the screen if it's of television or motion picture size." Landsberg also strongly advocates "the adaptation of motion picture technique to video as both screen media.

Regarding commercials in television programming, Landsberg feels that reference to the sponsor or his product should be incorporated into the presentation itself, as a definite part of the background, or the action, rather than breaking the continuity of the program with an announcement at specified periods. He also emphasized the desirability of tying

programs together, so that the viewer will be held to the receiver, or sufficiently attracted to return for a subsequent telecast. For the past three months Television Productions have produced several commercial presentations of this type, with special tie-ins to programs, on an experimental basis, and Landsberg said "it is our intention to increase our activity to that end." Ford, Shell Oil, and Lux are among the recent advertisers who have sponsored shows ranging from 10 to 15 minutes.

The public will accept television as readily and quickly as they have any other media, Landsberg declared, discounting reports from certain quarters throughout the country that the consumer will wait for perfection, or at least, the best he can buy. "The Western market is eager for television, and proof of their desire for it is continually shown in their interest in our programs." He feels that as soon as television sets appear on the market, in reasonable quantity and quality, the public demand will be immediate and constant.

Philco Head Predicts Wider Use Of FM

Widespread use of the new Philco advanced FM system in broadcasting television, communications, and industrial electronics, as well as home radio receivers and radio phonographs, is predicted by John Ballantyne, president of Philco Corporation, who describes the invention as the "first major postwar advance in the radio art available to the public in a report to stockholders this month.

The new system, as developed by Philco Laboratories, according to Ballantyne, is regarded as one of the fundamental advances in the radio art.

"The Philco advanced FM system built around a new seven-element vacuum tube and circuit that comprises the first true FM detector ever invented," he said.

"Advanced FM offers two major advantages in radio reception," Ballantyne continued. "First: this new circuit affords greater purity and clarity of tone because it refuses to receive both natural and man-made noise. The conventional FM receiver seeks to eliminate noise by the use of two limiter tubes, and then requires a third tube, called a discriminator to complete the process."

In the Philco system of FM transmission, he said, noise is eliminated much more directly. The new circuit has been so designed that it entirely ignores AM noise and receives only the desired FM signals.

"Equally important is a second advantage, namely, the gain in fidelity achieved with advanced FM. This is because its response to FM signals is highly linear and uniform. The entire audible range, including both low bass notes and high trebles, faithfully reproduced with no distortion at either end of the range. Thus, when high-fidelity FM programs are broadcast, their full tonal quality and range can be enjoyed, without fear of distortion, on Philco advanced FM receivers."

Ballantyne predicted that applications of the new system will extend far beyond its immediate use in home radio receivers, since, through its creation, an entirely new basic electronic circuit has been developed.

FOR 24 HOUR SERVICE

ON DIRECT
CUT COPIES
OF YOUR
RECORDINGS



U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.

WRITE—WIRE OR CALL FOR DETAILS

WTAG has the advantage of local newspaper promotion every morning, evening and Sunday.

WTAG
WORCESTER

IRE Completes Plans For Jan. 23-26 Meet

(Continued from Page 1)

Winter will be the most impressive in the annals of the IRE, and will provide members with "an unprecedented opportunity to orientate themselves in the postwar pattern of the electronics and radio fields, to gain a better understanding of the industry's conversion program and to catch up with the newest developments and bright prospects in the field."

Space for Displays in the Radio Engineering Show, according to Perry Scarr, exhibits chairman, is of unusual variety and importance,—times larger than any previous exhibit, has been fully reserved by more than 120 firms. A total of 168 exhibits occupying two floors and 100,000 sq. ft. of space in the Hotel Astor, Scarr declared, will represent a comprehensive cross-section of the industry's best and most important postwar products and should provide members with much information of value and interest to them in their particular fields.

Porter To Speak

The principal speaker at the annual banquet to be held Thursday night, January 24, in the Grand Ballroom of the Hotel Astor, will be Dr. Frank Jewett, president of the National Academy of Sciences. Edgar Kobak, president of the Mutual Broadcasting System, will act as toastmaster.

Paul Porter, chairman of the FCC, will be the speaker at the president's luncheon on Friday, January 25, honoring the incoming president, Dr. Frederick B. Llewellyn. Lewis M. Tamm, vice-president in charge of research and engineering of the Crosley Corporation, will be master of ceremonies.

At the banquet on Thursday evening, two annual IRE awards will be made: the Institute Medal of Honor given in recognition of distinguished service in radio communications; and the Morris Liebmann Memorial prize, made to a member of the Institute who has made public during the recent past an important contribution to radio communications. Fifteen fellowships given by the Institute are scheduled to be awarded.

Technical sessions will be devoted to talks on the following: Military applications of electronics; FM and standard broadcasting; circuits and theory; television; radio navigation aids; vacuum tubes; microwave vacuum tubes; antennas; radar; microwave technique; industrial electronic communication systems and relays; radio propagation; broadcast receivers; quartz crystals and crystal oscillators.

World's Foremost Tobacco Center
FIFTY MILLION TOBACCO DOLLARS
 turned loose in Kinston, N. C., last year. **MORE this year!**
 Represented by
BURN-SMITH

Woods Urges ABC Affiliates To Expand Activities In FM

(Continued from Page 1)

James Petrillo, president of the American Federation of Musicians.

Mr. Woods' suggestions, in full, follow:

"1. We believe that eventually FM will be the principal medium of broadcasting, particularly in urban areas. AM, because of its sky wave characteristics, will always be needed to provide rural service.

"2. We believe that, with few exceptions, every station operating on a regional or local channel can not only improve its service in the area which it now serves, but can extend its service area materially, especially at night.

"3. We believe that FM should eventually replace all local and regional stations in urban areas so that these local and regional channels can be available to provide rural service at higher power; so that these rural areas now with grossly inadequate service should eventually have a wide selection of program services comparable to those now available in the cities.

"4. Just how long it will take to establish FM on a commercial basis depends upon the pattern that will be laid down by the FCC. The development of that pattern is now a matter of study by the FCC. The forthcoming clear channel hearings should be most helpful in aiding the FCC in the development of that pattern because the clear channel problem and the FM problem are interrelated.

"5. We urge every local and regional affiliate to apply for FM and to become active in its development.

"6. We believe that only through the establishment of FM can there be an equalization of facilities between the networks, and provision for additional program services.

"7. We do not believe that the radio industry should draw back from FM because of Mr. Petrillo's recent edict. That edict is but one phase of an over-all problem which involves the broadcasting industry as a whole. The whole problem must be met and solved by the entire industry."

Mutual To Air Races At Hialeah Race Track

Mutual announced plans last week to broadcast the 1946 Saturday thoroughbred racing features at Hialeah, including the famous \$50,000 Widener Cup Race on March 2.

Bryan Field, turf expert, who broadcast Mutual's daily racing schedule in 1942, will be back at the microphone to air these events. He began with the Hibiscus Stakes on January 1. Field has been active in the newspaper-radio field of racing for over 20 years.

WCBW Presents Roundup

CBS television presented a half-hour program "Year-End Roundup of Sports," a forum discussion by experts drawn from varied fields in the sports world over WCBW from 9 to 9:30 p.m.

Guests who discussed baseball, boxing, basketball, racing and track, included: Clair Bee, Lewis Burton, Lefty Gomez, Bob Kelly and Jimmy Powers.

Bob Edge, CBS television director of sports and special events, acted as moderator and participant in the discussion.

Send Birthday Greetings To -

Jan. 2

Bernardine Flynn Bill Malo
 Abner J. Greshler James Melton
 Margie Dunaway Bill Bradley
 Claude Sweeten

Construction Is Started For New WILM Station

Wilmington—Construction is now underway on a complete modern radio center that will house the facilities of radio station WILM, basic Mutual Broadcasting System outlet in Wilmington. Acquiring first floor space and the large auditorium extending two floors in the Wilmington Odd Fellows Building, WILM general manager, George Sutherland, has revealed that plans for the broadcasting layout will provide for general, sale and promotion offices, client and audition rooms, rehearsal rooms and music library, news room, control room and studios.



Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF
 1000 WATTS
 Washington, North Carolina
 FORJUE & COMPANY, Natl. Representatives
 New York • Chicago • Philadelphia

Atlas Loan To ABS Converted To Stock

(Continued from Page 1)

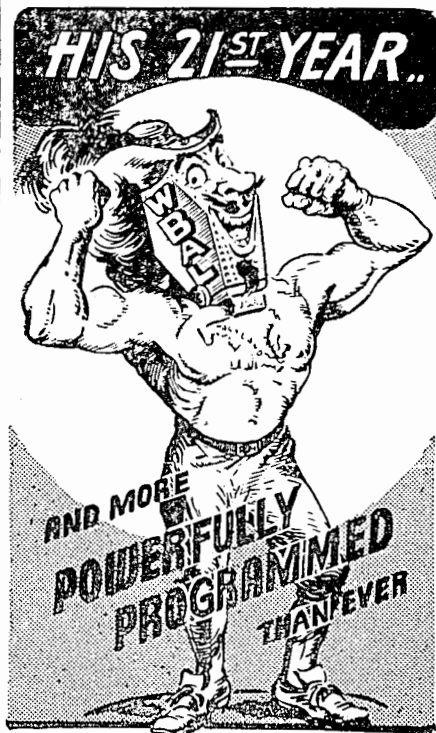
Recently, the Atlas Corporation had undertaken a nation-wide survey of the properties and potentialities of Associated affiliates, and according to reliable information, the large New York investment corporation is satisfied that the network is a sound operation, and "that there is a definite need for it in the radio industry."

Included in the announcement from Associated's headquarters in New York was the report that "several other influential organizations are interested in the network" and that negotiations are presently under way to consummate a deal. It is expected by network officials that this will be accomplished by the middle of this month.

Close Investigation Made

Proving that the survey of web holdings conducted by Atlas was a comprehensive one, it was reliably reported that approximately \$100,000 was spent to investigate commercial possibilities of the operation, and that Merlyn "Deac" Aylesworth, RKO counsel and advisor, and one-time president of NBC, had "important functions" in connection with the over-all survey.

Despite the favorable results of the network survey, Atlas is reported to have displayed reluctance to assume control of Associated, partially because of extensive stock holdings in the Columbia Broadcasting System. Atlas executives are believed to have considered possible unfavorable reaction from the FCC if complete operational control of ABS were acquired.



50,000 Watts • NBC Network
 Edward Petty & Co., National Representative

★ ★ ★ COAST - TO - COAST ★ ★ ★

— UTAH —

SALT LAKE CITY—Earl J. Glade, Jr. has been named account executive in charge of sales research at KSL. He has been with the station on a full time basis since 1933, beginning as continuity writer. . . . Jim Peterson, KSL news announcer and air enthusiast, has soloed at the Provo Airport despite handicapped legs, the result of a childhood siege of infantile paralysis. . . . Byron Openshaw, returned veteran, with KOVO, Provo, before the war, has joined the announcing staff of KSL.

— MARYLAND —

BALTIMORE—WITH welcomes three new additions to its announcing staff. They are: Frank Farms, formerly of WMC, Memphis; Ray Hutchinson of WCSH, Portland, Maine, and Bob Trevor of WFBR, Baltimore.

— INDIANA —

FORT WAYNE—WGL is again broadcasting the inter-city basketball games direct from the five high school gymnasiums in the city. The broadcasts this year are being sponsored by the Holsum Bakery Co., of Fort Wayne, with Jack McLean, WGL sportscaster, giving the play-by-play and Tim O'Sullivan, announcer, doing the color work. . . . Paul M. Havens, formerly special events director for WGL, has been appointed chief for the Farnsworth outlet. . . . Mary Schnedler has joined the WGL staff as transcription clerk, replacing Marge Sheldon, who now writes continuity.

— NEW YORK —

NEW YORK—Latest news and views of happenings in the camera world, answers to technical questions on picture-taking, interviews with the country's foremost authorities on photography, weekly picture-taking assignments for listeners and many other absorbing features of interest to the average "shutterbug," will premiere on the "Radio Camera Club" over WNEW, Jan. 6, with Norris Harkness, camera editor of the New York Sun, as co-ordinator and master of ceremonies. . . . **BROOKLYN**—General William O'Dwyer's inauguration as Mayor of the City of New York which took place Jan. 1, in the City Council Chamber at City Hall, was broadcast as a special feature by WBYN.

— FLORIDA —

MIAMI—James M. LeGate, general manager of WIOD, has been elected to a second term as a member of the board of directors, Better Business Division, Miami Chamber of Commerce. . . . Robert L. Fadlar, WIOD program director, has recently been elected a director of the Miami Exchange Club for 1946 at the annual meeting of the club held Dec. 18.

— IOWA —

WATERLOO—Gene Claussen, former editor of the MAST, official publication of the U. S. Maritime Service, and a member of the press division of the chief public relations office of the U. S. Maritime Service, has joined the news staff of WMT. Claussen was affiliated with Associated Press before entering service.

— MASSACHUSETTS —

WORCESTER—Jack Lavalley, Notre Dame football scout; Tuss McLaughry, Dartmouth football coach, and John DaGrosa, coach of the Holy Cross football team, headed a roster of outstanding speakers at the send-off dinner by the Worcester Quarterbacks Club in honor of the Holy Cross football team's departure for the Orange Bowl. A 45-minute presentation of the dinner was broadcast by WAAB. . . . **SPRINGFIELD**—Lee Alarie, discharged from the service as a Staff Sergeant after nearly five years service in the South Pacific, has returned to WMAS as announcer.

— NEW JERSEY —

NEWARK—Harry W. Pascoe, who left WAAT in 1941 to accept a position with the Office of Inter-American Affairs, has rejoined the WAAT staff as night program supervisor. Prior to entering radio, Pascoe was American vice-consul in Mexico and Cuba and assistant secretary of the American Chamber of Commerce in Cuba. . . . **PATERSON**—Herman "Sunny" Fields, has been appointed commercial manager of WPAT, replacing Lewis A. King, who now has his own station representative office.

— PENNSYLVANIA —

PHILADELPHIA—WCAU technician Charles J. Hartman, who has been on leave of absence since 1942 as a captain in the Army Signal Corps, has joined the staff at WCAU. . . . Lt. Commander Joseph T. Connolly, former promotion director, returns after three and a half years in the Navy. . . . Capt. Walter Sheldon, of the Army Air Forces, who has seen over three years service in China and India, returns to WCAU as assistant program director, the position he held before entering the Army. . . . George Thomas, Army lieutenant, assumes his former post at WCAU as announcer.

— NORTH CAROLINA —

CHARLOTTE—Maj. William B. Rowens, Jr., formerly production manager of WSOC and a radio veteran with 15 years' experience, has been named officer-in-charge of the Armed Forces Radio Network with 18 stations throughout Japan and Korea. In civilian life Major Rowens had been engaged in all phases of radio broadcasting, including announcing, special events, production and station management. Among the stations he has been associated with are KTSA, San Antonio; WTCN, Minneapolis; KRRV, Sherman, Texas, and KRMD, Shreveport, Louisiana.

— ALABAMA —

MONTGOMERY—Working in close co-operation with the Veterans' Administration and The U. S. Employment Service, both local and State offices, WCOV is presenting a daily fifteen-minute program of placing returned veterans in suitable jobs. Each veteran gives his age, education, civilian experience, Army training and states the kind of work he desires and feels that he can do efficiently. At the close of the program, employers contact the veteran at WCOV in regard to positions, but if the vet does not receive any calls whatsoever, he is given a letter of introduction from WCOV to different firms who might be able to use a man of his ability. If he still is not employed, a want-ad is run on the WCOV "Want Ads of the Air" program, stating his qualifications, address and telephone number. Program is conducted by Mrs. Raymond L. Winn, wife of the former commandant of one of Montgomery's large airfields.

— OHIO —

AKRON—Frank E. Shaffer, recently released from the Navy, where he was a lieutenant on a destroyer, has become an announcer at WAKR. . . . L. A. Pixley, district manager of the West Central District of the Westinghouse Electric Supply Company, has announced the appointment of Charles B. Kennedy as branch manager. Kennedy has been appliance manager of the Dayton Branch for the past year.

— NEW YORK —

NEW YORK—Dr. Eugene C. Oeder, general secretary of the Proportant Council of the City of New York will substitute for Dr. Earl Frederic Adams as moderator on the "Candle of Knowledge" program over WNYC for one time only, tomorrow, 9:15-9:30 p.m. . . . Clinton Bolton, joined the public relations department of Geyer, Cornell & Newell following his release from the U. S. Coast Guard, where he served as combat correspondent in the Pacific.

— CONNECTICUT —

HARTFORD—The Sunday "Report Connecticut" over WDRC, featuring Connecticut's Congressmen direct from Washington, is being shifted to Wednesday at 6:45 p.m., to accommodate the speakers. The show is also being taken over by three other stations, WBR Waterbury; WELL, New Haven, and WNLC, New London.

— SOUTH CAROLINA —

COLUMBIA—Clair Chadwell, formerly associated with WBT, WSAB, WELL, and WSSR, joins the WIS announcing staff Jan. 18. . . . Ernie Libby, recently discharged from the Air Forces, has been assigned director of promotion and publicity for WIS.

Mr. Discing Attorney Gets his man

Frank Bow, WHBC staff member and prominent Canton attorney, donned a war correspondent's uniform . . . flew to the Pacific . . . and brought back the recorded voices of "home-town" members of the armed forces. Local interest keeps Canton listeners tuned to WHBC . . . and your sales story gets friendly attention.



CANTON • OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

1000 WATTS FULL TIME



"WFDF Flint says we gotta win the peace."

a Helluva Hooper?

... yes a helluva good one. At all times 76% or MORE of all sets in use in Imperial Valley are tuned to KXO

MUTUAL DON LEE **KXO** EL CENTRO CALIF

SEE RAYMER

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275



Seek To Prevent Strike

NBC Leaders Predict Revealing New Year

Radio, which during the war became firmly established as an indispensable news medium, will now provide world news coverage on a scale and of a quality never dreamed of in prewar days. Niles Trammell, president of NBC, declared in his year-end statement issued yesterday.

"The National Broadcasting Company, America's oldest radio network organization, will celebrate its 20th anniversary in 1946," he said. "We

(Continued on Page 5)

WIBC Moves Headquarters Without Losing Air Time

Indianapolis—The transfer of WIBC headquarters from the Athletic Club to the Indianapolis News building was accomplished last week without any loss of broadcast time. The outlet signed off at 1:00 a.m. and telephone employes at the transmitter in New Augusta connected the WIBC and Mutual lines from the old studios to the new ones.

At its new home, the outlet has five

(Continued on Page 2)

"The American Farmer" Starts Jan. 5 On ABC

A new farm series, "The American Farmer," will be inaugurated by ABC Saturday, 12:30-1 p.m., EST. The program will provide on-the-spot coverage of the country's major agricultural events such as stock shows, breeders' sales, farm forum and state fairs.

Part of the program will deal with

(Continued on Page 7)

Airminded

Topeka—WIBW has purchased a 65-horsepower airplane for the use of the Farm Service Program. Gene Shipley, farm service reporter, will use the plane for obtaining his interviews with the farmers throughout the rural communities of the mid-West. It has been the policy of WIBW's Farm Service Program to interview various farmers, in an attempt to ascertain better methods of raising and producing certain mid-Western farm products. Pug Marquardt, station engineer, will accompany Shipley and will record interviews.

'Peace' Is Challenge To Radio Says Kobak

Radio faces its second quarter century in 1946 with an even greater sense of responsibility than that which it assumed during the war years, Edgar Kobak, president of the Mutual Broadcasting System, Inc., said yesterday in his report on operations for the past year.

"The horizons of the average Amer-

(Continued on Page 7)

Orchestrate Sound Effects As Result of BBC Music Ban

Use of "an orchestration of sound effects" will be employed by the British Broadcasting Company on next Saturday during the transmission of "Trans-Atlantic Call" dramatic

(Continued on Page 2)

Gov't Leaders Meet Radio Manufacturers In Attempt To Avoid Walkout Of Electrical Workers

Religious Workshop Meets in N. Y. Jan 7-12

Clifford J. Durr, of the FCC, speaking on "The Social Significance of Radio," will highlight the opening session of the second annual Religious Radio Workshop conducted by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian Churches. The workshop will meet Jan. 7-12, at the Gramercy Park Hotel and NBC and CBS studios.

(Continued on Page 7)

Bannerman Leaves CAB; Sedgwick Temporary Head

Toronto—Glen Bannerman, salaried president of the Canadian Association of Broadcasters, has resigned and Harry Sedgwick, president of CFRB, Toronto, has taken over the duties of

(Continued on Page 6)

Atlas Spokesman Denies Plans To Buy ABS Web

A spokesman for the Atlas Corporation of New York yesterday denied a rumor that their organization was contemplating the purchase of the Associated Broadcasting System. It

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Government leaders met here yesterday with representatives of General Electric and Westinghouse in a last-minute attempt to avert a strike which is expected to spread to the radio industry. Edgar L. Warren, head of the labor department conciliation service, was closeted with Westinghouse

(Continued on Page 5)

Preparation Complete For Truman Telecast

Washington Bureau, RADIO DAILY
Washington—Further details on the history-making television broadcast of President Truman's message to Congress on January 15, were announced yesterday.

Workmen installing television equipment at the Capitol expected the job to be completed in time for the broadcast.

In line with the White House's new

(Continued on Page 7)

Radio-Controlled Trains Being Tested In Canada

Montreal—In co-operation with the Canadian Marconi Company, the Canadian National Railways has for past year been experimenting with

(Continued on Page 2)

"Fascinating Developments" In 1946 Predicted By Porter

FCC Chairman Paul Porter on Tuesday predicted a new year of "fascinating developments" in radio.

In an address broadcast over ABC, Porter said in the next 12 months, the public will see "the curtain rise on fascinating developments which heretofore have been largely confined to the discussion stage."

Singling out FM and Tele, the FCC chairman said:

"FM is a new kind of broadcasting

—free of interference and conveying the full tones of music and the human voice with life-like fidelity. This type of broadcasting got started in a small way before the war, but today is poised for a rapid expansion. Whereas there are only about 50 FM stations on the air, I expect to see the number at least tripled or quadrupled during the next 12 months. Hundreds of additional stations will be under

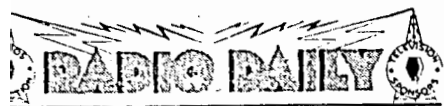
(Continued on Page 5)

Public Service

Knoxville—Within a half hour after having broadcast the first live interview with survivors of the Pineville, Ky., mine disaster, WNOX had originated a fund for survivors and in an hour had received over \$1,000. Fund continues to grow and now a special broadcast is arranged to hand over the fund to the committee in charge at Pineville.

City Pride

Milwaukee—The Joseph Schlitz Brewing Company, of this city, will sponsor on January 30, a special half-hour program over the ABC network commemorating this Wisconsin metropolis, giving facts and mentioning products which have made it famous. Scheduled from 9:30-10 p.m., there will be pickups from Hollywood, New York and other key centers of the country.



ol. 34, No. 2 Thurs., Jan. 3, 1946 Price 10 Cts.

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

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FINANCIAL

(Wed. Jan. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	190 3/4	189 1/2	190 1/4	- 3/4
CBS A	44 3/4	44 1/2	44 1/2	- 1/2
CBS B	44	44	44	- 1 1/4
Farnsworth T. & R.	19 1/8	18 1/8	18 1/2	- 3/8
Gen. Electric	47 3/8	46 5/8	47 1/4	- 1/2
Philco	44 1/4	43 1/2	44	- 1/4
RCA Common	17 3/4	17 3/8	17 1/2	+ 3/4
RCA First Pfd.	90 3/4	90	90 3/4	+ 1/4
Stewart-Warner	23 1/4	22 7/8	22 7/8	- 1/8
Westinghouse	35 1/2	35 1/4	35 3/8	- 1/8
Zenith Radio	41 1/8	40 1/2	40 1/2	- 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	23 3/8	23	- 1/2
Nat. Union Radio	8	7 5/8	- 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	9 5/8	10 5/8
Stromberg-Carlson	23 1/4	24 3/4

Lewis Leaves WHN

George Lewis, publicity director of WHN, New York, has resigned to open his own publicity office and to develop a Comedy Clinic as president of the Gag-writers Protective Association.

20 YEARS AGO TODAY

(January 3, 1946)

Richard E. Byrd and Floyd Bennett are preparing radio equipment for use in a proposed trip over the North Pole in a plane, the "Josephine Ford." Plane will be equipped with a short-wave transmitter to contact the base at Spitzbergen.



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

Coming and Going

FRED UTTAL and the entire cast of the ABC quiz program, "Detect and Collect," leave by plane today for Akron, Ohio, where they will present their program as part of the 75th anniversary celebration of the B. F. Goodrich Company, their sponsor.

WILLIAM A. BANKS, president and general manager of WHAT, is vacationing at Hollywood Beach, Fla.

MILT SAMUELS, West Coast publicity director for Young & Rubicam, is spending two weeks in New York at the home office of the agency.

EVELYN KNIGHT, femme singing star of CBS "Powder Box Theater," is in Baltimore, where she is scheduled for a two-week engagement at the Club Chanticleer.

HAROLD W. CASSILL, general manager of WKIP, Poughkeepsie, N. Y., was in town yesterday for conferences with the national representatives of the station.

BLUE BARRON, has his honorable discharge from the Army after 26 months of service with the Paratroopers and is returning to the networks with his "Music of Yesterday and Today."

SIDNEY ASCHER, has returned from Washington, D. C., where he conferred with cabinet officials.

HAROLD STEIN, Mutual network lensman, spent a five-day, cameraless holiday at the Goldman-Glenrock Club in Pleasantville, out in New Jersey.

Orchestrate Sound Effects As Result of BBC Music Ban

(Continued from Page 1)

show on CBS in lieu of the usual musical bridges, it was announced at BBC headquarters in New York yesterday. The innovation is a result of the Petrillo ban on the pickup of music by American networks originating in foreign countries. On "Atlantic Spotlight," BBC program beamed to NBC Saturdays no music will be furnished by the London studios. There will be music, however, during the NBC portion of the exchange show.

Radio-Controlled Trains Being Tested In Canada

(Continued from Page 1)

the yard operation of trains by radio, R. C. Vaughan, chairman and president of CNR has announced. Three-way communication, between locomotive and locomotive and locomotive and office, eliminates written train orders and signals. The system seems to have possibilities for improving operating economy and efficiency; "We are continuing to carry on test," Vaughan declared.

Hires Renews Sun. Show

Charles E. Hires Company has renewed for 52 weeks over ABC its Sunday evening program, "The Sunday Evening Party With Hires." Renewal is effective beginning January 27 and was handled through N. W. Ayer & Son.

WIBC Moves Headquarters Without Losing Air Time

(Continued from Page 1)

broadcasting rooms, a master control room, 18 x 10 feet, and a fifty-seat observation room. A piano and an organ are included as permanent equipment in the largest studio. The newsroom has three teletypes, with another slated for installation in the near future. All studios are completely sound-proofed.

Atlas Spokesman Denies Plans To Buy ABS Web

(Continued from Page 1)

was announced last Friday that the \$150,000 Atlas loan to Associated had been converted into network stock. Since the loan was made, Atlas representatives made a survey of the network's holdings and potentialities.

Associated Web Appoints Promotion-Publicity Head

Tom O'Brien, recently out of the Navy after three years service, and formerly on the staff of the Lansing State Journal, has been appointed director of promotion and publicity of the Associated Broadcasting System, it was announced yesterday by Leonard Versluis, president of the network. O'Brien fills the vacancy of Frank Brown who resigned last month.

Widely known in Michigan sports and journalistic circles, O'Brien was for five years sports editor of the Lansing State Journal.



Just BIG . . . isn't enough

We had a honey of a headline for that picture. But it was too tough, and probably a little prejudiced.

But just being big . . . isn't enough. What's the use of being hippopotamus-big if people persist in ignoring you as if you were a gnat? Without a bite?


In radio our little independent is strictly in the tiny class . . . BUT it's got a bite that reaches more people-per-dollar-spent than any of the other five radio stations in this sixth largest city in the U.S.A.

There are facts to prove this. Want to see them? Before you make up that budget?



W-I-T-H IN BALTIMORE

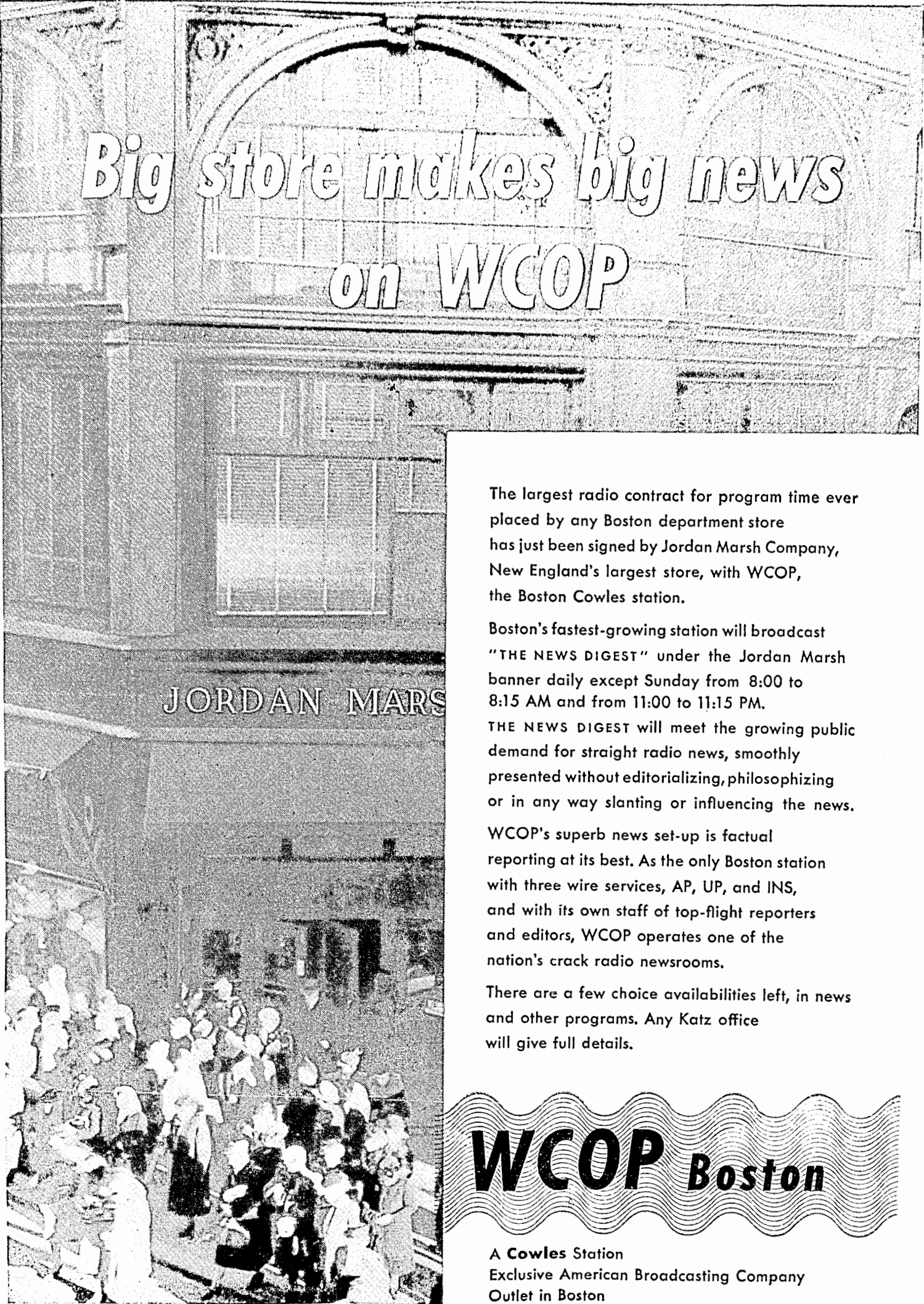
TOM TINSLEY, President REPRESENTED BY HEADLEY-REE



MUSIC has power

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

No wonder WDAS audiences say "Thank You!"



Big store makes big news on WCOP

JORDAN MARS

The largest radio contract for program time ever placed by any Boston department store has just been signed by Jordan Marsh Company, New England's largest store, with WCOP, the Boston Cowles station.

Boston's fastest-growing station will broadcast "THE NEWS DIGEST" under the Jordan Marsh banner daily except Sunday from 8:00 to 8:15 AM and from 11:00 to 11:15 PM.

THE NEWS DIGEST will meet the growing public demand for straight radio news, smoothly presented without editorializing, philosophizing or in any way slanting or influencing the news.

WCOP's superb news set-up is factual reporting at its best. As the only Boston station with three wire services, AP, UP, and INS, and with its own staff of top-flight reporters and editors, WCOP operates one of the nation's crack radio newsrooms.

There are a few choice availabilities left, in news and other programs. Any Katz office will give full details.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston

448480



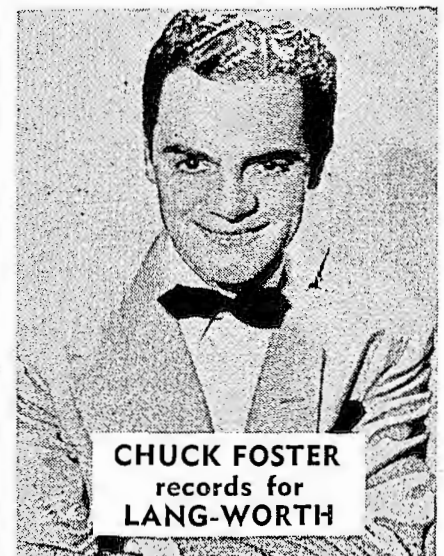
CHICAGO

By BILL IRVIN

RENEWAL of the Your Neighbor program and the placement of 576 station breaks and 124 one minute announcements headed the new business announcement last week for station WMAQ. The Weiboldt Stores Inc., through Needham, Louis and Brorby Inc., renewed the half hour musical program, Your Neighbor, heard over WMAQ from 8 to 8:30 a.m., CST, Mondays through Saturdays for 52 weeks, effective December 17. Of the one minute announcement business, the largest order was placed by the Anna Lucasta Company, through M. M. Fisher Associates, calling for 117 live announcements to be aired three a week for 39 weeks beginning January 14, 1946. The largest of the station break orders was placed by the Dr. W. B. Caldwell Company, through Sherman and Marquette, Inc. The order calls for 260 live station breaks to be aired five a week for 52 weeks, as of January 1, 1946. On behalf of Campho Phenique, Bowman Gum Company (Warrens Mint Cocktail Gum through Franklin Bruck) ordered 156 live breaks to run three a week for 52 weeks, starting January 7, 1946.

Mutual Benefit Health and Accident Association of Omaha, has renewed its half hour dramatic series, "Freedom of Opportunity," in a 52-week package deal, effective January 13, 1946, through Arthur Meyerhoff and Company. Program currently is heard from 7:30 to 8 p.m., Fridays, but will shift to Sundays, 9 to 9:30 p.m., starting January 6, 1946.

William A. McGuineas, commercial manager of WGN, Inc., opened the annual meeting of the sales department last week with a brief review of FM and television plans. Opening session featured a talk by Miss Linnea Nelson, chief time buyer for the J. Walter Thompson advertising agency, New York, who spoke on "Radio from the Agency Viewpoint." Robert F. Hurleigh, director of the WGN news room, also spoke on "Future WGN News Plans."



CHUCK FOSTER records for LANG-WORTH

Memos Of A Midnigher. . . !

● ● ● Philip Morris bought two new shows over the week-end to replace "It Pays To Be Ignorant," and the Barry Wood stanza. Evans and Mayer show replaces the former on Feb. 1st, while a package with Margaret Whiting, Herb Shriner, Johnny Desmond and Jerry Gray's ork preems on the 22nd in place of Wood. . . . Hal Hackett, Irving Lazar and Geo. Stern in from the coast for a big MCA pow-wow here. . . . Wrigley interested in the Vincent Lopez "Detect-a-Tune" ainer. . . . The boys were admiring Maggi McNellis' new "rock," a huge platinum ring banded with 25 diamonds, the other noontime at Toots Shor's. "What good is it," heckled Henny Youngman. "Where are you gonna get a battery for it!" Hear that Myron Kirk has a Texas oil king interested in backing him for the Kudner agency stock. . . . Marlo Lewis, V.P. of Blaine-Thompson, has the radio rights to "Craig's Wife," two-time Pulitzer Prize winner. He'll bring it to the air as a strip show under Walter Lurie's educated hand. . . . Mike Todd offered The Voice a fabulous fee to do a B'way musical in the spring, but it's no dice, according to report. . . . CBS buying the Alvin Theater for \$835,000. . . . Billy Rose was offered two million for his Ziegfeld house.



● ● ● Smallest build-up of the week: Kenny Delmar introduced to Persian Room fans by Hildegard as "the announcer on Eddie Cantor's program," which she had just played. Delmar said nothing about Sen. Claghorn, which ain't a joke, son. . . . Ella Fitzgerald, a surprise show-stopper in the dynamite Zanzibar show. . . . Jim Boles and his bride, Athena Lorde, arriving in town tonite from a coast vacash. . . . "Blind Man's Bluff," one of the best scripts we've yet heard on the NBC Mystery Theater, was author'd by Hank Warner, copy chief of CBS press info dept. . . . If Joan Edwards tells you she got her black eye by running into a door, you can believe her, by golly. She was going in one of those modernistic buildings and ran right smack into the all-glass door. . . . Jerry Devine's "This Is Your FBI" script for tomorrow nite deals with the juvenile delinquency problem and the current crime wave. . . . When USOing in "Anything Goes," Joy Hodges found a chair in Dijon, France, with "Hodges" written on the back of it, like a Hollywood director's chair. She was very excited at this honor until she learned that Gen'l Hodges had been using that house for his headquarters.



● ● ● Asked if he had had a nice Christmas, Geo. S. Kaufman cracked: "It was okay—only it needed a little cutting" Hollywood's Edith Gwynne tells us that Charlie Vanda, long since back at his civilian duties, freezes when addressed as Mr., and insists on being called Colonel Mary Pickford looking for an unknown to do some of the roles created by the late Doug Fairbanks. . . . LaGuardia's radio stint said to be for only 26 weeks and then he bows off to start his pitch for the Senate. . . . Alan Lerner, who labored on the Hildegard scripts before he became famous by authoring "Day Before Spring," returns to the chanteuse's radio stanza at a fat fee as a guest. . . . Mari Yanoisky no longer scripting the Kate Smith show, but will devote her time to documentary and dramatic writing. Also on the completion of her book, "No Man In The House" Ray Perkins upped to full colonel and on terminal leave. He's on his way to the coast to take up his radio chores where he left off. . . . Earl Wilson reports that Goody Ace had a recurrence of his old trouble some time ago—he was excluded from Jack & Charlie's 21 Club by somebody who didn't recognize his Kansas City kisser. His wife, Jane, said: "Poor Goody. He's free, white and can't get in 21."

There's hardly a station time salesman who hasn't heard a prospective advertiser say, "I would buy time on your station if I could find the right program." Many times this very advertiser is unable to state his preference in programs. More times than not the salesman is left to figure this one out himself.

So it's a comforting thought to the radioman to know that the labor has been removed from the task of program selection. You might have already received it, but if you haven't you'll want to send for your copy immediately . . . the "New Low Rate" folder recently issued by NBC Radio-Recording.

19 network-calibre NBC Syndicated programs are represented in this handy folder. Not only are thumbnail descriptions of each program included, but complete rate information (including many special discounts). The whole project was planned to introduce new low rates for NBC Syndicated programs. But it has proved such an effective selling aid to station salesmen that we have been swamped with requests for extra copies.

Armed with this descriptive folder, you'll be able to give a rapid, effective answer to the prospect who pops the question, "But what type of program can I use?" . . . you'll stand on solid ground when another advertiser contends "I need a different kind of radio show." These tough customers will be overwhelmed by the variety and the new low rates (as low as \$2.80 per quarter-hour program in many markets) of NBC Syndicated shows. They will be eager to attend that program audition you have been contemplating for them. That will be your cue to order audition records of the shows in which they are interested. Then they will acknowledge, as many others are doing every day, that NBC Syndicated shows are the best buy in Recorded radio today.

Write today for your copy of the folder, *New Low Rates for NBC Recorded Shows.*

NBC
Radio-Recording Division

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

Promising New Year Forecast By Porter

(Continued from Page 1)
 instruction. Also during 1946 manufacturers will be turning out FM receiving sets—most of them of the combination type so that the purchaser can tune in not only the new stations but also the present type station. You can judge how substantial the interest in this new FM service is when I tell you that some concerns or individuals have applied to the Federal Communications Commission for permits to construct new stations.

Envisions Bright Tele Future
 And then there is television. This day of January 1, 1946 only a few Americans—a corporal's guard have ever really seen television. There are only nine television stations on the air. But during the months to come, that exciting new form of sight-and-sound broadcasting will make significant advances. Approximately 150 applications to build stations have already been received by the commission. So great are the possibilities of this art for attracting the interest of the public that the operators are confident of establishing a sound basis. By the end of 1946, thousands of additional Americans will be seeing sports contests, public events, plays on a television screen in their warm and cozy living rooms.

But of course," he added, "there is more to broadcasting than its physical technical structure. The achievements of the scientists and the technicians are a challenge to the producers of radio programs. They are a challenge to match technical progress with inventiveness, imagination, and public service responsibility in program development.

The New Year we are now entering will be a fateful one in America's history. We must decide complex problems of grave import. The American people during 1946 will turn increasingly to their radio—not exclusively for entertainment and culture but also for information which will aid us in fulfilling our responsibilities as citizens of this nation and of the world.

Because of the necessity for us to participate intelligently in the democratic solution of national and world problems, and because of technical developments just ahead, radio broadcasting could play a important part in our lives during this new year of 1946 than ever before."

Spot Drive For I. J. Fox
 I. J. Fox, New York, launched a radio spot campaign on major New York stations Jan. 1, through Jan. 31, through the Kashuk Advertising Company.

NOT FROM HOLLYWOOD"
 is returning to the air!
 minute weekly transcribed program of film clips, interviews, previews. Write now for descriptive literature.
T. J. VALENTINO, INC.
 100 Bway. New York

Radio To Report World News On Vast Scale—Trammell

(Continued from Page 1)
 could not have picked a more auspicious time for this observance than this first year of world peace."

"In every aspect of sound broadcasting the broadcasters of the United States are better able to serve the public than ever before. The world's finest music and most inviting entertainment will be at the command of every listener," he pointed out, "public affairs will continue to be thoroughly covered in radio discussions and talks by authoritative speakers representative of all viewpoints."

"In the expanding cycle of industrial activity radio will play a more important part than ever before as an aid to the swift, economical distribution of manufactured products.

20th Anniversary
 "NBC's 20th anniversary year will also be marked by the launching of television on a national scale. Television stations will begin to be established in the nation's major cities. Television receiving sets will roll off the assembly lines. A television network will operate between New York and Washington, taking in the cities of Philadelphia and Baltimore."

Mullen Gives Views
 "Twelve months from now I am confident we shall look back on 1946 and say, 'This was Radio's greatest year.'" Frank E. Mullen, NBC president, looked upon the events of the world during 1945 as of such importance "that they may not again be equalled in our time." He asserted that "we are still too close to the picture of 1945 to realize fully what a momentous year it has been."

The ending of the two most terrible wars in human history, the death of America's wartime president, and the establishment of the United Nations Organization at San Francisco were considered among events that defy comparison in their significance.

Sees Industry Prepared
 "The war made unprecedented demands upon the resources, skill and public spirit of all broadcasters," he said. "I am confident that the nation's verdict is that they rendered their wartime services faithfully, efficiently and often with distinction."

"The new year finds the broadcast-

ing industry well prepared to meet its new responsibilities and opportunities in a world at peace. There are more broadcasting stations, more and better trained men and women to operate them, and more radio listeners than ever before. Television, commencing its development on a nationwide scale in 1946, will add immeasurably to the importance of radio as a medium of information and entertainment.

Pledges NBC To Service
 "The 2,421 men and women of the National Broadcasting Company, together with the six stations it owns and the 149 stations affiliated with the NBC network, can be counted upon in 1946 to render a service which in quality, variety, and public interest will even surpass their best efforts of the past twenty years."

Gov't, Industry Meet To Prevent Walkout

(Continued from Page 1)
 representatives in the morning and met with GE in the late afternoon. A previous conference with CIO United Electrical Workers last week brought the union comment that a strike was "inevitable."

Warren declined to detail results of the management conference except to indicate there was still a slim chance for settlement of the dispute.

Wage negotiations with a third big manufacturer of electrical appliances—General Motors—are still continuing but hopes for a peaceful settlement appeared dim.

Meanwhile, CIO president Philip Murray called heads of the United Electrical Workers to Washington for a conference today. The Union's executive board will meet in New York Saturday to set a date for the strike unless an agreement can be reached before that time.

"TONIGHT ON THE NEWS FRONT"



Glamorous Jane Russell and her famous husband, Bob Waterfield of Cleveland's pro-football Rams, are WGAR recorded.

Daily, WGAR's roving reporters capture newsworthy events via wire recorder. Nightly at 11 o'clock, highlights of these recordings are included in "Tonight On the News Front" . . . actual voices of people in the news, woven into the live story of the day's happenings. It is this kind of service that makes WGAR listeners respond more readily and remember longer.



FREE SPEECH "MIKE"

CLEVELAND'S
WGAR
 THE FRIENDLY STATION

5000 WATTS 1330 KC.
WEVD
 ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD
 WEVD—117 West 46th Street, New York, N. Y.

PROMOTION

Merchandising Bulletin

The KABC, San Antonio, merchandising staff is issuing twice monthly an attractive folder titled the "KABC Merchandiser" which is sent to the drug and grocery stores throughout the city. The folder invites the merchants to tie-in their displays with the nationally advertised products being advertised on the station by network or local programs. Attractive pictures of stars lend a neat appeal to the merchandiser. Copy also invites merchants to call the station for help in building window or floor displays. On the opposite side of the main body of the letter is a current program schedule of the station. W. Poundstone Jackson, of the KABC merchandise staff, is in charge of the publication.

For Anne Hayes

KCMO, Kansas City outlet for the American Broadcasting Company, recently mailed out over 2,500 folders to the entire drug and food fields in the greater Kansas City area. Folder tells the story of the "Today's Woman" program and Anne Hayes, who makes it her business to approach every one of her listeners on their own level. The folder also gives a clear description of Anne Hayes, emphasizing the fact that she is a mother and housewife and that she speaks from experience.

KMOX Book

KMOX has prepared an attractive carboard-bound book depicting the outlet's public service programs since the beginning of the national emergency. Piece is printed in two colors on heavy stock and is heavily decorated.

Bannerman Leaves CAB; Sedgwick Temporary Head

(Continued from Page 1)

the president's office pending appointment of a permanent honorary president in February. Sedgwick, formerly an honorary president of the Canadian organization, according to reports, will be offered the permanent post at the next meeting of the CAB board.

SKY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th TO 41st STREETS
WALTER JACOBS

★ AGENCY NEWSCAST ★

JOE HILL, a director and producer at Young & Rubicam for the past seven years, has joined Kastor, Farrell, Chesley & Clifford, Inc., to be radio director of the home office. James H. Wright, vice-president, continues in charge of radio at Kastor, Farrell, Chesley & Clifford's Hollywood office.

FREDERICK B. RYAN, JR. has been elected president of Ruthrauff & Ryan, Inc., by the board of directors. Ryan joined the company in 1928. . . . Frederick B. Ryan becomes chairman of the board. Co-founder with the late Wilbur Barlow Ruthrauff in 1912, Ryan has been president of the company since its incorporation in 1916.

THURMAN L. BARNARD has joined Compton Advertising, Inc. as vice-president and director, to serve in an important executive capacity. He was formerly a vice-president and director of N. W. Ayer & Son. He was in charge of Ayer's Detroit office when he joined the Office of War Information in March, 1943, becoming executive director of the Overseas Branch, with which he completed his service in October, 1945.

JOHN S. COFFEY, after three years in the Navy, has joined the research department of Doherty, Clifford and Shenfield. He was previously with the Campbell Soup Co. and the Scott Paper Co. At the time of his discharge Lt. Coffey was damage control officer on a destroyer.

HOYT ALLEN, former Army Master Sergeant, with service in Italy, Africa and Sicily, has rejoined the radio department of Benton & Bowles, and will assist on production problems. . . . Ted Barash has returned to the agency to do contact work on the Best Foods account. As a Navy lieutenant, he served in the Mediterranean and South Pacific.

FCC Engineering Dept., Undergoes Staff Changes

Washington—Further steps in reorganization of its Engineering Department were announced Friday by FCC. The Field and Research Branch will be headed by Assistant Chief Engineer George E. Sterling and will consist of four divisions: Field and Monitoring Division, headed by George S. Turner; Technical Information Division, headed by Dr. Lynde P. Wheeler; Laboratory Division, headed by Charles A. Ellert, and Allocation Division, headed by Paul D. Miles.

The Safety and Special Services Branch will be headed by William N. Krebs and will consist of three divisions: Marine and General Mobile, with Howard C. Looney as acting chief; Emergency and Miscellaneous, headed by Glen E. Nielson, and Aviation, with George K. Rollins as acting chief.

FRIENDS of Walter Schwimmer (partner in Schwimmer & Scott Advertising Agency, Chicago) announce the first donation of the Daisy Schwimmer Foundation for Cancer Research to the Cancer Research Department of Michael Reese Hospital, Chicago. A group of friends formed the Daisy Schwimmer Foundation last April as a living memorial to the late Mrs. Schwimmer. An annual award will be made and the funds from the foundation will be used each year to provide aid in the continuance of cancer research.

MERYL FRIEDEL, who has been handling radio promotion and publicity for the Treasury's War Finance Division in Washington since last April, has resigned effective January 5th. She has been called to Omaha, Nebraska, her home town, on business connected with her father's estate, for which she was named administrator after his death last October.

CAMPBELL-MITHUN, INCORPORATED, Chicago and Minneapolis, has resigned the following accounts: Beebe Laboratories, Inc., St. Paul; Brite-Ize Company, Chicago; Federated Hardware Mutuals, Owatonna, Minnesota; Dietene Company, Minneapolis; Leef Brothers, Minneapolis; McLaughlin Gormley King Company, Minneapolis, and National Dairy Council, Chicago.

CAPT. S. W. FINGER, JR., formerly with the Medical Administrative Corps, has joined Kiesewetter, Wetterau & Baker Advertising Agency, Inc. Prior to serving four and a half years in the Army, he operated his own agency in Newark under firm name of Finger & McCarthy.

GUILD COPELAND, formerly copy group head in the New York office of Dancer-Fitzgerald-Sample, Inc., has joined the copy staff of Cecil and Presbrey, Inc.

Spadea Named Manager Of CBS' Detroit Office

Joseph R. Spadea, CBS account representative in Detroit, has been appointed manager of the Detroit Office for CBS' network sales department, William C. Gittinger, vice-president in charge of sales for the Columbia network, announced early this week.

Spadea has been in the radio field since 1930, when he joined the Bureau of Broadcasting in Chicago. He has subsequently been connected with Scott Howe Bowen and the Edward Petry Company as Detroit manager, and "You" magazine. In making the announcement, Gittinger revealed that activities in CBS' Detroit office have reached their highest point in volume of billing in the accounts now handled by the office, which include Chrysler, Ford, General Motors (Frigidaire Division), Nash-Kelvinator, Electric Auto-Lite, Chef Boy-Ar-Dee and Ferry-Morse.



CAPT. P. A. SUGG, USN, formerly control supervisor in charge of technical operations for the Western division of NBC, has been hired as manager of WKOK, Oklahoma City, upon his discharge from the service. Sugg replaces Gayle Grubbs. During five years of naval service, Sugg had a major role in the development of Naval radar, with specialization in installation of radar devices on aircraft carriers. His last assignment was commander of the Corpus Christi, Texas, Naval air technical center. He is a native of Rock Ford, Col.

CAPTAIN ERWARD ANDREWS of New York, stage and radio star, who has led in Broadway productions and spent eight years of acting in various NBC and CBS radio shows, recently received his discharge from the Army and intends to resume his theatrical career.

BURTON M. ADAMS has returned to the NBC Station Relations Department as a station contact man following two and a half years of service in the United States Navy. Adams will handle all details in connection with co-operative programs.

New Station Applicants

Washington Bureau, RADIO DAILY

Washington—Four applications for new FM stations and one tele application were announced by FCC.

Allen B. DuMont Lab. Inc., applied for a construction permit for a new tele station in Cincinnati, Ohio.

FM filings include: Lee Seg Broadcasting Co., Houston, Tex.; Lucian E. Kinn, Fostoria, Ohio; Northwest Broadcasting Co., Minneapolis, Minn., and Birney Imes, Tupelo, Miss.

Writing Roosevelt Cantata

Washington Bureau, RADIO DAILY

Washington—Millard Lampell and Lyn Murray have been commissioned by the Treasury to write a Roosevelt cantata which is scheduled to be aired sometime in January, it was announced yesterday.

Mrs. Eleanor Roosevelt, who endorsed the idea, has been working with Lampell at her Hyde Park home giving background data on the President. Murray has already started on the music.

Send Birthday Greetings To—

Jan. 3

Maxine Andrews	Mary Guldin
Earl Harper	Lauretta Hopler
Elinore Gene Knudson	Ned Sparks
Freddie Rich	Andrea Mars
Murray Jordan	Buddy Kay

Preparation Complete For Truman Telecast

(Continued from Page 1)

Policy of "going to the people," it is known that President Truman has decided to push television into the nation's homes and a high percentage of his future talks will be televised.

In addition to televising the President's

Coverage

Television transmitters in New York, Schenectady, Philadelphia and Washington, will televise the appearance of President Truman before Congress, it was learned yesterday. In New York, WNBT, (NBC outlet), WABD, DuMont, and WCBW, CBS, will carry the transmission with General Electric's station WRGB in Schenectady and Philco outlet WTZR in Philadelphia figuring in the network. DuMont will cover Washington with their new experimental station at the nation's capital W3XWT.

President's address to Congress, equipment will be set up at the White House to give a complete picture of the day's events.

The telecast will mark the opening of A. T. & T.'s 225-mile long coaxial cable between New York and Washington.

Chamberlain Returns As CBS Chief Engineer

Captain Adolph B. Chamberlain has returned to his post as chief engineer of CBS after three years of service, it was announced this week. Prior to his Navy service he was with the network for 11 years, during which time he was responsible for the design, installation, operation and maintenance of many phases of broadcast equipment. He also supervised planning and supervision of station modifications and construction, including such installations as the transmitters of CBS outlets in Hollywood, Washington, New York, Boston and Los Angeles.

Started in Upstate New York

Chamberlain became chief engineer of WHAM, Rochester, N. Y. in 1927, and a year later was named general manager. In 1929 he joined the Buffalo Broadcasting Corporation as technical director and a year later was named its vice-president.

He is a former director of the Institute of Radio Engineers, and was appointed a Fellow of the IRE in 1932.

RADIO BROADCASTING DISCS

Miracoustic Day Circle 7-2965
Night REgent 4-2190

RECORDING STUDIO, CARL FISCHER, INC.
19 West 57th Street, New York 19, N. Y.

Radio's Responsibility Today Greater Than Ever—Kobak

(Continued from Page 1)

ican now encompass the globe as radio kept pace with the world-engulfing conflict and brought to the firesides of our nation daily reports from even the most isolated spots of the world," he said. "The strides in world news coverage of the war years will be implemented by newer and greater miracles of science as the industry's research experts move from their war tasks to the constructive and competitive days of peace.

"This global approach to the years ahead is at once a challenge and a trust. A challenge to the executive brains behind the radio scene to keep the industry flexible enough to move with the fast developing facets of the new world concept, which is even now reaching fruition in the United Nations Organization.

"A solemn trust walks hand in hand with this, for radio stands important as a disseminator of information and molder of public opinion. Just as it kept faith with the people during the dark hours of war, radio must carry the bright torch of truth and the democratic way of life down through the years of peace.

Has 284 Affiliates

"Mutual enters 1946 with 284 affiliates, an increase of 39 stations over 1944. The new stations, in the main, are in areas not heretofore satisfactorily receiving network programs from any source. Mutual continues to be the largest network in the world, covering more markets from within than any other chain.

"Expansion of the station relations department under vice-president Carl Haverlin continued throughout 1945 with location of field representatives in Chicago, Oklahoma City and Atlanta.

Reviews Gross Billing

"Mutual enters its 12th year with more of the nationally important advertisers on its client list than it has ever had before—five of radio's top ten advertisers are now sponsoring eight hours of radio fare per week over MBS—more top-flight and popular programs—more stations and with a gross billing of over \$20,500,000, which represents an increase of approximately 11 per cent over 1944, its previous peak year.

"Sales offices were opened in Detroit and Pittsburgh to augment those in Chicago, New York and on the West Coast, thus affording advertisers in those localities better network service, and widening the scope of Mutual's sales operation."

Public Service Planning

Kobak predicted that the industry will continue and broaden its public service policies throughout the new year, just as it did through 1945.

"The world entered a new era in 1945," he said. "An era which will in all probability be termed the Atomic Age. That Radio celebrated its 25th anniversary in the same year is more than apropos.

"Radio, and especially news cover-

age by radio, kept pace with the precedent shattering events of the year, which were to culminate in the atomic bomb and the Japanese surrender.

"Outstanding among events of the year broadcast over Mutual were the death of President Roosevelt, the surrender of Germany and Japan, and the announcement of the first atomic bomb raid on Hiroshima. None of these dramatic stories occurred beyond the reach of the microphone that sped the news and the subsequent details to an eager listening public.

Public Service Emphasized

"Mutual was also vitally aware of the public concern of various problems facing the country," Kodak asserted, "and therefore particular emphasis was given to programs of this type to provide important information."

He continued: "Much of the postwar debate on vital issues reached listeners as part of the regularly scheduled public service programs such as the 'American Forum of the Air' and 'Meet the Press,' the latter a complete innovation in programming in which listeners are afforded the opportunity to 'sit in' on bona fide press conferences between newspaper men and leaders in industry and other fields in the editorial limelight."

Engineering Expansion

The report also included important steps in technological development, the MBS chief pointing out:

"An integrated plan of development and expansion of Mutual's engineering facilities began in 1945 with the appointment of Esterly Chase Page, a pioneer in radio engineering, to the newly created post of Engineering Director.

"A comprehensive study of the network's present facilities and coverage, and its future FM requirements is now in progress to bring to Mutual all the technological improvements of the postwar era.

"This new department will be responsible for future FM and television activities and marks a step forward in Mutual's activities in these newer fields."

Religious Workshop Meets in N. Y. Jan 7-12

(Continued from Page 1)

under the co-chairmanship of Rev. Everett C. Parker, director of the committee, and Elinor Inman, director of religious broadcasts for the Columbia network.

Others slated to appear include Dr. Ross Snyder, University of Chicago; Erik Barnouw, Columbia University; Doris Corwith, NBC; Davis Edwards, Chicago Theological Seminary; Sydney Eiges, NBC; Edwood Hoffman, CBS; Robert Hudson, CBS; Frank Papp, NBC; Oscar Katz, CBS; Charles Monroe, CBS; Dr. Harrison Summers, ABC; and Wynn Wright, NBC.

Teaches Radio Techniques

Purpose of the workshop is to teach ministers and religious educators the techniques of broadcasting and methods of utilizing radio in the work of the church. Attendance is limited to radio chairmen of state and city church federations in the North Atlantic states. Instruction will be given in script writing, production, program planning and development, speech, promotion and publicity, and the psychology and philosophy of religious broadcasting.

"The American Farmer" Starts Jan. 5 On ABC

(Continued from Page 1)

farmers' reconversion problems, with Department of Agriculture experts to be available for discussions of agrarian trends and predictions of forthcoming events. Organized farm groups as well as the farm program directors of ABC affiliates will cooperate in the series.

The series will be under the supervision of Robert B. White, public service director of the web's Central Division. Skedded for this month are pickups from Hereford Heaven, Ada, Okla.; Purdue University and the Denver livestock show.

Ed Wynn In New York

Ed Wynn, who will revive his "Fire Chief" character in four stanzas of the "Texaco Star Theater," starting next Sunday on CBS, has arrived in New York to prepare for these appearances.

EXCLUSIVE!
WIBC
990 ON YOUR DIAL
EAGLE PRO GAMES
TEMPLE HOME GAMES
PHILADELPHIA

★ ★ ★ COAST-TO-COAST ★ ★ ★

— MICHIGAN —

DETROIT—Two hundred consecutive weekly broadcasts without a single miss, is the record of George Cushing, WJR news editor and moderator of "In Our Opinion." Operating nearly four years, over eight hundred persons in the headlines have been interviewed by long distance from coast to coast. . . Dave Zimmerman, WWJ announcer, has returned to the air lanes after nearly four years in the Army.

— PENNSYLVANIA —

PHILADELPHIA — St. Thomas More High School faces South Catholic, League titleholders, in the opening scholastic basketball tilt of the season to be aired by WIBG from Convention Hall, Friday night, Jan. 4. The game is the first in a series of 13 to be broadcast from the Convention Hall floor on successive Friday nights, under the sponsorship of Coca-Cola. . . Lt. Commander Chet Geise, has returned to WHAT as engineer.

— NEW YORK —

NEW YORK—The Rev. Carl V. Herran, executive secretary of the Servicemen's Council of the Protestant Council, New York, will deliver a religious address on WMCA's "Religion and Life" series, Saturday, Jan. 12. Dr. Herran's talk, titled "That They All May Be One," is presented on WMCA by the Greater New York Federation of Churches. . . **BROOKLYN**—Tatiana Pobers, distinguished Russian soprano, is now heard as soloist on the weekly program, "Music of the United Nations" over WLIB every Wednesday.

— TENNESSEE —

KNOXVILLE—Two discharged veterans to return to WNOX to resume announcing duties are: Charles A. McMahon of the Navy, who served as program director and announcer at WNOX in 1935, then went to WSPA, Spartanburg, S. C., serving until 1938 when he went to WCPO in Cincinnati, after which he was news manager and newscaster at WELI, New Haven, Conn., and W. R. Johnston, who served at WNOX in 1940 and 1942, when he joined the Marine Corps.

— CALIFORNIA —

SAN FRANCISCO—Russel Shaffer, former salesman with KANS, Kansas, and recently released from the Navy, has been added to the spot sales staff of KGO. . . John W. Elwood, general manager of KPO, recently announced the appointment of Henry Schacht as supervisor of public service in addition to his present post, director of agriculture. Leonard Gross, formerly director of public service for the station and recently discharged from military service, has been named as Elwood's assistant.

WANTED

PRODUCER—by live station in excellent market, to handle musical and other production. Prefer one who has had considerable experience within station itself. Person who qualifies for this position has unusual opportunities. Send qualifications and references to Box No. 102, Radio Daily, 1501 Broadway, New York 18, N. Y.

— MASSACHUSETTS —

SPRINGFIELD—Westinghouse Electric's WBZA-FM station is now operating on two frequencies for an indefinite period, involving its former band of 48.1 megacycles and the newly designated band 97.1 megacycles. H. E. Randol, station manager, in announcing the pending plan, explained that until new receiving sets are obtainable for the higher allocated band, WBZA-FM will continue to operate on two frequencies for the benefit of owners of pre-war FM sets who will either reconvert their old sets or buy new ones in the future. . . **GREENFIELD**—Capt. James L. Spates, recently released from the Marine Corps, has resumed his duties as manager of WHAI. Horace W. Nichols, who acted as manager in Capt. Spates' absence, will return to his former position as commercial manager.

— MISSOURI —

KANSAS CITY—Harry Grove, formerly an announcer at WAAF, Chicago, has joined the announcing staff of KCMO, after serving three years with the Army Air Forces. . . KCMO's new continuity editor, Ann FitzGerrell, comes to Kansas City from KVOO, Tulsa, where she worked in the program and continuity departments. . . Kirk Hammer, new addition to KCMO's announcing staff, comes to Kansas City from WREN, Lawrence, Kansas. Before his appointment at WREN, Kirk was with KFBI for two years, after serving in the Marine Corps.

— OHIO —

CINCINNATI—John M. Reynolds, recently returned after four and a half years as a lieutenant with the 8th Air Force in England and Belgium, has been added to the announcing staff of WCKY. . . Gary Lee, for the past three years with WKRC, has also been added to the WCKY announcing staff. . . **DAYTON**—For the gala opening of "Morton Show Case Company," E. George Sanders, president, signed with WHIO, the largest one-day contract on record in that city, purchasing five hours and forty-five minutes of radio time, all to be used on the opening day. The show featured all live talent including two orchestras, comedians, singers, specialties and staff announcers from WHIO.

— TEXAS —

DALLAS—"A Heart Goes To Sea," a true love story of the men and

KLZ
DENVER
CBS - 560 KC.

KLZ is a major sales force among the 1,134,100 persons in its primary service area.

REPRESENTED BY THE AGENCY

women in uniform, is the title of a new series of programs being aired over WFAA, for a quarter hour each Saturday. . . Will Orleans, formerly with WOAI as announcer and newscaster, has joined the program staff of the Interstate Theaters' Sunday afternoon "It's Showtime," heard over the Texas Quality Network. . . **SAN ANTONIO**—Francis J. Riley, has been named transmitter chief of the New 50,000-watt transmitter of KABC, which is expected to take to the air soon.

— FLORIDA —

MIAMI—Mayor Perrine Palmer, Jr., of Miami, extended his holiday greetings and those of the City Commissioners to the residents and visitors of Greater Miami during a special broadcast exclusively over WIOD. Clark Fiers, WIOD staff organist and June Melville, soprano soloist, were featured in the musical part of the program. . . **JACKSONVILLE**—Robert R. Feagin, general manager of WPDQ, has recently been appointed chairman of the Infantile Paralysis Campaign which is being held this month. . . Frank Taylor, Jr., assistant man-

ager, has been appointed tournament manager for the \$10,000 Open Golf Tournament which will be held in Jacksonville in March.

— LOUISIANA —

NEW ORLEANS—The WWL commercial dept. announced that a new serial, "Joe Palooka," will be broadcast Monday through Fridays, beginning Jan. 7. Based on the adventures of the famous comic strip character, the serial will present to radio listeners, in dramatic form, the problems of Joe Palooka, Knobby Walsh, Ann Howe and other creations of Artist Ham Fisher.

— WASHINGTON —

SEATTLE—Bob Ferris, recently released from the Army Air Corps as a lieutenant, has returned to KJR to take over his post as newscaster. . . Robert Ackerly, having served three and a half years in the Navy, has returned to the news dept. of KJR. . . Dick Keplinger, former head of the news and special events dept. of KJR, and now a sergeant in the Special Services Division of the Army, was a visitor over the holidays, returning to spend Christmas with his family.

KCMC

TEXARKANA

U. S. A.

American and Mutual outlet to the 4 States Area. KCMC throws a strong, clear signal to a population of 359,000 people, 239,000 of which reside within the 0.5MV/M Contour.

For additional information, write Frank O. Myers, Manager.



Railway and Highway Center — Texarkana is served by a network of four modern U. S. hard surfaced highways and four railroads with direct Eastern, Western, Northern, and Southern freight and passenger service; and by regularly scheduled Air Express, mail and passenger service. It has highway, railroad, and airline facilities enjoyed by few American cities.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 3

NEW YORK, N. Y., FRIDAY, JANUARY 4, 1946

TEN CENTS

NAB Board Hears Kirby

'Long Lines' Will Stay If Phone Workers Quit

Washington Bureau, RADIO DAILY
Washington — Threatened nationwide sympathy strike of telephone workers is not expected to affect operation of Long Lines, used by radio broadcasters, spokesmen for A. T. & T. Co. said here yesterday. Following word that the threatened sympathy strike might for the first time include workers on radio lines, NAB officials conferred with telephone company representatives in an effort to clarify the question. The network lines are operated by an

(Continued on Page 2)

MBS Opens New Studios At Web Headquarters

Mutual recently opened three new broadcast studios on the main floor of network headquarters at 1440 Broadway which are reported to incorporate the newest technical developments in the field.

Each of the studios, to be used jointly by WOR and MBS, is approximately 25 by 40 feet, with a 15 foot glass vision panel to permit production men and engineers an unob-

(Continued on Page 2)

Abernathy Gets ABC Post As Night Program Manager

Charles C. Barry, ABC's national program manager, announced this week the appointment of William Abernathy as night program manager.

Abernathy has been in radio for 16 years, most of that time on the an-

(Continued on Page 4)

Televising

Famous lawsuits of the past will be re-enacted in a courtroom setting on "You Be the Judge," new WCBW series which premieres over the CBS tele outlet tonight, 8:40 p.m. Three "judges" selected from the studio audience will preside over each trial, with a Victory Bond award to the one who comes closest to the original court decision.

Close Call

Phillips H. Lord, producer of the "Gang Busters," "Counter Spy," and other radio programs, was one of the passengers on the ill-fated Silver Meteor, which was derailed this week in South Carolina. Lord was unhurt, but received several cuts and bruises, despite which he worked side by side with other passengers in a rescue team.

Crosby Is Defendant In Kraft Court Action

Bing Crosby was yesterday named defendant in a suit for declaratory judgment and injunction proceedings, filed against him by the Kraft Food Co. in the Supreme Court of New York, N. Y. County. The complaint alleges that Crosby has refused to continue appearances on the Kraft Music Hall radio program on NBC in conformation to the agreement existing between Crosby and Kraft. Action

(Continued on Page 3)

Seek Construction Permits For Six New FM Stations

Six applications for construction permits for new FM stations and two applications for standard stations were announced yesterday by the FCC. FM filings included: J. W. Woodruff, trading as Atlanta Broadcasting Co., Atlanta, Ga.; Virginia Carroll, James S. Beaty, Jr., and William C. Beaty,

(Continued on Page 3)

Certified Poll Preview

Interesting trends in the balloting for the nation's "All American Radio Program of 1945" were revealed yesterday by Ross Federal Research organization which is conducting the annual certified poll for RADIO DAILY. In Boston voting shows Fibber McGee and Molly leading in the commercial program classification with Fred Allen garnering the most votes as favorite comedian. Lowell Thomas ranked first among the Boston press in the commentator category and the "Hit Parade" enjoys the most popularity among the popular musical shows.

Monday — Report on Los Angeles

Stresses Necessity Of 'Selling' Industry To Public; 1946 Meet To Chicago; Plan News-Freedom Group

KBS Business Jumps 53% During Past Year

Figures released yesterday by the Keystone Broadcasting System reveal a sharp increase in business during 1945, its fifth year of operation, as compared with the previous year. At the same time, the web announced 1946 contracts calling for "substantially more" billing than last year.

Gross billing for 1945 increased 53

(Continued on Page 6)

American Meat Institute Sponsors Waring On NBC

The American Meat Institute, Chicago, will sponsor Fred Waring and his Pennsylvanians on Tuesdays and Thursdays (10 to 10:30 a.m., CST) over the full NBC network of 149 stations, starting Jan. 15. Contract is for 52 weeks and was placed through Leo Burnett Co., Chicago.

Atomic Bomb Authority Will Address IRE Group

Maj. Gen. Leslie R. Groves, director of the atomic bomb project, will be the principal speaker at a joint meeting of the Institute of Radio

(Continued on Page 6)

West Coast Bureau, RADIO DAILY
Hollywood — That radio should use its media to "sell" industry to American public was the recommendation made by Edward M. Kirby, NAB's public relations counsellor to NAB board of directors, which opened sessions at the Hotel Roosevelt yesterday. He stressed that in a world made small by airplane and radio the issue will soon be that of government owned radio or free enterprise radio in the United States.

"We should not rest on our laurels,"

(Continued on Page 3)

REC Presents Check To Veterans Guidance

A check for \$1,013.62 was presented to the Veterans' Guidance in Advertising council yesterday by Murray Grabhorn, president of the Radio Executives Club of New York at the latter's mid-year business meeting at the Hotel Roosevelt. The amount was raised by the REC as the result of a raffle conducted shortly before Christmas, prizes for which were awarded

(Continued on Page 6)

Consolidated FCC Hearing For Two Indiana Groups

Washington Bureau, RADIO DAILY
Washington — FCC yesterday designated for consolidated hearing the applications of two Indiana groups, including a theater chain, for similar

(Continued on Page 2)

Scholarships

A \$500 citizenship award to the college or university of their choice, will be given to four mid-west high school senior girls by Burrige D. Butler, president of WLS, in honor of his wife, Ina H. Butler. The award is open to girls in rural and village schools where total enrollment is under 300, and goes to one girl in Illinois, Indiana, Wisconsin and Michigan.

To-Day — 319 Certified Votes — "All American Radio Program of 1945"



Vol. 34, No. 3 Fri., Jan. 4, 1946 Price 10 Cts.

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

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FINANCIAL

(Thurs. Jan. 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

'Long Lines' Will Stay If Phone Workers Quit

(Continued from Page 1)

affiliate of the telephone company, officials said, and the workers have stated that they will not join the strike.

Even if the employees did strike, it was pointed out, the jobs would be filled by personnel from the nets, since a tie-up of Long Lines would seriously hamper broadcasting.

It was previously thought that a nation-wide strike of telephone workers would pull out personnel on the Long Lines, which carry a much wider range of frequencies than the normal telephone line.

WANTED

PRODUCER—by live station in excellent market, to handle musical and other production. Prefer one who has had considerable experience within station itself. Person who qualifies for this position has unusual opportunities. Send qualifications and references to Box No. 102, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

TOM SLATER, Mutual network's manager of special events and sports, returned yesterday from Montgomery, Ala., and San Francisco. He had covered the Blue-Gray and Shriner East-West all-star football games.

ALAN YOUNG and the entire cast of his Tuesday program heard on WJZ and the American network, have left for Hollywood, where the comedian will make his film debut with 20th Century-Fox.

I. R. LOUNSBERRY, executive vice-president of WKBW, Buffalo affiliate of CBS, is in town on station and network business.

HAL GIESEL, general manager of WBCM, is expected early next week from Michigan for confabs with the national representatives of the station.

RALPH S. HATCHER, station relations manager in the central division of CBS, is in Gotham on a short business trip.

RICHARD HARKNESS, commentator on NBC, is back in Washington, D. C., after a few days of conferences at network headquarters in New York.

CHARLES BENZINGER, Columbia network publicist who served three years abroad in the Army Air Forces, has received his honorable discharge and has resumed his chores in the press division of the web.

NORMAN KNIGHT, general manager of WAJR, Morgantown, West Va., will be in New York the week of Jan. 9 for a visit with Mutual network officials and talks with media executives concerning the West Virginia Radio Corporation's proposed FM plans.

WALTER BEADELL, who in 1943 left the Chicago office of Joseph Hershey McGillvra, Inc., national station reps, to join the U. S. Navy as a radar specialist, has received his honorable discharge and has returned to the Windy City branch of the McGillvra organization.

MBS Opens New Studios At Web Headquarters

(Continued from Page 1)

structed view of the entire studio area. Built adjacent to one another, the studios are isolated only by a 12-inch wall with an additional internal wall that is mounted on rubber and springs and separated from the main wall by rock-wool blankets. Ceilings are hung from the building ceiling by means of springs, and the floor is floated on springs to prevent shock and extreme noise from vibrations transmitted by the building itself. Bumpers mounted on springs have been constructed along the baseboards to prevent sound effects equipment and pianos from bumping against walls.

The studios are separated from main halls by means of sound locks equipped with double doors. The new control desk provides a means whereby a remote broadcast can be fed to the desk without disturbing the program in progress. The control desks include facilities for handling programs originating from two points such as New York and Chicago.

The studios are also air conditioned, each having its own controlled thermostat to regulate temperature. Acoustically the new studios feature non-parallel surfaces which reduce the tendency of the room to resonate at one particular tone.

Consolidated FCC Hearing For Two Indiana Groups

(Continued from Page 1)

facilities in new standard stations. Syndicate Theaters, Inc., requested construction permit for a new station at Columbus, Ind., to operate on 1130 kilocycles, 500 watts, daytime, and the Universal Broadcasting Co., Inc., Indianapolis, had requested construction permit for a new station at Indianapolis, to operate on 1130 kilocycles, 10 kilowatts, unlimited.

FCC also announced the application for transfer of control of Matheson Radio Co., Inc., licensee of WHDH, Boston, from Alice E. Matheson and Ralph G. Matheson, to Fidelity Broadcasting Corp., a newly formed corporation wholly owned by Boston Herald-Traveler Corp. Under the terms of the transfer, not less than 90 per cent of the outstanding common stock would be sold for a total of \$823,807.

Buys Time On ABC Co-op

Philip Morris & Co., New York, this week began sponsoring Kiernan's News Corner, ABC co-operative program, on Station WJZ, New York, in behalf of Fleetwood cigarettes. Philip Morris will sponsor the program, featuring news commentator Walter Kiernan, Monday through Friday, from 6:05 to 6:15 p.m., EST. Cecil & Presbrey, New York, is the agency.



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 IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Advertisement for WDAS Philadelphia. Text: FOR RESULTS IN THE Philadelphia MARKET. Large stylized 'WDAS' logo. PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION.

Crosby Is Defendant In Kraft Court Action

(Continued from Page 1)

was filed by the Kraft company attorneys, Reed, Abbott & Morgan.

John H. Kraft, president of the Kraft Food Co., yesterday stated that "The contract between Crosby and Kraft originated in 1937 for services during that year and with options to Kraft to renew each year to 1950. We have exercised these options to date and have notified Crosby the option for 1946 is being exercised.

Action Not Unexpected

"However, Bing claims no agreement is in force, and Kraft has therefore filed this action in order that the court can determine whether their contract continues and is enforceable."

Crosby has been on a vacation more or less the entire past season and reports have cropped up from time to time in connection with new deals involving radio sponsors other than Kraft.

Seek Construction Permits For Six New FM Stations

(Continued from Page 1)

doing business as York County Broadcasting Co., Rock Hill, S. C. William C. Forrest, Greenfield, Wisc.; Santa Clara Broadcasting Co., San Jose, Calif.; Gazette Printing Co., Janesville, Wisc., and the Radio Voice of New Hampshire, Inc., Manchester, N. H.

Orlando Daily Newspapers, Inc., Orlando, Fla., applied for construction permit for new standard station to be operated on 1060 kilocycles, power of 1 kilowatt, unlimited, and W. W. Souch, Jr., Sam H. Campbell, Jr., and W. Hanes Lancaster, Jr., Durham, N. C., applied for construction permit for new standard station to be operated on 1310 kilocycles, power of 1 kilowatt, daytime.

KSO Asks Assignment

The FCC also announced the application for voluntary assignment of KSO, Des Moines, Iowa, from Kingsley H. Murphy to the Murphy Broadcasting Co. Under the application total stock in the new company would be issued to Murphy, amounting to 2490 shares of common stock at \$100 par value.

'Sell' Radio To U. S. Public, Kirby Tells NAB Directorate

(Continued from Page 1)

Kirby emphasized. He believes American system can continue by improved public service and reminding public of its service and said the public is pretty well pleased with war job that was done by industry.

1946 Meet To Chicago

The directorate named Chicago as site for 1946 annual national convention and October 21 to 24 inclusive, as dates.

It authorized President Miller to establish a "committee on radio freedom and news in all parts of the

NAB District Meetings

16th District—Roosevelt Hotel, Hollywood, Jan. 7-8; 15th District—Fairmont Hotel, San Francisco, Jan. 10-11; 17th District—Hotel Olympic, Seattle, Jan. 14-15; 10th District—Fontenelle Hotel, Omaha, Jan. 25-26; 14th District—Brown Palace Hotel, Denver, Jan. 28-29; 13th District—Baker Hotel, Dallas, Jan. 31-Feb. 1; 12th District—Tulsa Hotel, Tulsa, Feb. 3-5; 6th District—Peabody Hotel, Memphis, Feb. 7-8.

Tentative Dates: 11th District—Hotel Nicolet, Minneapolis, March 18-19; 8th District—Pantlind Hotel, Grand Rapids, Michigan, March 21-22; 9th District, March 25-26; 7th District—Hotel Gibson, Cincinnati, March 28-29; 4th District—Cavalier Hotel, Virginia Beach, Va., April 11-12. Other district meetings will be scheduled for April.

world." This is an indirect result of American broadcasters mission to Europe where broadcasters saw at first-hand results of State-operated radio.

Ivar Petersen, formerly assistant general counsel of the NLRB and head of the review division, was made assistant director of the new Employer-Employee Relations Committee, effective Feb. 1st.

A full director is yet to be selected. Following requests from broadcasters in various parts of the country for uniform time, the board will send a resolution to Congress asking it to take appropriate action.

Eric Johnston, president of the Motion Picture Association of America, and Byron Price, newly appointed vice-president of MPAA, have been invited to attend a banquet being given Friday night by the Southern California Broadcasters Association in honor of the NAB board of directors. This will mark the initial meeting of President Justin Miller of NAB and Johnston, and will also be a reunion of J. Harold Ryan, John Fetzer of the NAB board of directors, and Price, all of whom were prominent in the U. S. Office of Censorship.

Among members of board of directors attending sessions here are Clair McCollough, J. Harold Ryan, William B. Ryan, Hoyt B. Wooten, Les Johnson, Campbell Arnoux, P. Morency,

Fred Bortman Matthew Bonebrake, E. L. Hayek, William B. Smullin, John Fetzer, George D. Coleman, John Gillen, Jr., Martin Campbell, Hugh Terry, Harry Spence, Richard Shafto.

Members of the NAB directorate were guests at a luncheon Wednesday at Warner Bros. studio followed by a tour of studio. President Miller and Director William B. Ryan thanked Harry Maizlish, manager of KFWB, for arranging the affair.

New Members Accepted

Following have been accepted by the NAB Board of Directors for membership in Association: Active: KGAK, Gallup, New Mexico; KTEM, Temple, Texas; WKST, New Castle, Pa.; WINX, Washington, D. C.; WGNC, Gastonia, N. C.; WEST, Easton, Pa.; WORK, York, Pa.; WEED, Rocky Mount, N. C.; WAJR, Morgantown, W. Va.; WLAT, Conway, S. C.; WAAB, Worcester, Mass.; WEAN, Providence; WNAC, Boston; WHTD, Hartford; WJCC, Bridgeport; WMJM, Cordile, Ga.

Associate Members: Engineers—A. Earl Cullum, Highland Park Village, Dallas; Paul Foudley, Montclair, N. J.; W. F. Kean, Chicago; John J. Kean, Washington, D. C.; Frank H. McIntosh, Washington.

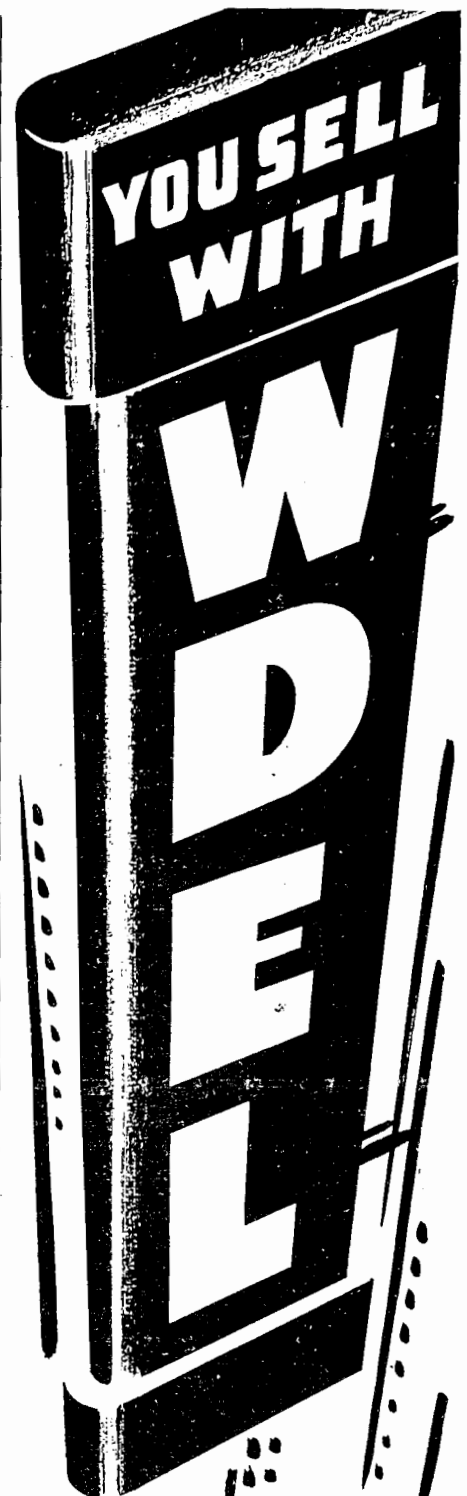
AM Applicants: Berkshire Broadcasting Corp., Danbury, Conn.; Gazette Co., Cedar Rapids, Ia.; Moline Dispatch Publishing Co., Moline, Ill.; Ohio-Michigan Broadcasting Co., Toledo; Vermont Broadcasting Co., Burlington, Vt.

Ryan, Feltis Report On BMB

As the first year of Broadcast Measurement Bureau operations come to a close, 602 radio stations, representing more than two-thirds of all United States commercial stations have become BMB subscribers. In addition, three of major national networks, ABC, CBS, and NBC have subscribed. Making his first report to the board of directors, J. Harold Ryan, vice-president of Fort Industry Company and chairman of board of BMB, said:

"We are most pleased to be able to report that entire operation of this first nation-wide study of radio families served by each broadcasting station in the United States is right on schedule. We are most appreciative of leadership and support that members of American Association of Advertising Agencies have given us. They have been most generous with their time and efforts during the first year of organization and planning."

Feltis said that endorsement of BMB by the overwhelming majority of all stations and major networks added to the value of BMB measurements already expressed by leading advertisers and agencies, and he stated it is expected that main stations which are not yet subscribers to BMB will affiliate with the bureau during meetings to be held in each section of United States during the next few months.



NBC
BASIC
STATION

WILMINGTON, DELAWARE

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Sales Representative:

PAUL H. RAYMER

LOS ANGELES

By RALPH WILK

MMUSICAL director Al Sack and Marlin Hurt, star of "Beulah" over CBS for which Sack wields the baton, are now collaborating on a series of new songs which will be introduced on the program. First is one appropriately titled "Lazy Bill."

John Guedel Radio Productions has taken additional space at the Plaza Hotel to handle details on the Red Skelton Show and the Carmen Cavallero Show. Gloria Hunt, secretary, and Keith McLeod, director of the Skelton Show, will be quartered there.

Tony Martin and Tommy Riggs made their first radio appearance since release from the service on Armed Forces Radio Service's "Mail Call" this week. Harry Von Zell acted as m.c. with Connie Haines, Meltones, Jack Douglas and Wally Mahar rounding out the cast.

Seventeen year old Lucyann Polk will be featured vocalist with Kay Kyser's orchestra on NBC's "College of Musical Knowledge," starting immediately. Lucyann will be the permanent replacement for Georgia Carroll, who is ill.

Abernathy Gets ABC Post As Night Program Manager

(Continued from Page 1)

nouncing staffs of ABC and NBC. Before his appointment he served as announcer on a variety of programs for the American web.

Other announcements by Barry included: James W. Bixler appointed assistant manager of the ABC music department. George Sax and Edmond Stevens will continue as assistant night program managers. Raymond Diaz is to be supervisor of night programs, and continues as supervisor of announcers.

Philip Frank Joins BMB

Philip F. Frank has joined the Broadcast Measurement Bureau in charge of subscriber service and educational activities dealing with the use of BMB data by stations, advertisers and advertising agencies, it was announced yesterday by John K. Churchill, research director for the bureau.

Frank comes to BMB from the business development department of the American Broadcasting Company. Previously he was public relations director of Associated Transport, Inc. and copy chief of the F. W. Prella Company.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



Personal Post-Cards. . . !

● ● ● IRVING BERLIN: ASCAP will hand you a full spoon of soothing syrup before the month is over, so don't do anything rash. . . . MILTON BLOW: Hear you made another fortune in the Schenley stock rise. Again and again and again. . . . WM. S. PALEY: What's the big pow-wow all about? Understand there are plenty of important changes in the wind. . . . RUTHRAUFF & RYAN: What's all the big doings going on in your neighborhood in the hush-hush manner? HUB ROBINSON: Are Foote, Cone and Belding buying a third half-hour for Campbell's? WALTER HOWIE: The story of the shakeup at Hearst's American Weekly is dynamite that's too hot for anyone's handle. . . . BILLY ROSE: What's with you and Donald Flamm? DORIS SHARP: Is it true that Ray-Tele is going out of business with Radio Registry taking over their clients? WALTER WINCHELL: Marshall Fields' next big deal will involve the frozen foods industry. . . . XAVIER CUGAT: A group of New Yorkers will offer you the defunct Club London. Fifty per cent of the gross for your end if you'll play there. . . . ORSON WELLES: Bill Bacher's production of "Leave Her To Heaven," now a top grosser, proves your contention that a radio background is a de luxe schooling station. . . . CLAUDETTE COLBERT: The audition was great, my coast spies tell me.



● ● ● JOAN ROBERTS: Caught you again in "Are You With It." You'll be a star until Mr. D.A. loses a case. . . . NICKY BLAIR: Did you know that your star dancer at the Carnival, Miriam Lavalley, doubled for Rita Hayworth in the dance sequences of "Cover Girl"? ROSEMARIE BRANCATO: After you tour with Sigmund Romberg, you'll open the spring season at the City Center with "Rigoletto". . . . JACKSON BECK: Too bad about the plans going astray. . . . RAY BLOCH: Your new contract on the Bourgeois show makes you radio's highest paid maestro. . . . ART MOONEY: Marvin Schenck's three trips to the Lincoln to hear your band weren't accidents, fella. . . . DANNY KAYE: Your Paramount p.a. will net you 15 G's per week. . . . DAVID STREET: Lois Andrews will vacation in N. Y. in Feb. . . . PAUL WINCHELL: In addition to your Roxy stint, you substituted for Hildegard at the Plaza and Buddy Lester at the Paramount. What, no radio show? RUDY VALLEE: Your answer to the critics was cutting your Christmas card mailing list in half. My, my.



● ● ● LOUIS SOBOL: Your pal, Paul Yawitz, sold his "Weep No More" to RKO for 75 thousand iron men. It will be Dick Powell's next starrer. . . . BOB CROSBY: Too much chatter for my time, young fella. . . . EVE LE GALLIENNE: What's this about your radio series, "Alice In Wonderland"? Sounds exciting. . . . TOMMY DORSEY: Your introduction at the Capitol of your singing boy as "the greatest singer since Sinatra," is too big a handicap for the youngster. . . . BUDDY DE SYLVA: When you come here for a rest, why don't you do just that? Your idea of writing a new musical while here is work, brother, and you don't need either the money or glory. . . . HEDY LA MARR: Your husband, John Loder, a bit disgusted with film treatment, is now being offered for an air series. Not bad, if you'd guest with him. . . . MITZI GREEN: Betty Comden and Adolph Green, authors of your "Billion Dollar Baby," are knocking out a radio show for spring audition. . . . MARI YANOFSKY: Kate Smith will write a col'm for Pageant mag. . . . SHERMAN DRYER: We'll be listening in to your "Exploring The Unknown" this Sunday on WOR. Hear your script about the atom is a honey and simple enuf for even Li'l Abner to understand. . . . TEX WEINER: Congrats on the new job as director of radio for the Chernow Co. . . . BOB BRUMBY: I predict a sponsor for your Mutual series within the next eight weeks. Wanna be?

CHICAGO

By BILL IRVIN

GEOERGE HALLEMAN, for two years a member of the Howard H. Wilson Company, has joined the Central Division National Spot Sales Department.

Popular Home Products, Inc., has signed a 52-week contract, with the American Broadcasting Co., Inc., for a one-half hour sponsorship of ABC's Saturday morning musical variety program, "Wake Up and Smile," over the coast-to-coast ABC network, beginning January 19, originating in Chicago studios. "Wake Up and Smile," replaced the Saturday edition of ABC's Breakfast Club in November. Heard from 8 to 9 a.m., CST, Popular Home Products, Inc., will sponsor the last half hour from 8:30 to 9 a.m., of the program. Product to be advertised will be "Staze."

Mutual Network's "Queen for a Day" show originated from WGN's audience studio on Dec. 27 and 28. Approximately 3,000 ticket requests already have been received for the December broadcasts, with studio seating capacity for the two broadcasts around 1100. For this reason tentative plans have been announced to bring the program back to Chicago in March for a week's stand at Medinah Temple in order to accommodate all those who were unable to get tickets for the December broadcasts.

Don Pontius is taking charge of co-op sales for the Mutual network office in Chicago succeeding Charles Goodman, who has left for work on the west coast. Pontius joined the MBS staff in Chicago in 1936 and left for Army service in October, 1943. He was with infantry communications and later became non-com in charge of France operations for the armed forces network.

Johnson Gets Field Post

Lawrence B. Sizer, sales promotion manager of Marshall Field & Company, announced this week the appointment of Robert Johnson as public relations manager.

Johnson, who was recently discharged after nearly four years in the U. S. Navy, formerly had been with Procter & Gamble.

McFadden Returns To NBC

Tom B. McFadden has returned from the armed forces to the news and special events department of NBC as a news writer, it was announced this week. He has been with NBC since 1934 and a member of the newsroom staff since 1935.

WANTED

Art Director—Agency or radio experience. Idea man. Do layouts, typography, production. Please state salary. Write Box 103, RADIO DAILY 1501 Broadway New York 18, N. Y.

AGENCIES

L. T. COL. ED CURTIN, has rejoined the staff of BBD&O, following five years of service with the United States Army. For the past two years Col. Curtin was stationed in China. Prior to joining BBD&O several years ago, he was with NBC press department.

SLOAN'S LINIMENT advertising campaign started January 1. This stepped-up drive will use national magazines, farm journals, 2,754 daily and weekly newspapers, and spot radio messages on selected stations. The Wesley Associates is the agency.

JOSEPH HERSHEY McGILLVRA, Inc., national station representatives, announces the addition of Stuart M. Kelly to the New York sales staff. Kelly served as lieutenant in the United States Army and was in the Pacific theater of operations for three and a half years.

JACK STEWART has been named to the post of radio director for Tower Realty Company, Baltimore, Md., it has been announced by Karl F. Steinman, president of the organization.

ALTON I. FURBISH has been appointed to the advertising department of the Hoffman Radio Corporation, Los Angeles, according to an announcement just released by Walter Addison Watson, advertising manager. Furbish will assist in editing "The Hoffman Transmitter," the company house organ, and direct company publicity. He comes to the Hoffman organization after having served three years in the Army Air Forces.

ENSIGN CHARLES E. FINSILVER has returned to Noble & Swars as art director and production manager following his return from active duty. Finsilver had been with Noble & Swars since 1938 prior to his service.

CARL S. BROWN, vice-president and manager of the New York office of Sherman & Marquette, Inc., has been elected a director of that firm.

LOWELL E. JACKSON, for nine years account and station relations executive on the Chicago staff of The Katz Agency, Inc., station representatives, has been elected vice-president and director of the company.

FRANCIS DUMREICHER has returned to the art department of McCann-Erickson, Inc., after eight months in the U. S. Army.

New Block Show on CBS

"Martin Block's Record Shop," a new half-hour transcribed program of the best in popular music, will debut over CBS stations Saturday, Jan. 12. From time to time Martin will interview one of the artists whose records he plays and every week will present "back-stage" information for his listeners about these leading figures in the world of popular music.

Requests For Power Boosts Pacing Applications At FCC

Washington Bureau, *RADIO DAILY*
Washington—Headlining a flood of applications for new facilities reported by the FCC at the close of last week was a request for super-power by WOAI, San Antonio, Texas. Power of 75 kilowatts was asked by the station—an NBC affiliate now operating with 50 kilowatts. Licensee is Southland Industries, Inc.

Another power boost was asked by WNEW, New York, which seeks to operate with 50 kilowatts instead of its present ten, on the 1130 band it now occupies. The station now uses directional antenna day and night, but has applied for permission to use directional beam only at night.

WFIL, Philadelphia, is another station seeking greater power. Its application calls for a boost in power from one to five kilowatts, with directional antenna for day and night use. Operation is on the 560 kilocycle band.

WSAZ, broadcasting on 930 kilocycles from Huntington, W. Va., also seeks a power boost from one kilowatt day and night to one kilowatt night and five kilowatts day, with directional antenna at night. Still another such applicant is WMPS, Memphis, Tenn., which would change from 1460 kilocycles to 680 and boost its power from 500 watts night and one kilowatt daytime to five kilowatts night and ten kilowatts daytime. WCOC, Meridian, Miss., which operates on the 910 band, has asked an increase in power from one kilowatt to one kilowatt night and five kilowatts day.

The application of the Chicago Federation of Labor to increase the power of its station, WCFL, from 10 to 50 kilowatts was also received, with an amendment regarding directional antenna. The station operates on 1,000 kilocycles.

At the same time, Commissioner Denny okayed the move of United Broadcasting Co., San Jose, Calif., to amend its application for a new station to specify the 1370 band with one kilowatt day and night instead of the 1380 band with only 250 watts.

KVAK, Atchison, Kansas, seeks to change its frequency from 1450 to 1200 kilocycles, thereby promising a challenge to the plans of WOAI. KVAK would also increase its operating power from 250 watts day and night to one kilowatt day time only.

A number of applications for new stations were also reported, including the following: Radio Americas Corp. for stations in San Juan and Mayaguez, Puerto Rico, to operate on 790 and 950 kilocycles, respectively, each with one kilowatt unlimited; Pacific Frontier Broadcasting Co., Honolulu, to operate with 10 kilowatts unlimited on the 690 band; North Jersey Radio to operate in Newark on the 1430 band with five kilowatts unlimited—actually using the facilities of WBYN, Brooklyn.

Also the A. S. Abell Company, Baltimore, Md., to operate on the 850 band with one kilowatt unlimited;

The Blue Grass Broadcasting Company, Versailles, Ky., to operate on the 940 band with one kilowatt unlimited; Joseph T. Connelly, George Lewis and David P. Gullette, Williamsport, Pa., to operate on 1340 band with 250 watts unlimited; The Tube City Broadcasting Co., McKeesport, Pa., to operate on 870 kilocycles with one kilowatt daytime only; John W. Davis, Portland, Ore., to operate on 1490 kilocycles with 250 watts unlimited; The Natrona County Tribune, Casper, Wyo., to operate on 1230 kilocycles with 250 watts unlimited; J. E. Rodman, Bakersfield, Calif., to operate on 1230 kilocycles with 250 watts unlimited (Rodman had previously filed for 1340 kilocycles, but has altered his application).

Also Homer Rodeheaver, Winona Lake, Ind., to operate on 1250 kilocycles with one kilowatt unlimited.

The Skyland Broadcasting Corporation, of Dayton, O., seeks to alter its application for a new station to request power of one kilowatt day and five kilowatts night with directional antenna instead of one kilowatt with daytime operation only. Band assignment asked is 980.

New FM applications reported by the FCC include those from the Easton Publishing Co., Easton, Pa.; United Broadcasting Co., Seven Hills Village, Ohio; Delaware Broadcasting Co., Wilmington, Del.; Hoyt B. Wooten, Memphis, Tenn.; Tri-State Broadcasting Co., Evansville, Ind.; Sentinel Radio, Evanston, Ill.

Dismissed at the request of Attorney were FM applications from the Ohio Broadcasting Co., Inc., for Marion and East Liverpool, Ohio; RadioOhio, Inc., for Marion, and Gibraltar Service Corp., Philadelphia.

Testimonial Dinner Honors Ted Gamble's Gov't Service

More than one thousand persons are expected to attend a testimonial dinner to Ted Gamble, wartime chairman of the Treasury's War Finance Division, Monday night at the Waldorf-Astoria. Speakers will include Lieut. Gen. A. A. Vandergrift, commandant of the Marine Corps, and Henry Morgenthau, Jr. The dinner is sponsored by the War Activities Committee of the Motion Picture Industry.

Williams Takes Post With DuMont Laboratories

C. Edwin Williams, for three years an executive in the radio and radar division of the WPB, has been appointed general manager of the cathode ray oscillograph and tube division of Allen B. DuMont Laboratories Inc. He will make his headquarters at the firm's main offices in Passaic, N. J. A graduate of St. Lawrence University, Williams has broad administrative and executive experience in the business and newspaper fields.

PROMOTION

Display Tieup

Upwards of 250,000 customers of Milwaukee's Independent Packing House Super Markets grocery chain will view the new wall and merchandise displays, promoting Pillsbury's Sno-Sheen Cake Flour and The "Grand Central Station" program. The campaign is aimed at adding impetus to the contest now being featured on the "Grand Central Station" program and is one of a year round series offered by WISN to sponsors whose products are sold in the super markets.

"Listen Here"

First issue of "Listen here," a four-page, two-color station trade organ, was published by WTAG, for distribution to local clients and advertising agencies. Magazine is in coated stock with title imprinted over a mike denoting "580", station's location on the dial. Organ contains a sketch and biography of a client, half-tones, a "Dial-Log" column with personal notes on advertisers, and stories on all aspects of radio, both local and national. A monthly publication, future issues of "Listen Here" will also contain general stories of interest to clients.

Special Check Vouchers

Check vouchers have been incorporated by Henry Souvaine, Inc., for broadcasting and entertainment purposes in paying a person or persons any amount desired without becoming involved with records or books. The condensed form of bookkeeping is attached to the check itself, ready-made to fill in the dates of the performance, the amount of the payment, the amount of each deduction and all other pertinent information necessary for tax purposes which may be retained by the artist.

Major Tincher Decorated

Maj. Robert R. Tincher, who returned Dec. 1 to WNAX, Yankton, South Dakota, as general manager, after having served four and a half years in the Armed Forces, has been awarded by the Commanding General, APO 103, U. S. Army, the Bronze Star for meritorious service in connection with military operations.

"Boston Blackie" In New Slot

"Boston Blackie," mystery program starring Richard Kollmar in the title role, supported by Maurice Tarplin and Lesley Woods, and currently heard over WJZ, on Thursdays, 7:30-8:00 p.m., moves to a new day, effective January 8, when it will be heard on Tuesdays, 7:30-8:00 p.m., over the same station.

Wayne Leaves 'Cavalcade'

Milton Wayne, the assistant story editor on the "Cavalcade Of America," has resigned, it was announced this week. He is succeeded by John Gibbs who has been active in theatrical work for the past few years. Wayne's plans are not known.

REC Presents Check To Veterans Guidance

(Continued from Page 1)

at the annual Christmas party on December 20.

In accepting the presentation, Philip Kelly, chairman of the finance committee of the VGA, praised the zeal and patriotism displayed by such organizations as the REC in coming to the aid of veterans in their quests for jobs in the fields of advertising and selling. The Veterans Guidance project is one of several undertakings which, it is hoped, Kelly said, "will prevent the recurrence of any such situation as prevailed following the first World War when discharged service men were faced with no small difficulty in finding employment." He further indicated that the widely-publicized work of aiding vets has not been as productive as might have been expected, since a certain apathy on the part of the public, industry has been evident in the past few months. "I want to impress upon you the importance of this cause, and the importance of this donation," Kelly told the members of the REC, "and to thank you sincerely for the help this check will be in attaining our goal." The figure set by the VGA is \$30,000, he announced, \$21,000 of which has been obtained to date.

Elon G. Borton, chairman of the board of the VGA, and president of the Advertising Federation of America, announced that other cities throughout the country have followed the pattern set by New York in assisting discharged men, supervised by local advertising clubs. Importantly included among these cities is Boston, Mass.

Ruth Perry, executive director of the VGA, revealed that within six months the number of vets interviewed has almost trebled, indicating that the entire operation entails heavy expense and a great deal of time.

Committees Report

Reports on membership, finances and future plans for the REC were made to the attendance, also the recommendation by Grabhorn for club support to the annual drive of the Greater New York Council of the Boy Scouts of America.

Particular emphasis was laid on the membership phase of the proceedings, with a report by Marvin Kirsch, chairman of the membership committee, revealing that current members number 589. He urged intensifying the membership drive by adding to the committee.

Plans for a permanent home for the Radio Executives Club were discussed as a result of a suggestion by Claude Barrere, treasurer of the club, and it was decided that a committee be appointed to study possibilities for such a project.

Seated at the speakers table were: Philip Kelly, Mrs. Ruth C. Perry, and Elon G. Borton of the VGA; Murray Grabhorn, REC president, and REC executive board members: Warren Jennings, Marvin Kirsch, Patricia Spaulding and Archie Braunfeld.

WORDS AND MUSIC

By HERMAN PINCUS

WHEN Frank Sinatra and Buddy Rich were with Tommy Dorsey, they were fast friends . . . when Buddy decided to lead his own orchestra, the Voice became his "angel" . . . during rehearsal for the band's opening at the Terrace Room in Newark, Sinatra heard Buddy clowning around with the words to the ditty, "Aren't You Glad You're You?" and suggested that he "try singing with the band" . . . the skin-beater tried and henceforth will handle the vocal honors as well as the baton.

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RADIOLOGY:—The "NBCarnation Contented Hour," batoned by Percy Faith, starts its 15th consecutive year, Monday . . . the new series will feature guest artists each week and will originate in Gotham. . . ● The February issue of "Picture News," will carry a three-page "success story" on Perry Como. . . ● "Betty & Buddy," harmony-comedy team, heard Wednesdays via WJZ, should be given an ABCoast-to-coast spot . . . the team is slightly sensash. . . ● Marie Rogndahl, lovely NCACanary, will be heard in her operatic radio debut, Jan. 16 when she sings "Rigoletto" on "Great Moments In Music". . . ● Just returned from a concert tour, the First Piano Quartet will start its sixth year of NBClassic programs, Saturday . . . new time is 4:30 p.m. . . ● The Glenn Miller Orchestra, conducted by Tex Beneke, will make its NBCivilian debut Saturday, Jan 12, on the "Eileen Barton Show". . . Don W. Haynes is the manager. . . ● Cyril Armbrister will take over the direction of "Real Life MBSStories." . . . ● Frank Papp's next World's Greatest Novels series will be "Ninety-three," by Victor Hugo. . . ● Stuart Buchanan's ABCComedy-romance, "Jones & I" Sundays, is delightful. . . ● Ed Byron's Dec. 19th "Mr. D.A." script on tolerance drew plenty of plaudits from listeners, including a rave from Mrs. F. D. R. . . . ● Robert Crum, the pianist, who guested on Hildegard's NBCiggie program last week, only had two minutes of air time, but that was enough to prove the lad is big-time.

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TIN PAN ALLEY-OOPS:—The great vote, polled by Sammy Smith for the Council of the Music Publishers Contact Men Union, proves our contention that Sammy is one of the most popular songpluggers along the stem. . . ● Don W. Haynes, under whose management Glenn Miller rose to the top, has just signed Johnny Desmond to record exclusively for Victor . . . the bobby-sox heart-throb started his meteoric climb as the GI vocalist with the Glenn Miller Army Band. . . ● Jefferson Music has a novelty with a surprise twist in the Bob Hilliard-Walter Bishop ditty, "Surprise Party." . . . ● In last week's pillar we credited the tune, "Seems Like Old Times," to Robbins . . . the Loeb-Lombardo song is a Feist publication . . . (hope this correction makes the Florida sun shine brighter for J. J. Robbins who merely owns both firms) . . . ● Henry Tobias, writer of "Miss Me" and other hits, has resigned from the staff of Chelsea Music to free-lance special material for radio . . . latest assignment is Philco's "Hall of Fame," the ABCoast-to-coaster. . . ● Columbia Records will CBSponsor a series of Saturday programs, starting January 12 . . . program will feature platters by Columbia Recording artists with Martin Block, emcee. . . ● Martha (The Mouth) Raye, currently featured at Nicky Blair's Carnival Cafe in Gotham, has collabbed with Blackie Warren on a double-talk bit of five titled, "Thank You Very Large." . . . ● Songhits Mag has named Danny O'Neil "outstanding new singer of 1945" . . . ● Al ("Confessin'") Neiburg and Henri Woode have placed a possible hit-parader, "There I Go Dreamin' Again" with Jewel Music. . . ● Next Wednesday listeners will be CBSerenaded on the "Great Moments In Music" show with an all-Fritz Kreisler musicale . . . the distinguished violinist (unknown to many), is one of ASCAP's top-ranking composers. . . ● Courageous Jane Froman may regain the use of her legs after her recent (18th) operation. . . ● Matty Malneck, "Duffy's Tavern" Maestro, clefted "Moonlight Propaganda" for the 20th Century-Fox flicker, "Kitten On The Keys."

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KBS Business Jumps 53% During Past Year

(Continued from Page 1)

per cent over the previous year, and 74 per cent more advertisers employed the web's facilities than in 1944. The increases were attributed in large part to the end of the war and a subsequent intensification of sales activity by national advertisers in the "beyond-metropolitan" markets served by the network.

This year, according to Michael M. Sillerman, president, KBS will increase its programming activity in an effort to bring to the small stations programs that will build audience as well as represent revenue. To this end, the web will pick up many of the major wire network shows. Lum 'n Abner, Burns & Allen and others are presently included in the KBS service, Sillerman said, with some of the "very largest features" to be added during 1946.

During 45 months of war, he added, KBS, through its affiliated outlets released programs that tied in with the war effort in the aggregate of 415,180 station hours.

Atomic Bomb Authority Will Address IRE Group

(Continued from Page 1)

Engineers and the American Institute of Electrical Engineers to be held Jan. 23 at the auditorium of the Engineering Society in New York. He will speak on "Some Electrical, Engineering and General Aspects of the Atomic Bomb Project."

Subjects Listed

Presentation will be held at the IRE meeting at the Hotel Astor. The categories of subjects and the number of papers to be given in each are as follows: Military Applications of Electronics, four papers to be presented Thursday morning, January 24; Frequency Modulation and Standard Broadcasting, four papers to be presented Thursday morning; New Circuit Developments, four papers to be presented Thursday morning; Television, nine papers to be presented Thursday afternoon; Radio Navigation Aids, seven papers to be presented Thursday afternoon; Vacuum Tubes, six papers to be presented Thursday afternoon; Microwave Vacuum Tubes, five papers to be presented Friday morning, January 25; Antennas, five papers to be presented Friday morning; Radar, seven papers to be presented, Friday afternoon; Microwave Techniques, seven papers to be presented Friday afternoon; Crystal Rectifiers, four papers to be presented Friday afternoon; Industrial Electronics, six papers to be presented Saturday morning, January 26; Communications System and Relay Links, five papers to be presented Saturday morning; Radio Propagation, five papers to be presented Saturday morning; Broadcast Receivers, five papers to be presented Saturday afternoon; and Quartz Crystals, four papers to be presented Saturday afternoon.

Predict Heavy Demand For Tele Sets In '46

Six of every 10 consumers will buy television receivers within the next two years, discounting the theory that video will be an expensive item in the average home, Leonard F. Cramer, executive vice-president of Allen B. DuMont Laboratories, Inc., said over the weekend in a year-end statement. Prospective buying figures were based on recent surveys.

Discussing DuMont's role during the war years, Cramer emphasized that, while the development and manufacture of precision electronic equipment was its chief mission, television did not go untended.

His complete statement follows: "The job which was to be done by the Allen B. DuMont Laboratories during the past war concerned itself entirely with precision electronic equipment. We were called upon and were able to design and manufacture dependable instruments of the most complicated variety and do this under pressure of extremely short time schedules. The work primarily concerned itself with cathode-ray tubes, Radar and its cousin-Loran. Our Research and Development Engineering Department worked closely with the Massachusetts Institute of Technology, Naval Research Laboratory, the Signal Corps, Chemical Warfare Service and other similar organizations.

"Our long-time interest in television previous to the war was continued on an overtime basis. Production of television shows did not cease. We instituted many program experiments and cooperated with advertising agencies and clients in exploring the commercial possibilities of television programming and production. "Cathode-ray tube development obviously engaged a great portion of our time. This included experiments with new and better production methods, screen materials and revolutionary designs. Ultra-high frequency tubes and multi-gun tubes were some of the results of this research. Improvements in the design of the 20 in. tube were made which provide the large picture and the brilliant contrast which is being called for by the public in television receiver design.

"Our prospects for the sale of Television receivers are gratifying. The results of continuing surveys show that 6 out of 10 consumers expect to buy television receivers within the next two years. These surveys show that television will not be the rich man's play-toy, but that sizeable percentages of every income bracket intend to be television receiver owners. "The number of applicants for commercial broadcasting licenses with the F.C.C. has reached 156. This indicates

COAST-TO-COAST

—NEW YORK—
NEW YORK—"Keeping the Four Legs of Your Table on the Ground," is the subject of Carole Stupell's talk in an interview with Ella Mason over WHN today, Jan. 4, in a broadcast direct from the Hotel Edison. Miss Stupell will reveal her ideas on how to keep the romantic aura of the dining table far beyond the honeymoon period. Among other suggestions, Carole will describe her "love set" idea, intriguing "just-for-two" services that make it easy for any bride to have a series of provocative settings to make her husband feel that every dinner is a special one. . . . Added to the list of returned veterans who have been reinstated in their former positions are: Edward Kissack, Joe Grafalo, Tom McCue, Edward Martin and Bernard Zimney in the engineering department and John Pastore, Richard Dia and Walter Scott as musicians. In addition, Guilio Miranda has returned to his former position as monitor.

—MASSACHUSETTS—
BOSTON—Heloise Parker Broeg, the mother of WEEI's Food Fair program, which is broadcast daily, has been invited to address the Boston Steward's Club, at the Hotel Lenox where she plans to outline to the hotelmen what women look for in good food and service. . . . Lieutenants Henry Greene, Arch MacDonald and Wendell Davis, all of the U. S. Navy, have returned to their former positions at WBZ. In returning, Greene transferred from the service to the sales dept., while MacDonald rejoined the announcing staff and Davis the news room.

—MISSOURI—
CAPE GIRARDEAU—For the sixteenth consecutive year, the KFVS Christmas Tree Club collected toys for the needy children of Cape Girardeau. Three weeks prior to Christmas, a daily fifteen-minute program was presented by Virginia Bahn, the Christmas Tree Lady who appealed to all the children to bring their toys, new and old, to the KFVS studios and become a member of the Christmas Tree Club. The toys were then distributed by the station to various charitable organizations of the city, who in turn distributed to individual needy families.

—WEST VIRGINIA—
MORGANTOWN—Norman Knight, general manager of WAJR recently announced that all out-of-town basketball games played by West Virginia University will be broadcast by the Morgantown outlet. Handling the play-by-play accounts of the cage sport will be Charlie

that American business has forseen the investment possibilities in television. DuMont has already on file a great number of reservation forms for the delivery of transmitting equipment as soon as it is available. These orders are not only from prospective owners in the United States but include Canada, Central and South America as well.

"All in all, 1946 seems to be shaping up as 'Television Year'."

Snowden, veteran sports announcer recently discharged as a captain in the Army, with Bob Stanley handling the color assignment. In all cities visited, in addition to the play-by-play broadcasts, interviews will be arranged by Snowden with sports celebrities and recorded by use of WAJR's new magnetic wire recorder to be played back at later dates. This marks the fourth consecutive year that WAJR has broadcast West Virginia basketball games. . . . HUNTINGTON—Ella K. Porin, formerly associated with WCHS as news editor, has been transferred to WSAZ as continuity writer and writer of local news.

—LOUISIANA—
NEW ORLEANS—Diners in the Roosevelt Hotel coffee shop and fountain lounge were given a chance to earn canceled lunch checks, theater tickets and cash prizes when they participated on the new variety show, "Luncheon Date," initiated on WWL Jan. 2. Similar in format to the "Breakfast Date" series, formerly aired on WWL, "Luncheon Date" is presented Mondays through Fridays with Deane Long, WWL production manager, as emcee and Ray McNamara, organist, providing the music.

—NORTH CAROLINA—
WASHINGTON—WRRF announces two returned veterans to its staff. Bill O'Connell, Jr., formerly of Portland, Me., who is married to a Washington girl, is with the outlet as an announcer, and Ben Roebuck, Jr., an ex-sergeant of the 23rd Marines, Fourth Division, and a graduate of the University of North Carolina is now a continuity writer and announcer.

—OHIO—
MARYSVILLE—Jerry Kingmore, president of the Mid-State League, announced recently that WMRN plans to award an annual trophy to each of the Mid-State League's winning football and basketball teams. At present, teams include St. Mary's, Mount Gilead, Marysville and Richmond, with additional teams expected to join shortly. Robert T. Mason, president of the Marion Broadcasting Company, originated the idea of the annual awards to stimulate competition among the teams and to encourage the league's growth. . . .

CLEVELAND—"America's Town Meeting of the Air," appeared in Cleveland, Jan. 3, as the first in a year-long series of important events of the Sesqui-centennial celebration commemorating Cleveland's 150th year. The program was presented over WJW from the Music Hall of the Public Auditorium with Dean Herbert C. Hansaker of Cleveland College serving as chairman.

—TEXAS—
SAN ANTONIO—A request has been filed with the FCC by Southland Industries, Inc., owners and operators of WOAL for permission to increase the station's power from 50 to 75 kilowatts. The application also asked for permission to make changes in transmitting equipment and antenna of the station. . . . Howard Davis, manager of KMAC, recently stated that the station has a permit for a 10,000-watt FM station which he expects to have in operation before June.

Radio Aiding Vets In Rocky Mountain Area

Denver—Radio is helping to solve many problems of veterans living in the Rocky Mountain area by direct approach, according to a report received by Joe Brechner, director of the Veterans Administration Radio Service, from Bob Cooke, radio chief of the VA's new branch office in Denver. Now serving outlets in Colorado, Utah, Wyoming and New Mexico, Cooke was formerly with WCAU. He has just completed over four years service as Marine combat correspondent and script writer. He holds the Purple Heart and the Bronze Star, both won at Iwo Jima.

Cooke's report continually praised the work of the cooperating stations in the area, as well as the coordinating functions of the Rocky Mountain Broadcasters Council.

"VA programs are heard weekly over KFKA, Greeley, Colo.; KOKO, La Junta, Colo.; KWYO, Sheridan, Wyo.; and KDYL, Salt Lake City," Cooke wrote. "KFKA recently put on an appeal for on-the-job training opportunities for disabled vets. KWYO featured a 15-minute program explaining GI loans to local bankers, ranchers and vets. KDYL has been interviewing patients in local VA hospitals and describing benefits of VA rehabilitation treatment. Results were good in every station."

Denver stations KLZ (CBS) and KOA (NBC) have tackled housing, a problem not under VA authority, Cooke continued. In one KLZ broadcast, direct appeals by five vets were aired in 15 minutes. Two were contacted by landlords before the program was off the air, and two others were placed within 24 hours.

KOA took part in the housing problem, particularly acute in Denver, by airing a 15-minute panel discussion shortly before the Board of Realtors opened a central listing office for vets only. Panel successfully brought together representatives of government agencies, rival newspapers and vets in search of homes.

According to the VA the report proved that "radio can pioneer successfully in unifying community efforts to solve local veterans' problems by direct approach."

Send Birthday Greetings To -

- | | |
|-----------------|-----------------|
| Jan. 4 | |
| Barton Fellowes | Pat Kelly |
| Lester Wolfe | |
| Jan. 5 | |
| Sylvia Ansen | Blanche Alcorn |
| Cecile Grey | Fred Hufsmith |
| Chef Milani | Gilbert Ralston |
| Ruth Folster | |
| Jan. 6 | |
| Helen Nugent | Lou Tappe |
| Dick Teela | Trevor Adams |
| Maurice Hart | |

WANTED

Copywriter for radio network—Agency or radio experience in space and mail. Send resume and state salary. Write Box 104, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Thanks to
20th Century-Fox for
a great picture score

5 hits featured in the romantic comedy **DOLL FACE**

HERE COMES HEAVEN AGAIN

A HUBBA-HUBBA-HUBBA (Dig You Later)

SOMEBODY'S WALKIN' IN MY DREAMS

CHICO, CHICO (From Porto Rico)

RED HOT AND BEAUTIFUL

With a bow to the hit writing team of
HAROLD ADAMSON and **JIMMY McHUGH**

"DOLL FACE" features **PERRY COMO**, **VIVIAN BLAINE**,
CARMEN MIRANDA, **MARTHA STEWART** and **DENNIS O'KEEFE**

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, New York 19, N. Y.

Order New FM Hearing

Benton Criticizes Nets' 'Exclusivity' Demands

NBC and CBS were castigated Friday by Assistant Secretary of State William Benton for the networks' practice of demanding exclusive rights for speeches other than the president's. Benton's statement came after he was showered with criticism when it became known that up to the last minute he planned to give exclusive rights to NBC for the recent broadcast of Secretary of State Byrnes' speech.

It also became known that the FCC chairman Paul Porter intervened in the dispute just when the ways were

(Continued on Page 2)

Marks Resigns FCC Post as Assistant Gen. Counsel

Washington Bureau, RADIO DAILY
Washington—Leonard H. Marks, assistant to the general counsel of the FCC, has resigned to enter private practice, it was announced Friday. Marks, who has been with the Commission less than three years, resigned effective today and will enter private practice with Marcus Cohn, former chief of FCC's field section. Known as an ace radio lawyer, Marks

(Continued on Page 2)

Cancel Network Program to Carry Servicemen Rally

St. Louis—Cancelling a scheduled broadcast of American Town Meeting, KXOK took its mikes to a mass meeting of Veterans of World War II staged in downtown St. Louis as a protest to the housing situation. Alex Buchan, news announcer, interviewed the veterans and members of the Citizens Housing Committee.

Postponed

CBS on Friday, announced postponement of the press demonstrations of color tele slated to begin today because of "the wide-spread epidemic of influenza." Dr. Peter Goldmark, director of engineering research and development, said that new dates would be set as soon as possible, and hoped that the new high-powered transmitter will then be available.

37,500,000!

President Truman's radio address to the nation last Thursday night, in which he urged the people to spur Congressional action on his proposed reconversion legislation, was heard by 37,500,000 adult listeners, according to a survey made for CBS by C. E. Hooper, Inc., radio measurement organization. Rating for the speech was 49.4.

CBS Gross Billings For 1945 Announced

Total gross billings of Columbia Broadcasting System during 1945 was \$65,724,851 against a total of \$66,791,319 during the year 1944. Differentials were due largely to cancellations of commercials during the period of mourning following the death of Franklin Delano Roosevelt and the

(Continued on Page 7)

Gallicchio Succeeds Shield In NBC-Chi. Musical Post

Joseph Gallicchio, NBC staff conductor for 13 years, has been named musical director of the NBC Central Division, replacing Dr. Roy Shield, recently appointed musical contractor for NBC in New York. Bernard (Whitey) Berquist, veteran staff pianist, becomes assistant musical di-

(Continued on Page 7)

FCC Schedules Public Session Jan. 18 As Result Of Zenith Corporation's Request For 42-50 mc. Band

NBC Joins BMB Group; Total Membership 605

NBC became the fourth major network to subscribe to the service of the Broadcast Measurement Bureau with the announcement over the weekend by Hugh M. Beville, Jr., director of research for the network, that all NBC owned and operated

(Continued on Page 6)

Total Of 241 FM Grants Already Listed By FCC

Washington Bureau, RADIO DAILY
Washington—FCC Friday granted 12 additional new FM stations and designated for hearing applications for 5 stations in the Peoria, Ill., area;

(Continued on Page 6)

New Line Of Receivers Shown By Westinghouse

Chicago—Westinghouse last week unveiled sixteen new receiver models at the National Home Furniture Show

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—The FCC's battle with Zenith Radio Corp. over assignment of the FM band was blasted back into the open Friday when the Commission ordered a public hearing on the subject following a strongly worded petition from the company.

FCC's decision to hold a public hearing came almost immediately after receipt of Zenith's petition, which was filed last Wednesday.

The Commission set January 18 as

(Continued on Page 8)

Treasury Seeks Aid Of Radio During 1946

Although official bond drives ended with the Victory Loan, continued radio promotion of the sale of Government Savings Bonds and Stamps has been planned by the radio section of the War Finance Division of the Treasury Department.

Slated for mailing this weekend are thirty each of station breaks, one minute and 30-second announce-

(Continued on Page 8)

NAB Asks AFM Peace In Directive To Miller

West Coast Bureau, RADIO DAILY
Los Angeles—The NAB Board of Directors on Friday, directed its president, Justin Miller, to renew his efforts for a conference with James

(Continued on Page 7)

Certified Poll Preview

"Information Please" and "Lux Radio Theater" are running neck-and-neck in the commercial program classification as ballots in the Los Angeles area are being counted in RADIO

Los Angeles

DAILY's certified poll to select the nation's "All-American Radio Program of 1945," Ross Federal Research Corp., revealed. Fulton Lewis, Jr., has the edge in the coast polling for the nation's No. 1 commentator and Fred Waring's orchestra ranks high in the balloting for the most popular musical show. The west coast balloting, according to Ross researcher reports, indicates high listening percentages among the press in the Los Angeles-Hollywood sector, with most newspaper men and women completing answers to the 26 categories on the questionnaire.

Tomorrow—Report on Chicago

Good Choices

Bing Crosby and Kate Smith have been chosen as radio's co-chairmen in the campaign for the Sister Kenny Foundation For Infantile Paralysis, having for its purpose the treatment of underprivileged victims of the disease. The two stars will work from opposite sides of the nation, Bing in the West Coast area, with Kate giving her attention to the East.

o-Day—406 Certified Votes—"All American" Radio Program of 1945"



Vol. 34, No. 4 Mon., Jan. 7, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(January 4)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net. Chg. Lists various stocks like Am. Tel. & Tel., CBS B, Farnsworth T. & R., etc.

Buys Tele Time Signals

The Waltham Watch Co., through N. W. Ayer & Son, has purchased time on WNBT, NBC's tele outlet, to sponsor time signals Wednesday and Friday evenings for 26 weeks.

20 YEARS AGO TODAY

(January 7, 1926)

Rumors of a radio network being formed, with RCA's WEA and WJZ as the two key stations

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

'Exclusivity' Demand By Webs Draws Criticism From Benton

(Continued from Page 1)

greased to give NBC exclusive rights for the Byrnes' speech.

Benton's statement, defending his actions and criticizing NBC and CBS, follows:

'When Secretary Byrnes returned from Moscow Saturday noon, Dec. 29th, he indicated that he wished to make a radio report on the Moscow conference at 10 o'clock Sunday evening. I communicated with the Washington offices of the five networks and with the Washington Independent, WINX, inquiring whether they would carry the broadcast on a sharing basis open to all.

'CBS and NBC refused to carry Secretary Byrnes' talk unless it was given to them 'exclusively' (though NBC made one exception in favor of WINX). Because I thought it was imperative to secure maximum coverage for the Secretary's talk at about six o'clock on Saturday afternoon I agreed to give the broadcast to NBC on an exclusive basis (plus WINX). CBS carried the Secretary's talk on his return from the London conference last October, also on the same terms—CBS' insistence that it would carry the talk only on an exclusive basis. On that occasion I agreed reluctantly to the CBS exclusive, upon their insistence that they would carry the broadcast exclusively or not at all. This precipitated a justifiable protest from Mutual and WINX and I entered into an extensive correspondence with CBS on the principle involved.

ABS, MBS Cut Off

'Throughout Saturday afternoon, Dec. 29, both Mutual and the Associated Broadcasting System were eager to carry the Secretary's talk regardless of who else carried it. When I felt forced to accede to the rules of NBC, in order to secure the coverage offered by the NBC network, Associated and Mutual were cut off, not through any desire of mine but because NBC refused to carry the broadcast if it was given to anyone else. This put me and the State Department in a most unfortunate position; I was forced to choose between the networks and thus opened myself to the thoroughly justifiable charge of discrimination.

'Later on Saturday evening the broadcast, through a change in ruling by NBC, was opened up for Associated and Mutual, and CBS also decided to carry it. However, this was achieved only after many phone calls by me and to me during Saturday afternoon and evening. On one of these phone calls was my call to Paul Porter. Mr. Porter received a complaint from Mutual on my decision to give the broadcast to NBC exclusively and I understand he communicated with some of the network people in an effort to avoid having a formal issue made of the dispute.

'I am deeply sympathetic with the general problem of the networks. If they did not protect themselves from

the demands of Government agencies and from the desire of public and political figures to secure maximum access to the air, they would be exposed at all times to requests for time which are not warranted and which are not, in fact, in the 'public interest, convenience and necessity.'

'Yet the practice of NBC and CBS by which they demand the exclusive right to any broadcast except one by the President, does not cover the requirements from the standpoint of the public interest on such speeches as those of Secretary Byrnes' on his return from London, and on his return from Moscow. These two speeches rank as among the most important public utterances since the end of the war.

'This is not a question for the State Department. I should not be asked to take the responsibility for the dilemma of either failing to give Secretary Byrnes adequate coverage for such speeches or, alternatively, refusing to permit coverage of them by WINX, Associated or Mutual.

Asks Web To Reconsider

'It is my belief that the industry should examine its present editorial practices. I should be able to offer all such important speeches by the Secretary—speeches which were not originated by any network or sponsored as special featuring by any network—on all networks or stations interested in carrying them. I should be able to do this on a basis which will result in satisfactory coverage for the speeches and, in fact, for maximum coverage. The industry, itself, in its own best interest, so it seems to me, should examine its practices—so that such procedures become possible, so that they are easy to apply, and so that the rules and the consequences are understood by all.

'Surely many CBS stations wanted this speech even though it had been assigned to NBC on an exclusive basis. I received a phone call Sunday morning from one CBS station which in its desperation was prepared to demand that a nearby NBC station permit it to secure the speech directly by wire from its nearby competitor.

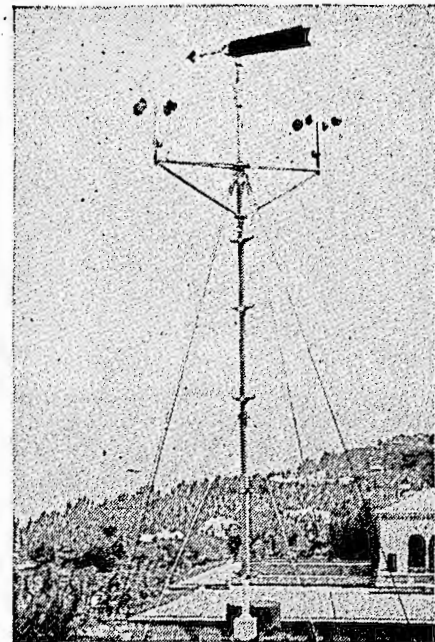
'The issues of the week-end which took so much time on the part of so many people both in government and the industry, seem to me to require rather rapid clarification.

'I hope I can assume that, at least in so far as Secretary Byrnes' speeches are concerned, the action of NBC and CBS on Saturday evening in reversing their past policy has established a new policy for the future.'

Marks Resigns FCC Post As Assistant Gen. Counsel

(Continued from Page 1)

came to FCC in February, 1943. He came to Washington in 1942, serving in OPA legal division before his transfer to FCC.



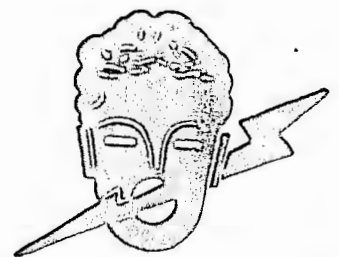
Hurricane warning

That delicate looking instrument is located in Miami. It's a wind measuring machine. And it watches and helps chart the paths of those blow-'em-down storms that come out of the Carribean.

There's a storm warning already up for postwar business. The smart operators are nailing things down in place right now.

If your plans call for radio in Baltimore, we'd like to offer you the storm insurance of the successful independent station in this sixth largest city.

The station is W-I-T-H... and it delivers the largest number of listeners-per-dollar-spent... and Baltimore, you must recall, is a big five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REBI

★ THE WEEK IN RADIO ★

New Strikes Threaten Radio

By JIM OWENS

THE latest additions to the nationwide strike wave may spread to radio. . . . Members of 48 unions of the National Federation of Telephone Workers are expected to join the walkout in a sympathy move within a week or two. Spokesman for A. T. & T. in Washington over the weekend, assured industry that long lines would remain intact, however. . . . Government representatives met last week with officials of General Electric and Westinghouse in a last minute effort to prevent a stoppage by electrical workers.

The top ten news events of 1945 were polled by RADIO DAILY in a survey of the major networks' news and special events departments. . . . In a New Year's Day radio talk Paul Porter, FCC chairman, predicted "fascinating developments" in 1946, particularly in FM and television. . . . He predicted that the number of FM stations now on the air would be doubled within the next 12 months.

Bing Crosby was defendant in a legal action when the Kraft Food Co. (Kraft Music Hall), filed suit for judgment and an injunction against him. . . . The telecast of President Truman's address to Congress on Jan. 5, will also include events of the day at the White House. Truman is said to be enthusiastic about tele, since it's in line with White House policy of "going to the people." Keytone Broadcasting System announced a 53 per cent increase in billing last year over the previous 12 months. Advertisers on the web jumped 72 per cent.

Network heads issued their year-

Renew Coronet Show

Chicago — Renewal of "Coronet Front Page" over the full American Broadcasting Company network for 12 weeks, effective Jan. 21, has been announced by Gil Berry, ABC central division sales manager. Sponsored by Coronet Magazine (8:55 to 9:00, CST), Mondays through Fridays, business has placed through Schwimmer and Scott, Chicago.

Send Birthday Greetings To -

Jan. 7

H. R. Baukhage Bert Georges
Art Stander Herbert Magidson
Floyd D. Rogers, Jr.

Connect in Connecticut

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

end statements and were unanimous in their confident predictions for 1946. ABC's Mark Woods urged affiliates to push FM, despite current obstacles. . . . Kobak of MBS, announced an 11 per cent increase in gross billings for the past year. . . . CBS' Paley and Kesten look for greater responsibility than ever for radio in peace. . . . Niles Trammell, NBC head, predicted wider coverage of world events than ever believed possible before the war. . . . NBC celebrates its 20th anniversary this year.

RADIO DAILY's certified poll to select the "All-American Radio Program of 1945," got under way. . . . The national convention of NAB will be held in Chicago. Edward M. Kirby, NAB public relations counselor, stressed the need of "selling" industry to the public. . . . The Pacific Telephone and Telegraph Company announced plans for a television cable from the Colorado River to Los Angeles. Cost will exceed \$400,000,000.

The Radio Executives Club presented a check for \$1,013.62 to the Veteran's Guidance in Advertising, the proceeds of a raffle. . . . Clifford J. Durr of FCC, will speak at the opening dinner-meeting of the second annual Religious Radio Workshop at the Gramercy Park Hotel.

CBS

recently asked a blue ribbon jury to decide which of its stations did the best job of newspaper promotion. The prize was \$1,000! The . . .

WINNER

was the same Durham, North Carolina station which won Billboard magazine 1945 overall promotion award. The same station that will do a plus job for your clients in 1946.

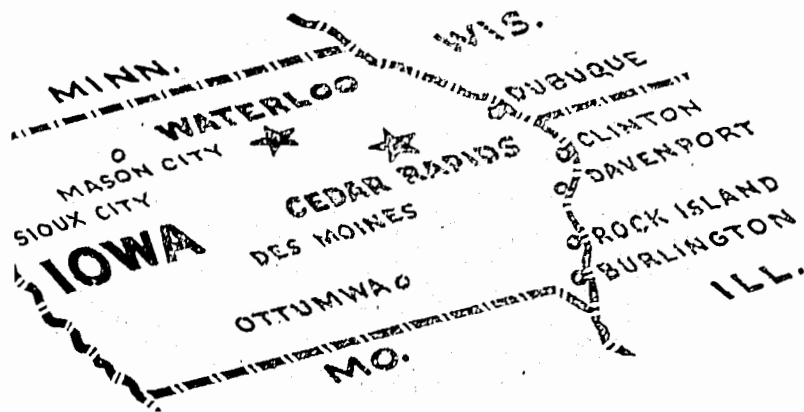
WDNC

DURHAM
NORTH CAROLINA

Represented by Howard H. Wilson Co.



Eastern Iowa



is WMT land

WMT is Eastern Iowa's only CBS station . . . which, of course, makes it Eastern Iowa's most popular station . . . reaching more than 1,200,000 people within its 2.5 mv line . . . and offering the largest daytime coverage of any station in the state within its 0.5 mv line (3,500,000 people). Iowa's best frequency—5000 watts on 600 KC is now enhanced by America's first new peacetime RCA 5F Transmitter . . .

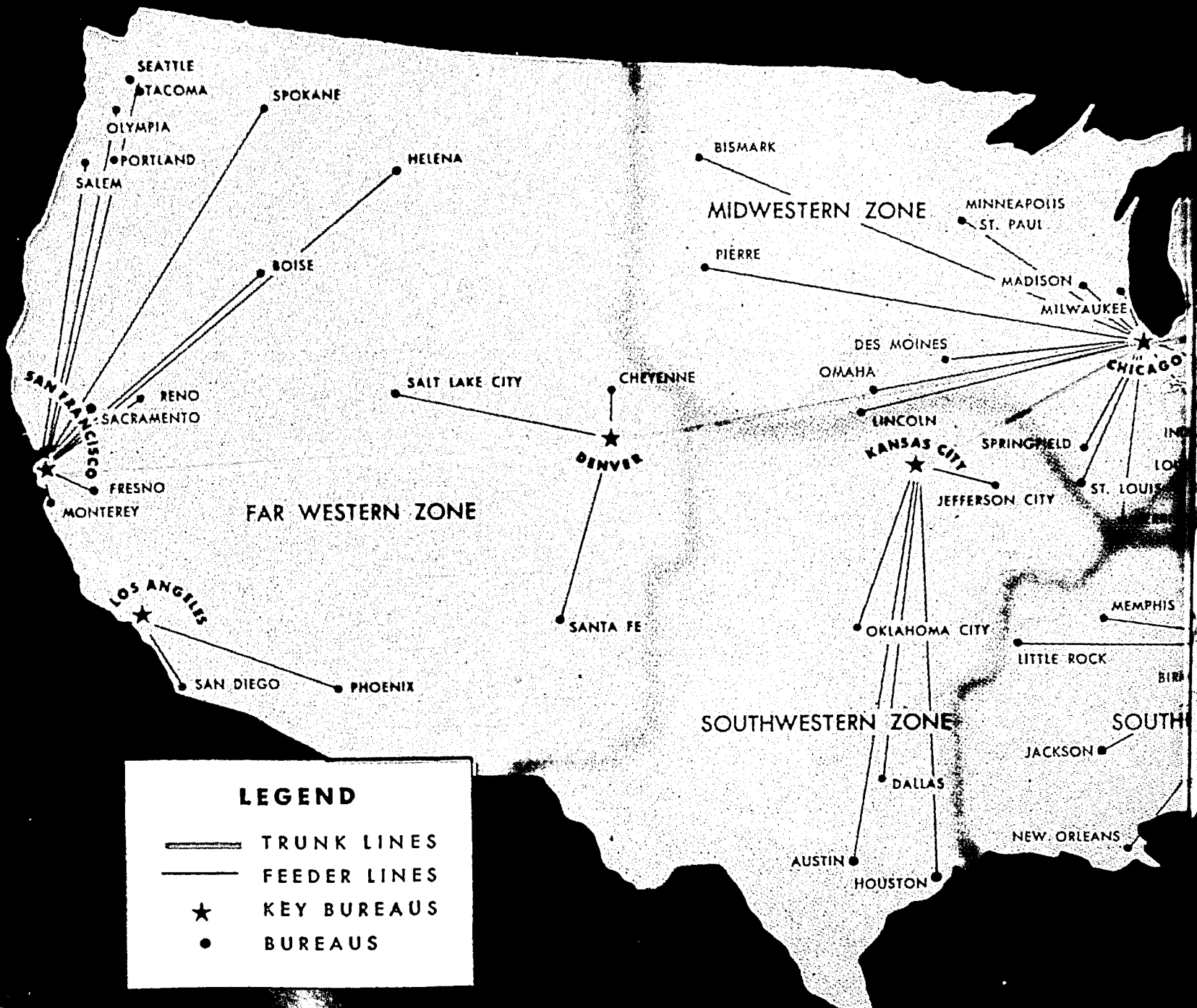
WMT offers you tremendous low-cost sales in this "plus" market — this "WMTland-of-plenty" . . . Contact the Katz Agency at once for availabilities and latest market data.



Represented by
KATZ AGENCY



The world.



and your own backyard



Chalk up another first for U. P. radio news—this time for reconverting coverage! News interest, like our troops, is coming back home. World news is still big news. But getting bigger all the time is news of your home town and home state and other states close by. U. P. has jumped into the lead with a new radio wire system to handle this new situation. It's a system that brings you, no matter where you are, both news of the world and of your own backyard. The map outlines the set-up, shows the zones and how trunk and feeder lines carry news from and to every part of them. United Press was the first big news service to supply radio, first with a coast-to-coast radio wire. It's been first for a long time in the number of clients. It's the first to deliver news to stations in all 48 states. Now it's first again—in giving every region it reaches the news that suits it best.



United Press

Grants Listed By FCC

(Continued from Page 1)
total FM grants now number 241, FCC said.

The five applications designated for consolidated hearing are Peoria Broadcasting Co.; F. F. McNaughton; Mid-State Broadcasting Co.; Radio Peoria, Inc., and Mid-West FM Network, Inc.

Following is a list of the grants:
California: KARM, the George Harm station, Fresno, Metropolitan; Contra Costa Broadcasting Co., Richmond, Community Valley Broadcasting Co., San Jose, Metropolitan, possibly rural; Santa Maria Daily Times, Santa Maria, community.

Connecticut: The Berkshire Broadcasting Corp., Danbury, community; Silver City Crystal Co., Meriden, metropolitan; Elm City Broadcasting Corp., New Haven, metropolitan.

Kansas: The radio station KFH Co., Wichita, metropolitan.

Michigan: WJIM, Inc., Lansing, metropolitan, possibly rural.

New Jersey: Neptune Broadcasting Corp., Atlantic City, metropolitan; Press-Union Publishing Co., Atlantic City, metropolitan.

Pennsylvania: WGAL, Inc., Lancaster, metropolitan.

Standard Construction Permits

Commission also announced the granting of ten construction permits for new standard stations in scattered sections of the country.

The grants include:

State Gazette Broadcasting Co., Dyersburg, Tenn., to operate on 1450 kilocycles, 250 watts, unlimited; Boulder City Broadcasting Co., Ely, Nevada, to operate on 1230 kilocycles, 250 watts, unlimited; Kennebec Broadcasting Co., Waterville, Maine, to operate on 1490 kilocycles, 250 watts, unlimited; Alfred H. Temple et al, doing business as Deep South Radioways, Lake City, Fla., to operate on 1340 kilocycles, 250 watts, unlimited.

Also Robeson Broadcasting Corp., Lumberton, N. C., to operate on 1340 kilocycles, 250 watts unlimited; General Newspapers, Inc., Wilmington, N. C., to operate on 1340 kilocycles, 250 watts, unlimited; Clyde B. Austin, et al, doing business as Greenville Broadcasting Co., Greenville, Tenn., on 1340 kilocycles, 250 watts.



California Commentary

● ● ● Edgar Bergen is so contented with the facilities at the Pacific Civic auditorium that he has dropped plans to use the auditorium in the Sunset building that he has purchased for \$100,000. He has made four consecutive appearances at the Pasadena building and will continue his future broadcasts there. Al Atherton and Maurie Gresham have resigned as KMPC account executives and have formed the Atherton and Gresham advertising agency. They have opened offices in the new radio building at 6300 Sunset Blvd., opposite KMPC. Gresham is from Chicago, while Atherton is a Los Angeles boy. Jim Basquette is not "missing" any of the Amos 'n' Andy broadcasts, although he is a patient at the Cedars of Lebanon hospital, suffering from a heart attack. He plays "Gabby" Gibson on the airer, and Freeman Gosden and Charles Correll, the comedians, have installed a radio in his hospital room, so he can hear the broadcasts. In the meantime, his part has been written out of the show.

Los Angeles

● ● ● Smilin' Ed McConnell, who moved his "Buster Brown" show here from Chicago, has purchased a home in San Fernando Valley. Dale Issenuth, veteran tennis star and saxophonist, has received his honorable discharge from the Navy and has joined Meredith Willson's orchestra on the Burns and Allen show. Dale's brother, Pfc. Haskell Issenuth, now with Armed Forces Radio Service, expects his discharge soon and will join the Willson musickers. Lucyann Polk, 17-year-old Sandpoint, Idaho, product, who is the new soloist on Kay Kyser's "College of Musical Knowledge," was discovered by Al Pearce while singing with her sister and two brothers as the "Four Polks" on a Seattle station. The four, more recently became known as the "Town Criers" on the Kyser show. Helen Burke, the original "Phone Girl," has flown to Stockholm, Sweden, where she has joined her husband, Captain Robert Robb, who is assistant military attache at the American legation. They had not seen each other in 33 months.



● ● ● Dr. Harry Skornia, head of the radio department of the University of Indiana, has completed his visit to Southern California and has returned to Bloomington. He managed a radio station before joining the Indiana faculty, and members of his classes put on dramatic shows and handle news broadcasts on seven stations in the Bloomington area. Another holiday visitor to the Southland was Prof. Harry Behn, who is in charge of the University of Arizona's radio department, and who was a scenario writer at M-G-M for several years before going to Arizona. Tom Breneman's new film, "Breakfast In Hollywood," is getting the biggest advance buildup in years in the provinces. Mad Hatter Breneman has a half million publicists on the job. Every member of the 2,000 local "Breakfast In Hollywood" clubs meeting throughout the country, an average of 250 members each, has promised to beat the drums for the picture version of the radio program.



● ● ● Bob Stoddard, manager of KOH, Reno, Nevada, motored to Hollywood for conferences with Sidney N. Strotz, NBC's Western division major domo, and Jennings Pierce, the web's station relations manager. Station managers are evidently rabid football fans, judging from the number that came to Pasadena for the Rose Bowl game between U.S.C. and Alabama. Karl Wyler, manager, of KTSM, El Paso, and Frank Quinn, manager of KOB, Albuquerque, were among those who were in Pasadena for the gridiron classic and the Rose tournament. Willard Warren, who rejoined KOMO, Seattle, as program director after serving as a Naval lieutenant, returned to Seattle after a visit in Hollywood and Laguna Beach.



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NBC Joins BMB Group; Total Membership 605

(Continued from Page 1)
stations had become members. CBS, Mutual and ABC are already subscribers to BMB.

In a letter accompanying the contracts, Beville outlined to Hugh Feltis, president of BMB, two previously stated reservations concerning the proposed methods of operation for BMB. NBC, Beville said, was still not completely satisfied that the standard of listening "one day a week," as proposed by the measurement organization, would give all subscribers the type of data needed. He also expressed hope that a more effective method for "full disclosure" of network data could be provided.

"Despite its reservations," Beville added, "the National Broadcasting Company feels that BMB deserves full support in its first national project because we are convinced that broadcasting should have a uniform standard of measurement comparable to that employed by other media."

Beville further made known that future participation in BMB will depend upon experience with the first project.

The announcement came as the NAB board of directors two-day meeting in Hollywood, was drawing to a close, at which J. Harold Ryan, ex-president of the NAB, and presently chairman of the board of BMB, announced that 605 stations are now subscribers to the service. This figure represents over two-thirds of the stations in the United States, and hope was expressed by Hugh Feltis, that the remaining number would be "brought into the fold" in the near future. Feltis will participate in the regional meetings of the NAB, which began last week and which will continue through April.

Gets New York Post

Hollywood—Edward M. Kirby, here for NAB board meetings, announced that Louella Laudin, former secretary of National Council of Women, will become manager of his New York public relations office.



"Since the Lieutenant put his ad on WFDF Flint, he's sleeping better."

★ **A Voice**
In Your Future
John Tillman
CBS Announcer
Serving in the Army



WANTED
Copywriter for radio network—Agency or radio experience in space and mail. Send resume and state salary. Write
Box 104, RADIO DAILY
1501 Broadway New York 18, N. Y.

CBS Gross Billings For 1945 Announced

(Continued from Page 1)
 commercial cancellations during the V-E and V-J Day observances. Drugs and toilet goods again led the gross billings by industry classifications. Procter & Gamble company topped the sponsor expenditures the past year with \$5,358,496. During 1944, General Foods corporation headed the list with \$5,537,409 expended. Ranking second again during 1945 was Lever Brothers Company with a total of \$5,358,496. In 1944, Lever Brothers totalled \$4,842,791.

Young and Rubicam, Inc., again topped the list of agencies buying time on CBS. During 1945 the agency expended \$9,492,434 against \$7,966,037 in 1944. Dancer-Fitzgerald-Sample, Inc., ranked second in 1945 with a total of \$6,495,750. In 1944, J. Walter Thompson Company was second with \$7,091,514.

The list of clients and agency billing will be found in adjoining columns.

Gallicchio Succeeds Shield In NBC-Chi. Musical Post

(Continued from Page 1)
 Director of the Central Division. Gallicchio made his radio debut in 1926 as a member of the Chicago Grand Opera orchestra. He became staff conductor of WMAQ in 1928, and joined the NBC network in 1932. Berquist, with more than 17 years service with NBC, made his first broadcast from Chicago in 1922. He joined NBC in 1928 for the network's first national "Farm and Home Hour" as a pianist, and is now musical director of the show. He also conducts the orchestra in "Musicaná."

Campbell Arnoux On Coast

Campbell Arnoux, manager of WTAR, Norfolk, represented the fourth district at the board meeting of the National Association of Broadcasters in Los Angeles, Calif. He was elected to membership on NBC's Station Planning and Advisory Committee, representing the fourth district. Arnoux left by train from Norfolk on Dec. 26, and expects to return to WTAR about Jan. 10.

Columbia Broadcasting System 1945 Sponsor Expenditure

Procter & Gamble Co.	\$5,358,496
Lever Brothers Co.	5,091,929
General Foods Corp.	4,161,948
American Home Products Corp.	2,984,922
General Electric Co.	2,842,841
Sterling Drug Inc.	2,275,351
William Wrigley, Jr. Co.	2,057,578
Campbell Soup Co.	1,655,873
Eversharp, Inc.	1,556,493
Phillip Morris & Co., Ltd., Inc.	1,417,715
Colgate-Palmolive-Peet Co.	1,392,157
Manhattan Soap Co., Inc.	1,374,486
General Mills, Inc.	1,269,478
United States Rubber Co.	1,118,745
American Tobacco Co.	1,055,678
R. J. Reynolds Tobacco Co.	1,007,505
Cudahy Packing Co.	921,726
E. R. Squibb & Sons	907,239
Johns-Manville Corp.	864,710
Texas Co.	841,438
Pet Milk Sales Co.	831,883
Lady Esther, Ltd.	826,710
Emerson Drug Co.	795,000
P. Lorillard Co.	793,974
Quaker Oats Co.	791,270
Celanese Corp. of America	789,886
Chrysler Corp.	780,148
Bourjois, Inc.	764,307
Anchor Hocking Glass Corp.	760,657
Liggett & Myers Tobacco Co.	755,800
Pabst Sales Co.	729,148
Continental Baking Co., Inc.	698,532
B. F. Goodrich Co.	687,387
Chesebrough Mfg. Co.	666,199
United Drug Co.	613,032
Prudential Ins. Co. of America	601,797
Continental Can Co.	588,274
Lewis-Hove Co.	570,460
Gulf Oil Corp.	558,804
International Silver Co.	552,027
Electric Companies Adv. Program	548,168
Roma Wine Co.	525,882
Parker Pen Co.	506,194
Noxoma Chemical Co.	445,098
Southern Cotton Oil Co.	441,955
Borden Co.	429,609
Sales Builders, Inc.	423,990
Armstrong Cork Co.	385,246
Standard Brands, Inc.	374,500
Cresta Blanca Wine Co.	374,421
Armour & Co.	367,886
Prince Matchabelli, Inc.	364,136
J. B. Williams Co.	354,675
Pillsbury Mills, Inc.	331,660
Johnson & Johnson	325,430
Cream of Wheat Corp.	321,351
Lambert Co.	304,542
American Oil Co.	287,825
Curtiss Candy Co.	256,822
Textron, Inc.	248,702
Ballard & Ballard Co.	231,193
Admiral Corp.	201,717
Nash-Kelvinator Corp.	200,763
Bovey's, Inc.	199,698
Electric Auto-Lite Co.	197,466
Bendix Aviation Corp.	195,905
Pacific Coast Borax Co.	190,480
P. Ballantine & Sons	189,774
Ford Motor Co.	182,760
Campana Sales Co.	182,157
Viek Chemical Co.	178,910
Corn Products Refining Co.	153,084
Schenley Laboratories, Inc.	153,048
Chief Boy-Ar-Dee Quality Foods, Inc.	145,966
Servel, Inc.	88,113
Planters Nut & Chocolate Co.	74,146
Signal Oil Co.	62,961
"42" Products, Inc.	59,725
Ferry-Morse Seed Co.	51,530
Elgin National Watch Co.	51,005
Soil-Off Mfg. Co.	43,593
Gillette Safety Razor Co.	42,592
Bekins Van & Storage Co.	39,156
Peter Paul, Inc.	30,105
General Petroleum Corp. of California	38,550
Colonial Dames, Inc.	38,301
Hudson Coal Co.	37,635
Union Oil Co.	34,762
Miles California Co.	30,492
Hunt Bros. Packing Co.	30,057
Safeway Stores, Inc.	26,656
S. & W. Fine Foods, Inc.	24,830
Mennen Co.	24,016
National Lead Co.	21,390
Yellow Cab Co.	20,616
Andrew Jergens Co.	18,954
Benrus Watch Co.	18,096
Kellic Products, Inc.	15,698
Day & Night Mfg. Co.	15,394
McMahan Furniture Stores	15,288
O'Ceard Corp.	14,854
Wilshire Oil Co.	14,616
Pan American Petroleum Corp.	14,487
Compton Co.	13,704
L. B. Laboratories, Inc.	13,191
Ronson Art Metal Works, Inc.	12,985

Columbia Broadcasting System 1945 Agency Gross Billings

Young & Rubicam, Inc.	\$9,492,434
Dancer-Fitzgerald-Sample, Inc.	6,495,750
The Blow Co., Inc.	4,976,000
J. Walter Thompson Co.	4,618,864
Ruthrauff & Ryan, Inc.	4,125,451
Compton Advertising, Inc.	3,151,063
Batten, Barton, Durstine & Osborne, Inc.	2,674,898
Footle, Cone & Belding	2,517,608
McCann-Erickson, Inc.	2,030,011
Benton & Bowles, Inc.	1,853,834
William Esty & Co., Inc.	1,758,064
Dunne Jones Co.	1,398,502
Arthur Meyerhoff & Co.	1,327,170
Ward Wheelock Co.	1,308,365
Maxon, Inc.	1,283,782
N. W. Ayer & Sons, Inc.	1,161,200
Campbell-Ewald Co., Inc.	1,118,745
Grant Advertising, Inc.	1,117,631
Pedlar & Ryan, Inc.	1,015,884
Geyer, Cornell & Newell, Inc.	902,351
Gardner Advertising Co.	820,963
Lennen & Mitchell, Inc.	812,928
Buchanan & Co., Inc.	801,448
Wm. H. Weintraub & Co.	766,747
Newell-Emmett Co., Inc.	755,800
Warwick & Legler, Inc.	729,148
Ted Bates, Inc.	698,532
Sherman & Marquette, Inc.	630,672
Roche, Williams & Cleary, Inc.	570,460
Morse International, Inc.	543,046
Kenyon & Eckhardt, Inc.	473,167
Smith & Drum, Inc.	455,145
C. L. Miller Co.	409,906
Lambert & Feasley, Inc.	304,542
Joseph Katz Co.	297,560
Henri, Hurst & McDonald, Inc.	231,193
Cruttenden & Eger	201,717
Sorensen & Co.	199,698
Wallace-Ferry-Hanly Co.	182,157
McJunkin Advertising Co.	145,966
Honig-Cooper Co.	92,734
Brisacher, Van Norden & Staff	63,935
Barton A. Stebbins, Inc.	62,961
Hillman, Shaue & Breyer, Inc.	59,725
Cockfield, Brown & Co.	54,615
MacManus, John & Adams, Inc.	51,530
W. Earl Bothwell Agency	51,223
Baker Advertising Agency, Ltd.	16,506
Abbott Kimball Co., Inc.	13,176
Ronalds Advertising Agency	12,597
Spitzer & Mills, Ltd.	11,961
Brooks Advertising Agency	39,156
Knox Reeves Advertising	39,142
Clements Co., Inc.	37,635
Wade Advertising Agency	30,492
Long Advertising Service	28,902
Glasser Gailey & Co.	26,061
Rhoades & Davis	20,616
Little & Co.	15,698
Hixson-O'Donnell Advertising, Inc.	15,394
M-G-M Advertising Agency	15,288
Aubrey, Moore & Wallace, Inc.	14,854
Dan B. Minor Co.	14,616
Fitzgerald Advertising Agency	14,487
Garfield & Guild	13,771
Byrde, Richard & Pound	13,704
Cee'l & Presbrey, Inc.	12,985
Adolph Wendland	11,547
Gilham Advertising Agency	10,920
Raymond R. Morgan Agency	8,911
Aitkin-Kynett Co.	7,815
Ted M. Factor Agency	7,395
George M. Wessells Agency	7,210
Donahue & Coe, Inc.	5,688
Pacific National Advertising Agency	3,438
Lockwood-Schackelford Co.	1,810
Russel M. Seeds Co.	1,624
Kelly Nason, Inc.	1,404
Grand Total	\$65,724,851

NAB Asks AFM Peace In Directive To Miller

(Continued from Page 1)
 C. Petrillo and the AFM, "to eliminate at the earliest possible moment, confusion now existing throughout the broadcasting industry, Government and public, in connection with the use of union musicians on American radio stations and networks."

The Board also approved action taken last fall by Miller in setting up a committee representative of entire industry, to explore the matter in an effort to seek an early solution of the problem.

At request of the Army, Edward M. Kirby, NAB's public relations counselor, on Friday, impressed the NAB with the need of the Armed Forces Networks in Europe for several dozens replacements, including newscasters, announcers, station managers and engineers, and asked the NAB to seek volunteers to be chosen by the Army. Volunteers will be given a Civil Service status, which will enable them to go to Europe on Civil Service salaries for a period of six months to a year.

Washington Bureau, RADIO DAILY
 Washington—Milton J. Kabler, former assistant general counsel of the NAB, has been made full-time assistant director of the organization's Employee-Employer Relations Department, it was announced Friday. With Kabler's appointment, work of the EER now will get under way. A. D. Willard, Jr., NAB executive vice-president, said another move will bring Ivar H. Petersen, at present assistant general counsel of NRLB, to EER early in February, it was learned.

HIS 21ST YEAR...

AND MORE POWERFULLY PROGRAMMED THAN EVER

50,000 Watts • NBC Network
 Edward Petry & Co., National Representative

WANTED
 Art Director—Agency or radio experience. Idea man. Do layouts, typography, production. Please state salary. Write Box 103, RADIO DAILY 1501 Broadway New York 18, N. Y.

World's Foremost Tobacco Center
 FIFTY MILLION TOBACCO DOLLARS turned loose in Kingston, N. C. last year. MORE this year!
 Represented by BURN-SMITH

**ing Set
44-50 mc. Band**

(Continued from Page 1)
the date of the hearing and called all interested parties to file an appearance with FCC no later than January 14.

In a strongly worded petition, Zenith requested the band 42-50 megacycles be assigned for FM broadcasting in addition to the assignment already made to FM in the 88-108 megacycles band.

Zenith, in its petition said the transfer has "crippled the service to a point where it is suitable purely for local coverage."

"Our contention," Zenith said, "is that 60 per cent of the coverage of an FM station is lost when a move is made from the 50 mc to 100 mc. Since 40 per cent of the population in the United States is in rural areas, this discriminates against the rural listeners."

Explores Interference

On the question of interference the petition said: "We don't think it was pointed out thoroughly at the hearings how interference on the 50 mc band compares with interference on the present AM broadcast band. The standard AM broadcast band has long distance interference which starts each day at the time the sun sets and ceases when the sun rises. In other words, the interference is present 50 per cent of the time, and even with this interference AM broadcast band service has been satisfactory for the past 25 years. In the FM broadcast band of 42-50 mc our tests at Deerfield indicate that the interference times are a fraction of 1 per cent as compared to 50 per cent in the AM broadcast band."

"It is obvious from the measurements reported herein that the only result of this change of FM bands will be to deprive the rural listeners of the service 100 per cent of the time instead of asking them to tolerate interference for a fraction of one per cent of the time."

Solution Suggested

Suggesting a solution to the problem, the petition said:

"The solution to this lies only in the assigning of additional channels. It is not practical to cover more than 100 channels in one broadcast receiver band because of crowding of dial calibration. If additional channels are to be assigned it must be done through the use of an additional band on the receiver. Whether this band is placed immediately adjacent to the 88-108 mc band or at some moderate distance away is immaterial in receiver design and costs. We think that the ideal location for FM is in the vicinity of 50 mc and that the Commission's No. 1 proposal

"HOT FROM HOLLYWOOD"

has paid off on more than 100 stations. Ask about this unique transcription deal. Spots open now.

T. J. VALENTINO, Inc.
1500 Broadway New York

Lasky Selling KROW Stock; Seeks To Buy Seattle Outlet

San Francisco—Philip G. Lasky has resigned as general manager of KROW, Oakland, and is selling his stock interest in the station to Sheldon F. Sackett. Lasky and Sackett were the sole stockholders of KROW, Inc.

In 1939, Lasky together with W. I. Dumm, owner of KSFO, and other associates, acquired KROW. Last year, under the FCC duopoly order, Dumm sold his interest to Lasky and Sackett.

Last August, Lasky and a syndicate headed by Dumm contracted to buy KXA, Seattle, transfer of which is now pending before the FCC.

"Hall Of Fame" Stars. Guests Of Don McNeill

During their week's stay in Chicago before leaving for Hollywood, Paul Whiteman and Martha Tilton of the "Radio Hall of Fame" heard Sundays over ABC (6-6:30 p.m.) will make a guest appearance on the Don McNeill "Breakfast Club" next Wednesday, January 9.

The "Hall of Fame," sponsored by Philco, will originate from Hollywood beginning Sunday, January 20th.

of the May 27, 1945 report using 48-68 mc is a perfect choice."

Recognizing that frequencies in this range are now assigned to television and amateurs, Zenith reminded the FCC of another ticklish question.

Views Video 'Upstairs'

"The Commission," the petition said, "had indicated that television is only located temporarily on the low channels and that its ultimate home is in the higher frequencies. The Commission has set aside a band starting near 500 mc for this purpose. This band is of such magnitude that it will permit high definition television with color."

"We believe that this is the ultimate television system and that the television service proposed in the low frequencies will shortly become obsolete."

The petition also pointed out that although the FCC has allocated the No. 1 tele channel 44-50 mc to community tele stations, no applications for such stations have been filed.

"We doubt," the petition said, "if there ever will be any applications for community television stations because of the large costs involved in setting up a television station and thereafter programming it."

In addition to the 44-50 mc band for FM, Zenith recommended going as low as 42 mc, as previously allocated.

Stating that tests indicate "We have much to learn about propagation and service in the 100 mc band," Zenith said:

"Construction of a public broadcasting service in this band at this time can only proceed on the insecure foundation of incomplete knowledge and lack of experience. We believe that the public interest can only be served by assigning, in addition to the 100 mc band, additional frequencies for FM in the vicinity of 50 mc."

New Line Of Receivers Shown By Westinghouse

(Continued from Page 1)

in the Furniture Mart here. Although prices have not yet been approved by the OPA, the approximate range will be from \$25 to \$300, it was stated by Harold B. Donley, manager of the home radio division, who added that a broad variety of AM, FM, short-wave and tele sets would be added to the permanent exhibit.

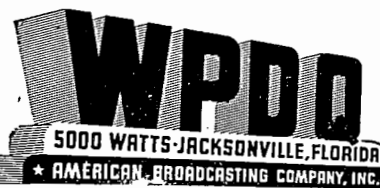
Engineering feature of the line, according to Donley, is the new Plenti-Power circuit which, he said, practically doubles the power output while employing the same number of tubes as the pre-war sets. Record players are fully automatic, controlled by a single button, and can handle either ten 12-inch discs or 12 ten-inchers.

Feature of the table line is the Duo, a combination from which the radio receiver may be removed for use as a separate set. Other small sets include the Little Jewel, a six-by-six-by-nine inch plastic and metal model; and the Super 7, a seven-tube push-button.

Consoles include the Super 7 Automatic, a two-band combination featuring record storage space; the Concert Grand, also a 7-tube two-band combo; the Musicale 14, AM-short-wave-FM combination; and the highlight of the line, the FM Century, a 14-tube standard-shortwave-FM combination housed in a Chippendale design cabinet.

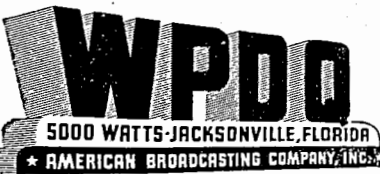
"Betty & Buddy" Renewed

The Plymouth Shops have renewed "Betty & Buddy," singing team, for their weekly stint over WJZ, Wednesday nights, from 10:30 to 10:45. Agency is the Sterling Advertising Agency. The show is packaged by Basch Radio Productions, and produced by Charlie Basch.



TIME BUYER'S JACK POT
STARTS AGAIN THIS THURSDAY!

IF YOUR NAME ISN'T IN OUR HAT—CALL ANY HOLLINGBERY MAN.



Treasury Seeks Aid Of Radio During 1946

(Continued from Page 1)

ments, all based on the Treasury's new sales policy. This virtually eliminates all patriotic motives from the sales talk and bases the pitch on the sound investment value of the Government securities.

"Salutes" To Continue

The division's most popular feature, the transcribed "Treasury Salute" series will be continued on a thrice weekly basis until Apr. 1, twice weekly to July 1, and one a week indefinitely after that date. Platters have been requested by 703 stations; a drop of less than 30 from top wartime play given the series.

To be continued along with the "Salutes" are the letters to outlets informing them when men from their area will be mentioned on the show, as well as the weekly mailing of publicity stories for local press release by stations.

Mrs. Howard P. Moore

Mrs. Howard P. Moore, mother of Mrs. Dorothy Lewis of the NAB, passed away last Wednesday in New York.

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 5

NEW YORK, N. Y., TUESDAY, JANUARY 8, 1946

TEN CENTS

Radio Meets Emergency

Durr Outlines Views On Future Of Radio

Declaring that radio has fallen "far short" of its potentialities, due largely to "advertising pressures," FCC Commissioner Clifford J. Durr last night urged a "wider base of economic support" and a conception of broadcasting as a "public trusteeship" as part of a seven-point program for a "truly free" radio of the future. Durr spoke at the opening session of the second annual Religious Radio Workshop of the Congregational Christian, Methodist and Presbyterian Churches at the Gramercy Park Hotel. Said Durr: "Shoddiness has been mingled with

(Continued on Page 2)

KPO Summer Institute Planned With Stanford "U"

San Francisco—For the fourth successive year station KPO will join forces with Stanford University in a summer radio institute in 1946, according to an announcement by John W. Elwood, station manager.

Inaugurated in 1942, the KPO-Stanford radio institutes have proven so successful that they will continue as long as there is a demand by students, Elwood said.

Last summer's institute was at—
(Continued on Page 8)

Gov't Int'l Cultural Move Draws Fire In Congress

Washington Bureau, RADIO DAILY
Washington — Congressional opposition to the State Department's vast plans off an International Cultural and Informational Program was de—
(Continued on Page 6)

Opportunist

Boston—Because Miriam Arkwell 20, of Stoneham, skipped her lunch hour Friday to try out in the auditions held in the Opera House for a contract with the Los Angeles and San Francisco Light Opera Company, she is now on her way to musical fame. Employed by the Yankee network as a continuity writer for musical shows, she was one of 150 victors.

See Col. Oldfield

Col. Barney Oldfield, public relations officer of the 82nd Airborne Division, is in New York to handle arrangements for the Victory Parade to be held on Jan. 12. Colonel Oldfield, who is headquartered at the Astor Hotel, volunteers co-operation to stations seeking special interviews or parade pickups for the parade which will be held next Saturday.

ACI Announce Survey Of 1945 Song Hits

Song hit, "If I Loved You," from the musical comedy production "Carousel," had the largest radio audience in 1945 according to the number of total ACI points received during the year. Copyrighted survey reveals that the top plug of 1945 heard for a period of 32 weeks piled up 34,410 ACI points, although "Accentuate the Positive," on for 18 weeks received a strong total of 29,366.

Among the Favorite Standards of
(Continued on Page 6)

Petrillo Rescinds Order Banning WBOE Program

Cleveland—James Petrillo, president of the American Federation of Musicians, has ordered resumption of service of the Columbia School of the Air programs to WBOE, op—
(Continued on Page 2)

Stations In Cleveland Expand Coverage Of News When Press Walkout Cripples Newspapers

Benton Defends Action On Byrnes' Radio Talk

Washington Bureau, RADIO DAILY
Washington—Storm over State Department's handling of the airing of Secretary of State Byrnes' Moscow speech last week continued yesterday, with President Truman reported irked over the alleged fiasco.

Meanwhile, Assistant Secretary of State William Benton, the storm center of the controversy, released additional correspondence and a transcript
(Continued on Page 7)

Westinghouse Stations Provide Dual FM Service

Philadelphia—All Westinghouse FM radio stations are operating on both the old (42-50 mc) and new (88-106 mc) frequency bands as provided by FCC regulations effective January 1,
(Continued on Page 4)

CBC Board To Meet In Vancouver, Jan. 27-29

Montreal—The Board of Governors of the Canadian Broadcasting Corporation has decided to hold its next meeting Jan. 27-28-29 inclusive in
(Continued on Page 2)

Cleveland — Greater Cleveland last night was dependent almost entirely on radio for news as a result of a pressmen's strike last Saturday, which suspended publication of the city's three daily newspapers, "News," "Press" and "Plain Dealer."

In an effort to give Cleveland
(Continued on Page 6)

Woods, Noble Honor ABC Founder's Wife

Washington Bureau, RADIO DAILY
Washington—Edward J. Noble and Mark Woods, chairman and president respectively, of the American Broadcasting Company were hosts yesterday at a luncheon in honor of Mrs. LeRoy Mark at the Hotel Mayflower, Washington, D. C. Mrs. Mark's late husband was the founder of the former ABC net (Blue Network) in this city.

Woods presented Mrs. Mark with a
(Continued on Page 7)

Consolidate Gov't Radio Activities in 'Frisco

San Francisco—The San Francisco office of the International Broadcasting Division of the State Department has just announced the merger of
(Continued on Page 4)

Certified Poll Preview

In the Windy City, newspaper men and women gave the "Hit Parade" and Phil Spitalny's "Hour of Charm" most of the ballots under the popular musical show category in RADIO DAILY's certified poll to select the nation's "All-American Radio Program of 1945," according to Ross Federal Research organization. Raymond Gram Swing seems to have the edge in popularity among the commentators in the Chicago area, and it's a close race between Bob Hope and Fred Allen in the comedian classification. Don McNeill, emcee of the "Breakfast Club," rates high in Chicago's estimation as the favorite "Daytime Variety Show."

Tomorrow—Report on St. Louis

Chicago

Experts All

Three of the nation's experts on tele signal propagation will address a panel discussion group of the American Television Society today on "Television Transmission and Reception," at the Hotel Sheraton. They are: Dr. Thomas T. Goldsmith, of DuMont; W. L. Lawrence, RCA-Victor division of RCA, and M. L. Levy, Emerson Radio and Phonograph Co.

To-Day — 502 Certified Votes — "All American Radio Program of 1945"



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

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

FINANCIAL (Mon. Jan. 7)

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

Batchelder Leaving WFBR

Baltimore—Harold W. Batchelder, vice-president, director and treasurer of the Baltimore Radio Show operators of WFBR, has resigned. J. H. L. Trautselter, who is a director of the company, will succeed Batchelder as vice-president and treasurer.

Send Birthday Greetings To— Jan. 8

Paul Case Sam Cowling
Leon Goldstein G. W. Johnstone
C. P. MacGregor Ralph Wonders



L.S. TOOGOOD RECORDING CO. 321 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Durr, Before Religious Group, Hits 'Advertising Pressure'

(Continued from Page 1)

excellence in discouraging proportions," he said. "Our emotions have been aroused by petty appeals as well as big challenges. We have been harassed and annoyed by repetitious advertising exhortations of such vehement insincerity as to destroy the meaning of good programs which have preceded or followed them.

"Advertising pressures have crowded more and more meritorious programs from the air or relegated them to undesirable listening hours; and economic concentration in the control of program sources have been built up which threaten the diversity in the sources of news and opinion upon which we must rely for the safety of our democratic institutions."

Emphasizing versatility and flexibility as its greatest value, Durr scored attempts to "lay down any rigid blueprint" in the operation of radio, "even if the wisdom and foresight were present to do so." He offered the following seven points as "minimum standards by which . . . its operations be governed."

(1) Radio should "not offend our intelligence or exploit our emotions in selling the wares of its advertisers. . . ."

(2) Broadcasting should enjoy "free access to the market-place of ideas which is essential to the functioning of the democratic system," and "must have a far wider base of economic support." He scored the "less than a dozen national advertisers and a still smaller number of national advertising agencies" which make up half the revenue of the major networks.

(3) While upholding radio advertising as "wholly appropriate to a com-

petitive economy such as ours," Durr said that rather than an advertising medium, radio must be "a medium of public service supported by advertising." He therefore urged that each broadcaster "be required to make available adequate time at good listening hours" for public service programs.

(4) Calling for greater participation "at the community level," he said radio must bring to the people of every community "the best that is in that community, whether in music or drama or thinking upon local or national affairs."

(5) The radio industry, he said, "must have a steady infusion of new blood. It is the open gate through which individuals or groups of moderate means may enter into the field of mass communication. That gate must be kept open."

(6) Broadcasting should be competitive not only for advertising revenue, he said, "but competitive in the rendering of public service." He hailed the establishment of educational and non-profit stations as bringing "a new and desirable form of competition into our broadcasting system."

(7) "Most important of all," Durr said, "we must establish a conception of broadcasting as one of public trusteeship. The broadcast licensee must be regarded and held accountable as a trustee to the public, whose channels are entrusted to his care and whose interest he is required by law to serve. Radio is too valuable a public asset to be wasted and too powerful an instrument to be placed in the hands of those who would misuse it."

Petrillo Rescinds Order Banning WBOE Program

(Continued from Page 1)

erated by the Cleveland Board of Education.

The program, which has been extensively used by the local public schools, had been banned by order of Petrillo who ruled that FM stations could not use programs involving instrumental music unless a duplicate set of musicians was employed or the original musicians paid double.

Rescinding of this order followed protests of the Board of Education. The programs are broadcast by WGAR and recorded by WBOE for school use.

DO YOU NEED An Experienced Radio News Editor-News-caster? If you do, here's what I can offer: Three years on national network as News Editor and Analyst; 17 years news on newspapers and news services. Interested in good solid station that wants to build up News for peacetime years ahead. Box No. 108, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

CBC Board To Meet In Vancouver, Jan. 27-29

(Continued from Page 1)

Vancouver, it was announced by A. D. Dunton, chairman of the board. In deciding on meetings in centers outside of Ottawa, said Mr. Dunton, this enables governors from one point of the country to become more easily acquainted at first hand with broadcasting conditions and developments in other parts.

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



Long time been around

That's the Chinese junk "Monlei" as seen when it arrived on the Atlantic Coast some time ago. This fundamentally designed ship has been part of Chinese culture for thousands of years.

"Fundamental" . . . that's the word that is the answer to long enduring, successful ships . . . countries . . . businesses . . . radio stations!

Down here in Baltimore we've stuck to fundamental programming. We've never deviated. What we do seems as solid as can be, because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big five-station town.

W-I-T-H is the successful independent.

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

★

They said it couldn't be done!

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule.

WQXR complied with a program booklet which still sells for 10¢ a copy or \$1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."



WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times

★

LOS ANGELES

By RALPH WILK

RALPH L. POWER, advertising, has relinquished its financial interest in the Walter Biddick Company, radio station representatives and program producers.

Wendell Niles has been set to announce "Hollywood Star Time," which started Jan. 6th, over a CBS network. The first show starred Tyrone Power and Jeanne Crain in "Seventh Heaven." The new Frigid-aire Show is handled by the Foote, Cone & Belding Agency and produced by Robert L. Redd.

Opie Cates is getting laughs with the title of his new jump tune written for clarinet called, "Cumquat Cadenza."

Harrison Wood expresses his views on personalities and events of "This Changing World," at a new evening time on KHJ, effective January 8. "This Changing World," which has been heretofore heard Sunday evenings, will move to Tuesday nights, it was announced by Sydney Gaynor, general sales manager for Don Lee network.

Consolidate Gov't Radio Activities in 'Frisco

(Continued from Page 1)

the wartime international short wave operations of the Office of War Information and the Office of Inter-American Affairs in this city.

Operating since August under Presidential order as the Interim International Information Service, the combined shortwave operations to Latin America and to the Orient have merged under the active direction of the State Department, as part of the newly created Office of International Information and Cultural Affairs.

Kenneth D. Fry, director of the San Francisco IIS operation, remains as chief of the combined office, which continues from the former OWI studios at 111 Sutter Street. The former OIAA operation has moved to 111 Sutter Street and given up its studio space at the Fairmont Hotel. Merrill Phillips, chief of radio for OIAA, heads the Latin-America Program Division of the OIC in San Francisco, continuing an eight hour schedule of English programs to South America each day.

Broadcasting to the Orient has been severely curtailed, and is now confined to the peak listening hours in Asia. Programs continue to the Far East in Japanese, Chinese, French, Annamese, Siamese, Tagalog, Korean, Dutch, Malay and English.

WANTED

Copywriter for radio network—Agency or radio experience in space and mail. Send resume and state salary. Write

Box 104, RADIO DAILY
1501 Broadway New York 18, N. Y.



Michigan Ave. Memorandum...!

● ● ● "Fire Chief" Ed Wynn was met at the train, when he arrived in town the other day en route to N'York, by Chicago's Fire Chief Mullaney, who gifted radio's chief with—guess what? A fire chief hat, natch, on account of Wynn's forthcoming guest shots on James Melton's Sunday night Texaco show on CBS, or could there be no connection?...ABChicago commentator John

Bryson has been awarded a campaign ribbon for his broadcasts overseas, the only Chicagoan receiving such recognition. Bryson was praised for his radio work by the late Gen. Patton.....Walter Winchell and Frank Sinatra are included in the Chicago Defender's annual list of persons who contributed most to racial harmony during the year.....With Foote, Cone and Belding taking over supervision of her show, Kate Smith will have a studio audience and a new guesstar policy which will feature personalities of stage, screen and radio.....Seldom does a day pass that a radio station doesn't receive requests from organizations for courtesy announcements. But Walter Preston, WBBM program director, for the first time in his radio career recently received a note asking that WBBM not make any such announcements. The request came from Children's Memorial Hospital. Last year the station aired announcements asking listeners to send their Christmas cards to the hospital. So great was the response that the hospital staff was swamped by three-and-a-half-tons of cards, enough to last 10 years! This year they begged that no announcement be made—they just wouldn't know what to do with any more cards.

★ ★ ★

● ● ● When Col. Edward M. Kirby, former chief of the War Department's radio branch, and now public relations counsel to the NAB, was in town the other day for the NAB's code committee meeting he reminisced about some of his experiences escorting such stars as Bing Crosby and Bob Hope on entertainment tours in the European theater during the war. During Bing's overseas tour he took a side trip to Edinburgh, Scotland, Col. Kirby related. While waiting at the Edinburgh station for a train to take him back to London, the Groaner was approached by a short, inquisitive Scotsman who stood silently studying Crosby for a couple of minutes. Bing was the first to speak. "Well," he asked the Scotsman, "What do you think?" The latter was silent for a while longer, and then replied, "Bob Hope said you were pudgy. You are."

★ ★ ★

● ● ● Ade Hull, Mutual's mid-West veepee, attended the recent premiere of the Ralston-Purina "Opry House Matinee" in Nashville, and occupied a seat next to a native Tennessean, unmistakably a product of the Tennessee hills. The mountain philosopher entertained Hull throughout the performance with his latest cracker-barrel yarns, punctuating his remarks with sharp elbow jabs in the Hull ribs and a high-pitched cackle. The jabbing and the cackling continued until Opry star Eddie Arnold stepped up to the mike, whereupon Hull's hill-billy pal ceased his chatter to concentrate on Arnold, his only remark being, "That's my nephew."

★ ★ ★

● ● ● Paul "Pops" Whiteman and his Radio Hall of Fame song-bird, Martha Tilton, and "Breakfast Club" emcee Don McNeill, will trade guest appearances when the Whiteman show comes to town for a broadcast from local ABC studios Jan. 13.....P. K. Wrigley, owner of the Chicago Cubs, is planning to televise games in Wrigley Field this summer, if equipment is available. Wrigley also pioneered in broadcasting baseball games in the early days of radio, threatening to secede from the league if his request to broadcast games was turned down. Recalling the furore over his early radio broadcasts, he says he expects there will be similar opposition to his present plans, "but television is here to stay, and the smart thing is to tie up with it."

AGENCIES

JOE E. ELICKER, 20 years a prominent figure in the exhibition end of the motion picture industry, has been named vice-president of Astor Pictures Corp., in charge of advertising and publicity.

PAUL MANNING, the only war correspondent present at both of the surrender ceremonies, at Rheims and in Tokyo Bay, will be guest-speaker at the regular Celebrity-Luncheon of the Advertising Club of New York, Wednesday, Jan. 9, 12:30 p.m. This talk will be recorded and broadcast over WINS, from 8:30 to 9 p.m., that same evening.

DUANE JONES COMPANY, organized in 1942 as an agency to specialize in package goods advertising, has incorporated as of Jan. 1, 1946. Officers include Duane Jones, president; Ralph Smith executive vice-president and general manager; Lawrence Leaman, treasurer, and Eugene Hulshizer, secretary. A board of directors will be announced shortly after the first of the year.

Westinghouse Stations Provide Dual FM Service

(Continued from Page 1)

Walter Evans, vice-president announced this week. Present plans call for a continuation of the dual service for an indefinite period.

According to Evans, Westinghouse FM stations in Pittsburgh, Boston, Philadelphia, Springfield and Ft. Wayne were among the few stations in the country to complete tests on time and begin the augmented service January 1 as directed by the Commission.

Installations were made by KYW's engineer Bill Ellsworth under the direction of D. A. Myer, chief engineer of Westinghouse Radio Stations, Inc.

"THIS IS IT"

Are you frantically searching for a casting director (femme), who is considered "tops"? Who has no favorites? Who can expertly cast a show as quick as a flash? Then contact RADIO DAILY, Box 105, 1501 Broadway, New York 18, N. Y.

COME AND GET IT says... MR. REDDY CASH

"Strike Oil with KFRO!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.

*Affiliated American and Mutual Networks

KFRO LONGVIEW, TEX. VOICE OF EAST TEXAS





A NEW Measurement FOR WLW ADVERTISERS!

*TOTAL AUDIENCE (A WLW - NRI PLUS)

*TOTAL AUDIENCE is the percentage of total homes in the WLW-NRI area which tuned to any part of the program or broadcast period measured.

Now, for the first time, WLW is able to give its advertisers "program circulation" . . . not only a "rating" that measures the audience for an average minute, but also the TOTAL audience reached during the broadcast period!

From the second your show goes on the air until it goes off, listeners are tuning in and tuning out. Every one of them is exposed to your advertising messages, product mentions, or sponsor identification. With a very active audience turnover, your program rating may indicate only *half* the listeners you actually reached with an advertising impression.

This is another way to look at audience measurement . . . a practical, more accurate way to measure your audience, and to supplement your knowledge from other sources.

And, besides, you get the usual information: Homes Using Radio (sets-in-use), Average Audience (program rating) and Share of Audience . . . plus HOLDING POWER, another new yardstick . . . for every quarter-hour of every day, from 6 AM to midnight!

Your WLW representative now has this information. He will be glad to discuss it with you . . . and to show you a great deal more about how the great Midwest listens to the Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLY CORPORATION



ACI HITS FOR 1945

(January 1, 1945 to January 1, 1946)

The 25 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year.

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
If I Loved You (T. B. Harms).....	34,410	32*
Ac-cent-ichuate the Positive (1) (E. H. Morris).....	29,366	18
Dream (Capitol)	29,198	34
Till the End of Time (Santly-Joy).....	28,064	26*
My Dreams Are Getting Better All the Time (Santly-Joy)	27,104	28
I'm Beginning to See the Light (Grand).....	26,168	23
Candy (Feist)	24,194	25
Saturday Night (Barton).....	24,122	22
I Should Care (Dorsey).....	24,089	32
That's for Me (Williamson).....	24,100	20*
Don't Fence Me In (2) (Harms).....	23,986	15
You Belong to My Heart (La Salle).....	23,792	40
More and More (3) (T. B. Harms).....	23,460	23
Gotta Be This or That (Harms).....	23,448	26
A Little on the Lonely Side (4) (Advanced).....	23,122	21
The More I See You (Bregman-Vocco-Conn).....	23,064	30
Sentimental Journey (E. H. Morris).....	22,874	26
I'm Gonna Love That Guy (Bourne).....	22,810	26
All of My Life (Berlin).....	21,554	24
On the Aichison, Topeka & Santa Fe (Feist).....	21,496	22
I'll Buy That Dream (Burke & Van Heusen).....	20,908	19*
Laura (Robbins)	20,694	24
It's Been a Long, Long Time (E. H. Morris).....	20,374	12*
Sweet Dreams, Sweetheart (5) (Remick).....	19,202	19
I Wish I Knew (Triangle).....	18,746	29

Footnotes: Asterisk indicates songs which are still active. The following five songs were active prior to January 1, 1945; (1) 1230 ACI Points, 3 wks.; (2) 12,472 ACI Points, 10 wks.; (3) 3208 ACI Points, 6 wks.; (4) 2890 ACI Points, 7 wks.; (5) 5224 ACI Points, 11 wks.

FAVORITE STANDARDS OF 1945

The 20 standards of 1945 with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year.

SONG TITLE	PUBLISHER (or Copyright Owner)	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Begin the Beguine (Harms).....		11,758	39
Blue Skies (Berlin).....		11,116	39
Star Dust (Mills).....		10,652	38
All the Things You Are (Chappell).....		8,698	29
Always (Berlin)		8,600	22
On the Sunny Side of the Street (Shapiro-Bernstein).....		8,546	29
Embraceable You (Harms).....		8,230	31
Smoke Gets in Your Eyes (T. B. Harms).....		8,202	28
Anchors Aweigh (Robbins).....		8,146	20
Night and Day (Harms).....		7,284	30
Great Day (Miller).....		7,230	19
Somebody Loves Me (Harms).....		7,128	28
It Had to Be You (Remick).....		6,786	27
Summertime (Chappell)		5,706	21
Army Air Corps (Fischer).....		5,558	10
Just One of Those Things (Harms).....		4,522	17
I'll See You in My Dreams (Feist).....		4,484	17
Dancing in the Dark (Harms).....		4,352	18
Where or When (Harms).....		4,306	19
I Know That You Know (Harms).....		4,170	14

Movies Use Radio

Motion picture exhibitors, their normal newspaper advertising stymied by a strike of Cleveland pressmen, which forced the local dailies to suspend on Saturday, are turning to the radio and apparently finding air time an effective substitute.

The theaters are utilizing spot announcements at hourly intervals over local stations, and reported last night that business generally was holding up.

ACI Announce Survey Of 1945 Song Hits

(Continued from Page 1)

the year, the old reliable "Begin the Beguine," still holds forth with 11,758 ACI points over a period of 39 weeks in the survey. "Blue Skies" is a close second with 11,116 points, also over a period of 39 weeks. According to Dr. John G. Peatman, director of the Office of Research-Radio Division (City College) there are five out of the top 25 1945 tunes that are still active as to plugs and at least five others in the survey were active from one to ten weeks during 1944, hitting their stride in 1945.

Gov't Int'l Cultural Move Draws Fire In Congress

(Continued from Page 1)

veloping yesterday. Although most of the opposition came from Republicans, at least one Democrat, who declined to be quoted, said the plan needed "a lot more studying."

"I don't like the idea," said Representative Chipperfield (R.-Ill.), adding that he wants to study the measure further.

Chipperfield said the State Department plan was formulated by Archibald MacLeish, former Assistant Secretary of State. "It reads like some of MacLeish's poetry," he commented.

Cleveland's Stations Sub For Newspapers

(Continued from Page 1)

complete coverage WTAM, WJW, WGAR and WHK augmented their news and special events staffs and increased the schedules of daily news casts. Facilities of the stations were placed at the disposal of city officials, civic leaders, law enforcement bodies and other community services for the handling of news and announcements important to the city's welfare.

WGAR, Columbia network outlet went into action shortly following announcement of the strike, altering its programming with a distinct emphasis on news.

Saul Glantz, public relations director of the Mutual outlet here, WHK announced that five additional new programs were scheduled daily throughout the weekend period, with indefinite continuation of extra new broadcasts for the duration of the strike. Included among its special broadcasts, WHK has aired regular columns of radio editors of local papers.

Add 10 Newscasts

WJW has augmented its regular news staff to provide coverage from all news sources throughout the city with close contact maintained with the Mayor's office, hospitals, police and fire departments, and the weather bureau. Ten additional daily newscasts are scheduled to provide complete and up-to-the minute coverage of local and state events. At 7 p.m. each night WJW airs a special report on stock market activity throughout the day. Listener response and interest so far has been most favorable, station officials announced.

Increase WTAM Coverage

WTAM, NBC's affiliate here, has almost doubled the number of new programs it normally carries daily with approximately the same scope of coverage as other stations. Station officials report close and effective cooperation from the newspaper office in the matter of all news coverage.

PICTURE NEWS,
an unusual magazine, salutes
the premier performance

of

"UNUSUAL PEOPLE"

TONIGHT AT 9:15 P.M.

WNEW

1130 ON YOUR DIAL

Benton Defends Action in Byrnes' Radio Talk

(Continued from Page 1)

his press conference of last Friday an effort to clarify the muddled question.

Meanwhile, too, several Washington sources indicated they thought Benton at FCC Chairman Paul Porter on a job last week.

Presenting himself as a "friend of radio," Benton discussed his "impossible dilemma" with the press. A transcript of the conference was made available yesterday.

For the record, Benton explained radio connections:

"I regard," he said, "myself as a friend of the radio industry, with personal financial interests of my own in the radio industry today. My company, Muzak, is the present one-half owner of an FM station (WGYN).

My company, Associated Program Service, which I own in New York, has stations as its customers all over the United States and that company is dependent upon the welfare of the radio industry. My company, Associated Music Publishers, collects music royalties from 300 or more radio stations. This is background for you. I want that as background material."

Benton revealed that he first gave Byrnes broadcast rights to NBC on an exclusive basis for two reasons, one being that he thought the grant would bring the exclusivity rule into question.

From such information as I had," Benton said, "I thought it was more likely that the exclusivity rule would break down over the weekend if I gave the broadcast to NBC. If I had given it to Mutual and Associated, there might have been few if any protests. When I gave it to NBC, Mutual let out a yelp of protest. Thus I had an ally in Mutual. If I had given the broadcast to Mutual and Associated, I might have had no important ally. Thus, first, I gave the broadcast to NBC exclusively because I thought there was a better chance of breaking down the exclusivity rule and it worked out right.

Second, in all fairness I ought to state that Mutual will not like this second reason at all and has already protested. Mutual takes exception to his statement. . . . From my knowledge of the coverage of the networks, I felt that listening habits were sufficiently powerful so that NBC would provide a better coverage and a bigger audience, and, if I failed on point one, and the exclusivity rule stuck, I thought that Secretary Byrnes who was spending the weekend preparing his speech, was entitled to the greatest coverage I could get for him."

Discussing the "rancor" stirred by

Cantor, Hope Appointed To March Of Dimes Posts

Eddie Cantor has been appointed chairman of the 1946 March of Dimes of the Air, it was announced yesterday by Basil O'Connor, president of the National Foundation for Infantile Paralysis. The March of Dimes opens Monday, January 14 and closes Thursday, January 31.

Cantor, who was the person who first proposed the March of Dimes when he was asked to suggest ways to raise funds to fight infantile paralysis, will make a number of personal appearances and radio broadcasts during the campaign.

Bob Hope, who has traveled more than 300,000 miles to entertain members of the armed forces, both here and abroad, has been appointed chairman of the March of Dimes Veterans' and Servicemen's Division, O'Connor also announced. Frances Langford, was appointed vice-chairman to serve with Hope.

the situation, Benton commented on that point:

"If there is rancor on the subject, the rancor must be judged on the part of the small group of people with the networks in New York who may feel some resentment, but I hope they do not because I feel that this has been in the interests of the networks and the industry, but if they do feel any, you must contrast it with the many hundreds of thousands of people throughout the country who welcomed the way it worked out."

Pinned down on his conversation with Porter, Benton said:

"I told Mr. Porter the story. I told him I was upset about it, of being put in a position of having to deprive Mutual and Associated of the broadcast; that I resented having to make the choice between NBC exclusively and Mutual and Associated. NBC had agreed to let WINX (Washington independent) in. I told Paul of the Secretary's interest and I told him I thought this was an important principle involving the question of editorial judgment on which the industry was passing the buck back to me. I further told him that I was convinced of the importance of the speech, that there were hundreds of stations throughout the United States that would want to carry it if they were privileged to exercise their own judgment. That is a very important

WOR Rejoining NAB, According To Streibert

At the invitation of President Justin Miller, WOR will once again become a member of the NAB, according to an announcement made yesterday by Theodore C. Streibert, president of the outlet. The station resigned from the organization in May 1941.

"The important problems to be solved in this first peace year require a united industry," Streibert said, "and the leadership of President Miller merits the support of every unit in the broadcasting field."

Will Sponsor ABC Show

Beginning Jan. 19, Popular Home Products Corp. will sponsor half of ABC's hour-long morning show "Wake Up and Smile." A sustainer since November, the program also gains a new emcee, Hal O'Halloran, who will be heard with Kay Armen, Boyce Smith and Rex Maupin's orchestra.

Woods, Noble Honor ABC Founder's Wife

(Continued from Page 1)

bronze plaque, memorializing her husband and in appreciation of her having made available the corporate name of her husband's organization when the Blue Network Company changed its name to ABC.

Present at the luncheon were William B. Dolph, WOL, as associate of the late Mr. Mark; the members of the Federal Communications Commission; Sen. Burton K. Wheeler; Rep. Clarence Lea; Robert E. Kintner, ABC vice-president; Kenneth Berkeley, WMAL; Ray Henle; Earl Godwin; Robert H. Hinckley; Herbert M. Bingham; H. Russell Bishop; former Sen. D. Worth Clark; Mrs. Mary Peavey, Miss Madeline Ensign; Samuel H. Kaufman, Washington Star; George Dixon, Washington Times Herald; Emil Hurja, The Pathfinder; Michael W. Flynn, Times Herald; Alva Brewer, Times Herald; Nelson Bell, Washington Post; John O'Rourke, Washington News; and Ned Brown, Scripps-Howard newspapers.

Tele Debut Set Friday

"Topsy Turvy Quiz" with Frances Scott as emcee, premieres in television Friday night over WRGB, Schenectady, 8 p.m. Packaged by Basch Radio Productions, program is produced by Harvey Marlowe.

WANTED
 Art Director—Agency or radio experience. Idea man. Do layouts, typography, production. Please state salary. Write Box 103, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Exclusive
 VOICE OF SOUTHEASTERN CALIFORNIA
 100 MILLION DOLLAR YEARLY MARKET
KXO
 MUTUAL DON LEE EL CENTRO CALIFORNIA
 SEE RAYMER

* **7 Million 441 Thousand**
 have PAID to see the original
WLS NATIONAL BARN DANCE
 890 KILOCYCLES 50,000 WATTS AMERICAN AFFILIATE
 *1,441,247 as of JANUARY 5
CHICAGO 7
 REPRESENTED BY JOHN BLAIR & COMPANY



BURRIDGE D. BUTLER President
 GLENN SNYDER Manager

COAST-TO-COAST

—OREGON—

PORTLAND—KOIN has received numerous expressions of appreciation for its "Veterans' Bulletin Board" programs heard Sundays, Mondays, Wednesdays and Fridays, purpose of which is to advise veterans and their families about rights and benefits offered by Federal, State county and community organizations. Any organization offering free benefits to ex-servicemen and women, is offered the chance to publicize such benefits. Programs are written by Lester Halpin, KOIN news editor, who returned some time ago after two years in the Office of Censorship in Washington.

—NEW YORK—

NEW YORK—The experience of a youthful Air Corps Major who faces the problem of adjusting to his pre-war clerical job on his return to civilian life, will be dramatized on WMCA's "When He Comes Home" program, Jan. 9, 9:30 to 10:00 p.m. The veterans' adjustment program entitled "Riding On Air," will feature discussion of this widespread problem among returning veterans by Leonard Kaufman, Information Assistant of the Veterans' Service Center, New York City. . . . Bert Wilcox stage, radio and screen actor, who toured the Pacific theater for USO-Camp Shows for eight months with the "Oklahoma" production, is leaving soon on another tour to play the role of Uncle Stanley in "George Washington Slept Here."

—MASSACHUSETTS—

SPRINGFIELD—Authorization of a new frequency modulation broadcasting station has been issued to WMAS in Springfield and Hampden-Hampshire Corp. of Holyoke, by the FCC. . . . WORCESTER—The incorporation of WTAG and WTAG-FM, a subsidiary of the Worcester Telegram Publishing Company, Inc., as WTAG, Inc., became effective as of Jan. 1. The broadcast station will offer facilities for television and facsimile when the equipment is available.

—CONNECTICUT—

WATERBURY—Singin' Bill, after a six months' leave of absence, returns to WBRY in a fifteen-minute series featuring popular tunes. . . . HARTFORD—John C. Welsh has returned to his job as a radio engineer after having served 44 months in the Navy.

—FLORIDA—

WEST PALM BEACH—As a tribute to the great number of winter visitors in the Palm Beaches, representing every state in the Union, WJNO has inaugurated a special "Parade of the States" feature on its "Man of the Street" broadcast. Each day a different state is honored and its visitors

are invited to participate in a quiz to see how much they actually know about their own states. The feature is to be continued during the winter season and each of the forty-eight states will be represented. . . . MIAMI—Reggie Martin, who recently completed a radio assignment in China for the Office of War Information, has returned to WGBS as program director. George Ballou, program director in Martin's absence, has assumed the position of national sales manager. . . . Frank J. Riordan has recently been named sales promotion manager of WGBS, after completing terminal leave in the Army Air Forces.

—NEW YORK STATE—

BUFFALO—Clint Buehlman, morning time-and-record man on WBEN, is asking listeners to send in their used Christmas greeting cards, which he then will relay to organizations collecting them for children in out-of-the-way rural schools in the South and West. The cards will be pasted in scrapbooks and used as book and wall decorations by children who, strangely, rarely see such cards. . . . Eight blind persons, four in Buffalo and four in Rochester, were guided by their seeing-eye dogs to microphones Sunday, Jan. 6, to take part in the "Quiz of Two Cities," broadcast simultaneously over WBEN.

—CANADA—

TORONTO—A new series of talks on the culinary arts will be given in the second edition of "CBS Cooking School of the Air," to be heard over the Trans-Canada network at 4:18 p.m. (EST), beginning Monday, Jan. 7. Mrs. Langdon in the first lesson Jan. 7, will tell listeners how to prepare and cook a successful chicken dinner. Later broadcasts will include basic recipes for a variety of dinners, deserts and supper dishes.

KPO Summer Institute Planned With Stanford "U"

(Continued from Page 1)
tended by almost 100 students, including a large number of wounded or discharged service men, and a majority of them are now engaged in professional radio.

Inez Richardson, director of radio and research associate at the Hoover Library, is the coordinator of the KPO-Stanford Institute.



Ring in

New Markets

New Sales

New Friends

in '46 with

Fulton Lewis, jr.

America's No. 1 cooperative program offers a few availabilities in choice territories. Still time to get aboard, if you phone, wire or write at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway New York 18, N. Y.

WANTED

Secretary to Account Executive, radio station representative company. Experience in radio advertising required. Starting salary, \$200 monthly. Please state age, complete details education and business experience. Your reply will be confidential. Write Box 106, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Wanted

SALES DOLLARS TRAVEL FAR . . .

Ben Ludy, GEN'L. MGR. . . when you use them on

WIBW

The Voice of Kansas
TOPEKA



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 6

NEW YORK, N. Y., WEDNESDAY, JANUARY 9, 1946

TEN CENTS

Clear-Channel Fight Near

NAB May Eliminate Web Exclusivity Rule

Washington Bureau, RADIO DAILY

Washington—Elimination of the networks' "exclusivity rule" was seen here yesterday following informal discussion between NAB and network officials. Informed of the discussions, a State Department spokesman said Assistant Secretary of State William Benton "would welcome" a solution to the problem and stood ready to confer with radio officials. Some criticism was voiced in industry circles, however, over Benton's admitted maneuver of giving the Byrnes broadcast to NBC in order to bring the question

(Continued on Page 5)

Maj. Gen. Hayes In Radio; Plans Baltimore Station

Baltimore—Maj. Gen. Philip Hayes, recently resigned as commanding general of the Third Service Command, has announced that he will associate with Karl F. Steinmann in establishing a new station here.

Jack Stewart, radio director of the Tower Realty Co., will be director of the proposed station which will broadcast on both standard and FM bands.

Seven NBC Programs Renewed For 52 Weeks

Seven NBC programs have been renewed for 52 weeks, effective at the end of January.

Programs are: "Waltz Time" (Fridays, 9:30 p.m.); "Manhattan Merry-Go-Round" (Sundays, 9:00 p.m.) and "American Album of Familiar Mu-

(Continued on Page 5)

Awards

Philco's "Radio Hall of Fame" has been chosen as the outlet for the presentation of awards of the New York Film Critics Circle. Program of Jan. 20, ABC, 6:00 p.m., will present Jack McManus, president of the group, and award winners Ingrid Bergman, Ray Milland, Billy Wilder and Charles Brackett. "Spellbound" and "Lost Weekend" were the stars' films.

Profile

The 17-year institution that is "Uncle Don" Carney, will be profiled in a three-page story and picture layout in Jan. 12th issue of the "Saturday Evening Post." Written by John La Cerda, the article will recount how the WOR program has become a vital part of the lives of millions of youngsters during Carney's more than 8,000 broadcasts of over 13 million words.

N. Y. Telegraph Strike Not Affecting Radio

Strike of Western Union operators yesterday morning in New York did not cause any serious inconvenience to radio stations or networks with communications remaining about normal, a RADIO DAILY survey revealed.

New York advertising agencies reported some delays incident to the cut-off in telegraph service. These delays were the result of usual agency telegraphic procedure in the handling of advertising copy, radio program

(Continued on Page 6)

Schoenfeld to Detroit For American Network

Merritt Schoenfeld, formerly assistant general manager of the central division of ABC, has been named Detroit representative of the network and will headquarter there, it was announced yesterday. Schoenfeld recently left his post in Chicago for a

(Continued on Page 2)

Important Hearing Will Get Under Way Before The FCC On Monday; Many Participants

Washington Bureau, RADIO DAILY

Washington—Radio's first big battle of the year gets under way here next Monday when the FCC begins its five-day clear channel hearing.

With the clear channel group armed for the first time with extensive financial data of broadcasting stations, few blows will be missed in the fight to retain the golden belt of clear channeling.

One thing seems certain, according to sources here, there will be a cut in clears. How extensive that cut will

(Continued on Page 5)

Broadcasters' Assn. To Open Coast Office

West Coast Bureau, RADIO DAILY

Los Angeles—The NAB in the near future will open a West Coast office in this city, it was revealed yesterday by Justin Miller, president of the broadcasters' association. The new branch, said Miller, will serve as a liaison with motion picture interests, also as a clearing house for western problems and talent.

The manager of the new office will

(Continued on Page 6)

Cleveland's Stations Continue Strike Aid

Cleveland—Radio stations in this city continue to be the sole source of local and world-wide news coverage as the strike of the three city newspapers, the Cleveland Press, Plain Dealer and News extended into its

(Continued on Page 7)

Big Attendance Expected At Washington Tele Meet

The Nation's Capital, soon to be the scene of the first television broadcast of an opening of Congress, will play host to a regional conference on Janu-

(Continued on Page 2)

Speakers Appraise Television Outlook

Television manufacturers are planning to display a variety of styles of receivers to the public before the end of 1946, M. L. Levy, chief engineer of Emerson Radio and Phonograph Co. revealed yesterday at a panel-discussion luncheon-meeting of the American Television Society at the Hotel Sheraton.

"Television manufacturers will

(Continued on Page 7)

Ranson Succeeds Lewis As WHN Publicity Head

Jo Ranson, former press director of WNEW, will succeed George Lewis as publicity director of WHN effective January 14, it was announced

(Continued on Page 5)

Certified Poll Preview

H. V. Kaltenborn leads the field of commentators in the St. Louis area as returns from the mid-west are counted in RADIO DAILY's certified poll to select the nation's "All-American Radio Program for 1945." Kay Kyser's "College of Musical Knowledge" and "Manhattan Merry-Go-Round" are running close as the most popular musical show and Bob Hope has a walkaway lead as the most popular comedian. The Ford "Sunday Evening Hour" ranks high in the estimation of the St. Louis press in the "commercial program" classification.

Tomorrow—Report on Philadelphia

St. Louis

Coverage

The four major networks and almost all local independent stations will broadcast phases of the Army Ground Forces Victory Parade, up Fifth Avenue next Saturday afternoon, which features the famed 82nd Airborne Division. Approximately 13,000 veterans of the various theaters of war will take part in the event—many of whom are native New Yorkers.

To-Day—671 Certified Votes—"All American Radio Program of 1945"



Vol. 34, No. 6 Wed., Jan. 9, 1946 Price 10 Cts.

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

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FINANCIAL

(Tues. Jan. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	190 3/8	189 3/4	190 1/4	+ 3/8
CBS A	44 1/4	44	44 1/4	+ 1/4
CBS B	43 1/4	42 1/2	43 1/4	+ 1/4
Crosley Corp.	38 1/2	38 1/4	38 1/2	+ 1/2
Farnsworth T. & R.	19 1/8	18 7/8	19 1/8	+ 1/8
Gen. Electric	48	46 3/4	48	+ 1 1/4
Philco	44 1/4	43 1/2	44 1/4	+ 1/2
RCA Common	18 1/8	17 1/4	18 1/8	+ 7/8
RCA First Pfd.	90	90	90	- 1/2
Stewart-Warner	24	22 5/8	24	+ 1 1/2
Westinghouse	37	35 3/4	36 3/4	+ 1 1/4
Zenith Radio	42	40 1/2	41 1/2	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	23	23	23	- 1/2
Nat. Union Radio	9 3/4	9 3/8	9 1/2	+ 1/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	34
WJR (Detroit)	31 1/2

Transcribed Series Set For Eastern MBS Outlets

The transcribed serial, "Aunt Mary," will make its eastern debut Jan. 14 on five major outlets under the sponsorship of Hudson Pulp and Paper Corp., through Duane Jones Co. Popular on the west coast, the program was packaged in Hollywood by Lee Crosby of C & F Radio Productions.

The 15-minute program will be heard across the board on WOR, New York, 9:15 a.m.; WABL, Baltimore, 9:45 a.m.; WBZ, Boston, and WBZA, Springfield, 1:45 p.m.; and KYW, Philadelphia, 1:45 p.m. All contracts are for 52 weeks.

Jules Harshing
INSURANCE
 30 JOHN STREET
 NEW YORK - CITY
 BOWLING GREEN 9 0284
 PHONY WHITENALL 3 6767

Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, is back at his desk following a short trip to Florida.

EDGAR KOBAK, president of the Mutual network, is expected back tomorrow from a trip to Cleveland and Canton. He has been in Ohio since the early part of the week.

PAUL WHITEMAN and MARTHA TILTON, of the "Radio Hall of Fame," have left for Hollywood, with a broadcast scheduled en route from Chicago. They are accompanied by H. PIERSON MAPES, LOU QUINN, ED SAULPAUGH, RUSSEL McCracken and JANE KALMUS, all of the Hutchins Advertising Company.

JAMES MAHONEY, mid-west operations executive of the Mutual network with headquarters in Chicago, in Gotham this week to confer with officials of the web.

CHARLES SNOWDEN, sports director of WAJR, Morgantown, West Va., is expected in New York today to supervise the station's broadcast of the Madison Square Garden basketball game between West Virginia University and Long Island University.

ANN CORIO has left Hollywood for New York. She'll arrive here in time to appear as a guest on the Adrienne Ames program over WHN.

LARRY SURLS, JR., account executive in the co-operative program division of the American network, is spending this week in New England on business.

HARRY SEDGWICK, president of CFRB, Toronto, has arrived from Canada for conferences at the headquarters of CBS, with which the station is affiliated.

E. B. CANEL, director of Latin-American programs in the International Division of NBC, is flying to London, where he will report the UNO conference in Spanish for the network's South American audience. During the past year he has covered meetings in Rio de Janeiro, Mexico City and San Francisco.

LESTER WOLFF, head of the advertising agency bearing his name, has returned from a short vacation trip to Florida.

ELSIE DICK, the Mutual network's public service director of education, went down to Philadelphia this week to study the educational program structure of WIP.

CHARTER HESLEP, director of news activities at WOL, Mutual affiliate in Washington, D. C., is spending a few days in New York.

Big Attendance Expected At Washington Tele Meet

(Continued from Page 1)

ary 29 to discuss the part television will play in advertising, retailing and radio broadcasting. Sponsored by the Advertising Club of Washington, D. C., the one-day "Television Institute," conducted by Televiser Magazine, is expected to attract some 400 executives from all phases of the various fields.

Sixteen of the nation's leading experts in electronics, merchandising, production and programming, will address the group. Importantly included are Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc.; J. R. Poppele, president of the Television Broadcasters' Association; Paul Knight, general manager of Philco's television station, WPTZ, Philadelphia; Paul Ral-bourn, television executive of Paramount Pictures; David Arons, publicity director of Gimbels, Philadelphia; and Ralph Austrian, executive vice president of RKO-Television.

Other speakers scheduled for the morning and afternoon session include: Richard W. Hubbell, television supervisor, Crosley Broadcasting Corporation; Charles J. Durban, assistant advertising manager, U. S. Rubber Co.; Paul Knipe, television director, Anderson, Davis & Platte; Herbert E. Taylor, Allen B. DuMont Laboratories; Bob Emery, television producer, Bamberger Broadcasting System; Irwin A. Shane, publisher, Televiser; E. W. Engstrom, research director, RCA Laboratories, Inc., and Paul Mowrey, television supervisor, American Broadcasting Company.

In addition to the regular speakers, Maurice Gorham, newly appointed director of television for the British Broadcasting Corporation, will report from Alexandra Palace, London, on England's progress toward commercial television. Broadcast will be picked up in Washington by WOL and relayed to the meeting.

Schoenfeld to Detroit For American Network

(Continued from Page 1)

home office executive assignment in New York and now is being assigned to set up a new sales office in the Detroit area.

Six FM Applicants File With Commission

Washington Bureau, RADIO DAILY

Washington—Six applications for construction permits for construction of FM stations were announced recently by the FM. The FM filings include:

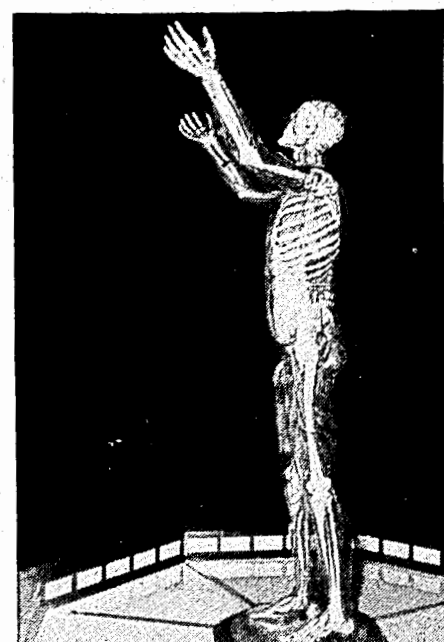
Mansfield Journal Co., Mansfield, Ohio (metropolitan); Harry M. Ayers, Anniston, Ala.; F. C. Todd, Gastonia, N. C., Rural; La Grange Broadcasting Co., La Grange, Ga., (metropolitan); Chronicle Publishing Co., Marion, Ind., (rural); Christina M. Jacobsen, Trading as the Valley Electric Co., San Luis Obispo, Calif., (metropolitan).



UNCLE LEO

For 14 years this ex-circus clown, and now Oklahoma City's zoo keeper, has thrilled Oklahoma youth with thrilling stories of animals and the sawdust trail.

WKY
 OKLAHOMA CITY
 The Katz Agency
 Representatives



Transparent man

That's a life-sized male figure whose bony structure and internal organs are seen through a "skin" of cellon. It's been in the New York Museum of Science and Industry in Rockefeller Center.

We picked the picture for two reasons. One, it's a reader-stopper. Two, we've always been suckers for this "bring it out in the open" where our own station is concerned.

And for some time now we've laid it out on the line for everyone to see that W-I-T-H, the successful independent station, delivers more listeners-per-dollar-spent than any other station in Baltimore, the country's sixth largest city.

Clear enough?



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

NOW TRANSCRIBED FOR
LOCAL AND REGIONAL SPONSORSHIP



VINCENT LOPEZ

"YOUR
**PLEASURE
PARADE**"



DICK BROWN



PAULA KELLY



BOB KENNEDY



JIMMY WALLINGTON



LILLIAN CORNELL



MILTON CROSS



THE MODERNAIRES AND THE GREAT PLEASURE PARADE ORCHESTRA



THE GRANDEST VARIETY
SHOW EVER PRODUCED

Never before a quarter-hour transcribed musical show as jam-packed with talent! Jump tunes by the Modernaires and Paula Kelly . . . ballads by Dick Brown and Lillian Cornell . . . the magic fingers of Vincent Lopez. Wire for availabilities.

MAKING TRANSCRIPTION HISTORY!

FROM THE HOUSE OF HITS

FREDERIC W.

ZIV
COMPANY

2301 LEVITT OAK
CINCINNATI, OHIO

NEW YORK

HOLLYWOOD

LOS ANGELES

By RALPH WILK

NBC network announced "Bride and Groom" and "Al Pearce Show" switched places in the program schedule, effective Monday, January 7. Henceforth, "Bride and Groom" will be heard at 3:00 p.m. (PST), the spot formerly occupied by "Al Pearce." Al Pearce will move into the 3:30 to 4:00 p.m. (PST) spot. That was a nice surprise birthday party Russ Johnston of McCannickson and Henry Legler of Warwick-Legler, threw for Dick Joy, Benny Kaye announcer, the other party in New York. Joy's wife, out of Glendale, Calif., tipped Johnston and Legler off as to the date. Dick Meakin's recent speech at the Hawthorne School on music appreciation was so well received, he is being flooded with invitations from local music conservatories and colleges. Meakin will accept as many as he can between musical chores on NBC's "The Great Gildersleeve."

Two CBS Asst. Directors Out Of Army, Back At Web

The roster of assistant directors at CBS has been augmented by the addition of two who left the network in March of 1943 to serve in the Armed Forces. They are: Jack Tyler, of the Signal Corps photographic division, and Frank Dodge, who served with the Corps of Engineers in the ETO and the Pacific. Each has received his honorable discharge and has resumed his duties at Columbia network headquarters.

Six More Sign "Funny Money"

The following stations and sponsors have signed to begin "Funny Money Man," during the month of January: Franklin's Department Store, five days per week on KXA, Seattle; Fisher's Flour, three days a week on KUIN, Grants Pass, Ore., and KIEM, Eureka, Cal. KSFO, San Francisco; KINY, Juneau, Alaska, and KTKN, Ketchikan, Alaska, will each begin the program five days per week.

The program is syndicated by Allen A. Funt Radio Productions.



Manhattan Memoranda...

● ● ● Bing Crosby confiding to pals that he's fed up with Hollywood and would like to settle in Gotham permanently.....Wm. Morris losing Herb Gordon to World Broadcasting and Reed White to ABC. Sammy Weisbord, we hear, will shortly shift to the coast office.....The CBS-Alvin Theater deal hasn't reached the signing stage yet, we hear. Asking price is well over a million, and not \$835,000, as reported.....Mark Sherwin profiling Walter Winchell for Feb. issue of "This Month".....Feb. 5th issue of "Look" will devote a five-page spread to Woody Herman, winner of Downbeat, "Metronome" and "Esquire" polls.....Jo Ranson taking over the WHN publicity chores Monday.....The little man with the big hat (LaGuardia, natch), disappointed his local following in his opening broadcast Sunday nite by not coming out of his corner in his usual slam-bang, two-fisted fiery manner. Could it be that he was awed by his coast-to-coast audience?.....Franchot Tone part owner of "The Imperfect Past," with John Garfield bowing out of the radio picture. Show is scripted by Larry Menken and Al Palca and being peddled by Trevor Adams.....If "Hall of Fame" lets Martha Tilton go, as has been reported, we know two sponsors who would like to grab her pronto..... We already have Dashiell Hammett's "Thin Man" on the air. Now Manny Rosenberg and Larry White will offer Hammett's "Fat Man" on ABC starting on the 21st.



● ● ● Johnny Morgan has come up with a cute idea in radio quizzers, with the record being cut this week.....Kitty Kallen, former Harry James thrush, will start her solo career off in town with a week at Loew's State starting on the 10th.....Lionel Hampton has his own record company called Hamptone. Switch is that he won't wax on his own label, being committed to Decca, but his side-men will, with small groups, getting a chance to play unadulterated jazz.....Doris Sharp today announced that with the retirement of Ray-Tele from the field, the clients of that organization may now be reached through Radio Registry, pioneer of the telephone-secretarial services in radio.....Dave Driscoll and WOR news staff still receiving plaudits for the recent 1945 In Review airing which for the first time injected an editorial theme..... Audrey Jones has resigned from 20th Century-Fox to join Ted Lloyd at Story Productions. She was formerly Lloyd's assistant in the radio dept at 20th Century and will again serve in that capacity.



● ● ● Watch for a big shakeup at CBS.....Ingrid Bergman and Ray Milland, winners of best performer awards, guesting on Jan. 20th "Hall of Fame".....Jeanne Harrison taking over the Barry Wood transcribed show for Ziv.....Dick Leibert reported ready to crash into the baton waving circle with a 15-piece crew.....Hank Sylvern considering an offer to instruct "Music For Radio" course at NYU, his old alma mater.....Alan Courtney scored heavily with his opening stanza of his Record Carnival Saturday p.m. on WOR. It should wrap up a terrific youth following for the station, considering his 17 years of building up a rooting section among platter fans.....Gloria Stenyi signed for dramatic recording series by NBC Thesaurus.....U. S. Army announces it has severed relations with Sgt. Nat Hiken.....Loved that Gregory Ratoff bit on "Take It Or Leave It," scripted by Herb Moss.....Owen Jordan, new commercial announcer on Bob Hawk' Camel show, formerly "Thanks To The Yanks".....Prediction: 24-year-old scribbler, Arthur Henley, can't miss being a top-drawer writer. He's headed that way in the jet-propelled manner.....Roger White coming back to the air with two or three solid ideas for shows, one of them being a half-hour mystery series about a femme detective called "Lady Dick".....Robert Q. Lewis set as Dick Gilbert's replacement on WHN, when latter leaves on the first.

PROMOTION

Dealer Manual

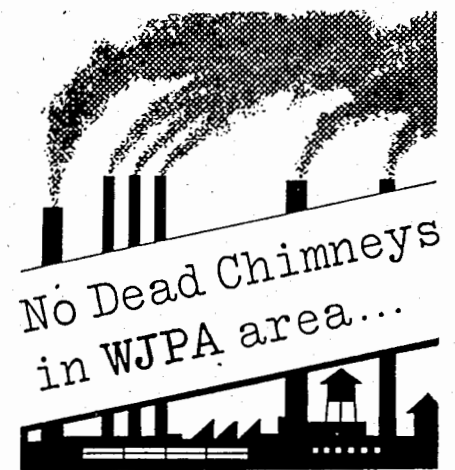
The radio sales division of Stromberg-Carlson has begun the coast-to-coast mailing of sample copies of the firm's new dealer manual. The 54-page piece, with a pressed-board cover and printed in four colors, simulates a record album. Each of the 19 set models in the 1946 line is given a full page photo and complete description. Clifford J. Hunt, radio sales manager, described the manual as "the next best thing to a working floor model."

H. Robert Milan

Funeral services will be held this afternoon in Mt. Vernon, N. Y., for H. Robert Milan, 24, time buyer for BBD&O, who died in Mt. Vernon Hospital Monday night after a three-weeks illness. A time buyer for the past two years, he had been with the agency since 1938. He is survived by his mother, a brother and a sister.

Joins VA Staff

Freelancer Tom Tinsley has been appointed to the speech section of the Veterans Administration Radio Service. A veteran of World War I, Tinsley comes to the VA from the OWI Domestic News Bureau. He has written many radio scripts including several for "The Shadow" series.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass... NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, New York, Chicago, San Francisco, Los Angeles. JOHN LAUX Managing Director

- WSTV - Steubenville, O.
- WFGP - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



"A Bit of Paris in New York"

Henri Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

NAB May Eliminate Web Exclusivity Rule

(Continued from Page 1)

in the open and "break down" exclusivity rule.

NAB spokesman said that there is little doubt but what the exclusivity rule would be eliminated as long as the industry would be allowed independent editorial judgment. "Radio does not like to be forced into a program that any given speech has forced." Radio should be able to make up its own mind.

Still hanging in the air, however, is the State Department's spanking new policy that virtually every speech of the Secretary of State would be given minimum coverage.

The State Department has conceded that the networks should be given editorial judgment and at the same time complete coverage. In the light of the publicity given this subject there was some thought here that the NAB board meeting in Los Angeles might take some action.

Stanton has stated he was agreeable to a meeting with NAB president William Miller in an attempt to solve the question.

Seven NBC Programs Renewed For 52 Weeks

(Continued from Page 1)

(Sundays, 9:30 p.m.). All are sponsored by Sterling Drug, Inc. for Phillips Milk of Magnesia, Dr. Lyon's Ash Powder and Bayer Aspirin, respectively through Dancer-Fitzgerald-Sample.

"Molle Mystery Theatre" (Fridays, 8 p.m.) sponsored by the Centaur Company for Molle Shave Cream; Young and Rubicam, Inc. is the agency.

"Cities Service Highways in Melrose" (Fridays, 8 p.m. EST) sponsored by Petroleum Advisers, Inc. Foote, Lane and Belding is the agency.

"Many Presents" (Tuesdays, 8 p.m.) sponsored by Philip Morris and Co., for Philip Morris cigarettes. Biowood is the agency.

"David Harum" (Mondays, through Fridays, 11:45 a.m.) sponsored by B. T. Babbitt, for Bab-O, through Duane Jones Company.

Research Course

Bar Katz, associate director of research of CBS, will give a course in Radio Audience Research at the City School of Business and Civic Administration Wednesday evenings beginning Feb. 13. The course will cover various techniques used to measure audience behavior and reactions, with special emphasis on the use of these techniques to study the commercial and social aspects of the medium.

WANTED

Salary to Account Executive, radio station representative company. Experience in radio advertising required. Starting salary, \$200 monthly. Please state age, complete details of education and business experience. Your reply will be confidential. Write Box 106, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

★ AGENCY NEWSCAST ★

LT. SAM C. FULLER, formerly of Young & Rubicam, discharged late in December from the U. S. Navy, joins Sherman & Marquette, Inc., as radio director with headquarters in New York. . . . Also at Sherman & Marquette, Sam Gill, research director, expands his responsibilities to include those of director of media. C. B. Hofman still remains in charge of space and time for Colgate account.

CHARLES H. SMITH, of CBS, representing the National Association of Broadcasters was guest speaker at the regular meeting of the Media Men's Association of New York, held at the Hotel Sheraton. The NAB presentation "How Much For How Many?" analyzing comparative costs of network radio, magazines, and newspapers was a direct rebuttal of the newspaper and magazine presentations originally shown before the Media Men's Association of New York during 1945.

NASHUA MFG. CO., Nashua, N. H., announces the appointment of McCann-Erickson, Inc., to handle the advertising of Nashua blankets, Purrey rayon and wool blankets, Welwyn all-wool blankets, Indian Maiden combed percale sheets, Dwight-Anchor muslin sheets, and Indian Head muslin, effective April 1st.

MAJ. A. E. MACON, recently returned from duty with the Corps of Engineers in Tokyo, has joined Brown & Weir, Inc., to head the agency's art department, effective at the end of his terminal leave. Before the war he had been associated with Mr. Weir, as well as with Mr. Brown, at the latter's agency, Brown & Tarcher, Inc., where he functioned as head of the agency's art department.

ARTHUR RICHMOND, formerly of Hirshon-Garfield, has joined the copy staff of Doherty, Clifford & Shenfield, Inc. Previously, Richmond was associated with Russelks as assistant to the advertising manager. Before that he was assistant advertising manager of S. H. Camp & Co.

EGMONT ARENS, industrial designer, will speak tomorrow before the Advertising and Selling Course conducted by the Advertising Club of New York, on "Package and Product Design." This meeting will be held at the Engineering Societies Building.

WELLINGTON SEARS COMPANY, Inc., has appointed the H. B. Humphrey Company, of Boston and New York, to handle the advertising of Martex Towels and other products. The appointment becomes effective April 1.

Ranson Succeeds Lewis As WHN Publicity Head

(Continued from Page 1)

yesterday by Herbert L. Pettey, director of the station.

Prior to joining WNEW, Ranson had been a member of the NBC press department and radio editor of the Brooklyn Eagle. He has written several books, including a definitive history of Coney Island, a police radio manual, and is the co-author of a forthcoming textbook on radio as a career. He is also an instructor in radio at the School of Business, and Civic Administration of CCNY.

Lewis, president of the Gag-Writers' Protective Association, will leave WHN on January 11 to devote himself to the formation of a Comedy Clinic, and to write the history of Gag-dom. He will also maintain a publicity office in New York City.

Maj.-Gen. Stoner To Speak Before FCC Bar Assn.

Washington Bureau, RADIO DAILY

Washington—Maj. Gen. Frank E. Stoner, assistant chief signal officer of the Army, will address the ninth annual banquet at the Federal Communications Bar Association at the Statler Hotel, Jan. 11, it was announced by Eliot C. Lovett, president. Honor guests will be the Chairman and members of the FCC. The banquet will be preceded by the organization's annual meeting where officers will be elected for the coming year.

Willard D. Egolf, special counsel to the NAB, is chairman of the banquet committee, which includes Dwight E. Rorer, E. D. Johnston, John C. Spearman and Frank U. Fletcher. Rorer will act as emcee for the entertainment portion of the program. Advance reservations indicate an attendance of about 300.

Clear Channel Hearing To Open Next Monday

(Continued from Page 1)

be and what broadcasting toes will be stepped on in the process will be up to the FCC.

The lineup of participants in the battle indicates that both sides are prepared to make a real fight of it, with regional broadcasters and proponents determined to crack the clear channel field.

Among the 11 issues listed by FCC are the following: 1—Whether and to what extent the authorization of power for clear channel stations in excess of 50,000 watts would unfavorably affect the economic ability of other stations to operate in public interest. 2—Whether the present geographic distribution of clear channel stations and the areas they serve is satisfactory. 3—Whether it is economically feasible to relocate clear channel stations. 4—The recommendation of any to Congress by the FCC. 5—Whether the number of clear channels should be increased or decreased. 6—To what extent the clear channel stations render program service particularly suited to the needs of listeners in rural areas.

THE EARLE FERRIS ORGANIZATION

ANNOUNCES
AS ITS CHICAGO AFFILIATE
NEWS ASSOCIATES
PAUL O. RIDINGS, Director
56 East Walton Place, Chicago 11, Ill.
Whitehall 2116
REPRESENTING
THE EARLE FERRIS CO.
Public Relations
New York City
RADIO FEATURE SERVICE, INC.
Radio Program Publicity
New York City
EARLE FERRIS ASSOCIATES
Publicity
Hollywood, Calif.

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

N. Y. Telegraph Strike Not Affecting Radio

(Continued from Page 1)

material, and space commitments. The agencies, however, were resorting to air mail and special delivery in the emergency.

At the networks the A. T. & T. teletypes used in web operations linking New York, Chicago, Los Angeles, Washington and other cities with network owned and operated stations were functioning with normal crews. These lines, according to reports, are not affected by the Western Union operators walkout in New York.

Prospects of a telephone company strike which would cripple toll communications was the subject for discussion at radio stations and agencies yesterday. Means of carrying on communications in event of such a strike were considered.

At present, networks' utilization of teletype machines is not impaired, but in the event of a national tieup, other communication media would have to be made use of. Traffic departments, special events and news departments, as well as programming divisions, make heavy daily use of this type of communication.

Wire Services Continuing

Also not affected by the telegraphic strike is the service rendered by the major wire news services, AP, UP and INS, all three of which transmit copy over lines leased from AT&T.

In the case of a tieup of national telephone lines, networks could maintain contact with owned and operated stations by means of teletype, by means of a permanent direct connection, but maintenance and repair would not be available should it become necessary.

It was indicated at network offices yesterday that closed circuit broadcasts would be made each day to keep affiliates informed of program schedules, etc., if the national phone system were shut down as a result of the threatened walkout of AT&T employees.

N. Y. Educator To Speak At ATS Meeting Tomorrow

The first full-membership meeting of the American Television Society will be held tomorrow night (Jan. 10) at the Hotel Barbizon Plaza, at 8 p.m.

Edward L. Stasheff, television director of the New York City Board of Education, and educational consultant at CBS Television, will be the principal speaker. Herbert E. Taylor, chairman of the program committee of ATS, will preside at the meeting.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

KGM P O R T L A N D

REPRESENTED BY EDWARD PETRY & CO. D

WHO'S WHO IN RADIO

R. C. EMBRY

ACCORDING to Noah Webster, dynamic means "characterized by energy or effective action," and it would be extremely hard to find a better description of Robert Campbell Embry, for the young, fast-moving sales manager of WITH, Baltimore, is continually "on the go" on behalf of the station.

Known simply as "Jake" to his countless friends, Embry was born in Belzoni, Miss., on Jan. 28, 1909. Hunting, fishing and swimming in the muddy Yazoo river competed with school for his attention, but nevertheless, he finished high school at 16, with a scholarship to Millsaps College in Jackson. He helped meet expenses by working summers in a saw-mill and at various other jobs, including compilation of the city directory and the door-to-door selling of magazines.

After receiving his B.A., he registered at Yale Law School, but because of the depression, was forced to take a job as superintendent of a school at Sunflower, Miss. Three years later, he became principal of a larger school at Cleveland, Miss., at the same time taking advanced courses at Columbia University. While in New York, he was requested to do a research job by the Hearst organization, which led to a position in the firm's general offices, where he trained for radio.

Casting aside his former plans for a career in education, Embry joined the sales staff of WBAL. During his seven-and-a-half years there, he ran the largest billing of any salesman in Baltimore at that time. Three years ago he joined WITH as sales manager and has since acted in that capacity and also as manager of the outlet in the absence of president Tom Tinsley.

The station has made considerable progress during this period, having received much national recognition, and established itself as one of the leading 250-watters in the country. Embry took part in the planning for the firm's new station, WLEE, Richmond, which went on the air Oct. 1, in addition to the first FM station in Maryland.

Of medium build, he seems to be continually moving. He is widely known in radio circles and is up to date on all phases of the industry. From the business angle, he is very promotional-minded.

Embry is married and has three children, two boys and a girl, aged eight, five and three. His hobbies are golfing, playing with his children, and selling WITH.



"Jake"

DuMont Official Outlines Tele Service Problems

Poughkeepsie, N. Y.—Cooperation between manufacturers, broadcasters, dealers and service men is absolutely essential for proper service to their mutual customers, the public, Samuel B. Levaur, DuMont sales manager for television receivers, told members of the Hudson Valley Radio Service Men's Association meeting here last night.

He described the "tremendous efforts" being made by broadcasters to bring local and national programs of interest and importance to the public. He praised the manufacturers for designing attractive receivers which will go well with home furniture. Dealers, he said, were making plans to merchandise tele receivers to insure large sales when sets go on the market.

Levaur concluded his talk with a description of the tele receivers to be manufactured by the DuMont organization.

NAB Names Asst. Director Of Broadcast Advertising

Washington Bureau, RADIO DAILY

Washington—Appointment of Lee Hart as assistant director of broadcast advertising to direct retail radio advertising was announced by the NAB. Addition of Miss Hart to the staff completes the expansion program authorized a month ago. For the past year she has been radio director of Joske Brothers, San Antonio, Texas, department store which in 1945 conducted a year long clinical test of radio advertising under the joint supervision of the NAB and five San Antonio stations.

Build your daytime audience with
"HOT FROM HOLLYWOOD"

Chatter, Interviews, Dramatic Scenes on Discs. Franchises now open for 1946. Audition record on request.

T. J. VALENTINO, INC.

1600 Broadway New York

Broadcasters' Assn. To Open Coast Office

(Continued from Page 1)

be Robert C. Coleson, at present deputy director of the U. S. Treasury Advertising Council and former manager of the Hollywood office of N. W. Ayer & Son, Inc. He will take over his new duties Feb. 1, but will continue to handle network allocations for the Advertising Council.

With NAB anxious to have the radio industry "present a united front to combat current and future problems," NAB directors, at their first session held here, agreed to invite ABC and Mutual to join the organization of which NBC and CBS are already members.

Sydney Kaye Heard

At the 16th district meeting Monday, Sydney M. Kaye, vice-president and general manager of BMI said the combined costs of ASCAP and BMI music to broadcasters were 41 million dollars less over a five-year period than would have been under the contract originally demanded by ASCAP in 1940.

William B. Roper was re-elected director of the 16th District. It was the first time a director was named to succeed himself.

Larry Shea, of ASCAP, also addressed that portion of meeting devoted to "The Unsolved Music Problem."

President Justin Miller of the NAB reviewed work of NAB and its plans for future. Miller said NAB has active members and 149 associated members.

Edward Kirby emphasized that "public service" is a misnomer that "public interest" is the term that should be used.

Hugh M. Feltis, president of BMI gave a report on his organization's progress, and Jack Morse told AAA's interest in the bureau's project.

Circulation Exec. Approves

Russ Eilers, a member of the A. Bureau of Circulation board of directors declared that the project will be of great value to advertisers.

Charles Stork, president of Pacific Advertising Association, criticized the destructive competition between advertising media, and that if there had been any advertising clubs in New Mexico that PAA could have aided, anti-radio legislation New Mexico could have been avoided. He stressed that radio is more dependent on free enterprise, than enterprise is on radio, and urged to work for free enterprise.

Send Birthday Greetings To

Jan. 9

Morris Altschuler Crane Call
Marion Carley Nelson Yar
Gracie Fields

AFL Commends Radio for Free Network Time

Washington Bureau, RADIO DAILY
Washington—High praise for the freedom and free treatment received by the American Federation of Labor on NBC, CBS and ABC was expressed recently by Philip Pearl, AFL publicity director. In an editorial prepared for AFL papers, Pearl remarked that the three nets have at any time attempted to interfere with the freedom of the AFL to broadcast whatever views it wished. Pointing out that broadcasters are in business to show profit and therefore must sell time to commercial sponsors, Pearl declared that "inevitably, the views of big business have dominated the air waves.

Now organized labor can't compete with big business in paid advertising. It just doesn't have the money. Even if it had, the rules of the National Association of Broadcasters have been interpreted by most networks as forbidding sale of time on air to labor organizations.

Fortunately there is another side to the picture. The code of the NAB encourages the extension of free time to labor organizations as well as to labor unions—for the discussion of public problems. And the Federal Communications Commission requires all stations to devote part of their broadcast time to such discussions.

On this basis of freedom of the air, the American Federation of Labor last year appealed to the four major networks to provide it with time for a regular series of weekly radio programs throughout the year. Three of the networks responded favorably to the National Broadcasting Commission, the Columbia Broadcasting System and ABC.

This program marks the end of the first year's cycle of 52 consecutive weekly broadcasts by the American Federation of Labor in cooperation with the three radio networks mentioned earlier.

In these programs, the AFL has presented its news and views in the belief that what helps labor helps the nation. The response from the listening audience has been highly encouraging.

As proof of the success of the cooperative policy between labor and radio networks, the latter have decided to continue the same arrangements in 1946"

Manning To Speak

Paul Manning, the only war correspondent present at the surrender of Germany and Japan, will be the featured speaker at the celebrity luncheon of the Advertising Club of New York, today at 12:30 p.m.

WANTED

Promotion manager wanted immediately for large Midwest radio station. Good salary. Send qualifications, references and photograph to Box 107, Radio Daily, 501 Broadway, New York 18, N. Y.

Public To Get Tele Receivers Before End Of '46, Says Levy

(Continued from Page 1)

probably follow the same pattern used by radio manufacturers," he said, adding that "the public expects radio manufacturers to make television sets available to them in the home." The task of selling the medium to the consumer is up to the broadcaster, he added, declaring "broadcasters must lead the way to arouse public interest in television."

Emerson plans to produce two popular priced receivers, one providing a 4 by 6 inch picture, and another with a 7 by 9 inch picture. In regard to types of receivers, the manufacturers in general "will probably make sets that will incorporate all services of television, FM and standard broadcast, or simply one television model." Levy feels that the average customer is satisfied with black and white video as it is, and will buy television, while on the other hand, the prospects of acceptable color tele will be slow and costly.

DuMont Official Heard

The problem of multiple television antennas on apartment houses or hotel buildings in which there are a number of receivers will probably be simplified by the construction of a "video distribution system" or some such similar method, whereby a number of single antennas will be incorporated into one unit to take programs off the air and fed to receivers in the home. This suggestion was offered by Dr. Thomas L. Goldsmith, director of research, Allen B. DuMont Laboratories, Inc. The problem of reception in buildings of this type has long vexed manufacturers of transmitter and receiver equipment from coast to coast.

However this might not be necessary until receivers are on the market in great quantity," Goldsmith explained, at which time DuMont will probably produce equipment of this type.

The DuMont official also denied the theory that television is "marking time" until perfection is realized in the laboratories of the country, strongly asserting that the medium "is now capable of providing fine programs and fine entertainment." When commercial television reaches the point where broadcasters can afford to experiment, "fine programming will become an art," he said.

W. L. Lawrence, of the commercial television equipment section of the RCA-Victor Division, RCA, revealed that developments in television "in the next few years" will reach only a 3 to 5 per cent degree of improvement. This improvement, he pointed out, however, will serve to testify to the quality of already existing developments. This step-by-step process was evident in the early days of radio, Lawrence pointed out.

Outstanding among the recent developments in television equipment, Lawrence said are the (1) image-orthicon, (2) a new transmitter tube which permits design of a new, simple and economic transmitter, and (3) a new, broad-band antenna. RCA will begin production of transmitters in the latter part of this year. Cameras constructed with the new image orthicon tube will be in production probably in June or July, he added.

Tele Expansion Plans Announced By Chi. Station

Chicago—In keeping with announced plans for wide-scale expansion, WBKB, Balaban & Katz tele outlet, has added a new hour-long program to its daily schedule, making a peak of approximately 11 operational hours weekly. The new program, heard Mondays through Fridays, 4-5 p.m., will consist mainly of experimental commercial and sustaining shows, with emphasis on spot plugs, it was announced by William C. Eddy, director of B&K tele and FM.

The new period was instituted primarily to aid manufacturers in the Chicago area in the development of new type receivers, Eddy said. Increased agency interest in the development of new video programming techniques made the additional hour a necessity to meet the demands for time, he added.

Eddy announced also the completion of negotiations for the installation of a General Electric FM transmitter, embodying the new phasitron circuit system, pending FCC approval of the B & K application for a full-time, commercial FM operating license. The application, filed less than a month ago, specifies a minimum of 15 hour broadcasting per day.

Cleveland's Stations Continue Strike Aid

(Continued from Page 1)

fourth day, with little indication of a settlement in sight. Telephone calls to the four stations, WTAM (NBC), WJW (ABC), WGAR (CBS), and WHK (Mutual), are jamming switchboards throughout the day as the public inquires for news of strike developments, civic events, news information and weather reports.

All stations are operating on the basis of complete coverage of news throughout the city, with extra news programs added to regular sked.

The ABC outlet here, WJW, has added to its local staff of reporters, with up-to-the minute coverage maintained at such points as the Mayor's office, police and fire headquarters, and hospitals.

NBC's WTAM continues to carry almost twice the number of normal daily newscasts, with close co-operation from the newspapers in the matter of late reports. In addition to regular announcements, the station is airing daily program schedules to inform news-starved listeners of desirable listening periods.

WGAR, (CBS) breaks into regular schedules with news broadcasts as warranted, and also increases time for regular news periods. The newsroom has geared itself to substitute for newspaper coverage of local events, as have other stations, with additional staff men equipped with wire recorders. At the beginning of the strike, the station offered free air time to the three Cleveland papers, during which editorials or columns could be broadcast. In addition a daily noon-time news bulletin is distributed to clubs, hotels and restaurants in the downtown area.

Mutual's station WHK continues to offer a complete up-to-the-minute array of news bulletins, together with broadcasts of newspaper columns as requested by the papers. Continuation of news broadcasts by the station is planned for the duration of the strike.

Wright Gets Program Post With KGO in Frisco

San Francisco—Bloyce "Blue" Wright has just been appointed program manager of KGO, the ABC affiliate in San Francisco, by Gayle V. Grubb, station manager.

Wright, 37, has had more than 20 years experience in radio and stock company dramatics and recently resigned as program manager of WKY in Oklahoma City. He takes the place of Robert H. Wesson, who was recently named to a position as sales representatives for KGO and ABC.

Belated Greetings to a host of grand gals and guys.

Am soon moving the shingle. Despite the acute space shortage, hope the new address will be satisfactory to all—especially, yes, especially to me.

HORTON MALLINSON

FOR TAILOR MADE SPOTS and PROGRAMS

TO...

U.S. RECORDING CO.
1121 VERMONT AVE - WASH. 5, D. C.

Complete Recording Supplies

★ ★ ★ COAST - TO - COAST ★ ★ ★

— MISSOURI —

ST. LOUIS—In co-operation with the St. Louis Board of Education, a radio "workshop" is being conducted, purpose of which is to train 42 high school teachers with a more practical knowledge of radio, enabling them to use the experience to better conduct the new high school radio class project recently started in the St. Louis area. Courses for the teachers will include script-writing and general promotion, with Bert Wilson, KMOX continuity editor, and Ted Westcott, KMOX producer, conducting the "workshop" which was scheduled to start yesterday, and to continue each Tuesday night for 10 weeks. . . . **ST. JOSEPH**—J. Wesley Koch, after 37 months in the armed forces, serving as radio officer on the staff of the Chief Signal Officer, has returned to KFEQ as chief engineer.

— MINNESOTA —

MINNEAPOLIS—Stanley E. Hubbard, president and general manager of Twin Cities station KSTP, announced recently that complaint about the radio networks being flooded with soap operas, etc., is unjustified. According to Hubbard, the latest figures in the Twin City area show that public service programs are heavier than at any time in recent radio history. During one week early in December, there were 867 shows running 225 hours and 25 minutes, devoted to public service by the six local stations. During the same week, 615 shows running 167 hours and 40 minutes, none of which was a serial, were broadcast. These figures, according to Hubbard, do not include the station of the University of Minnesota, and indicate that commercial stations in this area are giving the public a wide variety of entertainment.

— OHIO —

CINCINNATI—Roy Battles, WLW farm program director, will be the principal speaker at an annual meeting of the Stark County Milk Producers' Association on Saturday, Jan. 13, in the High School auditorium at Louisville, Ohio. Battles' subject will be "The Dairyman Looks Ahead." . . . Milton Chase, WLW's Far East authority, will discuss current Far East problems at the annual President's Dinner of the Retail Grocers Association to be held in Columbus, Ohio, Jan. 21.

— NEW YORK —

NEW YORK—"Hate, Incorporated," a powerful indictment of racial and religious discrimination in medical schools of the country, will be dramatized on the

UNUSUAL PROMOTIONAL CORRESPONDENT

Available—Irons on the fire that bring results. Secretary, Sten., refined, matured, Box No. 109,

RADIO DAILY

1501 Broadway, New York 18, N. Y.

American Negro Theater program by the American Negro Theater Players over WNEW Sunday, Jan. 13. The dramatic offering was originally broadcast over WIP, Philadelphia, and was a Dec. 1945, selection of the Writers' Board, formerly the Writers' War Board. The presentation will be directed by Jack Grogan, WNEW production manager and Kay Reed will provide organ background music. . . . Ira Kaplan, assistant sales manager and acting sales manager for Emerson-New York, Inc., has been appointed sales manager of the company, according to an announcement by Louis Abrams, president. Emerson-New York, Inc., is the distributor for Emerson Radio & Phonograph Corporation in the Metropolitan and Westchester County areas.

— CALIFORNIA —

LOS ANGELES—Robert O. Reynolds, vice-president and general manager of KMPC, announces the appointment of John S. McNeill to the KMPC staff as account executive. Previous to his four years in the service which include, the U. S. Army, the Royal Canadian Air Force and the U. S. Naval Reserve, McNeill was associated with Paramount Pictures.

SAN FRANCISCO—Bloyce Wright, recently resigned as program manager of WKY in Oklahoma City, has been named program manager for KGO. . . . **HOLLYWOOD**—Commencing Jan. 6, to continue through March 10, KECA is presenting a Sunday night feature with Harry C. Westover, Collector of Internal Revenue for the Southern California area, or some representative from his office, in a series of talks on income tax problems of both individuals and corporations, changes in tax forms and the difference in tax rates effective this year.

— SOUTH CAROLINA —

COLUMBIA—J. Dudley Saumenig, sales manager at WIS addressed the Lancaster Rotarians yesterday, on the subject of television. . . . Five new public service programs are currently being heard over WIS: "Assembly Report," "Your Government at Work," "Palmetto Landmarks," "Books 'n' Things," and "Strings on Your Finger." . . . Bill Simmons, a WIS full-time staffer, is now on the road for an electrical concern.

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



THE VOICE OF THE PALM BEACHES

— MASSACHUSETTS —

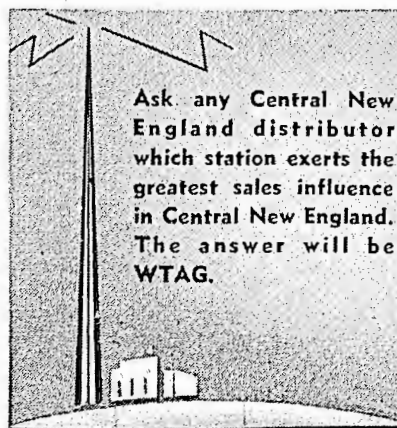
SPRINGFIELD—Officials of WMAS, Inc., recently disclosed that they have filed an application with the FCC to change the frequency of the station from 1450 to 1320 kilocycles, and to increase the power from 250 watts to five kilowatts. Robert Donahue, station manager, revealed the station has also asked for authority to install a new directional antenna for day and night use, and to change the transmitter location. . . . **WORCESTER**—Mitzi Kornetz, WTAG publicity director, has left the Worcester outlet to take up the position as radio director of the Greater Boston Community Fund.

— ILLINOIS —

CHICAGO—Henry Morgenthau, Jr., former Secretary of the Treasury, last Sunday, Jan. 6, christened the nation-wide B'nai B'rith movement for all to join in the gigantic task of bettering living conditions for Europe's "Displaced populace." Morgenthau's address, "The Only Solution," calls to the attention of America the present and future problems which will inevitably arise, should humanity ignore this day's plea of plundered Europeans.

— NEW JERSEY —

PATERSON—The founder and first editor of "Stars and Stripes," of World War I, Col. Guy T. Visniskki, and four prominent editors and publishers of outstanding New Jersey weekly newspapers, will be the participants in the first broadcast of "Columns Write" over WPAT, Sunday, Jan. 13. "The Functions of the Weekly Newspaper" will be the initial subject for this WPAT original series. . . . Adele Hunt, WPAT's director of women's programs and conductor of its "Hunt for Happiness" program, has been booked for a series of lectures for women's clubs throughout the State of New Jersey. Her first appearance will be at the Glen-Ridge Women's Club, Jan. 14, speaking on the subject, "16 Hours of Radio in the Home."



Ask any Central New England distributor which station exerts the greatest sales influence in Central New England. The answer will be WTAG.

W T A G
WORCESTER

— PENNSYLVANIA —

PITTSBURGH—Inauguration of David L. Lawrence as Mayor of Pittsburgh, was broadcast last Monday by KDKA, with Rev. D. A. Lawless, pastor of St. Mary's Church, giving the invocation and Judge A. Marshall Thompson of the Court of Common Pleas, administering the oath of office. At the conclusion of the ceremonies, a reception was held in the conference room of the Mayor's office, where the public was afforded the opportunity of meeting the new mayor.

— OHIO —

CINCINNATI—H. E. Fast, general manager of WKRC, recently announced the formation of a merchandising division for the station. Named as manager of the division is E. E. Hale, who was previously in charge of the sales promotion. Joel W. Stovall, program director, has been named to succeed Hale as sales promotion manager. Stovall's duties will be taken over by Lew Kent, former assistant manager and program director of WMAZ, Macon, Georgia.

— MINNESOTA —

MINNEAPOLIS—In order to place greater emphasis on local news coverage by increased use of on-the-spot reporting, WCCO has organized a new special events department with Sigfried Mickelson, WCCO newsroom chief directing activities. . . . A veteran staff member at WCCO, chief engineer Hugh McCartney resigned Jan. 1, to operate his own business. A. E. Joscelyn, station manager, announced simultaneously that J. Beloungy, former chief engineer at WFL Charlotte, N. C., is replacing McCartney.

WPDO
5000 WATTS-JACKSONVILLE, FLORIDA
★ AMERICAN BROADCASTING COMPANY, INC. ★

TIME BUYER'S JACK POT

STARTS AGAIN THIS THURSDAY!

IF YOUR NAME ISN'T IN OUR HAT—CALL ANY HOLLINGBERRY MAN.

WPDO
5000 WATTS-JACKSONVILLE, FLORIDA
★ AMERICAN BROADCASTING COMPANY, INC. ★



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 7

NEW YORK, N. Y., THURSDAY, JANUARY 10, 1946

TEN CENTS

Stanton Heads CBS Web

FCC Approves Plans For AT&T Coaxial Link

Washington Bureau, RADIO DAILY
Washington—A twenty-four million dollar link in the proposed New York to Los Angeles 3,287 mile co-axial cable of the AT & T was approved yesterday by FCC.

The application is the largest single construction project ever considered by FCC. The application was made jointly by AT & T, Southwestern Bell Telephone, Mountain State Telephone and Telegraph Company and Southern California Telephone Company to
(Continued on Page 8)

New Rickenbacker Show Sponsored By Longines

Capt. Eddie Rickenbacker, noted aviation figure and hero of World Wars I and II, will be featured in a new radio series, "The World's Most Honored Flights," a history of the development of American aviation, for a 13-week period beginning Saturday, Feb. 2, it was announced yesterday by M. Fred Cartoun, executive vice-president of the Longines-Wittenauer Watch Co., sponsor of the series.

The new program marks a departure.
(Continued on Page 7)

Truman Tele Appearance For January 15 Cancelled

The first network television broadcast between Washington and New York, the previously scheduled appearance of President Truman before Congress on Jan. 15, has been cancelled. Although no official word has come out of the White House, it was
(Continued on Page 2)

Honored

Lt. Col. Irving B. Fogel, former Hollywood radio producer, has been awarded the Bronze Star for "meritorious achievement in connection with military operations" as chief of the radio branch of the Army's Information and Education Section in the Mediterranean theater of operations. He entered the Army in May, 1942, and helped set up AFRS.

Volunteer
Morris Novik, who recently resigned as manager of WNYC to handle the personal radio affairs of ex-Mayor LaGuardia, volunteered to assist Mayor O'Dwyer and Grover Whalen in radio planning for the 82nd Division Victory Parade on Saturday. Novik's offer was accepted by the new administration.

Cleveland Stations Discuss Press Strike

Cleveland—Local broadcasters at a meeting held yesterday in the office of John Patt, general manager of WGAR, decided not to capitalize the service being rendered the press during the newspaper strike and to reject from the business accounts resulting from the newspaper strike.
"It was the consensus of opinion at the meeting that radio as media could stand on its own feet," Patt said. "We therefore do not wish to
(Continued on Page 7)

Housing Problem-Subject Of Adv. Council Planning

Theodore S. Repplier, newly-elected president of the Advertising Council, said that housing will be one of the major peacetime problems to be handled by the council this year. He added that agreement has already been reached between the Government and many elements of the industry.
(Continued on Page 5)

Certified Poll Preview

Lowell Thomas ranks first among commentators in the Philadelphia area, according to Ross Federal Research organization which is conducting RADIO DAILY's certified poll to select the nation's "All-American Radio Program for 1945." In the popular musical show classification, Philadelphia newspaper men and women show a preference for the "Prudential Family Hour," and pick the "Ford Sunday Hour" as the outstanding program in the "commercial" program field. Bob Hope ranks first in the comedian category.
Tomorrow—Report on Worcester, Mass.

First Change In Presidency In 17 Years Makes Paley Chairman Of Board; Kesten Elected Vice-Chairman

Frank Stanton yesterday was named president of the Columbia Broadcasting System succeeding William S. Paley, who continues as senior executive as chairman of the board of CBS. The election of Stanton marks the first change in the company's presidency in 17 years.

Coupled with the announcement came word that Paul W. Kesten, formerly executive vice-president and director, becomes vice-chairman of the board of directors, a newly created post. Kesten will continue as Paley's immediate alternate in addition to his other executive duties.

Through his election, 38-year-old Frank Stanton becomes the industry's youngest network president. Stanton, born at Muskegon, Mich., on March 20, 1908, graduated from Ohio Wesleyan University (B.A.) as well as Ohio State (M.A. and Ph.D.). Resigning a post in the psychology department at Ohio State University, Stanton joined CBS in 1935 as research director. He
(Continued on Page 7)



FRANK STANTON

ABC Stations Group Starts Meeting Today

The quarterly meetings of ABC's stations advisory committee will be held today and tomorrow, January 10 and 11, at the Waldorf-Astoria Hotel, John H. Norton, Jr., network vice-president in charge of stations announced yesterday. Meeting has been called by H. Allen Campbell, chairman of the committee and also general manager of WXYZ, American
(Continued on Page 8)

FTC Annual Report Credits Radio Co-op.

Washington Bureau, RADIO DAILY
Washington—Cooperation from the radio industry in the government's campaign to eliminate false and misleading advertising is acknowledged in the FTC's annual report submitted to Congress yesterday.
During the fiscal year, some 301,000 newspaper, magazine and other periodical advertisements, and more than
(Continued on Page 7)

Stocking Up
Washington—The combination of 1,000 pairs of nylons and H. V. Kaltenborn, crippled the city's telephone service for two hours recently. Kaltenborn's sponsor, Hahn Shoe Store, offered pair of hose to the first thousand women who called the store. Within 50 minutes, 1,000 women had placed their orders, and thousands of others were jamming the phones—in vain.

To-Day—754 Certified Votes—"All American Radio Program of 1945"



Vol. 34, No. 7 Thurs., Jan. 10, 1946 Price 10 Cts.

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

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

FINANCIAL
(Wed. Jan. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	191 1/2	190 3/8	190 7/8	+ 5/8
CBS A	45 3/4	44 1/4	45 3/4	+ 1 1/2
CBS B	44 1/2	43 3/4	44 1/2	+ 1 1/4
Crosley Corp.	38 1/2	38 1/2	38 1/2
Farnsworth T. & R.	19 3/4	19 1/4	19 1/4	+ 1/8
Gen. Electric	48 1/2	48	48 1/2	+ 1/2
Philco	45 1/4	44 5/8	45	+ 3/4
RCA Common	18 1/2	18 1/8	18 1/4	+ 1/8
RCA First Pfd.	90	90	90
Stewart-Warner	24 1/2	24 1/8	24 1/8	+ 1/8
Westinghouse	37	36 3/4	37	+ 1/4
Zenith Radio	42 3/8	42	42 3/8	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	24 1/4	24 1/4	24 1/4	+ 1 1/4
Nat. Union Radio ...	9 7/8	9 5/8	9 3/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	9 3/8	10 3/8
Stromberg-Carlson ..	22 3/4	24 1/4
WCAO (Baltimore) ..	34
WJR (Detroit)	31 1/2

John David, Inc. On WJZ With Weekly Fashion Show

John David, Inc., of New York, has signed a 52-week contract covering sponsorship of "Opportunity Time" on WJZ Saturday morning, 8:30 to 8:55 a.m., starting January 5, 1946. Agency is Gussow-Kahn & Co., of New York. The series, which is reported to be the first time a leading men's store of New York has sponsored a program directed to women listeners, will feature Jean Colbert with a commentary on men's clothes from a woman's viewpoint.

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

Coming and Going

MARGARET CUTHBERT, director of programs for women and children at NBC, leaves today by plane for Captiva, Fla., where she will spend 10 days as house guest at the home of Mrs. Knox Reeves.

DOUGLAS FAIRBANKS, Jr., is out of the Navy and back in Hollywood. He was heard Tuesday night on the CBS "Theater of Romance" program.

JIMMY DOLAN, CBS sportscaster, is back at the network offices after having assisted Ted Husing in the broadcasting of the Orange Bowl game in Miami on New Year's Day. Husing is remaining in Florida for a while longer.

J. J. BERNARD, director of sales for KOMA, Oklahoma City affiliate of CBS, arrived in Chicago this week for extended conferences with agencies and advertisers. He'll return to Oklahoma by way of New York.

GEORGE LEWIS, who resigned this week as publicity director of WHN, goes up to Quebec next Monday to discuss the establishment of a Canadian chapter of the Gag-Writers Protective Assn.

E. S. WHITLOCK, manager of WRNL, Richmond, Va., is in New York for conferences with officials of the American network.

MIKE JABLONS, news and special events director at WNYC, is up in Bridgeport, where he is observing the helicopter demonstration at the Sikorsky Aircraft Corp.

CLAIRE GLAZER, secretary to Frank Roehrenbeck, program director at WHN, has returned from Chicago, where she spent a mid-winter vacation of two weeks.

PHIL SPITALNY is back from a concert engagement in Cleveland.

Truman Tele Appearance For January 15 Cancelled

(Continued from Page 1)
understood among tele broadcasters that the President has changed his plans and will not read his State of the Union report in person, but will send it to Congress, there to be read by a Congressional clerk.

The speech was to have been televised by NBC, CBS and DuMont and carried via the Bell System's coaxial cable to New York, thus marking the first official web telecast from the capital. New York was to have been covered by WNBT, WCBW, and WABD, with WRGB airing the event in Schenectady, WTZR in Philadelphia, and DuMont's new experimental station, W3XWT, in Washington.

According to the AT&T, the change does not affect original plans to make the first program over the new circuit a pooled one. The subject of the first broadcast is not known as yet, and it is not expected to take place before Feb. 1.

All-American Jazz Program Skedded For Hour On ABC

Esquire Magazine's All-American Jazz Concert will be given an hour-long airing by ABC, Jan. 16, 9:00 p.m., EST, with Orson Welles emceeing a script by Welbourn Kelley, writer of the old "Chamber Music Society of Lower Basin Street." Winners of the magazine's poll to be heard on the program include Duke Ellington and Woody Herman and their bands, the King Cole Trio, Johnny Hodges, Chubby Jackson, Frances Wayne and others.

Hudson 'Workshop' Speaker

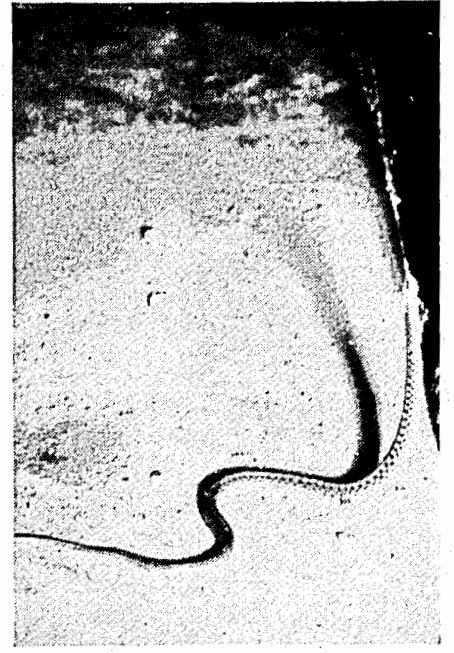
Robert Hudson, CBS associate director of education, will speak today at the Religious Radio Workshop at New York's Gramercy Park Hotel. His subject will be "Religion and Communications."

Ted Steele Heads KMPC Music
Hollywood—Ted Steele, formerly maestro of the Chesterfield Supper Club, has been named musical director of KMPC, Los Angeles.

Three FM Applications Filed With Commission

Washington Bureau, RADIO DAILY
Washington—Three applications for construction permits for new FM stations were announced yesterday by FCC. The FM filings include Beaver County Broadcasting Corp., Beaver Falls, Pa. Rural; Southeastern Broadcasting Co., Charlotte, N. C. Metropolitan and Paul Stewart, Cal Kuhl, Bert Gottschaulk, Emmet Lavery, Dr. Franklin Fearing, Philip M. Connelly, George Campbell and Alvin Wilder, doing business as the Hollywood Community Radio Group, Hollywood, Calif.

In addition FCC announced application for construction permit for new non-commercial educational broadcast station by State of Wisconsin-State Radio Council, Madison, Wisc.



Spider kills snake with web!

That was a whale of a news story a couple of years ago.

It seems the snake made a pass at its natural prey in the web . . . got caught in the silky mesh and couldn't get out. Then the spider went to work on him . . . and really tied up the snake.

That's another example of the way that many times the little guy hangs one on a big fellow.

We've got a little radio station down here in Baltimore. It's the successful independent, W-I-T-H. But did you know that this station delivers more listeners-per-dollar-spent than any other outfit in this big five-station town?

It's a fact . . . and there are facts that prove it. Glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

WPDD
5000 WATTS-JACKSONVILLE, FLORIDA
AMERICAN BROADCASTING COMPANY, INC.

TIME BUYER'S JACK POT

STARTS AGAIN THIS THURSDAY!

IF YOUR NAME ISN'T IN OUR HAT—CALL ANY HOLLINGBERY MAN.

WPDD
5000 WATTS-JACKSONVILLE, FLORIDA
AMERICAN BROADCASTING COMPANY, INC.

THE SATURDAY EVENING
POST

JANUARY 12, 1946

Anyway,
the Kids Like
Them

JOHN LA CERDA

life of ra-
young-
lives



LAUREN VANSCO
generally agreed, is Uncle Don, of WOR, New York, founder of the
A penthouse and \$30,000 a year help keep him in that jolly mood.
...ing
...ry
...r
glide around to his appointed time, Don can hardly
hold still, so eager is he to start charming the chil-
dren. At the "go" signal, he puts his face almost
into the microphone and giggles. "Hello, girls and
boys, this is your Uncle Don." Then he fingers the
keyboard in E flat and starts his theme.
"Hibbidy git's has-ha ring boree," goes the song,
"abonia skividy hi-lo-dee. Honi-ko-doke with an
-zon, sing this song with your Uncle Don."
...dies at their radios join in. Mothers busy
...ers are likely to clatter the saucepans.
...home from work
...jumbo stops.
...the top of
... (115)

FROM THE POST,

THIS TOAST...

to one of radio's great personalities: WOR's UNCLE DON!

There is a keen, lively article in this week's Saturday Evening Post, of interest to everyone in and out of the radio business. Chiefly, it is about a man named Don Carney, who, as WOR's UNCLE DON, has been charming youngsters and prodding parents into buying sponsors' products for more than seventeen years.

Written by John La Cerda, chosen for publication by one of the most astutely selective editorial staffs in the nation, this lengthy SEP write-up is a worthy kudo to the great WOR artist who is, to quote, "tops in the

Uncle business!" Without pulling punches, it probes Don's appeal—reveals some of his spectacular sales-results—shows the man behind the show that has become a national legend.

It isn't often that a magazine article can be a straight promotional piece for a radio program. But—if you are the manufacturer of, or the agent for, any product suitable for family selling, we urge you to turn today to page 17 of the January 12th issue of the Saturday Evening Post.

MUTUAL

wor that power-full station at 1440 Broadway, New York 18



Notes From An Aisle Seat . . . !

Several of the bigger stars here may head for the coast next month due to guesstar trouble. As a matter of fact, the biggest movie name offered to one of the shows the other week was Stu Erwin. It's either that or settling for some of the nite club comics around town. . . . "Famous Jury Trials" going sustaining on Sat. nites unless a new sponsor takes over, which will probably be the case. Meanwhile, their erstwhile backer, O. Henry, is reported interested in "True Detective Mysteries" on Mutual. . . . Danny Kaye bragging about his new 12-room apt. on Park Ave. . . . It was a real Christmas for Paul Jonas, Tom Slater's assistant over at Mutual. His son, Major Bill Jonas, a B-29 pilot, who had been reported missing in action and believed dead, turned up in Chicago to phone his dad Christmas Eve. . . . Irving Kahn no longer head of 20th Century's radio dep't. Been switched to another desk. . . . Bert Parks taking over a permanent emcee on "Break The Bank" . . . Bob Nolan will direct the revived "Radio Reader's Digest" stanzas. . . . Radio Row stunned at Don Hancock's sudden collapse and the news that he was rushed to Doctors' Hosp. . . . Aside to Dorothy Kilgallen: Producer Bob Bories paid you a neat little compliment the other noontime at Shor's. He said your program was no longer competition. It's now in a class by itself.



Kenny Delmar, who's Sen. Claghorn, of the Fred Allen series and emcee of the "RCA-Victor Show," solved the housing shortage by purchasing a home on 75th St. His house-warming party was a huge success—so successful, in fact, that Kenny is now living in a dingy hotel room while carpenters and painters repair the damage caused by the enthusiastic guests.



Shelley Mydans, new femme commentator on ABC, covered most of the battle fronts for "Time" and "Life" mags before she was captured by the Japs. Incidentally, "History in the Writing" has a potent piece by her on Page 321. . . . Uncle Jim Harken's little girl, Mary, has tossed aside her NBC page girl's outfit to sing with Sammy Kaye's crew. . . . Sam Roen new publicity head at MCA. . . . Aside to Paul Douglas: Toots Shor is your advance press agent. Tells us that you walk away with the Jean Arthur show but that you're a ham. You didn't even call him up for Christmas. . . . Collier's has put in its bid for fiction pieces by Earl Wilson. . . . Great to have former p.a. Sgt. Paul Benson back in the old town again after two years on the Lido Road in India. . . . Dr. Eddy's Food Forum on the Yankee net tops all New England competition in women's shows. . . . Aside to John Reed King: Your pal, Nick Keesely, seen making the nite spots with Moe Weiner, exec V.P. of Chef Spaghetti, and officials of the McJunkin agency in Chi. Even money says that your "Give and Take" ainer will be renewed this week. . . . The Earle Ferris organization taking on News Associates, headed by Paul C. Ridings, as its Chicago affiliate. . . . Gil Mack, the guy who does dialects so well, does straight commentating even better, according to Paramount, who've just signed him as newsreel narrator. . . . Dodie Yates getting married within the fortnite.



Our Hat's Off Dep't.: Larry Douglas' "Full Moon and Empty Arms" via Signature Records. . . . CBS' "Theater of Romance," radiofare you can sink your teeth into Chewsdays nites. . . . Buddy Lester's Grade-A clowning at the Paramount. . . . The Wesson Bros. boff routine at the new Embassy, one of the town's more decorative spots. . . . Geo. (The Real) McCoy's man-in-the-street stuff via WJZ Saturday nites in the Rialto lobby. . . . Carl Ravazza's singing emcee job at the Roxy where he's been holding forth for six months and has just been signed for another six-months stretch. . . . Monica Lewis' Signature platter of "Waitin' For The Train To Come In"—one of her finest.

Evidence has been coming in lately on the educational, as well as entertainment, value of *The Playhouse of Favorites*. Being based on the great novels and plays of the world, this brilliant new NBC Syndicated program has a certain inherent educational value. But it's a skillful writer-producer team who can translate an original story of great merit into the language of radio—and still retain the original flavor of this masterpiece of literature.

But, it has been done—and done so well that comments such as this one have been arriving in the morning mail. It's from KFBK, Sacramento, California.

"In connection with 'Playhouse of Favorites' the Sacramento schools are circularizing their students at the schools' expense, encouraging them to listen to these fine programs."

On top of this, *The Dickens Fellowship*, a society devoted to the study of the works of Charles Dickens, became so interested in the *Playhouse of Favorites* broadcast of *A Tale of Two Cities* that they requested audition recordings of that program to play back before a full meeting of the Fellowship. The broadcast which was heard over KECA, Los Angeles, was acknowledged by Dr. Lionel Stevenson, president of the Dickens Fellowship and head of the English department of the University of Southern California. Dr. Stevenson writes:

"I wrote to the program director of station KECA to express appreciation of these Dickens broadcasts and to hope that further material from the novels of Dickens would be presented in the future."

The high entertainment value of *The Playhouse of Favorites*, plus the acknowledged support of leading educators, qualifies this NBC Recorded Production as an unsurpassed prestige program for local and regional advertisers.

A complete program brochure and rates for your market will be sent upon request. Write, wire or phone the Syndicated Sales department today.



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

PROMOTION

MBS Co-op. Booklet

For the convenience of its affiliated stations, the Mutual cooperative department has just issued a ready-reference summary book on the 12 MBS co-op programs heard regularly each week. A 46-page book, the manual contains a short description of each program, including time, days, talent, rating, markets and availabilities.

Telephone Strike Threatens Tieup In Washington

Washington Bureau, RADIO DAILY

Washington—Communications tieup spread to Washington yesterday when 200 installation men went on strike against the Western Electric Co., presaging a complete collapse of the Capital's telephone system.

The president of the Washington local of the Association of Communications Equipment Workers said orders for the walkout were received from the union's national headquarters in New York.

Meanwhile, two telephone company unions were still meeting late yesterday ready to give support to the striking installation workers.

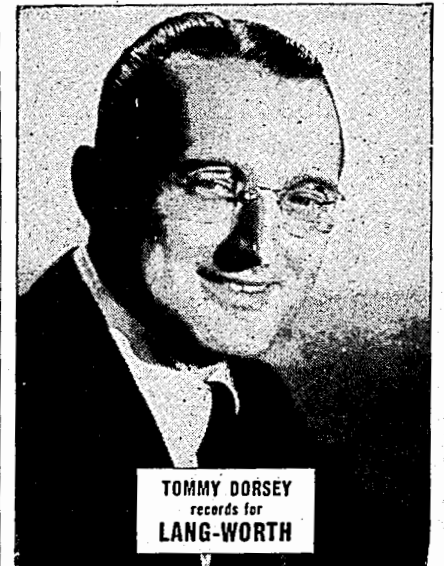
Both unions contemplate sympathy support of the installation men on strike which would virtually isolate Washington from telephone service.

Personnel on radio long lines reiterated their decision not to join the telephone strike, but net officials took steps to assure service even if there was a walkout.

Union officials indicated that the telephone strike may spread throughout the country.

Fidler Renewed

Contract of Jimmy Fidler, heard over ABC Sundays, 9:45 p.m., EST, has been renewed for 52 weeks by his sponsor, the makers of Arrid. The renewal, Fidler's fourth with Arrid, marks his eleventh year as a network commentator.



TOMMY DORSEY records for LANG-WORTH

★ AGENCY NEWSCAST ★

RUTHRAUFF & RYAN, INC., announces the return of Quincy G. Ryan to his former position of vice-president and account executive of the agency. Ryan has served as chief of the advertising section of the Office of Public Information of the American Red Cross, with headquarters in Washington, D. C., for the 22 months since March 1944.

WALTER WILLIAMS, recently featured on the "Fizz Quiz" and other programs over NBC television, has been placed directly in charge of all television activities in the offices of Herman Fialkoff Attractions. The department is being enlarged to provide for the production of complete programs.

JACK SZERLIP, after having served as assistant space buyer, has been promoted to head that department for the Emil Mogul Co., Inc., New York. Szerlip was discharged from the Army Air Forces several months ago, where he served overseas as a bomber pilot.

FORJOE & COMPANY, radio representatives, announces the moving of its Hollywood office to 1223 North Highland Ave. Larry Krasner, former tradepaper man, has been appointed general manager for the Pacific Coast with headquarters in Hollywood.

GEORGE H. HOLMAN, Oakland, Calif., manufacturers' representatives, have appointed the Ad Fried Advertising Agency to plan their 1946 campaign.

HORACE HAGEDORN, for the past 14 years in radio advertising and production, has joined Craven & Hedrick as account executive and radio director. Hagedorn was with NBC for five years, later with Neff-Rogow, New York.

ARTHUR A. HAUSER, vice-president and sales manager of Carl Fischer, Inc., music publishers, announces the appointment of Vincent Shallow as advertising manager in charge of all advertising and publicity. Shallow formerly was associated with William Jameson and Co., Austin Nichols and Co., Sperry Gyroscope Co., Glen L. Martin Co., and Curtiss Wright Corporation.

LT. COMDR. JAMES HAUSMAN, U.S.N.R., formerly of Federal Advertising Agency, has joined the copy staff of Franklin Bruck Advertising Corporation.

J. R. WATKINS COMPANY, Winona, Minn., manufacturers of household and agricultural products, have placed their account in the hands of Goldman & Gross advertising agency, Chicago. Henry Florsheim is account executive.

THE MANUFACTURING DIVISION of Marshall Field & Company announced the appointment last week of Roy S. Durstine, Inc., as agency for Fieldcrest blankets, towels, sheets and bedspreads, and for Karastan rugs, effective January 1st. The same agency will start work on Zion curtains and other products a little later in the year.

Wign Time Signals On WCBW For 13 Weeks

Wign Watch Company has signed a series of Wednesday time signals, effective January 16, over CBS television station WCBW, it was announced yesterday by George Mosier, commercial manager. The agency is J. Walter Thompson. The signals, of 20-seconds duration, will be spotted at approximately 9:30 p.m. during Wednesday transmissions for a period of 13 weeks.

New Inna Phillips Serial

"Masquerade," a new Inna Phillips time serial, will be featured in a new alignment of shows on the Sunday through Friday General Mills program, beginning Monday, Jan. 14, 2:00 to 3:00 p.m., EST. The serial will replace "Hymns Of Churches" in the 2:45 to 3:00 p.m. period.

"THIS IS IT"

Are you frantically searching for a casting director (femme), who is considered "tops"? Who has no favorites? Who can expertly cast a show as quick as a flash? Then contact RADIO DAILY, Box 105, 1501 Broadway, New York 18, N. Y.

Housing Problem-Subject Of Adv. Council Planning

(Continued from Page 1)

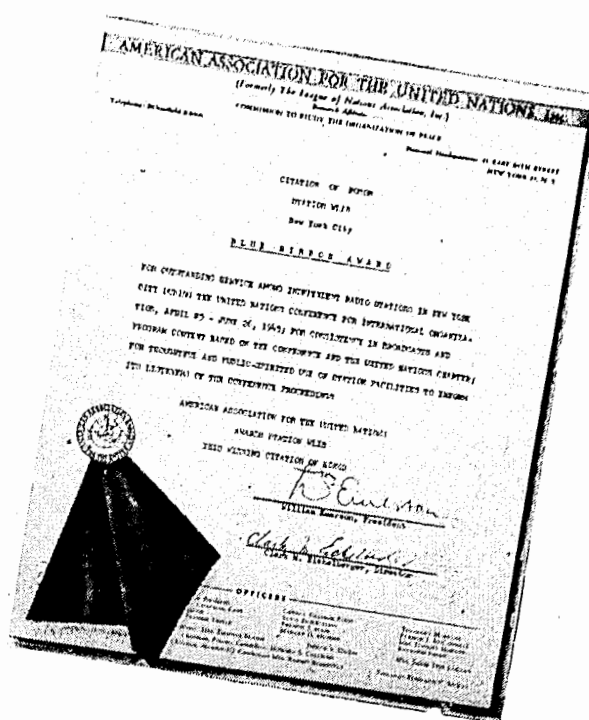
industry as to the broader outlines of the proposed campaign.

"We are confident that this problem, along with many others, can be solved or helped through the organized power of advertising," he said. Social responsibility, he added, "isn't something you pick up at the start of a war like a rifle and drop conveniently when the shooting ends. . . All phases of advertising have shown that they propose to continue to apply the advertising method to the solution of national problems, and they have shown this by action as well as words."

"Advertisers, both large and small, now subscribe to the well-proved doctrine that the best public relations is public service advertising. Something new has come into the advertising picture and that something new is a great improvement over old forms of institutional advertising."

Repplier has been with the council since April, 1943. Before his election as president, he had served as manager of the Washington office and as executive director. Prior to joining the council, he served with the WMC, and before that as associate copy director of Young and Rubicam.

A CITATION:



WLIB NEW YORK

gratefully acknowledges the citation for OUTSTANDING SERVICE

among independent stations in New York City by the American Association of the United Nations, for consistency in broadcasts and program content based on the Conference and the United Nations Charter; for thoughtful and public-spirited use of Station facilities to inform its listeners of the Conference proceedings.

WLIB is also grateful to these three members of its staff who worked untiringly to produce the result which earned this Citation.



Miss Estelle Sternberger, WLIB News Analyst

Clifford Evans, WLIB News Editor and Commentator, receives the Citation from Miss Pauline Mandigo

Murray Jordan, WLIB Program Director

WLIB NEW YORK

EQUIPMENT

Caldwell Gets G. E. Post

Phillip G. Caldwell, formerly president of the Society of Television Engineers in Los Angeles, and chairman of the Committee of that Society which organized Television Broadcasters Association, Inc., in Chicago, 1944, has recently been named sales manager of Television Equipment in the Transmitter Division of General Electric Company's Electronics Dept. In this capacity, Caldwell will handle the sale of television transmitters, studio equipment and facsimile apparatus with headquarters at the Schenectady plant until the commercial group of the Transmitter Division is moved to Syracuse, where General Electric's part project is now under construction.

Five Renew Sponsorship On WABC Daily Programs

Renewal by Melville Shoe Corporation of WABC's 7:45-8 a.m. news program, and extension of participation contracts in four other programs, by Celanese Corporation of America, New York Telephone Company, Pepsi-Cola Company, and United Fruit Company, was announced over the weekend by Arthur Hull Hayes, general manager of WABC.

Celanese Corporation of America, through Young & Rubicam, is renewing for 26 weeks its participations in the WABC 6:30-7:45 a.m. "Arthur Godfrey" program and in the 8:45-9 a.m. "Margaret Arlen" show both for Mondays, Wednesdays and Fridays. Commercials are for Celanese products in general.

New York Telephone Company, effective Friday, Dec. 28, extends its participations in the WABC "Arthur Godfrey" program, Monday through Friday. Batten, Barton, Durstine & Osborn, Inc., is the agency.

Pepsi-Cola Company, through Newell-Emmett Company, has renewed its two participations per day, Monday through Saturday, in the "Arthur Godfrey" program, after the broadcast of Monday, December 31. Commercials are for Pepsi-Cola and Everevess.

Melville Shoe Corporation, for Thom McAn Shoes, has renewed its sponsorship of the 7:45-8 a.m. "News" program on WABC, effective Friday, December 28. Agency is Neff-Rogow.

United Fruit Company is extending for 41 weeks its participations in the "Arthur Godfrey" program for Mondays, Wednesdays and Fridays; the 8:15-8:30 a.m. "Phil Cook Show" for Mondays, Thursdays and Saturdays; and the 3:15-3:45 p.m. "This Is New York" program for Mondays, Wednesdays and Fridays. BBD&O is the agency.

Hildegarde To Host Film Stars

Vera Vague, Walter Abel and Stuart Erwin will appear as guests on Hildegarde's "Raleigh Room" program over NBC at 8:30 p.m. next Wednesday, Jan. 16.

WORDS AND MUSIC

By HERMAN PINCUS

It's The Real McCoy . . . !

THE music firm of McCarthy & Fisher in 1921 had just put over the sensational songhit "Dardanella" and couldn't seem to land a follow-up number . . . one day an actor named Eugene West approached the professional manager of the firm, Jack McCoy (currently with Harms), and offered a song titled "Broadway Rose," which West had written with Martin Freed (Al Jolson's pianist) and Otis Spencer . . . Fred Fisher didn't care for the number at first but when McCoy threatened to publish the number himself, Fisher agreed to accept the song for a plug . . . in the next three months, the ditty sold more than a million copies.

☆ ☆ ☆

RADIOLOGY:—Last week, on his P. & G. CBS show, Jack Kirkwood introduced to the West Coast listeners a new novelty titled, "Myrtle The Turtle" . . . listeners didn't know that Kirkwood and Maestro Irving Miller had completely forgotten about the song until the publisher sent each a live turtle as a reminder . . . ● Art Linkletter's "G. E. House Party" CBStarts its second year Tuesday. . . . ● "The Voice" has just signed a five-year picture deal with M-G-M . . . next flicker will be "Till The Clouds Roll By," based on the life of the late Jerome Kern. . . ● Look Alikes:—Announcer Dwight Weist and Melvyn Douglas. . . ● Jerry Wayne is readying a mystery play which he plans to produce with himself the star. . . ● Felix Greenfeld, whose "Man of Magic" series was a WMCA feature several seasons ago, has been signed by WRGB to do a series of telecasts. . . ● Howcome tenorile Don Reid isn't on the networks? The handsome warbler is a cinch to click. . . ● Ed Begley takes over the role of "Will Brown" on the "Aldrich Family" . . . Begley was "Pappa Dittenfeffer" on the "Alan Young Show." . . . ● Scriptor John M. Young averages about 20,000 words per week doing "Right To Happiness" and "Second Mrs. Burton" five-a-weekers. . . ● Aaron S. Bloom and Eddie Kasper of Kasper-Gordon, Inc., will form a special branch to produce film shorts for television. . . ● Lou Neistat will continue as foil for Lew Parker's "Edelbrew" MBStints. . . ● Ex-Sgt. Julie Oshins, who was slightly sensash in "This Is The Army," returns to the air Monday to clown on the "Danny O'Neil & Guests" CBSeries. . . ● The Korn Kobblers have been booked for their third repeat appearance on the "NBC Chesterfield Supper Club," late this month . . . Should have their own commercial. . . ● Himan Brown, producer-director of "Inner Sanctum," plans to produce a movie to be filmed in the east.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—Phil Spitalny will honor the memory of the late Jerome Kern with an all-Kern Musicales on the "Hour of Charm." . . . ● Louis Prima's band opens Feb. 6 at Nat Moss' 400 Club, succeeding Jimmy Dorsey. . . ● Edwards Music Co. already has set five recordings on "When I Gets To Where I'm Goin'," written by Jack Edwards, Duke Leonard and Sam Braverman. . . ● Ford Music has taken our advice . . . they've started work on Kathleen Cotter Gross' great ballad, "You Are My Favorite Dream." . . . ● Larry Funk, former maestro of the nationally-famous "band of a thousand melodies," is in civvies after three years in the Army. . . ● Skylark Songs has a possible hit-parader in "Proposal Polka," penned by Teddy Hall . . . Jean Herbert is the firm's new professional manager. . . ● When Jack Robbins told us that in his opinion, "I'm Always Chasing Rainbows," is one of the greatest songs ever written, statistics bear him out . . . the revived ballad has already reached the four hundred thousand mark in sales. . . ● Cosmo Records has guaranteed Hal McIntyre a platter a month for a year. . . ● Ben Barton wrote to NBC asking for a couple of tickets for the "Eileen Barton Show" . . . BUT Eileen's dad, through an error, received instead, tickets to the "Teen Timers" program, starring Johnny Desmond . . . was Ben nonplussed? . . . not at all . . . he gave the ex-GI a copy of his latest plug ballad "Day By Day."



BRIG. GEN. LUTHER T. HILL, formerly with Army public relations, has been named a vice-president of the Cowles Broadcasting Co. and will direct operations of KRNT, Des Moines, and WNAJ, Sioux City. He will serve also as vice-president and director of advertising of the Des Moines Register and Tribune.

LT. COL. FREDERIC C. SHIDEL, Jr., has returned to the engineering department of NBC's Central Division after five years with the Signal Corps. He holds the Bronze Star and the Croix de Guerre for meritorious service in connection with military operations as a staff officer with the Signal Division at SHAEF.

ASHTON DUNN, manager of the NE Personnel Department when he volunteered for service in the United States Army in April, 1942, has retired to active duty as a Lieut. Col. and has again assumed his position with the network. He will report to Ernest de Ossa, personnel director, and will be in charge of Employment, Training and Employee Services, in addition to assisting de la Ossa on labor relation matters. Dunn entered service as a Major in the SOS (now Army Service Forces), to recruit executives from industry.

MANNIE GREENFIELD, discharged from the Army Air Corps, has joined David Alberman Associates, Inc., as an account executive.

ADDED To the list of returned veterans who have been reinstated in their former positions at WOV, are the following: Edward Kissack, Joe Grafalo, Tom McCarty, Edward Martin and Bernard Zimney, engineers; John Pastore, Richard Dia, and Walter Scott, musicians; Guilio Miran has returned as monitor for the station.

CAPT LESTER BLUMENTHAL and M/SGT. WILLIAM C. WHITTEMORE, both of whom served more than two years in the ETO, have returned to the New York office of the Headley-Reed Co. GRORY MURPHY, JR., out of the Coast Guard, returns as manager of the firm's Atlanta office, Feb. 1.

RETURNED to the Hixson-O'Donnell agency after service with the armed forces are: WILLIAM G. CARMON, WILLIAM J. SUTTON and THOMAS HOPKINS. New members of the agency staff are ex-servicemen HERMAN WILMAN and FRANK W. FOX. All served in the Army.

Contented Hour Guests:

Continuing its new policy of new guests, the Contented Hour has scheduled Joan Edwards and Earl Wrigson for Jan. 14; Frank Parker and Evelyn Knight on the 21st; Thomas L. Thomas and Marie Green on the 28th. Percy Faith conducts music for the program, now originating from NBC New York.

FTC Annual Report Credits Radio Co-op.

(Continued from Page 1)

62,000 radio commercial continuities were examined by FTC, of which 17,600 advertisements and 10,574 broadcast statements were designated for further study.

As a basis for its study, FTC prepared 1,430 editions of representative newspapers, 765 issues of magazines and farm and trade journals and catalogs and circular advertising from 53 mail order houses. In addition, an average of 4,263 pages of radio script was read each working day.

Owing to the war emergency, the FTC report said, attention was directed principally to the false advertising of foods, drugs, cosmetics and patented commodities.

FTC's analysis of the questioned advertisements disclosed they pertained to 1,114 commodities in the following proportions:

Food—human, 3.9 per cent; animal, 9 per cent; cosmetics, 18.6 per cent; devices, 2.1 per cent; and other products 73.5 per cent.

In cases where the advertising was determined to be false or misleading, and the "circumstances warranted" the advertisers were given the privilege of executing stipulations to cease and desist—66 such stipulations were accepted by FTC.

New Rickenbacker Show Sponsored By Longines

(Continued from Page 1)

re from usual broadcasting practices because it has been transcribed. The recordings will be distributed to leading stations for broadcast instead of a customary "live" show on a network. Although transcriptions are common in radio usage, it is reported to be the first time that an outstanding "name" personality of Rickenbacker's stature has recorded a program series of this nature. The series will be broadcast coast-to-coast over 124 stations. Eventually a program will go out over nearly 100 radio stations in the U. S. and Canada.

Rickenbacker will act as host and moderator on the broadcasts but, at his request, all fees he ordinarily would receive will be paid by the sponsor, the Army Air Forces Aid Society, to swell the fund for needy AAF widows and orphans and AAF men and women disabled in line of duty. Col. Hans Christian Adamson, noted radio script writer and aviation historian who formerly wrote the CBS "Tool of the Air" "New Horizons" series, is author of "The World's Most Fabled Flights" series. Colonel

Stanton Heads Columbia Web; Paley, Kesten To Directorate

(Continued from Page 1)

was advanced to a vice-presidency in 1942 and was named general manager and elected to the board of directors in 1945.

For several years Stanton has been an active voice in the broadcasting industry. He is a member of the boards of directors of NAB, the CAB and BMB. He is also a director of Columbia Recording Corporation and of the American Film Center, Incorporated.



WILLIAM S. PALEY

Served Gov't
Early in the war Stanton was called to Washington as a consultant to the Office of Facts and Figures. During the war, he also served as special consultant to the Secretary of War, the Navy Department and the Office of War Information. Earlier, he was appointed associate director of the Office of Radio Research at Princeton University. Later, he became a member of the advisory board of the Bureau of Applied Social Research, Columbia University.

Stanton is a Fellow in the American Association of Applied Psychologists, and a member of the American Psychological Association, the American Statistical Association, the American Marketing Association and the Market Research Council. He is the author of many articles and books on psychol-



PAUL W. KESTEN

Adamson, who accompanied Captain Rickenbacker on the ill-fated Pacific flight, spent 24 days aboard the life raft with Rickenbacker, before being rescued. The first two scripts are devoted to the flight and the subsequent rescue. The second script is a psychological study of the men aboard the rafts. Both are written from Rickenbacker's and Adamson's first-hand experiences.

Lester Vail, producer of "The March of Time" radio series, is the director. Although Rickenbacker appears in person on all the broadcasts as the narrator, the role of "young" Rickenbacker is portrayed by Gary Merrill, a radio actor. The series will deal also with flights of the Wright Brothers, Glen Curtiss, Lincoln Beachey, General Billy Mitchell's prophecy of air power, and others outstanding in the field of aviation.

Program will be heard in New York over WOR beginning Saturday, February 2, from 3:30 to 4 p. m., EST.

gy, as well as on marketing and radio research. With Dr. Lazarsfeld, he edited Radio Research, 1941 and Radio Research, 1942-1943.

Paley 1st Board Chairman

Retiring President Paley becomes the first board chairman in the network's history. Elevated to the new post on January 9, Paley has headed Columbia's uninterrupted development from an initial group of 16 scattered stations to a nation-wide network of 147 United States stations. His great personal interest in public affairs, news, serious music and education is reflected by his company's emphasis on programs of this type. In 1940, Paley began organization of Columbia's Network of the Americas, which today comprises 112 stations operating throughout Latin-America. Paley was granted leave of absence in October, 1943, to accept an overseas war assignment from the Office of War Information. Later transferred to the Army, he was commissioned a Colonel and concluded his war service as Deputy Chief, Psychological Warfare Division, SHAEF. In recognition of his outstanding service in this capacity, he was awarded the Legion of Merit in November, 1945.

Paley was born in Chicago September 28, 1901, and is a graduate of the University of Pennsylvania.

Kesten Was Acting Head

Kesten, senior operating executive for CBS during President Paley's two years of war service, also has pioneered the company's development of color television. He joined Columbia in 1930 as director of production, was made a vice-president in 1934, elected to the board of directors in 1937, and became vice-president and general manager in 1942. He was one of the original members of the War Advertising Council and also served on the board of directors of the NAB from 1942 to 1944.

Remember Our Men' Drive Gains Momentum At KGW

Portland, Oregon—The Nation's ace entertainers are pledging their support to the "Remember Our Men" campaign, inaugurated by KGW to provide continuing entertainment for hospitalized veterans.

Latest celebrities to sign pledge cards are, Ralph Edwards, star of "Truth or Consequences" and Eddie Cantor, both of whom are noted for their deep interest in the welfare of veterans, witness countless hours they have devoted to entertain them. They feel that all artists should sign the "Remember Our Men" pledge cards, which read "In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can."

Cleveland Stations Discuss Press Strike

(Continued from Page 1)

convey to the Cleveland public that we are supplanting the service of their daily newspapers or taking advantage of a situation to emphasize our news program service."

Despite the action of the broadcasters in deciding to keep mum on the service being rendered during the press strike all stations have strengthened their news and special events staffs and augmented their news program coverage. Because of an existing agreement between the News, Press and Plain Dealer not to use radio for promotion, none of the newspapers is using paid radio time during the period of the strike.

Meanwhile local stations report that city officials have not availed themselves of the facilities offered by radio, but are complying in every way possible to supply vital public information of the regular news broadcasts.

Will Demonstrate Service At Coming IRE Meeting

New developments in high speed international radio communications systems, particularly for news transmission by radiotelegraph, voice and photos, will be demonstrated by Press Wireless, Inc. and its manufacturing subsidiary, Press Wireless Manufacturing Corp., at the IRE meeting at the Hotel Astor Jan. 23-26.

Occupying the entire stage on the main exhibit floor, the display will include a radiotelegraph printer system in operation, a transmitting and receiving facsimile circuit at work, and a 400/600-watt telephone-telegraph transmitter of the type used by newsmen during the war.

The first public display of the newly-formed manufacturing firm, the exhibit is under the supervision of Ray H. de Pasquale, vice-president and general manager.

Time Change For "Spy"

Effective January 13, the "David Harding-Counterspy" series will be heard over the ABC network from 5:30 to 6 p. m., EST, each Sunday. Previously the program was heard over the web on Wednesdays from 10 to 10:30 p. m.

Research-Sales Promotion

Overseas veteran with 7 years radio trade press experience desires connection with network, station, agency or rep firm. Experienced in research, editorial work, sales promotion, production and copy.

Write RADIO DAILY, Box 110, 1501 Broadway, New York 18, N. Y.

Build your daytime audience with "HOT FROM HOLLYWOOD"

Chatter, Interviews, Dramatic Scenes on Discs. Franchises now, open for 1946. Audition record on request.

T. J. VALENTINO, INC.
1600 Broadway New York

FCC Approves Plans For AT&T Coaxial Link

(Continued from Page 1)

supplement existing facilities between Dallas, Texas and Los Angeles, a distance of about 1,500 miles. The cable will contain eight co-axial units suitable for a large number of telegraph and telephone channels and for the transmission of television programs.

Adaptable To Television

Upon completion of this construction, the co-axial cable will go from New York through Atlanta and Dallas to Los Angeles, with exception of a section between Charlotte, North Carolina and Atlanta, Georgia, which may be constructed during 1947. In addition to its use for long distance telephone service, the co-axial cable is capable of transmitting the broad bands of frequencies required for television.

Fetzer Reviews Trip In Los Angeles Address

Los Angeles—John E. Fetzer, managing director of the Fetzer Broadcasting Co., speaking before the Advertising Club of Los Angeles, urged the use of radio as part of a long-range program to re-educate the German people and bring about a "new understanding" inside Germany.

Recently returned from a tour of Europe, Fetzer said that equally important to this country is understanding of Russia, citing as an example the friendship between the common people of Great Britain and the American GI.

During the war, Fetzer served in Washington as censor of radio, responsible for all domestic outlets as well as shortwave stations broadcasting to foreign countries.

Net To Air Centennial From Milwaukee Jan. 30

A special half-hour program commemorating the City of Milwaukee's Centennial and featuring celebrities of the stage, screen, radio and sports world whom Milwaukee claims as "native sons" will be broadcast over the full network of ABC on Wednesday, January 30, from 10:30 to 11 p.m., under sponsorship of the Joseph Schlitz Brewing Company. Agency is McJunkin Advertising Company of Chicago.

Audience on the program will consist of 6,000 servicemen and will originate from the Milwaukee Municipal Auditorium. Pickups will be made from Hollywood, New York and other points across the nation.

WANTED

Promotion manager wanted immediately by large Midwest radio station. Good salary. Send qualifications, references and photograph to Box 107, Radio Daily, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

— LOUISIANA —

NEW ORLEANS—As a public service, WWL is now presenting its farm editor, Gordon Loudon, in a ten-minute program, "Dixie's Early Editor," Mondays through Fridays at 12:35 p.m. Loudon in addition to relating farm news and market reports, will present prominent guests in interviews. . . . Claire Nunn, vocalist and pianist of WWL, will record an album of children's songs with a picture of her baby boy featured on the cover.

— OHIO —

CLEVELAND—A new Monday through Friday serial, "The Peabodys," is now being presented over WTAM from 1:30 to 1:45 p.m., offering housewives amusing entertainment with Helen, Harve and Harriet Peabody. . . . **MANSFIELD**—Harry Lytel, for the past two years director for American Forces Network stations in the ETO, has returned to WMAN as program director. Bob Christopher, who has headed the program dept. during Lytel's leave, has moved to the WMAN sales staff with John W. Wheeler, recently discharged from the Army. WMAN staff changes place Danny Landau and Al Lewis on the announcing staff. . . . **MARION**—Max Thomas, a Signal Corps lieutenant, has returned to WMRN's engineering staff after four years of Army service. . . . The celebration welcoming Maj. Gen. Robert Beightler, Commander of Ohio's 37th Division, to his home town, Marysville, was aired exclusively by WMRN.

— DISTRICT OF COLUMBIA —

WASHINGTON—Programs on behalf of the March of Dimes campaign will be over WWDC Monday through Friday, beginning Jan. 14, and lasting through Jan. 25. Norman Reed will conduct the "Man On The Street" program from 11:20 to 11:30 a.m. Monday, Wednesday and Friday, and Mike Hunnicutt will take over the M.C.'s stand from 11:30 to 11:45 a.m. on Tuesday and Thursday; also a five-minute broadcast on behalf of the campaign will be heard Monday through Friday from 8:55 to 9:00 a.m. . . . WWDC's "Tufty Topics" program, directed by Ester Van Wagoner Tufty, has shifted from its 11:15 a.m. spot and is now heard from 11:30 to 11:45 a.m., Monday, Wednesday and Friday.

— NEW JERSEY —

BRIDGETON — WSNJ announces the return of two announcers from the armed forces: Fred Wood, a lieutenant commander in the Navy, and Don Hart of the Marines. . . . **TRENTON**—WTTM recently purchased the three-story building at 156 West State Street, opposite the State Capitol, which, after it has been remodelled and enlarged, will be the future home of the station. The Colonial motif in the present building, with its eight fireplaces, will be retained, while a modern two-story extension will be constructed for AM and in anticipation of FM, with plans for television soon to be under way. The former Congressman, Elmer H. Wene, is president of WTTM, while Paul Alger assumes the post of station manager.

— NEW YORK STATE —

BUFFALO—The "Contented" program, starting its fifteenth year on the air, presented a new format with the broadcast of Jan. 7, at 10:00 p.m. on WBen. The series which has been broadcast from Chicago since its debut on Jan. 4, 1932, will hereafter originate from New York. Percy Faith, noted conductor-composer, will continue to lead a 35-piece orchestra and the program will continue to feature guest stars. . . . Guided by their seeing-eye dogs, two teams of four blind persons took part in the "Quiz of Two Cities" over WBen, Jan. 6. The broadcast was arranged through the State Commission for the Blind. . . . **JAMESTOWN**—Marshall Shantz, until recently a Captain in the Army Air Forces on duty in the Pacific Area, has returned to WJTN as director of special events.

— ILLINOIS —

CHICAGO—A special "Testimonial of Appreciation" from the U. S. War Dept. has been awarded to Randy Blake, program director of WJJD, in recognition of his outstanding contribution to the Dept. throughout the war years. The citation, which is the highest tribute conferred by the War Dept. on a civilian, was personally signed by Secretary of War Robert P. Patterson, General Brehon Somerswell, commanding general of the Army Service Forces, and Brig. Gen. Burton Lewis, acting chief of Transportation. Colonel I. Sewell Morris, commanding officer of the 6th Transportation Zone, was the War Department's personal representative bestowing the award to Blake in his office at WJJD.

— NEW YORK —

NEW YORK—WNN's "The Author Meets the Critics," heard Mondays, will celebrate its first year on the air under the sponsorship of the Book-of-the-Month Club. On Jan. 14, the guest author will be Arthur M. Schlessinger, Jr., who will defend his book, "The Age of Jackson," against critics Lewis Gannett and Henry Steele Commager. John K. McCaffery will act as emcee. . . . Understudies of Broadway productions who wait patiently their chance at fame, will be given an opportunity to show their histrionic ability in a new series entitled, "Invitation to Stardom" over WNEW, starting Sunday, Jan. 13. Each week understudies to Broadway's greatest actors and actresses will be invited to star in their own right, in appropriate radio dramatic vehicles to be directed by Milton B. Kaye of the WNEW production staff.

Send Birthday
Greetings To—

JAN. 10

Mary Francis Cahill Harold Stokes
Donald Herbert Lowe Lou Mindling
Bertha Bennett Daniel I. Rodgers

ABC Stations Group Starts Meeting Today

(Continued from Page 1)

Broadcasting Company, network affiliate in Detroit.

Two new representatives have been selected to the committee and two representatives have been re-elected all to serve a two-year term. Newly elected committeemen are Roger Clipp, president of WFIL, Philadelphia, and Jack Gross, president of KFMB, San Diego, Calif. Re-elected were Harold Hough of KGKO, Fort Worth, and C. T. Hagman, vice president of WTCN, Minneapolis, Minn.

Other members of the committee attending the meetings will be W. D. Pyle, president, KVOD, Denver, and W. C. Tochman, manager, WCOS, Columbia, S. C.

College Station Reps. Meet To Ratify Code

Representatives of the 19 student operated college radio stations met this week in New York to ratify the "codes of practice" which will regulate broadcasting over the intra-college stations of the Intercollegiate Broadcasting System from now on.

"News shall be presented with fairness and accuracy," is one of the provisions of the new code, and responsibility is placed squarely on the student managers of the station to see that it is done that way. Ethical business standards are set up, and the length of time which can be devoted to advertising copy is limited for each program. The stations are also required to adhere to technical standards in engineering operation and broadcast quality.

The ICBS stations operate with low power and are heard only in college buildings. Students manage the stations and do all the writing, directing, and engineering themselves. Many graduate into professional radio. A four-college network exchange programs among the stations in the Philadelphia area; other stations trade scripts and transcriptions of the best shows. Centered in New York, the ICBS has member stations from Massachusetts to Alabama and as far west as Missouri.

SKY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th TO 41st STREETS
WALTER JACOBS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 8

NEW YORK, N. Y., FRIDAY, JANUARY 11, 1946

TEN CENTS

FCC Favors Local Firms

Tele-Suit Defendants Get Gov't Extension

Defendants in the Government's television anti-trust suit have asked and were granted, a 60-day extension for the filing of answers to charges of monopoly in the manufacturing and sale of television equipment. This means that the answers will be due on March 9, and in the interim a decision is expected to be made as to whether the defendants will fight the suit or enter into a consent decree.

The defendants are General Precision Equipment Corp., Paramount Pictures, Television Productions, Inc., Scophony Corp. of America, Sco-

(Continued on Page 3)

New FM Station Grants Bring Total Up To 266

Washington Bureau, RADIO DAILY Washington—FCC granted 25 additional FM stations, bringing the total grants to 266. Following is the list of grants:

Connecticut: American - Republic, Waterbury, Metropolitan.

Georgia: CBS, Metropolitan; Rome Broadcasting Corp., Rome, Metropolitan; Savannah Broadcasting, Inc.,

(Continued on Page 3)

Boy Scouts Camp Drive To Get Heavy Radio Aid

Radio is going all-out to aid the Greater New York Council of Boy Scouts in its campaign to raise \$800,000 to be used to build up the council's summer camps at Ten Mile River in up-State New York.

Robert D. Swezey, MBS vice-president, has been named chairman of a

(Continued on Page 2)

Timely Gift

Among the many felicitations received by Frank Stanton upon his elevation to the presidency of CBS, none was more welcome—or more practical—than that given by Norman Corwin, a friend of many years. Stanton often had admired Corwin's production wrist watch—one of the finest obtainable. Yesterday Corwin presented it, with his best wishes, to the new prexy.

Special Parade Coverage

Plans for radio and television participation in the Fifth Avenue parade tomorrow, honoring the 82nd Airborne Division, will include coverage by New York Independents and four major networks from various vantage points along the line of march. Major General James Gavin, Commander of the 82nd, will appear before the WNBT television cameras tonight in an interview with NBC announcer Ray Forrest and tomorrow NBC will also telecast the parade. CBS' tele outlet, WCBW, will film the event for broadcast Monday.

Radio coverage will include a CBS 10-minute segment between 2 and 3:00 p.m. with Bill Slocum handling descriptions; NBC, 12 to 12:15 p.m., and 2:00 to 2:15 p.m., with Martin Hoad; ABC from 1:45 to 2:00 p.m., with Taylor Grant and Gordon Frasier; MBS from 2:00 to 2:15 and 3:30 to 3:45 p.m., with Paul Killiam. Local stations include, WOR from 11:00 a.m., WMCA from 12:45, 2:30 and 3:30 p.m., WHN at 2:30 p.m., WNEW from 1:45 p.m., with Bill Burns, WHOM from 1:45 and 2:15, and WOV at 2:15 (in Italian).

MBS Billing Increase Passes Million Mark

An increase in gross billings of \$1,103,712 for the year 1945 over 1944, was announced yesterday by Mutual Broadcasting System, with the total gross billings for the past year reaching \$20,637,362.80. The total for 1944 was \$19,533,650.

The addition of the Coca-Cola account during the first year's administration of Edgar Kobak as president of MBS helped swell the revenue of the past year. The Coca-Cola company through the "Parade of Spotlight Bands" and the "Morton Downey Show," added \$1,286,571.16 to the Mutual web gross for the year.

Erwin Wasey and Company which led the agency billings with Mutual during 1944, again topped the list for 1945. The Erwin Wasey billings for

(Continued on Page 6)

ABC '45 Gross Sales Exceeds \$40,000,000

Total gross time sales of the American Broadcasting Company, Inc., for 1945, amounted to \$40,045,966, it was announced yesterday by Charles E. Rynd, vice-president and assistant secretary of the network. This compares with reported billings of \$41,356,129, including \$411,500 representing political sales, for 1944.

Excluding the political sales for 1944, the decline of \$898,663, reported for the past year largely reflects the cancellations in commercials during the period of nationwide mourning following the death of President Roosevelt, coupled with the cancellation of commercials during the observance of V-E and V-J Days, Rynd stated.

The compilation shows that Janu-

(Continued on Page 7)

Binghamton Ruling Cites Importance Of Local Ties

Washington Bureau, RADIO DAILY Washington—In a ruling favoring local ownership, the FCC yesterday announced the proposal to permit Southern Tier Radio Service to build a 250-watt standard station in Binghamton, N. Y. The decision denied the application of Binghamton Press, wholly owned by Frank E. Gannett Co. Interested parties are given 20 days in which to file protests and request oral argument before the Commission.

Since FCC noted that both applicants would deliver satisfactory radio service throughout the city of Bing-

(Continued on Page 6)

California Rates High In BMB Membership

West Coast Bureau, RADIO DAILY Hollywood—California ranks fourth highest among the states in pledges to the Broadcast Measurement Bureau, Hugh Feltis, BMB president, disclosed in his progress report at the NAB district meeting here. He was assisted by Russell Eller, advertising manager of California Fruit Growers Exchange, representing the

(Continued on Page 7)

Capital Radio Men Barred From Strike-Vote Meeting

Washington Bureau, RADIO DAILY Washington—The first effect on radio of the telephone strike which has swept the nation this week, occurred here yesterday when 3,000 operators, who met in the Turner Arena for a strike vote and demonstration Thursday morning, refused

(Continued on Page 2)

Certified Poll Preview

In Worcester, Mass., Bob Hope ranks first in the comedian classification as returns in RADIO DAILY's certified poll to pick the nation's "All-American Radio Program of 1945," continue to pour in at the offices of the Ross Federal Research organization. The "General Electric Hour" rates as the favorite "commercial" program, and Fulton Lewis, Jr., leads in the commentator field. The "Hit Parade" registered solidly with the Worcester newspaper men and women as the most popular musical show.

Worcester

Monday—Report on Milwaukee

G. I. Plea

Following the first network broadcast he made Sunday over WJZ-ABC, ex-Mayor Fiorello H. La Guardia received a telegram from 94 officers and enlisted men of the War Crimes Investigation Detachment in Manila, P. I., praising him for past aid to servicemen, and urging him to "Please do all you can to speed demobilization of veterans now!"

To-Day—819 Certified Votes—"All American Radio Program of 1945"



Vol. 34, No. 8 Fri., Jan. 11, 1946 Price 10 Cts.

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

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

FINANCIAL

(Thurs. Jan. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	192 3/4	192	192 3/4	+ 1
CBS A	45 5/8	45 1/2	45 1/2	- 1/4
CBS B	45	44 3/4	45	+ 1/2
Crosley Corp.	39	39	39	0
Farnsworth T. & R.	19 3/8	19	19 1/4	- 1/8
Gen. Electric	48 1/2	48	48 1/8	- 3/8
Philco	45	44 1/4	44 1/4	- 3/4
RCA Common	18 3/8	18 1/8	18 3/8	+ 3/8
RCA First Pfd.	90 3/4	90 3/4	90 3/4	+ 1/4
Stewart-Warner	24 1/2	24	24 1/4	+ 1/4
Westinghouse	37 3/8	36 5/8	37 1/4	+ 3/8
Zenith Radio	42 3/8	41 7/8	42	0

NEW YORK CURB EXCHANGE

Hazeltine Corp.	24	23 1/2	23 1/2	0
Nat. Union Radio	9 1/2	9 1/8	9 1/8	- 1/2

OVER THE COUNTER

Du Mont	Bid 95 5/8	Asked 10 5/8
Stromberg-Carlson	22 1/2	24
WCAO (Baltimore)	34	
WJR (Detroit)	31 1/2	

Sterling Drug On ABC

On behalf of its drug, cosmetic and household products, Sterling Drug, Inc. has signed a 52-week contract with the American Broadcasting Company, Inc. for covering sponsorship of "Bride & Groom," audience participation program heard Mondays through Fridays. Dancer, Fitzgerald & Sample is the agency.

WGYN Resumes FM Sked

The Muzak FM outlet, WGYN, resumed broadcasting yesterday in the new FCC-designated channel, 96.1 mc. The station had been off the air since Dec. 1 to switch the transmitter to the new frequency. Broadcast hours are from noon to 6:00 p.m., Monday through Saturday.

WPDQ's

TIME-BUYERS JACK POT
THIS WEEK'S WINNER
ANN WRIGHT
J. WALTER THOMPSON CO.
Next Week ? ? ? ?

Coming and Going

HAROLD E. FELLOWS, manager of New England operations for CBS and general manager of WEEI, Boston, is in town for conferences at the headquarters of the network.

TOM KELLY, of the sales department of Radio Reports, Inc., will leave tomorrow for the West Coast, where he will spend about three months in the firm's Los Angeles office concentrating on Coast Sales.

EARL GAMMONS, director of the Columbia network's office in Washington, D. C., is on a short business trip to New York.

BILL STERN has arrived on the West Coast to start work on his life-story film, "Listen, America," with Linda Darnell. He'll do his broadcasts from Hollywood.

BARRON HOWARD, business manager of WRVA, CBS outlet in Richmond, Va., is in New York. He paid a call yesterday at the offices of the network.

E. K. HARTENBOWER, general manager of KCMO, Kansas City affiliate of ABC, has arrived from Missouri for a few days on station and network business.

ROBERT BAUSMAN, manager of WISH, Indianapolis, Ind., is visiting in Gotham. Conferred yesterday at the offices of ABC, with which the station is affiliated.

FRANCES McGUIRE, women's commentator on WIP, Philadelphia, is in town to attend fashion shows and other meetings in connection with her program. She'll return to Philly next Monday.

BILL BOCHMAN, manager of WCOS, Columbia, S. C., outlet of the American network, has joined the executive contingent currently in New York on business.

DAVID E. GREEN, publicist, off to Chicago, where he will confer with Stuart Sherman, of the Sherman & Marquette advertising agency.

Boy Scouts Camp Drive To Get Heavy Radio Aid

(Continued from Page 1)
group to solicit funds among broadcasters and others allied with the industry. Serving with Swezey are Ernest de la Ossa, of NBC; Leon Goldstein, of WMCA, who will cover the independent stations; J. Stanley McAllister, of CBS; Merritt Tompkins, of BMI; Frank Headley, of Headley-Reed Co., who will cover the station representatives, and Dave B. Van Houten, of ABC.

The radio section of the council's public relations committee, headed by Warren Jennings, N. Y. sales manager of WLW, is slated to meet with station chiefs next week to work out plans for tie-in broadcasts. Thus far named to the section are Murray Grabhorn, of ABC, and Frank Burke, editor of RADIO DAILY.

Commission Grants Four AM Construction Permits

Washington Bureau, RADIO DAILY
Washington—Five construction permits for new standard stations were granted yesterday by FCC. They included:

Omar G. Hiltin, Greeley N. Hiltin, doing business as the Davidson County Broadcasting Co., Lexington, N. C., to operate on 1190 kc, 250 watts, daytime; New Iberia Broadcasting Co., New Iberia, La., to operate on 1240 kc, 250 watts, unlimited; Whiteville Broadcasting Co., Whiteville, N. C., to operate on 1240 kc, 250 watts, unlimited; Culman Broadcasting Co., Culman, Ala., to operate on 1340 kc, 250 watts, unlimited.

Collecting Clothes

Co-operating with the Victory Clothing Drive, AFRA has installed collection bins at NBC and CBS studios and at Colbee's. Donors of packages too large to carry may arrange a pickup by the union's clothing committee by calling any of the artists' telephone services. The drive runs from Jan. 15 through Jan. 31. Helene Dumas is chairman of the AFRA committee.

Capital Radio Men Barred From Strike-Vote Meeting

(Continued from Page 1)
entry to an announcer and producer of WMAL, an ABC affiliate.

The walkout, which prevented transmission of calls to and from the White House from 11 a. m. till 2 p.m. yesterday, was still in effect late last night.

Gets NBC House-Organ Post

Bob Guilbert, manager of the NBC Central Division continuity acceptance department, has been elected editor of the division's new house organ, which is tentatively scheduled for publication in February. A contest with a \$25 Victory bond prize, is currently being conducted among NBC Central Division employees to select a name for the new house organ. The publication will replace "The Chatterbox," previously circulated among employees, and "The Rut," which was published for personnel serving in the armed services.



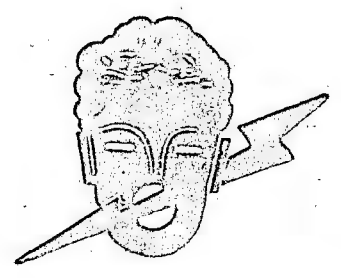
Ever see a Tiglon?

A Tiglon is half tiger and half lion. And the one up there was in the Central Park Zoo in 1938. Its mother was an African lioness. Its father a Siberian tiger.

It's a little of this and a little of that, that so often makes freaks. And we're using that unusual animal to prove a point for W-I-T-H, the successful independent radio station in Baltimore.

W-I-T-H doesn't give you a little of this audience and a little of that audience . . . but it delivers more listeners-per-dollar-spent than any other station in this five-station town.

Facts to prove it are available.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

CKLW

BEST
RADIO BUY
in the
DETROIT
AREA

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

New FM Station Grants Bring Total To 266

(Continued from Page 1)
 Savannah, Metropolitan type station.
 Illinois: Lee Broadcasting, Inc., Quincy, Metropolitan.
 Kentucky: American Broadcasting Corp., Lexington, Metropolitan; Paducah Newspapers, Inc., Metropolitan.
 Louisiana: Supreme Broadcasting System, New Orleans, Metropolitan.
 Michigan: Flint Broadcasting Co., Flint, Metropolitan; Saginaw Broadcasting Co., Saginaw, Metropolitan.
 Mississippi: Lamor Insurance Co., Jackson, Metropolitan.
 New York: WBEN, Inc., Buffalo, Metropolitan possibly Rural; Syracuse Broadcasting Corp., Syracuse, Metropolitan; WAGE, Inc., Syracuse, Metropolitan; Central N. Y. Broadcasting Corp., Syracuse, Metropolitan.
 North Carolina: Catawba Valley Broadcasting Co., Hickory, Metropolitan possibly Rural; High Point, Inc., High Point, Metropolitan.
 Ohio: Tusmucora Broadcasting Co., Dover, Community; Marion Broadcasting Co., Marion, Metropolitan possibly Rural; Wooster Printing Co., Metropolitan possibly Rural.
 Oklahoma: John F. Beasley, Ardmore, Metropolitan; Oklahoma Quality Broadcasting Co., Lawton, Metropolitan.
 Pennsylvania: Presque Isle Broadcasting Company, Metropolitan.
 Texas: Times Company, Wichita Falls, Metropolitan.

Radio Listeners To Vote On Next Season's Operas

Opera tradition will be broken by the Metropolitan Opera Association next season, when it will include in its repertory operas selected by popular vote. Six operas selected by the vote of the radio listening audience will be included in the 1946-47 repertory of the Metropolitan Opera Company, it was announced by Mrs. August Belmont, president of the Metropolitan Opera Guild. By special arrangement, the six most favored operas by the voting public will be performed and broadcast on Saturday afternoons during the opera season. Details of the balloting are being broadcast over ABC stations, results of which will be announced over the air on the last Saturday afternoon of the present season.

Wedding Bells

Miss Theodora Yates, who directs and produces "When a Girl Marries" and "Rosemary" is engaged to marry Harold O. Dyrenforth, son of Dr. Guenter O. Dyrenforth, international explorer and professor of geology at Rosenberg College, Switzerland.

Build your daytime audience with
"HOT FROM HOLLYWOOD"

Chatter, Interviews, Dramatic Scenes on Discs. Franchises now open for 1946. Audition record on request.

T. J. VALENTINO, INC.
 1600 Broadway New York



Reporter At Large. . . !

● ● ● There's nothing new in CBS' recently announced policy of giving as much attention to production of sustainers as they do to commercial shows. The stir which the announcement created in the trade merely proves how far radio has come from the original standards on which it was built. Many of today's top performers, Crosby, Kate Smith, Morton Downey, Irene Beasley and dozens of others, were sustaining artists some 15 years ago. Their fame was established gradually, but solidly, because listeners heard them regularly, five days a week, at the same time every day. That, in our opinion, is the secret of building a star—regular programs at regular periods, and none of this business of using sustainers as fillers, jumping all over the dial and the clock. Radio created its own talent in those days and that talent is the backbone of the industry today. And have there been better shows than "Basin St." or Don McNeil's "Breakfast Club?" Why not resort to the old tricks? In sum, why bring in a Jackie Coogan, Jimmie Gleason, Bill Gargan and other movie names who present a time-worn program formula built around their names rather than their talents? We've had actors like Dwight Weist, Alan Reed, Kenny Delmar, Betty Garde, Frank Lovejoy, Jackie Kelk, Minnie Pious and dozens of others, who have been around for years holding up these "personality" shows with nary a name credit until the past year or so. Why not build a few shows around these artists whose thespianic talents are not limited to drama or any one branch of the art? Remember that folks like Bing, Bob Hope, Orson Welles, Agnes Moorehead, Bill Bacher and others from radio have made far more significant contributions to filmdom than movies have made to radio.

★ ★ ★

● ● ● The "I Can't Stand Jack Benny" type of exploitation is spreading, it seems. The "Daily News" the other ayem, carried this ad on Alan Young: "The corny humorist pictured above is Alan Young. He stars on our otherwise laugh-happy Tuesday nite air show. Millions hear him every week. Deliberately. Having heard him ourselves, we can't understand why. Or why supposedly sensible girls swoon over him. What is this? What's happened to people? Please hear him Tues. nite and tell us. Thanks."

★ ★ ★

● ● ● Ticker Tape: At a meeting of CBS big-wigs the other p.m., somebody asked Ed Murrow what he was doing there. "I don't know," he cracked. "They're holding auditions for vice-presidents".....Bing Crosby trying to get his legal problems switched to the Calif. courts where the laws will work in his favor. Out there a contract is only good for seven years....."Magazine Digest's" second Merit Award for distinguished service and achievement goes to NBC's "University of the Air".....Irv Kahn called to say he was just given a nice, new, shiny desk—but it's still as radio head of 20th Century.....Ron Rawson dickerer with DuMont for an audience participation tele show.....Woody Herman show switching to Friday nites at 8:00 p.m., starting on the 25th.....N. Y. Enquirer's Johnny Kane, starting a new weekly series over WBYN on the 21st, called "Celebrity Nite Of The Air," tied in with Sammy's Bowery Follies.

★ ★ ★

● ● ● Filler Dillers: Phil Baker to an annoyer: That's a great head you have on your shoulders. Whose is it?.....Bulletin: A popular B'way actress is quitting her husband because of illness. She's sick of him.....Bob Burns says that his uncle was connected with the stage. He drove it from Butte to Carson City.....Maurice Rocca wants to know if the Dorsey Bros. put the Capitol theater down as one of their residences.....Al Rylander's switch is, you can go to the Capitol and see T. D.—or across the street to "The Lost Week-End" and see the D. T.'s.

Tele-Suit Defendants Get Gov't Extension

(Continued from Page 1)
 phony, Ltd., Earle G. Hines, Arthur Levey and Paul Raibourn. They are charged with retarding the development of Scopphony television patents and withholding licenses to prospective licensees. Representatives of the defendants conferred this week with officials of the Anti-Trust Division of the Department of Justice and they indicated they needed more time in which to crystallize their position. A strong battery of legal talent has been retained by the defendants. GPE and Hines have retained the firm of Mudge, Stern, Williams & Tucker. Paramount, Television Productions and Raibourn are represented by Simpson, Thacher & Bartlett and Scopphony Corp. of America and Levey are represented by Hayes, St. John, Abramson & Schulman. Edwin Foster Blair represents Scopphony, Ltd. For the Government, the case is being handled by Joseph Borkin, confidential legal adviser to Wendell Berge, head of the Anti-Trust Division and chief economist for the division.

ABC Makes Appointments In Research And Sales

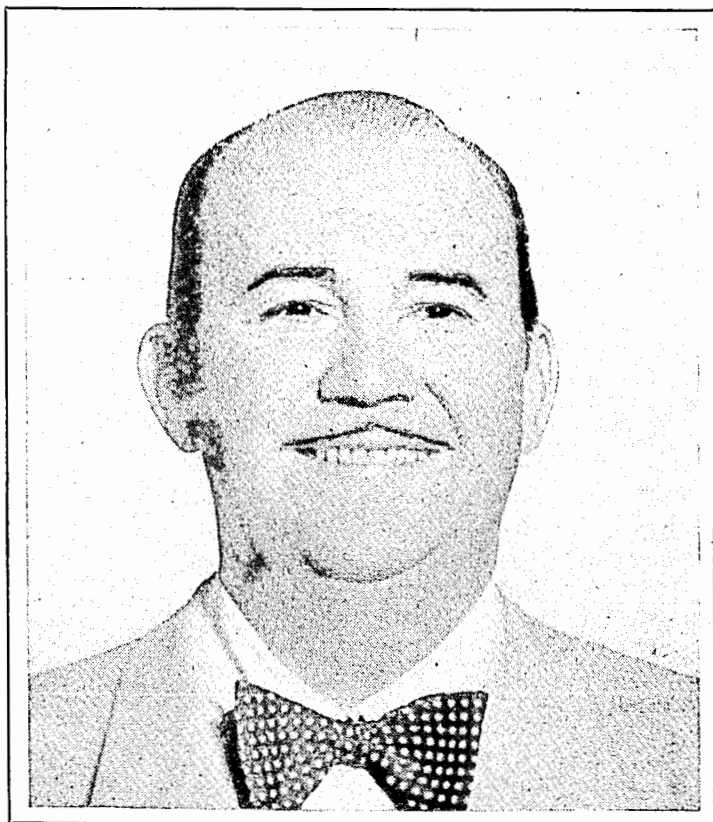
ABC announced this week the following appointments in its network sales and research departments:
 Read Wight, formerly with the William Morris Agency, has become affiliated with the network's creative sales department, as announced by C. P. Jaeger, vice-president in charge of creative sales for ABC. He will serve in an executive capacity in the sale of programs and their promotional and merchandising aspects. Howard St. John has been appointed an account executive according to an announcement by John Donahue, Eastern sales manager of ABC. St. John has been with ABC since 1944 when he was assigned to the promotion and sales departments of WJZ. Edward F. Evans, director of research for the network, has appointed Henry R. Poster as his assistant. Poster had been assistant manager of research for Mutual since November 1943, and prior to that did research for the Biow Company.

You are in
**GOOD
 COMPANY**
 when you
 advertise on . .
KMPC
 LOS ANGELES
 1206 GENESEE
 2106 GENESEE
 THE WEST'S GREATEST INDEPENDENT
 NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

Celebrating its

The PHILCO

*continues to honor stars of
the show world made great
by Public Recognition*



*"It has been a great satisfaction,
during these three years, to have spoken
for Philco in paying a well deserved
tribute to my colleagues of the profession."*

Gene Witteman

**Beginning January 20th, the Radio Hall of Fame will
originate from Hollywood for a period of Ten Weeks**

rd Anniversary

Radio Hall of Fame

DURING ITS 3 YEARS ON THE AIR, THE RADIO HALL OF FAME HAS HONORED THESE STARS:

- | | | | | |
|---------------|-----------------------|---------------------------|------------------------------------|-----------------------|
| Adler | Jackie Coogan | Richard Haydn | Robert Maxwell | Sue Ryan |
| Agostini | Victoria Cordova | Helen Hayes | Eddie Mayehoff | Harriet Sampson |
| Aherne | Laird Cregar | Dick Haymes | Chico Marx | Dorothy Sarnoff |
| "Rich Family" | Bing Crosby | Milt Herth Trio | Groucho Marx | Bidu Sayao |
| Allen | Milton Cross | Hildegard | Lulu McConnell | John Sebastian |
| Allen | Robert Crum | Harriet Hilliard | Don McNeill | Artie Shaw |
| Allman | Xavier Cugat | Hi, Lo, Jack and the Dame | Johnny Mercer | Ginny Sims |
| and Andy | Jean Darrell | Portland Hoffa | Burgess Meredith | Frank Sinatra |
| aws Sisters | Gloria De Haven | Lou Holtz | Robert Merrill | Red Skelton |
| ndrinis | Joe De Rita | Bob Hope | Lauritz Melchior | Cornelia Otis Skinner |
| abella | Mr. District Attorney | Howard and Shelton | Jackie Miles | Smith and Dale |
| urmen | Dorothy Donegan | Willie Howard | Carmen Miranda | Ethel Smith |
| Astor | Brian Donley | Tom Howard | Garry Moore | Kate Smith |
| Austin | Morton Downey | Bud Hulick | Victor Moore | Hanley Stafford |
| ed Bailey | Alfred Drake | Ted Husing | Frank Morgan | Jo Stafford |
| sh Bankhead | Jimmy Durante | Marlin Hurt | Ella May Morse | Maxine Sullivan |
| Baker | Leo Durocher | Betty Hutton | Zero Mostel | Raymond Gram Swing |
| Baker | Ray Eberle | Marion Hutton | Paul Muni | Art Tatum Trio |
| aker | Billy Eckstine | Burl Ives | Dean Murphy | Deems Taylor |
| arber | Joan Edwards | George Jessel | George Murphy | Alec Templeton |
| Barrett | Ralph Edwards | Chuck Johnson | Claire Niesen | Danny Thomas |
| arrymore | Duke Ellington | Raymond E. Johnson | Gertrude Niesen | Bob Nolan |
| Barton | Anita Ellis | Bob Johnston | Bob Nolan | Lloyd Nolan |
| Benchley | Dale Evans | Al Jolson | Arch Obeler | Lawrence Tibbett |
| h Bendix | Maurice Evans | Allan Jones | Helen O'Connell | Martha Tilton |
| enzell | Wilbur Evans | "Carmen Jones" | Walter O'Keefe | Franchot Tone |
| th Bergner | Clifton Fadiman | Louis Jordan | Ole Olson | Arthur Treacher |
| Berle | Aunt Fanny | Oscar Karlweis | Les Paul | Sophie Tucker |
| esser | Frank Fay | Gene Kelly | Al Pearce | Vera Vague |
| Blair | Gracie Fields | Guy Kibbee | Jan Pearce | "Vic and Sade" |
| lger | Geraldine Fitzgerald | King Sisters | Jean Plummer | Orson Welles |
| Borge | Jay C. Flippen | Evelyn Knight | Dick Powell | Ernie Whitman |
| Boswell | Joan Fontaine | Alexander Knox | Claude Rains | Earle Wilde |
| Boyer | Helen Forrest | Bert Lahr | Carlos Ramirez | Mary Lou Williams |
| feneman | Rudolf Friml | Hedy Lamarr | Martha Raye | Ward Wilson |
| Brice | Jane Froman | Gil Lamb | Alan "Falstaff" Reed | "Winged Victory" |
| sson | Reginald Gardiner | Carole Landis | Quentin Reynolds | Charles Winninger |
| others | Ed Gardner | Frances Langford | Robert Ripley | Jane Withers |
| Brown | William Gargan | Gertrude Lawrence | Maurice Rocco | Barry Wood |
| ruce | Judy Garland | Jerry Lester | Doc Rockwell | Ed Wynn |
| Burke | Darlene Garner | Ted Lewis | Roy Rogers | Keenan Wynn |
| ns | William Gaxton | Oscar Levant | Adrian Rollini Trio | Nan Wynn |
| Burns | Georgia Gibbs | Beatrice Lillie | Lina Romay | Allan Young |
| albern | Billy Gilbert | John Loder | Andy Russell | Henny Youngman |
| Caniff | Jackie Gleason | Ella Logan | Including, each week, | |
| Cantor | Paulette Goddard | Peter Lorre | PAUL WHITEMAN | |
| antor | Benny Goodman | Diana Lynn | and the Radio Hall of Fame | |
| anova | Bill Goodwin | Lum and Abner | Orchestra and Chorus | |
| ou Top This?" | Robert Graham | Jeanette MacDonald | MARTHA TILTON, Singing Star | |
| illo | Bonita Granville | Marjorie Main | | |
| ise | Katherine Grayson | Matty Malneck | | |
| Christie | Eddie Green | Frederic March | | |
| olby | Jack Haley | Rose Marie | | |
| Colman | Sir Cedric Hardwicke | Mary Martin | | |
| lonna | Margaret Harshaw | Nora Martin | | |
| omo | Bob Hawk | | | |

MBS Billing Increase Passes Million Mark

(Continued from Page 1)

1944 were \$2,406,501 and the past year totaled \$2,961,043.38. Hixson-O'Donnell Advertising, Inc., ranked second in 1945 with \$1,368,203.27 and the D'Arcy Advertising company third with \$1,286,571.16.

The complete breakdown on the MBS gross billings for 1945 can be found in the adjoining columns.

Heralds Television Plans As "Epochal" in Editorial

Washington Bureau, RADIO DAILY

Washington—The Washington Star hailed the proposed televising of President Truman's appearance before Congress this month as an "epochal" event.

In an editorial, the Star said the plan "possibly heralds a new era in which television will bring Congress closer to the people than ever before."

Comparing the event to President Harding's history-making radio broadcast in 1923, the Star said, radio has come a long way in the ensuing years, so that it should cause no great surprise today to learn that President Truman may soon be seen as well as heard by means of electronic devices.

"When television becomes as popular as ordinary radio—as it no doubt will—millions of persons will see and hear inaugurals of the future and other outstanding events."

The Star now has an application pending for construction of a tele station in Washington.

Psychologist On WMCA

Dr. Allan Fromme, noted clinical psychologist who has been associated with Columbia University, CCNY and Sarah Lawrence College, and more recently with Army convalescent hospital at Camp Upton, will discuss the theory of human instincts on WMCA's "Adventures Into The Mind," Sunday, January 13, from 10 to 10:30 p.m. Brief dramatizations outlining his principles will feature the discussion.

Special WLIB Broadcast

Joseph P. Selly, president of the American Communications Association, the union representing the striking Western Union workers, will present the strikers' case this afternoon at 2:15 over WLIB. The station, which offered equal time to both sides, had not heard from WU president Joseph L. Egan at press time.

Miracoustic RECORDINGS RECORDING STUDIO OFF-THE-AIR RECORDINGS Service DAY AND NIGHT Service Circle 7-2965 CARL FISCHER, INC. 119 West 57th Street New York 19, N.Y.

Mutual Broadcasting System 1945 Advertiser Expenditure

Table listing advertiser expenditures for Mutual Broadcasting System in 1945, including companies like R. B. Semler, Coca-Cola, and Ford Motor.

Mutual Broadcasting System 1945 Agency Gross Billings

Table listing agency gross billings for Mutual Broadcasting System in 1945, including agencies like Erwin Wasey & Company, Hixson-O'Donnell Adv., etc.

FCC, Granting CP, Favors Local Firm

(Continued from Page 1)

hamton and the surrounding area the ruling rested largely on the strength of local ties of Southern Tier. "This selection," the Commission said, "is based on a comparison of the extent of local residents, local activities and the radio experience of the stockholders, officers and permanent personnel who would be engaged in the operation of the station and also upon the Commission's pronounced policy of so exercising licensing power as to permit, where practical, diversification in the control of media of mass communication." The FCC pointed out that one of Southern Tier through 58 per cent of its voting stock is in seven residents of the Binghamton area, three of whom also constitute half of the officers and directors. On the other hand, the Commission declared, actual control of Binghamton Press rests entirely in a non-resident, Frank Gannett, owner of Frank E. Gannett Co., which, in turn, owns all of the stock in Binghamton Press.

Tele Lecture Series Planned By New School

A series of four lectures on television given under the joint auspices of the Association membership of New School and the Television Broadcasters Association was announced this week by the New School for Social Research.

The lectures, by leading authorities in the video field, will be given on successive Tuesdays at 8:30 p.m. in the School beginning January 15. Nathan M. Rudich, head of the television and radio department of the New School and formerly television consultant to Columbia Pictures, is chairman.

Ralph B. Austrian, executive vice president of RKO Television Corporation, will lead off the series on January 22 with a talk on "Progressive Problems"; Robert E. Shelby, director of technical development of National and Paul Raibourn, president of Television Productions, Inc., will follow in other lectures.

Lectures will be held at School headquarters, 66 West 12th St., New York.

CBS Theater Lease

O'Gara & Co., Inc., has negotiated renewal of the lease on the Marjorie Elliot Theater, for a term of years. Theatrical Realities, Inc., landowner and the Columbia Broadcasting System, Inc., tenant. The new lease goes into effect October 1, 1946.

Ave Maria House WMCA — Sunday — 6:30 For 10 years the number one Religious drama of the American IT'S A DONALD PETERS PRODUCTION

Final Luxembourg Feature Will Be Aired By WNYC

The last broadcast of Radio Luxembourg will be aired over WNYC next Sunday, January 13, featuring commentaries in eight languages and excerpts of speeches by President Roosevelt and Adolf Hitler. The transcribed program will be heard from 6:15 to 6:45 p.m.

The final broadcast of Radio Luxembourg as it was named by the U. S. Armed Forces—occurred on Nov. 11, prior to its transfer to private commercial ownership in Luxembourg, and was produced by Sgt. Jack Goldstein, former writer-producer for WNYC.

"Steelworkers" Series Starts On ABC Web Mon.

The CIO Steel Workers of America have signed a 13-week contract with the American Broadcasting Company, for sponsorship of a series of programs titled "Steel Workers Speak." The series will begin on the ABC network Monday, January 14, and will be heard each Monday, Wednesday and Saturday over the web at 10:30 to 10:45 p.m., and over WJZ on the same nights from 10:45 to 11 p.m. Agency is Wiltman & Pratt, Inc., Pittsburgh, from which point the broadcasts will originate.

Philip Murray, president of the United Steel Workers, will be the featured speaker on the opening broadcast of the series, and subsequent programs will feature other members of the union.

The series, designed to present the views of the country's approximately one million steel workers, will feature talks by veterans of the armed forces who have returned to their jobs in the steel mills of the nation.

ABC '45 Gross Sales Exceeds \$40,000,000

(Continued from Page 1) January 1945, was the peak month for the sales last year when billings for the period reached \$3,868,076. Procter & Gamble Company topped the ABC list of sponsor expenditures for the year with a reported total of \$24,537. General Mills, Inc., was next in line with expenditures of \$15,921.

Among the agencies, J. Walter Thompson headed the list on time spent with \$4,540,394 spent on network programs, Compton Advertising, Inc., ranked second in 1945 with a total of \$2,309,467. In the industrial classification, drugs and food beverages topped the list of sales on ABC programs, with a total of \$12,450,650. Drugs and toys followed with expenditures of \$7,369,346.

The list of clients and agency billings will be found in adjoining columns.

Small Business Group Developing ET Programs

Washington Bureau, RADIO DAILY Washington—A series of 26 transcribed radio programs designed to develop "greater public consciousness" of small business problems, went into production here yesterday at NBC recording studios.

Producer and director of the program, entitled "This Is Small Business Speaking," is Leo J. Paulin and associates, independent radio producers in Washington.

Plan is to have local business organizations underwrite the program in their own communities.

Format of the program calls for announcers and a musician, plus appearance of two "outstanding" champions of small business, one of whom will be interviewed and the other will be heard in a brief address. Program is being sponsored by Independent Business, Inc., a Washington organization.

Crime Series On MBS

Effective January 12, Saturdays 7:45 to 8 p.m. Mutual starts a series, "I Was a Convict," featuring Edwin J. Lukas, noted lawyer and criminologist, and executive director of the Society for the Prevention of Crime. Lukas will conduct a series of interviews with men recently released from prison. Crimes of participants will remain anonymous, will be confined to the program. Theme is to draw public attention on the recent crime wave in the United States since the close of the war.

Table with 2 columns: Company Name and 1945 Sponsor Expenditure. Includes Procter & Gamble Co., General Mills, Inc., Miles Laboratories, Inc., Kellogg Company, etc.

Table with 2 columns: Company Name and 1945 Agency Gross Billings. Includes J. Walter Thompson Co., Compton Advertising, Inc., Kenyon & Eckhardt, Inc., Batten, Barton, Durstine & Osborne, Inc., etc.

California Rates High In BMB Membership

(Continued from Page 1) ANA, and John C. Morse, of the Dan B. Miner agency, representing the AAAA. Bert Oliver, general manager of Foote, Cone & Belding, was chairman of the AAAA group.

Feltis will explain BMB and discuss its uses with stations, advertisers and agencies at other NAB district meetings this month and next. Today he will speak at the meeting at the Fairmont Hotel, San Francisco, with Wilnot Rogers, of California Packing Corp. (ANA) and Burton Granicher, McCann-Erickson (AAAA). Jan. 14 and 15 he will speak at the Olympic Hotel, Seattle, with Warren Kraft, of Honig-Cooper (AAAA). The remainder of the schedule follows:

Jan. 25-26: Fontenelle Hotel, Omaha, Lowry Crites, director of media of General Mills (ANA), and Melvin Brorby, Needham, Louis & Brorby (AAAA); Jan. 28-29: Brown Palace, Denver, Crites and Brorby; Jan. 31-Feb. 1: Baker Hotel, Dallas, A. H. Caperton, of Dr. Pepper Co. (ANA); Feb. 4-5: Tulsa Hotel, Tulsa, Caperton; Feb. 7-8: Peabody Hotel, Memphis, Robert F. Elrick, manager, market analysis department, Pepsi-Cola Co. (ANA), and Otto Stadelman, Needham, Louis & Brorby (AAAA).

Seven More Join In New York it was announced that seven more stations joined BMB during the first week of 1946, bringing the total membership to 609 stations, in addition to four national webs. They are WOLF, Syracuse, N. Y.; WWSY, Watertown, N. Y.; WCBM, Baltimore; KVFD, Ft. Dodge, Iowa; KGBS, Harlingen, Texas; WMAM, Marinette, Wisc., and KOMA, Oklahoma City.

John A. Brice Atlanta—John A. Brice, co-founder of WSB, president of the Atlanta Journal Company since 1939, and a member of the Journal organization for 49 years, died Wednesday morning in Atlanta at the age of 69. Mr. Brice and Major John S. Cohen obtained a license for WSB on March 15, 1922, and on March 22, began broadcasting. Mr. Brice personally guided the growth of WSB as its physical facilities, its staff and its programs expanded.

WANTED promotion manager wanted immediately for large Midwest radio station. Good salary. Send qualifications, references and photograph to Box 107, Radio Daily, 1501 Broadway, New York 18, N. Y.

WANTED Experienced radio script typist with some stenographic ability. Permanent position. Give references and telephone number. Box No. 111, Radio Daily, 1501 Broadway, New York 18, N. Y.

Send Birthday Greetings To Jan. 11 Don Buckley Paul Atlee Walker Jan. 12 Patsy Kelly Smiling Ed McConnell Sid Silvers Buddy Xavier Jan. 13 Elmer Davis Jeanne Harper Fayette Krum Irving Morrow

COAST-TO-COAST

— MASSACHUSETTS —

WORCESTER—A new audience-participation show, "Breakfast Party At The Baroque Room," debuts next Tuesday, Jan. 15, on WTAG. The program broadcast Tuesdays and Thursday, will emanate from the Baroque Room of the Hotel Sheraton with Julie Chase, WTAG's woman's editor acting as hostess and Johnny Dowell, WTAG announcer as emcee. . . . Warren M. Greenwood, formerly with WMAS in Springfield where he served as program director, is now announcing at WTAG.

— SOUTH CAROLINA —

COLUMBIA—Three new local shows of the public service variety are currently originating at WIS. "Palmetto Landmarks," written by Jean Brabham of the WIS program dept., deals with people and places of historical interest in the state. "Your State Government at Work," is designed for group listening by high school and adult listeners, and "Assembly Report" has to do with the latest happenings in the South Carolina state legislature. All three programs are supervised by Ray A. Furr, WIS program director, and heard in a fifteen-minute weekly broadcast.

— OHIO —

CINCINNATI—Former Cincinnati, Darvin L. Mueller, known on the air as Don Lewis, has been added to the WCKY staff as newscaster. Lewis was formerly associated with WROL in Knoxville, and after that with WHBS Huntsville, Alabama and WNOX, Knoxville. . . .

YOUNGSTOWN—Six veterans have returned to the WMFJ staff. Ken McClure, having served in the Air Force has returned to the sales staff, William Hershberger, Captain in the Signal Corps, expects to resume operations on the engineering staff Feb. 15, Robert Harnack returns to the script department, Frank Butler and Jay Milner are back on the announcing staff and Leonard Nasman, has returned after two years service in the Navy.

— MISSISSIPPI —

CLARKSDALE—A program in the public interest was carried on over WROX, Jan. 7, titled "Report of Clarksdale, which featured the Mayor of Clarksdale, the president of the Chamber of Commerce and the president of the Clarksdale Business Men's Association. Purpose was for each group to tell the radio audience just what they had accomplished in the year 1945, and what plans call for in 1946.

— DISTRICT OF COLUMBIA —

WASHINGTON—Hugh Guide, recently discharged from the service after having served 22 months overseas, has returned to WINX as chief announcer. . . . "Death On Wheels," a presentation of dramatizations of traffic accidents which have occurred in the District of Columbia, aiming at the reduction of such accidents, is the new feature series to be heard over WWDC every Saturday. Sid Peters, assistant program director, who will write and direct the program, will secure material from the actual case files of the Accident Investigation Unit of the D. C. Police Headquarters, but will use no actual names.

PICTURE OF THE WEEK



Proceeds of the Radio Executives' Club Christmas raffle amounting to \$1,013, was presented to Philip J. Kelly, chairman of the Veterans' Guidance Finance Committee, by Murray Grabhorn, president of REC, at a recent luncheon. Elon G. Borton, president of the Advertising Federation of America and Mrs. Ruth C. Perry, executive director of Veterans' Guidance, New York, participated in the presentation.

FCC Engineer Honored
By British Government

Washington Bureau, RADIO DAILY

Washington—Capt. Paul D. Miles, chief of the Frequency Service-Allocation Division of FCC's engineering department has been made an honorary member of the military division of the Most Excellent Order of the British Empire by King George, it was announced yesterday. Formal presentation of the award is expected to take place at the British Embassy here on Feb. 12.

Capt. Miles served as head of the frequency allocation section of Naval Communications during the war. He was the Navy member of the combined frequency allocation commission of the combined communications board which effected frequency allocations of the Armed Services of the United States and Great Britain.

Southernaires To Tour
Beginning January 16

The Southernaires, famed vocal group, begin a nation-wide tour Jan. 16 in Spartanburg, N. C. They will cover the south this month and next, with several northern concerts scheduled for March. The group will then tour through the southwest to the coast. Before embarking on their trip, they will entertain the cadets at West Point, Jan. 13.

New Web Tele Program
Begins Series On WRGB

Schenectady—Williard Mullin, well-known sports cartoonist of the N. Y. World Telegram, appeared among the experts this week when ABC presented the first of a new series of television programs titled "Play the Game" on Wednesday at 8:30 p.m. The video feature originated from the GE station here, WRGB.

Mullin, one of the four regular experts, sketched cartoons on a blackboard, visible to the television audience, with other members of the panel attempting to identify his work. Program, scheduled for four consecutive Wednesdays, was produced by Bobbie Henry, with Dr. Harvey Zorbaugh, professor of education at New York University acting as master-of-ceremonies.

ABC headquarters in New York also announced this week that a Sopsy Turvey, a variety-type program will be presented today, January 11 at 8:30 p.m. Variations of such network shows as "Ladies Be Seated" and "Blind Date" will be used. Frances Scott is emcee of the show, which is produced by Harvey Marlowe.

Krupp Set For Welles Show

Roger Krupp, ABC staff announcer, will handle those chores on the Orson Welles program during its stay in New York starting Sunday.

AGENCIES

PATRICIA MURRAY, active in the television field since 1938 as performer and journalist, has joined Telecasting Publications, Inc., New York, as associate editor of TV-1 Magazine of the Television Industry scheduled to appear the latter part of April. She also is associate editor of the monthly, "Frequency Modulation," which makes its first appearance with the February issue.

THE ADVERTISING FEDERATION OF AMERICA will hold forty-second annual convention Milwaukee, May 26 to 29 inclusive according to announcement made this week at Federation headquarters. Elon G. Borton, president.

WILLIAM DONALD McNEILL, recently a lieutenant in the U. S. Navy Reserve, has joined McCann-Erickson's Foreign Department in New York. While in the Navy, he was attached to the U. S. Embassy in Buenos Aires, Argentina, and was later Combat Intelligence Officer with the 3rd Fleet. Known to the sports world as "Don McNeill," he held the National Singles Tennis Championship and the Inter-Collegiate Sing Championship in 1940, and the National Doubles Championship in 1941.

BERNARD HARVEROD, formerly with WINS as night production manager, has joined William Sare, New York advertising agency, as radio director.

JOSEPH F. TIMLIN, manager of the radio department in the New York office of Branham Co., station representatives, has been elected vice president. Timlin has been with Branham for nine years, and is a former radio director of J. Walter Thompson Co., Chicago.

CLARENCE B. GOSHORN, president of Benton & Bowles, Inc., announces the return to the agency from Armed Forces of: **LARRY DUNHAM** who will work on the General Foods account, and **DON WATEROUS**, who rejoins the media department to work on the Florida Citrus account. Dunham had been a Naval Air Intelligence officer in the South Pacific, while Waterous was a sergeant with the Army in the European theater of operations.

Will Begin ABS Series

Edgar Ansel Mowrer, Pulitzer prize-winning news commentator, Sunday begins a weekly series of broadcasts from Europe over ABS, 7:30-7:45 p.m., EST. Program, open for sponsorship, will be fed to all web outlets except the Pacific Coast, which will receive a repeat broadcast at 11 p.m. Mowrer's first program will cover the UNO meeting in London. One of the first American newsmen expelled by Hitler, he will do a subsequent broadcast from Berlin.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 9

NEW YORK, N. Y., MONDAY, JANUARY 14, 1946

TEN CENTS

FM Standards Modified

Tele Role Important In Educational Field

Television will play a major role in the field of education, and its specific value will greatly overshadow the advantages ever offered by radio, Edward L. Stasheff, television director of the New York City Board of Education said last week at a regular membership meeting of the American Television Society at the Barbizon-Plaza.

The advantages of visual-education in the schools of the City will be limitless, in every phase of learning,

(Continued on Page 6)

CBS Television Station Doubles Time on Air

WCBW, CBS tele outlet in New York, this week doubles its air time by broadcasting five nights, Monday through Friday, for a total of 12 hours. Special events and sports make up most of the extra time, including the "Silver Skates" and basketball and hockey games from Madison Square Garden. The CBS tele outlet will continue this new policy of live remotes with the amount of air time for future weeks dependent upon the schedule of events.

WGN Leases Quarters In Chi. News Building

Chicago—WGN has leased the old WMAQ quarters on the 25th and 26th floors of the Chicago Daily News Building, from the Daily News Printing Company, for two years, effective March 1, for use during construction work on the \$6,000,000 addition

(Continued on Page 2)

Growing

Phoebe, the "County Fair" calf, has more than doubled her weight since young Allen LaFever began lifting her daily in the hope of proving the old saw that this would enable him to lift her as a full-grown cow. As of last Saturday's broadcast, the pure-bred Jersey weighed 194, as compared with her opening weight of 75 pounds. Allen's weight stays around 150.

Pinch-Hitters

At Friday's wedding breakfast for Paul Schubert, WOR commentator, and his bride, the former Frances Whiting, the groom's colleagues decided that his planned three-days leave from the station would not be enough for a honeymoon, and so they agreed to fill in for him the rest of the week. Frazier Hunt will do Schubert's program tomorrow night; Bob Conside, Wednesday; Harry Brundage, Thursday; Paul Gallico, Friday, and H. V. Kaltenborn, Saturday. Adela Rogers St. John subbed for Schubert the first three days.

New AFRS Network For Wounded Vets

West Coast Bureau, RADIO DAILY
Los Angeles—Frances Langford has been named chairman of a program entertainment committee for wounded servicemen hospitalized within the U. S. who are getting special radio entertainment, over a "bedside net."

(Continued on Page 5)

Radio Commentators Ballot In "Ten Best Pictures" Poll

Eighty-one radio commentators balloting in Film Daily's 24th annual poll to select the "Ten Best Pictures" of 1945 voted "Wilson" as the No. 1 choice. Other pictures selected in the order of their popularity were "The

(Continued on Page 5)

FCC Alters Two Engineering Sections; New Rules For Type Approval Of Modulation Monitors

Television Market Appraised By Halpin

Providence, R. I.—New England will provide "one of the greatest sales areas" for television receivers in the country, Dan D. Halpin, RCA Victor tele sales representative, told a meeting of RCA Victor distributors and dealers at the Narragansett Hotel here.

Pointing out that the AT&T coaxial cable system extends through Providence to Boston, Halpin said that with

(Continued on Page 5)

St. Paul Hardware Firm Buys North Central Time

St. Paul—Farwell, Ozmun, Kirk and Company, St. Paul, hardware manufacturers and wholesalers, have purchased 13 quarter-hour programs on eight stations affiliated with the North

(Continued on Page 5)

New Irna Phillips Series Debuts Today on NBC Web

Chicago—New Irna Phillips daytime serial, "Masquerade," will make its debut on NBC today, Jan. 14, in a new alignment of shows on the Mon-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Changes in FM Standards of Good Engineering Practice were approved Friday by FCC.

The changes, affecting Sections 14 and 15, were approved by FCC after conferences with representatives of manufacturers of FM broadcast frequency and modulation monitors, operating companies and FCC engineers.

Only change in Section 14, FCC said, is the removal of the tentative basis of the section. In addition to the elimination of the tentative basis of section 15, however, major changes

(Continued on Page 7)

News Trend Analyzed By A. P. Executive

Miami, Fla.—An analysis of news trend in this country shows a tremendous swing to domestic news from foreign due in large part to the end of the war, Alan J. Gould, assistant general manager of the AP, told the Managing Editors Association meeting here.

Citing newspaper figures as an

(Continued on Page 5)

Board Of AFM To Hear Charges Against Maddy

Chicago—It is reported that the executive committee of AFL will hear charges against Dr. James Maddy, director of the National Music Camp

(Continued on Page 2)

Certified Poll Preview

Edgar Bergen and "Charlie McCarthy" ranks first in popularity among Milwaukee newspaper men and women under the "commercial" program classification of RADIO DAILY's certified poll to pick the nation's "All-American Radio Program for 1945," according to Ross researchers. Among the comedians, Fred

Allen and Bob Hope are running neck-and-neck, while Robert St. John seems to have the edge as "favorite commentator." Kay Kyser's "College of Musical Knowledge," is a favorite in the popular musical program field.

Tomorrow—Report on Minneapolis-St. Paul

Golden Anniversary

Mr. and Mrs. Matthias Landt, 79 and 75 years old respectively, parents of Carl, Jack and Dan, The Landt Trio of CBS' "Sing Along" program, celebrated their 54th wedding anniversary by appearing and singing on a recent show. The two have done this annually since their 50th wedding anniversary. They reside at Jackson Heights, Long Island.

To-Day—912 Certified Votes—"All American Radio Program of 1945"

RADIO DAILY



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FRANK BURKE : : : : : Editor
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FINANCIAL

(January 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	193	192 3/8	192 3/8	- 3/8
CBS A	45 1/2	45 1/8	45 1/8	- 3/8
CBS B	45	45	45
Crosley Corp.	39 1/8	39	39
Farnsworth T. & R.	19 1/2	19 1/8	19 3/8	+ 1/8
Gen. Electric	48 7/8	47 3/4	47 3/4	- 3/8
Philco	45 1/2	44 1/2	45 1/2	+ 1 1/4
RCA Common	18 5/8	18 1/4	18 5/8	+ 1/4
Stewart-Warner	24 3/4	24 1/2	24 1/2	+ 1/4
Westinghouse	38 3/8	37 1/4	37 3/4	+ 1/2
Zenith Radio	42 3/8	41 5/8	41 5/8	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	23	23	23	- 1/2
Nat. Union Radio	9 1/4	8 3/4	9	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	9 5/8	10 5/8
Stromberg-Carlson	23 1/2	25
WCAO (Baltimore)	34
WJR (Detroit)	31 1/2

Board Of AFM To Hear Charges Against Maddy

(Continued from Page 1)
at a special hearing here, January 15th. It is also reported that secretary Carl E. Schaffer of the Richmond, Ind. local will defend Dr. Maddy at the special meeting.

New MBS Series

The Cleveland Orchestra inaugurated a 13-week series of full hour broadcasts over MBS Jan. 12, 6 p.m. Conducted by Erich Leinsdorf with Rudolph Ringwald as associate conductor, the programs will originate in Severance Hall, the orchestra's home auditorium, with the exception of four concerts in February and March when the group is on tour.

Build your daytime audience with "HOT FROM HOLLYWOOD"

Chatter, Interviews, Dramatic Scenes on Discs. Franchises now open for 1946. Audition record on request.

T. J. VALENTINO, INC.

1600 Broadway New York

Coming and Going

ROBERT W. BOOTH, general manager of WTAC, Worcester, Mass., and **HERBERT L. KRUEGER**, commercial manager of the station, plan to be in New York this week for conferences at CBS and with their national representatives.

FRANK O'CONNELL, account executive in the Chicago office of the co-operative program division, American network, has left on a two-week business trip to Nashville, Knoxville and Lexington, Ky.

BOB STRONG and the members of his band are in Corpus Christi, Tex., where tonight they will be heard on the Mutual network as a feature of the "Spotlight Bands" series.

JOHN DONAHUE, Eastern sales manager of ABC; **TED HERBERT**, network account executive, and **JACK FORBES**, of the web's publicity department, have returned from a trip to Akron in connection with the "Detect and Collect" program.

WYNN WRIGHT, national production manager of NBC, is in St. Louis, where today he will speak before the Webster Groves Monday Club on the subject, "Radio Drama."

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., in conference Friday at the headquarters of CBS, with which the station is affiliated.

FORD BILLINGS, manager of WHOT, affiliate of ABC in South Bend, Ind., was in Gotham late last week on a business trip.

MICHAEL R. HANNA, manager of WHCU, Ithaca, N. Y., and **H. STILWELL BROWN**, commercial manager of the station, were visitors last week at the headquarters of the Columbia network.

THOMAS D. LUCKENBILL, vice-president and radio director of William Esty & Co., has left on a business trip to the West Coast. He'll be gone about two weeks.

New Irna Phillips Series Debuts Today on NBC Web

(Continued from Page 1)
day-through-Friday General Mills hour (1 to 2 p.m., CST). The serial will take its place in the hour with the three other Irna Phillips dramas, The Guiding Light, 1 to 1:15 p.m., Today's Children, 1:15 to 1:27 p.m., and Woman in White, 1:32 to 1:45 p.m. The five-minute segment, 1:27 to 1:32 p.m., between Today's Children and Woman in White, will be filled by Betty Crocker with hints on home-making, Mondays through Fridays. The entire hour is sponsored by General Mills, Inc., for Wheaties, Bisquick, Gold Medal Kitchen Tested Flour, Softasilk Cake Flour and Betty Crocker soups, through Knox-Reeves Advertising Agency, Inc. "Masquerade" which will replace "Hymns of All Churches," will be heard over 38 NBC stations. Locale of the new serial is Fairview, Iowa, Hometown of Eileen Holmes, heroine of Woman in White. Principal roles will be played by Art Seltzer as Bill Summers, editor of the "Fairview Clarion," Beryl Vaughan as Alice, his wife, Jack Petruzzi as Dick Bailey, his associate editor, Jack Swineford as Tom Field, principal of Fairview High, Mary Marren Rees as Marian, his wife, and Geraldine Kay as Barbara Palmer, a school teacher.

Harry Von Tilzer

Harry Von Tilzer, 73, composer of thousands of songs, many of them popular to this day, died last week in his New York hotel room. Head of his own publishing firm, he was regarded as one of the last remaining links to the days of the Bowery music halls and Tony Pastor. He is credited with the coining of the term "Tin Pan Alley."

Among his better known song hits are: Wait Till the Sun Shines Nellie, A Bird in a Gilded Cage, Take Me Back to New York Town, Down Where the Wurzburger Flows, I Want a Girl Just Like the Girl that Married Dear Old Dad, On a Sunday Afternoon, The Cubanola Glide, Down On the Farm, In the Sweet Bye and Bye, and Please Go 'Way and Let Me Sleep.

WGN Leases Quarters In Chi News Building

(Continued from Page 1)
to Tribune Tower. In addition to studio facilities, the News building quarters will provide space for the WGN music and program departments. WGN has indicated that it will probably also use the Eighth Street Theater for some of its audience shows while construction work is in progress. It is already using Medinah Temple, Ohio and Wabash, for its Saturday night "Theater of the Air" broadcasts.

Philip Morris Follies Will Replace "Johnny"

"The Philip Morris Follies of 1946," new variety show starring Johnny Desmond, bows in over NBC Jan. 22, 8 p.m., EST, replacing "Johnny Presents." The Biow Co. is the agency. Featured with Desmond will be Margaret Whiting, Herb Shriner, and Jerry Gray's orchestra. Ken Roberts will announce and Ward Byron will produce.



Married woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

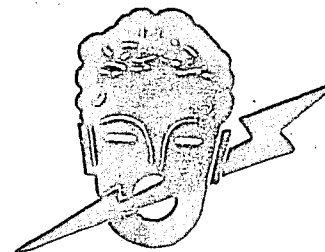
She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

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

And that's a fact.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

IN EASTERN NORTH CAROLINA

WRRF

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets

Annual RETAIL SALES Over \$100,000,000

Served by
WRRF The American Network Station

Write Us Today for Our New Informative Folder

TARHEEL BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FOR JOE & CO.
New York • Chicago • Philadelphia

FRANK WEBB

opens Avery office in Los Angeles

One of the country's outstanding radio sales executives, Frank V. Webb, has resigned as General Manager of the Broadcasting Division of Farnsworth Television and Radio Corporation to join Lewis H. Avery, Inc.

Frank will head the new Avery office to be opened in Los Angeles on January 15th.

Before joining Farnsworth, Frank was five years with Westinghouse Radio Stations, the last two and one half years as Sales Manager of Station KDKA. Previously he had spent ten years on the West Coast in newspaper and radio sales.

As one of the leading commercial radio men of our day, Frank has demonstrated that he believes as we do—about radio station representation—and aggressive activity.



Photo by BACH-RACH

LEWIS H. *Avery* INC.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Calif.
DOuglas 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

AGENCIES

BRICE DISQUE JR., recently released from active duty as a Lieutenant Colonel in the Army Air Forces, where he served overseas as Combat Intelligence Officer for the 52nd Troop Carrier Wing, has been named manager of the radio production department of Compton Advertising, Inc. He will report directly to Lewis H. Titterton, vice-president and director of radio for Compton. Prior to his entrance into the Armed Forces, Disque was affiliated with King Features Syndicate as radio director, with Phillips H. Lord, Inc., as executive editor, and subsequently with NBC as editor of the script division. He has written, directed and produced several major programs, notably "The March of Time" and "Gangbusters."

E. F. WILSON, vice-president and media director of McCann-Erickson, Inc., has been elected a director of the company, it has been announced by H. K. McCann, president. Wilson has been associated with the advertising agency since 1920, when he joined the media department of A. W. Erickson Company. Shortly after the merger with H. K. McCann Company in 1930, he was appointed media director. In December 1943, at the annual meeting of the board of directors, he was elected vice-president of the company.

EDWIN PARKIN has resigned as advertising manager of the Frederick Loeser Basement Store, effective January 21st, when he will become associated as account executive with the Seidel Advertising Agency, New York City.

WILLIAM S. MEYERSON has rejoined Gimbel Brothers as advertising manager, following 31 months of service in the Army, where he held the rank of captain.

ARTHUR W. TAGER, who served through the war and was honorably discharged with the rank of lieutenant colonel, has resumed his duties as president of the Advertising Corporation of America.

NOW—
THERE ARE **2** REMARKABLE

**MIRACOUSTIC
RECORDING STUDIOS**

AT

CARL FISCHER, INC.
119 W. 57th ST., N. Y. C.
Circle 7-2965



California Commentary

● ● ● Notes on members of NAB board of directors who confabbed in Hollywood! E. L. Hayek, of Albert Lea, Minn., is a brother of Frank Forest, noted radio and screen singer. Hugh Feltis, president of Broadcast Measurement Bureau, "took the measurement" of several University of Southern California football followers of the U. S. C.-Alabama game New Year's Day in the way of wagers. . . . One of the first actors seen at Warner Bros. studio by the NAB group was "Gig" Young—and it proved a pleasant coincidence for John J. Gillen, Jr., of Omaha, who was anxious to meet him, as he is a close friend of "Gig's" brother. . . . Chuck Koren, of the Nat Goldstone agency, is submitting a package show, which stars Earl Robinson, the composer and guitarist. Show is a combination audience-participation and variety program, dealing with folklore, with a different state to be honored each week. . . . Pierre Andre, ABC announcer, formerly of Chicago, has joined the list of newcomers who have bought homes in the Southland, so that they would be assured of shelter. His newly acquired property is in Glendale.

Los Angeles

★ ★ ★

● ● ● Former Oklahoma radio announcer Sgt. Cleek Barton, Cherokee Indian just back from European battle theater, will do a sound track in the Cherokee language for a sequence in RKO Radio's "Badman's Territory." . . . Walter Tetley discovered that "13" is his lucky number. At an NBC drawing for Rose Bowl tickets, he bought a pasteboard with that number—and won a pair of tickets for the football classic. . . . Stan Kenton has reported to C. P. MacGregor's sound studios to record for the music library. Stan and MacGregor have been friends for several years, and it was in the MacGregor studio that the name of Stan Kenton and his orchestra first appeared on records. . . . Bob Crosby, star of the new Ford show, has resumed writing a book which was interrupted when he enlisted in the Marines. It is a behind-the-scenes narrative of the trials, triumphs, struggles and general life of a band leader, and has the tentative title of "Every Night Is New Year's Eve." . . . One of Jack Meakin's musicians, Alan Harshman, had to act as the Stork's assistant when Mrs. Harshman gave birth to a baby girl while being rushed to a hospital in the Meakin car.

★ ★ ★

● ● ● John B. Hughes, Associated Broadcasting System news analyst, is on his annual nation-wide lecture tour and the first leg of the trip is a New York State and Pennsylvania circuit. He is lecturing before university, business and professional groups and his subject is "America's Role In The Peace." His Tuesday and Friday broadcasts are emanating from ABS affiliated stations throughout the nation. . . . Jack Heintz, new manager of KISM, Santa Barbara, who served in the Navy as a lieutenant, was general manager of WCBS, Springfield, Ill., before entering the service. . . . Pardon a pun, but it is natural to expect that ABC announcer, William Hall, can "punch" his lines, he having been a professional boxer.

★ ★ ★

● ● ● Four-year-old Jack Carson, Jr., can ad lib as fast as his father. T'other day, young Jack was being escorted by his nurse when two eight-year-old girls stopped to admire him. One said, "My, what a nice little boy." He flipped, "I'm not a nice little boy. I'm taking her (the nurse), for a walk. . . . Bill Grey finished 1945 all smiles. After waiting 10 months, he got a telephone and plans to throw a party celebrating the acquisition of the Alexander Graham Bell instrument. . . . Singer Bob Graham has just learned that his admirers at a Washington, D. C. high school have formed the "Bobby-Sighing Sophs" club.

★ ★ ★

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SOUTHWEST

WHEN a new city council was sworn in on Jan. 1, WNOX, Knoxville, Tenn., took microphones into the Council Chamber and covered the event. Mayor Cas Walker conducted the opening of the meeting over the air and the listeners were able to hear the swearing in, election of a vice-mayor, and the election of Paul Morton of Louisville, Ky., as new city manager of the Kentucky metropolis.

WFAA and KGKO news coverage in Dallas, Texas, has been further expanded by the addition of Reuters, Internationally known news agency. Stations will now have Associated Press, United Press and United Press radio service in addition to Reuters.

The Starkist Flotation Toothpaste Co., San Antonio, is sponsoring "The Starkist Treasure Chest" for a quarter hour Monday through Friday, over KMAC.

Charles Garland, general manager of station KPHO in Phoenix, Arizona, recently appointed Frank James as program director. James before his promotion, was connected with the KPHO sales dept., and before his affiliation with KPHO was announcer and promotion manager of WSYR in Syracuse, N. Y.

Will Cover Churchill

The arrival of Ex-Prime Minister Winston Churchill aboard the Queen Mary today will be covered by WOR. Dave Driscoll, the outlet's news director who will do the broadcast from Pier 90, will endeavor to bring Churchill to the mike to "say a few words to the radio audience."

HIS 21ST YEAR..

AND MORE POWERFULLY PROGRAMMED THAN EVER

50,000 Watts • NBC Network
Edward Petry & Co., National Representatives

New AFRS Network For Wounded Vets

(Continued from Page 1)

Work of the Armed Forces Radio Service, Maj. Martin H. Work, commandant, announced. A new addition to AFRS, the bed-side network consists of 106 military hospitals. Four million dollars has been appropriated for installation of broadcast equipment and listening devices designed by AFRS technicians in coordination with the Surgeon General and the Signal Corps. The stems allow patients a choice of our separate programs at a given instant. Most interesting development is the "hushatone," a receiver shaped to fit snugly against a pillow. In addition to broadcasting 17 hours of transcribed entertainment programs received weekly from AFRS, network outlets prepare local programs featuring hospital patients, or lay programs heard over commercial stations in the immediate vicinity. Programs made available to the hospitals by AFRS range from weekly variety shows such as "Command Performance," "Jubilee," "G. I. Journal," "Mail Call," to six-day-a-week programs such as "G. I. Jill's Juke Box" and "Yank Bandstand."

New Agricultural Series Originated by ABC in Chi.

Chicago—"The American Farmer," new Saturday series of programs designed to provide vital information of mutual interest to the nation's varied agricultural groups, made its debut on ABC Saturday, Jan. 5, 11:30 a. m., CST. Program will provide one-spot coverage of the country's major agricultural events—stock shows, breeder sales, farm forums and state fairs, with special programs devoted to the latest developments in farm research and science, originating from the campuses of agricultural colleges. Under the supervision of Robert W. White, ABC central division public service director, the program replaces ABC's "Your Home and Garden" program.



hear over WFDF Flint that more of boys are being discharged every day."

Radio Commentators Ballot In "Ten Best Pictures" Poll

(Continued from Page 1)

Valley of Decision," "The Keys of the Kingdom," "Laura," "Love Letters," "A Tree Grows in Brooklyn," "The Corn Is Green," "A Song to Remember," "Spellbound" and "Anchors Aweigh." The radio commentators differed from the press in selection of two winners, substituting "Love Letters" and "Spellbound" for "The Story of G. I. Joe" and "National Velvet."

Return of "Magna Carta" To Britain Covered by CBS

Washington Bureau, RADIO DAILY

Washington—Return of the "Magna Carta" to the British Government was covered Friday by CBS in an exclusive "Feature Story" program from the second floor rotunda of the Library of Congress in Washington.

The charter, often called the "birth certificate of Democracy," was signed by King John at Runnymede near Windsor, England, in the summer of 1215. The document has been in the Library of Congress for safe keeping throughout the war.

Joseph C. Harsch, CBS news analyst, introduced Dr. Luther H. Evans, Librarian of Congress, who handed the document to the British Minister, John Balfour, for return to the Dean and Chapter of the Lincoln Cathedral.

The Dean of Lincoln Cathedral was heard in a three-minute address from England as part of the ceremony.

The Library of Congress requested CBS to make three sets of recordings of the proceedings. One set will be filed in the record collection of the Library's Music Division, one will be retained in the files of the British Embassy and the other will be placed in the archives of the Lincoln Cathedral.

Harry P. Wolfe

Columbus, O.—Harry P. Wolfe, 73, publisher of the Columbus Dispatch and one of the owners of WBNS and its FM affiliate WELD, died last week of a complication of diseases. Born in Cumberland, he became a leader in financial, publishing, real estate and manufacturing enterprises. In 1903 he and his brother acquired the Ohio State Journal and two years later the Dispatch.

He is survived by three sons, Robert H., president of WBNS; H. Preston, assistant editor of the Dispatch; and Maj. Robert S. Wolfe.

Radiomarine Elects Officers

Charles J. Pannill, President of Radiomarine Corporation of America, announced Friday, that at a meeting of the Board of Directors the following officers were elected: Captain George F. Shecklen, USNR, executive vice-president; William F. Vogt, vice-president and treasurer; Bruce W. Dold, vice-president and controller; I. F. Byrnes, vice-president in charge of engineering; A. J. Costigan, vice-president in charge of traffic, and H. A. Saul, vice-president in charge of production.

St. Paul Hardware Firm Buys North Central Time

(Continued from Page 1)

Central Broadcasting System. Contracts will run through March, April and May 1946. Program is "Gilt Edge Melodies," a recorded show produced by KVOX, Fargo-Moorehead, Minn. Time segment is 6:45-7 p.m., CST. Products to be advertised are Gilt Edge Paints and Farwell OK Paints. In addition to KVOX, contracts were placed with KGCX, Sidney, Mont.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KABR, Aberdeen, S. D.; and KOVC, Valley City, N. D.

News Trends Analyzed By A. P. Executive

(Continued from Page 1)

index, Gould said, "Domestic news in Dec. 1945 as compared with Dec. 1944 showed an increase from 57 to 77 per cent for afternoon newspapers. The increase was from 61 to 86 per cent for morning newspapers," he said.

Warning against a relaxation of vigilance over world events, he asked, "Have we swung too far, losing a perspective and failing to give an over-all picture of significant as well as sensational and exciting news taking place all over the world?"

Television Market Appraised By Halpin

(Continued from Page 1)

the completion of the circuit early next year a market of 200,000 wired homes is opened to television sales. The cable will link Boston, Providence, New York, Schenectady, Philadelphia and Washington.

That local broadcasters are fully aware of the medium's tremendous possibilities is indicated by the fact that three applications for video transmitters to be erected here have been filed with the Commission, he said.

WMCA to Air Reuther On GM-UAW Discussion

WMCA will carry a broadcast of the open meeting on "The GM-UAW Dispute," featuring an address by Walter P. Reuther, vice-president of the United Auto Workers, tomorrow, January 15, from 10:03 to 10:30 p.m. Program will originate in the Assembly Hall of the downtown branch of Hunter College.

Roger Baldwin, civic leader, will introduce Reuther and preside at the meeting, held under the auspices of the Union for Democratic Action Educational Fund.

QUICK FACTS ABOUT 24,899 TELEPHONE CALLS IN CANTON, OHIO

Data just published on Robert S Conlan's October-November Telephone Survey in Canton proves W.H.B.C.'s local listenership claims. Here is the summary — complete details available promptly upon request.

	MORNING	AFTERNOON	EVENING
W. H. B. C.	36.5	39.6	37.0
STATION A	24.6	28.1	32.0
STATION B	22.4	15.6	12.8
STATION C	10.2	10.0	14.0
ALL OTHERS	6.3	6.7	4.2

Basic Telephone Calls 24,899
Percent of Potential Audience 19.9%

YOU CAN'T MISS IN CANTON, OHIO

BASIC STATION MUTUAL NETWORK
Represented by BURN-SMITH Co.

Tele Role Important In Educational Field

(Continued from Page 1)

Stasheff declared, as he explored the possibilities of the medium as it will be applied in high schools, junior schools and elementary grades. "Although education in television might take years," he said, "if the equipment is made available to the schools, a standard program can be quickly outlined and established."

Stasheff, who has been active in television for the past two years, and is currently an education counselor in CBS' television department, revealed that the Board of Education plans to build approximately 72 school buildings in the next five years—all equipped with at least four television receivers. He explained that, while education by video has been a necessarily slow and halting process—by virtue of the considerable obstacles within the industry itself—the officials of the City Board have come to recognize the enormous potentialities of the medium as an instrument of learning.

Envisions Video Classes

Among the long-range plans of incorporating television in the school system, Stasheff offered the opinion that video classes would be substituted for English courses in 6th or 7th term grades in high schools, with an over-all review in the final half-year. Drama, science and a study of the arts would be included in the tele courses,—with an even greater degree of success than is now experienced.

Students would be given an extensive and professional training in every phase of television engineering, acting, directing, and writing,—from teachers who themselves are qualified instructors in the School System. Within one year from now, Stasheff said, "at least one course in television will be listed among the school courses."

He highlighted the educational value of films in television, because of their preservation of the mood "of incidents as they actually take place." In regard to the use of commercial television programs, live or film, Stasheff felt that they would be "welcomed and accepted, if they were not high-pressure."

Defines Educational Usages

The three users of television in education, Stasheff said, would be (1) teachers of English, (2) social study groups, and (3) science groups. Each would find discussion of their respective subjects greatly simplified with video as the tool.

Other cities throughout the country have also indicated a strong interest in television's educational value, he explained, citing Chicago, St. Louis, Boston, Cleveland and Los Angeles as examples. Chicago has even gone so far as to permit commercial sponsorship of school programs.

Joins Durstine Agency

Clyde S. Yarnell last week joined Roy S. Durstine, Inc., Cincinnati, as account executive.

WINDY CITY WORDAGE

By BILL IRVIN

● ● ● Chicago—E. R. Borroff, American's Central Division veepee, and other ABC execs here tossed a press reception at Chicago's Racquet Club for Hall of Fame's Paul "Pops" Whiteman and Martha Tilton, who stopped off in Chi, en route to the Coast, to air their Philco show from local ABC studios. Joan Blondell and Don McNeill, who guested on Sunday's broadcast, were also on hand. Very much in evidence, too, was Jane Kalmus, publicity gal on the Philco account. . . . Jack Ryan, NBC press chief, hosted a luncheon for Bill (Wallace Wimple, Old Timer, Horatio Boomer) Thompson, Fibber McGee's triple threat man, preliminary to Bill's departure for the Coast to rejoin the Fibber show after two and a half years in the Navy. . . . Danny Kaye's CBS ailer scheduled to originate from Milwaukee Feb. 1, in connection with the city's centennial celebration. . . . Randy Blake, WJJD program director, has a special "testimonial of appreciation" from the War Department, its highest civilian award, for his work on wartime programs. . . . Closing notices have gone up backstage at the Great Northern for Milton Berle's "Spring in Brazil." Show may remain for a few more weeks. . . . Lou Ruppel, former CBS press impresario, making a public relations survey of the Merchandise Mart for its new owner, Joseph Kennedy, the former ambassador. . . . A stray cat wandered into the WBKB television studios in the State-Lake Building the other night. It was promptly dubbed "Tommy" by the production staff and whisked before the cameras to make its tele debut as a family pet on the Elgin Watch Company's "Time From The Stars" program.

★ ★ ★

● ● ● Victor Borge, Eileen Barton and Gene Kelly, along with Basil O'Connor, national president of the March of Dimes, in town for the opening of the March of Dimes campaign yesterday (Jan. 14). . . . Singer Tony Martin reportedly will draw five G's a week for his Chez Paree engagement, starting in Feb. . . . A wire recorder, borrowed by State's Atty. Tuohy from the Utah Radio Co., was used for the first time by local law enforcement officials in recording the conversation of a would-be extortionist when he called the Chicago home of Suzanne Degnan, 6-year-old kidnap-slaying victim, from St. Louis and attempted to bargain for a \$500 ransom payment. So successful was the wire-recorded experiment that Chicago's Mayor Kelly will loan the one in his office to the police department for future use. . . . Miriam Hopkins, star of "St. Lazare's Pharmacy," hospitalized. . . . Hal Tate, former Chi radio commentator recently discharged from the Seabees after more than two years service in the Pacific, Chiefing to the Coast for a look-see at the Hollywood publicity marts. . . . Lt. Comdr. Bruce Dennis, WGN public relations and special features director, has been awarded the Commendation Ribbon by Admiral Nimitz for meritorious conduct in the performance of his duties as officer in charge of all public information radio broadcasts during the Okinawa invasion. . . . Beatrice Ferbend, WBBM's assistant publicity director, has resigned to go to New York where she will be married on Saturday (Jan. 19) to Lt. Eli Shapiro, soon to be released from the Navy. In civilian life Lt. Shapiro is an economics professor at Brooklyn college.

★ ★ ★

● ● ● Bernice Edlund, who was recently profiled in the Satevepost in an article titled, "Screwball's Secretary," the screwballs being Olsen and Johnson, whose secretary she has been for the past six and a half years, will be married Jan. 20, to Lt. Comdr. Lawrence S. Burtis. The ceremony will take place at the Bryn Mawr Community Church, with Ole Olsen giving the bride away. His fellow screwball, Chic Johnson, and Frank Libuse, the zany waiter, also of the "Laffing Room Only" cast, will act as ushers. . . . A single appeal by WBBM's Paul Gibson has brought an unprecedented, post-Yuletide-postal flood to the station—an estimated 1,000,000 Christmas cards. . . . Norman Boggs, WGN sales manager, recently appointed general manager and vice-president of Station WLOL, Mutual basic outlet in Minneapolis, was feted by WGN execs at the Tavern Club.

NAB Completes Study Of Station Pay Plan

Washington Bureau, RADIO DAILY

Washington—A limited spot-check survey of station salesmen's compensation conducted by the NAB disclosed the salary-and-commission plan as the most popular among small market outlets, with 40 per cent of stations checked using this method.

The survey, completed by J. Allen Brown, assistant director of broadcast advertising in charge of small market stations, covered methods of pay in every section of the country, embodying all 17 NAB districts. The other methods and their percentages are: straight salary, 33 per cent; drawing accounts only, seven per cent; and straight commission, 20 per cent.

The straight salary plan appears to be utilized mostly by long established stations, the oldest being 17 and the youngest 7 years with the average 15½ years. The results indicate that completely developed stations, which have experienced all the usual growing pains, and have seen pioneer developmental salesmen leave or advance into executive positions, tend to resort to a straight salary.

Stations using the salary-and-commission method, according to the survey, have been in operation for an average of nine years, and have always used the incentive pay basis. Not a single station has used the straight salary method, although several of them had formerly used the straight commission plan. In addition to incentive advantages, it was claimed that the combination plan gives management greater control over their salesmen.

Where the straight commission method is used, the stations have been in business for an average of eight years. These managers praised the method for getting the business and paying salesmen accordingly, stating that enables the salesman to earn in direct proportion to what he produces. It was further claimed that this plan would enable a good man to make enough to be content to stay with the organization and make himself an integral part of it.

The average age of small market stations using the drawing account method is five years. One manager praised the system "because it gives the salesman a definite amount each week with the knowledge that as his business improves this amount will be increased, and yet it does not involve figuring actual commission for salary payment each week."

The survey findings will be discussed at the coming NAB district meetings. Also planned as an aid to small market outlets is a "management study" to be begun later this month by Arthur Stringer of the NAB, who will make this study in the field.

Sinatra Heads Committee

Frank Sinatra has been appointed chairman of the American Youth Division of the 1946 March of Dimes, it was announced by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Engineering Standards for FM Changed by FCC

(Continued from Page 1)

made, necessitating a complete revision of the section, as follows: Requirements for Type Approval of Modulation Monitors—Section 3.253 requires each FM broadcast station to use an approved modulation monitor in operation at the transmitter. The monitor may or may not be a part of the FM broadcast frequency monitor. Approval of a modulation monitor for FM broadcast stations will be considered on the basis of data submitted by the manufacturer. Any manufacturer desiring to submit a monitor for approval shall supply the submission with full details (two carbon copies). Specifications that the modulation monitor shall meet are as follows: A. A means for insuring that the transmitter input to the modulation monitor is proper. B. A modulation peak indicating device that can be set at any predetermined value from 50 to 120 per cent modulation (100 kc. swing is defined as 100 per cent modulation) and for either positive or negative swings. A semi-peak indicator with a meter having the characteristics given below shall be provided with a circuit such that peaks of duration of 40 to 90 milliseconds are indicated to 10 per cent of full value and discharge time adjusted so that the pointer returns from full reading to 10 per cent zero within 500 to 800 milliseconds. A switch shall be provided so that the meter will read either positive or negative swing. The characteristics of the indicating meter are as follows: 1.—The time for one complete revolution of the pointer shall be 290 to 350 milliseconds. The damping factor shall be between 16 and 200. 2.—The meter scale shall be similar in appearance to that of a standard VU meter. The scale length between 0 and 100 per cent modulation markings should be at least 2.3 inches. In addition to other markings a small mark for 133 per cent modulation and designated as such should be included for the purpose of testing transmitters of 100 kc. swing. The accuracy of reading of percentage of modulation should be within 5 per cent modulation percentage at any percentage of modulation up to 100 per cent modulation. The frequency characteristics curve should not depart from a straight line more than 1/2 db from 50 to 15,000 cycles. Distortion shall be kept to a minimum. E. The monitor shall not absorb appreciable power from the transmitter. F. Operation of the monitor shall have no deleterious effect on the operation of the transmitter. G. General design, construction and operation shall be in accordance with good engineering practice.

Have a home economist on your staff to write programs for food accounts, household equipment, etc.; experienced; has written and broadcast programs for major radio station with national hook-up; interested in Chicago only. Write Radio Agency, Box 101, 1501 Broadway, New York 17, N. Y.

★ THE WEEK IN RADIO ★

Stanton New CBS Prexy

By JIM OWENS

THE Columbia Broadcasting System changed its president for the first time in 17 years with elevation of Frank Stanton to the post. William S. Paley was named board chairman, and Paul W. Kesten, vice-chairman. . . . Radio was again relied upon by one of America's great cities—Cleveland—as its only source of local and world news. Pressmen of the three daily papers were rounding out the first week of a strike. . . . The Western Union strike had not yet affected radio. . . . However, the situation resulting from a walkout of AT&T workers ended long-distance 'phone calls, and threatened maintenance of network cables and teletype wires.

CBS, ABC and Mutual released reports on gross billings for 1945. MBS reported an increase over the previous year, but CBS and ABC totals were off slightly, due largely to cancellations during V-J, V-E Days and death of FDR. . . . NBC joined other major networks in membership of BMB. . . . Although official bond drives are ended, the Treasury is seeking continued aid of radio to promote sales.

Assistant Secretary of State William Benton defended his action in handling of the radio speech of Sec'y Byrnes, and proceeded to severely criticize NBC and CBS on their demands for exclusive broadcasts of Government officials other than the President. . . . Later in the week, discussions in Washington among NAB and network officials indicated the "exclusivity rule" would be eliminated. . . . Meanwhile, the scheduled network television broadcast of President Truman's address to Congress Jan. 15, was cancelled. . . . ABC began quarterly meetings of its stations' advisory committee in the Waldorf-Astoria.

The FCC's controversy with Zenith Radio Corp. over FM assignments will be opened to the public in a hearing January 18. . . . The Com-

mission also approved AT&T's plans for a coaxial link from New York to Los Angeles. The project—largest ever considered by FCC—will cost \$24,000,000. . . . The Federal Trade Commission gave enthusiastic acknowledgment to radio's aid in the Government campaign on false and misleading ads.

The NAB will open a West Coast office, probably in Los Angeles. The new branch will serve as a liaison with motion picture interests. . . . Mrs. LeRoy Mark, wife of the founder of the ABC network (Blue) was honored at a luncheon in Washington by Edward J. Noble and Mark Woods, web chairman and president, respectively. . . . ACI announced winners in its 1945 survey of song hits. "If I Loved You" and "Begin the Beguine" were voted tops in their class.

M. L. Levy, chief engineer of Emerson Radio and Phonograph told the American Television Society that manufacturers would display tele sets to the public, in various styles, before the end of the year. . . . FCC Commissioner Clifford J. Durr scored advertising pressure groups in radio, declaring that "a truly free" broadcasting industry must be maintained in the future.

Radio's first major battle of the year gets under way today as the FCC begins its five-day clear channel hearing. Washington sources feel certain that there will be a cut in the channels, but how extensive no one knows. . . . New York City's first all-military Victory Parade up Fifth Avenue was carried by both radio and television, with independent stations and networks airing various phases of it.

In a ruling permitting construction of a 250-watt station in Binghamton, N. Y., by Southern Tier Radio Service, the FCC expressed its preference of local ownership. Decision denied application of the Binghamton Press, owned by Frank Gannett.

New Radio-Tele Company Formed Under Ray Knight

Formation of a new radio and television production company was announced this week by Ray Knight, president of Knight Productions, Inc.

Officers of the corporation, which will produce live programs for both media, as well as packaged shows, include the following: Lee Wallace, vice-president in charge of television; Alex Leftwich, vice-president in charge of production; J. Gerson Shaff, vice-president and treasurer, and Henry Morris, vice-president in charge of sales. Louis M. Heyward is script director.

Included among the shows already produced for radio by the company are "Follow The Band," with Rosemarie, D'Artega's orchestra, the Ben Yost Singers and Andre Baruch; "Musical Mysteries;" "Jigger Moran;" and "Fun and Fashion."

Young Show Originating On Warner Studio Stage

Los Angeles—Alan Young will broadcast his "Alan Young Show" from Stage 3 at Warner Brothers Sunset Studios, Hollywood, during the comedian's California stay.

In Hollywood to get the show underway are Chester MacCracken, Director of Radio for Doherty, Clifford and Shenfield, and Dick Fehr, Director of Publicity.

Young, who is in Hollywood to make a 20th-Fox Picture, will have his regular cast of Jim Backus, Jean Gillespie, Dickie Monohan, George Wyle and his music, with the Four Chicks and Chuck.

Mike Roy will announce, and Eddie Pola produces the show.

Regular writers on the "Alan Young Show" are Norman Paul, Dave Schwartz and Joe Young. Frank Cooper is Alan Young's manager.

Benton Defines Radio Role Of U. S. Abroad

Washington Bureau, RADIO DAILY

Washington—Calling for a continuous exchange of cultural and informational expressions between the United States and other countries, Assistant Secretary of State William Benton warned against trusting solely in the "paraphernalia of physical progress." Mr. Benton spoke before the American Platform Guild meeting at the Hotel Statler here recently.

"There was a time, not so long ago," he said, "when some of us trusted in the rapid development of communications and transportation to make America known everywhere as we wished to be known and should be known—just as we are. We no longer pin such hopes upon the paraphernalia of physical progress. We have seen the arts of planned destruction leap far ahead of the peaceful arts of communication and friendly private interchange."

Sees America Misunderstood

Pointing out that no other country has "such a wealth of radio programs expressing divergent points of view," Benton said other nations have known little of America.

"Fear and misunderstanding of America," he said, "can cost us the friends and allies we need in time of crisis. We must not rely only on the friendships of governments and rulers. History shows the weather-vane characteristics of such friendships. We must seek the friendship of peoples—their understanding of our own people and of our free society."

Posing the question, "Who is going to carry out the proposed program" of presenting America to the world, Benton said: "We in the State Department know that private interests are eager to do more than they have ever done. They are seeking world markets. The total volume of their efforts represented by news carried by the commercial wire services, by foreign editions of magazines and books, by movies, tourists and commercial contacts will amount to vastly more than the government's contribution. The government's job will be merely to fill the gaps."

Department Studying Control

The State Department official pointed out that some regions of the world, such as the Balkans, can be reached by no other means than short wave radio.

"The future control and operation of international radio," he said, "is being studied in the Department and recommendations will be made to the President and Congress within the next few months."

World's Foremost Colored Center
KINGSTON, N. C.
Mr. Advertising Agent for WFTC, Eastern Carolina's Most Popular Station. The ideal outlet for your advertising.
Represented by
JONAS WELLS, Owner
Bob Bingham, Gen. Mgr.



COAST-TO-COAST

— NEW YORK STATE —

NEWBURGH—Sgt. Edward J. Burns, former program director of AFN's 100,000-watt station in Munich, Germany, has returned to WGNY after 35 months of overseas duty. . . . S/Sgt. Donald L. Arnold has returned to the announcing staff of WGNY, after 34 months service in the Armed Forces. . . . **POUGH-KEEPSIE**—1st Lieutenant George Bingham has joined the commercial department of WKIP.

— WISCONSIN —

MILWAUKEE—Two new Sunday afternoon programs, sponsored by two Milwaukee business firms, had inaugural broadcasts on WTMJ last Jan. 6. "Let's Go to the Zoo," sponsored by the Milwaukee Women's Apparel Store, The Bitter-Gerner Company, originates from the Milwaukee Washington Park Zoo and features cage-side description of zoo animals by Zoo Director Henry M. Kennon. "The Pate Civic Concert," presented by the Pate Oil Company of Milwaukee, originates in the WTMJ Radio City auditorium studio before a live audience. The series features a different Milwaukee choral group each week, plus a short interview with a Milwaukee civic leader.

— MARYLAND —

BALTIMORE—Leslie H. Peard, Jr., formerly sales manager of WBAL, Baltimore and KTBS, Shreveport, Louisiana, has joined the WCAO staff as assistant manager. . . . Ray Baker, program and production manager of WITH, recently announced the appointments of Al Stevens as chief engineer, Bill Warren as night supervisor and David Connor in charge of the news room.

— SOUTH CAROLINA —

COLUMBIA—Louise Newton, formerly studio control operator at WIS has been assigned to the program department. . . . Charlie Bell, recent dischargee from the Navy has been appointed chief studio control operator at WIS. . . . Cele Roberts, newcomer to radio, gathers local and state news for the WIS news room. . . . Ed Tacy, formerly associated with WSPR, WTIC and WBRK, is now sports editor at WIS. . . . Joe McGinley, recently discharged, is a newcomer to the WIS program dept. . . . J. Dudley Saumenig, WIS sales manager, addressed the Lancaster Rotarians Jan. 8. on "Television."

— NEW JERSEY —

NEWARK—Last week's winner on the Junior Town Meeting show, awarded a pen and pencil set was Gregor Macfarland of Hawthorne High School, who spoke on "Do Schools Give Adequate Preparation For Jobs?" Another topic, "Are Our War Criminal Trials Accomplishing Their Purpose?" will be debated by four North Jersey students Jan. 16, on the fourteenth in the series to be broadcast over WAAT. Participants will include, Mary Dorris of St. Vincent Academy, Newark; Richard Leiser, of Lyndhurst High School; Nancy Henninger, of Tenafly High, and a representative of Henry Snyder High, Jersey City.

— OHIO —

STUEBENVILLE—John Laux, managing director of the Friendly Group, announced that the Group will hold a sales meeting in New York on Jan. 16, 17 and 18. Laux will meet with Lou Stekete, of WKNY, Kingston, N. Y., Bob Kliment, WJPA Washington, Pa., and Irving Teetsel of WJPG Atlantic City, N. J. . . . **CINCINNATI**—Katherine Fox, co-ordinator of reconversion activities and director of special broadcast services for WLW, will be guest at a dinner for key leaders in the War Finance program in Cleveland Jan. 15. Through the war period Miss Fox was administrator of women's activities for the Ohio War Finance Committee.

— CALIFORNIA —

HOLLYWOOD—Newcomer to the Don Lee Network sales department, is Terry Mann, recently discharged naval lieutenant, who replaces Milt Carlson as account executive. Carlson leaves the network to become associated with Western Advertising as general manager. . . . **SAN FRANCISCO**—Richard S. Burdick, after completing over four years service in the Army, where he served with the Armed Forces Radio Service, has joined the staff of KSFO as production director.

— ILLINOIS —

CHICAGO—Gardiner General Hospital All-Army Band, and Sgt. Stanley Kras, Distinguished Service Cross winner, opened a thirteen-week Army Recruiting show series Jan. 12, over WJJD with an all-G. I. cast entitled "What Now". . . . William Ray, director of WMAQ's news and special events department, has been elected president of Chicago Radio Correspondents, an organization of Chicago radio news and special events men, formed Jan. 9 during a luncheon meeting at the Hotel Sherman. . . . Frank Allen, formerly of KMOX St. Louis, has joined the announcing staff at WIND.

— GEORGIA —

ATLANTA—Harry L. Brown, formerly a Lieutenant Colonel in the Army Signal Corps, has returned to the WSB engineering staff. . . . Marcus Bartlett, recently discharged from the Navy, has returned to his post as program manager at WSB. Bartlett, who joined WSB in Jan. 1930, left the station in Jan. 1943, to enter the Navy, where he did Public Relations work in radio at the Naval Air Station in Jacksonville, Fla. Mark Toalson, former chief control engineer who headed the production and program departments during the war will now assume the post as production manager.

Send Birthday
Greetings To

Jan. 14

Charles W. Butterfield Jeanne Pali
Spencer Bentley George Ansbro
Ken McKenzie George McCoy
Bill von Zehle

PROMOTION

KGO Dealer News

KGO, ABC station in San Francisco issued during December the first of a new monthly publication designed to keep food and drug dealers informed on KGO-ABC advertised products. Paper is titled "KGO Food & Drug News." Prepared in four pages by 12-inch pages, station presents stories and pictures of activities of local and network campaigns for all products sold through food and drug outlets. A listing of all such products occupies one page, urging dealers to stock the fastest selling products. Publication is headed by Robert F. Laws, and distributed to 2,500 dealers and brokers in the area.

Benny Contest Winners

With the entries all in for the "Can't Stand Jack Benny Contest," clerks are completing tabulation of the more than 250,000 letters already received, with more to be judged. Benny will announce the winners of the \$10,000 bond contest on his regular NBC broadcast Sunday night, January 27. Peter Lorre and Goodman Ace are assisting Fred Allen, final judge.

CHARLES FLYNN, who played the role of "Jack Armstrong" on ABC's Monday through Friday adventure serial from August 1939 until May 1944, when he enlisted in the Navy, has returned to the program. Flynn served in the Pacific Theater. **JOHN GANNON**, the original "Billy Fairfield" on the program, also has resumed his radio role after 33 months of Army service, 27 months overseas in Persia, Greece, Italy and Sicily.

BILL CULLEN, out of the Army, now has been signed by John Reed King to announce on the "Give And Take" NBC airtel.

JOCKO MAXWELL, sportscaster of WWRL prior to joining the Army in 1942, has returned to the WWRL's wavelength at 10:15 p.m., with a new weekly sports broadcast "Sports-scope." During his period of service in olive drab, Maxwell saw service in England, France, Belgium, Holland, Germany and the Philippines, being a member of the vast Special Service Bureau.

After four and one-half years of active service in the U. S. Navy, Comdr. G. Robt. Mezger is back with Allen B. DuMont Laboratories, Inc. of Passaic, N. J.

Gamble to Be Honored By Poor Richard Club

Philadelphia—Vincent Lopez and his orchestra will be featured in the show to be given at the Poor Richard Club banquet in Philadelphia, Thursday, January 17, when Ted Gamble, of the War Finance Division of the Treasury Department, will be given that organization's award for achievement for 1945. "Detect-And-Collect," quiz show, will be heard from Philadelphia that night on the ABC network, with the show also including Joy Hodges, NBC songstress, and Professor Backwards.

WOR Covers Parade

The Victory Parade of the 82nd Airborne Division up New York's Fifth Avenue, Jan. 12, was covered by WOR with two broadcasts, 2:00-2:15 and 3:30-3:45 p.m. Besides descriptions from various points along the line of march, the broadcasts included shortwave pickups from armored units from troop-carrying C-47s flying over the three-mile long parade. Paul Killiam of the outlet's news and special features division and several announcers did the descriptions.

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MUTUAL BROADCASTING SYSTEM

JOHN ELMER **GEORGE H. ROEDER**
 President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives



New Lea Bill Introduced

ICC Officials Leave For Cuban Confab

Washington Bureau, RADIO DAILY
Washington—Government communication officials left Washington Friday for Cuba, where they will confer with Cuban officials regarding that country's objections to the North American Regional Broadcasting Agreement.
Headed by FCC Commissioner E. J. Jett, the American group included Harvey Otterman, assistant chief of the State Department's Telecommunications Division, and Neal K. McLaughlin, Engineer with the Treaty
(Continued on Page 5)

Radio's Biggest Task Is New Talent—Kobak

Canton, O.—The greatest problem in radio is the discovery of new talent and new ideas for entertainment, Edgar Kobak, president of Mutual, asserted last week during a visit here to station WHBC while on a tour of CBS stations in the mid-west region. Mutual is constantly searching for new actors, writers, and original entertainment, and "Our door is always open to new ideas and new talent."
We depend on the small stations to
(Continued on Page 6)

OPA Pricing Bottleneck Expected To Be Broken

A break in the radio parts bottleneck due to pricing difficulties is expected soon following an all-day conference between OPA officials and industry leaders in Washington.
Meanwhile, many other questions plaguing the industry are expected to
(Continued on Page 2)

Air Byrnes' Talk

Secretary of State James F. Byrnes' 15-minute address before the opening session of the United Nations Assembly in London, was carried over NBC-WEAF yesterday from 12:10 to 12:25 p.m. (EST). The UNO proceedings and discussion on atomic energy, which Byrnes highlighted, will continue throughout this week at the meeting in the British Capital.

Honored

Paris — Henry Cassidy, NBC Bureau Chief in Paris, was elected vice-president of the Anglo-American Press Association in the first regular meeting of this organization since the end of the war. Cassidy's election marks the first time this 40-year-old association has admitted radio newsmen as members. The presidency of the Anglo-American Press Association, which rotates between American and British, this year went to Harold King of Reuters.

Miller And Petrillo To Meet In Chicago

Justin Miller, president of the NAB, will meet with James C. Petrillo, president, and members of the international executive board of the American Federation of Musicians in Chicago's Blackstone Hotel Jan. 18 "to explore every means of finding common ground for understanding in the
(Continued on Page 2)

West Coast CBS Affiliates Meet In Hollywood Friday

Los Angeles—A district CBS affiliates' meeting, to be attended by 24 representatives from 15 Columbia stations (of the 9th district), will be held in the CBS building in Columbia Square, on Friday, it was announced by Harry W. Witt, Assistant General
(Continued on Page 6)

Certified Poll Preview

Bill Stern tops the list of sportscasters in the Minneapolis-St. Paul area, according to Ross Federal Research organization, who are conducting RADIO DAILY's annual poll to pick the nation's "All American Radio Program for 1945." Among the comedians, Fred Allen and Bob Hope, seem to share about equal popularity while Fibber McGee and Molly romp away with first honors in the "commercial program" classification. H. V. Kaltenborn ranks first among commentators in the Twin Cities and the "Hit Parade" seems to have the edge in the popular musical show classification.
Tomorrow—Report on Cleveland

Twin Cities

Legislation Aimed To Curb Practices Of AFM Introduced By Chairman Of House ICC Committee

Washington Bureau, RADIO DAILY
Washington—Representative Clarence F. Lea, Chairman of the House Inter-State Commerce Committee yesterday reintroduced his bill amending the Communications Act to make it unlawful for anyone, through violence, forced intimidation or duress "to coerce, compel or constrain or attempt to coerce or constrain" radio licensees to agree to specific conditions which follow closely some of the recent AFM demands.
This bill is actually a revision of
(Continued on Page 5)

AVCO Forms Group To Study Set Problems

Cincinnati—The Aviation Corporation, which recently acquired controlling interest in the Crosley Corporation, including radio station WLW and a contract to purchase WINS in New York, will take an active part in basic questions of broadcasting policy and expansion plans, according to an announcement made by Victor Emanuel,
(Continued on Page 5)

Re-Sign Barber, Desmond For B'lyn Dodgers Season

Walter "Red" Barber and Connie Desmond yesterday were signed to do the Brooklyn Dodgers ball games on WHN for the fifth consecutive year. Sponsorship will again be Old Gold cigarettes.

Gov't Of Saskatchewan Seeks Moose Jaw Station

Regina—The Saskatchewan Government has reportedly purchased or to be negotiating for the independent radio station CHAB, Moose Jaw.
Change in ownership of a radio
(Continued on Page 8)

Hyde Park Section Interests UNO Group

The importance of radio to the United Nations Organization's selection of permanent headquarters, previously reported in RADIO DAILY, was further emphasized over the weekend when the committee investigating possible sites visited the Hyde Park-Poughkeepsie area.
The group expressed keen interest in the two stations serving the Mid-
(Continued on Page 2)

BMB Committee Meeting Discusses Set Ownership

The technical sub-committee on statistical bases of the Broadcast Measurement Bureau met yesterday at its New York headquarters to discuss
(Continued on Page 5)

Santa's Helper

At the request of the Save the Children Federation, Arthur Godfrey appealed to his listeners for used Christmas cards for use by underprivileged children in southern rural schools. After fifteen such announcements on his WABC show, Godfrey turned over to the Federation over 1,000,000 cards, comprising, in the aggregate, five tons of mail.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon. Jan. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	193	192 1/4	193	+ 1 3/8
CBS A	46	45 3/4	46	+ 1/8
CBS B	45	44 1/2	44 1/2	- 1/2
Farnsworth T. & R. . .	19 3/8	19	19 1/4	+ 3/8
Gen. Electric	48 7/8	47 1/2	48 7/8	+ 7/8
Philco	46 7/8	45 1/2	46 3/4	+ 2
RCA Common	18 5/8	18 1/4	18 1/4	+ 1/8
RCA First Pfd.	92	91	92	+ 2
Stewart-Warner	24 3/4	24 1/2	24 5/8	+ 3/8
Westinghouse	38 1/4	37 1/2	39	+ 1/2
Zenith Radio	42 1/2	42 1/2	42	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22	21 1/4	21 1/4	- 3/4
Nat. Union Radio ..	10	9 3/8	9 5/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	9 1/2	10 1/2
Stromberg-Carlson ..	23 1/2	25
WCAO (Baltimore) ..	34	25
WJR (Detroit)	32

Hyde Park Section Interests UNO Group

(Continued from Page 1)

Hudson valley area, taking notes on the power, frequency and web affiliation of each. Both WGNV, Newburgh, and WKIP, Poughkeepsie, cover the Hyde Park area, although the former, an independent outlet, is on the air only during the daytime. WKIP is an American web affiliate.

In addition, the area is physically well-suited for the construction of a powerful shortwave station and transmitter, reportedly planned by the organization to operate internationally as "The Voice of UNO."



L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

Coming and Going

C. P. HASBROOK, president and station manager of WCAX, Columbia network affiliate in Burlington, Vt., paid a call yesterday at the headquarters of the web.

DORIS CORWITH, assistant to the manager of NBC's public service department, is in Buffalo today to address members and guests of the Buffalo City Federation of Women's Clubs on the subject, "Radio and the Community."

EARL GAMMONS, director of the CBS office in Washington, D. C., has returned to the Nation's Capital following a few days in New York.

CHARLES PALMER, ABC account executive, is back at his desk following a two-week illness.

HERB SHRINER, comic who opens a new radio series Jan. 22, on NBC, after two years overseas in the Infantry, has left by plane for Columbus, Ohio, where he is booked for a three-day vaudeville engagement.

DICK CONNOR, vice-president of Associated Broadcasting System in charge of network operations, has arrived on the West Coast after a three-weeks mid-western tour in the interest of station relations.

MIKE JABLONS, director of news and special events at WNYC, and NAT RUDICH, production manager of the station, are at Olmstead Field, Air Technical Service Command, Middletown, Pa., where today they will be guests at the farewell party being given for press and radio representatives.

LARRY SURLS, Jr., account executives in the co-operative program division of ABC, has returned from a short business trip to New England.

REYNOLD R. KRAFT, sales manager of NBC's television division, left yesterday for Akron, Ohio, where today he will address the Rotary Club of that city, after which he will leave for Pittsburgh. He'll be back in New York next Friday.

OPA Pricing Bottleneck Expected To Be Broken

(Continued from Page 1)

be discussed at the RMA Board meeting in Chicago January 28-30.

With strike threats still hanging over the industry, authentic production predictions are still problematical.

Radio set prices increasing in volume from OPA each week indicate a considerable number of manufacturers are in limited production or prepared to go ahead. The sixth weekly OPA report in set prices brings the total number of radios priced to about 250.

OPA officials took under consideration a request to review increase factors granted last October to parts manufacturers and revealed they already have recommended a higher increase factor for speakers—one of the most serious bottlenecks in radio set production.

Applications for individual price readjustments under SO142, OPA said, will be considered on the basis of actual experience of parts manufacturers during the last few months rather than on prewar costs plus increase factors.

Some 40 representative parts manufacturers and a few leading set producers were present at the OPA hearing. Chief spokesman for the parts group was R. C. Sprague, chairman of the OPA Industry Advisory Committee and head of RMA Parts Division.

ABC To Air Ford Award

Chicago—The American Broadcasting Company and its affiliated stations will broadcast the presentation of the United States Junior Chamber of Commerce award as the nation's outstanding young man of the year to Henry Ford 2nd, in the Terrace Ballroom of the Morrison Hotel, here from 10 to 10:15 p.m., EST, on Wednesday, Jan. 16.

Henry Kearns, president of the United States Junior Chamber of Commerce, will make the presentation. The program will be introduced by Harry Wismer, ABC sportscaster.

Miller And Petrillo To Meet In Chicago

(Continued from Page 1)

interest of the public, the musicians and radio industry."

Among the problems expected to be discussed are Petrillo's ban on duplication of standard musical shows on FM, and his later ban on broadcast in this country of musical shows originating abroad.

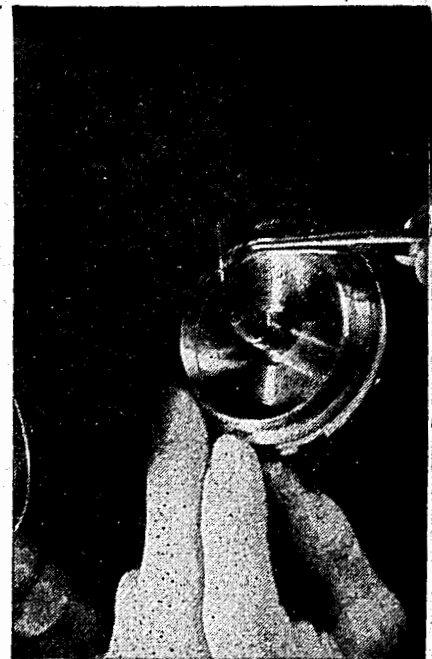
Wise Sponsors Newcast On 35 Stations Of Mutual

William H. Wise Company begins sponsorship of a 15-minute news program over 35 stations of the Mutual Broadcasting System, beginning January 26, to originate from KQV, Pittsburgh. Program will be heard Saturdays from 2 to 2:15 p.m., and will feature commentaries by Lewis Kaufman. Hubert Hoge & Sons is the agency.

Kellogg Co. Renews

The Kellogg Company has renewed for 52 weeks the program titled "Kellogg's Home Edition," heard Monday through Friday from 11:30 to 11:45 a.m., EST, over the network of the American Broadcasting Company.

The program features the Gil Martyn news report and daily human interest stories by Marvin Miller.



Fault finder

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as big as atom smashers. But they're not. They're tiny, as you can see.

To do a big job right on a big thing . . . size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous call letters.

W-I-T-H, the successful independent in Baltimore, is one proof of that.

In this five-station town it's the little fellow . . . W-I-T-H . . . that delivers the greatest number of listeners for the lowest-cost-per-dollar-spent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

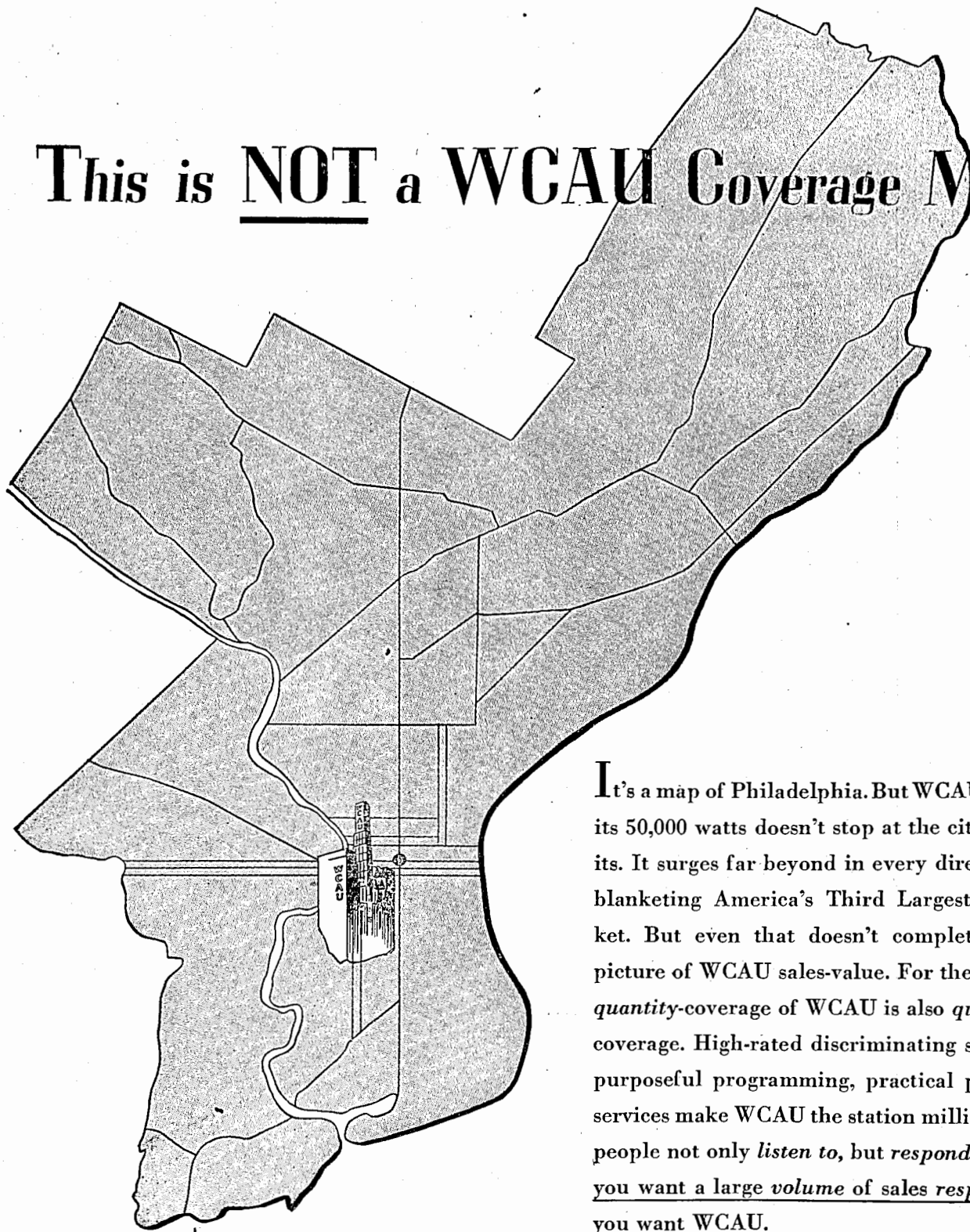
a Helluva Hooper?

... yes a helluva good one. At all times 76% or MORE of all sets in use in Imperial Valley are tuned to KXO

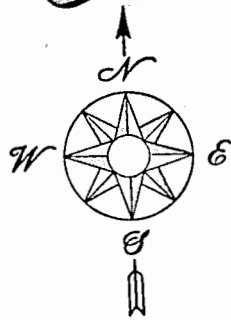
MUTUAL DON LEE **KXO** EL CENTRO CALIF

SEE RAYMER

This is NOT a WCAU Coverage Map



It's a map of Philadelphia. But WCAU with its 50,000 watts doesn't stop at the city limits. It surges far beyond in every direction, blanketing America's Third Largest Market. But even that doesn't complete the picture of WCAU sales-value. For the great *quantity-coverage* of WCAU is also *quality-coverage*. High-rated discriminating shows, purposeful programming, practical public services make WCAU the station millions of people not only *listen to*, but *respond to*. If you want a large volume of sales response, you want WCAU.



POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

LOS ANGELES

By RALPH WILK

FORT PIERSON, well-known radio voice in Chicago, has taken over announcership on KHJ-Mutual Don Lee's daily Cinderella show, "Queen For A Day," broadcasting Monday through Friday, from the Earl Carroll Theater restaurant in Hollywood.

Harry Von Zell, who won first place as announcer and second to Bing Crosby as master of ceremonies, in a recent poll of radio editors and critics, is expected to have his own air show very soon. His idea for the program has already aroused the interest of several national advertisers.

Matty Malneck, orchestra leader on "Duffy's Tavern," has written a new ballad, "I'm Not Having Any," with Don Raye.

NBC's comedienne Judy Canova and her husband Chet England, are forming a corporation to be called "Canoland Productions" (A combination of their names), which will be for the purpose of manufacturing plastic toys and trinkets for children.

Now it's "Author-Producer" in designating William Spier, major domo of the CBS "Suspense" "theater of thrills" program. After producing scores of chiller-dillers for radio, Spier has just completed a full-length book to be called "Omnibus of Suspense." It will be put on the stands early this year by one of the country's largest book publishers.

Newcomer to the Don Lee Network sales department is Terry Mann, recently discharged Naval lieutenant, who replaces Milt Carlson as account executive, it was announced by Sydney Gaynor, general sales manager. Prior to joining the Navy, he was director of marketing, media and research for the Los Angeles office of Foote, Cone and Belding. Carlson leaves the network to become associated with Western Advertising Agency as general manager.

Knox Manning, who was a Major in the Army Air Corps, has received a 300-year-old rapier from an Italian nobleman he met following the Salerno campaign.

James McFadden of McKee-Albright Agency is in Hollywood from Philadelphia for Sealtest Show confabs.



Manhattan Memoranda. . . !

• • • What was the argument between CBS and Quaker Oats? Show switches to Mutual early in March, probably inheriting the Old Nick Carter Sunday nite slot. . . . Paulette Goddard and Burgess Meredith talking about producing pictures in Palestine. . . . Three radio sponsors have been trying to reach Mrs. FDR overseas to make her commit herself for a program. . . . Margaret Truman would love to become an actress, if she could only get her parents' consent. . . . Edith Gwynne reports hearing a radio commentator saying: "Joan Leslie is in bed with the flu along with other Hollywood notables" "Chicago Daily News" selected the U. S. Steel commercials (scripted by Joe Hevesi) as the year's finest. . . . Mildred Fenton and Benay (Nellie Bly) Venuta in a huddle at the Barberry Room. Probably talking over a new quiz idea, hmn? Buddy Lester says that if the operators do go out on strike they'll take all the phone outa life. . . . Marty Ragaway's definition of a radio producer: An MP in civilian clothes. . . . Altho signed for the new Philip Morris aircer, Johnny Desmond will continue on with his Sat. ayem "Teentimer Club"—at least for 15 more weeks, at any rate. After that, he'll probably be exclusive Philip Morris property. . . . Bernie Schubert all excited, and with good reason. He's just signed up Dorothy Thompson, who has developed a new way of presenting the news—a sort of news digest with authoritative quotes thrown in.

★ ★ ★

• • • Recommended for free-lance writers is the just-released 1946 Radio Writers' Market List compiled by Albert R. Perkins, of "Look" mag and instructor in radio writing at NYU. List covers 31 of the Nation's top radio script outlets, giving title, network time, length of show, summary of script qualifications, approximate fee plus name of person to be contacted. In fact, all you gotta do is write the script.

★ ★ ★

• • • Small Talk: Luba Malina left for the coast yesterday with an RKO contract for the featured comedy role in "Adventures of Sinbad, The Sailor," starring Doug Fairbanks. . . . Tom Hudson subbing for Eddie Dunn on the Jack Berch show. Dunn's down in Texas where his father-in-law just passed away. . . . Jackson Beck postcards from Van Horn, Texas: "This is Van Horn, Texas—not the World-Telegram" Geo. A. Putnam has added the Molle Mystery Theater to his announcing chores. . . . Sam Brody out of the army and back with the Music Hall press dep't. . . . Recommended: Warde Donovan's virile song style on NBC's "Solitaire Time" Phil Clarke selected by the Belgian Information Service as commentator for short subject dealing with that country. . . . That Gregory Ratoff spot on "Take It Or Leave It" was co-authored by Herb Moss and Lou Meltzer. . . . Mac Davis has released the 1946 edition of "Heartbeats In Sport Headlines," popular five-minute syndicated script show. . . . Morey Amsterdam opening at the Playgoers Club Friday. . . . Stan Kenton opens at Meadowbrook on Feb. 5th. . . . Warren Bryan, just out of the army a few weeks, returns to the air playing the role of a returned GI on "Stella Dallas" Nelson Case landed the announcing assignment on "Mommy and the Men."

★ ★ ★

• • • Ruth Gordon once described a new play to Geo. S. Kaufman. "There's no scenery at all," she explained. "In the first scene, I'm on the left side of the stage, and the audience has to imagine I'm eating dinner in a crowded restaurant. Then in Scene Two I run over to the right side of the stage and the audience imagines I'm home in my own drawing room." Kaufman remained unimpressed. "The second night," he said, "you'll have to imagine there's an audience out front."

SOUTHWEST

BASIL O'CONNOR of New York City, president of the National Foundation for Infantile Paralysis, opened the 1946 March of Dimes from Dime Box, Texas, just a few miles from San Antonio, in a special coast-to-coast broadcast on Sunday.

Harlan Fentress, president of the Frontier Broadcasting Co., owners and operators of WACO, Waco, Texas, has announced that work has started at the station for its new wavelength and increase in power which was granted them by the FCC. Station will increase from 250 watts to 1,000 watts, and shift from 1450 to 1460 kilocycles.

A touch of Texas was heard deep in the heart of the Pacific, when a WFAA, Dallas, recording of a program transcribed by the Cass County Kids was aired over the Armed Forces Radio Network. Don Easterwood, former WFAA engineer, played the recordings via WVTM, Manila. Other programs were aired over KGU, Pearl Harbor, these including programs by the Early Birds Orchestra, Hugh Waddill, organist, singer Penny Price, the Durwood Cline Orchestra, and Carl Sands Orchestra with Lillian Cornell as vocalist.

Newcomers to the KABC, San Antonio, staff include Rosemary Hooper to the continuity department and Melba Fleming to the traffic section. Miss Fleming comes here from KMAC. . . . Mrs. Joan Box, comes here from radio in England, to take a post with WOAI in the continuity department. . . . It's a girl for Mr. and Mrs. Henry G. Howell, born Jan. 6. The father is member of the WOAI news room staff.

La Guardia Is Chairman

Fiorello H. LaGuardia has been named chairman of the committee planning the Roosevelt Memorial Concert at the Waldorf-Astoria, Jan. 30, Basil O'Connor, president of the National Foundation for Infantile Paralysis, announced. Regarding event, the former mayor of New York stated: "Not enough can be done to honor the memory of such a great man. This beautiful concert, with world-renowned artists, is the first Memorial. We must make it a really historic occasion."

TOP SECRET!

To be read only by
TOP EXECUTIVES of
A Radio Station
A Regional Network
An Advertising Agency

PUBLICITY and
PROMOTION DIRECTOR
Looking for new connection

Indie station, Network, Agency background.

Box 112, RADIO DAILY, 1501 Broadway,
New York 18, N. Y.



New Lea Bill Filed To Amend Radio Act

(Continued from Page 1)

Lea introduced in November by Lea and held up by his committee for rewriting. Lea has promised that he will press for early action on his bill. The bill provides for imprisonment up to two years and/or fines up to \$5,000 for violation. Specifically, pressure is outlawed when it is designed to force licensees to hire personnel in excess of the number they want, to "pay more than fair price for services in connection with the conduct of the broadcasting business" to refrain or agree to refrain from broadcasting non-commercial, educational or cultural programs where the players are not paid and the broadcaster neither pays for the program nor receives revenue from the program, or to ban broadcasts originating from outside the U. S. The second part of the bill outlaws pressure to force "tribute for the privilege of, or on account of, producing, preparing, manufacturing, selling, buying, renting, operating, leasing or maintaining recordings."

Stage Stars To Appear On 'March Of Dimes' Show

Walter Hampden, Julie Haydon, Eva Le Gallienne and Maurice Evans will be heard in some of the great plays that made them representative names in the American Theater during a series of three broadcasts presented over WMCA and stations of the Associated Broadcasting System, beginning today, January 15, from 4:45 to 5 p.m.

The series is presented over WMCA-ABS in behalf of the "March of Dimes" campaign, and is produced and directed by Howard Phillips.

KFLW To Join ABC

KFLW of Klamath Falls, Oregon, effective March 1 will become affiliated with the American Broadcasting Company, Inc., as a Pacific Coast supplementary station. This is a new station now under construction and will operate with a power of 250 watts on 1,450 kc. It is owned by the Herald Publishing Company of Klamath Falls and Marshall H. Pengra is the manager.

The affiliation of KFLW will give ABC coverage in an area not formerly served by ABC.

Streamlined Choir

Akron—The Streamlined Choir, composed of six usherettes from Loew's Theater, Akron, recently broadcast over WADC, that city.

Build your daytime audience with "HOT FROM HOLLYWOOD"

Chatter, Interviews, Dramatic Scenes on Discs. Franchises now open for 1946. Audition record on request.

T. J. VALENTINO, INC.
1600 Broadway New York

FCC Officials Leave For Cuban Confab

(Continued from Page 1)
Section of Federal Communications Commission.

The Cuban meeting follows an FCC-industry conference earlier this month.

The Cuban Government objected to inclusion in the NARBA of items which it said placed the government in a "disadvantageous position."

In its report, the Cuban delegation said:

"The Cuban Administration considers that the inclusion in the NARBA of precepts which do not respond to technical aspects, such as the non allocation to Cuba of channels to be used with 50 kw. or more, under 1,000 kc., which are most appropriate to render service to large rural zones due to the greater propagation of emissions in this section of the frequency zone; also of not having taken advantage of geographic peculiarities which permits the largest use of the frequencies destined to the transmission in the MF band have placed Cuba in a disadvantageous position, preventing it to render a broadcasting public service demanded by its national needs, in accordance with its Constitutional, and its political and social structure."

BMB Committee Meeting Discusses Set Ownership

(Continued from Page 1)

procedure for computing 1946 radio ownership in the United States.

John K. Churchill, BMB research director, presided at the meeting, which was attended by the following: Kenneth Greene, assistant manager, NBC research department; Edward Reeve, chief statistician, CBS; Henry R. Poster, associate research director, ABC; Fred B. Manchec, vice-president in charge of research and marketing, BBD&O; Frank Kemp, media supervisor of Procter and Gamble products at Compton Advertising; Richard Wyckoff and Philip Frank, the latter two associated with BMB.

BMB radio ownership figures will be classified by state, county and cities, thus permitting stations' audience to be expressed as a percentage of all radio families in an area, as well as in terms of the number of families.

WJZ Sales Staff Sec'y.

Doreen Morgan has joined the WJZ sales staff as a secretary, it was announced by Robert I. Garver, station sales manager. Prior to joining WJZ, Miss Morgan was associated with William Cagney Productions, where she was employed as secretary to the story editor and in the publicity department.

Seeks Frequency Change

Youngstown—WFMJ Broadcasting Co., Youngstown, has asked the FCC for authority to change the frequency of WFMJ, that city, from 1450 to 1390 kilocycles, and increase the power from 250 to 5,000 watts.

Barry Faris To Speak At Georgia Press Inst.

Athens, Ga.—Barry Faris, editor-in-chief of the International News Service, will be a featured speaker at the 19th annual Georgia Press Institute at the Henry W. Grady School of Journalism of the University of Georgia next month. He will appear on the program as the guest of the Columbus Ledger-Enquirer, it was announced by Institute chairman Jack Tarver, and Dean John E. Drewry of the Grady School.

The Atlanta Constitution and the Grady School are co-sponsors with the Georgia Press Association of these annual institutes.

Covered Both Wars

Bryan Collier, editor of the Columbus Ledger, will be the speaker at a luncheon which the Columbus newspapers are giving February 21 for members of the Institute, which will include students of the University from Columbus as guests. Aiding Tarver and Drewry in arranging the February program are Albert S. Hardy, Jr., Commerce News, and George McNabb, Newman Herald, as Institute committee members, and officers of the Georgia Press Association, which this year is headed by A. Belmont Dennis, Covington News.

An alumnus of the University of Missouri, Faris is said to be the only news service executive who has directed coverage of both World Wars I and II and the peace negotiations and reconversion problems which followed.

The dates of the Press Institute are February 20-23, and will feature addresses by distinguished journalists and public figures, luncheons and dinners given by various Georgia publications, and round table discussions of current problems of publishers and editors.

Plug Net News Show

An unusual series of spot announcements were aired during WEA station breaks Friday to herald NBC's "News of the World" program that evening. The news show deviated from its usual format of foreign pickups to broadcast the latest developments on the domestic labor front from five trouble centers. Included in the program were pickups from New York, Washington, Chicago, Detroit and Pittsburgh.

AVCO Forms Group To Study Set Problems

(Continued from Page 1)

Chairman of the board. At the same time, Mr. Emanuel announced the formation of a special committee of the board of directors, which will concern itself with radio problems. Members of the committee are Mr. Emanuel, Irving Babcock, president of AVCO, and chairman of the board of AVCO's subsidiaries. Raymond S. Pruitt, vice-president, general counsel and secretary, and Benjamin H. Namm, head of the Namm store in Brooklyn and president of the National Retail Dry Goods Association. Chairman of the Committee is James D. Shouse, vice-president in charge of broadcasting, and a member of the board of directors—of the Crosley Corporation.

Mr. Shouse has been since 1937, the executive head of WLW and he has served for many years as a member of the Board of Directors of the NAB, and as a member of its important Legislative Committee, and was one of the original members of the NAB stations' planning and advisory board. Mr. Emanuel pointed out that Mr. Shouse is one of the pioneers in the field of international broadcasting, and said the most powerful international broadcast installation in the world at Bethany, Ohio, is the result of his foresight in this field. Mr. Emanuel stated that the committee of officers and directors of the parent company will meet regularly with Mr. Shouse to discuss various management matters, "The Aviation Corporation realizes the grave obligation to the public in radio broadcasting, and the appointment of this committee confirms our expressed desire to concern ourselves directly with the responsibility of the basic management problems," Mr. Emanuel said.

Get RMA Membership List

Copies of the 1945-46 RMA membership list and trade directory will be sent to U. S. consular offices throughout the world under arrangements made through the Department of Commerce and the U. S. State Department.

Woot for Reddy Cash
FROM EAST TEXAS

"Hit Oil" In the Heart of the World's Largest Oil Fields, KFMJ influences buying habits of Half Million People. *Affiliated American and Mutual Networks.

KFMJ
LONGVIEW, TEX.
Texas Richest Market

"Turn to WTAG" has become a by-word in Central New England homes. And no wonder. WTAG has an audience nearly twice that of all other stations heard in the area, combined.

WTAG
WORCESTER

Radio's Biggest Task Is New Talent—Kobak

(Continued from Page 1)

find new entertainers and pass them along to us," Kobak added. He reported that WHBC was the best equipped and most efficient small station he had visited.

"Broadcasting systems prefer that stations in their chain have well-balanced schedules, mingling national programs with those of local origin," he said. He added that when a station uses too large a number of programs provided by the network, it loses local appeal and becomes of less value to the web. "With the war over, local programs are coming into their own again, giving the small stations opportunity to expand local shows. In this connection, of course, there is also more opportunity for discovering new talent."

Radio Receiver Market

Regarding the sale and distribution of receiving sets, the Mutual president expressed belief that most of the sales will involve the small, cheaper models in the early "post-war" period. "In this connection," he said, "it is my opinion that frequency modulation sets will not become popular until local stations develop FM facilities."

FM-Tele Outlook

"Although FM requires special equipment, and there are restrictions on its use, no complications arise when FM stations are joined with standard transmitters in network operation," he said. "Mutual has an FM station in Schenectady, and we send programs over its transmitter as easily as any of the others."

Turning his attention to television and its potentialities, Kobak felt that five years of work will be necessary before it is ready for general use by the public, but when it is perfected, television will be the greatest medium ever known.

West Coast CBS Affiliates Meet In Hollywood Friday

(Continued from Page 1)

Manager, Pacific Coast Division of CBS.

Donald W. Thornburgh, CBS Vice-President, will act as host at the meeting. Arrangements were handled by Edwin Buckalew, Columbia Pacific Network's Field Manager of Station Relations.

William B. Lodge, CBS Director of General Engineering, New York, who arrives in Hollywood January 17, will speak to the group on various engineering problems and developments.

Mrs. Thornburgh and wives of other CBS officials will act as hostesses at a luncheon at the Ambassador Hotel for the wives of the visting station representatives, while the latter will attend a special luncheon in the American Room of the Brown Derby. Other scheduled entertainment features on January 18 include a cocktail party in the Rose Room of the Knickerbocker Hotel followed by a dinner party at Ciro's.

WORDS AND MUSIC

By HERMAN PINCUS

Success Story:

BORN in Battle Creek, Michigan, a blonde little lady of 14, sang songs on the streets and passed around a battered little hat. . . . three years later the songstress became the vocalist with an orchestra in Lansing, Michigan, where she was spotted one night by Maestro Vincent Lopez who signed her to sing with his band . . . the little gal didn't seem to click and Lopez gave her notice . . . terribly hurt and disappointed at the turn of events, the songstress changed her style on the last night of her engagement and during her number, pranced about the stage, batted the movable microphone, threw punches at the air and shouted the phrases . . . a new personality was born there and then and LOPEZ KEPT HER ON . . . a year later when the Orchestra opened at Billy Rose's Casa Manana in New York, the gal was the sensation of the town . . . B. G. DeSylva engaged her for "Panama Hattie" where she clicked, and when Buddy became production head at Paramount he brought the singer to that studio where she parlayed her singing and histrionic ability into a climactic smash in "Incendiary Blonde" . . . last week she signed an exclusive recording contract with Victor . . . her name? . . . Betty Hutton.

★ ★ ★

RADIOLOGY:—Kenny Delmar finally breaking through—but big . . . besides his "Senator Claghorn-swoogling" on Fred Allen's laffiesta, Kenny subbed for Harry Von Zell on Eddie NBCantor's eastern programs and will be the "Don Wilson" on Ginny CBSimms' New York-originated programs . . . couldn't happen to a nicer guy . . . ● A society favorite for years, Maestro Rudy Newman and his orchestra will be featured at a special party for Charity, to be held late this month at the Ritz-Carlton Hotel, sponsored by the Mesdames Nelson Rockefeller, Vincent Astor, Russell Howell and E. Sohler Welch . . . ● Jack Bundy, on his WOREcord program, "Meal-time Melodies," introduced and interviewed a most interesting personality in a songplugger named Jack Harmer, nick-named "Kiss-hawaukee Jack" . . . ● The McFarland Twins Orchstra have just completed a swell musical short for Max Cohen of Columbia Pictures . . . sotto voce to Nick Keesely:—we hear that you have a terriff package deal for this great little combination . . . ● Dick Moses has been named publicity director for General Artists Corp. of America (formerly General Amusements) . . . ● Jimmy Farrell, former CBSstar singer, is back in civvies after four years with the "This Is The Army" troupe . . . we'll bet his baritone will be back on the ether within a fortnight . . . he looks like a million and sings even better . . . ● The royalty of jive, King Cab of Calloway and the Duke of Ellington, are collabbing on a swing operetta based on "Romeo and Juliet" . . . ● Martin Ryerson, after two years as news chief of the American Forces Network at the ETO, has been honorably discharged and has already CBScripted two shows heard this week . . . "This Was A Hero" on the "Suspense" series, and "Blue Pencil For Love" on the "First Nighter" . . . ● Geoffrey Barnes, scripter of the NBCcrime series, "Mystery Theater," often visits the New York Police line-up for first hand info on real kerrikters.

★ ★ ★

TIN PAN ALLEY-OOPS:—Count Basie's boogie-woogie will open at the Roxy in Gotham in April instead of February, as originally scheduled . . . ● Dick Stabile's band is a slick-click at the Copacabana . . . ● Ex-Sgt. Carl Sigman who wrote the lyrics to the official song of the famous 82nd Airborne Division, "The All-American Soldier," is now writing ditties with Bob ("Don't Get Around Much Anymore") Russell . . . ● Sammy Kaye introduced a new ballad, "I Didn't Mean A Word I Said" on his "Sunday Serenade" . . . the ditty, penned by Harold Adamson and Jimmy McHugh and featured in the forthcoming Fox Flicker "Do You Love Me?" is a cinch to make the "Hit-Parade" for Robbins . . . ● Joe Stafford's latest Capitol platter of "Symphony" is already a collector's item . . . Charlie Spivak has just leased a 37-room house in Englewood, N. J. . . . so if you're a pal of the maestro and can't get a place to sleep, get in touch with Charlie.

RMA Survey Reveals FM Allocation Attitude

Final RMA survey of receiving set manufacturers shows majority favor use of official FCC channel numbers on dial markings of FM receivers.

RMA's tabulation indicated that 47 of the set manufacturers polled favored FCC markings, with 19 companies favoring dial markings using the assigned megacycles. Nine companies made qualified reports and seven companies did not submit any replies.

RMA questionnaires were sent to executives of the receiving set manufacturing companies and the results reflect executive opinion on commercial practices as distinct from engineering.

Figure-Analysis Shown

Engineers of the Receiver Section Executive Committee of the RMA Engineering Department last month recommended megacycles frequency designations for engineering purposes but without regard to administrative or sales factors.

Breakdown of the figures show that the 47 companies favoring use of official FCC channels included most of the large volume manufacturers, although some of these favored megacycle markings. Some other companies favored a dual system, using both the FCC channels and megacycles, while several companies said they will follow the final industry trend and also the policy of radio and press usage.

NAB has stated it will urge stations and newspapers to list FM stations by the FCC channel numbers,

Norma Richards Gets Post With Women Directors

Mrs. Norma Richards, director of women's activities of WSPD, Toledo, has been appointed interim acting treasurer of the NAB's Association of Women Directors by Dorothy Lewis, coordinator. She replaces Barbara Bates, of WOW, Omaha, who resigned to join her husband on his return from service.

Mrs. Richards is producer-director of several daily shows on WSPD. In addition, she is social chairman of the Toledo Women's Advertising Club, and a member of the AAWU, the Toledo Artist's Club, Beta Sigma Phi, Delta Omicron and the Toledo Repertoire Little Theater.

Files In Ohio

Columbus—Sky Way Broadcasting Corp., 310 W. Broad St., Columbus, O., has filed a stock registration plan with the Ohio Securities Division, involving 1,475 shares of no par value common at \$100 par value; and 25 shares of no par value common stock at \$100 per share sold.

Gets WGN Promotion

Ben Berentson, for the past two years a member of the WGN sales staff, has been appointed assistant sales manager of the station, it was announced by William A. McGuineas, WGN commercial manager.

1946 MARCH OF DIMES NATIONAL RADIO DIVISION
Give your time January 14-31 to protect America's Children



JUSTIN MILLER, *President*
National Association of Broadcasters



EDGAR KOBAK, *President*
Mutual Broadcasting System



CLARENCE MENSER, *Vice-President*
National Broadcasting Co.



ADRIAN SAMISH, *Vice-President*
American Broadcasting Co.



DAVIDSON TAYLOR, *Vice-President*
Columbia Broadcasting System



Join

MARCH

DIMES

★ ★ COAST-TO-COAST ★ ★

—NORTH CAROLINA—
GREENSBORO—"Headlines and Sidelights," is the title of a new quarter-hour program presented over WBIG each Friday by the students of Bennett College. Format of the program consists of thumbnail portraits of outstanding educational personalities, news from national and local fronts, historical sidelights of the school and musical features. . . . W. Manley Holland, who was in the commercial department of WBIG before a three-year army stint, has resumed his association with the station as merchandising manager.

—CONNECTICUT—
HARTFORD—WDRG's Shopper's Special crew of emcees and bandsmen will do a special remote Jan. 19, direct from the Newington Home For Crippled Children, to aid the Mile-O-Dimes drive. Show will be aired from 8:15 to 9:00 a.m., featuring emcee Roy Hansen, Otto Neubauer and his band, vocalist Bill LaDuke, and Jim Garrett with the "Market Basket." . . . "Meet Your Legislature" program skedded to start over WDRG Feb. 6, will feature interviews with leading Connecticut legislators by Faye Clarke. Show will be heard on the state network, and will be arranged by the House Committee on Public Information.

—FLORIDA—
LAKE CITY—Deep South Radio-ways, headed by Fred H. Temple, plans immediate construction of a new radio broadcasting station. Temple has stated that the FCC has granted him a permit for a 250-watt commercial station, which he hopes to have on the air by March. . . . MIAMI—Senator Claude Pepper, of Florida, recently returned from an extensive European tour, addressed the Miami Beach Rotary Clubs, in a program broadcast exclusively over WIOD.

—INDIANA—
FORT WAYNE—WOWO in co-operation with the Radio Department of Indiana University, has instituted a new program series titled "Indiana Presents." Each week the life story of a famous Hoosier who made an outstanding contribution in the fields of science or invention, will be dramatized. The research, script writing and acting for the series is done by advanced students of radio at Indiana University. Production is under the supervision of Dr. H. J. Skornia, director of radio at the University. . . . Ralph S. Latham, recently discharged from the Navy, has joined the local sales staff of WOWO. . . . New announcer with WGL is Paul J. Price, from Indianapolis.

—MASSACHUSETTS—
SPRINGFIELD—Robert M. Feldman, pioneer in radio sales, has been

named general manager of WMAS, according to an announcement made by A. S. Moffatt, president. . . . George P. Townsend, discharged from the Navy as a chief radio man, has returned to WSPR as an engineer. . . . BOSTON—Known to New England radio listeners as "The Mayor," Nelson Bragg, emcee and disc jockey, will join the WCOP staff on Jan. 21, to handle two special programs. . . . Joseph Badger, Jr., recently discharged from the Navy, has joined the promotion and merchandising department of WCOP.

—MISSOURI—
ST. LOUIS—Dick Dunne and Earnest E. Harszy, have returned to the KMOX staff orchestra after four years in the army. . . . Frank Allen, formerly with the announcing staff of KMOX, has joined WIND in Chicago. . . . KXOK announces the return of two servicemen, both recently discharged from the Navy. Jim Hennessy, announcer, returns to his mike duties and Michael Chuckdray, engineer resumes his post at the control panel.

—NEW YORK—
BROOKLYN—WLIB will begin a new series of programs, "Report On Housing," starting Monday, Jan. 21, at 2:15 p.m. This new weekly program will feature latest news and developments on housing and building. . . . Hal Kosut, formerly with WPAT, New Jersey, and recently out of the armed forces, has been added to the WLIB staff as newscaster.

—PENNSYLVANIA—
PHILADELPHIA—Mayor Bernard Samuel, honorary member of the Victory Clothing Collection, has announced the appointment of Roger W. Clipp, president of WFIL, as vice-president in charge of publicity for the Philadelphia campaign. Radio stations and newspapers, as well as other advertising and publicity media in Philadelphia, have begun an all-out drive to urge every person in the city to contribute at least one garment to the collection to alleviate the clothing shortage in war-torn countries of Europe, the Philippines and the Far East. In addition to supervising the preparation and distribution of news releases and program material, Clipp is arranging a number of special events broadcasts, highlighting the clothing drive. . . . Archie Sichel, Radio Man 1st Class, has returned to the WIBG Engineering staff after over two years service in the Navy.

—NEW YORK—
BROOKLYN—Roses were the order of the day, Friday, Jan. 11, when Helen Hutson Weber, director of public relations for Roses, Inc., appeared as a special guest on Mildred O'Neill's "Column of the Air" program over WBNY. . . . NEW YORK—Marty Glickman, first lieutenant in the U. S. Marines now on terminal leave, has returned to WHN as sports director. . . . WNYC has inaugurated a policy of complete coverage of local city news to augment its regular news coverage. The City Station will present a thorough, comprehensive review of all local developments occurring during the past 24 hours in New York.

—PENNSYLVANIA—
PITTSBURGH—Leo Kaye, who joined KDKA's production staff last June following his discharge from the Army, has resigned to take up free lance radio and motion picture work in Hollywood, Calif. . . . Lee Phillips has returned to the WCAE announcing staff after receiving his discharge as a pilot from the Army Air Forces. . . . PHILADELPHIA—The FM station of KYW is now operating on the both old and new frequencies of 45.7 and 100.3 megacycles, respectively, seven days a week from 3:00 to 9:00 p.m. . . . The new voice heard over KYW belongs to Gene Graves, formerly of WIBG, who replaces announcer Bill Harvey, resigned. . . . Kathleen Sauerbrey, has joined the staff of KYW's program department, replacing Chrissie Cook as typist.

—OREGON—
PORTLAND—Oregon's Senator Guy Cordon, Ralph H. Laver, national director of employment of the American Legion; Donald Anderson, poster boy of the National March of Dimes program; Mrs. Cora Pertle, Red Cross official handling relief work in the recent Willamette Valley flood, and Ben Heinz, director of Portland Traffic Safety Commission, are some of the people recently presented over the KEX-produced daily news show, "Northwest Today," broadcast every weekday afternoon at 4:15. The program, under the direction of Bob Thomas, KEX news editor, features live and film-recorded interviews and dramatizations of people of the Northwest who are in and making the news. If the persons or events cannot be presented from the KEX studios, the news staff covers with the use of its new film-recording equipment at some period prior to broadcast time.

Gould Leaves WLIB

Paul Gould has resigned as station manager of WLIB, Brooklyn, it was announced over the weekend. He will be associated with Elias Godofsky, former president of the station, as principals in a new metropolitan FM station. Application for a CP was filed with the FCC last year. Gould has set up offices at 26 Court St., Brooklyn.

At WLIB, general manager Edgar H. Twamley announced that he will take over Gould's former duties at the station.

Send Birthday
Greetings To—

Jan. 15

H. S. Goodman Alvin Robinson
Thomas B. Smith Kathleen Wilson

AGENCIES

LES H. FORMAN, for many years importantly associated in the publicity, promotion and public relations activities of the radio industry, has been named to head the new department of publicity-promotion organized by the North Central Broadcasting System and the Mississippi Valley Network. The announcement, issued by John W. Boler; president of the network, stated that personnel of the new department will make their headquarters in the Chicago offices of the organization, which also maintains branches in St. Paul and New York.

BAKELITE CORPORATION, a unit of Carbide and Carbon Corporation, has elected Allan Brown vice-president of the organization in charge of advertising and public relations.

CONRAD RAZOR BLADE COMPANY, through John A. Finneran, Inc., plans to use radio among a goodly list of other media in its forthcoming advertising campaign.

CAL WINERY has engaged Allen Krohn Company to prepare its advertising. Radio spots have been included among the media to be used.

HOROWITZ - MARGARETAN PASSOVER WINES, a new product of the Horowitz organization, will be publicized during 1946 in a campaign prepared by the M. Keilson Company.

NORRIS D. KONHEIM, recently discharged from the Navy, has joined Robert Holley and Company, Inc., as account executive. Konheim previously was associated with the advertising department of Warner Bros. Pictures, and was advertising manager of Robbins Music Corporation.

Gov't Of Saskatchewan Seeks Moose Jaw Station

(Continued from Page 1)

station would require approval of Federal authorities.

The Saskatchewan C.C.F. Government has virtually abandoned the idea of organizing a daily newspaper, therefore it desires more than ever, to have a radio publicity outlet.

Research-Sales Promotion

Overseas veteran with 7 years radio trade press experience desires connection with network, station, agency or rep firm. Experienced in research, editorial work, sales promotion, production and copy.

Write RADIO DAILY, Box 110,
1501 Broadway, New York 18,
N. Y.

AVAILABLE

Salesman, veteran, 33 years old, college, seven years spotless record in sales, sales management and sales promotion. Excellent references. Write Radio Daily, Box 113, 1501 Broadway, New York 18, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 11

NEW YORK, N. Y., WEDNESDAY, JANUARY 16, 1946

TEN CENTS

Start Clear Channel Meet

Govt. Int'l Radio Plan Hurt By AP News Ban

The United States State Department's international information officials are making no secret of their concern over the decision of the Associated Press to discontinue furnishing the department with news for dissemination abroad. It may mean the dropping of their plans to use short-wave radio. They have no indication that a similar course will be followed in the near future by the United Press

(Continued on Page 7)

Canada Dealers Face Scarcity Of New Sets

Montreal—Canadian Radio dealers, both retail and wholesale, are facing the same shortage of new sets of all types as those in the United States, with little prospect of any sizable flow of merchandise becoming available for the next six months, a recent survey shows. Independent retailers and radio departments in the larger department stores are virtually with-

(Continued on Page 8)

Eleven Applications Made For AM Power Increases

Eleven applications for increases in power were announced this week by FCC. In addition, FCC reported seven applications for construction of new FM stations and one Standard station.

Power increases were requested by the following: Connecticut Radio

(Continued on Page 7)

Murphy Named CBS Vice-Pres.

Adrian Murphy, who was head of CBS' television until 1942 when he entered the Army, returned this week as a vice-president and general executive of the network, president Frank Stanton announced. As a lieutenant colonel in the Signal Corps, Murphy took over William S. Paley's job in Europe, when the latter returned last year.

Murphy is a pioneer in color television, and an expert on high frequency, having participated in several of these projects with Signal Corps engineers. Television will be one of his chief management responsibilities at CBS.

Seven Web Shows Win Educational Awards

The NBC Symphony series, "You Make the News," "Teen-Timers Club," and "Let's Pretend" have been chosen winners of the annual radio awards presented by the American Schools and Colleges Association, for the

(Continued on Page 2)

Chicago's Mayor Kelly To Do WMAQ Series

Mayor Edward J. Kelly of Chicago on Friday, Jan. 25 will begin a weekly series of 15-minute broadcasts at 9:45 p.m. over WMAQ. He will discuss current city problems, such as the city budget, housing, crime and

(Continued on Page 8)

Argument Centers On Service To Rural Area

Washington Bureau, RADIO DAILY
Washington—Clear channel hearings opened before the FCC, with the nation's rural radio listeners the principal bone of contention between opposing groups.

Spark to opposition arguments was the report on "Attitudes of Rural People toward Radio Service" prepared by the Department of Agriculture's Bureau of Agricultural Economics for FCC. The lengthy report, already reported by RADIO DAILY, showed startling listening habits of rural population, including some criticism of pres-

(Continued on Page 6)

Electrical Union Strike Real Threat To Radio

Production of radio tubes, receivers and other equipment vital to the industry, will be sharply curtailed should there be an extension of the strike of 200,000 electrical workers called yesterday at the 79 plants of Westinghouse, General Electric and General Motors. Approximately 13,300 workers are affected in the New York area alone. Of the total num-

(Continued on Page 7)

'Nite Club Revue' Set For REC Luncheon Meet

The managers of the New York stations will present "The Nite Club Revue of Manhattan" at the Radio Executives Club luncheon tomorrow at the Roosevelt Hotel at 12:30 p.m.;

(Continued on Page 2)

★ ★ BALLOT BEARERS ★ ★



Carrying more than 1,000 ballots in RADIO DAILY's certified poll to select the nation's "All-American Radio Program for 1945," Ilse Fehrs and Eleanor Cullen of the Ross Federal Research Corp., yesterday delivered most of the completed questionnaires to RADIO DAILY offices. Returns represent the balloting of newspaper men and women in every section of the U. S.

Fast Work

Ten minutes after the conclusion of ex-Prime Minister Churchill's press interview with reporters and newsreel men upon his arrival Monday night on the "Queen Elizabeth," WOR-Mutual was on the air with a 15-minute transcribed broadcast of the occasion, 10:15 to 10:30 p.m. Dave Driscoll, WOR's news and special features director, was on hand with a portable mike.

Vet Helper

On his Sunday noon program over WJZ-ABC, Ex-Mayor LaGuardia read a letter from a 39-year old war veteran who had "tramped the streets since October looking for work." The vet had four years Army service, 23 months overseas, and pleaded for aid. Ten minutes after the broadcast, LaGuardia got a call from an executive of Hearn's Dept. Store, offering the vet a job.

To-Day—1054 Certified Votes—"All American Radio Program of 1945"



Vol. 34, No. 11 Wed., Jan. 16, 1946 Price 10 Cts.
 JOHN W. ALICOATE : : : Publisher
 FRANK BURKE : : : : : Editor
 MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Tues., Jan. 15)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	194	193	193 3/4	+ 3/4
CBS A	46 1/2	45 1/4	46 1/2	+ 1/2
CBS B	45	45	45	+ 1/2
Farnsworth T. & R.	19 1/2	19 1/8	19 1/4	...
Gen. Electric	49 1/4	48 3/8	48 5/8	- 1/4
Philco	46 7/8	46 1/8	46 7/8	+ 1/8
RCA Common	18 1/2	18 1/8	18 1/8	- 1/8
Stewart-Warner	24 7/8	24	24	- 5/8
Westinghouse	38 5/8	38 1/8	38 3/8	+ 3/8
Zenith Radio	42 5/8	42	42	...

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net. Chg.
Hazeltine Corp.	22 7/8	22	22 1/4	+ 1
Nat. Union Radio	9 7/8	9 5/8	9 3/4	+ 1/8

OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	9 5/8	10 3/8		
Stromberg-Carlson	24 1/2	26		
WCAO (Baltimore)	34			
WJR (Detroit)	32			

ABC Opens New Series On WRGB Friday Nights

"Topsy Turvy Quiz," a half-hour television audience participation show, began a four-week series last week over WRGB, Schenectady, it was announced yesterday by Paul B. Mowrey, head of the television department of the American Broadcasting Company, and Charlie Basch, of Basch Radio Productions. Program is heard Fridays from 8:30 to 9 p.m. Although unsponsored, the show is supplied by gifts to contestants from manufacturers who provide, Gruen watches, Ronson Lighters, Botany All Wool Bathrobes, Fownes Gloves, No-fade Shirts, Adam Hats, and several others.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

PORTLAND, OREGON

REPRESENTED BY EDWARD PETRY & CO.

Certified Poll Preview

The "Telephone Hour" appears to be the favorite "commercial" program in the Cleveland area, according to reports from Ross Federal Research organization which is conducting RADIO DAILY's certified poll to pick the nation's "All-American Radio Program for 1945." Bob Hope and Fred Allen are running close in the comedian classification and "Information Please" ranks first in quiz show popularity. In the popular musical show category, "Hit Parade" and Fred Waring's orchestra appear to be the leaders.

Cleveland

Seven Network Programs Win Educational Awards

(Continued from Page 1)
 greatest contributions to "education and public interest," Kenneth J. Beebe, president, announced. Awards were made also to producers Ed Byron, Milton Krents, and Lester Weinrott; writers Norman Corwin, Morton Wishengrad, and Arnold Marquis; and directors Anton M. Leader, Frank Papp, and Homer Fickett.

The NBC Symphony was voted tops among cultural programs "for overall contribution to raising cultural levels." Honorable mention was awarded "Eternal Light." MBS' "You Make the News" won in the news-drama category "for impartial, analytical and entertaining presentation of the making of news events," with an honorable mention to "Headline Editions" on ABC. "Teen-Timers Club" was named best program for the secondary school age group "for good, clean entertainment used as vehicle for straight colloquial talks on tolerance." CBS' "Let's Pretend" took first place in the primary school age group as an "excellent children's fantasy."

The judges' panel consisted of Dr. Paul Anderson, president, Pennsylvania College for Women; Erik Barnouw, of Columbia University; Prof. Robert Emerson, New York University; Dr. Frank Kingdon, commentator and former president of Newark University; John MacVane, NBC war correspondent; and Sid Weiss, of RADIO DAILY.

WNEW To Air Tribute

A tribute to the late Edward B. Marks, "They All Sang," featuring the Cuban composer Ernesto Lecuona, will be aired by WNEW Jan. 20, 4-4:30 p.m., EST. Joe Howard, "Gay Nineties" composer will sing his own compositions, and Lecuona will play his famed "Malaguena." Merle Pitt will direct the music.

AVAILABLE! NEW YORK ONLY!

Radio commercial writer now with Chicago agency. 3 years radio experience (AM & FM)—2 years agency. Original, versatile.

Box 114, RADIO DAILY
 1501 Broadway, New York, N. Y.

'Nite Club Revue' Set For REC Luncheon Meet

(Continued from Page 1)
 The all-entertainment program will feature acts from the most prominent clubs in the city. Ralph Weil, general manager of WOV, is chairman of the arrangements committee which includes Joe Seiferth, of WJZ; Art Kemp, McCann-Erickson; Craig Lawrence, WHOM; John McNeil, WJZ, and Bill Schroeder, WINS.

Among the entertainers who will appear are Maurice Rocco, of the Zanzibar; Vera Massey, of Ruban Bleu; Eddie Condon and his band, and others.

WOR's Hoffman Honored By Booksellers League

William Hoffman, a member of the sound effects department of WOR, and co-author of the book "Radio Sound Effects," will be guest of honor tonight with Jack B. Creamer, author of the "Handy Household Manual," at the annual dinner of the Booksellers League of New York at the Fifth Avenue Restaurant. Both books are published by Ziff-Davis. Hoffman will demonstrate some of the sound effects of the airwaves and their importance to dramatic effect. Creamer is known to radio audience as "The Handy Man."

FOR SPECIAL WASHINGTON COVERAGE

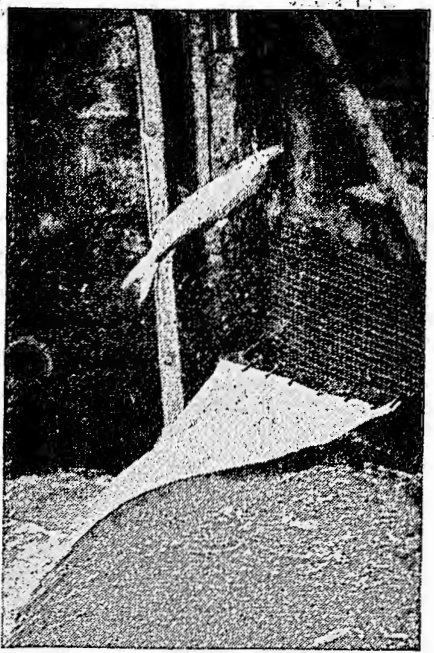
Follow the Crowd

TO...

U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies



Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fightin' species for you. And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

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

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Look for it in



the first ad of a new campaign to build a bigger audience for ABC

If it's laughter you're after . . .



Listen to ABC

AMERICAN BROADCASTING COMPANY

Breakfast in Hollywood
The best-liked program in the morning on any network—Monday through Friday. Tom Breneman, Hollywood's genial M. C., gives orchids to lovely old ladies during a merry half-hour. (Ivory Flakes and Pep)

The Breakfast Club
People get out of bed and cheer for this good-natured show. It's got comedy, songs, music—and Don McNeill! A favorite for 12 years. Mornings, Monday through Friday. (Philco and Swift's Premium Ham and Bacon)

Alan Young Show
Alan wasn't voted radio's brightest new star for nothing! He's good! He's terrific! In fact, he's nuts! Madcap comedy every Tuesday evening. (Sal-Hepatica and Minit Rub)

B.F. Goodrich
Detect and Collect
Radio's newest, funniest quiz show tickles your ear drums, keeps you guessing. Fred Uhl is M. C. Tune in for laughs and surprises this Thursday evening. (B.F. Goodrich)

Lum 'n' Abner
A 14-year success! Lum 'n' Abner keep folks from 7 to 70 chuckling at the latest goings-on down in Pine Ridge. Hear them evenings, Monday through Thursday. (Alka-Seltzer and One-A-Day Vitamins)

Glamour Manor
Hilarious fun with Cliff Layette. Night-time comedy plus oodles of laughs. (Alka-Seltzer and One-A-Day Vitamins)

NO MATTER how you like your humor—subtle, slapstick or sophisticated—there's fun on the air for you when you listen to your ABC station.

And more than fun, too! You'll find top entertainment of every kind—Guy Lombardo; *Sunday Evening Hour*; *The Theatre Guild on the Air*; *Walter Winchell*; *The Boston Symphony*; *Ladies, Be Seated*; *The Metropolitan Opera*—a long, long list of worth-hearing shows for every member of the family, young or old.

That's why so many millions can lie from coast to coast are sections dials to American Broadcasting stations today. And more and more that lies everywhere are learning that way to enjoy radio at its best at listening to ABC day and night.

Why more leading companies are advertising on ABC today
Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC, another costs 28.7% more. Yet ABC's 195 stations reach 22 million families who have 92% of the nation's spendable income. If you are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

A hot tip to time buyers



Notes From An Aisle Seat...!

• • • Willard Alexander reported buying the Wm. Morris band dep'tHildegard planning to take her show to the coast for four weeks in Feb. Not only due to lack of big name gueststars available here, but she also will do some guest shots herself out there.....Sylvia Sidney's next will be Don Loper, the dance director, according to her pals here..... Pres. Truman refused the urging of onlookers at his last radio talk to take a glass of water because he didn't want to run overtime. He used up 29 minutes and 29 seconds, which is a lot better timing than many a big-timer.....Bobby Clark's "Would-Be Gentleman" hanging up the SRO sign every nite since it opened. Radio's Ann Thomas has the femme comedy lead.....Kenny (Sen. Claghorn) Delmar was talking about his educational accomplishments the other noontime at Toots Shor's. Said he had picked up a little Latin in high school—but nothing came of it. She married some other guy....."Story Digest," a new pocket-sized fiction digest mag, will hit the stands early in Feb. under the banner of Henry Steeger, head of Popular Publications.....Bill Stern's "My Favorite Sports Stories," published by Mac Davis Features, due out next month.



• • • If history repeats itself, then the Brown Dots are a cinch to hit the Big Time. They were organized by Deek Watson, the lad who spark-plugged the Ink Spots. They're managed by Moe Gale, who piloted the Inkies and they're publicized by Al Wilde, the wise old owl, who pushed the Ink Spots over the rocky road of newsprint into the limelight. Now comes the final touch. They've inherited the Mon. and Wed. 4:30 time slot via ABC that the Inkies held down while they were in the struggling stage.



• • • Frances Rockefeller King writes in wondering where Nellie Revell is and how she can get in touch with her. Nellie is at the Hotel Flandèrs in N. Y., in case any more of her legion of pals want to drop her a line.....Deems Taylor, the man who touts the classics on the RCA Victor show, claims that swing music is making America a country of musical illiterates. He describes a musical illiterate as a person who doesn't know the difference between Beethoven's Seventh and Manville's Eighth.....19-year-old ex-Air Forcer, Jimmy Lipton, is the most talented newcomer to hit N. Y. in many a kilocycle, in the opinion of Y. & R.'s Eleanor Kilgallen, who should know.....Herb Shriner has a midget friend who's finally found a room. Only drawback is that he's gotta share his quarters with a ham-on-rye in the Automat.....Evelyn Knight guesting on "Contented Hour" on the 21st.....Bill Zuckert out of the Navy after 19 months in New Guinea and back in civil life and radio again..... Robert Q. Lewis thinks that Fiorello's pet parlor game must be potcheesi.....When "Blind Date" goes off the air this Friday, two of the girls who helped build the show will be the blind dates. They're Amzie Strickland, Tom Wallace's former ass't, and Louise Froiland, his current Gal Friday.....Lt. Bernie Bloom out of the army and anxious to get back into the sports announcing field where he left off five years ago. Prior to the war, he called the plays on WBYN and KALB, La. He's a former NYU three-letter star and made the quarterback position in Grantland Rice's 1936 All-American selections.....Milton Robertson putting the finishing touches on his original two-hour program to be presented at Mad. Sq., March 5th, tagged "That We May Live."



• • • Howard Dietz and Arthur Schwartz once accepted a radio job that kept them turning out a new song every day for 39 weeks. A pal wanted to know if that didn't take an awful lot out of them. "It sure does," replied Dietz, "but it also takes a lot of Bach, Beethoven and Brahms."

LOS ANGELES

By RALPH WILK

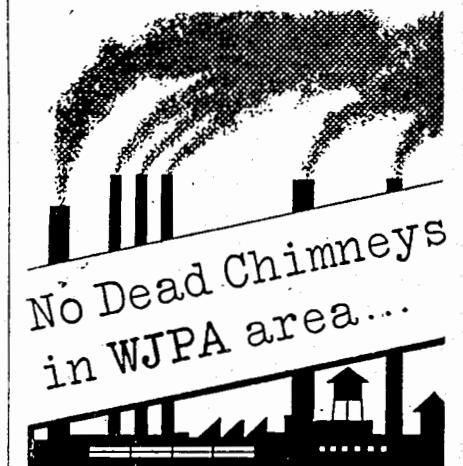
DINAH SHORE'S singing debut in a cartoon film is due sometime in January. The NBC singer has a strong vocal role in Walt Disney's "Make Mine Music," in which he again combines live actors with cartoon characters.

Comdr. Eddie Peabody, the Banjo King, has received his honorable discharge from the Navy and has returned to his pre-war post as a regular on the Saturday night Alka-Seltzer National Barn Dance broadcasts.

Kay Kyser's new girl warbler, Peggy Ann, has just been signed to make platters for Columbia Records. She will sing exclusively with Kyser's "College of Musical Knowledge" band.

Jimmy Wakely has begun the transcribing of all songs owned by the star which have been used in his Monogram pictures, for inclusion in C. P. MacGregor's Hollywood radio library service. Deal includes a total of about 50 western songs, most of which have been written by Wakely himself.

Another eligible bachelor lost to the Hollywood femmes is KFI announcer George Dvorak. Dvorak was married to Jean Sharp at the Hope Lutheran Church on January 9.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass... NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, JOHN LAUX, Managing Director, New York, Chicago, San Francisco, Los Angeles.

- WSTV - Steubenville, O.
- WFPG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



REACH THESE 2 PROFITABLE MARKETS..

WEST EASTON PENNSYLVANIA

Phillipsburg, New Jersey

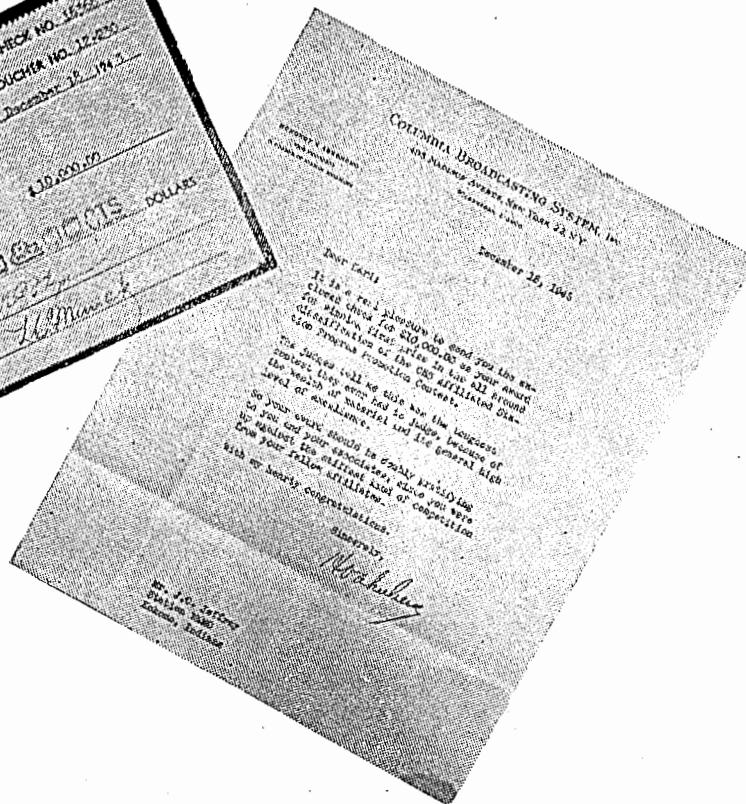
WAZL HAZLETON PENNSYLVANIA

Phillipsburg, New Jersey



Represented by

RADIO ADVERTISING COMPANY



WKMO

Biggest Little Station Wins "Biggest Show In Town" Award

OF COURSE we were thrilled to win the \$10,000 top prize,—but, honestly, we weren't too surprised. We *knew* we had done a good job of promoting "The Biggest Show In Town" because it's the kind of a job we're doing 365 days a year.

We believe it's our job... we believe it's "in the public interest" to tell our folks about the programs and people they hear on their favorite radio station. (see Conlan survey.)

We believe, too, that it is a part of our contract with WKMO's advertisers, to back up their program dollars with our promotion dollars for maximum results.

So—a special campaign paid off for us... just as our regular promotion efforts are regularly paying off for advertisers who reach the rich, responsive WKMO audience in the Heart of Indiana.

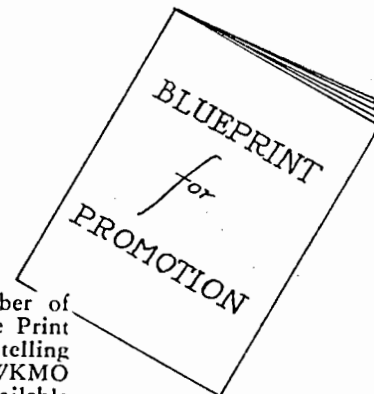
Thank You

CBS—for the \$10,000

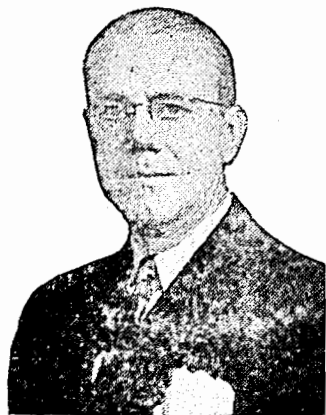
The Judges—
for recognizing merit

Our Staff—
for a job well done

John Carl Jeffrey
General Manager



A limited number of brochures "Blue Print for Promotion" telling the story of the WKMO campaign are available while they last.



WKMO

KOKOMO
IN THE
HEART OF
INDIANA

For further information write or wire John Carl Jeffrey, Gen. Mgr. WKMO; or Howard H. Wilson Co.; New York—Chicago—San Francisco—Hollywood—Seattle.

Start Clear Channel Meet

Agriculture Dept. Listener Report Draws Fire

(Continued from Page 1)

ent programming by clear channel stations.

Louis G. Caldwell, attorney representing the Clear Channel Broadcasting Service and several individual stations, objected to inclusion of the report in the record on the theory that it was in violation of the Communications Act.

Testimony that the "average clear channel station is governed by urban tastes," was offered by John C. Baker, chief of the radio service of the Department of Agriculture. Stating that the "overall program structure" of clear channel stations is pointed at urban, rather than listeners, Baker said:

Sees Urban Taste Paramount

"In its over-all program structure, the average clear channel station is governed by urban tastes, whether the programs are produced locally or taken off the network. Its methods of audience measurement, for the most part limits its sampling to city people. So it is not surprising that the rural audience study of last summer indicated program preferences on the part of rural people which are at considerable variance from the program offerings of a typical station, clear channel or otherwise."

Caldwell said the survey was "inaccurate," and did not give a fair picture of the rural listener.

Inclusion of the report in the record was given importance because the clear channel group has presented itself as a defender of the rural listener and any curtailment in clear channel service would mean a "radio blackout" of such listeners.

Baker Accuses Networks

Baker accused two major networks of "indefinite delays" in furnishing figures on farm program coverage to the Department of Agriculture. His charge drew the first concerted interest of the members of the FCC during the hearing. Questioning led by FCC Chairman Paul Porter into what Porter termed the "demise and partial resurrection" of NBC's "National Farm and Home Hour," drew from the witness the statement that the nets stalled in furnishing extent of coverage of farm programs.

Asked by Porter and other Commission members to give the number of stations using the "National Farm and Home Hour," both on a commercial and sustaining basis, Baker

said he was "unable" to furnish a complete list. Asked by Commissioner Durr if this meant NBC had "turned him down," Baker replied that he had been "turned down in the sense of indefinite delay." He said he had met with similar difficulty in discovering the coverage of ABC's "American Farmer." Caldwell assured the Commission he would supply the figures.

The FCC also called for a complete case history on the "National Farm and Home Hour" from its creation as an hourly program, six days a week, to its present 30-minute broadcast only once a week.

KYA President Heard

Bartley C. Crum, President of KYA, San Francisco, Calif., told the clear channel hearing that the "status quo cannot be maintained without great and uncompensated detriment to the public convenience, interest and necessity." Crum's testimony before the FCC in a packed Department of Labor Auditorium was sandwiched between intense cross-questioning of a Government research expert by Caldwell, Dr. Angus Campbell, assistant head of Program Survey, Bureau of Economics, Department of Agriculture.

Dr. Campbell testified on the sampling methods used in the survey of rural listening habits made by the Department of Agriculture at the specific request of the FCC.

On the stand during both the morning and afternoon sessions of the hearing, Dr. Campbell sought to counter Caldwell's repeated assertion that the survey was "biased."

Caldwell attempted to show that questions asked of the rural population were "slanted" to bring out the worst of present programming while "playing down" the good. According to the Census Bureau's definition, there are about 50,000,000 rural citizens in the country—more than one-third of the population of the United States.

Calling for a "liberal revision" of present clear channel rules, Crum said:

"An honest appraisal of the situation makes it clear that the status quo cannot be maintained without great and uncompensated detriment to the public convenience, interest and necessity."

Calls Rural Area "Underprivileged"

The West Coast radio station owner maintained that there is no substantial interference with the signal of a dominant clear channel station on the East Coast by a regional station on the West Coast operating on the same frequency.

In a statement issued before the hearing, Edwin W. Craig, of WSM, Nashville, said: "So far as radio is concerned, rural listeners are already underprivileged, and they stand to gain little from television or frequency modulation with their limited coverage. Urban listeners, however, already receive excellent and varied radio service, and at signal strength 20 to 80 times stronger than the farm-

er. Furthermore, only 37 per cent of the area of the United States is now receiving a primary daytime service, and only 57 per cent a primary night service.

"To jeopardize the inadequate service now received by the farmer by turning over clear channel wave lengths to regional or new stations for city use would, in my opinion, represent a colossal social blunder." Craig called on the FCC to "halt these periodic raids on clear channel service." He said the "raids" are often "instigated" by persons and stations "disinterested in rural America."

Baker's testimony, however, indicated that the clear channel group was not quite the staunch defender of the rural listener as Craig made out.

Noon Listening Heavy

"Most of these farm programs," he said, "are presented early in the morning, which tucks them neatly out of the way of most city listening. There is considerable evidence that more farm people, in total, listen to their radios at noon. Admittedly the farm audience is diluted by city listeners at noon. But it would seem that the city audience, when it is available, is to be preferred to the farm audience by most clear channel stations."

Baker conceded, however, some improvement in program service from clear channel stations in recent years.

"The clear channel stations," he said, "are doing more to render a program service suited to the needs of rural listeners today than they did ten years ago, five years ago, or two years ago. Their principal improvement, in rural programming, has been in the field of farm information; not alone in scheduling time, but in hiring farm program directors and giving them the financial, physical, personnel and moral support to enable these men to develop program services that would be of assistance to farm families."

Makes Two Suggestions

Baker listed two principles which he claimed were pertinent to the issues raised at the hearing:

(1) Radio service is and should be recognized as a right of every person in the United States and its territories. The FCC should make such changes in its rules and allocations as may be necessary to extend satisfactory radio coverage to all people, under the American system of broadcasting.

(2) Rural peoples have special

'Farm-Home Hour' Of NBC A Bone Of Contention

needs, which should be taken in account by FCC in discriminating between applicants for power and frequency. As custodian of the public radio frequencies the FCC should undertake to grant licenses to those who will provide the most helpful service to rural listeners, in whose interest the special channels and power are allocated.

Caldwell Hits Exhibits

Caldwell made constant objection to inclusion of first exhibits of the FCC and most particularly to the Agriculture survey of rural listener

He stressed that the first exhibit showing coverage areas of Class 1A 1B and 2 stations did not give a full picture. FCC witnesses however, said the maps were not intended to give full picture.

Caldwell represented the following at the hearing:

Clear Channel Broadcasting Service, including Agriculture Broadcasting Service (WLS); A. H. Belo Corp. (WFAA); Atlanta Journal Co. (WSB); Carter Publications (WBAP); Central Broadcasting Co. (WHOM); Courier Journal and Louisville Times (WHAS); Crosley Corp. (WLW); Earle C. Anthony, Inc. (KFI); Loyola University (WWL); National Life and Accident Insurance Co. (WSM); Southland Industries (WOAI); Stromberg-Carlson Telephone Mfg. Co. (WHAM); WCAU Broadcasting Co. (WCAU); Westinghouse Radio Stations, Inc. (KDKA); WGN, Inc. (WGN) and WJR, the Goodwill Station (WJR).

Many Witnesses Testify

Witnesses for the first day's hearing included, besides those already mentioned, H. Underwood Graham, Engineering Dept. of FCC; Dallas Smythe, chief economist of FCC; Dr. R. Likert, head of the Division of Program Survey, Bureau of Economics of the Dept. of Agriculture; Dr. Angus Campbell, assistant head of the same division; Dr. M. L. Wilson of the Extension Service of the Dept. of Agriculture; Russel Smith, legis-

(Continued on Page 7)

Have a home economist on your staff to create programs for food accounts, household equipment, etc.; experienced; has written and broadcast programs for major radio station with national hook-up; interested in Chicago only. Write Radio Daily, Box 101, 1501 Broadway, New York 18, N. Y.

Send Birthday Greetings To—

Jan. 16

John B. Kennedy Joe McMichael
Ethel Merman Irving Mills
Albert Morgan Babs Ryan
Charles Stark

NEED HELP?

Man with 15 year background in radio—publicity, promotion and programming—seeks position in New York City. Highest references.

Box 115
Radio Daily, 1501 Broadway,
New York 18, N. Y.

Opens Hearings On Clear Channels

(Continued from Page 6)

The secretary of the National Farm-Union. Caldwell sought to attach significance to the delay in the issuance of the Department of Agriculture report and also stated that some of the questions were left out of the report. The question brought the statement of FCC Chairman Paul Porter asking Caldwell if he were "inquiring into the bureaucratic process" and "digging for a suppressed document."

Wilson Testifies

Stating that clear channel stations had cut many of their programs to avoid national and urban issues, Wilson said:

"The coverage and services of a clear channel station might be compared to the circulation and services of a large Metropolitan daily newspaper; read not only in the city and suburbs, but also in rural areas within a radius of several hundred miles. Recognizing the potential and social value of such influential, widely circulating dailies, we must at the same time understand the necessity for the more localized services provided by the small city and village daily and weekly newspapers. By a large, rural people are more dependent on these localized services than on the more generalized approach." He then made two suggestions:

Two-Point "Solution"

(1) The FCC should allocate frequencies in such a way as to provide farmers with at least equal access to radio. Any such plan should consider the special needs of the farm people for radio service. These special needs will require stations with adequate power and suitable time to reach all farmers with a fairly complete flow of locally usable information, in the local as well as the general or clear channel field.

(2) To the extent the broadcasters are not providing suitable and dependable time for farm service programs, the FCC should set rules or agencies on the clear channel and the local stations.

"I cannot see," he said, "why farmers or we who need radio to reach farmers, must continue to depend on the time that is left over and cannot be used as choice listening time."

Hearing To End Thursday

Indication that the clear channel group might dangle the beauties of FM broadcasting before the FCC as a possible substitute for extensive clear channel cuts was seen in questions asked by Caldwell.

Some fireworks are expected, too, when the clear channel group introduces its own survey of rural listeners in rebuttal to the study made by the Department of Agriculture at the request of FCC.

The hearing is scheduled to end Thursday to make way for FCC's coming into the FM channeling, scheduled into the opening again by a petition submitted by the Zenith Corp.

★ AGENCY NEWSCAST ★

INTERNATIONAL TELEPHONE & TELEGRAPH CORP. and their subsidiary, Federal Telephone and Radio Corporation, announce the appointment of Ruthrauff & Ryan, Inc., as advertising agency.

LT. CLAIR C. CALLIHAN, Jr., USNR, formerly chief of the announcing staff of KSD, has joined the Radio Department of the Olian Advertising Co., Chicago office.

FRANK FORD, late of the U. S. Naval Reserve, has joined the service staff of Federal Advertising Agency.

AMERICAN LOCOMOTIVE COMPANY announces the association of George Mason, A. U. S., as director of information and public relations.

NBC Sets Kaufman, Meyers In New Press Dept. Posts

Appointment of Samuel Kaufman as feature editor and exploitation director, and Leonard D. Meyers as music editor has been announced by Sydney H. Eiges, manager of the NBC Press Department.

In his new post, Kaufman will continue editorship of the Transmitter, the magazine devoted to NBC station activities. Meyers will handle publicity for the NBC Symphony in addition to other musical programs.

Following earlier experience on the New York Times and the Bronx Home News, Kaufman has covered broadcasting continuously since 1927 when he joined the radio staff of the New York Herald Tribune. He joined NBC in March, 1942, as editor of the NBC Transmitter, and shortly thereafter added the music editorship to his duties.

Meyers joined the NBC Press Department in October, 1942, as a staff writer, and has been with the company since, except for his tour of duty with the U. S. Navy in 1945. He formerly was associated with Constance Hope Associates and the Metropolitan Opera Association.

Guest Stars On WOV

Some of the top entertainers from the music world have been brought to the WOV microphone by Fred Robbins since he took over as conductor of the "1280 Club," heard nightly, from 7:30 to 10 p.m. Among the stars heard as guests on the show have been: Woody Herman, Jean Sablon, Duke Ellington, Charlie Spivak, Eddie Condon, Buddy Rich, Tony Pastor, Mary Lou Williams, Ella Fitzgerald and Lionel Hampton.

Special Children's Show

Columbus—F. & R. Lazarus & Co., department store, is sponsoring a "Hi-Jinx Show" over WCOL, that city, starting Saturday morning, Feb. 2, to provide a radio outlet for high-school youngsters with talent. Show will originate in the store.

HARRISON F. ANDERSON, former director of public relations of General Mills, Inc., has been named director of informational services of the Brand Names Research Foundation, Inc. Anderson left General Mills to serve as lieutenant commander in charge of the production aids branch to the aircraft production division of the Navy Bureau of Aeronautics. During the brief period between leaving the Navy and assuming his post with Brand Names Research Foundation he was associated with Fisher Body Division, General Motors.

VICK CHEMICAL COMPANY, New York, has placed a Spring spot announcement campaign on CKNW, New Westminster, B. C. The business was placed through Morse International, New York.

Eleven Applications Made For AM Power Increases

(Continued from Page 1)

Foundation, New Haven, Conn. (WELI) from 1 kilowatt day and 500 watts night to 1 kilowatt day and night; The Community Broadcasting Co., Toledo, Ohio, (WTOL) from 250 watts to 5 kilowatts; Jack W. Hawkins and Barney H. Hubbs, Pecos, Texas, (KIUN), from 100 watts to 250 watts; Montgomery Broadcasting Co., Inc., Montgomery, Ala., (WSFA), from 1 kilowatt day and 500 watts night to 1 kilowatt day and night; Henderson Radio Corporation, Henderson, N. C., (WHNC), from 250 watts to 1 kilowatt; Coastal Broadcasting Co., Brunswick, Ga., (WMOG), from 250 watts day and 100 watts night to 250 watts day and night; Courier-Post Publishing Co., Hannibal, Mo., (KHMO), from 250 watts day and night to 5 kilowatts day and 1 kilowatt night; John B. Cooley, Ethel H. Cooley and Carroll W. Baker, doing business as Minot Broadcasting Co., Minot, N. D., (KLPM), from 1 kilowatt day and night to 5 kilowatts day and 1 kilowatt night; Los Angeles Broadcasting Co., Los Angeles, Calif., from 1 kilowatt to 5 kilowatts; Amarillo Broadcasting Corp., Amarillo, Texas, (KFDA), from 250 watts day and night to 5 kilowatts day and 1 kilowatt night; Liner's Broadcasting Station, Monroe, La., (KMLB), from 1 kilowatt day and night to 5 kilowatts day and 1 kilowatt night.

FM filings included: Unity Broadcasting Corp. of Tenn., Chattanooga, Tenn.; Cape Fear Broadcasting Co., Fayetteville, N. C.; Independence Broadcasting Co., Philadelphia, Pa.; KCMO Broadcasting Co., Kansas City, Mo.; Luther E. Gibson, Salinas, Calif.; Airplane and Marine Instruments, Clearfield, Pa.

Application for construction permit for new AM station was made by Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, W. T. Saunders, Spencer J. Scott and Oswald G. Wolf, Austin, Texas.

Govt. Int'l Radio Plan Hurt By AP News Ban

(Continued from Page 1)

or the International News Service, but are extremely worried over the possibility.

Particular exception is taken, according to John Howe, assistant to Assistant Secretary of State William Benton, to AP's implication that the department's proposed news handling would reflect upon the objectivity of private news gathering agencies which serve it. Benton has emphatically denied this, insisting that the fears are groundless, that the Government is not planning a competitive service and that Government commentators will be just as objective as those of the private news sources.

In the event the other two news services were to follow the AP lead—INS has indicated that it will wait at least until it has a chance to observe how the department handles its news—a major feature of the State Department's international information planning would die a-borning. The plans call for thousands of words daily over United States shortwave transmitters—as well as for lengthy cables and radio beamings to various department offices throughout the world.

Whether the department would bother to use shortwave for cultural programs alone without news broadcasts is uncertain—although there would be nothing to prevent the use of ace commentators without spot news service.

At the same time, the faces of Benton, and his associates are red because AP has, in effect, turned upon the department the same charges the department threw last month at Reuters, the British news agency, and which Reuters has vigorously denied.

Electrical Union Strike Real Threat To Radio

(Continued from Page 1)

ber involved, 100,000 are employees of GE, 75,000 are Westinghouse workers and 25,000 are employed in the electrical division of General Motors.

John D. Small, chief of the Civilian Production Administration in Washington, yesterday urged the electrical equipment industry to institute voluntary rationing of all deliveries during the period of the strike in order that such equipment may be so distributed as to meet emergency repair and maintenance requirements.

To Build N. E. Station

Charles S. Holbrook, recently from ABC as an account executive, has formed a partnership with Gerald Stetson and Richard Washington to build and operate a radio station in Berlin, N. H. The name of the company is the White Mountains Broadcasting, with intended call letters of the station WBNH. Coverage of the station will be designed for northern New Hampshire, parts of eastern Vermont and western Maine.

Canada Dealers Face Scarcity Of New Sets

(Continued from Page 1)

out models of any description, although a few are displaying sample receivers of both pre-war and new models.

Dealers are impatient, and consumer demand for new sets can be satisfied only with the meager supply of table or shelf models, although these are reported widely popular. Record-players or consoles are not available, and retailers attribute this to the fact that furniture, which is necessarily in great demand, is lacking to construct cabinets. In that regard, furniture manufacturers, who also build radio cabinets, are reportedly reluctant to produce sets because of the higher profits in merchandise for homes, etc. With the new ruling of the Prices Board on the "dissimilar" types of furniture, and its consequent new price ceiling, there is no inducement to turn to the less lucrative radio trade.

Batteries of all types are now in good supply, now that restrictions on zinc and chemicals are removed. Phonograph records are also selling briskly, which is considered by many dealers a strong indication of future demand for radio-phonograph combinations.

The radio repair business, on the other hand, is enjoying a heavy boom. The public is aware that new sets may be long in coming, and are consequently exercising great care of present models. To help the repair business, service shops in this and other large Canadian cities, report that the labor situation, and the fairly "adequate" supply of equipment, have made servicing much more prompt and regular.

Montreal merchants are satisfied that the first flow of new sets will be disposed of with little difficulty, and that "no advertising of any consequence will be necessary, because the public will buy quickly and ask very few questions as to designs and improvements."

Richardson Appointed Brooks' Ass't At NBC

Stanley P. Richardson, wartime director of NBC's European news staff, has been named assistant to William F. Brooks, web director of news and international relations. He will leave London shortly to make his headquarters in New York.

The European directorship will be taken over by Henry C. Cassidy, who will divide his time among the leading European capitals. Merrill Mueller, web war reporter, will become manager of the London office.

Build your daytime audience with
"HOT FROM HOLLYWOOD"

Chatter, Interviews, Dramatic Scenes on Discs. Franchises now open for 1946. Audition record on request.

T. J. VALENTINO, INC.

1600 Broadway

New York

COAST-TO-COAST

— WASHINGTON —

YAKIMA—KIT has been awarded the first prize in the northern division of the nation-wide competition among radio stations, commemorating the 25th anniversary of radio broadcasting in America. The contest was sponsored by the Packard-Bell Company, leading radio manufacturer. Edna Waugh and Vernon Cary, KIT continuity editors, wrote the script and directed the show, which dealt with the contrast in reception of important news through the years. Cast in the leading role was Robert B. Vaughan, production director; his son Robert, KIT news announcer Fred Roberts and Gene Hess, technician.

— NORTH CAROLINA —

GREENSBORO—"Here Today," a presentation of facts and analysis of facts which are of particular interest to listeners in the Magic Circle area, made its debut recently from the studios of WBIG. Commentary is presented by Carl Thompson, Jr., each Tuesday at 6:15 p.m. In his commentary he makes no effort to impose opinions, but rather to encourage the formation of individual judgments. . . . "Books and Authors," sponsored by a local book shop of Greensboro, is a regular Saturday afternoon feature over WBIG, with a quarter-hour commentary on current books and people who write them.

— INDIANA —

FORT WAYNE—Ben A. Hudelson, publicity and educational director of WOWO, has been appointed special assistant to the program director, in a recent announcement by Paul E. Mills, general manager of the station. In his new position, Hudelson will continue to be in charge of the station's educational programs, and in addition, he will, in his capacity as assistant to the program director, be in charge of special assignments brought about by the station's plans for expansion during 1946.

— GEORGIA —

ATLANTA—Charles A. Smithgall, Atlanta radio executive, has been recently elected president of the Georgia Association of Broadcasters at the annual meeting, held in Macon, Ga. At the meeting of the Georgia Association of Broadcasters, which includes twenty-seven member Georgia radio stations, plans were made to inaugurate the Georgia Radio Institute, which will be held annually. The first session will take place in Athens, Ga., in co-operation with the Henry W. Grady School of Journalism of the University of Georgia.

DO YOU NEED

An Experienced Radio News Editor-News-caster? If you do, here's what I can offer: Three years on national network as News Editor and Analyst; 17 years news on newspapers and news services. Interested in good solid station that wants to build up News for peacetime years ahead. Box No. 108, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

— NEW YORK —

NEW YORK—Stevens P. Jackson has rejoined the WMCA sales staff, after an absence of five years in the U. S. Coast Artillery. . . . Julius Joseph, Jr., has resumed his duties as media director of the Franklin Bruck Advertising Corporation, following forty-six months in the Armed Forces. . . . **BROOKLYN**—WLIB will present a new series of programs, "Report On Housing," starting Monday, Jan. 21. The new weekly program will feature latest news and developments on housing and building.

— PENNSYLVANIA —

PHILADELPHIA—Frequency Modulation broadcasting is on its way to a new high in the Philadelphia area, according to Leslie W. Joy, general manager of KYW, who recently announced plans that call for expansion at the Westinghouse station. One of the first stations in the Philadelphia area to operate simultaneously on both the old 45.7 mc. frequency and the new 100.3 mc., KYW-FM will continue this dual frequency operation until further notice from the FCC. The antenna installation for the new FM channel consists of a single element which is a folded dipole, 336 feet above sea level, mounted on top a mid-city building. The installations, made by KYW engineers, under the direction of D. A. Myer, technical manager of Westinghouse Radio Stations, Inc., are only temporary and will be replaced as soon as other equipment is available.

— CALIFORNIA —

OAKLAND—John K. Chapel, chief of the news bureau at KROW, has inaugurated a special service for Bay Area listeners. With two special telephones installed in his news booth, Chapel devotes an hour each morning to answering listeners' queries concerning troop and ship movements, where certain units are located and when families may expect their service members home. . . . **LOS ANGELES**—Wes Mears, announcer, has returned to the KFI announcing staff after spending 32 months in the Navy.

NBC Official Speaks

John H. MacDonald, NBC vice-president in charge of finance, will speak on "Developing the Office Manager's Job" at today's meeting of the National Office Management Association at the Belmont-Plaza Hotel.

"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

Chicago's Mayor Kelly To Do WMAQ Series

(Continued from Page 1)

similar topics. The mayor has emphasized that he will "steer clear of politics" in his weekly chats. The decision to go on the air is said to have stemmed from criticism leveled at the city administration while Kelly regarded as unfair. In order to counteract it and present his own side of the case the mayor decided to take to the microphone. The time for the broadcasts is being donated by the station.

Final arrangements for the series were completed after months of negotiation between the mayor's representatives and station executives, the principal stumbling block being the clearance of a suitable nighttime spot.

Paterson Rejoins ABC

Lt. Kent Paterson, USNR, currently on terminal leave, will rejoin ABC on Feb. 4 as manager of the web's Pittsburgh office. He joined the Navy in June, 1943, taking leave from the network sales office in Detroit. He will represent the network in the Pittsburgh and Wheeling area.

BALTIMORE'S
Listening Habit

W
C
B
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MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Certified Poll Monday

Benton Hits AP Action On Ending OIC Service

Washington Bureau, RADIO DAILY
Washington—William Benton, Assistant Secretary of State for Public Affairs, yesterday lashed out at the Associated Press for terminating its news wire service to the Office of International and Cultural Affairs, which has taken over many of the news-disseminating functions of the OWI and the OIAA, including short-wave broadcasting. The AP's reasons for the action were termed by Benton as "wholly unwarranted."
He said that the three major wire services, AP, UP and INS, were asked
(Continued on Page 3)

Two State Governors Oppose Present Clear-Channel Setup

Washington Bureau, RADIO DAILY
Washington—First break in the calm of the FCC's clear channel hearing came yesterday when Edward Craney, Montana radio executive and political power, was accused of "stirring up" pro-regional statements from

"many" state governors. Craney was named by Louis G. Caldwell, attorney for the clear-channel group, during questioning of witnesses who appeared for the governors of Montana and New Hampshire. John H. Claxton,
(Continued on Page 3)

Radio Execs. Discuss 1946 Boy Scout Drive

Plans for radio's role in the 1946 drive of the Boy Scouts of America to raise \$800,000 for the expansion and
(Continued on Page 6)

New Westinghouse Strike Adds To Production Strife

The nationwide electrical workers strike which threatens to hamstring radio production, was further extended
(Continued on Page 2)

All-Amer. Program Awards For 1945 Compiled

Radio's certified poll to select the nation's "All American Radio Program for 1945" will be announced in a special poll issue of RADIO DAILY next Monday.

Delivery of the 1091st and final ballot by B. E. Jolley, director of research for the Ross Federal Research Corp., to
(Continued on Page 3)

Stamford Station Granted To Press

Assignment of license of WSSR, Stamford, Conn., to the Western Connecticut Broadcasting Co., whose stockholders also own the city's only newspaper, was approved this week by the FCC.
FCC Commissioner Clifford J. Durr, entered a minority opinion stating the majority's action "fostered" mo-
(Continued on Page 7)

KFWB, Hollywood, Plans 19-Hour "Dimes" Benefit

West Coast Bureau, RADIO DAILY
Hollywood—KFWB, Warner Brothers station here, on January 30 will devote its broadcast day—19 solid hours—to a continuous program for the benefit of the "March of Dimes"
(Continued on Page 2)



Presentation of the 1091st and final ballot to Frank Burke, editor of RADIO DAILY, by B. E. Jolley, director of research for Ross Federal Research Corp., yesterday, climaxed tabulation of RADIO DAILY'S 1945 certified poll to select the nation's "All-American Radio Program for 1945."

New AM Applications Announced By FCC

Additional applications for standard broadcast facilities in 24 States, Hawaii and Puerto Rico, were listed yesterday by FCC. A previous listing was announced on October 9. The applications, FCC said, have not been reviewed to determine if they are in the proper form.

In yesterday's applications published by the Commission, Texas and California are particularly well represented
(Continued on Page 6)

Twenty-One New Members Added To 20 Year Club

Twenty-one new members have been added to the roster of the "Twenty Year Club," an organization founded by NBC commentator H. V. Kaltenborn in 1942. The new members are:

Ben Gross, radio editor, N. Y. Daily News; George C. Biggar, general man-
(Continued on Page 7)

Air Gen. Ike

When General Dwight D. Eisenhower, Army Chief of Staff, delivers his talk to the nation tomorrow night on the Army's Demobilization Plan, it will be carried nation-wide over the full CBS network. Program, which will probably come from Ike's office in the Pentagon building in Washington, D. C., will be broadcast over Columbia from 9:15 to 9:30 p.m.

Teacher

Montreal—Dorothy May Boyce, a former member of Canada's Women's Army Corps, whose ambition is to do research work in radio, is the first servicewoman admitted to the faculty of McGill University. While overseas with the Royal Engineers she got what she calls "a good picture of what might be done by a woman in the telecommunications field."



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

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Coming and Going

O. B. HANSON, NBC's vice-president and chief engineer, has left on his annual trip to the West Coast.

GORDON GRAY, general manager of KOIL, Omaha, Nebr., in town this week for conferences at the offices of ABC, with which the station is affiliated.

EVELYN KNIGHT, singing star of the CBS "Powder Box Theater," will return today from Baltimore, where she filled a two-week engagement at the Club Chanticleer.

WALTER M. KOESSLER, general manager of WROK, American network outlet in Rockford, Ill., conferred in New York Monday with officials of the web.

GLENN MARSHALL, Jr., commercial manager and sales promotion director of WNBR, Jacksonville outlet of CBS, arrived from Florida early this week on a short business trip.

ADRIAN SAMISH, vice-president in charge of programs for ABC, will arrive today in Hollywood, where he will supervise a new series of trans-continental programs starting Jan. 31. He'll be on the West Coast about two weeks.

JOHN L. SINN, secretary of Frederic W. Ziv Co., has left for Cincinnati, where he will confer with Fred Ziv and then go on to the Coast to complete the Hollywood organizational deal which will embrace package transcription shows for both radio and television.

W. B. RYAN, general manager of KFI, Los Angeles, is in Washington, D. C., for the clear-channel hearings. He plans to come to New York later to attend meetings at NBC.

CHARLES SNOWDEN, sports director of WAJR, Morgantown, West Va., to Buffalo, N. Y., where he will supervise his station's broadcast of the basketball game between West Virginia University and Canisius College.



No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help.

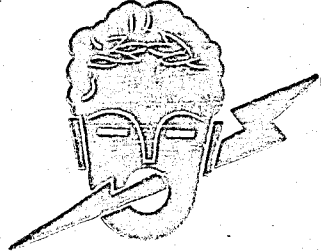
Adopted soon after he was born, even Puddles' real mother can't approach him.

Pee Wee's got the right idea. Search . . . search . . . search and you'll find.

Research is an important fact in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market.

Outside sources have proved that W-I-T-H, the successful independent, produces more listeners-per-dollar-spent. And don't forget that is a five-station town.

Facts are available to prove that W-I-T-H is the buy in Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RAND

New Westinghouse Strike Adds To Production Strife

(Continued from Page 1) ed yesterday when 500 AFL employes of the Westinghouse manufacturing and repair division at Newark, N. J., joined the walkout of 200,000 UEW-CIO members throughout the country.

Members of Local B-1035, International Brotherhood of Electrical Workers, AFL, the strikers walked out after failure to get a 30 per cent wage boost. The CIO strikers hope for a \$2-a-day increase.

Hopes for immediate settlement of the three-day-old national stoppage dimmed as Westinghouse cited November income figures to support their claim that the firm cannot afford the raise, while Albert J. Fitzgerald, general president of the UEW, said his union "now as always stands ready to negotiate with these corporations if they are willing to negotiate in good faith on the \$2-a-day demand."

At Lynn, Mass., where 16,000 GE workers are out, Mayor Cole wrote to Charles E. Wilson, GE president, "I have talked with many of the workers. I have listened to their arguments, and I want to say their demands seem reasonable and just."

Washington—In an exclusive broadcast over WWDC, Jan. 12, Ernest Weaver, national president of the striking Western Electric Workers, charged Western Electric with refusing to arbitrate and with employing "union busting tactics," and claimed that the Association of Communications Equipment Workers Union was not willfully attempting to tie up the nation's communications.

"Mozart Festival" On WNYC

WNY's twice weekly, 90-minute, recorded "Opera Hour," broadcast Sunday mornings and Friday afternoons, is being devoted to a "Mozart Festival" in which the four major works of the youthful 18th Century genius are being featured. "Don Giovanni," "Le Nozze di Figaro" and "Cosi fan Tutte" are heard in Italian, while "Die Zauberflote" ("The Magic Flute") is recorded in the original German.

KFWB, Hollywood, Plans 19-Hour "Dimes" Benefit

(Continued from Page 1) campaign of the National Foundation for Infantile Paralysis. A veritable galaxy of Hollywood radio and motion picture stars will be heard, as well as prominent figures in the civic, medical and health fields. Music will be furnished by two symphony orchestras.

N. Y. Film Critics Awards On 'Hall Of Fame' Sunday

New York Film Critics on Sunday, Jan. 20, will present their annual awards for the best motion picture activities of the year, in a special ABC broadcast of the "Radio Hall of Fame."

Included on the list of awards is Capt. Edward Steichen, U.S.N., who will accept for the Navy the New York Film Critics citation for "The Fighting Lady." Maj. Gen. Thomas B. Larkin will receive the award for the Army for the production of "The True Glory."

Dave Crosier Joins Ziv

David F. Crosier, 17 years in radio, and for the past three years eastern manager of the Howard H. Wilson Co., has just joined Frederic Ziv Co. as New York sales contact.

FINANCIAL (Wed., Jan. 16)

Table with columns for High, Low, Close, and Net Chg. for various stocks like Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., etc.

NBC's Cassidy Elected Vice-President Of AAPA

Henry Cassidy, NBC bureau chief in Paris, was elected vice-president of the Anglo-American Press Association in the first regular meeting of the organization since the end of the war. Cassidy's election marks the first time this 40-year-old association has admitted radio newsmen as members.

The presidency of the Anglo-American Association, which rotates between Americans and British, this year went to Harold King of Reuters. Thomas Cadett of BBC, was elected British vice-president.



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



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.

Radio's 'Certified Poll' To Be Issued Monday

(Continued from Page 1)

RADIO DAILY and completion of the tabulation of the ballots signaled the finish of Radio's most extensive poll. The completion of the poll marks the climax of a nation-wide personalized survey of the critical press of America by 135 Ross researchers working in 33 cities throughout the United States. First step in conducting the survey was the distribution of questionnaires to each Ross branch last November. Next came the assignment of men and women to make visits to newspapers, magazines, trade papers and other publications in their respective areas.

Early in December the first certified returns began to arrive at the home offices of the Ross organization in New York. By January 1st nearly every important city and town in the United States was represented in the returns. In addition several Canadian cities were represented in the balloting.

Tempo Increases

"Girls assigned to the tabulation saw early trends disappear and new personalities and programs come to the fore as the tempo of balloting increased," Jolley said yesterday. Regional preferences, in some instances, were swallowed up by the overall national returns which indicated that network programs and personalities had the greater listening audience.

This year's poll edition will contain a chronology of RADIO DAILY polls since the inception of the first survey in 1937; first five in each class for 1945, a complete listing of every artist and program voted on and the affiliations of the winners in "All American Radio Program of 1945." Actual figures of the voting for the winners in the first five in each classification for 1945 will also be listed.

Second Certified Survey

Monday's announcement of the "All American Radio Program for 1945" will mark the second year that RADIO DAILY has presented a certified survey. The plan was inaugurated in 1944 by Jack Alicoate, publisher of RADIO DAILY, who presented the certified poll proposal at a luncheon with network executives. It was the consensus of opinion at the luncheon that a comprehensive annual poll was needed and that the "All American Program" idea was a creditable undertaking.

As a sequel to the meeting Ross Federal Research organization was commissioned by RADIO DAILY to conduct the 1944 certified survey. Success of this survey resulted in the same organization being retained to again handle the poll for 1945.

Two State Governors Oppose Present Clear-Channel Setup

(Continued from Page 1)

who presented credentials showing he represented Gov. Sam C. Ford of Montana, was asked by Caldwell if he saw the Governor "at the request of" Craney. The witness replied in the negative, stating he was called by Governor Ford for a conference. Under cross-questioning by Caldwell, Claxton admitted he has represented KGIR, Butte, which is owned by Craney.

Another witness, Bart Georges, general manager of WHEB, Portsmouth, N. H., submitted a letter from Gov. Charles M. Dale of New Hampshire. On the objection of Caldwell, FCC Chairman Paul Porter ruled that the letter would be accepted for study by the Commission but would not be introduced as evidence.

It was at this point that Caldwell accused Craney of "stirring up" regional broadcasters to obtain anti-clear channel statements from many of the state governors.

Later, in a statement to RADIO DAILY, Caldwell said his information came from a regional broadcaster who had been asked by Craney to do a similar job in that particular state. Governor Dale, it was brought out, is the owner of WHEB, Portsmouth.

Emphasizing that he was "speaking for the governor and the people of Montana," Claxton blasted many clear channel practices. "In Montana," he said, "we care not to be peppered with the daily social, political and economic problems of some distant city or state. We do not wish to come under the anesthetic spell of the propagandizing of some distant dogooder." Calling for a more localized radio service, the attorney said:

"We want it made possible for us to discuss our own political situation, as it progresses, over our own stations without having to go outside our state and arrange for time on a station, that, when they put us on the air, cannot possibly be serving the interest of the people in the state where they are located."

He recommended that "every single clear channel" be duplicated, with this comment:

"It should be made impossible in this country for any one person or group of persons to at some time possibly be given the power to talk to all of the people of the country without

Gertrude Berg to Fete Ad Agency Woman

Gertrude Berg, the famed "Molly Goldberg," is giving a wedding party tomorrow for Bernice Zaonick, D'Arcy Advertising Co. production assistant, who will be married on Feb. 3, to Lewis Gillenson, of the promotion department of "Look Magazine." The intended groom was recently discharged from the Army where he served as executive officer in charge of "Yank" for the Southwest Pacific. The party will be held at Mrs. Berg's New York home.

making the same kind of broadcasting facility available to many.

"By duplicating clear-channel frequencies, this threat will be thwarted from that angle. By duplicating clear channels, preference should be given in such duplicating to areas not now receiving adequate radio service. By duplicating clear channels, use will be made of frequencies in parts of the country where those frequencies had been totally wasted in the past because no use has been made of them."

Caldwell sought in cross-questioning to bring out that Craney himself had attempted to get a clear channel for his station and had fought "competition" in Butte by "keeping out" other radio stations.

Statement of Governor Dale of New Hampshire also centered on need for more local service.

"We in New Hampshire," he said, "will not be satisfied nor can our general needs be met by the programming of stations located at great distances from us."

Governor Dale noted that New Hampshire, a predominately agriculture area, has no radio station operating with power over 5,000 watts.

Benton Hits AP Action On Ending OIC Service

(Continued from Page 1)

to continue service to the OIC until the question of Government versus private operation of shortwave broadcasting was decided; "it is clear that such broadcasting must be continued.

"It is a fixed policy of the State Department," he continued, "to advance the cause of press freedom everywhere. Nothing in the international information program of the Government, past or planned, contravenes this basic principle. I am proud of the objectivity maintained by our international broadcasts.

"One of the purposes of shortwave newscasting is to get reliable and objective American news into vast areas of the world where no other news from America can penetrate. I can only conclude that the directors of the AP were not fully informed about the program."

Shaw to Gale, Inc.

Billy Shaw, bond booking executive, has resigned his post with the William Morris Office and will switch his activities over to the Gale Agency. Shaw will assume the title of Executive Vice-President and has purchased a substantial amount of shares in the corporation.

LIKE THE SIGNATURE OF

Rembrandt

ON A PAINTING...

that's **WIRE**

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE QUALITY AND SUCCESS ARE RESPECTED

BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY Representatives
AFFILIATED WITH THE INDIANAPOLIS STAR

Build your daytime audience with
"HOT FROM HOLLYWOOD"

Chatter, Interviews, Dramatic Scenes on Discs. Franchises now open for 1946. Audition record on request.

T. J. VALENTINO, INC.
1600 Broadway New York



Eight out of twelve of the first local advertisers to sponsor *The Haunting Hour* have renewed their contracts for another 26 week cycle. This demonstration of program approval is certainly gratifying . . . and bears out the original prediction that this NBC Syndicated Production represents "Mystery at its Best."

Before going ahead with the expansion of any program, we have to be very certain that the show is being universally accepted. Such a flood of compliments for *The Haunting Hour* have been appearing lately that we had the answer before we posed the question. "Certainly," said advertisers, "we want to continue with this exciting series and hold on to that responsive audience that it has built for us."

Those advertisers who have any hesitancy about the effectiveness of *The Haunting Hour* for their product or service, will certainly be impressed by the wide variety of sponsors represented. They include these classifications:

- Fruit Companies
- Brewing Companies
- Restaurants
- Paint Dealers
- Machinery Exchanges
- Dry Cleaners
- Auto Repairs
- Drug Manufacturers
- Drug Chain Stores
- Men's Clothing Stores
- Furniture Stores
- Department Stores
- Dairies

But why this overwhelming acceptance of this program . . . what's so different about *The Haunting Hour*? The difference lies in the fact that *The Haunting Hour* embodies all the best qualities of the most successful mystery shows on the air. *Original scripts by radio's best writers . . . all types of mystery . . . best talent from radio and stage . . . produced like a network program . . . skillful blend of sound and music.*

It has these outstanding qualities plus . . . a commercial appeal that brings results. *The Haunting Hour* is still available in many markets. Write for new low rates and a pictorial presentation.



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

A SERVICE OF RADIO CORPORATION OF AMERICA



If I Were The Czar Of Radio. . . !

● ● ● I'd make every comedian take basic training with Fred Allen as his tutor. No comic in radio features the originalitee-hees that One Long Pun does. . . . I'd make all writers of commercials read this placard which hangs in Carl Brown's office at Sherman & Marquette's: Good Advertising Is When You Can Blow Your Own Horn And Still Have It Sound Like Music To Everyone Else's Ears. . . . I'd have more of the nonsensertainment shows like Jack Kirkwood, Henry Morgan, etc., because comics who don't take themselves seriously are much funnier that way. . . . I'd remind sponsors not to be bores because the listener is on a pleasure-hunt and will dial you out the minute you bother his tender eardrums. . . . I'd advise some of those rising young kilocycle folk that once they let their success go to their heads that it also gets in everyone else's hair. . . . I'd stop those hecklers on the quiz shows and remind radio producers who know their onions to abandon some of the corn. . . . I'd get rid of some of the no-soap operas, which don't even work their cast into a lather. . . . Same goes for some of those imitation news programs. Since they don't give a rap for their work, here's one for 'em . . . I'd give a special salute to "Queens For A Day," which makes listeners feel like a king for a day.



● ● ● I'd take Ben Gross' tip and give Larry Adler and his charmonica a program of his own. . . . Ditto Buddy Lester and his terrific glad-libs. . . . I'd make every stooge take lessons from Rochester, the sepiar performer with the most colorful delivery in radio. . . . I'd keep quoting Jimmy Cannon's crack the other nite at Topsy's Chicken Roost about a loud-mouthed drunk: Those guys never shoot off their mouths until they're loaded. . . . I'd let any maestro who boasts about his one-nite stands know that Phil Spitalny did \$16,000 worth of business in a single nite in Toronto. . . . I'd advise other niteries in town to copy the idea of Nat Moss at the 400 Club and have their place on the air as constantly as possible. . . . I'd have more contests like "I Can't Stand Jack Benny," etc., to liven up the silly world of the kilocycle commercials. . . . I'd give Joe Rines a pat on the back for his ace production of the Judy Canova Sat. nite airer and I'd put the old-timers at the Metropole on the air in their own show, reviving the gags, routines and songs that made 'em famous at the old Palace.



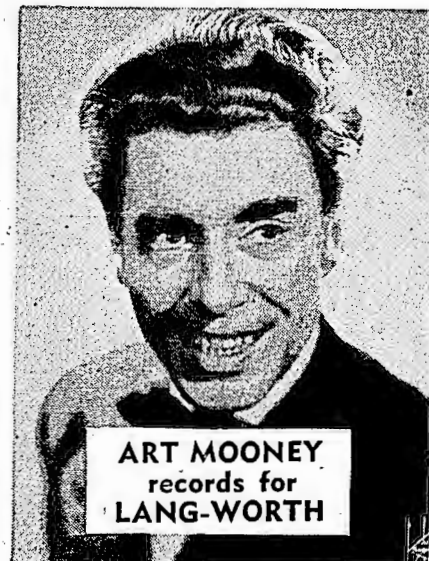
● ● ● I'd teach radio producing folk that fewer cheap shows and more expensive ones, are sometimes cheaper in the end. . . . I'd give the radio writers more billing than they get now and I'd hand Bill Stern a specially engraved football for playing the game so expertly as radio's ace sports announcer. . . . I'd play down the idea that radio producers, execs and writers don't know what it's all about. Radio rates the respect of an industry which has grown from a crystal set to a major field of endeavor. And I'd batter down anyone who denies radio's importance—because those who disagree that it's one of our greatest institutions really belong in one themselves. . . . I'd get some replacement for the singing commercials because I think they've ceased to hit the spot. . . . I'd feature Nick Kenny's new tune, "Blue," on my radiopus because it's really a sight for sore ears. . . . I'd look for more personalities of the Jimmy Durante type, characters with inborn comedy talents who, like Jimmy, can't help keeping their noses to the grindstone. . . . I'd build shows around radio's own talent and not look to importing movie names with sometimes less to offer, and I'd make Walter Winchell very happy by giving him a medal for his fearless exposes of un-American activities. That's what I'd do, son, that's what I'd do—If I Were The Czar Of Radio.

CHICAGO

By BILL IRVIN

TIN PAN ALLEY of the Air and Voice of the Dairy Farmer, two Chicago-originated network programs, have been renewed on NBC, it has been announced by Paul McCluer, sales manager of the NBC Central Division. The Leaf Gum Company, through the Jacobs Company, renewed their contract for Tin Pan Alley of the Air, effective Jan. 19 for 52 weeks. Program is heard on the full NBC network. The show features Jack Owens as singer-emcee, Johnnie Neblett as narrator, and the Four Vagabonds, as well as a guest composer of popular American music each week. Program is aired Saturdays from 4:45 p.m. to 5:00 p.m., and 5:30 to 5:45 p.m. (CST). The American Dairy Association, through Campbell-Mithun, Inc., renewed Voice of the Dairy Farmer for 13 weeks, effective Jan. 27, on a network of 42 stations. Everett Mitchell, director of agriculture for the NBC Central Division, and Clifton Utley, NBC news commentator, are featured on the program with a weekly roundup of farm and world news. Show is aired Sundays from 12:00 noon to 12:15 p.m. (CST).

On Monday, Jan. 14, the first of four "Crazy Hat Contests" was held in Chicago's Hamilton Hotel to promote interest in the movie version of "Breakfast in Hollywood" and the forthcoming appearance of Tom Breneman's radio program of the same name in Chicago, starting Feb. 7. Four preliminary contests, in search of Chicagoland's goofiest hat, are being held, Jan. 14, 21, 28 and Feb. 4 at 10 a.m. (CST). The Breakfast in Hollywood program, heard Monday through Friday at 10 a.m. (CST), over ABC, will originate from the stage of Chicago's Oriental theater, from Feb. 7 through 13, and from Milwaukee on Feb. 14. Program then will move to Detroit in conjunction with the pictures opening in that city. Show is expected to remain on the road for approximately six weeks.



EQUIPMENT

Gets Unity Post
 Ernest A. Barbeau, who has been in the radio broadcasting department of the electronics division of General Electric Co., Schenectady, N. Y., has been named managing director of the proposed FM radio and television broadcast operations of the Unity Radio Co., Inc., Toledo, in several Ohio and Pennsylvania areas. He studied electrical engineering at the University of Toronto, Union College, and later at Columbia University. Unity Radio Co. has been granted an FM license in Toledo, and Mr. Barbeau is reorganizing production, engineering, and other members of the staff. Firm also has pending applications for similar licenses in Columbus, Springfield, Mansfield, and Lima, O., and for FM and television rights at Erie, Pa.

★ AGENCY NEWSCAST ★

L A ROCHE AND ELLIS, INC., have announced the appointment of W. R. Stuhler as vice-president in charge of radio, effective Feb. 1st. Associated with leading advertising agencies for the past 16 years, Stuhler has supervised the development of many of radio's top-ranking programs. He joined Ted Bates, Inc., as vice-president in charge of radio in 1944. Before entering the agency field, Stuhler served for six years with Firestone Tire & Rubber Company, during which period he was executive secretary to Harvey Firestone, Sr. He graduated from Princeton University in 1923.

McCANN-ERICKSON, INC., has been appointed, effective immediately, to handle the advertising of "Ting," an antiseptic medicated cream, a product of the Pharma-Craft Corporation.

STANLEY KNISELY, executive vice-president of Associated Business Papers, Inc., will speak before the Advertising and Selling Course today, on "The Place of Business Papers in Advertising." Meeting will be held at the Engineering Societies Building. The course is conducted by the Advertising Club of New York.


ARNOLD C. SHAW and **L. D. GIBSON, Jr.**, have been added to the staff of the Couchman Advertising Agency, Dallas. Both are returned veterans. Gibson has many years of experience in the southwest in radio, theater and general publicity work as well as public relations.

JOHN O. MUNN has returned to his post as president of the Beeson-Fallerstaff of the Couchman Advertising Agency, after a leave of absence to

PROMOTION

Advertises Cosmetics
 Major drug store products of Sterling Drug, Inc., are being given nation-wide advertising on the new "Bride and Groom" radio program carried on the complete network of the American Broadcasting Company, Mondays through Fridays, 2:30 to 3 p.m. (EST). Included among the products being promoted at different times on this program are Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyon's Tooth Powder, Mulsified Coconut Oil Shampoo, Double Danderine, Molle shaving cream, Energine and Fletcher's Castoria. Sterling Drug, Inc., became sponsor of the program Jan. 7.

work with the OPA. John Reichert, recently discharged from the Army, has been named assistant production manager of the agency.

A  "First"
STAGE DOOR
CANTEEN
 (1942-45)

A  "First"
THE GUMPS
 Daytime Comic Strip

A  "First"
TEA AT
THE RITZ


ROGER WHITE

PRODUCTIONS, INC.


'Earmarked for Popular Listening'

**A COMPLETE ORGANIZATION
 GEARED TO SERVICE AGENCIES IN THE
 PRODUCTION & PRESENTATION OF
 OUTSTANDING RADIO PROGRAMS**

**THE BEVERLY, 125 East 50th Street,
 New York 22, PLaza 5-3560-3561**

A  "First"
FRED ALLEN
 The Bath Club

A  "First"
ORSON WELLES
 Tonight At
 The Mercury

A  "First"
PHIL SPITALNY
ALL-GIRL ORCHESTRA
 The Hour
 Of Charm

Radio Execs. Discuss 1946 Boy Scout Drive

(Continued from Page 1)

rehabilitation of 32 major post-war projects, were discussed and outlined yesterday by radio executives and Scout organization representatives at a luncheon meeting at the Hotel Roosevelt. Radio promotion and publicity for the drive is scheduled for January 21 through February 2.

In reviewing the effectiveness of radio promotion last year, Alfred C. Nichols, Jr., director of public relations of the Boy Scouts, revealed that returns for the 1945 drive were "in excess of \$1,000,000," and urged that industry executives give every co-operation possible to this year's campaign.

Two of the most important projects that will benefit from the drive this year, Nichols pointed out, are the expansion and improvement of Alpine Camp and the Ten Mile River Camps, both situated in New York State and both presently undergoing constructional changes.

Nichols declared that radio has been of great help in the past in "softening up" possible contributors to the cause, adding that "returns have doubled—and contributors almost trebled—in the last few years" as a result of promotions of the type now being organized. Several suggestions were offered by radio executives for special programs to be aired during the drive, such as programs dramatizing the work of the Scouts, and pickups of Scout activities and demonstrations.

Murray Grabhorn, president of the Radio Executives Club of New York, announced that recordings of messages from such outstanding personalities as Jack Benny, Bob Hope, Jimmie Fidler and others in the radio field are being prepared and that they would be made available to stations. Fourteen separate announcements are planned, he added, seven of one-minute duration, and seven 15-second chain breaks.

Warren Jennings, chairman of the radio committee of the Boy Scouts, who presided at the meeting, pointed out that commentators, news and sportscasters would be requested to aid the drive on the programs.

Present at the luncheon were: Alfred C. Nichols, Jr., and Milton Wyatt of the Boy Scouts of America; Warren Jennings, WLW (New York), and chairman of the radio committee, BSA; Murray B. Grabhorn, president, REC; Eleanor Hurley, WQXR; Paul Killiam, WOR; Lindsay MacHarrie, Young & Rubicam; Willard Schroeder, WINS; Jack O'Reilly, WHOM; E. H. Twamley, WLIB; Leon Goldstein, WMCA; D. L. Provost, WEAF; William J. Moore, WBNX, and Bill Berns, WNEW.

Hart Guest Lecturer At NYU

Maurice Hart, WNEW announcer and record jockey, has been invited to lecture next Tuesday before the members of the Radio Workshop Class at New York University.

States, Possessions File With FCC

Latest group of applicants filing for station construction permits with the FCC, as published yesterday by the Commission. List includes requests for permits from Hawaii and Puerto Rico.

ALABAMA

Andalusia—Andalusia Broadcasting Co., (Partnership), 1490 kc, 250w, U.
East of Andalusia—Andalusia Broadcasting Company, Incorporated, 1340 kc, 250w, U.
Clanton—Southeastern Broadcasting Co., 1450 kc, 250w, U.
Jasper—Walter W. Bankhead, 1240 kc, 250w, U.
Troy—Troy Broadcasting Corp., 1490 kc, 250w, U.

ARKANSAS

Harrison—Harrison Broadcasting Corp., 1240 kc, 250w, U.
West Memphis—West Memphis Broadcasting Corp., 960 kc, 1 kw, Daytime.

CALIFORNIA

Alameda—Abraham Kofman and Sara F. Kofman, Co-partners, d/b as Times-Star Publishing Company, 1210 kc, 1 kw, Daytime.
Hanford—Donnelly C. Reeves, 370 kc, 250w, Daytime.
San Diego—The Jack Gross Broadcasting Company (KFMB), Changes frequency from 1450 to 1440 kc, increase power from 250 to 1 kw, make changes in transmitting equipment. (Facilities to be relinquished by KPRO.)
San Francisco—Palo Alto Radio Sta., Inc. (KYA), Change frequency from 1260 kc to 1210 kc, increase power from 1 kw, 5 kw-LS to 50 kw day and night, install new transmitter and D. A. for night use.
Ventura—Ojai Broadcasting Co., 1590 kc, 1 kw, U.
Visalia—D. O. Kinnis, 1400 kc, 250w, U.

COLORADO

Near Denver—Pillar of Fire (KPOF), Increase power from 1 kw to 5 kw-LS and install new transmitter. (910 kc.)

FLORIDA

Daytona Beach—News-Journal Corporation, 1340 kc, 250w, U.
Miami Beach—Miami Beach Publishing Co., 1490 kc, 250w, U.
Winter Haven—Citrus Belt Broadcasters, Inc., 1490 kc, 250w, U.
Winter Haven—Carl Connie and Esther Ferris Floyd, a partnership d/b as Winter Haven Broadcasting Co., 1490 kc, 250w, U.

GEORGIA

Columbus—Thomaston Broadcasting Co., 810 kc, 5 kw, Daytime.
Statesboro—Alfred Dorman, 1490 kc, 250w, U.

HAWAII

Honolulu—Henry C. Putnam, John D. Keating and J. Elroy McCaw, a partnership, d/b as Island Broadcasting Co., 630 kc, 5kw, U.

ILLINOIS

Decatur—WCBS, Inc., 1550 kc, 250w, U.
Elgin—Vincent G. Coffey, 1490 kc, 250w, U.
Quincy—Illmo Broadcasting Corp., 1230 kc, 250w, U.

INDIANA

Gary—Lake Broadcasting Company, Inc., 1560 kc, 500w, 1kw-LS, U.
Gary—Gary Broadcasting Corp., 1480 kc, 1kw, Daytime.
Marion—Marion Radio Corp., 1030 kc, 1kw, Day.

KENTUCKY

Covington—Northern Kentucky Radio Corporation, Inc., 1050 kc, 250w, D.

LOUISIANA

Alexandria—Marvin Glazer and Sylvan Fox, Co-partners, d/b as Fox Broadcasting Company, 1400 kc, 250w, U.
Houma—Charles Wilbur Lamar, Jr., 1490 kc, 250w, U.

MARYLAND

Baltimore—WHOW, Inc., 1010 kc, 250w, D.

MASSACHUSETTS

Chicopee—Regional Broadcasting Company, 730 kc, 1 kw, Daytime.
Fall River—Narragansett Broadcasting Co., 1400 kc, 250w, U.
Quincy—The Asher Broadcasting Service, (Organization to consist of James D. Asher, Morton R. Wade and Martin Anastasi), 1490 kc, 250w, U.

MISSISSIPPI

Philadelphia—Duke H. Thornton, 1450 kc, 250w, U.

MISSOURI

Mexico—Audrain Broadcasting Corporation, 1340 kc, 250w, U. (Contingent on grant of KMO's application to change to 1070 kc.)
St. Joseph—Missouri Valley Broadcasting Corporation, 1230 kc, 250w, U.

MONTANA

Lewistown—Capital Broadcasting Co., 1230 kc, 250w, U.

NEW JERSEY

New Brunswick—Chanticleer Broadcasting Company, 1450 kc, 250w, U.

NORTH CAROLINA

Asheville—Radio Asheville, Incorporated, 1450 kc, 250w, U.
Asheville—Skyway Broadcasting Corp., 1380 kc, 1 kw, 5kw-LS, U, DA-N.
Asheville—Carl R. Bamford, 1450 kc, 250w, U.
Durlam—Public Information Corporation, 1490 kc, 250w, U. (Contingent on application of WDNC to change to 620 kc.)
Leaksville—Douglas L. Craddock, 1490 kc, 100w, U.

OHIO

Chillicothe—Elmer R. Noll and Frank A. Dieringer, d/b as Chillicothe Broadcasting Company, 1490 kc, 100w, U.
Cleveland—The Cuyahoga Broadcasting Co., 1340 kc, 250w, U.
Cleveland Heights—Samuel R. Sague, 1490 kc, 250w, U.
Fostoria—Laurence W. Harry, d/b as Fostoria Broadcasting Co., 1150 kc, 1kw, D.
Lima—Northwestern Ohio Broadcasting Corp., 1150 kc, 1kw, U—DA.
Toledo—Unity Corporation, Inc., 1560 kc, 1kw, Day.

OKLAHOMA

Chickasha—Washita Valley Broadcasting Assn., 1560 kc, 250w, U.
Oklahoma City—State Broadcasting Co., 730 kc, 1kw, Daytime.
Stillwater—C. R. Bellatti, 1490 kc, 250w, U.

OREGON

Medford—S. W. McCready, 1230 kc, 250w, U.
Oregon City—John H. Fitzgibbon, Roy Jarman and Temple V. Ehmsen, 1490 kc, 250w, U.

PENNSYLVANIA

Allentown—Lewis Windmuller, 1230 kc, 250w, U.
McKeesport—Tri City Broadcasting Company, 810 kc, 1kw, Daytime.
Williamsport—Penn Lincoln Broadcasting Co., Inc., 1230 kc, 250w, U.

PUERTO RICO

Rio Piedras—Puerto Rico Communications Authority, 940 kc, 10kw, U, DA.
San Juan—Angel Ramos and Jose Coll Vidal, a partnership d/b as El Mundo Broadcasting Company, 740 kc, 10kw, U—DA.

TENNESSEE

Knoxville—Public Service Broadcasting Corporation, 550 kc, 1 kw, U—DA.

TEXAS

Fort Worth—L. H. Luck and M. B. Patt McDonald, d/b as Luck-McDonald Company, 1360 kc, 1 kw, U, DA.
Fort Worth—Fort Worth Broadcasting Co., 1360 kc, 1kw, U, DA-N.
Houston—Veterans Broadcasting Co. (Part-

New AM Applications Announced By FCC

(Continued from Page 1)

sented in a lengthy list that includes practically all the states of the union exclusive of the northeastern section of the country.

The Hawaiian applicants ask a station in Honolulu, while two requests from Puerto Rico would establish outlets in Rio Piedras and San Juan.

The list, according to States, will be found in adjoining columns.

Mutual Appoints Two To Web Publicity Staff

Winfield Goulden, who has been released from active duty after three years in the Army, has rejoined the staff of Mutual's publicity department, it was announced yesterday by Jim O'Bryon, network publicity director. Goulden is a former glider pilot with the 82nd Airborne Division, and saw service in several of the unit's offensives.

It was also announced that Helen Stedman, formerly publicity director of Columbia Pictures, has been named syndicate editor of MBS, succeeding Margaret Gardner, who resigned last month.

Combine Departments

San Francisco—John W. Elwood, general manager of KPO-NBC, has announced the combination of two departments under one head in the appointment of Henry Schacht as Supervisor of Public Service in addition to his present post of Director of Agriculture. Leonard Gross, who recently returned from military service, will be Schacht's assistant. Gross was formerly Director of Public Service for the station before going overseas as combat correspondent

nership), 1230 kc, 250w, U (Facilities to be relinquished by KHTT).
Houston—KHTN, Inc., 610 kc, 5kw, U, DA-N.

McAllen—Bay City Broadcasting Co., partnership composed of J. G. Long, James A. Clements and Travis C. Dodd, 1580 kc, 50kw, U.

San Angela—Ingram S. Roberts, Joe N. Weatherly, B. P. Bludworth and J. Edward Johnson, d/b as WestTex Broadcasting Co., 1340 kc, 250w, U.

San Antonio—Charles W. Balthrope, 1450 kc, 250w, U.

VIRGINIA

Norfolk—Tidewater Broadcasting Corporation, 1230 kc, 100w, U.

WASHINGTON

Mt. Vernon—Leo H. Beckley and Louise L. Beckley, d/b as Beckley Radio Co., 1430 kc, 500w, Daytime.
Spokane—Washington Broadcasters, Inc., 630 kc, 5kw, U, DA.

WEST VIRGINIA

Beckley—Rahall Broadcasting Company, Inc., 1450 kc, 250w, U.

WISCONSIN

Green Bay—Green Bay Newspaper Company, 1400 kc, 250w, U.
Kenosha—William L. Lipman, 1050 kc, 250w, Daytime.
Madison—Edwin Conrad and Ralph B. O'Connor, Partners, d/b as Four Lakes Broadcasters, 1600 kc, 1kw, U.
Madison—Monona Broadcasting Company, 1070 kc, 10kw, U, DA-N.

Stamford Station Granted To Press

(Continued from Page 1)

...ly of news in the Connecticut

While revising its past stand against a monopoly, the majority opinion noted the flow of New York newspapers into Stamford, in addition to radio service from New York and surrounding areas.

The majority opinion also stressed a "positive assurance" of Kingsley Alexander Gillespie, principal stockholder in the assignee company, that WSR will be operated "completely independent and apart from the newspaper and especially that the station will pursue a vigorous policy of competition with the newspaper." The newspaper involved is the Stamford Advocate, the only daily journal in the city. Majority of stock of Western Connecticut Broadcasting Co., fifty-one per cent, is owned by Gillespie, who is also general manager and one-seventh owner of Gillespie Brothers, which publishes the Advocate. The remainder of the stock is owned by Gillespie Brothers.

The majority opinion reviewed the coverage of Stamford by New York papers, plus the Bridgeport Sunday Herald. The majority also noted that Stamford received primary daytime service from eight stations and primary nighttime service from seven. All but one, WICC, Bridgeport, are located in New York.

"The question posed here," the majority opinion said, "is whether public interest will be served by the granting of Commission consent to the assignment of license of the only broadcast station in Stamford to the city daily newspaper. The Commission is not unmindful that such an argument, in other circumstances, might very well result in a concentration of control of the means of dissemination of news and information contrary to the public interest. On the special facts of this case, however, we are satisfied that the public interest will be served through granting the application."

"It seems to me," Durr said in his dissenting opinion, "that the Commission's action in granting the application serves the purpose of fostering rather than 'avoiding monopoly

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—Hale Bros. department store is sponsoring a newly designed teen-age show titled "Calling All Girls," which is scheduled to start this month over KGO. The new show will feature Don Hancock as emcee, Dick Brown as vocalist, and Nancy Pepper as fashion editor. . . . Richard S. Burdick, recently released from service with the Army Air Forces radio service where he worked with Irving Berlin and Ezra Stone in writing "This Is The Army," is the new production director at KSFO. . . . A new addition to the KFRC sales staff is Jack Bowles, recently released as a Naval Lieutenant, after four years service in the Atlantic and Pacific war theaters. . . . Wilt Gunzendorfer, advertising director of KROW, has been elected by the University of California Extension Division, to conduct two special courses in radio at the Extension headquarters at 540 Powell St. Courses will be given Mondays and Wednesday nights from 7:00 to 9:00 p.m., for 15 weeks.

— LOUISIANA —

NEW ORLEANS—As a public service feature, WWL is presenting two new sustaining shows. "Civic Service," initiated on WWL Jan. 8, is a five-minute program aired at 5:07 p.m., Tuesdays and Saturdays, featuring a prominent speaker re-

porting on current civic activities. Scheduled for future discussion on the show are the March of Dimon, the New Orleans Spring Fiesta, opening of the Camollia Trail, the Mardi Gras and the mayoralty election. Five minutes are devoted every Thursday, also at 5:07 p.m., to the local Red Cross Chapter, entitled "The Red Cross Reports," produced by the Red Cross in New Orleans.

— MASSACHUSETTS —

PITTSFIELD—The Western Massachusetts Broadcasting Company is seeking to acquire the license of station WBRK for \$150,000. Monroe B. England is the owner of the station, while Donald B. Miller and Lawrence K. Miller, president and assistant president, respectively, of The Eagle Publishing Co., publishers of the "Berkshire Eagle," are principal officers of the concern seeking to buy the station. Application for assignment of the license has been filed with the FCC in Washington.

— DISTRICT OF COLUMBIA —

WASHINGTON—An original narrative by Betti Allen, with musical background, a program dedicated to the Victory Clothing Collection for Overseas Relief, conducted by the United National Clothing Collection, will be aired by WINX every Monday, Wednesday and Friday from 2:45 to 3:00 p.m. throughout the drive which started January 14, lasting through January 30.

Add 21 New Members To Twenty-Year Club

(Continued from Page 1)

ager WIBC, Indianapolis, Ind.; Harold K. Bergman, WGY, Schenectady, N. Y.; R. J. Coleman, director WKAR, East Lansing, Mich.; Dave Edelson, co-owner, Commercial Broadcasters; J. Leslie Fox, manager, Paul H. Rayer Company; Howard S. Frazier, director of engineering, National Association of Broadcasters.

Other new members are Henriette K. Harrison, national radio director, National Council of YMCA; Wilbur M. Evans, president WMBG, Richmond, Va.; Russell S. Hoff, WLW, Cincinnati, O.; S. E. Leonard, engineer-in-charge WTAM, Cleveland, O.; W. C. Little, supervising engineer, Canadian Broadcasting Corp.; Ruth Lyons, director "Your Morning Matinee," WLW, Cincinnati, O.; William F. Ludgate, KWK, St. Louis, Mo.

Also included were John T. Mitchell, director of radio production, Morse International; N. R. Olding, operations engineer, Canadian Broadcasting Corp.; G. R. A. Rice, CFRN, Edmonton, Alberta, Canada; Lt. Col. Keith S. Rogers, CFCY, Charlotte-town, Canada; B. Gale Swift, supervisor of musicians, NBC, Chicago, Ill.; Verl Thomson, program director KSOO, Sioux Falls, S. D.; Dr. Edwin J. Van Etten, Dean, Cathedral Church of St. Paul, Boston, Mass.

of the avenues of communicating fact and opinion to the public."

"It does not seem to me that it is an answer to the problem of the concentration of controls of the media of mass communication in Stamford to say that diversification still exists in New York; and that New York radio stations send their signals into Stamford and New York newspapers have circulation in Stamford. Notwithstanding the size and complexity of our present-day national and international problems. The local community remains of basic importance to our way of life, and diversification in the controls of outlets of news and information at the local level is certainly of comparable importance to diversification at regional and national levels. The people of Stamford have, and will continue to have, their own peculiar local problems in which out-of-town radio stations and out-of-town newspapers cannot reasonably be expected to have any great interest. The local political, economic, and social problems of Stamford will, and should, be decided in Stamford and not in New York."

Send Birthday
Greetings To—

Jan. 17

Halsey Barrett Dave Carpenter
Frank Foster Warren Hull
Elizabeth R. McKean

KEY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th TO 41st STREETS
WALTER JACOBS



When you want **PITTSBURGH**
I'M THE GUY

Considering Cost and Coverage

YOUR VERY BEST BUY!

(Basic Mutual—1410 KC—1000W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

KMPC


Radio and TV
BRIGHT NEW STAR



TED STEELE

Popular Maestro and Recording Artist

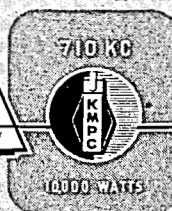
Joins the "STATION OF THE STARS" as MUSIC DIRECTOR

 In keeping with its progressive policy of constantly improving its programs... KMPC is proud to announce this latest addition of another brilliant personality to its staff. Ted Steele represents the best there is in music. His arrangements and musical

achievements are known to radio audiences and record fans from coast to coast. Gifted, versatile, he brings to KMPC a wealth of experience in musical direction and supervision which will assure our listeners of many delightful hours of musical entertainment.



LOS ANGELES, CALIF.



FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 13

NEW YORK, N. Y., FRIDAY, JANUARY 18, 1946

TEN CENTS

Clear Channels Defended

UP Halting Service To Gov't Shortwave

Another blow at Government shortwave broadcasting was struck yesterday by Hugh Baillie, president of The United Press, in an announcement that the UP will discontinue its news wire service to the State Department's OIC.

However, the action will be stayed until William Benton, Assistant Secretary of State, has had further time to represent the State Department's case, Baillie said. The AP has already dis-

(Continued on Page 8)

— Monday: All-American Program —

New Application List Of AM, FM, Tele CP's

The FCC announced yesterday applications for construction permits covering AM, FM and television.

Metropolitan Television, Inc., New York City, applied for construction permit for a new tele station to be operated on Channel No. 8. Application for an experimental tele construction permit was made by Industrial

(Continued on Page 8)

— All-American Winners: Monday —

Ray Heads Organization Of News Directors In Chi.

Chicago—William Ray, director of the NBC Central Division and Station WMAQ news and special events department, was elected president of Chicago Radio Correspondents, an organization of Chicago radio news and special events men, formed at a lunch-

(Continued on Page 5)

Monday
Radio Daily
announces
The All-American
Radio Program
of
1945

As chosen by 1091
critics throughout the
nation in the annual
certified poll.

Advertising Rates Become Issue As Hearing Rests

Washington Bureau, *RADIO DAILY*
Washington — The "prosecution" having completed its list of witnesses, the clear channel group came out of its corner swinging yesterday with the declaration that radio advertising rates are not "invariably" higher on the clears. Armed with extensive financial data, the clear channel proponents struck their first blow prior to an expected adjournment of the battle until April.

The clear channel hearing, original-

(Continued on Page 5)

— All-American Winners: Monday —

Potential Market In S. A. Reviewed

The potential radio market in Argentina for the next few years will be 100,000 home receivers a year, in the opinion of John W. DeLind, Jr., director of exports for the Crosley Corp. who has just returned from a three-months business trip to the principal countries of South America.

While there he concluded tentative arrangements in Argentina for the manufacture and assembly of Crosley

(Continued on Page 5)

— Monday: All-American Program —

Whiteman On New Series On WJZ-American Jan. 21

West Coast Bureau, *RADIO DAILY*
Hollywood—Paul Whiteman will open a new ABC musical show titled "Forever Tops," which starts next Monday, January 21 at 9:30 p.m.

(Continued on Page 4)

Record Crowd Expected At IRE Winter Meeting

Approximately 4,500 scientists, engineers and technicians are expected to attend the 1946 Winter Technical Meeting and Radio Engineering Show of the Institute of Radio Engineers, which will be held Jan. 23-26 at the Hotel Astor. Among the speakers who will address various sessions of the meeting are Maj. Gen. Leslie Groves, chief of the atomic bomb project; Paul Porter, chairman of the FCC and Dr. Frank B. Jewett, president of the National Academy of Science.

Highlight of the meeting will be the annual IRE banquet Thursday evening, at which two top awards,

the Institute Medal of Honor, and the Morris Liebmann Memorial prize will be presented. Dr. Ralph V. L. Hartley, of Bell Telephone Laboratories, has been chosen as winner of the former, while Dr. Peter C. Goldmark, of CBS, will receive the latter award. Fifteen fellowships also will be awarded. Dr. Jewett will be featured speaker at the banquet, and Edgar Kobak, president of MBS, will be toastmaster.

Porter will speak at a luncheon honoring incoming IRE president Dr. Frederick B. Llewellyn, of Bell Tele-

(Continued on Page 2)

Mayor Benny

Already the favorite son of Waukegan and St. Joe., Jack Benny has been appointed the honorary mayor of three California towns popularized on his program, over NBC. Anaheim, Azusa and Cucamonga, often mentioned by the train caller on Benny's Sunday night show, claim he put them on the map—and the Chambers of Commerce have responded.

Star Is Born

Arturo Toscanini, who conducted the premiere of Puccini's "La Boheme" in Italy in 1896, has chosen an unknown singer, Anne McKnight, to play the coveted role of "Musetta" in his 50th anniversary presentation of the opera which will be performed in two parts, Feb. 3 and 10, on the "General Motors Symphony of the Air," 5:00 p.m. (EST).



Vol. 34, No. 13 Fri., Jan. 18, 1946 Price 10 Cts.

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

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FINANCIAL

(Thurs., Jan. 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Monday: All-American Program

Voting On Lea's New Bill Put Off Until Wednesday

Washington Bureau, RADIO DAILY
Washington—The House Interstate Commerce Committee yesterday put over until next Wednesday its vote on the new Lea bill, designed to curb the practices of the AFM leader, James C. Petrillo.

WPDQ's

TIME-BUYERS JACK POT

THIS WEEK'S WINNER
BETTY RUTH BRUNS
TED BATES, INC.
Next Week ? ? ? ?

Coming and Going

EDGAR KOBAK, president of the Mutual network; ROBERT D. SWEZEY, vice-president of the web; JESSE BARNES, vice-president in charge of sales, and GEORGE BENSON, divisional sales manager, went down to Philadelphia yesterday to attend the dinner given by the Poor Richard Club in honor of Ted Gamble, of the Treasury Department's War Finance Division.

S. C. VINSONHALER and A. L. CHILTON, executives of KGH, American network affiliate in Little Rock, Ark., were visitors this week at the offices of the web.

V. N. "BUD" SPRINGGATE, sales manager of KXOK, St. Louis, spent a few days in Chicago this week, for calls on network officials and agency executives.

GEORGE W. DOWDY, president of WAYS, Charlotte, N. C., was in Gotham this week on station and network business. WAYS is an outlet of ABC.

LANIE HARPER, production assistant on the CBS "County Fair" program, off by plane for Milwaukee and a reunion with her soldier husband, just back from the Pacific.

BRUFF W. OLIN, manager of WNAB, American network outlet in Bridgeport, Conn., visited briefly in New York this week.

ROBERT ST. JOHN, NBC commentator, leaving for Springfield, Mass., where on Sunday he will speak at the Municipal Auditorium on "The Human Side of the War."

HUGH M. BEVILLE, Jr., director of NBC's research division, has returned from a short business trip to Washington, D. C.

ROBERT HUDSON, associate director of education for CBS, is in New London, Conn., where today he will deliver an address at the post-war conference of the American College Publicity Assn. at Connecticut College.

HERBERT L. KRUEGER, commercial manager of WTAC, Columbia's outlet in Worcester, Mass., was a visitor yesterday at the station relations department of the network.

ARTHUR B. CHURCH, president of the Columbia network outlet in Kansas City, KMBC, was in New York this week and paid a call at 485 Madison Ave.

BILL LEWIS, vice-president of Kenyon & Eckhardt, and AL DAVIS, radio flack chief for the agency, have returned from Detroit, where they conferred with officials of the Ford Motor Co.

CARLTON D. SMITH, general manager of WRC, Washington, D. C., is in town for business meetings with officials of NBC.

DAVE GUDEBROD, manager of the motion picture bureau of N. W. Ayer & Son, New York, arrived in Hollywood this week. He will supervise the production of a non-theatrical, 35 mm. film for the U. S. Army Recruiting Service.

JOSEPH BERNARD, sales manager of KOMA, Oklahoma City outlet of CBS, arrived in New York early this week on a short business trip.

Night Club Performers At Radio Execs Lunch

New York station managers provided the Radio Executives Club and its guests with a departure from business activities yesterday at its regular luncheon meeting at the Hotel Roosevelt with a short but lively program of night-club performers.

Titled "The Nite Club Revue of Manhattan," the REC gathering of over 200 heard songs and music by Eddie Condon and a few of his bandmen; Vera Massey (WJZ) songstress; Miriam DuValle of Nicky Blair's Carnival; and Doodles Weaver of the Ruban Bleu. Don De Leon of the current musical "Million Dollar Baby" was master-of-ceremonies.

Ralph Weil, general manager of WOV, was chairman of the arrangements committee for the program, which was under the direction of Joe Seiferth of WJZ.

Seated at the speakers table were the following station managers and representatives: William Moore, WBNX; Charles Baltin, WHOM; Herbert Pettey, WHN; Jim McConnell, National Spot Sales manager, NBC; John McNeil, WJZ; Nathan Straus, owner WMCA; Ralph Weil, WOV; Murray B. Grabhorn, luncheon chairman and REC president; Ted Streibert, WOR; Willard Schroeder, WINS; Edward Twamley, WLIB; Elliott Sanger, WQXR; Seymour Seigel, WNYC; Ted Cott, WNEW; Joe Seiferth, WJZ.

Record Crowd Expected At IRE Winter Meeting

(Continued from Page 1)
phone Laboratories, at noon on the 25th. R. J. Rockwell, engineering director of the Crosley Corp. broadcasting division, will act as emcee.

General Groves will speak on "Some Electrical, Engineering and General Aspects of the Atomic Bomb Project," at a joint meeting of the IRE and the American Institute of Electrical Engineers Wednesday evening at the auditorium of the Engineering Society.

The Radio Engineering Show, to be set up on the eighth and tenth floors of the Astor, will contain 170 exhibit booths representing 135 companies. The display will present a cross-section of the industry's newest and most important postwar products in the radio field.

An unprecedented number of technical papers, 87 in all, covering 16 general subject categories, will be read during the four-day meeting.

All-American Winners: Monday

Fremont FM Plans

Fremont, O.—Robert F. Wolfe, Fremont industrialist, announced that construction of an FM station to serve the Fremont area will begin soon.

Send Birthday Greetings To

Jan. 18

Art Kassell Lucille Wall
Donna Munson Ruth Lyon
Ann Viola

Have a home economist on your staff to create programs for food accounts, household equipment, etc.; experienced; has written and broadcast programs for major radio station with national hook-up; interested in Chicago only. Write Radio Daily, Box 101, 1501 Broadway, New York 18, N. Y.



Hard head

That's a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

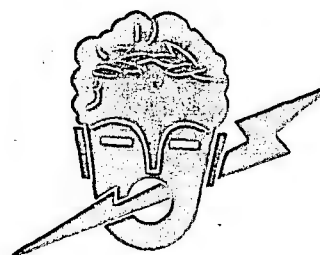
See that bump on his head? That's a two-inch thick horn surmounting his noggin.

We suppose if a lot of people knew about this bird they'd have been calling some time buyers "cassowaries."

But not us. We like them tough. When they're tough they know their business. That kind of time buyer sticks to facts. And that's all we offer in our W-I-T-H presentation. Here's one of the big facts:

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

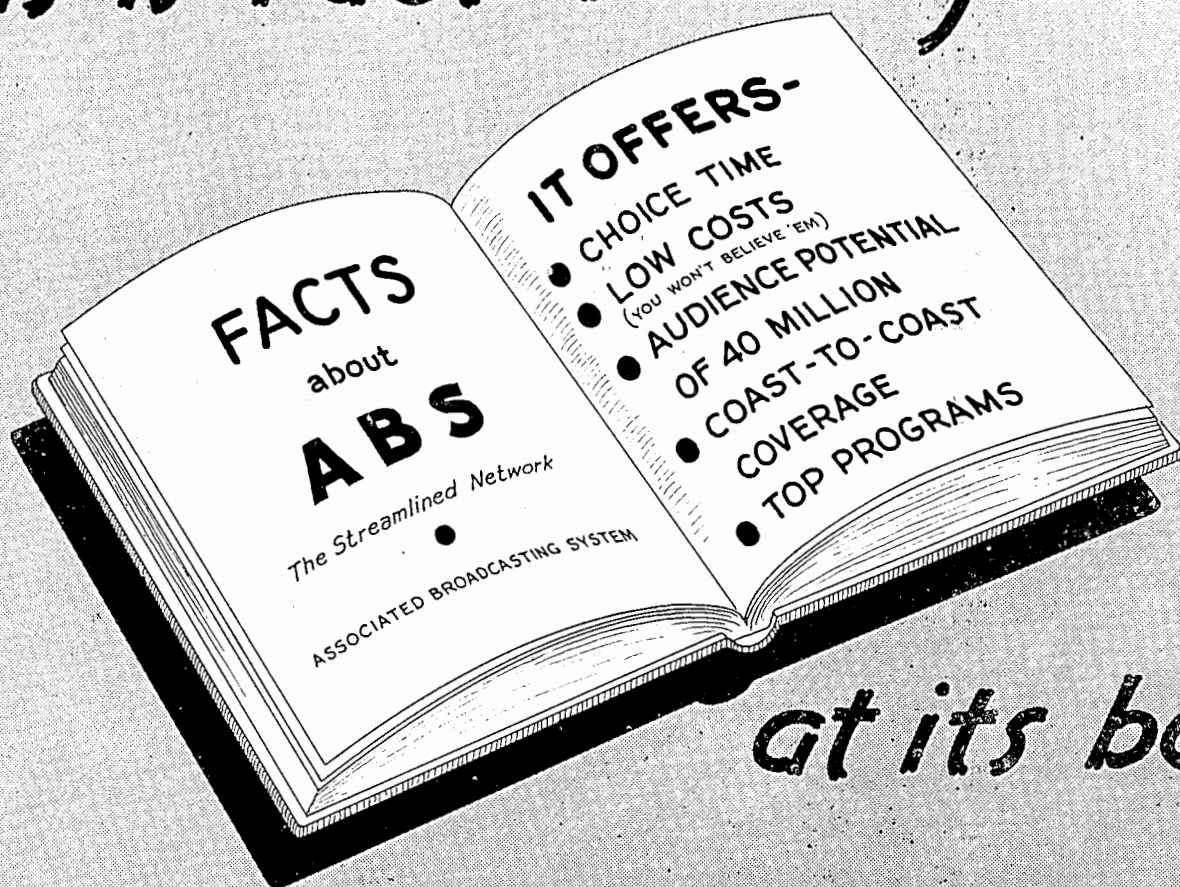
That's a fact and tough time buyers like it.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

This is Fact-Finding



Yes, and there are many more too . . .

Think of it, you can buy a full evening, coast-to-coast hour from Associated on a one-time rate of \$4,410 . . . this is the unbeatable combination of maximum results at minimum costs . . .

AND OF COURSE

that's but a fraction of the cost of any other comparable medium for the same coverage . . . we have the facts on that too . . .

ASSOCIATED REACHES

twenty-five of the nation's leading distributing centers through its twenty-three outlets . . . embracing a metropolitan coverage of forty million potential customers . . .

The facts are clear and eye-blinking . . .

Here is your opportunity to get that choice time; those magical hours of peak-listening strength . . . either on a coast-to-coast or regional basis . . . secondary and supplementary coverage also available . . .

ASSOCIATED GIVES

you top programs as a vehicle for your sales message . . . such celebrated news commentators as John B. Hughes, Edgar Ansel Mowrer, and Frank Kingdon are available to you for sponsorship . . .

WE ASK YOU

to call or visit our sales offices to learn more about Associated . . . the network that gives you major city coverage at fractional costs . . .

NEW YORK

1721 CHANIN BLDG.
122 E. 42nd STREET
MURRAY HILL 5-3227

CHICAGO

LONDON GUARANTEE BLDG.
360 N. MICHIGAN AVE.
CENTRAL 4309

HOLLYWOOD

6000 SUNSET BLVD.
HOLLYWOOD
6204

EXECUTIVE OFFICES — KEELER BUILDING — GRAND RAPIDS 2, MICHIGAN

ASSOCIATED BROADCASTING SYSTEM

LOS ANGELES

By RALPH WILK

WESTERN star Dale Evans' new composition, "I Wish I Had Never Met Sunshine," has been waxed by Roy Rogers for Victor.

Employees of the Hollywood office of the ABC web gifted Ted MacMurray, whose resignation as production manager of the ABC Western division became effective this week, with an elaborate leather desk calendar pad as a going away present.

Knox Manning, KNX-CBS newscaster and commentator, has been signed by Warner Bros. to record narrations for four more short subjects. Manning has recorded more than 50 during the past year, thus setting a new Hollywood record.

Walter Tetley, "Leroy" on "The Great Gildersleeve" show over NBC, has entertained more than 4,000 servicemen at his Encino Ranch, mostly boys from Birmingham Hospital.

George Fisher, the Hollywood commentator, will play himself, in a series of short subjects planned by M-G-M with film and radio colony locales.

"I'm Not Having Any," the Don Raye-Matty Malneck song recently recorded by David Street, featured vocalist on Jack Haley's Sealtest Village Store (NBC), registered sales of 21,000 discs in its first week of release.

Ona Munson, star of her own CBS "Ona Munson in Hollywood" and hostess of the CBS "Open House," is becoming an expert on exercises. She just devised a set of stretching and bending exercises by which she says she compresses an hour's exercise into ten minutes!

Whiteman On New Series On WJZ-American Jan. 21

(Continued from Page 1)

(EST). Eugenie Baird, who has been the vocalist with Glen Gray, Tony Pastor orchestras, and also sang with Bing Crosby, will be the featured vocalist on the new series.

Program will highlight hit songs of yesterday, and recreate their periods and anecdotes about the fashions and slang of their day. Whiteman will be emcee.

— Monday: All-American Program —

"Mr. D. A." To Milwaukee

Jay Jostyn, NBC's "Mr. D.A.," will participate in the Milwaukee Centurama the week of Jan. 27. He will come back to New York for his Wednesday night broadcast and then return to complete the week in Milwaukee, his home town.

Ave Maria Hour

WMCA — Sunday — 6:30

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



Memos Of A Midnighner. . . !

● ● ● CBS reshuffling its afternoon schedule, with the Eddie Dunn show moving in the "G.E. House Party" time slot Feb. 15th. Latter show will move up to an earlier hour. There's also talk of Arthur Godfrey being shifted to 11 ayem so's more stations on the web will grab the show. Another newcomer will be NTG's "You're In The Act," coming in from the Coast in a few weeks. . . . Add transportation woes: The Eddie Cantor troupe had to leave town for Calif. in seven different trains. It'll be a miracle if they all get together for the next show. . . . Radio spots bought on Boston stations put the SRO sign on "Nellie Bly" up there Sat. nite. She moves into Manhattan Monday nite. . . . New interest being revived in the Eddie Bracken show. One of the writers on it is Bob Hope's brother. . . . Add tough breaks in timing: Vaughn Monroe's Victor platter of "You May Not Love Me" (from "Nellie Bly"), came out the same day the tune was thrown out of the show. . . . Carter Blake, formerly with Columbia Pictures, now Screen Test director with 20th Century. . . . Tom Lewis in town incognito. . . . Anne Arkins now covering radio for Time mag. . . . Talk around that Mona Paulee may replace Patrice Munsel on "Family Hour."

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● ● ● Ed Fitzgerald scolding Pegeen on his ayem show regarding charge accounts, etc., cracked: "No fate is worse than debt" Mark Goodson shed 18 lbs. during the past few weeks. Claims you gotta look hungry to have any sex appeal. . . . Jim Waldrop has resigned from the NBC announcing staff. . . . Sydney Moseley's talk at the Overseas Press Club about his experiences abroad was a stand-out. . . . That "Detect and Collect" tieup with PM's cartoon strip, Barnaby, (engineered by Al Meltzer), will take six months to run its course, which isn't exactly a bush-league publicity stunt Ray Green putting together a new transcribed series tagged "The Band Box," with Jerry Cooper, Shep Fields, Jim Ameche, a comic (probably Jerry Lester), and a femme vocalist. . . . Those regular dialers of hers should be called Maggi McNellisteners, according to Roger White. . . . Ron Rawson subbing for Don Hancock on "Front Page Farrell," with latter down in Florida recovering from recent illness. . . . The U.P. transcribed show, "One Man's Destiny," will honor Jane Froman in this Saturday's stanza over WOR.

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● ● ● A note from Edw. B. Coughlin, of Weed & Co., chides this dep't for our recent line about Dr. Eddy's Food Forum topping all New England competition in women's shows. "For your information," he writes, "the Marjorie Mills program is the No. 1 show up there, and second on the list is the Yankee Kitchen series" Jack Smart, weighing in at 270 lbs. on the hool, snagged the lead in ABC's "Fat Man," which preems Monday nite. 100-lb. Amzie Strickland was the femme lead. . . . Alan Courtney will have Jo Stafford and Johnny Mercer as judges on his Record Carnival this Sat. over WOR. . . . It's a girl at the Wilbur Starks. . . . Cy Mann, formerly Cugat's personal mgr., out of the army and with Muriel Francis' publicity office. . . . Steve Ellis a good bet to grab the Newark baseball games this season. . . . Irwin Zeltner now handling the Korn Kobblers' publicity. . . . Karl Swenson has readied a radio script written around the mother and father of Abe Lincoln. . . . Lawson Zerbe back in town again after a hitch with the American Field Service. . . . Ella Fitzgerald named as the outstanding singer of the year by Esquire mag. . . . Recommended Reading: Paul Gardner's article, "Box Office Basketball," in current Red Book. Pete Martin's piece on Abe Burrows in current Satevepost—especially his take-off on Norman Corwin. Drew Pearson's "Pet Peeves" in Feb. Pageant. New Yorker's Talk of the Town coverage on the LaGuardia show. And Art Linkletter's "profile" in Feb. "The Woman."

CHICAGO

By BILL IRVIN

THE Nu-Enamel Corp. of Chicago, represented by its vice-president in charge of advertising, Lee Boyd, has signed a contract with WJJD for sponsorship of "Dug-Out Interviews" sports show for the 1946 baseball season. The program immediately precedes all White Sox baseball games at home and away, with sportscaster Bob Elson conducting the interviews. Although opening date depends on opening date of American League season, the contract covers 154 programs.

William Ray, director of the NBC Central Division and Station WMAQ news and special events department, was elected president of Chicago Radio Correspondents, an organization of Chicago radio news and special events men, formed at a luncheon last week at the Sherman Hotel. Seven Chicago radio stations and the press associations were represented at the meeting. Other officers elected for one year terms were: Robert F. Hurleigh, WGN, vice-president, and Bob Ward, WJJD, secretary-treasurer. The executive committee will consist of the three officers plus Julian Bentley, WLS, and Con O'Dea, WENR, who were elected to the executive committee. A constitution will be drawn up by a group consisting of the executive committee, plus Everett Holles of WBBM. The general purpose of the group is "the promotion of radio as a news medium with rights and privileges in the access to news sources on an equal footing with other news media."

New WNEW Announcer

Gordon Gray, free-lance announcer in Chicago for the past fourteen years, joined the WNEW announcing staff this week, it was announced by John Jaeger, Chief Announcer.

— All-American Winners: Monday —

Showfolk Join AVC Chapter

Members of the various phases of the theatrical profession, who served in the Armed Forces, are forming a Chapter of the American Veterans Committee. First meeting will be held Monday, Jan. 21, at the Ringle Studios, and those who were in uniform during the war are invited to attend.

Clear-Channel Proponents Testify With School, Agricultural Groups

(Continued from Page 1)

scheduled to end yesterday, is expected to be continued at some future date. Although the clear channel group has not yet had its full day in court, the hearing will adjourn to make way for the FCC-Zenith battle over the FM band today and the important tele hearings Monday.

Russell Submits Figures

Mersey Russell, law partner of Louis Caldwell, counsel for the clear channel group, presented a vast list of figures in an attempt to show that size of city, network affiliation, power and frequency have a greater effect upon the level of radio advertising rates than whether a station operates on a clear channel. "These exhibits," Russell said, "cast doubt upon the assertion so frequently made by those desiring to restrict further clear channels, that use of a clear channel is in itself the sole measuring stick of earnings."

His testimony was offered to controvert charges that clear channel stations invariably enjoy higher rates because of their use of an exclusive frequency. "Other factors," Russell said, "are of equal, if not greater, importance in determining the level of rates. The most important factors in the determination of rates and, consequently, earnings of broadcast stations, are the size of the city in which the station is located; whether the station is affiliated with NBC or CBS; its operating position and position on the dial."

Denies "Stalling" Charge

Russell offered an impressive list of data, compiled from records of the FCC, Census Bureau, stations and various Government and private publications, which swelled the hearers' exhibits by more than a score. Caldwell denied assertions that the clear channel group had "stalled" during the four days of hearings, although it was obvious that the FCC would adjourn to a much later date and no decision would be forthcoming for many months.

He considers at the hearing indicated that the clear channel group hoped that development of FM broadcasting would take some of the pressure off the clears. Prior to Russell's testimony, the FCC's engineering department offered its own bulky evidence along more technical lines, topics of the three studies made included "what constitutes objectionable interference," "determination of distances to which sound over which various signal strengths are delivered" and "what constitutes a satisfactory signal."

Educational Group Asks Revision

Urging revision of the present clear channel rules, the National Association of Educational Broadcasters passed the following resolution which was submitted to the FCC.

(1) In its review of the evidence submitted at this hearing, the Com-

mission is urged to consider the unique public services rendered by the educational and non-profit radio stations of the country. A study of the record of these stations must reveal the type of service which is not duplicated by any group of stations in the United States. Their operation is truly in the public interest, convenience and necessity.

(2) The Association urges that the Commission seriously consider the contention that the principle of public service must prevail over the traditional yardstick of the protection of unreasonable coverage.

Calls Radio Facilities Limited

(3) The resources of America's leading educational institutions should be available to all. Yet the broadcast facilities of these stations are at this time so limited in terms of power, frequency and hours of operation that only a portion of the available service is being broadcast.

(4) Our members are ready and, because of years of broadcast experience, are able to carry on an expanded radio service. The National Association of Educational Broadcasters respectfully urges that the rules regarding clear channel operation be revised. Revision should be such that full-time operation, sufficient power, and improved facilities be made possible in order to provide adequate service to listeners in those areas which the educational stations should rightfully serve.

In addition to a host of experts from the Department of Agriculture, witnesses opposing the present clear channel system included representatives from the National Council of Farm Co-operatives, the National Grange and the National Farmer's Union.

Calling on the FCC to "seek actively to keep the air free," Russell Smith, legislative secretary of the National Farmers Union, recommended the following changes:

Smith's Suggestions

1. Establishment by the FCC of a rural advisory committee to bring before the Commission the problems of farm and rural listeners.

2. Setting aside by all clear channel stations of a minimum of a half-hour early in the morning, between noon and 1 p.m., and at night no later than 10 p.m. for carriage of non-commercial agricultural programs.

3. FCC conduct investigation of history of clearing channels to see if rural areas really serviced.

4. As to programming in general, if "present trends continue, the Commission will ultimately be forced into regulation of rates charged by stations, of rates paid by networks, and of practices of networks in relation to station programming."

C. Maurice Wieting, special assistant of the National Council of Farm Co-operatives, backed most of Smith's statements and added a few of his own. Wieting denied clear channel

stations assertions that they serve the needs of rural listeners better than other groups of stations, and cited cases "proving" his thesis. Among the "examples" were:

1. Beginning in Feb., 1945, WLW took the program "Everybody's Farm Hour" off the noon hour and moved it to 6:30 a.m., "much to the disadvantage of Ohio farmers."

2. A month earlier, WKRC, Cincinnati, which for three years had carried the farm program for the Cincinnati live stock market interests, informed them that beginning Jan. 1, 1945, they no longer could purchase the 12:30 p.m. hour, but they would have to shift the program to 1:30 p.m.—"an hour so unsuitable for farmers that the program was discontinued by the farmers for lack of listening audience."

Would Build Own Stations

Wieting said that livestock groups in Ohio, for example, are so dissatisfied with service rendered by clear channel stations that they "are joining with other farmer interests in applying for one AM station and four FM stations."

Wieting also cited the case of WBAL, Baltimore: "Station WBAL," he said, "is now a clear channel station with a power of 50 kw. Beginning in October, 1937, before this license had been granted, WBAL began broadcasting livestock marketing quotations of the Market News Service of the Dep't. of Agriculture. WBAL's license for 50 kw. operation was finally granted on December 4, 1941; four days later this farm program was discontinued."

Clear Channel radio stations which failed to serve the public interest should be refused renewal of their licenses by the FCC, C. M. Whiting, special assistant of the National Council of Farmer Co-Operatives proposed during course of clear channel hearings. Whiting asked that the FCC appoint an Advisory Rural Radio Committee representing farm organizations, land grant colleges and universities, the Department of Agriculture and other groups concerned with "inadequate" rural radio service.

Wants Power Limited

If this recommendation is followed, Whiting said, the rural radio committee would meet with the FCC at stated intervals to advise concerning the radio needs and program interest of rural people.

One of the strongest recommendations by the farm organization was that FCC require all radio stations to set aside "a reasonable amount of time each day at desirable hours for public sustaining programs."

The farm organization went on record as opposing the granting of super power in excess of 50 kilowatts. It called for "an integrated national, regional and local radio service free from the danger of control in the hands of a few owners of clear channel stations."

Potential Market In S. A. Reviewed

(Continued from Page 1)

products in that country. He also prepared a comprehensive survey of the entire South American market for radio and other household appliances, and held sales and distribution conferences with Crosley distributing organizations.

Regarding radio, DeLind said American manufacturers may expect plenty of competition from Europe, British and Dutch as well as American firms, the latter frequently in conjunction with Argentinian groups, now have modern and up-to-date plants in Buenos Aires, he said.

— Radio's All-Americans: Monday —

Ray Heads Organization Of News Directors In Chi.

(Continued from Page 1)

Monday last week at the Sherman Hotel. Seven Chicago radio stations and the press associations were represented at the meeting. Other officers elected for one year terms were: Robert F. Hurleigh, WGN, vice-president, and Bob Ward, WJJD, secretary-treasurer. The executive committee will consist of the three officers plus Julian Bentley, WLS, and Con O'Dea, WENR, who were elected to the executive committee. A constitution will be drawn up by a group consisting of the executive committee, plus Everett Holles of WBBM. The general purpose of the group is "the promotion of radio as a news medium with rights and privileges in the access to news sources on an equal footing with other news media."

Those eligible for membership "must be engaged in the gathering, preparing and dissemination of radio news or in the direct supervision of these activities."

It was decided that each 50 kw. station in the Chicago metropolitan area should have four voting memberships, each smaller station two voting memberships and each of the four press associations serving radio, two voting memberships. Admission of non-voting members under the general policy of eligibility stated above will be determined by a standing committee on admissions, headed by Don Kelley, special events manager of Station WBBM.

— Monday: All-American Program —

"One Night Stand" Debuts On WOR-Mutual Web

"One Night Stand," a new serial of varied dramatizations, made its debut over WOR-Mutual last night (Thursday), from 8 to 8:30 p.m. The premiere broadcast of the series, which will include family stories, romantic comedy, adventure and character dramas, starred Sam Levene, noted stage and screen actor, in "The Sugar Bowl."

Johnny Gart's orchestra and the Murphy sisters supplied the musical background.

EQUIPMENT

Named To Hoffman Plant Post

Neal Benjamin Milnes has been appointed property and maintenance manager for the five Los Angeles plants of the Hoffman Radio Corporation, according to H. Leslie Hoffman, president of the company. Milnes fills the vacancy left by Charles Walrod, who, during the war-time period was superintendent of plant protection and maintenance. Mr. Walrod returned recently to his former position as assistant manager with a local motion picture studio.

New Bendix Receiver

A new two-band aircraft radio receiver weighing 4¾ pounds including power supply and shockmounts, has been announced by Bendix Radio. The set will provide for reception of broadcasts, radio range signals, control tower directions and, when a loop antenna is added, allows aural-null homing as an aid to navigation. The frequency range extends from 200 to 400 kc. and from 550 to 1500 kc.

Named Majestic Distributor

The Monarch Radio and Appliance Co., San Antonio, headed by John E. Clemons, has been named as distributor of the Majestic Radio & Television Co. The complete line of radios, radio-phonographs combinations and Majestic records will be handled by the company.

Joins Illustravox

E. N. Lucas has been named western division sales manager, with headquarters in San Francisco, for the Illustravox Division of the Magnavox Co., Fort Wayne, Ind., in charge of Washington, Oregon, California, Nevada, Arizona, New Mexico, Colorado, Utah, Wyoming, Montana, and Idaho.

Gets G. E. Post

Robert C. Padgett, Jr., has been named local manager of appliance sales for the General Electric Co. in Seattle, it was announced by B. M. Tassie, Pacific district manager of appliance sales. With GE since 1936, Padgett assumes his new duties after three years with the armed services.

WOV Program Submitted In Peabody Script Contest

"Mr. Columbo Discovers America," a full-hour script of the life of an Italian immigrant in America, produced and directed by Arnold Hartley, has been submitted in the George Foster Peabody contest. Hartley, program director of WOV, has twice received awards from the Writers War Board.

A moving account of the heartbreak and disillusionment of the son of an Italian shoemaker, who looks for happiness and respect in America, "Mr. Columbo" was aired twice over WOV, including a special Christmas Day broadcast.

★ AGENCY NEWSCAST ★

RUTHRAUFF & RYAN, INC., announces the election of John P. Cohane, C. J. McCarthy, Jr., and William H. Spire as vice-presidents. All have been account executives. Cohane before coming to Ruthrauff & Ryan in 1942, was with J. Walter Thompson and Lord & Thomas. The same year, McCarthy joined the agency after being with Hearst Comic Weekly, Metropolitan Group, and the "Daily News." Formerly head of radio at McCann-Erickson, Spire served two years as Deputy Chief of Radio for the OWI.

ROCKHILL RADIO, Inc., Hollywood, has engaged Arthur Beckwith and placed him in charge of program service.

HAROLD HOLT has been named manager of Foote, Cone & Belding's motion picture department, eastern division, it is announced by Emerson Foote, president. Before joining FC&B, Holt was associated with King Features Syndicate, where he was executive editor and general manager of an affiliate company and later served as sales promotion manager of the organization.

GORDON M. PHILPOTT, vice-president and director of advertising for Ralston Purina Co. of St. Louis, has appointed Joseph Getlin as advertising manager for the company's cereal division. Getlin succeeds Hal M. Chase, who recently resigned. Ralston sponsors "Tom Mix and His Ralston Straight Shooters," on 262 stations of the Mutual network, and "Opry House Matinee" on 250 MBS outlets.

Sinatra On CBS Show With Martin Block Sat.

Frank Sinatra will be featured on the second broadcast of "Martin Block's Record Shop," the new series heard each Saturday afternoon over CBS stations, on Saturday, January 19th.

Sinatra will be on hand via a specially transcribed interview with Martin Block, in the course of which Frankie will tell the interesting story behind one of his latest recordings, "Nancy"—which happens to be the name of Frank's five-and-a-half-year-old daughter and for whom the piece was especially written. Frankie then will sing "Nancy"—both for Miss Sinatra who will be listening, and for all "Record Shop" listeners.

Another favorite, Gene Krupa—will be represented with "Harriet," and Frankie Carle—with "Seemed to Be," with Frankie tickling the ivories and Majorie Hughes doing the vocals.

Count Basie will do a brand new number named "Queer Street." Al Dexter, the author of it, will be heard with his orchestra in "Honey Do You Think It's Wrong?" and Michael Douglas and the Campus Kids complete the program with "Slowly."

HAL M. CHASE, advertising and sales promotion manager of Ralston Purina Company, will join the Welch Grape Juice Company on Feb. 1. Chase, who has specialized in grocery trade relations for many years, has been with Ralston since 1937. He is joining the Welch Company as sales promotion manager and will be in charge of activities throughout the United States.

TOM REVERE, formerly vice-president and director of radio for Ted Bates, Inc., advertising agency, announces the formation of Tom Revere Company for the creation and production of radio programs. Offices of the company are at 660 Madison Avenue, New York. Before joining the Bates Agency four years ago, Revere was, for 11 years, with Benton and Bowles, Inc., where he was vice-president and head of the radio department.

CAPT. NEIL COLLINS, former Army Service Forces Depot public relations officer in Columbus, O., has joined the public relations department of Byer and Bowman Advertising Agency, Columbus.

KELLY and LAMB ADVERTISING AGENCY, Hartman Theater Bldg., Columbus, O., has been organized by Paul A. Kelly and Gladys J. Lamb, to offer a complete advertising service, including radio. Mr. Kelly is a former president of the Columbus Advertising Club and vice-president of the Advertising Federation of America, and Mrs. Lamb formerly was with "Women's Wear Daily."

WFEA's New Quarters Ready In Near Future

Manchester, N. H.—WFEA, Bitner-owned CBS affiliate, will move into its own building within a few weeks after 13 years in the Hotel Carpenter, according to Melvin C. Green, general manager. The new building, under construction in downtown Manchester since last Spring, embodies the latest developments in studio design and engineering equipment, Green said. Three large studios are on the first floor, which also contains the manager's offices; the newsroom and the office of the musical director. On the second floor are located the program, sales, traffic and accounting offices.

— Monday: All-American Program —

Marianne Oswald On WHN

Marianne Oswald, author of "One Small Voice," will discuss her book with two critics on WHN's "Author Meets The Critics," Jan. 21, 8:00 p.m. (EST). George Davis, associate editor of "Mademoiselle," and Basil Davenport, of the editorial staff of the Book of the Month Club, will "oppose" her, and John K. McCaffery, associate editor of "American Magazine," will preside.



DRAPER LEWIS, who spent more than three years as master sergeant in the Army Air Forces, has returned to CBS in his former capacity of staff writer in the network's program writing division. While in the service, Lewis was writer and director of the "Air Transport Command Caravan Show," which toured the African and European theaters of operations.

LT. M. K. VICKERY, former president and general manager of station WMSL, Decatur, Alabama, and manager of the North Alabama Network, has returned to his peacetime career after three and one-half years in the U. S. Navy. "Vick" served as gunnery officer aboard three ships in the Pacific and was wounded by shrapnel in 1943.

MASTER SERGEANT ALAN S. SANDS, recently assigned to the Signal Corps Photographic Center in Long Island City, N. Y., has returned to civilian life. Sands wrote comedy scripts for Rudy Vallee, Lou Holtz, Phil Baker and others before his service in the Army.

JOHN V. B. SULLIVAN, who was sales promotion manager of WNEW when he joined the Army 39 months ago, has returned to the station as a member of the sales staff. He served with the 95th Division, Armed Forces Radio Service, Army News Service and as correspondent for the "Stars and Stripes" in Europe.

CAPTAIN JAMES RANKIN, Army Air Corps pilot for three and one-half years, has returned to McCann-Erickson as assistant account executive. Rankin flew with the 8th Air Force in England and later with the ATC.

CHARLES JEFFERS has returned to his post as technical director of WOAL, following three years service with the Office of War Information. While with the OWI, Jeffers served as Chief of the Engineering Division, Communications Facilities Overseas Branch. This unit installed 21 transmitters on the short-wave band with 50 kilowatts power, which was used by the OWI for beamed programs to Europe.

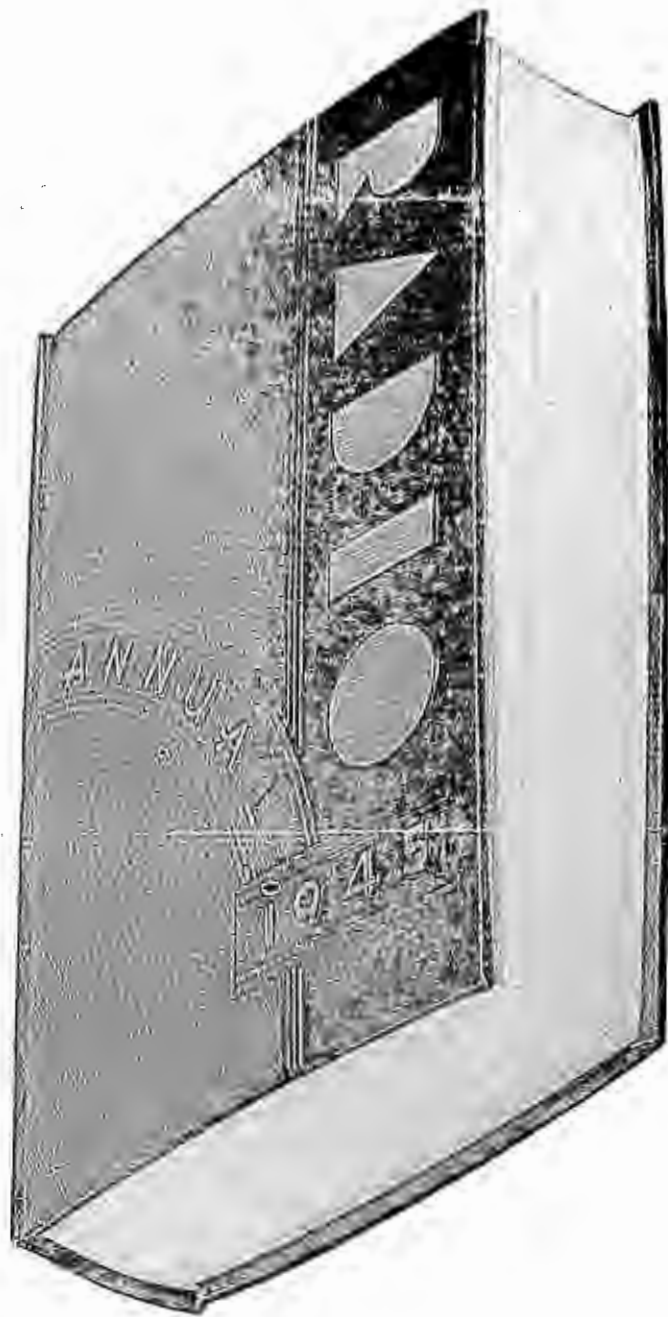
Open Announcers Inst.

DuBois, Pa.—A weekly "Announcer's Institute" has been inaugurated at WCED, CBS affiliate here, to discuss various phases of announcing, iron out problems and offer constructive criticism. The meetings are usually opened by Les Ryder, station manager, followed by programming suggestions from Virginia Wade, program manager. Staff announcers take turns presiding at the sessions.

— All-American Winners: Monday —

Moves To New Time

"The Alan Young Show," sponsored by Bristol-Myers Co. over ABC, will be heard on Fridays, 9-9:30 p.m., EST, beginning Feb. 8. Program is currently heard Tuesdays, 8:30-9 p.m.



**The
Entire
Radio
Industry
In
One
Practical
Volume**

The RADIO ANNUAL for 1946

NOW BEING COMPILED — OUT SOON

New Application List Of AM, FM, Tele CP's

(Continued from Page 1)

Tool and Die Works, Inc., Minneapolis, Minn.

FM filings include the following: Agriculture and Mechanical College of Texas, College Station, Texas; Joda Patterson, Ramon G. Patterson and Louise Patterson, doing business as WAPO Broadcasting Service, Chattanooga, Tenn.; KALE, Inc., Portland, Oregon; Westinghouse Radio Stations, Inc., Portland, Oregon.

Standard applications include:

J. E. Richmond, Percy M. White-side, Homer W. Wood, Charles A. Whitmore and Morley M. Maddox, doing business as Tulare-Kings Counties Radio Associates, Visalia, Calif., to be operated on 1400 kilocycles, 250 watts, unlimited; The Electronics Corp. of Puerto Rico, Mayaguez, Puerto Rico, to be operated on 1490 kilocycles, 250 watts, unlimited; Community Broadcasting Service, Inc., Vineland, N. J., to be operated on 1360 kilocycles, 1 kilowatt, daytime; Van Curler Broadcasting Corp., Albany, N. Y., to be operated on 1460 kilocycles, 5 kilowatts, unlimited; Community Broadcasting Co., Oak Park, Ill., to be operated on 1490 kilocycles, 250 watts, unlimited; Collinson-Wingate Broadcasting Co., Topeka, Kans., to be operated on 1490 kilocycles, 250 watts, unlimited.

— Monday: All-American Program —

NRDGA Award To Cantor

Eddie Cantor has been awarded the Americanism award of the National Retail Dry Goods Association. Presentation of a gold plaque was made at the organization's annual convention dinner at the Hotel Pennsylvania. The NBC comedian was lauded for his humanitarianism and was cited particularly for his campaign, "Give a Gift to a Yank Who Gave," conducted in co-operation with the Association and the American Legion.

— All-American Winners: Monday —

Chaplin Returns To U. S.

W. W. Chaplin, NBC roving reporter, has returned to the New York newsroom after accompanying the U. S. delegation to the UNO conference in London and covering the opening session. En route, Chaplin did two broadcasts from the Queen Elizabeth, one being an interview with Mrs. Eleanor Roosevelt, which the ship's p.a. system carried to the delegates gathered in the lounge. The broadcasts were the first from a commercial liner at sea since the start of the war.

— Radio's All-Americans: Monday —

"Angel Street" On WNBT

The stage and screen thriller "Angel Street" will be aired in its entirety with four players from the Broadway production, on WNBT, NBC tele outlet, Sunday at 8 p.m., EST. Judith Evelyn, Henry Daniels and Cecil Humphreys play the leads, supported by Florence Edney and Jetti Preminger. Ernest Colling will direct. Patrick Hamilton is author of the play.

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—Cliff Engle, recently released from military service and now free-lancing as an announcer, is handling commercials for Grace Bros. Beer on the new Herb Caen air column, presented over KPO Sundays. . . . **LOS ANGELES**—Berkeley L. Fuller, Washington representative of the Hoffman Radio Corp., has returned by air to the nation's capital following a two-week conference with H. Leslie Hoffman, president, and other executives of the corporation.

— CONNECTICUT —

HARTFORD—Hartford's annual Mile O'Dimes Campaign to raise funds in the fight against Infantile Paralysis, sponsored jointly by WTIC and the "Hartford Courant," was officially opened last Monday by Governor Raymond E. Baldwin. Also taking part in the opening ceremonies were Mayor Cornelius J. Moylan, Marcus Sherman, editor of the "Hartford Courant," and Walter Johnson, assistant general manager of WTIC. The campaign, which was inaugurated in 1941, is again under the direction of James F. Clancy, WTIC's sales promotion manager. . . . Ted Kobel, veteran of army service in China and India, has returned to WHTD's technical staff.

— NEW YORK —

NEW YORK—James I. Christie and Frank Nesbitt, on Military leave from the NBC International Division, have returned to the network following the completion of their duties with the Navy. . . . **WINS** and the committee in charge of the annual Israel Orphan Asylum Show slated for Madison Square Garden on Tuesday, Feb. 19, have completed plans for broadcast of the benefit, beginning at 9:15 p.m. and carried until the close, which is estimated at 2 a.m. Stars in radio, pictures and the legit theater, in New York at that time, are expected to appear, in addition to star representatives from eight club shows and musical comedies currently playing the Great White Way. The show always draws the fullest measure of support from all sections of New York's entertainment industry.

Philip Morris Replaces "It Pays To Be Ignorant"

Philip Morris & Co., sponsor of "It Pays to Be Ignorant," on CBS, is replacing that program with "Holiday & Company," a situation comedy about two ex-vaudevillians starring the former vaudeville team of Mayer and Evans, effective Feb. 1. The agency, Biow Co., Inc., and the time, Fridays, 9-9:30 p.m. (EST), remain unchanged.

— Radio's All-Americans: Monday —

Add Two To NBC Show

Al Hodge, Kermit Murdock and Elaine Rost have joined the cast of the NBC serial "Front Page Farrell," heard across-the-board 5:45 p.m., EST. Mary Rolfe has been added to the cast of the web's "Barry Cameron," heard at 11:30 a.m.

— INDIANA —

FORT WAYNE—To better serve the city of Fort Wayne with local news and exclusive news, WGL has created the new position of "News Editor," placing Tim O'Sullivan, a member of the announcing staff in that capacity. O'Sullivan, a veteran of World War II, having seen action in the European theater, will personally contact the Fire Department, Police Department, hospitals and other sources of news information for local presentation. . . . Stanley A. Morrow has been named assistant manager of advertising and sales promotion of Farnsworth Television and Radio Corp., John R. Hughes was named assistant sales manager of the Farnsworth sales division.

— NEW YORK STATE —

BUFFALO—Starting with a letter from the New York headquarters of the Save the Children Federation, asking WBEN's help in the federation plan to obtain a million Christmas cards from all over the country for use by children in rural schools, the 117th mail bag of used greeting cards reached WBEN, Jan. 15, in response to nine brief announcements by Clint Buehlman requesting listeners to send in the cards. The second-hand cards are being used by underprivileged children, many of whom rarely see such cards, for bookmarks, scrapbooks and for aids in art instruction.

— NEW JERSEY —

PATERSON—Beginning Jan. 15, Adele Hunt inaugurated a new feature on her WPAT program, "Hunt For Happiness," which will bring before the microphone every week the wife of the mayor of a large New Jersey city, in a series of intimate interviews designed to reveal the part such women play in the life and affairs of the community. . . . **TRENTON**—Arlene R. Sayre, of the N. J. State Dept. of Economic Development is the program director of the recently inaugurated "Farmers' Hour," presented over WTTM. A feature of the early morning program is an 8- to 12-minute interview, usually with outstanding agriculturists, by Roy Grove, announcer. Market and weather reports are given a strong play for the benefit of farmer listeners in Central New Jersey and Eastern Pennsylvania, as well as timely farm hints.

Tele Programming Experts To Address ATS Panel

Two experts on television programming will address a meeting of the American Television Society program panel at the January 28th luncheon meeting to be held at the Hotel Sheraton.

Speakers will be Hoyland Bettinger, former program manager of WRGB, Schenectady, and author of the forthcoming book, "Fundamentals of Television Programming," and Theodore Huston, radio and television director of Ruthrauff & Ryan, and tele director of the WABD program "Wednesday at Nine Is Lever Brothers Time."

Richard Manville, general chairman of the ATS panels, will preside at the meeting.

Patricia Murray will serve as panel secretary.

UP Halting Service To Gov't Shortwave

(Continued from Page 1)

continued its service to the Department, and INS has indicated that it is withholding such action until it can fully observe the peacetime operation of the Government's news disseminating media.

Should the UP pursue its indicated action and INS follow suit, the result would be completely hamstringing the "Voice of America's" news operations. It is doubtful that the OIC would broadcast only feature and cultural material, and has therefore been hinted that the agency would resort to other sources of spot news.

— All-American Winners: Monday —

New Discussion Program Makes Debut On WGN

Chicago—A new public service show, "Your Right to Say It," which takes its title from the statement usually attributed to Voltaire, the French statesman, made its debut over WGN, Sunday night, from 6 to 6:30 p.m.

Voltaire's celebrated remark, "I do not agree with what you say, but I will defend to the death your right to say it," is the theme of the program, which is presented in debate style. Two speakers each are permitted eight minutes to present sides of controversial questions, with four minutes for rebuttal.

The opening broadcast, "Can Private Enterprise Provide Homes Without Government Controls or Competition?" was moderated by Dr. Preston Bradley, Chicago pastor, lecturer and commentator.

Program is a sustainer and will not be offered for sponsorship.

— Monday: All-American Program —

Nat'l Coca-Cola Bottlers Sponsoring School Games

Coca-Cola bottlers throughout the country are arranging radio coverage of local high school basketball and football games, with a few cities already providing broadcasts of sports activities in the manner of college and professional events, it was announced this week.

G. Herbert McCracken, president of the Scholastic Sports Institute, which is handling arrangements for broadcasts, announced that play-by-play coverage of games will be aired between-halves broadcast periods for the use of schools or community activities in co-operation with the schools, and a rating system of schools throughout the state and neighboring areas. The Philadelphia Coca-Cola Bottling Company is one of the advertisers already making use of the plan.

In addition, the Scholastic Sports Institute has been retained to provide similar coverage by Coca-Cola bottler in Camden, N. J.; Phillipsburg, N. J.; Bethlehem, Pa.; Springfield, O.; Fort Wayne, Ind.; Terre Haute, Ind.; Danville, Champaign, and Decatur, Ill. and Akron, Ohio.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 34, NO. 14

NEW YORK, N. Y., MONDAY, JANUARY 21, 1946

TEN CENTS

ALL-AMERICAN RADIO PROGRAM OF 1945

1,091 Critics Choose Nation's 26 Favorites

Zenith In Plea To FCC Asks Extra FM Band

Washington Bureau, RADIO DAILY
 Washington—Zenith Radio Corp. filed its plea before the FCC Friday for an additional band be assigned to FM broadcasting. Zenith jumped on the 42-50 megacycle band-wagon with a red herring at the FCC's FM texts and pleaded plaintive concern for the nation's rural listeners.

Harassed by the persistent quizzing of FCC members, Zenith's stand, briefly was this: present assignment of the 88-108 megacycle band to FM will deprive most of the rural listeners of coverage; the admitted interference of the lower band is better than the

(Continued on Page 16)

Kostka To Czechoslovakia To Discuss Lidice Shrine

William Kostka, public relations executive, is flying to Prague in response to an official invitation of the government of Czechoslovakia to discuss arrangements for a memorial at Lidice symbolical of man's fight for freedom, as a gift of the American people to the people of Czechoslovakia, it was announced last week by

(Continued on Page 16)

Open Hearings Today On D. C. Tele Channels

Washington Bureau, RADIO DAILY
 Washington—Hearings on applications for the four television channels of the nation's Capital get under way today before the FCC, with six broad-

(Continued on Page 2)

Court Jester

Hollywood—Larry Storch, who was a discharged gop six weeks ago, looking for his first paying job as a comedy mimic, makes a record jump to the top next week. Discovered by two writers in a cafe, Storch landed a spot on NBC's "Kraft Music Hall," and has been selected to entertain Pres. Truman at the Radio Correspondents' Dinner.

Television Tower Grant

Washington Bureau, RADIO DAILY

Washington—On the eve of the Washington television hearing today, the District's Board of Zoning Adjustment approved the request of one of the tele applicants, Bamberger Broadcasting Service, Inc., for erection of a 300-foot television tower. The approval came after a long fight with residents of the area who claimed the huge tele tower would depreciate property values and create an airplane hazard.

J. R. Poppele, chief engineer for WOR, told the Board the television tower and station would cost an estimated \$500,000. In addition, he said, the company expects to spend \$250,000 for a downtown studio and about \$550,000 a year to produce a weekly 28-hours of tele programs.

4 New Shows Debut On ABC Web Tonight NAB Committee To Get Miller Report On AFM

The American Broadcasting Company will launch two full hours of new programs tonight, Adrian Samish, vice-president in charge of programs announced over the weekend, a new series of four sustaining half-hour shows. Programs will feature two crime shows, a musical variety and comedy with name talent, on Monday nights from 8:30 to 10:30, EST.

Aimed at the general listener, who

(Continued on Page 16)

Ten Mutual Programs Renewed For 52 Weeks

Ten leading Mutual programs have been renewed for 52 weeks beginning this month. These include three programs for Gabriel Heatter: Monday, Wednesday, Friday, 9-9:15 p.m., EST, for Kreml on 247 stations; Sunday, 8:45-9 p.m. for Barbasol Shave Cream

(Continued on Page 4)

Chicago—Following an amicable conference here Friday between Justin Miller, president of the NAB, and James C. Petrillo, head of the American Federation of Musicians, the NAB executive stated that his report in full concerning the conference will be made to a special industry committee tomorrow in Washington, D. C.

Friday's meeting, a closed session, was "exploratory" in nature, Miller

(Continued on Page 3)

Shortwave Broadcasts Hamstrung By AP—Benton

The Associated Press, by discontinuing its wire news service to the State Department's information office, has taken "upon itself the responsibility for judging and hamstringing the Government's shortwave broadcasting" which is "essential to the vital

(Continued on Page 2)

McGee & Molly Leads The List Of Winners

By FRANK BURKE
 Editor, RADIO DAILY

The "All-American Radio Program for 1945," selected by a critical jury of 1,091 of the country's leading newspaper men and women, is published today by RADIO DAILY.

Fiber McGee and Molly tops the 1945 selections by being chosen the "Favorite Commercial Program." Last year this

(Continued on Page 4)

RCA In 10 Year Pact With RKO-Pathe, Inc.

A license to record and distribute sound motion pictures for television broadcasting has been granted by RCA to RKO-Pathe, Inc. (formerly Pathe News, Inc.) as part of a new ten-year recording agreement announced by Barton Kreuzer, manager

(Continued on Page 4)

Moore Returns To WOR As Program Co-Ordinator

Tom Moore, recently returned after three years in the Army, has been named program coordinator at WOR, it was announced yesterday by Norman S. Livingston, director of program operations. Moore will work on

(Continued on Page 2)

Appreciation

With gratitude we acknowledge the support of 1,091 ladies and gentlemen of the press of America in making the 1945 survey to select the nation's "All-American Radio Program for 1945," an unprecedented achievement. Their interest and critical appraisal of the artists and programs will serve as a yardstick for American radio in 1946.

JACK ALICOATE,
 Publisher—RADIO DAILY.

One To 12.3!

Of the 510 reporters covering the United Nations General Assembly now meeting in London, only 60 are accredited radio correspondents. The radio men represented are associated with 20 broadcasting companies representing 14 countries. Further breakdown shows there is one newspaperman for every one and two-thirds delegate, but radio ratio is one to 12.3!



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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. Merser...

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

Coming and Going

FRED THROWER, vice-president of ABC in charge of sales, spent the week-end in Pittsburgh on business.

GEORGE B. STORER, president of Fort Industry Co., and J. HAROLD RYAN, vice-president and treasurer of the organization, were visitors late last week at the New York offices of the Broadcast Measurement Bureau.

DICK ROFFMAN, associate editor of the magazine "This Month," has returned from a three-day weekend spent at Lehighton, in the Poconos.

JOHN J. LAUX, president of WFPC, Atlantic City affiliate of ABC, conferred last Friday, at the headquarters of the network.

PAUL WAGNER, GERRY BOYD, MAURICE MYERS, HAROLD APEL and BOB KUHN—all executives of WPAY, Portsmouth, Ohio spent last week in Canton conferring with Gene Carr, director of radio for the Brush-Moore Newspapers, Inc.

ALFRED J. McCOSKER, THEODORE STREIBERT, J. R. POPPELE, EUGENE THOMAS, NORMAN S. LIVINGSTONE, CHARLES SINGER and BOB EMERY—all of WOR—left over the week-end for Washington, D. C., where today they will attend the television hearings.

HERB SHRINER, comic, got back to New York last Friday and has completed rehearsals for his program which reopens on NBC tomorrow.

CARLES STARK, vice-president of WMCA, is on a six-week vacation in Havana. He is expected back around the middle of February.

HELEN HOPE, women's commentator on WHYN, Holyoke, Mass., is back at the station after witnessing the annual Spring fashion shows in New York.

HAROLD CASSILL, general manager of WKIP, American network outlet in Poughkeepsie, N. Y., was in town late last week for conferences with officials of the web.



Even start

Those ponies usually get out of the stall... even up.

It's the challenge... and the stretch run that pay off at the windows.

Amazingly enough that picture up there was shot at Pimlico. (For you fellows who don't know—that's in Baltimore, the home of W-I-T-H, the sixth largest city in the U.S.A., and where W-I-T-H delivers the largest number of listeners-per-dollar-spent.)

We hope you read the brackets, because we only started five years ago. Not quite even with the rest.

We did pretty well when challenged... and in the stretch.

Facts prove that W-I-T-H is your big buy in this continued prosperity town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Shortwave Broadcasts Hamstrung By AP—Benton

(Continued from Page 1)

interests of the American people," it was stated by William Benton, Assistant Secretary of State, in a letter to Robert McLean, president of the AP, and president of the Philadelphia Evening Bulletin, owner of station WPEN.

"It is clear that the international broadcasting job must be done," Benton said. "I should personally be happy," he continued, "if the AP, in concert with other private wire services and with private broadcasters, offered to take over the entire operation and bear the deficit, which will average from six to ten million dollars a year if the job is done adequately."

Taking issue with the news agency's charges that "Government cannot engage in newscasting without creating the fear of propaganda," Benton said there is "constant pressure from all sides" which keeps Government broadcasting "objective and impartial."

ABC Airs Shanghai Talk

Frederick B. Opper, ABC correspondent in Shanghai, aired the general attitude toward three Japanese war lords in his Friday and Saturday night broadcasts on "News of Tomorrow." The Japs are to be tried in connection with the execution of three Doolittle fliers.

FM A GOOD SALESMAN

I am... and have been... successfully selling time in the New York market for over 10 years. I have developed accounts and maintain close contacts in leading radio agencies and with local advertisers... I'm married... dependable... and know how to think and talk... I'm a veteran and a college grad... Presently employed... Excellent credentials... Can you use me? Write Box No. 118, Radio Daily, 1501 Broadway, New York 18, N. Y.

Moore Returns To WOR As Program Co-Ordinator

(Continued from Page 1)

the development of new shows, and will also be associated with programs already on the WOR schedule.

Moore left the station in 1942 and was stationed in the Pacific, later becoming program director of the Jungle Network, AFRS.

Corregidor Hero On Air

Sgt. Irving Strobing, who flashed the last radio message from besieged Corregidor in 1942, and Sgt. Arnold Lappert, who received the message on Oahu, will be interviewed by Bill Berns on WNEW's "Unusual People," Tuesday, 9:15 p.m. Also to appear is Patricia Vaniver, queen of the Press Photographers Ball.

Kaiser-Fraser On WOR

The Kaiser-Fraser Corp. bought time on WOR over the weekend for 30 announcements on behalf of their two new cars, presently being previewed at a showing at the Waldorf-Astoria Hotel.

Announcements include chain-breaks and one-minute spots on the Stan Lomax program (6:45-7 p.m. daily).



"They heard WFDF Flint say he was selling something or other."

FINANCIAL

(Jan. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Open Hearings Today On D. C. Tele Channels

(Continued from Page 1)

casters remaining of the original nine registrants.

The Washington Times Herald, published by "Cissy" Patterson; Scripps-Howard Newspapers; and the Marcus Loew Booking Agency have withdrawn their applications, as reported in these columns.

Remaining applicants are, from New York: The Bamberger Broadcasting Service; Allen B. DuMont Laboratories; the National Broadcasting Company; from Washington: the Capitol Broadcasting Co., owner of WWDC; The Evening Star Broadcasting Co., owner of WMAL; and the Philco Corporation, Philadelphia.

Connect in Connecticut

WDRRC

HARTFORD 4 CONNECTICUT WDRRC-FM

Miller Will Report Tomorrow On Conference With Petrillo

(Continued from Page 1)

ated out to press representatives to meet the two principals following the session. Here Petrillo expressed his regret that the NAB executive had not authority to make decisions which would be binding on members of the broadcasters' association.

Petrillo stated that he will appoint a "music committee" immediately, and that in March, when the NAB's executive committee meets in New York, he will seek to arrange a meeting between the music committee and the special industry committee of the NAB.

Friday's meeting was characterized by general good feeling all around. During the press conference which followed, Miller emphasized "the reasonableness of Mr. Petrillo," whereupon the stormy petrel of the AFM indignantly countered with the asseveration, "That's the first compliment I've received in a long while."

It was revealed that during the meeting Petrillo expressed a desire that relations between AFM and the broadcasters be such as existed during 1937, 1938 and 1939 between the union and the old IRNA. That relationship, it will be recalled, was terminated as a result of the threat by Thurman Arnold, then in charge of the anti-trust division of the Depart-

ment of Justice, to bring action against the two parties to the arrangement. Miller stressed that any agreement between the two organizations must be such as to carry with it no possibility of objection from the Government on legal grounds.

In a statement issued following the meeting, Miller stated:

"My visit with Mr. Petrillo was exploratory. It was not a meeting for negotiation.

"I wanted to meet Mr. Petrillo and his executive committee, to sit down at a table with him and meet on common ground. I wanted to learn at first hand their problems and their viewpoints, and I wanted them to learn at first hand the viewpoints of the various segments of American broadcasting: non-network stations, network affiliated stations and networks.

"Dotted Line, Not Picket Line"

"There is no reason to think that fair-minded men, ready and willing to find an equitable basis for mutually satisfactory relations cannot ultimately resolve the problem on the dotted line rather than on the picket line. I feel certain that the millions of American listeners will join us in this common purpose to settle our problems around the conference table.

"I believe progress has been made. Over the weekend I will digest and evaluate the results forthcoming from today's meeting and will make a report to the special industry committee in Washington, D. C., on Tuesday.

"And, throughout the series of scheduled district meetings of the association I shall continue to ascertain the needs and desires of the broadcasters as I have in the three district meetings just concluded on the Pacific Coast."

Roland Gets CBS Post

Will Roland, former USO director in Europe and Military Government official, has been appointed a producer in CBS' program department. During the war he served for 13 months as director of USO-Camp Shows continental operations and then joined the Information Control Division to direct resumption of entertainment activities in Bavaria. Prior to joining USO, he had varied associations in the music business.

Drug Stores Sign ABC Co-op.

Thrifty Drug Stores Company, Inc., Los Angeles, will sponsor "Relax with Tinney," ABC co-operative program, on KECA, Los Angeles, beginning Jan. 28. The California chain will present the Oklahoma-born humorist-philosopher, heard at 6:45 p.m., EST, Monday through Friday. Milton Weinberg Advertising Company, Los Angeles, is the agency.

Thrifty Drug also sponsors "Baukhage Talking," another ABC co-operative program, on KECA, Monday through Friday.

CBS

Recently asked a blue ribbon jury to decide which of its stations did the best job of newspaper promotion. The prize was \$1,000! The ...

WINNER

was the same Durham, North Carolina station which won Billboard magazine 1945 overall promotion award. The same station that will do a great job for your clients in 1946.

WDNC



DURHAM
NORTH CAROLINA

Represented by Howard H. Wilson Co.

Now

Iowa's Best Frequency

First in America with a NEW

RCA 5F TRANSMITTER

WMT

Brings You

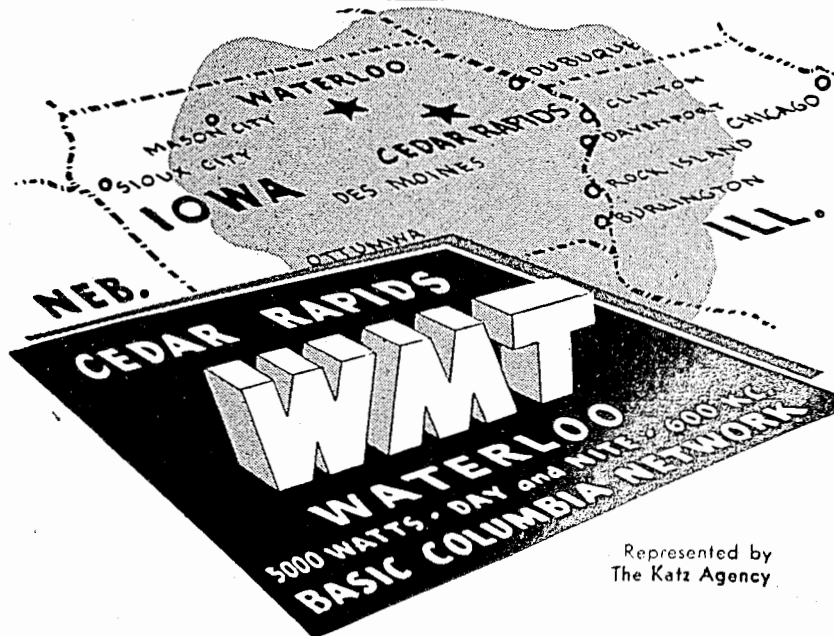
EASTERN IOWA

Completely!

Rapid Facts About Eastern Iowa's COLUMBIA Station:

- Largest Daytime Coverage of any station in the state within its 0.5 MV line (3,500,000 people)
- Largest Population Coverage of any station in the state within its 2.5 MV line (1,200,000 People)

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE.



Represented by
The Katz Agency

A BALANCED Market for Permanent Selling.

All-Amer. Program Winners Announced

(Continued from Page 1)
honor went to "Information Please." Bob Hope and Bing Crosby, two perennial favorites, win again. Hope came through as the favorite comedian and as the No. 1 entertainer while Crosby, polling the largest vote of any artist, was again crowned the nation's favorite male vocalist.

Votes For Personalities
Analysis of the questionnaires indicated that the heaviest balloting was done for personalities—names familiar to network listeners, rather than the shows on which they are heard. Many artists and programs who failed to qualify for a position among the first five in the 26 categories received a number of individual votes.

Indicating changing listening habits of the press during 1945 as compared with the previous year is the fact that in only four of the 26 categories did the top five finish in the same positions this year as last year. They are: sports commentator, symphonic conductor, classical femme vocalist and quiz show.

T. D. Wins By Nose
This year Tommy Dorsey nosed out Harry James as the No. 1 band in the swing band classification, and Woody Herman now in the five holds fourth position. In the commentator classification, Fulton Lewis, Jr., who held a tie position for fifth in 1944, moved up to third in 1945, ahead of H. V. Kaltenborn and Walter Winchell. Lowell Thomas is first again this year and Raymond Gram Swing is second.

Lux Radio Theater again wins first place in the "Favorite Dramatic Series" classification. However, changes have occurred in the shows which are listed among the first five under the dramatic group. Theater Guild, a newcomer to the networks, takes second position this year replacing Mr. District Attorney which drops to third. Others in the first five this year are Cavalcade of America and Helen Hayes Theater.

Stern Easy Winner
Bill Stern is a walk away again in the sports commentator classification. Other four in the first five are Ted Husing, Red Barber, Harry Wismer and Stan Lomax.

Although Toscanini won over Koussevitzky by a wide margin in the "symphonic conductor" classification the Boston Symphony orchestra ranked higher than the NBC Symphony of the Air in the symphonic program category. Winner of first place among the symphonic programs was the New York Philharmonic Symphony, which also was first on the 1944 All-American Radio Program.

Lombardo Again King
Guy Lombardo reigns again as king of the sweet bands polling 351 votes while Sammy Kaye was second with 67 votes. Dinah Shore, like the Lombardos, repeated her triumph of 1944, by winning first place as the most popular feminine singer of popular tunes the past year.

Other All-American winners in-



California Commentary

● ● ● Radio and movieland awaited the results of today's "All-American Program for 1945," with unprecedented interest. . . . At the movie studios press agents were oiling their typewriters to spread the news of the current popularity of their picture stars in radio and to take credit for the movies' role in aiding to build these names. . . . Trends and significant changes in the leaders in the various categories will be studied by both radio and film executives. Newcomers among the "First Fives" will also get the once over. Today's "All-American Program" edition will be at a premium in Hollywood by nightfall.

★ ★ ★
● ● ● William B. Ryan, NAB's 16th district director, has appointed Calvin Smith, of KFAC, Los Angeles; Robert O. Reynolds, manager of KMPC, Hollywood, and president of the Southern California Broadcasters Association, and Lew Frost, of NBC's Western division, to act as a committee to work with northern California broadcasters on a new state organization of station and network representatives. . . . Mrs. Enrico Caruso, Jr., who was called East by the illness of her mother, is enthusiastic over the reception being given her new song, "My Home Town." She reports that Martha Raye will take the number to Europe when she finishes her run at the Carnival, New York night spot. . . . Jennings Pierce, Ed Buckalew and Frank Conrad, field station relations managers for NBC Western division, Columbia Pacific and American Western division, respectively, have been attending the NAB district meetings at San Francisco, Seattle and other cities.

★ ★ ★
● ● ● The guys and gals who attended the NAB party tossed by the Southern California Broadcasters Association at the Beverly Hills Hotel are still talking of the grand entertainment that was arranged by Harry Witt and Lew Frost. Tom Brenneman emceed the show, and Jimmy Durante, Dinah Shore, the Andrews Sisters and Eddie Jackson were among the entertainers. . . . When Alan Young arrived in sunny Southern California he was greeted at Pasadena by two thinly clad Earl Carroll girls, wearing sun suits. Alan was wearing a bearskin coat (a pun is due and possible at this point). Young's reception was arranged by Bob Hall's ABC West Coast publicity crew.

★ ★ ★
● ● ● Harry Maizlish, major domo at KFVB, who became a father for the second time Dec. 31, is still receiving congratulations. . . . William Murtough, formerly with CBS in New York and Hollywood, has been made chief engineer of the new Palm Springs station KCMJ. . . . Saturday is a busy day for Mel Blanc, with the comedian rehearsing for both the Jack Benny and Judy Canova shows.

clude: John Charles Thomas, favorite male vocalist; Lily Pons, feminine vocalist, classical, although this operatic star is yet to have a series of her own and appears only as a guest artist; "One Man's Family," favorite dramatic serial; "Let's Pretend," favorite children's show; Joan Davis, favorite comedienne, and Don Wilson, favorite announcer.

"Hit Parade" was voted the most popular musical show of the season.

McNeill Wins Again
Among the educational programs, "America's Town Meeting" gave "Information Please," the go by. "Information Please," however, had little

trouble in retaining its position as the favorite quiz show. Don McNeill's "Breakfast Club" was an easy winner in the Daytime Variety show classification with Fred Waring ranking second.

Andrews Sisters draw the nod as the favorite singing unit and Fibber McGee and Molly as a second winner, led the comedy teams.

Year's Song Hits
Chosen as the Song of the Year was "Til the End of Time" and the Musical Composition of the Year was "Polonaise." Thus Chopin reaches out into posterity to join the All-American winners.

RCA In 10 Year Pact With RKO-Pathe, Inc.

(Continued from Page 1)
of RCA's theatre equipment department. Under the contract, films bearing the Pathe trademark will continue to be recorded by RCA.

The agreement is the first to be concluded on RCA's new recording contract basis, which assures licensees of continued benefits from RCA's research and engineering programs. It also provides for immediate delivery of new RCA sound film recording equipment to the new RKO-Pathe studios, now under construction in New York City. RKO-Pathe has also bought RCA sound and RCA Brenkert projection equipment for review rooms.

Negotiations were handled by Ralph B. Austrian, executive vice-president of RKO Television Corp. and Kreuzer.

Ten Mutual Programs Renewed For 52 Weeks

(Continued from Page 1)
on 257 stations; Tuesday, Thursday, 9-9:15 p.m., for Forhan's Toothpaste on 186 stations. All were placed through Erwin, Wasey & Co.

Other renewals include: William Lang, for Kreml, across-the-board, 12-12:15 p.m. on 243 stations through Erwin, Wasey & Co.; Arthur Hale, for Richfield Oil Corp., Tuesday, Thursday, Saturday, 7:30-7:45 p.m. on 35 stations, through Hixson-O'Donnell; Frank Singiser, for Sinclair Refining Co., Monday, Wednesday, Friday, 7:30-7:45 p.m. on 190 stations, through Hixson-O'Donnell.

"Songs by Morton Downey," for Coca-Cola Co., across-the-board, 12:15-12:30 p.m. on 167 stations, through D'Arcy Advertising Co.; "Superman," for Kellogg Co., across-the-board, 5:15-5:30 p.m. on 198 stations, through Kenyon & Eckhardt; "Freedom of Opportunity," for Mutual Benefit Health & Accident Assn., Sunday, 10-10:30 p.m. on 249 stations, through Arthur Meyerhoff & Co.; "Take It Easy Time," for Stokely-Van Camp, Inc., Monday, Wednesday, Friday, 11:30-11:45 a.m. on 152 stations, through Calkens & Holden.

Owen Davis Jr. Joins NBC Television Dept.

Owen Davis, Jr., recently discharged from the military intelligence branch of the Army, has joined the NBC Television Department as director of literary rights and scripts, John F. Royal, web vice-president in charge of video, announced last week. Davis will supervise all matters pertaining to the writing and procuring of script material, and will also produce special programs on WNBT.

Son of the famous playwright, Davis was a well-known stage, movie and radio actor before he entered the Army in 1942. Radio shows on which he has appeared include the "Rudy Vallee Show," "Those We Love," "The Circle," "The Goldbergs" and others.

RADIO DAILY

Has The Honor

To Present

**“The All American
Radio Program”**

of

1945

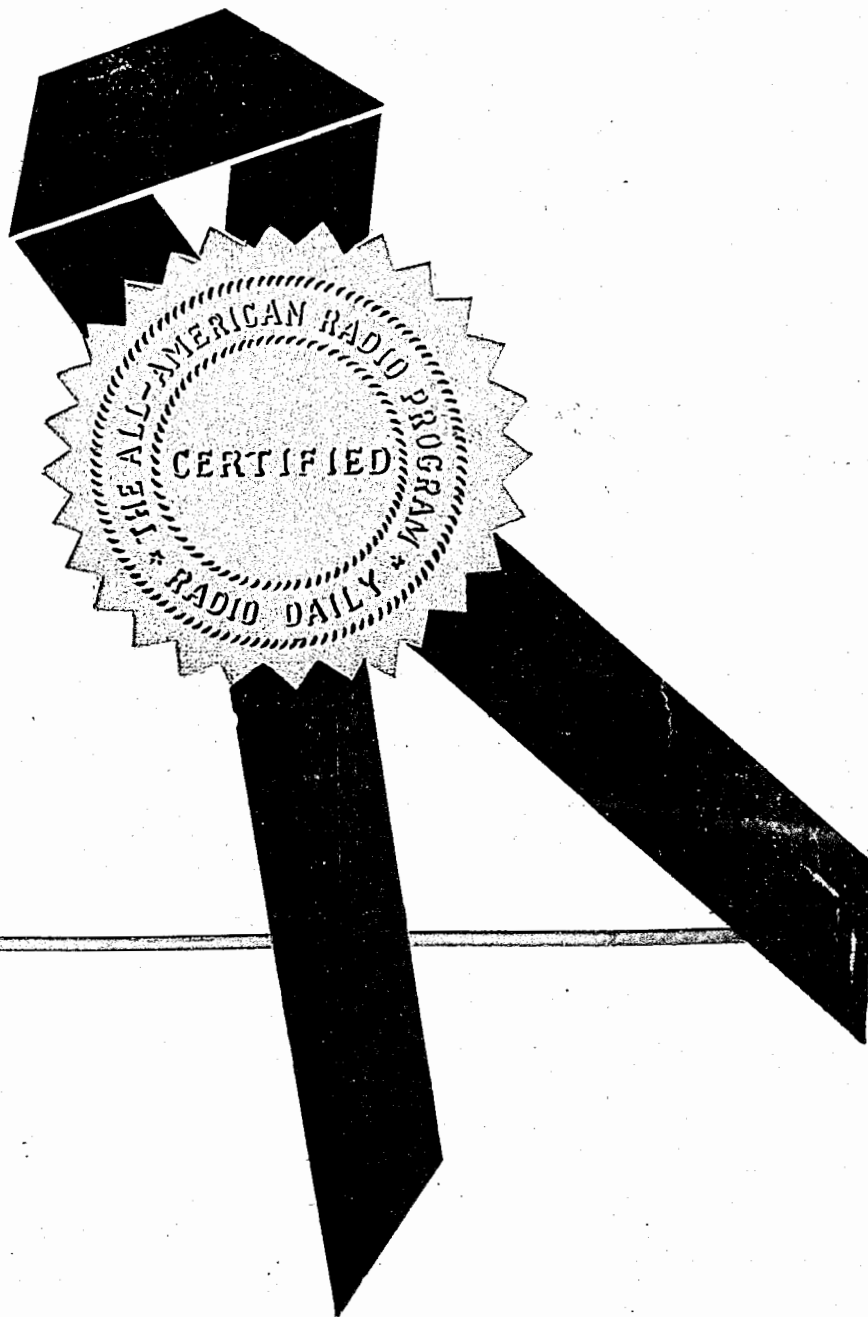
ANDREWS SISTERS
Popular Singing Unit

"HIT PARADE"
Popular Musical Show

"TIL THE END OF TIME"
Song of the Year



By the Press of America in
to select the outstar
for the All-American



Radio



FIBBER MCGEE AND MOLLY

Commercial Program

BOB HOPE

Comedian

BING CROSBY

Male Vocalist (Popular)

BREAKFAST CLUB-DON MCNEIL

Daytime Variety Show

"LET'S PRETEND"

Children's Show

BILL STERN

Sports Commentator

JOHN CHARLES THOMAS

Male Vocalist (Classical)

GUY LOMBARDO

Dance Band (Sweet)

LILY PONS

Feminine Vocalist (Classical)

FIBBER MCGEE AND MOLLY

Comedy Team

Research Director Reviews Poll

Evolution Of Survey Topic Of Discussion

Evolution of RADIO DAILY's annual poll from a modest beginning in the fall of 1937 to the present certified survey to pick the nation's All American Radio Program of 1945, indicates increasing interest and the changing popularity of radio artists and programs.

Starting with only a few hundred radio editors participating in 1937, the RADIO DAILY poll today ranks first in all such surveys with more than 1,000 newspaper men and women contributing their opinions. These contributions represent the critical opinions of radio editors, city editors, managing editors, amusement editors, fashion editors, feature writers, sports editors and other personalities in the nation's editorial rooms in cities and towns, large and small. Likewise the coverage embraces daily newspapers, trade publications, fan magazines and other periodicals.

Research Head Comments

"We consider the press evaluation of radio important," B. E. Jolley, director of research of Ross Federal Research, Inc., declared yesterday. "It is important because many newspapers own radio stations and many of their staff members are heard regularly on local stations and national networks as news commentators, sports authorities, and fashion experts. They are qualified judges of the popularity of artists and programs and listen to these programs with a critical ear."

Nation-wide acceptance of the certified poll to pick the nation's All-American Radio Program can be gained from radio and press interest in the poll results. Major wire services such as AP, UP and INS carry reports of the results to press and radio clients throughout the nation and many of the important network shows and personalities are devoting portions of their programs to a report on the results.

(Continued on Next Page)

Definite Ideas

Study of the balloting in the All-American Program poll conducted and Certified for RADIO DAILY by Ross Federal Research Corp., indicates very plainly that voters have very definite ideas of their likes and dislikes. Thus Lily Pons, while doing guest shots only, continues as the favorite femme singer of classical and operatic songs. Toscanini appears intermittently on short series of concerts and Fred Allen, coming up strongly, returned to the air comparatively recently. Crosby has had but two guest shots for charity during the latter part of 1945 as his radio appearances.

Polling the Personalities

By IRWIN ROSTEN

Bing Crosby again received more votes than any other winner, almost as many as the next two winning personalities combined, despite the fact that he has not appeared in his old KMH spot in close to a year. All of which goes to show how radio's innumerable disc jockeys can build and/or maintain a terrific audience for a performer.

"Information Please" also did a repeat on last year's showing by polling more votes than any other program as top quiz show. Although Golenpaul's gold mine was voted favorite commercial program last year, it finished second in that category in the present poll and also ran a close second in the educational program category.

Danny Kaye, who didn't even show last year, finished in the first five as both favorite entertainer and comedian

Strong strides made by Fulton Lewis, Jr., in finishing third in the commentator classification. . . . Ditto Woody Herman among the swing bands.

Dick Haymes and Perry Como, both in the first five in 1944's "star of tomorrow" group, finished right behind Der Bingle and Der Voice.

The perennial Guy Lombardo keeps polling more and more votes. Looks from here as though he's going to keep rolling to infinity.

Closest race in this year's poll was between Tommy Dorsey and Harry James in the swing band group. During tabulation the lead continually swung from one to the other with Dorsey finally pulling ahead to win by a scant two votes. Last year's poll had TD finishing second to the trumpet man.

Fred Allen came up strong to finish second only to Bob Hope in both the entertainer and comedian categories.

Dinah Shore still on top among the popular femme vocalists.

Those swingin' Andrews Sisters moved up from fourth place to cop the popular swinging unit title by a wide margin.

Fibber McGee and Molly seem to be pulling away from all opposition. Besides taking the coveted commercial program title, they polled the second highest number of votes among all contenders in winning the comedy team crown. If they keep it up, Radio Row will change its name to Wistful Vista.

Other winners repeating last year's performances include Bob Hope in the entertainer and comedian spots, John Charles Thomas, Lily Pons, the New York Philharmonic-Symphony, Arturo Toscanini, Lowell Thomas, Lux Radio Theater, One Man's Family, Bill Stern, Let's Pretend, Town Meeting of the Air, the Breakfast Club, Joan Davis, and Don Wilson.

The total number of ballots, if placed end-to-end, would be more than 200 feet longer than the "Queen Elizabeth," the largest ship afloat, and longer than the Empire State Building, the tallest in the world.

Open for Inspection

Ballots in RADIO DAILY'S Certified Poll to select the All American Program of 1945 are open for inspection to all in the industry who are interested.

In a few cases those voting requested that their ballot in so far as their name is concerned, remain secret. RADIO DAILY respects the wishes of these newspaper men and women.

Ross Research Expert Comments On Ballots

By B. E. JOLLEY

(Director of Research, Ross Federal Research Corp.)

The Ninth Annual RADIO DAILY Poll of the All-American radio program was launched officially on November 22, 1945, when 136 representatives of Ross Federal Research Corp. made their first interviews with editors, writers, and columnists of the nation's newspapers, magazines, and trade papers.

For the second successive year these experienced investigators sought out their qualified respondents from early morning until late at night many times patiently waiting for the deadline again after which it would be possible to record the valued objective opinions of a newspaper's editorial executives. The success of this poll, which so largely depends on the fine cooperation of the newspapers, is indicated by the increase in votes polled this year over last.

Newspaper Man's Opinion

The newspapers' own opinions of the RADIO DAILY poll can be summed up in the words of Robert M. Reed, Radio Editor of the Davenport (Ia.) Times who said "The poll is a practical way of determining what the public wants, as most editors are continually receiving comments from the public. The poll, because it indicates to sponsors what programs are popular, increases the possibility of most programs being continued." The Mr. Reed added the following significant statement, "I find the personal contact of this type of poll preferable to the mail type. I believe the personal appeal results in more thorough being given to the answers whereas those questionnaires received in the mail are either consigned to the wastebasket or answered, at best, perfunctorily."

Tabulation of the completed questionnaires was begun as soon as they began coming into our New York production department because our own tabulators could not escape the enthusiasm generated by an undertaking of this kind which has such a track record.

(Continued on Next Page)

Civic Pride

Strongest civic pride demonstrated in the 1945 poll came from Boston. Newspaper men and women there, almost to the vote, selected Dr. Serge Koussevitzky and the Boston Symphony, as the most popular classical musical program and conductor respectively. This program, sponsored by Allis-Chalmers of Milwaukee, is heard on the ABC network from Boston.



OPEN HERE

Passing Parade of Poll Winners

Below are chronologically listed the winners in all RADIO DAILY polls since the first poll in 1937. The results of the annual polls leading up to and including the first certified poll to select the nation's "All American Radio Program" follow:

1937 Commercial Programs—Chase & Sanborn; Entertainers—Jack Benny; Dance Bands—Guy Lombardo; News Commentators—Edwin C. Hill; Sports Commentators—Ted Husing

★ ★
1938 Commercial Program—Jello; Personalities—Jack Benny; Symphony Orchestras—NBC Symphony; Dance Orchestras—Guy Lombardo; News Commentators—H. V. Kaltenborn; Sports Commentators—Ted Husing.

★ ★
1939 Commercial Programs—Jello-O Program; Entertainers—Jack Benny; Dance Orchestras—Guy Lombardo; Commentators—H. V. Kaltenborn; Favorite Comedian—Jack Benny; Dramatic Shows—Lux Radio Theater; Serials—One Man's Family; Quiz Programs—Information Please; Symphonic Programs—N. Y. Philharmonic Symphony; Male Vocalist, Popular—Bing Crosby; Female Vocalist, Popular—Connee Boswell; Educational Programs—America's Town Meeting of the Air; Female Vocalist, Classical—Margaret Speaks; Male Vocalist, Classical—Nelson Eddy; Children's Show—Let's Pretend; Sports Commentator—Bill Stern.

★ ★
1940 Programs—Jello-O Program; Entertainers—Jack Benny; Dramatic Shows—Lux Radio Theater; Educational Series—American School of the Air; Dance Bands, Sweet—Guy Lombardo; Dance Bands; Swing—Glenn Miller; Comedians—Jack Benny; Quiz Shows—Information Please; News Commentators—H. V. Kaltenborn; Sports Commentators—Ted Husing; Dramatic Serials—One Man's Family; Children's Programs—Irene Wicker (Singing Lady); Symphonic Conductor—Arturo Toscanini; Symphonic Programs—N. Y. Philharmonic Symphony; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Lily Pons; Male Vocalists, Popular—Bing Crosby; Female Vocalist, Popular—Kate Smith.

★ ★
1941 Programs—Jello-O; Entertainers—Bob Hope; Dramatic Shows—Lux Radio Theater; Educational Series—Chicago "U" Round Table; Dance Bands, Sweet—Guy Lombardo; Dance Bands, Swing—Glenn Miller; Comedians—Bob Hope; Quiz Shows—Information Please; News Commentators—H. V. Kaltenborn; Sports Commentators—Bill Stern; Dramatic Serials—Aldrich Family; Children's Shows—Lone Ranger; Symphony Conductor—Arturo Toscanini; Symphony Programs—N. Y. Philharmonic; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Lily Pons; Male Vocalists, Popular—Bing Crosby; Female Vocalists, Popular—Kate Smith.

1942 Commercial Programs—Pepsodent; Entertainers—Bob Hope; Dramatic Shows—Lux Radio Theater; Educational Series—Chicago Round Table; Dance Bands, Sweet—Guy Lombardo; Dance Bands, Swing—Harry James; Comedians—Bob Hope; Quiz Shows—Information Please; News Commentators—Raymond Gram Swing; Sports Commentators—Bill Stern; Dramatic Serials—One Man's Family; Children's Shows—Lone Ranger; Symphony Conductor—Arturo Toscanini; Symphony Programs—N. Y. Philharmonic; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Gladys Swarthout; Male Vocalists, Popular—Bing Crosby; Female Vocalists, Popular—Dinah Shore.

★ ★
1943 Commercial Programs—Bob Hope; Entertainers—Bing Crosby; Dramatic Shows—Lux Radio Theater; Educational Series—American School of the Air; Dance Bands, Sweet—Guy Lombardo; Comedians—Bob Hope; Dance Bands, Swing—Harry James; Quiz Shows—Quiz Kids; News Commentators—Raymond Gram Swing; Sports Commentators—Bill Stern; Dramatic Serials—One Man's Family; Children's Shows—Tie Between The Lone Ranger and Let's Pretend; Symphony Conductors—Arturo Toscanini; Male Vocalist, Classical—John Charles Thomas; Male Vocalist, Popular—Bing Crosby; Female Vocalists, Classical—Lily Pons; Symphony Programs—N. Y. Philharmonic Symphony.

★ ★
1944 "All-American Radio Program Poll For 1944." Commercial Program—Information Please; Comedian—Bob Hope; Symphonic Program—N. Y. Philharmonic-Symphony; Educational Series—America's Town Meeting; Male Vocalist (Popular)—Bing Crosby; Daytime Variety Show—Breakfast Club—Don McNeill; News Commentator—Lowell Thomas; Dramatic Series—Lux Radio Theater; Children's Show—Let's Pretend; Sports Commentator—Bill Stern; Symphonic Conductor—Arturo Toscanini; Feminine Vocalist (Popular)—Dinah Shore; Male Vocalist (Classical)—John Charles Thomas; Dance Band (Sweet)—Guy Lombardo; Announcer—Don Wilson; Quiz Show—Information Please; Feminine Vocalist (Classical)—Lily Pons; Comedy Team—Fibber McGee and Molly; Comedienne—Joan Davis; Entertainer—Bob Hope; Popular Singing Unit—Fred Waring Glee Club; Woman Commentator—Dorothy Thompson; Dramatic Serial—One Man's Family; Dance Band (Swing)—Harry James; Star of Tomorrow (Male)—Alan Young; Star of Tomorrow (Female)—Jo Stafford; Song of 1944—"I'll Walk Alone"; Musical Composition of 1944—"Holiday For Strings."

Ross Research Expert Comments On Ballots

(Continued from Preceding Page)

mendous popular appeal. Everyone wanted to know what changes had taken place during the past year and yet, every known safeguard was employed in the tabulation to insure complete accuracy in the final results. I assure you that the results of the poll are truly representative of the working press of the nation.

Now that the results are all in and tabulated, I feel that RADIO DAILY has made another contribution of outstanding value to the Radio Industry, and national interest in the poll should continue to increase.

Parchment Scroll Awards

Parchment scrolls, which will carry the certified seal of the *All-American Radio Program for 1945*, will be awarded the winners in RADIO DAILY'S ninth annual poll.

Scroll presentations will be made either by RADIO DAILY or civic officials at the convenience of the recipients.

In some instances, organizations rather than individuals will be awarded the scroll. Awards in the musical composition categories will be made to the publishers of the winning music.

Evolution of Survey Topic Of Discussion

(Continued from Preceding Page)

"International interest in the certified survey is indicated from the fact that British Broadcasting Corporation and the Armed Forces Radio Service have asked for copies to beam overseas via shortwave. In addition copies of the survey are being furnished editors of Army and Navy publications for printing here and abroad. Spokesmen for the shortwave radio and armed forces publications explained that foreign interest in the personalities and programs can be attributed to personal appearances abroad and popularity of ET versions of shows."



MERIGAN
rogram

1945

RS

N. Y. PHILHARMONIC-SYMPHONY

Symphonic Program

Educational Series

LOWELL THOMAS

News Commentator

LUX RADIO THEATER

Dramatic Series

DINAH SHORE

Feminine Vocalist (Popular)

ARTURO TOSCANINI

Symphonic Conductor

"INFORMATION PLEASE"

Quiz Show

DON WILSON

Announcer

BOB HOPE

Entertainer

JOAN DAVIS

Comedienne

ONE MAN'S FAMILY'
Dramatic Serial

TOMMY DORSEY
Dance Band (Swing)

"POLONAISE"
Musical Composition of Year

N

Ninth Annual Radio Daily Poll of the nation's radio artistry Radio Program of Nineteen Forty Five

Jack Olierate
PUBLISHER—RADIO DAILY

First Five In Each Category

All figures below are the actual number of votes taken off the 1,091 ballots for each artist or program, and the top five in each classification listed. Since ALL votes were counted and an unusually wide series of selections were made, the actual count for each selection was necessarily lower.

None of the figures have been multiplied to imply a disguised number of ballots, higher than actually certified. The succeeding pages listing all who received votes further qualify the figures below.

<p>Commercial Program</p> <p>Fibber McGee 74 Information Please 54 Jack Benny 42 Edgar Bergen 36 Lux Radio Theater 35</p> <p>Entertainer</p> <p>Bob Hope 205 Fred Allen 116 Bing Crosby 79 Jack Benny 64 Danny Kaye 39</p> <p>Dance Bands (Sweet)</p> <p>Guy Lombardo 351 Sammy Kaye 67 Wayne King 61 Fred Waring 43 Tommy Dorsey 40</p> <p>Dance Bands (Swing)</p> <p>Tommy Dorsey 136 Harry James 134 Benny Goodman 105 Woody Herman 54 Kay Kyser 38</p> <p>Male Vocalist (Classical)</p> <p>John C. Thomas 225 Nelson Eddy 159 James Melton 150 Lauritz Melchior 109 Lawrence Tibbett 43</p> <p>Male Vocalist (Popular)</p> <p>Bing Crosby 662 Frank Sinatra 79 Perry Como 61 Dick Haymes 29 Frank Munn 18</p>	<p>Feminine Vocalist (Popular)</p> <p>Dinah Shore 301 Ginny Simms 89 Frances Langford 76 Jo Stafford 57 Joan Edwards 37</p> <p>Symphonic Program</p> <p>N. Y. Phil. 311 NBC Symphony 137 Boston Symphony 133 Ford Hour 97 Phila. Symphony 28</p> <p>Popular Musical Show</p> <p>Hit Parade 115 Hour of Charm 71 Kay Kyser 63 Fred Waring 60 Man. Merry-Go-Round 45</p> <p>Symphonic Conductor</p> <p>Toscanini 240 Koussevitsky 115 Kostelanetz 88 Stokowski 61 Rodzinski 45</p> <p>Comedian</p> <p>Bob Hope 294 Fred Allen 225 Jack Benny 104 Edgar Bergen 50 Danny Kaye and Jimmy Durante (TIE) 34</p> <p>News Commentators</p> <p>Lowell Thomas 136 Raymond Swing 98 Fulton Lewis, Jr. 85 H. V. Kaltenborn 70 Walter Winchell 55</p> <p>Dramatic Program</p> <p>Lux Radio Theater 296 Theater Guild 112 Mr. D. A. 49 Cavalcade of America 37 Helen Hayes Theater 35</p> <p>Dramatic Serial</p> <p>One Man's Family 125 Sherlock Holmes 23 Date With Judy and Thin Man (TIE) 12 Mr. D. A. 11 The Gt. Gildersleeve 8</p>	<p>Sports Commentators</p> <p>Bill Stern 306 Ted Husing 98 Red Barber 37 Harry Wismer 27 Stan Lomax 20</p> <p>Children's Shows</p> <p>Let's Pretend 118 Quiz Kids 76 The Lone Ranger 53 Coast-to-Coast on a Bus 24 Henry Aldrich and Children's Hour (TIE) 16</p> <p>Educational Program</p> <p>America's Town Meeting 117 Information Please 104 Chicago Roundtable 70 American School Air 48 Cavalcade of America 29</p> <p>Quiz Show</p> <p>Information Please 330 Take It Or Leave It 135 Quiz Kids 87 Dr. I. Q. 67 Truth Or Consequences 26</p> <p>Daytime Variety Show</p> <p>Breakfast Club 140 Fred Waring 72 Breakfast At Sardis 48 Queen For A Day 25 G. E. House Party 23</p> <p>Comedienne</p> <p>Joan Davis 294 Cass Daley 73 Fannie Brice 56 Gracie Allen 55 Judy Canova 24</p> <p>Announcer</p> <p>Don Wilson 143 Harry von Zell 119 Milton Cross 105 Ken Carpenter 66 Bill Goodwin and Ben Grauer (TIE) 54</p>	<p>Popular Singing Unit</p> <p>Andrews Sisters 178 Ink Spots 80 Waring Penn. 77 The Pied Pipers 40 Charioteers 26</p> <p>Comedy Team</p> <p>Fibber McGee & Molly 375 Burns & Allen 119 Durante & Moore 100 Abbott & Costello 79 Bergen & McCarthy 69</p> <p>Song of the Year</p> <p>'Til The End of Time 148 It's Been A Long, Long Time 85 It Might As Well Be Spring 79 If I Loved You 55 A. T. & Santa Fe 30</p> <p>Musical Composition of the Year</p> <p>Polonaise 43 Warsaw Concerto 28 Prokofieff Fifth Symphony 19 Shostakovich 9th Sym. 18 Holiday for Strings 13</p> <p>Feminine Vocalist (Classical)</p> <p>Lily Pons 230 Gladys Swarthout 103 Marian Anderson 92 Jessica Dragonette 57 Jeanette MacDonald 40</p>
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Her Bingle

Perennial favorite appealing to men and women in all walks of life as their idea of a perfect purveyor of popular songs, Bing Crosby polled more individual votes than any other individual or program. Actual count reveals that more than one half of all voters penned the name of Crosby as their favorite pop singer and one voter in every ten, picked him as their favorite entertainer as well.

Hit Parade

New classification in RADIO DAILY'S Certified Poll to select the All-American Radio Program is that of Popular Musical Show. In picking the Saturday night "Hit Parade," the editors and writers definitely settled the question as to whether or not the program is considered mainly for bobby-soxers. Obviously, the answer is "No," and the program is considered good general entertainment.

Data on Certified Poll Winners

Commercial Program

FIBBER McGEE & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9:30-10 p.m., EST, on NBC network. Agency: Louis, Needham & Brorby, Inc.

☆

Entertainer

BOB HOPE. Sponsored by The Pepsodent Co., Tuesdays, 10-10:30 p.m., EST, on NBC network. Agency: Foote, Cone & Belding, Inc.

☆

Dance Band (Sweet)

BOB LOMBARDO. Sponsored by Larus & Brother Co., Inc., Tuesdays, 10:30 p.m., EST, on ABC network. Agency: Warwick & Legler, Inc.

☆

Dance Band (Swing)

COMMY DORSEY. Sponsored by Standard Brands, Inc., Sundays, 8:30-9 p.m., EST, on NBC network for a period in 1945. Agency: J. Walter Thompson Co.

☆

Male Vocalist (Classical)

JOHN CHARLES THOMAS. Sponsored by Westinghouse Electric & Mfg. Co., Sundays, 2:30-3 p.m., EST, on NBC network. Agency: McCann-Erickson, Inc.

☆

Male Vocalist (Popular)

FRANK CROSBY. Sponsored by Kraft Cheese Co., Thursdays, 9-9:30 p.m., EST, on NBC network for a period in 1945. Agency: J. Walter Thompson Co.

☆

Feminine Vocalist (Classical)

LYNNE PONSON. Guest appearances during the year on various commercial programs.

☆

Feminine Vocalist (Popular)

FRANNAH SHORE. Sponsored by General Foods Corp., Thursdays, 8:30-9 p.m., EST, on NBC network. Agency: Young & Rubicam, Inc.

☆

Symphonic Program

FRANK Y. PHILHARMONIC-SYMPHONY. Sponsored by United States Rubber Co., Sundays, 3-4:30 p.m., EST, on CBS network. Agency: Campbell-Ewald Co.

☆

Popular Musical Show

OUR HIT PARADE. Sponsored by American Tobacco Co., Saturdays, 9:45 p.m., EST, on CBS network. Agency: Foote, Cone & Belding, Inc.

☆

Symphonic Conductor

GIULIO TOSCANINI. Sponsored by General Motors, Inc., Sundays, 10:15 p.m., EST, on NBC network. Agency: Arthur Kudner.

☆

Comedian

BOB HOPE. Sponsored by The Pepsodent Co., Tuesdays, 10-10:30 p.m., EST, on NBC network. Agency: Foote, Cone & Belding, Inc.

☆

News Commentator

HOWELL THOMAS. Sponsored by Sun Oil Co., Monday through Friday, 11:45-7 p.m., EST, on NBC network. Agency: Roche, Williams & Cleary, Inc.

Dramatic Program

LUX RADIO THEATER. Sponsored by Lever Brothers Co., Mondays, 9-10 p.m., EST, on CBS network. Agency: J. Walter Thompson Co.

☆

Dramatic Serial

ONE MAN'S FAMILY. Sponsored by Standard Brands, Inc., Sundays, 3:30-4 p.m., EST, on NBC network. Agency: J. Walter Thompson Co.

☆

Sports Commentator

BILL STERN. Sponsored by Colgate-Palmolive-Peet Co., Fridays, 10:30-10:45 p.m., EST, on NBC network. Agency: Sherman & Marquette, Inc.

☆

Children's Show

LET'S PRETEND. Sponsored by Cream of Wheat Corp., Saturdays, 11:05-11:30 a.m., EST, on CBS network. Agency: Batten, Barton, Durstine & Osborn, Inc.

☆

Educational Program

AMERICA'S TOWN MEETING OF THE AIR. Sponsored by Reader's Digest Association, Inc., Thursday, 8:30-9:30 p.m., EST, on ABC network. Agency: Batten, Barton, Durstine & Osborn, Inc.

☆

Quiz Show

INFORMATION PLEASE. Sponsored by Socony-Vacuum Oil Co., Mondays, 9:30-10 p.m., EST, on NBC network. Agency: Compton Advertising, Inc.

☆

Daytime Variety Show

BREAKFAST CLUB. Sponsored by Swift & Co. and Philco Corp., Monday through Friday, 9:30-10 a.m., EST, on ABC network. Agency: J. Walter Thompson Co. for Swift; Hutchins Advertising Co. for Philco.

☆

Comedienne

JOAN DAVIS. Sponsored by Lever Bros. Co., Mondays, 8:30-8:55 p.m., EST, on CBS network. Agency: Young & Rubicam, Inc.

☆

Announcer

DON WILSON. Jack Benny-American Tobacco Co. program, Sundays, 7-7:30 p.m., EST, on NBC network. Agency: Ruthrauff & Ryan, Inc.

☆

Popular Singing Unit

ANDREWS SISTERS. Sponsored by Nash-Kelvinator Corp., Wednesdays, 10:30-11 p.m., EST, on CBS network. Agency: Geyer, Cornell & Newell, Inc.

☆

Comedy Team

FIBBER McGEE & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9:30-10 p.m., EST, on NBC network. Agency: Louis, Needham & Brorby, Inc.

☆

Song of the Year

'TIL THE END OF TIME. Published by Santly-Joy, Inc. Music by Frederic Chopin; arrangement and lyrics by Ted Mossman and Buddy Kaye.

☆

Composition of the Year

POLONAISE in A-Flat, Opus 53, No. 6, by Frederic Chopin. (Public domain composition with special arrangements by several major music publishers.)

—Votes In 1945 Survey—

The following artists, programs, songs and compositions received one or more votes in RADIO DAILY's Ninth Annual Certified Poll, under the classifications as listed:

Dance Band (Swing)

Kay Kyser, Duke Ellington, Artie Shaw, Paul Whiteman, Xavier Cugat, Phil Harris, Glen Gray, Fred Waring, Harry Sosnik, Charlie Spivak, Charlie Barnet, Les Brown, Jimmy Dorsey, Mark Warnow, Jimmy Lunceford, Russ Morgan, Stan Kenton, Hal Schumacher, Louis Prima, Louis Armstrong, Lionel Hampton, Spike Jones, Don Voorhees, Guy Lombardo, Jack Teagarden, Vaughn Monroe, Eddie Condon, Hal McIntyre, Johnny Mercer, Matty Malneck, Gene Krupa, Count Basie, Jerry Wald, Louis Jordan, Bob Crosby, Cab Calloway, Vincent Lopez, Paul Lavalle, Carmen Cavallaro, Frank Carle, Johnny Long, Lawrence Welk, Frankie Masters, John Kirby, Tommy Tucker, Freddie Martin, Henry Busse, Al Goodman, George Olsen, Jimmy McFarland.

Symphonic Program

Telephone Hour, Standard Symphony of California, Hour of Charm, Metropolitan Opera, Chicago Symphony, Andre Kostalantetz, Orchestra of the Nation, Dave Rose, Stradivari Orchestra, Longines Symphonette, Firestone Program, Curtain Echoes, Hall of Fame, Invitation to Music, Album of Familiar Music, Prudential Family Hour, Steinway Drug Record Hour, Detroit Symphony, Indianapolis Symphony, Great Moments in Music, Sigmund Romberg, Goodyear Tire Program, Music Digest, Carnation Contented Hour, Minneapolis Symphony, Cities' Service Hour, Cleveland Symphony, Westinghouse WQXR Symphony, Boston Pops.

Popular Musical Show

Kraft Music Hall, Telephone Hour, Dick Haymes Show, Breakfast Club, Richard Himber, Woody Herman, Carnation Contented Hour, Chesterfield Supper Club, Spotlight Bands, Al Jarvis, Celinee Hour, Hall of Fame, Korn Kobblers, Prudential Family Hour, Sigmund Romberg, RCA Victor, American Melody Hour, Album of Familiar Music, National Barn Dance, Waltz Time, Chicago Theater of the Air, Nelson Eddy Show, Texaco Star Theater, Jack Smith Show, Flitch Band Wagon, Stradivari Orchestra, Bayer Show, Andre Kostalantetz, Andrews Sisters, Piano Playhouse, I Sustain The Wings, Nash Kelvinator Show, Ford Hour, Eddie Cantor Show, Guy Lombardo Show, Dinah Shore, Cass Daley Show, Highways of Melody, Theater Guild, Ginny Simms Show, Westinghouse Program, Red Skelton Show, Jack Benny Show, Frank Sinatra Show, Auto Lite Program, Pet Milk Program, Boston Pops, Little Theater of the Air, Great Moments in Music, Frankie Masters, Music Lovers, Club Matinee, Wax Museum, WGN Operettas, Chamber Music Society-Lower Basin Street, Saturday Nite Serenade, Pepsodent, Johnny Mercer's Show, Midwestern Hay Ride, Cities Service, Johnny Presents, Sammy Kaye, Bob Barton, Eddie Condon, Thanks to the Yanks, Fred Allen, Roy Shields, Church in the Vale, Magic of Music, Moore and Durante, Harry James, Ford Old Time Dance, McCormick's Theater, Standard Symphony, Duke Ellington, Alec Templeton, Mary Small Show, Jack Carson Show, Music for Listening, Danny Kaye Show, Early American Music, Voice of Victor, Keep Ahead, Flestone Program, Radio Theater of the Air, Tommy Dorsey Revue, Vincent Lopez, Make Believe Ballroom.

Announcer

Harlow Wilcox, Frank Gallop, Jimmy Wallington, Jim Ameche, Ken Banghart, Henry Morgan, Kenny Delmar, Hugh James, Howard Clancy, Westbrook Van Vorhees, Don Baker, Tom Brenneman, Ford Bond, David Ross, Don Elder, Ted Collins, Bob Brown, Ward Wilson, Roy Rowan, Martin Block, Sam Hayes, Andre Baruch, Red Barber, Bill Hay, Arthur Gary, John Gambling, Norman Brokenshire, Charley O'Connor, Bob Trout, Dwight Weist, Ken Niles, George Hicks, John Reid King, Del Sharbut, Ken Roberts, Charley Stark, Jack Costello, Ted Husling, Les Tremaine, Deems Taylor, Art Linkletter, Charles Lyons, Paul Douglas,

Alois Havrilla, Christopher Ellis, Don Fields, Herb Sheldon, Howard Petrie, Norman Ross, Tiny Ruffner, Truman Bradley.

Popular Singing Unit

Merry Maes, Charioteers, The King's Men, Golden Gate Quartette, The DeMarco Sisters, Dick Haymes and Helen Forrest, Southernaires, Four Chicks & Chuck, Mills Brothers, Louise Massey, Yagabonds, The Dinning Sisters, The Satisfiers, Six Hits and a Miss, Modernaires, Hoosier Hotshots, The Jesters, Lynn Murray, King Cole Trio, Roswell Sisters, Three Sons, Ken Darby Chorus, Amsterdam Chorus, Schaeffer Review, Sportsman Quartette, The Westerners, Deep River Boys, Delta Rhythm Boys, The King Sisters, Stardusters, Three Sons, The Landi Trio.

Comedy Team

Amos and Andy, Jack Benny and Mary Livingstone, Lunn and Abner, Harriet and Ozzie, Marx Brothers, Haley and Davis, Fred Allen and Portland Hoffa, Dagwood and Blondie, Snooks and Daddy, Howard and Shelton, Easy Aces, Wesson Brothers, Olsen and Johnson, Hope and Crosby, Belle and Lorenzo Jones.

Song of Year

Laura, Ballad of Rodger Young, I'll Buy That Dream, Lily Belle, The Irish Lullaby, No Can Do, The House I Live In, Bell Bottom Trousers, I Wish I Knew, You Came Along, The Charm of You, Chickery Chick, Dream, Don't Fence Me In, Sunny Side of the Street, Navajo Trail, I'll Remember April, Till Then, White Christmas, Oh, What A Beautiful Morning, I'll Be Seeing You, Surrely With The Fringe On Top, June Is Busting Out All Over, Sweet Dreams Sweetheart, There's No You, Swinging On A Star, A Song To Remember, I Didn't Know About You, My Heart Sings, If You Are But A Dream, There You Are, I Walk Alone, A Little On The Lonely Side, I Can't Begin To Tell You, Kiss Me Again, You Belong To My Heart, That's For Me, Accentuate The Positive, Happiness Is A Thing Called Joe, Sentimental Journey, Speak Low, Hut Sut Song, Polonaise, Tico-Tico, My Dreams Are Getting Better All The Time, It Had To Be You, Let's Take The Long Way Home, There I Said It Again, Symphony, Homesick, Love Letters, I'll Be Yours, It's Got To Be This Or That, Oklahoma, Close As Pages In A Book, Carousel, I Wonder, Jealous.

Musical Composition of Year

Spellbound Concerto, Sentimental Journey, Western Suite, Overture To The Fairy Tale, Hong Kong Blues, Our Waltz, You Belong To My Heart, Autumn Serenade, Rhapsody In Blue, Seven Ages, In Central Park, That's For Me, Gillis Symphony Number Five, It Might As Well Be Spring, Meadowland, Lionel Barrymore Concerto, Ode To Napoleon, Ballad of Rodger Young, Ritual Dance of Fire, Till The End Of Time, As Time Goes By, Strange Music, Lukas Foss Cantata, It's Been A Long Long Time, Appalachian Spring, Laura, Claire de Lune, Song of Norway, Grieg's Concerto, Beethoven's Fifth, Porgy and Bess, White Christmas, Jeremiah, Swinging On A Star, If I Loved You, Morton Gould's American Salute, Can't Begin To Tell You.

Educational Program

The Human Adventure, Invitation to Learning, March of Time, American Forum of the Air, Citizens of Tomorrow, This Is My Best, The World Today, The Answer Man, Six Bells, Bright Horizons, The Doctor Speaks, Mr. D. A., Know Your America, Believe It Or Not, Quiz Kids, The Passing Parade, Reader's Digest, Our Foreign Policy, Farm & Home Hour, Metropolitan Opera, Dr. I. Q., World's Greatest Novels, The Voice of the Inquirer, Everybody's Farm, Noah Webster Says, The Pacific Story, The Army Hour, To The Ladies, Mayor LaGuardia, Opinion Requested, Let's Learn Spanish, People's Platform, Books Bring Adventure, America Speaks, Children's Hour, A. L. Alexander's

Mediation Board, Catholic Hour, Consumers Time, We, The People, Herald Tribune Forum, Trans-Atlantic Call, Report To The Nation, Front Line Doctor, So You Think You Know Music, Pete Howe.

Comedian

Ed Gardner, Eddie Cantor, Fibber McGee, Rochester, Harold Peary, Bob Burns, Marlin Hurt, Jerry Colonna, Victor Borge, Jack Carson, Red Skelton, Alan Young, Ish Kabibble, Frank Morgan, Danny Thomas, W. C. Fields, William Bendix, Peter Donald, Gary Moore, Ed Wynn, Jack Kirkwood, Parkyakarkus, Tom Brenneman, Don McNeill, Keenan Wynn, Charles Correll, Milton Berle, Arthur Treacher, Roland Young, Henry Morgan, Groucho Marx, Phil Baker, Kenny Delmar, Freeman Gosden, Jack Haley, Bert Wheeler.

Comedienne

Billie Burke, Vera Vague, Grace Fields, Cornelia Otis Skinner, Harriett Hillard, Beulah (Marlin Hurt), Arleen Francis, Lulu McConnell, Hildegard, Leila Ramson, Beatrice Lille, Martha Raye, Molly (of McGee Show), Charlotte Greenwood, Mary Livingstone, Portland Hoffa, Eve Arden, Betty Hutton, Minerva Pious, Gilda Grey, Ginny Simms, Patsy Kelly, Blondie, Joan Edwards, Ann Southern, Shirley Booth, Ann Rutherford, Beatrice Kaye, Ann Thomas.

Male Vocalist (Classical)

Richard Crooks, Frank Munn, Jan Peerce, Frank Parker, Norman Cordon, Leonard Warren, Thomas L. Thomas, Paul Robeson, Ezio Pinza, Bing Crosby, John Feeney, Igor Gorin, Robert Weede, Edward Leo Tyler, Alex Konis, Martial Singher, Mack Harrell, Robert Merrill, Jussi Bjorling, Bill Perry, Reinhold Schmidt, Francesco Valentino, Kenny Baker, Bob Hannon, Wilbur Evans, Frank Sinatra, Emanuel List, Burl Ives.

Male Vocalist (Popular)

Jack Smith, Nelson Eddy, James Melton, Danny Kaye, Barry Wood, Phil Brito, Lawrence Tibbett, Jack Owens, Kenny Baker, Johnny Johnston, Lanny Ross, Morton Downey, Larry Stevens, Danny O'Neil, Frank Parker, Thomas L. Thomas, Harrison Knox, Louis Armstrong, Harry Cool, Dennis Day, John Charles Thomas, Jerry Colonna, Max Condon, Vaughn Monroe, Andy Russell, Burl Ives, Dick Gilbert, Nat Cole, Jack Feeney, Robert Merrill, Frankie Laine.

Feminine Vocalist (Classical)

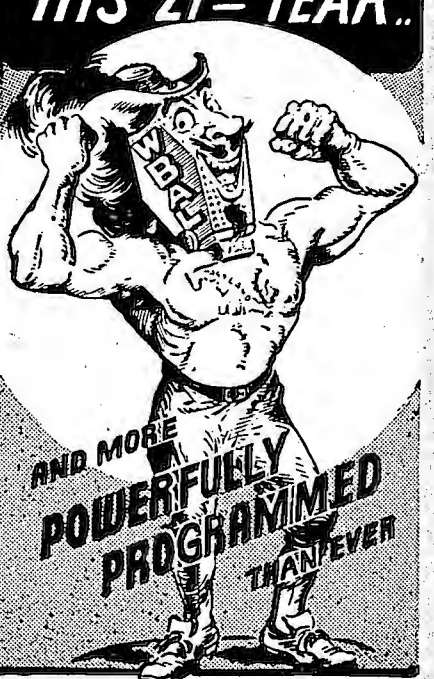
Rise Stevens, Grace Moore, Helen Traubel, Patrice Munsel, Jane Froman, Vivian della Chiesa, Anna Kaskas, Jean Dickenson, Liela Albanese, Lotte Lehmann, Dorothy Maynor,

Jean Tennyson, Eileen Farrell, Irene Hill, Marion Farrell, Rose Hampton, Dorothy Kirsten, Maggi Teyte, Jenny Toruse, Bidu Sayao, Maxine, Nadine Connor, Eleanor Steber, Kirsten Flagstad, Katherine Grayson, Francine, Josephine Antolne, Lucille Manners, Annamary Dickey, Evelyn McGregor, Blanche Thebom, Jane Powell, Margaret Speaks, Kate Smith, Connie Haines, Marlon Claire, Margaret Whiting, Anna Cole, Jarmilla Novotna, Ginny Simms, Nan Merryman, Martha Tilton, Irene Manning.

Commercial Program

Bell Telephone Hour, Ford Program, Fred Allen Show, G. E. House Party, Bayer Aspirin Program, Breakfast Club, N. Y. Philharmonic, Boston Symphony, Great Gilderleeve, People Are Funny, Take It Or Leave It, Joan Davis Show, Hit Parade, Philco Hour, Just Plain Bill, Fred Waring Show, Westinghouse, Duffy's Tavern, Midwestern Hayride, Hour of Charm, U. S. Steel Theater Guild, Breakfast in Hollywood, Cavalcade of America, Alan Courtney Show, Inner Sanctum, General Motors Symphony, Thom McAn News Program, Don Goddard & News, Birdseye Open House, Maxwell House, The Raleigh Program, Jack Kirkwood, Freedom of Opportunity, Can You Top This, Socony Program, Texaco Star Theater, Prince Matchabelli Program, The Church in the Vale, Counter Spy, Alex Dreier, Moore & Durand, Henry Aldrich, Thanks to the Yanks, Paul Lavalle, Pacific Story, Life of Riley, Martha Deane, Queen For A Day, Carnation Contented Hour, Ozzie & Harriet, Bill Stern Sport Reel, National Barn Dance, Mayor of Town, March of Time, Meet the People, Mr. and Mrs. North, Lunn and Abner, Trans-Atlantic Call, Burns & Allen, Dr. I. Q., Lone Ranger, Lovell Thomas, Mr. District Attorney, John Gambling Show, Blind Date, Kraft Music Hall, Amos and Andy, Westinghouse Story Teller, Raymond Gram Swing, Town Meeting of Air, Firestone Hour, Vox-Pop, Kate Smith, Sammy Kaye's Sunday Serenade, Jergen's Journal, Perry & Pirates, One Man's Family, Alexander's Mediation Board, Metropolitan Opera, Blondie, Cities' Service, Detect & Collect, Rexall Drug Program, Reader's Digest, Fulton Lewis, Jr., Prudential Family (Continued on Page 15)

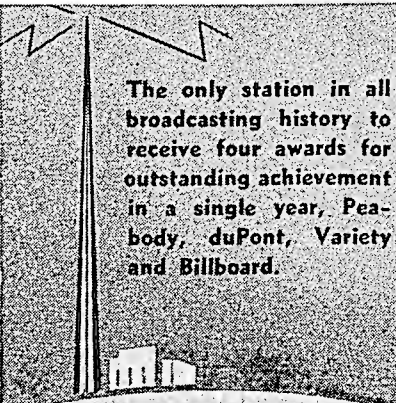
HIS 21ST YEAR..



AND MORE
POWERFULLY
PROGRAMMED
THAN EVER

50,000 Watts • NBC Network
Edward Petry & Co., National Representatives

The only station in all broadcasting history to receive four awards for outstanding achievement in a single year, Peabody, duPont, Variety and Billboard.



W T A G

WORCESTER

Artists And Programs

(Continued from Page 14)

It Pays To Be Ignorant, Suspense, Standard Symphony, Request Performance, Earl Wilson, Cresta Blanca Show, Author Sets Critiques, Wheeling Steel Program, Chesterfield Supper Club, Ginny Simms, Steffer Review, Paul Gibson, Truth Or Consequences, Report To Nation, Danny Kaye Show, Date With Judy, Kay Kyser College of Musical Knowledge, Edwin C. Hill, Manhattan Merry-Go-Round, Northwestern Hour.

Feminine Vocalist (Popular)

Hildegard, Helen Forrest, Martha Tilton, Betty Hutton, Cass Daley, Lucille Manners, Frances Boswell, Deanna Durbin, Gracie Fields, Jane Froman, Joan Brooks, Patti Clayton, Helen O'Connell, Martha Stewart, Alice Moore, Lily Anne Carroll, Irene Hill, Mildred Bailey, Jeri Sullivan, Billie Holiday, Evelyn Knight, Bea Wain, Nancy Martin, Betty Garland, Georgia Carroll, Maxine, Evelyn McGregor, Eileen Farrell, Marion Gaire, Leo Willey, Joan Roberts, Hazel Scott, Lily Canova, Lina Romay, Jeanette MacDonald, Anita O'Day, Rise Stevens, Marlan Anderson, Bonnie Baker, Mary Small, Gertie Niessen, Connie Haines, Marion Mann, Marjorie Lawrence, Thelma Carpenter, Ella Fitzgerald, Francis Wayne, Julia Sanderson, Georgia Gibbs, Bonnie Lou, Trudie Irwin, Eatrice Munsel, Kitty Kallen, Joan Davis, Merry Martha Briney, Josephine Antoine, Freda Johnson, Kay Frances, Jean Dickenson, Joan Merridith, Mildred Drucker, Vivian Sligel, Jessica Dragonette, Andrew Sisters, Gladys Knight, Fay Parker, Annamary Dickey, Carolyn Gilbert, Dolly Dawn, Irene Dunn, Edith Friday, Anne Jamison, Maxine Sullivan.

Symphonic Conductor

Frank Black, Eugene Ormandy, Jose Iturbi, Edward Hanson, Leonard Bernstein, Reginald Stewart, Bernard Hermann, Efrem Kurtz, Pierre Monteux, Howard Barlow, Dimitri Ostropoullis, Arthur Fiedler, Bruno Walter, Morton Gould, Michel Piastro, Phil Spitalny, Eric Leinsdorf, Vladimir Golschmann, Fabian Gritsky, Percy Faith, Victor Young, Sigurd Romberg, Wilfred Pelletier, John Barroll, Alexander Smallens, Leith Stevens, Henry Weber, Alfred Wallenstein, Thomas Beecham, Paul Whiteman, Max Dolin, Walter Damrosch, Georges Enesco, Fritz Reiner, Walter Krueger, George Szell, Raymond Page, Van Voorhees, Deems Taylor.

News Commentator

Drew Pearson, Gabriel Heatter, John W. Undercook, Larry Smith, Johannes Steele, Bill Parker, Chet Huntley, Frank Singiser, Fredric Adams, Edwin C. Hill, George F. Root, Elmer Davis, Cecil Brown, Martin Bronsky, Gilbert Forbes, Robert St. John, Gordon Close, Ed Murrow, Clifton Utley, Alex. Her, John Holbrook, Ervin Lewis, Bob Trout, Cedric Foster, Walter Hornaday, John Kennedy, William Lang, Baukhage, William H. Shirer, Frank Kingdon, Quincy Howe, John Daley, Joseph C. Hirsch, Dr. Schacher, Irving Pflaum, Morgan Beatty, Bill Henry, Frederick Harkness, Sid Walton, George Putnam, Fleetwood Lawton, Glenn Hardy, Paul Tanner, Sam Hayes, John Hughes, Earl Godwin, Gil Martin, Ned Calmer, Dorothy Thompson, Max Lerner, Clifford Evans, Henry Taylor, Arthur Hale, Lyle Van, Van Devanter, Leland Howie, Harry Flannery, John Barry, Walter Bernan, Eric Severeld, John Harrington, Jack Stahl, Orson Welles, W. E. Teague, Rex Miller, Samuel Grafton, William Gailmor, L. Godkin, Don Goddard, Wallace Sterling, Sam Balter, Maxine Keith, Bob Walker, Morton McEiffin, Gorman Walsh, John Gam-

bling, Hal Nelson, Evan Griffity, John Fraser, Guy Runklin, Don Hollenbeck, Arthur Gailh, Paul Robinson, Leo Marcus, Paul Harvey, Gil Verba, George Hecks, Lisa Sergio, Lelf Eld, Kenneth Bankhart, Hedda Hopper, Alexander Griffin, Charles Collingwood, Paul Selu- bert, Frasier Hunt, George Cushing, Guy Sterling, Harold True.

Dramatic Program

Helen Hayes Theatre, Inner Sanctum, Sherlock Holmes, Screen Guild Players, This Is Your F.B.I., This Is My Best, Gang Busters, Counter Spy, First Nighter, The Thin Man, Mr. & Mrs. North, Mayor Of The Town, Crime Doctor, Big Town, Dr. Christian, One Man's Family, C.B.S. Workshop, Grand Central Station, Mollie Mystery Theater, Hollywood Star Theater, Crime Photographer, Silver Theater, Date With Judy, The Creaking Door, Famous Jury Trials, Rogues Gallery, Eternal Light, The Shadow, Ellery Queen, Columbia Workshop, Hollywood Mystery, Henry Aldrich, The Pacific Story, Mystery Time, Texaco Star Theater, Colgate Playhouse, Just Plain Bill, We The People, Assignment Home, Death Valley Days, Little Theater Of The Air, Metropolitan Opera, Report To The Nation, Army Hour, Human Adventure, Palestine Speaks, Armstrong Theater Of The Air.

Entertainer

Fibber McGee, Jimmy Durante, Eddie Cantor, Art Linkletter, Ted Malone, Lionel Barrymore, Fannie Brice, Harold Peary, Frank Morgan, Ed Gardner, Danny Thomas, Peter Donald, Ginny Simms, Red Skelton, Amos and Andy, Hildegard, Frank Fay, Garry Moore, Tom Brenneman, Victor Borge, Phil Baker, Rudy Vallee, Lucille Manners, Henry Morgan, Orson Welles, James Melton, Cass Daley, Ralph Edwards, Jack Carson, Joan Davis, William Bendix, Cliff Arquette, Alec Templeton, Cornelia Otis Skinner, Gerald Fields, Lanny Ross, Groucho Marx, Minerva Pious, Don McNeill, Eddie Bracken, Joan Edwards, Bob Hawk, Jimmy Savo, Helen Hayes, Willie Shore, Ozzie & Harriet, Roland Young, Jessica Dragonette, Jack Kirkwood, Arthur Lake, Kate Smith, Tom Howard, Norman Corwin, Peter Lorre, Kenny Delmar, Eddie Anderson, Kay Kyser, Alan Young, Monty Woolley, Ransom Sherman, Milton Berle, Fred Waring, Frank Sinatra, Charlie Adams, John Nesbitt, Elsa Maxwell, Carl Moore, Dave Elman, Blondie, Charlotte Greenwood, Billie Burke, Clifton Fadiman, Nelson Eddy.

Dance Band (Sweet)

Freddy Martin, Paul Whiteman, Kay Kyser, Benny Goodman, Three Sons, Abe Lyman, Bert Farber, Art Kassel, Andre Kostelanetz, Eddy Duchin, Charlie Spivak, Hal McIntyre, Morton Gould, Xavier Cugat, Duke Ellington, Russ Morgan, Phil Spitalny, Vaughn Monroe, Woody Herman, Frankie Carle, Carmen Cavallaro, Stan Kenton, Raymond Paige, Henry King, Les Brown, Artie Shaw, Enrie Madriquera, Jan Garber, Dave Rose, Ray Noble, Robert Armstrong, Phil Harris, Horace Heidt, Vincent Lopez, Jimmy Dorsey, Victor Young, Meredith Willson, Francis Craig, Mark Warnow, Al Donahue, Glen Gray, John Kirby, Gus Henschen, El Howard, Claude Thornhill, Richard Himber, Al Goodman, John Scott Trotter, Lawrence Welk, George Olson.

Sports Commentator

Don Dunphy, Ed Thorogson, Bill Corum, Russ Winnie, Bob Elson, Bill Slater, Sam Taub, Ty Tyson, Bill Brent, Bill Brandts, Grantland Rice, John Harrington, Lowell Thomas, Clem McCarthy, Franny Murphy, Jimmy Evans, Rube Samuelson, Jim Britt, Bump Hadley, Joe Hasel, Hal Tottly, Sam Botler, Bob Caldwell, Arthur Hale, Byrons Shum, Bert Lee, Burt Wilson, Dwight Holt, Arch Ward, George Wilson, Red Grango, Hal- sey Hall, Bill Southerland, Chester Smith.

Daytime Variety Show

Glamour Manor, Arthur Godfrey, Ladies Be Seated, Club Matinee, Chesterfield Supper Club, Kate Smith Show, Jack Kirkwood Show, Happy Gang, People Are Funny, Meet The Mrs., Luncheon With Lopez, Gloom Dodgers, Johnson Family, Ted Malone, Ed East & Polly, Jack Borch Show, Tin Pan Alley, Just Plain Bill, Midwestern Hayride, Honeymoon Hill, Jack Smith Show, Doris Early Light, Cliff Arquette, Al Pierce, Revellie Round Up, Grenadiers, World Parade, Backstage Wife, Ma Perkins, Billie Burke Show, Vic & Sade, Ozzie Nelson & Harriet, Paula Stone Show, Paul Whiteman, Marjorie Mills, Ed & Peegen Fitzgerald, Helen Trent, Lazy Bones Show.

Quiz Show

Thanks To The Yanks, It Pays To Be Ignorant, Double Or Nothing, Quiz Of Two Cities, Quick As A Flash, People Are Funny, Can You Top This, Noah Webster Says, Kay Kyser's College Of Musical Knowledge, Vox Pop, Darts For Dough, Hunting & Fishing Club Of The Air, International Quiz, Mrs. Goes A Shopping, Money In The Lines, Detect And Collect, Leave It To The Girls.

Children's Show

Land Of Make Believe, Superman, Terry And The Pirates, Jack Armstrong, Land Of The Lost, Children's Playhouse, Hop Harrigan, Dick Tracy, House Of Mystery, Tom Mix, Uncle Don, Blondie, Children's Scoop, Singing Lady, Rainbow House, Teen Timers, Little Theater Of The Air, Woe Bill, Teen Age House Party, Red Rider, Junior Army Show, Wilderness Road, Ma Perkins, Uncle Whip, Books Bring Adventure, Henry Boyde, Date With Judy, Today's Children, The Websters, Brewster Family, Chalmron Tavern.

Dramatic Serial

Portia Faces Life, Helen Trent, Light Of The World, Stella Dallas, One Foot In Heaven, Mayor Of The Town, Dr. Christian, Big Sister, Lux Theater, Life Can Be Beautiful, Lum & Abner, John & Judy, Amos & Andy, Henry Aldrich, Calling Dr. Brent, Road Of Life, Inner Sanctum, Those We Love, Lone Ranger, Hawthorne House, Michael Shayne, Woman In White, Guiding Light, Young Dr. Malone, Backstage Wife, Blondie, When A Girl Marries, His Honor, The Judge, The Man Called, Crime Doctor, Jack Armstrong, Nick Carter, Ethel & Albert, World's Famous Novels, Counter Spy, Our Gal Sunday, Front Page Farrell, Against The Storm, Suspense, Charlie Chan, Gang Busters, The First Night, I Love A Mystery, Terry & The Pirates, Mary Marlin, Vick & Sade, Cavalcade Of America, Mr. & Mrs. North, Young Widder Brown, Valiant Lady, Ellery Queen, Easy Aces, Dick Tracy, The Shadow, Perry Mason, Ma Perkins, Goldbergs, Just Plain Bill, Stepmother, Doctor Speaks, John's First Wife.



NO CAB WOULD BE CAUGHT WITHOUT ONE

CANTON CABS are not equipped with radio . . . but WHBC rides with every one. City-wide coverage reminds Canton listeners that WHBC is always on the job. WHBC gives one-station service to the 59th metropolitan area, claims local loyalty and proves it with results from Conlan October-November Telephone Survey. Want facts? We'll send 'em to you promptly!

YOU CAN'T MISS IN CANTON, OHIO

1000 WATTS FULL TIME



BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

BALTIMORE'S Listening Habit W C B M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROEDER General Manager

FRES & PETERS, Inc.

Exclusive National Representatives

World's Foremost Tobacco Center KINSTON, N. C. Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign. Represented by BURN-SMITH Jonas Welland Owner Bob Bingham Gen. Mgr.

Send Birthday Greetings To - Jan. 21 Smith Ballen Sam Faust Elizabeth Hart Charlotte Manson Muriel Pollack Allen Prescott George Putnam

Zenith In Plea To FCC Asks Extra FM Band

(Continued from Page 1)

alleged "blackout" of signals resulting at times in the higher band.

The Commission saved most of its cross-quizzing for J. E. Brown, assistant vice-president and chief engineer of Zenith.

Brown reviewed the FCC tests and new tests made by Zenith. "At the time the Commission entered the order reallocating the frequencies for FM from 50 to 100 mc," he said, "it necessarily acted almost entirely on theory, as there had at that time been no extensive experience in FM broadcasting and reception on the 100 mc frequency. Since that time there have been monitoring operations performed by the FCC at Andalusia, Pa., and by Zenith in the Chicago area, both of which compared the relative value of 50 and 100 mc as broadcasting services. These tests developed new evidence not before FCC in its hearings prior to June, 1945.

"Analysis of these tests clearly indicates that the 100 mc band will not provide an efficient nation-wide radio service to the people of the United States such as the Commission in its report of June 27, 1945 has well stated it is under a duty to provide. The 100 mc band of frequencies will make it impossible for a large part of the rural areas of the United States to enjoy satisfactory FM service, since the areas served by the 100 mc transmitter have a coverage which is substantially less than that of the 50 mc transmitter. Confinement of FM to 100 mc, only, discriminates against the rural listener.

"If 100 mc were the sole frequency range assigned to FM, the rural population of the United States would not receive the service that would be possible if the 50 mc band were available as well. The data submitted show conclusively that at distances of 75 miles the service on 100 mc is not only substantially inferior to that obtained on 50 mc but for a material percentage of time is non-existent."

Brown criticized the FCC tests at Andalusia, Pa., as "overlooking or ignoring" the effects of tropospheric fading, which he said rendered the 100 mc signal unusable for large percentages of the time.

While admitting that interference exists in the lower band, Brown said it amounted to less than 1 per cent, which was better than the service rendered by the upper band, which he said had no interference trouble but which failed completely at times. He was at a loss to explain the conflict with results of FCC tests in Atlanta, Ga., which showed sporadic interference of 12 per cent.

Prodded by Chairman Porter, Brown said that even granting the 12 per cent interference, the lower band was "more usable" than the higher band. "If a signal fades for 30 seconds or 30 minutes," he said, "a listener's ears cannot fill in this gap by a stronger than average signal which may appear a minute or an hour thereafter."

Certified Sidelights

● ● ● Ex-Mayor F. H. LaGuardia received one vote in the educational program classification. . . . One respondent, apparently under the influence of the Dionne Quintuplets, designated as his favorite, "Five Man Family" The holiday spirit affected everything last year as evidenced by the one vote received for "Merry Christmas and Happy New Year" as the song of the year. . . . A scathing 400-word criticism of everything in radio was neatly typed on the back of one ballot received from Los Angeles. The respondent offered a prayer that television will be "a more creditable experiment" and apologetically closed with "forgive me for being so frank." A long-hair editor of a Boston daily wrote in the space opposite the swing band classification "Intensely dislike all of them." The neatest ballot received had only two choices marked, Bing Crosby in the vocalist classification, and the New York Philharmonic-Symphony in the classical slot. . . . An avid fan of the Marx Brothers wrote after naming the group as the favorite comedy team, "Only hear Groucho now, but they should all be on" Most of the Fourth Estaters who left blank spaces on their ballots were very careful to include the reasons for the omissions, the most popular one being "Don't have time to listen and therefore do not know enough about that type of program."

☆ ☆ ☆

● ● ● A Worcester, Mass., editor who evidently believes in keeping up with the news designated as her favorite commentator "Walter Winchell and all others" A mercenary interest in "Take It Or Leave It," was displayed by a trade paper editor who named as his favorite quiz show "\$64 Phil Baker" The strongest civic pride was evident among Bostonians who almost unanimously cast their ballots for the Boston Symphony and Dr. Serge Koussevitsky as the most popular classical musical program and conductor respectively. . . . From Mobile, Ala., came this emphatic note in the dramatic serial classification, "They should be banned from radio" It was bound to happen and it did: A Connecticut society editor named Carmen Cavallaro as the composer of "Polonaise."

☆ ☆ ☆

● ● ● A lover of quietude is the New York journalist who pencilled in this note about sports commentators, "They tire me out, talk too explosively." Naming "Information Please" as his favorite quiz show he wrote, "They keep their voices low." What may be taken as a hint for commentators was written after his selection of Arthur Hale in that category, "He doesn't set himself up as a pundit on world affairs." A whimsical columnist's comment written in the children's show space read briefly, "tut, tut" Many fans of the famed Soviet composer Dmitri Shostakovich, unable to keep up with his prolific writings, merely wrote, "Shostakovich's latest" opposite the musical composition of the year classification. . . . The New York correspondent of a West Coast trade paper named as his favorite singing unit, the "Society for Preservation and Encouragement of the Barber Shop Quartet of America."

Chopin's Corner

Composer of the musical composition of the year and the song of the year is an up-and-coming young chap who next month would celebrate his 136th birthday, which incidentally, falls on the same day as George Washington's. Too bad Frederic Chopin, who died in 1849, couldn't live to see one of his minor works become the musical composition of 1945. The term polonaise, by the way, merely denotes a musical form, generally designated as a stately dance or march in three-quarter time. Chopin wrote about ten pieces under that classification, the one causing all the furor being the one in A-flat, opus 53. Although it has been a piano standard for almost 100 years, it was not generally known to the American public until "A Song to Remember."

4 New Shows Debut On ABC Web Tonight

(Continued from Page 1)

is believed by ABC to have shown a marked preference for crime stories, will be Dashiell Hammett's "Fat Man," (8:30-9), a new detective character especially created for the network by the famous crime writer of "The Thin Man." "Fat Man," a half-hour show, will star Jack Smart, well-known radio and movie actor who fills the role adequately in every respect—he weighs 270 pounds.

Another screen favorite, William Gargan, will be featured in "I Deal in Crime," which will be aired from 9 to 9:30 on Monday nights.

Immediately following the crime shows will be Paul Whiteman's new series, "Forever Tops," featuring the "Dean of modern American Music" and his 36-piece orchestra, a chorus and soloists. Program will concern itself with top tunes of other eras, interspersed with anecdotes of the particular eras.

From 10 to 10:30, Jimmy and Lucille Gleason, longtime stage and screen favorites, will make their debut as a new radio comedy team on "Jimmy Gleason's Diner." Latter three programs will originate from Hollywood.

Kostka To Czechoslovakia To Discuss Lidice Shrine

(Continued from Page 1)

the Lidice Memorial Committee, Inc. Henry T. Schwanda, president of the Lidice Memorial Committee, announced that the invitation had been extended by the government through the Ministry of Foreign Affairs. Kostka, secretary of the Committee, left Sunday by plane for London, en route to the capital of Czechoslovakia for conversations with government officials.

Kostka is an executive of the Institute of Public Relations, Inc., and was formerly publicity director of NBC; managing editor of Look magazine, managing editor of Fawcett Publications, Inc., and central division manager of INS at Chicago.

Organized shortly after the Germans destroyed Lidice on June 10, 1942, the Memorial Committee recently launched a campaign under the sponsorship of an honorary committee of 87 prominent Americans to raise funds to build the Altar of Lidice as a shrine to liberty.

Lynch To NBC Local Post

Paul D. Lynch has been appointed to the post of attorney in the NBC legal department, New York division. It was announced by A. L. Ashby, vice-president and general counsel. Lynch is a graduate of Dartmouth College and Columbia Law School. He comes to the web after five years of private practice in New York.

At the same time Ashby announced the resignation of S. R. Olliphant, formerly an attorney in the web legal division.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

Vol. 34, No. 15

NEW YORK, N. Y., TUESDAY, JANUARY 22, 1946

TEN CENTS

Court Reverses FCC Edict

Tele Hearing Opens As Loew Withdraws

Washington Bureau, RADIO DAILY
Washington—Scramble over Washington's four television channels began yesterday before FCC Chairman P. L. Porter, following announcement of another applicant, Marcus Loew Broadcasting Agency, has withdrawn from the consolidated hearing.

The shadow of "upstairs" tele hovered over the hearing, although official reasons given by the three applicants who have backed out leaned on

(Continued on Page 6)

Campbell Now Arranging 13th District NAB Meet

Dallas, Texas—The 13th District meeting of the National Association of Broadcasters will meet here for two days starting Jan. 31. According to Martin B. Campbell, general manager of WFAA-KGKO and a director, 85 broadcasters, representing 62 stations will be on hand for the convention. There are 52 stations in the NAB membership in Texas, sole NAB one in the district.

The arrangements and reception

(Continued on Page 6)

Explains Network Structure of Can. Broadcasting Co.

Montreal—The network structure of the Canadian Broadcasting Corporation is described by Charles Maclin, statistician for station relations and recently appointed assistant supervisor of the Station Relations Department. In the CBC's staff magazine, V. Maclin explains that the "this" stands for in the announcement "This

(Continued on Page 7)

Visitor

Lady Astor, who slipped quietly into New York Sunday, on the S. S. Eros, small British freighter, failed to dodge Paul Killiam and his recording outfit, which he brought to the pier. Killiam conducted his own press confab, for both the benefit of himself and newsmen present. At 8:30 p.m. Sunday night, WOR aired the recording.

Spider Antics

Charleston, S. C.—The housing shortage developed into a new hazard for broadcasting here last week when a spider, evidently in search of a new home, made his way into the high voltage chamber of the WCSC transmitter. While exploring his new abode, the spider stepped onto the high voltage rectifier, thus ending his need for an earthly home. But his forelegs remained hooked onto the high-voltage wire, and WCSC was knocked off the air.

Say WKRC Censored Church-Labor Spot

Cincinnati — Charging censorship by WKRC, Cincinnati, the UAW-CIO has filed a petition with the FCC asking an immediate public hearing on the station's action in refusing to air a program by the Catholic Church regarding its position on organized labor.

The petition states that the outlet

(Continued on Page 7)

Special "Zenith" Session Hears Also NAB, DuMont

Washington Bureau, RADIO DAILY
Washington — The FCC's public hearing on Zenith Radio Corporation's petition for an extra FM band closed with a special session Saturday as company counsel charged "selfish commercial interests" formed principle

(Continued on Page 6)

Radio and Press Spread News Of All-Amer. Program Winners

Indicative of nation-wide acceptance of RADIO DAILY's ninth annual poll all major news wire services yesterday carried a comprehensive story on the selection of the "All American Radio Program of 1945" and broadcasters from coast-to-coast passed the news on to their listeners.

Wire services relaying the announcement to press and radio clients throughout the nation were Associated Press, United Press, Universal

Commission Ruling Had Denied Renewal To WOKO, Albany, Charging Stock Concealment

Legislative Coverage In New KFBK Series

Sacramento—KFBK has inaugurated a weekly series, "Your State Senate in Action," featuring wire recordings of highlights in the state legislature. A parabolic mike picks up the voice of every senator as he takes the floor, and a survey of the week's activities by Herbert L. Phillips, political writer, is heard at the end of each program.

Initial broadcast featured the opening of a typical senate session from

(Continued on Page 2)

Maddy Expelled By AFM Following Board Meeting

Chicago—Dr. Joseph E. Maddy, founder and director of the National Music Camp at Interlochen, Mich., and a member of the American Federation of Musicians for 37 years, was

(Continued on Page 7)

Schutter Candy Sponsors "Counterspy" Over ABC

Schutter Candy, division of Universal Match Corp., will begin sponsorship of the "David Harding—Counterspy" program for "Old Nick" and

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Upholding the argument of WOKO, Albany, N. Y., that the FCC had exceeded its authority in refusing to grant a renewal of license to that station because of "misrepresentation" in its application (see RADIO DAILY, Oct. 19, 1945), the Federal Court of Appeals yesterday, reversed the ruling of the Commission, leaving that agency as its only avenue of appeal, the U. S. Supreme Court. Station's renewal application

(Continued on Page 7)

New Texas Station Gets Underway Soon

San Antonio—Texas' latest station, KCOR will take to the air within the next few weeks, according to an announcement made by Raul Cortez, owner. Staff heads of the new station include Charles F. Harris, manager; Kenneth Hyman, chief engineer; Abe San Miguel, legal counselor and assistant manager, and William Smythe, commercial manager. Lollo Astoyo will be in charge of Spanish programs

(Continued on Page 6)

Sauter Accepts R. C. Post For Annual N. Y. Drive

James E. Sauter, formerly director of the United Theatrical War Activities Committee, has accepted the Vice-Chairmanship of the Public Informa-

(Continued on Page 2)

Clapper Memorial

The first annual Raymond Clapper Memorial Award, for "exceptionally meritorious" work during 1945 by a Washington newspaper writer, has been authorized and will consist of \$500 in cash and a scroll. Nominations are being handled by the Standing Committee of Washington Correspondents. Clapper died in a plane accident in the Pacific.



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

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FINANCIAL

(Mon. Jan. 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net. Chg.
Am. Tel & Tel.	190	189 1/4	189 7/8	- 1 1/2
CBS A	44 1/2	44 1/2	44 1/2	- 1/2
CBS B	44	44	44	- 1/2
Crosley Corp.	38 1/4	38 1/4	38 1/2	- 1/4
Farnsworth T. & R. .	18	17 5/8	18	- 1/4
Gen. Electric	48 1/2	47 3/8	47 3/8	- 1 3/4
RCA Common	17 3/8	16 5/8	17 7/8	- 5/8
RCA First Pfd.	91 1/2	91 1/2	91 1/2	- 1/2
Stewart-Warner	23	22 3/4	22 3/4	- 7/8
Westinghouse	37	36 1/4	36 3/4	- 1 1/4
Zenith Radio	42	40 1/4	40 1/2	- 1 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio ...	9 5/8	9 1/8	9 5/8	+ 1/4
OVER THE COUNTER				
WCAO (Baltimore) ..	34			
WJR (Detroit)	33			

Jablons Joins Mutual In Web Publicity Post

Mike Jablons, director of news and special events for WNYC for the past four years, has resigned his post to join the publicity department of the Mutual Broadcasting System, effective January 28.

Jablons, who has been with the station since 1938, has worked closely with Morris Novik, former director of the station and during that time arranged several special broadcasts over the municipal station for Mayor La Guardia, including radio coverage of such events as the 82nd Air-Borne Division Parade, and the New York City reception of Generals Eisenhower and Wainwright and Admirals Nimitz and Halsey.

No successor at WNYC has yet been appointed.



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

Coming and Going

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, leaves today for the West Coast, with a stopover scheduled in Chicago. He'll be gone for 10 or 12 days.

A. L. CHILTON, president and station manager of KSKY, Dallas, has left for Texas after a few days in New York, conferring with his national representatives.

L. SPENCER MITCHELL, sales promotion manager of WDAE, Columbia affiliate in Tampa, Fla., a visitor yesterday at the station relations department of the network.

W. HANES LANCASTER, president of WJHL, Johnson City, Tenn., was here last week for confabs at the offices of the American network, of which the station is an outlet. He arrived early in the week.

THOMAS VELOTTA, director of special events for ABC, was in Pittsburgh over the week-end and yesterday in connection with last night's broadcast of the "Steel Workers Speak" program.

CHARLES COLLINGWOOD, CBS correspondent, off for the West Coast, where he'll spend about four weeks on vacation. He has a stopover scheduled in Massillon, Ohio.

SAM H. BENNETT, vice-president in charge of sales for KMBC, Kansas City, Mo., is in town for conferences with the national representatives of the station.

S. C. VINSONHALER, general manager of KGHI, Little Rock, is back in Arkansas following a short trip to New York on station business.

DAVE CARPENTER, vice-president and general manager of WKNE, Keene, N. H., arrived in Gotham yesterday, on a brief business trip.

Press, Radio Give News Re All-American Victors

(Continued from Page 1)

by nightfall yesterday scores of stations had carried the results of the RADIO DAILY poll in their newscasts.

Among the first of the New York radio personalities to announce the poll was Maggie McNellis heard on WEAFL. Miss McNellis devoted a portion of her noon broadcast yesterday to the results of the poll.

Miss McNellis on NBC, aired poll results over her 12:15-12:30 spot, and plans were being made to discuss the winning programs and artists again on the 6 and 11 p.m. news programs of Don Goddard and Ken Banghart.

Last night on the Hollywood Digest program, Paula Stone, gave her WNEW listeners a resume of the results in the certified survey.

Schutter Candy Sponsors "Counterspy" Over ABC

(Continued from Page 1)

"Bit O'Honey" candy bars over the full network of the American Broadcasting Company, Inc., on Sunday, February 3. The program is heard over the ABC network on Sundays from 5:30 to 6 p.m., EST.

The program originates in New York. The contract signed covers a 52-week period beginning February 3. Schwimmer & Scott of Chicago, Ill.; Westheimer Advertising Agency, St. Louis, Missouri, and Kaplan & Bruck of New York are jointly handling the account.

Sauter Accepts R. C. Post For Annual N. Y. Drive

(Continued from Page 1)

tion Committee for the Red Cross 1946 Fund of Greater New York, it was announced by James Cecil, Chairman of that Committee. Mr. Sauter will again head the Radio Committee for this year's campaign, scheduled to run from March 1 to 31.

New Wise Series On MBS

Commentator Louis Kaufman will begin a weekly series over Mutual Jan. 26, 2-2:15 p.m., EST, under the sponsorship of Wm. H. Wise & Co. The U. S. Marine Band, previously heard Saturdays at that hour, will be aired from 2:30 to 3 p.m., with dance music filling out the 2:15-2:30 spot.

Legislative Coverage In New KFBK Series

(Continued from Page 1)

the call to order, through roll call and the reading of resolutions, to the introduction of bills. Subsequent broadcasts will pick up debate on important measures. Under the supervision of Tony Koester, chief of news and special events at KFBK, the program is heard Saturdays, 8-8:30 p.m., EST.

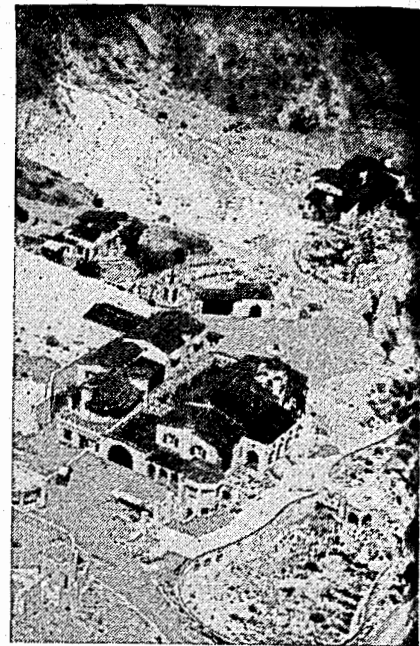
'Sammy's Bowery Follies' On WBYN Each Monday

New program now being heard on WBYN Monday nights, 11:30-12 p.m., is Sammy's Bowery Follies, which will be aired direct from the nite spot of the same name located on New York City's Bowery.

Johnny Kane, well known night club editor and producer of the WBYN program "In Old New York," will act as emcee for the Celebrity Party and regular Bowery Follies Revue featured on the broadcasts.

WGRC Appoints Walker Co.

WGRC, Mutual network outlet in Louisville, Ky., has named The Walker Company as its national representatives, effective immediately.



Death Valley Scotty's Palace

It doesn't look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from . . . but there it was. Scotty always had it.

To a great many people there's considerable wonderment why a little radio station like W-I-T-H can come up with so much gold in audiences. But there it is! We've always had it.

This successful independent delivers more listeners - per - dollar - spent than any other station in this big five-station town.

And don't forget Baltimore is the sixth largest city in the country.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



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.

To the radio editors for their votes in
The RADIO DAILY Polls of 1942, 1943,
1944 and 1945 (just announced).



DINAH SHORE

Thanks!

Thanks!!

Thanks!!!

Thanks!!!!

Dinah

AGENCIES

FORMATION of a new advertising agency, Gahagan, Turnbull & Co., Inc., 247 Park Ave., was announced over the weekend. The principals are Henry R. Turnbull, formerly chairman of the plan board of Duane Jones Co., and Andrew J. Gahagan, who resigned last year as president of Beryllium Corp. Turnbull, who helped establish Duane Jones Co., had previously been an executive of Maxon, Inc., and Blackett, Sample & Hummert, Inc. In 1944 he was director of radio for the Republican National Committee and handled Governor Dewey's campaign for the Presidency.

ARTHUR A. BAILEY has been discharged from the Armed Forces and has returned to his position as vice-president and general manager of the Ward Wheelock Company. . . . Walter L. Stocklin has been named account representative for Stephen F. Whitman & Son, Inc. He also will continue in his present capacity as art director of the company.

MAJ. THEODORE ROSENWALD, Jr., has received his honorable discharge and has rejoined the L. H. Hartman Company as executive vice-president.

CAPT. NEIL COLLINS, former public relations officer of the Columbus Army Service Forces Depot, has joined the public relations department of the Byer and Bowman Advertising Agency, Columbus, Ohio.

MARIE MORAN, advertising manager of The Nestle-LeMur Company, joined the R. T. O'Connell Company on January 15, as space buyer. Charlotte Chadwick will continue to handle radio.

E. R. TAYLOR has been named Zenith Radio Corporation's director of advertising. Taylor joined Zenith in 1943, first taking charge of sales promotion for the new Zenith Radiomic Hearing Aid at the time of its introduction. With reconversion, he assumed charge of promoting Zenith's new line of radios. In his new post he will continue supervision of sales promotion, in addition to having full responsibility for the company's advertising program.

NEWS - PUBLICITY

News editor, writer, announcer, licensed operator. N. Y. experience. Journalism degree. Army public relations, "AFN" duties. Will travel anywhere. Write Box 119, Radio City, 1501 Broadway, New York 18, N. Y.

**A Voice
in Your Future
John Tillman**

CBS Announcer
Serving in the Army



Notes From An Aisle Seat. . . !

● ● ● Clark Candy dropped the "Junior Miss-Mary Small" series due to the sugar shortage and not lack of listener attention or appeal as proven by the fact that it'll leave the air with a 6.6 rating, topping all Sunday p.m. shows on the web. Meanwhile, three sponsors have their bid in for it. . . . Sec'y of War Patterson is head of one of the syndicates which would like to buy the "N. Y. Sun" Asking price is reported to be eight million. . . . While Der Bingle is negotiating for a hunk of the Pittsburgh Pirates, Perry Como has a bid for a slice of the Boston Bees. . . . Jim Gaines moves up to manager of NBC's key station WEAJ this week, with Tony Provost remaining as program director. . . . Count Basie and Gene Krupa are the newest feud at Columbia Records—over which one will get to do "Patience and Fortitude." Columbia may have both do it and issue it as one record. . . . Van Johnson, the former real estate salesman, not due in N. Y. for a month. . . . Buss Hodges signed as No. 2 man with Mel Allen for the Yanks this season. Next fall, he'll be No. 1 man for the football Yanks. . . . DuMont will do a video series based on the cartoon strip, "Moon Mullins," with Bert Lahr in the title role. . . . Ed & Pegeen Fitzgerald are wanted by three top agencies for a big nite-timer.



● ● ● The Morning Mail: "As a constant reader," writes John Guedel, "I ran across an item in which you mentioned using old, time-worn formulas built around old picture personalities such as Coogan, Gleason, etc. For two years I've been wanting to do a type of show I have not heard on radio—that is, the comedy suspense program, the sort of comedy that's done so well on the screen, originated, I believe, by Harold Lloyd. All during the past two years I've been looking for the man to play the part and found it in Coogan. So, you see, we didn't get a star and build a show around him to fit his talents. As for his being an old-time star, he is an entirely different person now and plays a different type of thing, which I feel makes him fresh for radio. In other words, he is a long shot that McCann-Erickson and Bromo Seltzer are taking a chance on, in order to bring a new personality to radio."



● ● ● Biggest boff on the Kay Kyser show the other nite was when Kay asked a contestant to identify a certain celeb named Walter while the sound effects man made a sound like a pigeon. The fellow replied, "Winchell." WW carries the news better than the world's collection of pigeons—but the answer Kay wanted was "Pidgeon" Jackson Beck planned in from Hollywood over the weekend to close a deal here. . . . Sign in Zanzibar dressing room: Our Spines Have Tender Shapes. . . . Lew Parker says he knows a big time bandleader who aims to outswank his rivals by carrying his own private bookmaker on tour with him. . . . Johnny Morgan's guest shot on the Hildegard airer three weeks ago won him a repeat shot this week. . . . Elaine Williams isn't satisfied being one of radio's top-drawer actresses and fashion commentator. She's now studying voice with an eye toward musical comedy. . . . Joe Franklin's transcribed series, "Presenting Bugs Pearson," beginning to draw serious agency attention. . . . Tony Pastor and Hal McIntyre will record for Cosmo A special wing is being built in the White House to be used as a theater for special filmings, radio broadcasts, presentation of shows, etc.



● ● ● Filler Dillers: The Ink Spots contend that the only reason Jack Benny made Fred Allen a judge in that "I Can't Stand, etc." contest, was because Jack was afraid Fred might win it. . . . Overheard: They were friends till the lend. . . . Harry Wisner puts it this way: A pessimist is a guy who sizes himself up and then gets sore about it.

CHICAGO

By BILL IRVIN

CYRUS T. READ, veteran radio amateur, was elected president of the Hamfesters Radio Club, Inc., local affiliate of the American Radio Relay League, national association of radio amateurs, at the annual election and installation of officers of the organization at Viking South Side Temple.

It was decided that each 50 kw. station in the Chicago metropolitan area should have four voting memberships, each smaller station two voting memberships and each of the four press associations serving radio, two voting memberships. Admission of non-voting members under the general policy of eligibility stated above will be determined by a standing committee on admissions, headed by Don Kelley, special events manager of WBBM, owned-and-operated station of CBS.

Time orders for 190 live station breaks and 87 one-minute transcribed announcements were included in the new business announced last week for WMAQ by Oliver Morton, manager of the NBC central division national spot sales department. The "Chicago Sun," through Wade Advertising Agency, ordered 143 live station breaks for 13 weeks. The breaks will be aired at a rate of 11 per week. The Commonwealth Edison Company, through J. R. Pershall and Company, has placed a revised order for 39 station breaks, calling for three-a-week for 13 weeks. The Balaban and Katz Corp., through M. M. Fisher Associates, has placed an order for eight live station breaks and four transcribed one-minute announcements for the picture, "She Wouldn't Say Yes," which were aired between January 15 and January 21.

OFF - THE - AIR RECORDINGS
CARL FISCHER
Miracoustic
STUDIO
 119 W. 57th St., New York 19, N. Y.
 DAY AND NIGHT SERVICE Circle 7-2965

Exclusive
 VOICE OF
 SOUTHEASTERN
 CALIFORNIA
 100 MILLION DOLLAR
 YEARLY MARKET
KXO
 MUTUAL DON LEE EL CENTRO CALIFORNIA
SEERAYMER

SCOOP!

258

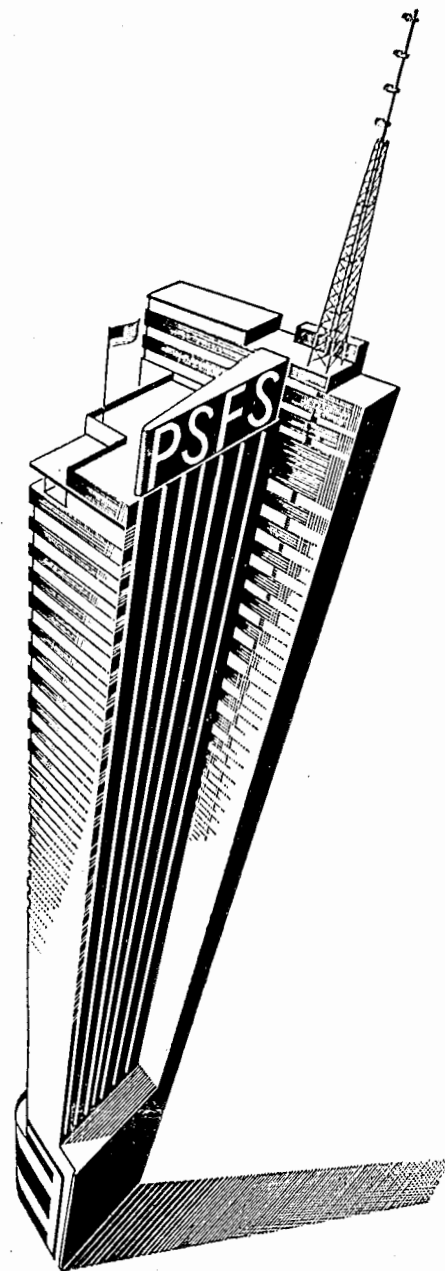
WPEN-FM GETS EXCLUSIVE ROOF RIGHTS TO PHILADELPHIA'S HIGHEST BUILDING!

Philadelphians expect a lot of *The Evening Bulletin*, America's largest evening newspaper, and its up-to-the-minute stations WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of exclusive roof rights to Philadelphia's highest building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of *The Evening Bulletin* stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for *The Evening Bulletin* news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is as much a Philadelphia custom as scrapple for breakfast!



950

WPEN

258

WPEN-FM

The EVENING BULLETIN STATIONS

**NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY**

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

Tele Hearing Opens As Loew Withdraws

(Continued from Page 1)

"other commitments" and "talent difficulties." The three withdrawals include, besides Marcus Loew, the "Washington Times-Herald," and Scripps-Howard Radio, Inc.

Still in the race are Bamberger Broadcasting Service, Inc., Capital Broadcasting Co., Allen B. DuMont Lab., Inc., NBC, Philco Radio and Television Corp. and the Evening Star Broadcasting Co.

Bamberger First On Stand

First on the stand to plug its application was the Bamberger Broadcasting Service, which only last week was granted approval of its proposed 300-foot tele tower by the Washington Zoning Board. Bamberger, which had applications pending in New York and Philadelphia as well as Washington, announced at the hearing that it was withdrawing from the Philadelphia field.

Theodore C. Streibert, president of Bamberger, headed a long line of witnesses presenting Bamberger's case before the Commission. Streibert pictured New York as the entertainment capital and Washington as the public service capital. The executive declined to be pinned down when asked by Chairman Porter what his choice between Washington and New York would be.

Bamberger Broadcasting owns about 20 per cent of the stock of MBS, and Streibert is a member of Mutual's Board.

Queried Regarding WOL

Because of the tie with Mutual, counsel for DuMont asked Streibert if WOL (Washington Mutual outlet), got a tele station would the Bamberger station furnish it with programs. Streibert said he couldn't answer that, since WOL hasn't even applied for a tele station. Chairman Porter backed him by saying it was an "iffy" question.

Bamberger presented a lavish, bound document setting forth the facts, figures and plans for its tele station in the Nation's Capital. Operating expenses for the first year, on the basis of 28 hours of programming per week, were estimated at \$547,308, including \$6,500 for selling; \$3,500 for publicity; \$3,000 for promotional advertising; \$174,320 for technical department; \$312,860 for program department and \$47,128 for admission.

Half Million For Plant

Total cost of equipment, construction and installation was estimated at \$503,400, including \$238,400 for transmitting plant; \$205,000 for studios and offices, and \$60,000 for field equipment.

CHICAGO SCRIPTER

Available to New York. Radio and agency experience. Interviews, programs, drama, ideas. Now with agency. Interested in New York connection. Box 114, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Special "Zenith" FM Session Hears Also NAB And DuMont

(Continued from Page 1)

pal opposition to the plans of Zenith. Vowing that there is "nothing sacred about the 44-50 band," Zenith counsel Irving Herriott told the FCC, "It appears plain that 90 per cent of the opposition to Zenith's plan comes from manufacturers—commercial interests who fear Zenith may be placed in a competitive advantage by the allocation of another band. There is nothing sacred about the 44-50 band." As proof that Zenith requested no commercial advantage, Herriott announced that the company was agreeable to a single band of 48 to 68 megacycles, instead of the two bands proposed in their petition.

Commission Unimpressed

This was introduced as answer to charges that Zenith was already "tooled" to the duo-band system, thereby giving them a head start if the FCC granted the lower band in addition to the present allocation of 88-108 megacycles.

The last-minute switch brought sour response from the Commission, which pointed out that the hearings were called on the two-band request.

Earlier in the hearing, Zenith, which originally had eyed 42-50 megacycles, amended their petition to 44-50. The 40-42 band is now used by AT&T, police radio and similar services. Representatives of groups using these channels appeared in such spirited opposition that Zenith knocked off 40-42 from its request.

The single, "stretched" band of 48-68 megacycles was first proposed at the hearing Saturday by C. B. Jolliffe, executive vice-president of RCA, who opposed the two-band system.

Opposition to the use of the tele band for FM was also made by William A. Roberts, counsel for TBA. TBA based its opposition on the following:

"(1) The communications industry accepted compromises in its preferred allocations, which have involved re-organization of its design, production and service facilities and which cannot again be altered without serious loss in efficiency, dislocation of manpower, and unemployment and delay in the presentation of badly needed equipment and services.

"Desire Not Enough"

"(2) There has been insufficient experience to prove that a mere desire for an extensive addition to the number of frequencies available for FM broadcasts can be justified economically. Assignment of existing FM channels to FM applicants has not been concluded, nor has it been determined that all of the substantial number of the present FM applicants are financially or technically qualified for permanent broadcasting licenses at the frequencies requested.

"(3) The re-assignment to FM of frequencies in present television Channel No. 1, will require re-design of FM equipment with an additional band, and with an admitted increased cost to the public.

"(4) The taking away from tele-

vision of Channel 1 would immediately destroy recent solution of allocation of metropolitan channels to specific cities, even though it directly affects but few present television applicants."

Allen B. DuMont Laboratories opposed the Zenith plan in a statement which said it would "seriously upset the confidence of the industry."

Thomas T. Goldsmith, director of research for the company said, "Economically, many firms have gone ahead with preparations of broadcast equipment and receiving equipment based upon the allocation plans which have been released and which have been developed even to the extent of specific market areas."

"Television receiver designs," he added, "are well along for new and improved receivers which will cover the presently assigned permanent channels, and it will be a serious blow to television if a further delay is incurred by virtue of a change in channel assignments at this time."

NAB Asks 40 More Channels

NAB sidestepped any mention of Zenith or tele, but called for "at least" 40 additional channels for FM, "somewhere in the 42 to 88 megacycles portion of the spectrum."

Observers at the two-day FM hearing were of the opinion that Zenith faced tough opposition from the FCC. Questioning by Chairman Paul Porter and Commission members indicated general disfavor with the duo-band system.

In a word, the FCC did not claim anything "sacred" for present FM assignment, but members appeared cold to any suggestions at this time which would mean complete rewriting of rules and regulations and adoption of the new standards just on the basis of the Zenith tests.

Miller To Speak In Houston

Houston, Tex.—Justin Miller, president of the NAB, will be the principal speaker at the annual Houston Junior Chamber of Commerce installation banquet Feb. 2, it was announced by King H. Robinson, retiring JCC president and public relations director of KTRH. Miller will be introduced by George A. Butler, of the KTRH Broadcasting Co.

Local broadcasters, including T. Frank Smith, KXYZ; Judge Roy Hofheinz and Ted Hills, KTHT; B. F. Orr and King Robinson, KTRH, and Kern Tips, of KPRC, will meet Miller in Dallas, at the NAB's 13th District meeting, and escort him to Houston. Miller's speech will be carried by local stations and a regional web.

For a campaign in your city
Sensational new production
"VETERANS OF VICTORY"
Write or wire direct to
NATIONAL RADIO FEATURES
100 State Street, Albany 7, N. Y.
Allen I. Stock, General Manager
—Coast-to-Coast—

New Texas Station Gets Underway Soon

(Continued from Page 1)

and Raul Rodriguez will be Spanish newscaster. Harry Adams and Lou Birdsong have been named station technicians. There will be a staff of 22 when the station gets under way.

Station broadcast will be half Spanish and half in English, and it is hoped that it will become a major instrument in cementing friendly Latin American relationships here. Cortez, following this theme, has lined up for his opening day broadcast talk by the president of Mexico and the governor of Texas. Sec. of State James F. Byrnes has also been invited to attend and participate in the ceremonies.

Station will air daytime only with a power of 1,000 watts on 1,350 kilocycles and will devote 85 per cent of its sustaining time to topics of public interest and education, such as health, agriculture, religion and language. One of the features will be a daily one hour broadcast planned with cooperation of Mexico's Secretary of Education. The University of Mexico City has promised to furnish college professors to conduct some of the programs.

According to Cortez, station will offer Spanish lessons for the English speaking audience and will offer English to the million and a half Latin Americans to be served by KCOR Texas.

Studio layout includes a booth for a Spanish announcer and an English announcer on either side of the control room. United Press and Associated Press wires will provide material for newscasts.

Campbell Now Arranging 13th District NAB Meeting

(Continued from Page 1)

committee besides Campbell include Clyde Rembert, managing director of KRLD; Charlie Jordan, general manager of WRR and A. L. Chilton, owner and manager of KSKY.

Included in the NAB party to attend the meeting are Justin Miller, president of NAB; A. D. Willard, Jr., executive vice-president; Frank Pellegrin, NAB director of broadcast advertising, and Hugh M. Feltis, president of the Broadcast Measurement Bureau.

I'M A GOOD SALESMAN

I am . . . and have been . . . successfully selling time in the New York market for over 10 years. I have developed accounts and maintain close contacts in leading radio agencies with local advertisers . . . I'm married . . . dependable . . . and know how to think and talk . . . I'm a veteran and a college grad . . . Presently employed . . . Excellent credentials. Can you use me? Write Box No. 1, Radio Daily, 1501 Broadway, New York 18, N. Y.

Capital Court Upsets FCC's WOKO Ruling

(Continued from Page 1)

been denied on the ground that would concealed ownership of 240 shares of common stock and that no report had been made to the Commission that Sam Pickard, former CBS vice-president, was a principal stockholder in the station. The Commission had handed down its order on Sept. 27, 1945.

Counsel for the station had asked the court to hold that the Commission had not properly fulfilled its obligation to base its decision upon public convenience and necessity, because an investigation was made of the quality of program service rendered to the community by WOKO, and no consideration was given to a proposal submitted by the station to reorganize its corporate set-up, sell stock and by other means meet the Commission's conditions in order to continue to operate the station.

Maddy Expelled By AFM Following Board Meeting

(Continued from Page 1)

Expelled from the Federation Saturday by a unanimous vote of the AFM executive board, meeting at the Blackstone Hotel, Charles L. Bagley, of Los Angeles, vice-president of the AFM, who announced the expulsion, said Dr. Maddy can appeal the decision to the Federation's national convention.

Questioned at his home in Ann Arbor, Mich., about a possible appeal, Dr. Maddy said he had no comment to make. He termed the AFM action "highly unexpected," and declared "what came as a result of his opposition to the efforts of James C. Petrillo, AFM president, to 'block the development of youthful musical talent.' He said he would continue to fight 'any small edicts that would infringe on the right of educators to teach, or children to learn, music.'

Hickox Will Address Texas Advertising Group

Ellas, Texas—Sheldon B. Hickox, chief of New York City, manager of station relations department of the National Broadcasting Co., will be featured speaker at the five-state District convention of the Advertising Federation of America, to be held here at the Baker Hotel Jan. 27 through 29. Hickox will speak on the behind the scenes pictures of radio as a major advertising medium. Advertising personnel from Texas, Louisiana, Arkansas, Kansas and Oklahoma will attend.

Explains Network Structure Of Can. Broadcasting Co.

(Continued from Page 1)

is the Canadian Broadcasting Corporation. "This" might comprise the eleven stations the CBC owns and the twelfth at Prince Rupert which the CBC leases and operates. But that is only 12 stations, but in addition there are 87 privately-owned stations. All of these, with the exception of one, release CBC network service at some time or another. The single exception is CFRC Kingston, the Queen's University station, which he says is dusted off once a week for a spot of "educational and cultural broadcasts."

More than half of the privately-owned stations are gold star corollaries in that they are what is termed "basic" to either the Trans-Canada or Dominion networks. To ensure adequate distribution, these are stations that are fed all network service, both sustaining and commercial.

The Trans-Canada network has 24 basic stations, of which seven are CBC owned and the remaining 17 privately owned. On the other hand, the Dominion network has only one CBC station as a member, CJBC, with the remaining 28 being privately owned.

The sparkle comes in when a so-called five-star feature is scheduled. When such an occasion does arise, the order is issued to clear all wires. All networks and stations, are combined into one national network, a potential 98-station network out of a total of 99 Canadian stations. Regular programs have to be cancelled, artists advised, publicity issued, wire line orders transmitted, stations contacted—all required to forge those many links that fashion a national network.

Some of the most northerly Canadian stations are CFPR, Prince Rupert, CFGP, Grande Prairie and CGAR, Flin Flon. Neither of the last two has any line connections, which precludes the feeding of CBC service as is done for the other stations.

To satisfy a war-sharpened appetite for up-to-the-minute news, feature programs, talks by statesmen of the various nations, it was suggested to the Flin Flon and Grande Prairie stations that network service be relayed to their listeners through the medium of rebroadcasting network programs. This is accomplished by these stations tuning in, on their own high-powered receivers, programs broadcast by adjacent stations which are connected with land lines. As these adjacent stations' signals are received, they are boosted in volume, and then rebroadcast.

WNCA To Join ABC

Effective April 1, WNCA of Asheville, N. C., will become affiliated with the network of the American Broadcasting Company, Inc.

RCA Discloses Function Of War Communication

Officials of RCA Communications, Inc., last week revealed details of the establishment of a world-wide radiotelegraph communications system set up at the request and with the cooperation of the Signal Corps to link the fighting fronts in Europe and the Pacific with terminals in New York and San Francisco.

The first station in the circuit, "Station X," was put in operation between Naples and New York on Feb. 1, 1944, by 18 RCA engineers. On June 10, with an increased staff, they began operation from "Station Y" in Rome, and five months later, after equipment had been flown from Naples to France, they opened up "Advanced X," a mobile unit in vans that followed the Army into Germany.

Since V-E Day, stations have been established in Berlin, Vienna and Nuremberg. During their first year in Europe, the RCA teams handled 19½ million words of traffic, mostly news dispatches, with the total for the first two years near 50 million words. During the first month of the war-crimes trial, more than 379,000 words were transmitted by the Nuremberg outlet. Hundreds of voice broadcasts to the major domestic webs also were transmitted, with as many as 29 in a single day from a scene of action.

Soon after the liberation of the Philippines, another team set up a circuit between Manila and San Francisco, and after the Japanese surrender, another group established a station in Tokyo. A circuit to Korea is the aim of a third team now in the Pacific enroute to Seoul, Korean capital.

Participating in the interview at which the report was given were T. H. Mitchell, executive vice-president of RCA Communications; Sidney Sparks, traffic manager; and three members of a communications team just returned to this country. They were Andrew W. Long, manager of stations; Jack Friedman, assistant manager of the Rome outlet; and Neil J. Beck, technician, who narrowly escaped capture during the German counter-offensive in the Ardennes.

Press Wireless Moves

Engineering personnel of the Press Wireless Manufacturing Corporation began moving from Hicksville into the company's new quarters on 35th Ave., Long Island City, this week.

Say WKRC Censored Church-Labor Spot

(Continued from Page 1)

had agreed to broadcast a series of programs presented by the Archdiocese of Cincinnati on "many questions engaging public attention." The first four programs in the series were carried, the petition continues, "however, the broadcast of Dec. 2 on the subject 'The Right of Labor' and this series of programs were cancelled by the station."

Judson McKim, public service director of WKRC, said the reason for the station manager's cancellation of the program was, in effect, that while the outlet did not challenge the views in the program nor the right of the priests to express them, WKRC felt that it could not be the vehicle for the expression of those views.

A joint statement by R. J. Thomas, president of the UAW, and Paul E. Miley, director of UAW Region 2A which includes Cincinnati, said the union filed the complaint "to protect the public rights to freedom of speech over the air. . . . Our organization has successfully fought this issue of censorship before where the union was directly concerned. We will certainly fight to protect the rights of other groups in the community, religious or otherwise, to express their views freely and without censorship over the radio."

McKim later stated that WKRC would air the disputed program sometime this month on Saturday afternoon public service series, providing the General Motors dispute had been resolved. However, the complainants stated that this would not "repair the damage suffered by its original censorship and fails to live up to the station's responsibilities to operate in the public interest."

Send Birthday Greetings To—

Jan. 22

Felix B. Dyckhoff Jack Nadeau
 Vivien Ruth Sam Roskyn
 Ralph Minton Rhoda Cantor

TRADE SECRET . . .

"TICO - TICO TIME," popular recorded Latin-American program heard daily from 10:30 a.m. to 11:00 a.m. over WBYN, Brooklyn, features English-speaking Arturo and romantic, heavily-accented "Pancho." Both are really ART RAYMOND!

"TICO-TICO TIME" is available for immediate sponsorship. This, Mr. Timebuyer, is no secret.

"CLUB TICO-TICO" now boasts 3,000 enrolled members!

JOB WANTED

. . . the job of
SELLING KANSAS
 for YOU - at low
 cost • Just hire:

Ben Ludy,
 GEN'L. MGR.

W I B W
 The Voice of Kansas
TOPEKA

FOR SALE

Majority Interest in Florida Station. Will Deal Only With Principals. Give Financial References. Write Box 116, Radio Daily, 1501 Broadway, New York 1, N. Y.


AVAILABLE

Casting Director and/or Production Assistant
 8 Years' Network experience
 Box 117, Radio Daily, 1501 Broadway, New York 18, N. Y.


Thanks ~

TO THE RADIO EDITORS
and ALL MY CAST

Bing



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

OL. 34, NO. 16

NEW YORK, N. Y., WEDNESDAY, JANUARY 23, 1946

TEN CENTS

Ask \$5,560,000 For FCC

Commission Reports New Flood Of Grants

The FCC yesterday granted 12 additional FM stations, making a total of 78 conditional grants made. At the same time, 19 applications for metropolitan stations in the Chicago area were designated for hearing.

Following is a list of grants:
 Connecticut—New London, Thames Broadcasting Corp., WNLC, metropolitan.

Illinois—Aurora, The Copley Press, WCBS, metropolitan.

New Jersey—Asbury Park, Asbury Park Press, Inc., community; Bridge-

(Continued on Page 10)

Special ET Produced For Old Clothes Drive

Recordings of "Have You Got Old Clothes," theme song of the Victory Clothing Collection for Overseas Relief are being forwarded to every radio station in the country, Henry J. Kaiser, national chairman, announced yesterday. Nelson Eddy, accompanied by Robert Ambruster's 40 piece orchestra and a chorus of 16 voices, made the recording. The special tune was written by Irving Caesar, member of ASCAP.

'Radio Andorra' Facilities Offered U. S. Advertisers

The first European radio station to offer its facilities to American advertisers since the war is the 60,000 watt Radio Andorra, located in the tiny municipality of Andorra, high in the Pyrenees between France and Spain. Operating for 10 years covering

(Continued on Page 2)

Anniversary

Morton Downey will start the fourth year of his current series for Coca-Cola on MBS, next Wednesday, 12:15 to 12:30 p.m. (EST). Downey's appearance then will mark his 750th broadcast for his sponsor, reaching a mark seldom achieved in the radio field by a singing artist in one continuous series broadcast in behalf of a song commercial product.

Liliputian

A pocket-size, self-contained wire recorder, capable of recording 66 minutes per spool, was demonstrated yesterday by the Armour Research Foundation of the Illinois Institute of Technology. Only 7/4 by 4 by 1 3/4 inches, its only connection is to a small microphone. Also shown was a combination wire and disc model slated for installation in home radio receivers, which records, erases and plays wire recording.

Web Show Shopping By Kaiser-Frazer Co.

Spokesmen for the Kaiser-Frazer Automobile Company are shopping in New York for a network show to launch their new line of cars, RADIO DAILY learned yesterday. During the past few days the company used spot announcements extensively in connection with the preview of their new line of cars at the Waldorf-Astoria hotel.

CAB Will Expand Service During Coming Year

A projectible rating service, to include smaller cities, rural areas and non-telephone homes, highlights the new services promised for 1946 in the CAB's annual report. Acceleration or expansion of many existing services is also planned for the new year.

Program reports will contain a 70

(Continued on Page 3)

Tele Exec. Sees 100,000 Sets In Washington By End Of '48

Washington Bureau, RADIO DAILY

Washington—A prediction of 100,000 television sets in Washington, alone, by the end of 1948 was made yesterday as applicants for Washington's four television channels continued to plug their video plans before FCC Chairman Paul Porter. The startling forecast was made by Joseph Katz, president of Capital Broadcasting Co., who outdid a previous tele set prediction by another officer of

House Appropriations Committee Figure Sets Record For Peacetime Budget; \$500,000 Below Original Request

March Of Dimes Show Set For Next Week

Major networks and most of independent stations plan to carry the special broadcast commemorating the birthday of the late Franklin D. Roosevelt and the close of the "March of Dimes" drive on next Wednesday, January 30, 11:15 to midnight, EST.

President Harry S. Truman speaking from the White House will be joined by Basil O'Connor, president of the National Foundation for In-

(Continued on Page 2)

ABS Prexy Supports Benton On Web Problem

Leonard A. Versluis, president of the Associated Broadcasting System, supported Assistant Secretary of State William Benton in his recent stand against network practices which

(Continued on Page 2)

FCC, Choosing Licensee, Again Cites "Local Ties"

Washington Bureau, RADIO DAILY
 Washington—Basing their findings on local aspects for the second time within a few days, the FCC has granted application of Air-Waves, Inc.,

(Continued on Page 3)

Washington Bureau, RADIO DAILY
 Washington—Rejecting a Budget Bureau proposal of \$6,060,000 for the FCC for the fiscal year 1947, the House Appropriations Committee yesterday proposed half a million dollars less than that figure for the Commission. The committee recommendation, however, is by far the highest peacetime budget ever proposed for the FCC—\$5,560,000—and is about half a million above both the regular budget and the war activities budget, plus

(Continued on Page 10)

International Pickup Feature Of IRE Meet

The Institution of Electrical Engineers of Great Britain will participate by transatlantic hook-up in the Winter Technical Meeting of the IRE at the Hotel Astor tomorrow at 2:00 p.m., EST.

Both British and American groups will hear a paper by J. A. Pierce, of the radiation laboratory of MIT, on

(Continued on Page 10)

Yankee Web Aiding Boston's UNO Site Drive

Boston—The special features dept. of the Yankee network and WNAC have been working closely with the United Nations organization site committee ever since their visit to Boston in

(Continued on Page 3)

Coming Up

Talent surely turns up in the most unexpected places. Arthur Godfrey on his WABC program yesterday, introduced Frank Saunders, a tenor who up until then had been a bartender at Toots Shors. Frank captivated the studio audience with an Irish ballad, and encored with three more. He's now dated for another appearance and for a membership confab at AFRA.



Vol. 34, No. 16 Wed., Jan. 23, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser...

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

FINANCIAL (Tues. Jan. 22)

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

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

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

March Of Dimes Show Set For Next Week

(Continued from Page 1) fantile Paralysis, Inc., during the broadcast. Screen, stage and radio will take over the remainder of the program with such stars as Bob Hope, Dinah Shore, Frank Sinatra, Edgar Bergen, Jerry Colonna and Ken Carpenter...

Jules Rosenberg INSURANCE 80 JOHN STREET NEW-YORK-CITY BOWLING GREEN 9 0284 WHITZHALL 3-6787

Coming and Going

F. H. LaGUARDIA will leave town tomorrow for Rio de Janeiro, where he will be President Truman's personal representative at the inauguration of Enrico Guspar Dutra as the new president of Brazil.

WILTON E. COBB, station manager of WMAZ, Macon, Ga., is in Gotham for conferences at the headquarters of CBS, with which the station is affiliated.

KARL TROEGLEN, technical director of KCMO, Kansas City, Mo., is spending this week in New York on station business and to attend the meeting of the Institute of Radio Engineers.

GEORGE MOSKOVICS, commercial manager of CBS Television, has left on a short business trip to Boston.

JAMES RIDDELL, manager of WXYZ, Detroit outlet of ABC, has joined the executive contingent currently in New York on business.

ROBERT VENN, manager of WGBS, Miami outlet of ABC, has arrived from Florida for a few days on station and network business.

WILLIAM S. CHERRY, Jr., president of WPRO, Columbia network affiliate in Providence, R. I., a visitor yesterday at the offices of the network.

RAY MOLER, chief engineer of KMBC, Kansas City, Mo., and KENNETH KRAHL, supervisor of the station's studio, are in New York to attend the meeting of the IRE.

STEVENS P. JACKSON, is back in New York with an honorable discharge following five years in the U. S. Coast Artillery, where he held the rank of captain, and has rejoined the sales staff of WMCA.

ABS Prexy Supports Benton On Web Problem

(Continued from Page 1) insist on exclusive radio rights to speeches of national importance in a statement issued yesterday in New York.

The controversy stemmed out of demands of NBC and CBS to exclusive rights to Secretary of State Byrnes' recent report to the nation on his return from Moscow. Originally, Benton had granted NBC sole rights to the speech but protests from other webs caused him to reverse his position.

"In a speech of such vital concern to the country and of such far-reaching significance, it is to the public good and the industry as well that it be given the maximum coverage," he declared.

Versluis also expressed hope that the incident would precipitate a re-examination of the "editorial policies" of the five networks, as Benton suggested last week. "Certainly such squabbles as concern the public interest do not reflect favorably on the industry," he said. "I sincerely believe that the five networks can reach agreement in this regard that will be satisfactory to all," he added.

MARK WOODS, president of ABC, is in Cincinnati, where today he will address the Advertising Club of that city on the subject, "Radio As A Force In Advertising."

FRANK O'CONNELL, account executive in the Chicago office of ABC's co-operative program division, is back in the Windy City following a 10-day trip to Lexington, Ky., and Knoxville, Tenn.

LOUELLA PARSONS, Hollywood columnist and commentator on the American network, is in San Francisco, where today she will be guest of honor and a speaker before the San Francisco Advertising Club.

CHARLES LAYTON, announcer on the Ford Sunday Evening program, came on from Detroit last week to spend a short vacation in New York.

PETER VON ZERNECK, radio actor, is back in Gotham following a stint in Hollywood on RKO-Selznick's new picture, "Notorious."

GEORGE LEWIS, erstwhile WHN-er and now president of the Gagwriters Protective Assn., is extending his vacation in Montreal and Quebec for a few more days.

PHIL FARRELL and the MACK TRIPLETS, for whom he is personal manager, have left for Washington, D. C., where they are scheduled for a one-week engagement at the Shoreham Hotel.

FLETCHER WILEY and his assistant, KEVIN SWEENEY, left Los Angeles Monday for Chicago, New York and other eastern locales, where they will arrange extensions of the KNX program, "Housewives Protective League."

'Radio Andorra' Facilities Offered U. S. Advertisers

(Continued from Page 1) France, Spain, Portugal, Switzerland, North Africa and Northern Italy, Radio Andorra is being represented in the United States by Paul Talbot of Fremantle Overseas Radio, 50 Pall Mall, London, England, with temporary offices in New York City.

Fremantle Overseas Radio is planning a complete representation in the United Kingdom and the United States for continental stations as they are released from Government control.

FOR DIRECT CUT COPIES ACCURATELY DUPLICATED FOLLOW the CROWD TO... U.S. RECORDING CO. 1121 VERMONT AVE.-WASH. 5, D. C.

Complete Recording Supplies



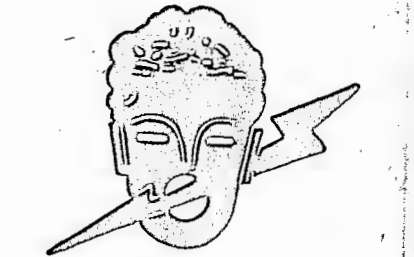
Just BIG . . . isn't enough

We had a honey of a headline for that picture. But it was too tough, and probably a little prejudiced.

But just being big . . . isn't enough. What's the use of being hippopotamus-big if people persist in ignoring you as if you were a gnat? Without a bite?

In radio our little independent is strictly in the tiny class . . . BUT it's got a bite that reaches more people-per-dollar-spent than any of the other five radio stations in this sixth largest city in the U.S.A.

There are facts to prove this. Want to see them? Before you make up that budget?



W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL

★ AGENCY NEWSCAST ★

DOCKHILL RADIO, Inc., New York, has engaged Arthur Beckwith and placed him in charge of program service.

SPEDLAR & RYAN has named Frank Sheehan to head the media department. He comes to the agency from his post as media director of Lever Brothers, Boston, where he has been for 14 years, serving also as assistant vice-president in charge of research. At P. & R. he will direct both space and time buying on all accounts.

WILLIAM A. MAYHEW, former WJZ announcer, has joined the staff of The Armand S. Weill Co., Inc., Buffalo, as director of radio.

HARRIETTE HERMANN has returned from the Ted Bates Agency after four years as talent buyer and business manager of the radio department. Prior to that, she was associated with NBC and Benton & Bowles.

SPORTS BROS. HAT CO., makers of Portis Hats, and their subsidiary Arrow Glove Co., makers of Arrow Gloves and Hugger Caps, have appointed the Olian Advertising Co., Chicago office, as its agency.

CAB Will Expand Service During Coming Year

(Continued from Page 1)
 percent expansion in the number of ratings, share of audience and sets-use figures, and each standard bi-monthly report will add time period ratings for unsponsored periods for all four networks' periods covered by the organization.
 CAB said that in 1946 its first full year of city reports will be released. These number more than 450 different reports on the 275-300 stations in CAB cities. Six series of bi-monthly reports issued on each city will include breakdowns of radio listening according to each outlet and its share of the total audience.
 The organization's member service department will give expanded service to members requesting special tabulations and data. A new program catalogue service will provide the name of any sponsored radio program, agency or advertiser using network radio and their relationships. A brand rating service will provide the names of advertisers and their products in a new alphabetical index which will also indicate where each program stands in the report's rank order.

AUSTIN WILDER, head of the New York artist management-promotion office which bears his name, announces the addition of Ruth Arell to his staff, as feature editor and assistant to the publicity director.

Miss Arell was most recently feature editor in the public relations department of the National War Fund. She has been a free-lance writer for the "Baltimore Sun," "St. Louis Post-Dispatch," "Cleveland Plain Dealer," "The Woman," and other national publications.

PANAGRA (Pan American-Grace Airways, Inc.) has appointed McCann-Erickson, Inc., New York, to direct its domestic national advertising. Christopher DeGroot, Panagra's general traffic manager, has announced. Leslie Spencer is account executive for Panagra's new domestic campaign, and Emerson Low, of McCann-Erickson's foreign department, directs the advertising for South America.

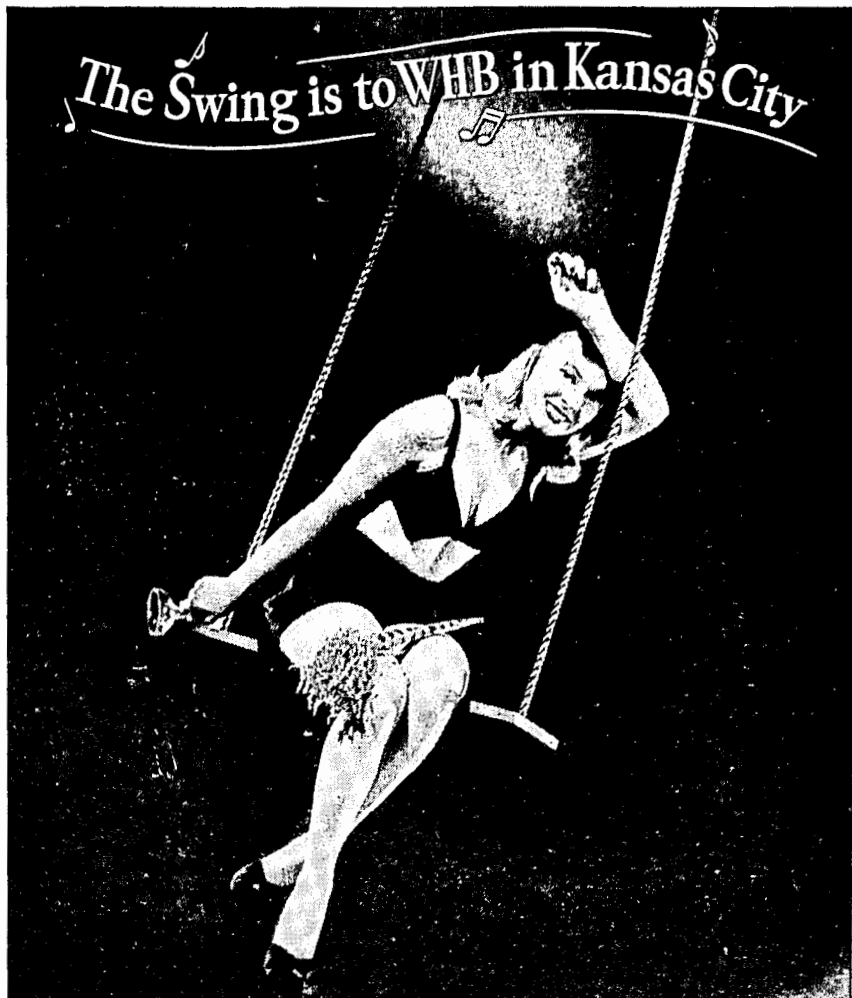
ELAINE McCUNE has been named account executive by the Ad Fried Advertising Agency, Oakland, Cal. She will handle Louis-Barton-Foster Insurance Agency, Coast Millinery Store and Fred Benioff Himself, San Francisco furriers.

Yankee Web Aiding Boston's UNO Site Drive

(Continued from Page 1)
 zero New England weather last week, running a series of special broadcasts pertaining to the purposes and motives behind the campaign.
 On Sunday morning January 20, Lester Smith, Yankee's special events director, interviewed on WNAC's wire recorder, Dr. Stoyan Gavrilovic of Yugoslavia, chairman of the committee, in his first radio broadcast made in this country. He made a stirring appeal for food and clothes for his native Yugoslavians and talked in general about the UNO from 10:30 to 10:40 a.m.
 Sunday night Yankee aired a half hour roundtable discussion among the press representatives covering the UNO site committee from 7:30 to 8 p.m. with Lester Smith as moderator and Charles Curtin, producer.

FCC, Choosing Licensee, Again Cites "Local Ties"

(Continued from Page 1)
 for construction of a new standard station in Baton Rouge, La. Since both applicants would provide "satisfactory technical service," FCC said, the ruling in favor of Air-Waves was based almost wholly on the local ties of the company's officers and directors. By its decision, the FCC denied the application of Louisiana Communications, Inc.
 The FCC noted the "failure" of Air-Waves, Inc., to disclose a 1936 conviction of its president, Harry B. Nelson, for income tax violation.



Let's Celebrate the New Year -and Get Right Back to Work!



January is the new leaf, the clean page, the time of inventory. Man has a need for ending things now and then, and starting over again. Open the door. There's a New Year knocking! There are problems to be solved -and 1946 is a year in which to work and win!

Out Kansas City way, there's a fine radio station ready to help advertisers who want to win this great market. It's known as the station with "agency point-of-view"...where every advertiser is a client who must get his money's worth in results. We've some fine new shows and availabilities to offer in 1946...and the time to investigate is now.

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

- New York City, 18.....11 West 42nd St.....LONgacre 3-1926
- Chicago, 2.....55 East Washington St.....ANDover 5448
- San Francisco, 4.....627 Mills Building.....SUTter 1393
- Los Angeles, 13.....448 South Hill St.....MICHigan 0921
- Kansas City, 6.....Scarritt Building.....HARRison 1161

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY HOOPER INDEX SEPT.-OCT. '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A. M. MON. THRU FRI. 8 A.M.—12 Noon	27.9	23.0	14.4	14.1	15.0	5.5
WEEKDAYS P. M. MON. THRU FRI. 12 Noon—6 P.M.	23.2	21.2	29.1	15.5	9.6	1.1
SUNDAY AFTERNOON 12 Noon—6 P.M.	15.5	33.9	25.4	12.6	9.9	2.2
SATURDAY DAYTIME 8 A.M.—6 P.M.	18.3	31.1	12.4	23.6	12.0	2.2

IN TOUCH WITH TOMORROW...IN TUNE WITH TODAY

PORTLAND, OREGON

REPRESENTED BY EDWARD PETRY & CO.

LOS ANGELES

By RALPH WILK

ART LINKLETTER, host of "House Party," rates a posy from the press in the February issues of "Woman Magazine." In a story by John Reddy, former CBS newsmen, entitled, "Master of the Ad Lib," Linkletter's talents for snappy repartee are X-rayed and complimented.

Hoagy ("Something New") Carmichael, received a special award from Erskine Johnson for his outstanding progress in films and radio during 1945, on the commentator's Mutual ailer.

Bill Stulla, holder of the Bronze Star, returns to his former position of staff announcer for KFI. Stulla spent more than three years with Armed Forces Radio, two of which were spent in India, where he was station manager of the Headquarters Station VUZZY in New Delhi.

Musical director Al Sack and Mrs. Sack leave January 24 for New York, where Sack will conduct the CBS "Maisie" show which emanates from there January 30 and February 6. The program will be heard from Chicago February 13, according to producer Bill Rousseau, and then return to Hollywood.

Dinah Shore, who switched her record affiliations from Victor to Columbia with the start of the new year, will cut her first set of platters this week. She's to do 24 sides a year.

Baritone Curt Massey, of the CBS "Andrews Sisters N-K Musical Showroom" program, this week augmented his radio warbling by waxing the tune, "Believe Me When I Tell You," for Columbia Records.

Pedro M. Delgado, Santiago, Chile, music executive, is dickering with Cass Daley, "Fitch Bandwagon" comedienne, to platter an album of current North American hits for the South American trade.

Wynn, At KFBI, Will Head Programs And Production

In a strong effort to bolster its post-war organization, KFBI, Wichita, Kans., has imported Larry Wynn, New York producer and director. Wynn will head the program and production departments.



Manhattan Memoranda . . . !

● ● ● If I were a betting man (which I am), I'd take odds that Bing will be back with Kraft Music Hall before too long. Wanna bet? Mad scramble among the agencies to grab off that half-hour spot on CBS Friday nites at 9:30, which will be vacated when "The Websters" switch to Mutual. That "N. Y. Times" Sunday article about obscenity on the air was clipped out by Niles Trammell and mailed to all NBC comics. Look for Bob Crosby's new show to get a new and better time slot on CBS. ABC shooting to corner the Monday nite market with "Fat Man," "I Deal In Crime," with Wm. Gargan, Paul Whiteman's new ailer, "Forever Tops," and "Jimmy Gleason's Diner" Louie Armstrong claims he won't re-sign with Decca. It's a baby girl at the Sandy Stronachs. He's Y. & R.'s talent head. Gen'l Foods have re-packed Fanny Brice for 1946-7. The broadcasting billion-dollar Baby Snooks has been doing the character now for 25 years. Ed Sullivan doing a monthly radio piece for Modern Screen. Karl Sands has left the "Hollywood Reporter," with James Henaghan taking over. Talk around that Sands will replace Carl Post as editor of "Radio Television News" Forgotten men of the moment seem to be the commentators. Don't even hear any more imitations of Gabe Heatter.



● ● ● The Morning Mail: "During the war," writes Jerry Layton, "the feeling between American soldiers and English girls was kiddingly referred to with this running gag: 'When the next war happens, if it does, America will not have to send troops—just uniforms.' Even tho' this letter is not on international affairs or esprit d'amour, the gag is analogous because this is about babies—real, live, honest-to-goodness babies being offered on a 'lend-lease' basis over WINS. The Foster Home for Children, comprised of 15 aid agencies, have over 250 healthy babies who are literally crying for homes where they can receive the love and affection, the care and comfort so essential to moulding future citizens. Having been quite successful in selling almost every conceivable type of commodity through our facilities, we at WINS knew we could do an equally productive job and a great public service by lending our aid to this worthy cause. So . . . starting this morning, Studio A becomes a nursery. Dorothy Day, director of WINS' femme shows, will be leasing babies over the airwaves. It's the first time, I believe, that a public service of this type has been attempted by a radio station."



● ● ● Something In The Wind Dep't: Mayor O'Dwyer's office has requested off-the-air recordings on LaGuardia's local airings. Walter Lurie, radio head of Blaine-Thompson, convalescing from recent operation Bob Quigley, out of the Navy only a few months, is already one of radio's busiest performers. 15-year-old singing prodigy, Elaine Malbin, guests on the RCA-Victor stanza this Sunday for the third time. Fred and Adele Astaire will produce a musical together in the spring Kenny (Sen. Claghorn) Delmar, has a new quizzer show of his own. The Legion of Decency has labeled the flicker, "Dick Tracy," adapted from the comic strip "For Adults Only" "Ladies Be Seated" going to Chi for four weeks in Feb. Earl Mullin's idea of a real vacash is to go to Atlantic City alone with a trunk-full of mystery stories and whodunits—which he's doing. Milton Robertson, whose pageant, "That We May Live," is expected to cause a sensation at the Garden on March 5th, no longer with Transamerican. John Reed King's new television show, "It's A Gift," preeming Jan. 29th on CBS' WCBW. Bob Stanley has resigned as associate musical director of WOR. Margaret Gardner, who resigned as mag editor of Mutual to meet her soldier-fiance in Hollywood, is marooned out there, as he has been recalled to duty.

SOUTHWEST

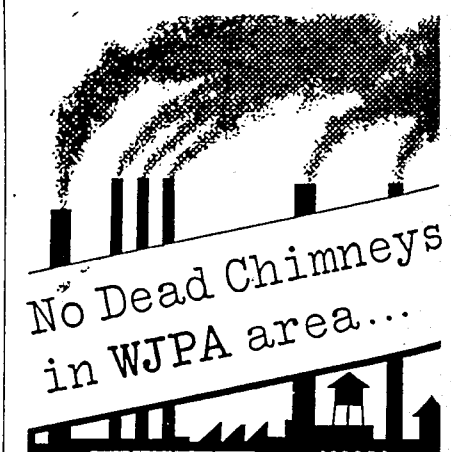
IN San Antonio, KONO, owned and operated by Eugene Roth, is seeking to have its frequency moved from 1400 to 860 kilocycles and increase its power from 250 watts to five kilowatts daytime, and one kilowatt nighttime, and permission to change transmitter site as well as build a new transmitter.

The Walmac Co., of which Howard W. Davis is president, operators of KMAC, are seeking to shift the station from 1230 kilocycles to 630 kilocycles and to increase the power from 250 watts to five kilowatts daytime, and one kilowatt nighttime.

A new Saturday afternoon feature over KGKO, fort Worth, is "Spotlight On Music," which will feature the Eighth Service Command dance orchestra.

R. J. O'Donnell, vice-president and general manager of the Interstate Circuit, was honored by Tom Breneman, host of "Breakfast in Hollywood," as a "Good Neighbor of the Day." O'Donnell is national chief barker of the Variety Clubs of America.

A goodwill gesture was made in the Southwest when Paul Cortez gave up the 1300 frequency in order that the Veterans Broadcasting Co. in Austin, could have the frequency. Cortez will operate on 1350 kilocycles, daytime only, while the Austin station will operate full time.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK
For further details on Friendly Group Stations, write SPOT SALES. JOHN LAUX Managing Director
New York, Chicago, San Francisco, Los Angeles.

WSTV - Steubenville, O.
WFG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingston, N. Y.



"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.



Tele Exec. Sees 100,000 Sets In Washington By End Of '48

(Continued from Page 1)

tising revenue from tele now that some wartime excesses have leveled off, Katz gave a similarly expansive view of advertising in the months to come.

In the battle for the Washington channels, the hearing appeared to be reverting to a test of experience in the tele field. Opposition counsel hopped on Capital witnesses in an effort to show Capital had no experience in tele.

Bamberger Stresses Experience

On the other hand, Bamberger Broadcasting Service witnesses plugged their television experience and the Allen B. DuMont company expanded on their operation of a commercial tele station in New York and their experience with an experimental station already in Washington. Dr. T. T. Goldsmith, DuMont's director of research, testified that the company would not only be ready to convert the present experimental station to a commercial station within a few months but would have 3,000 receivers available for Washington by mid-1946.

"Other manufacturers," Goldsmith said, "are scheduling television receivers and we cannot predict the extent of such receivers for the year 1946. But it is felt that the greatest inducement to the providing of receivers in Washington will be the prompt establishment of broadcast stations here."

Goldsmith Describes Operations

Reviewing the present operation of DuMont's present experimental station in the Harrington Hotel in Washington, Goldsmith said: "The antenna tower at the Harrington Hotel was especially designed so that experimentation might be carried on with various kinds of antenna arrays. Over the past several months of field testing, we have kept in close touch with the dozen or so persons who have television receivers in the Washington area. We now have an experimental schedule of transmissions three nights a week utilizing film programs. As the telephone company coaxial cable tests get under way, it is likely that both live studio and film programs will be used."

Testimony by Dr. Allen B. DuMont that his company held a "unique" position among the applicants because it dealt "exclusively" in tele, brought a reminder from opposing counsel that Paramount Pictures had heavy interests in DuMont. "Don't you think," Theodore Pearson, counsel for Capital, asked DuMont, "that some of the interest shown by motion picture companies is because they fear competitive inroads from television?"

Construction Figures Submitted

Although DuMont has not as yet submitted figures showing cost of operation of a new tele station, since it already has an experimental station operating here, two other applicants

who have submitted such figures show wide differences.

Bamberger said it anticipated operating cost for the first year would be \$547,308, and construction costs of \$503,400.

Capital Estimate Lower

Capital, on the other hand, submitted figures showing it expected construction costs of \$276,810, and estimated operating costs for three years at \$675,900.

Questioned on the variance with Bamberger, Capital said, "Don't see how they (Bamberger), could spend that much money."

Detailed analysis of the advertising benefits of television and the plans of DuMont along these lines were outlined by Samuel H. Cuff, general manager of the Television Broadcasting division of DuMont. Reviewing DuMont's experience, Cuff said Ruthrauff and Ryan, with Lever Brothers, and Newell-Emmett, with Chesterfield, were the first large agencies to use DuMont's tele facilities. The first program selected for the test, he said, was the Fred Waring show, and, he declared:

Calls Effect "Startling"

"The effect of this program upon the advertising industry was startling, since it proved conclusively that big programs could be reduced in size for television without losing their effectiveness. Both client and agency executives sat amazed as they saw the results."

Stating that the "program is the thing" in tele, Cuff commented: "Public acceptance of television will depend entirely upon the quality and the entertainment value of the program. Programming costs in television however, are such that it becomes very difficult from an economic point of view to put on high-grade programs over only one station. Wide acceptance of radio occurred only when it was possible to pipe out a show into a large number of stations."

Still to be heard at the hearing is NBC, the "Evening Star" Broadcasting Co. and Philco Radio.

Chairman Porter has stuck to a rigid schedule for the hearing, with yesterday's hearing starting at 9 a.m. and continuing until 4 p.m.

This is NOT A Joke, Son . . .

I am . . . and have been . . . successfully selling time in the New York market for over 10 years. I have developed accounts and maintain close contacts in leading radio agencies and with local advertisers . . . I'm married . . . dependable . . . and know how to think and talk . . . I'm a veteran and a college grad . . . Presently employed . . . Excellent credentials . . . Can you use me? Write Box No. 118, Radio Daily, 1501 Broadway, New York 18, N. Y.

PROMOTION

WDNC Award By CBS

The \$1000 check awarded to WDNC, Durham, N. C. by CBS for the best newspaper promotion job of any of the network's affiliates will be "added to our already larger than usual listener-promotion budget to do a better job of giving advertisers plus service in 1946." Station officials point out that the check "really belongs in part to our clients," but add that the high quality programs provided by advertisers necessarily prompt an outstanding job in promotion. WDNC won the 1945 Billboard Award for the best over-all promotion of any local affiliate of any network.

Desk Calendar

Brightly colored decal calendars for 1946 were distributed by KMBC of Kansas City throughout the national, regional and local markets. With the slogan, "Let's Get Going on the Home Front in 1946," the calendars feature two members of KMBC's Heart Character family trademark—Casey (representing that 51 per cent of the population in the Heart of America that is urban, and Kansan, representing the 49 per cent that is rural.

PHIL KRAUS, MITCHEL KATZ and BERT HODGES have returned to their original positions at WNEW after service in the Army. Kraus, who was in the Air Corps for four and a half years, rejoins the house band as drummer and vibraphonist; Katz, who also served in the Air Corps, returns to the engineering department, and Hodges will be assistant to Moore Jones, the outlet's purchasing agent.

CHARLES WOODS, former WOR newsreader, has been honorably discharged from the Army after two and a half years. During the latter part of his Army career he served as radio director for the Third Service Command in Baltimore and Pittsburgh.

MAJOR RICHARD C. ELPERS, recently discharged from the U. S. Army Transportation Corps, and formerly with the Columbia Broadcasting System in Chicago for 12 years, is now affiliated with the CBS network sales office in Detroit, covering the Michigan and Ohio area.

W. ALTON KASTNER, USNR, has returned to the NBC press department as assistant magazine editor after three and a half years on active duty. He volunteered in August, 1942, and was on Pacific fleet duty for three years. He joined the department in July, 1939.

Stewart Returns To U. S., Pessimistic Re Philippines

West Coast Bureau, **RADIO DAILY** San Francisco—Robert Stewart, Mutual network commentator whose broadcast of the Yamashita conviction announcement from Manila attracted nationwide attention, arrived here yesterday and was heard last night on the network from KFRC, Mutual-N Lee affiliate.

Stewart predicted a revolution in the Philippines, pointing to the conflicting racial and political ideologies of the islands, particularly Luzon, as making unity and peace at this time actually an impossibility.

Fairless On ABC Tonight

"The Steel Strike" is the topic of Benjamin F. Fairless, president of the U. S. Steel Corporation, when he speaks on the American Iron & Steel Institute program titled, "Steel Wages and Prices" over the network of the American Broadcasting Company tonight from 10 to 10:15 p.m., EST.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

BACK!

LAWSON ZERBE

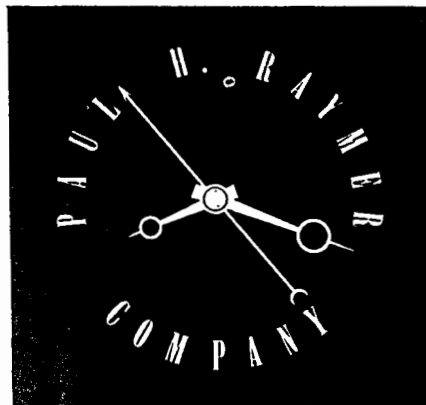
LEx. 2-1100



It's not WHAT he sings it's HOW he sings it

Whether it be Bach or "boogie" or a corny cadenza, it's not what he sings, it's how he sings it. The perfection found in an operatic great is the result of years of painstaking study, practice and experience.

We look with pride over our many years of experience in the business of radio advertising—at the proficiency and knowledge men of our organization have acquired. Like the virtuoso, we, too, know our business.



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



Certified
for NBC

14 winners

AMERICA'S NO. 1 NETWORK



A Service of Radio
Corporation of America

... the

*Again critical acclaim
echoes listeners' preferences.*

*In RADIO DAILY'S ninth annual
program poll, these were
winners—number one choices
on America's No. 1 Network:*

10 out of 24

*And as if taking first places
weren't enough, NBC programs
not only won, but placed and
showed—the top 4 of the
"Commercial Program" classification
... the top 4 of the "Entertainer"
... top 5 of "Announcer"—
to a total of 59 places in 123—
far more than any other network.*

FAVORITE COMMERCIAL PROGRAM

Fibber McGee and Molly (Johnson's Wax)

FAVORITE ENTERTAINER

Bob Hope (Pepsodent)

FAVORITE DANCE BAND (SWING)

Tommy Dorsey (Standard Brands)

FAVORITE MALE VOCALIST (CLASSICAL)

John Charles Thomas (Westinghouse)

MALE VOCALIST (POPULAR)

Bing Crosby (Kraft)

FEMININE VOCALIST (POPULAR)

Dinah Shore (General Foods)

SYMPHONIC CONDUCTOR

Arturo Toscanini (General Motors)

COMEDIAN

Bob Hope (Pepsodent)

NEWS COMMENTATOR

Lowell Thomas (Sun Oil)

DRAMATIC SERIAL

"One Man's Family" (Standard Brands)

SPORTS COMMENTATOR

Bill Stern (Colgate)

QUIZ SHOW

"Information Please" (Socony Vacuum)

ANNOUNCER

Don Wilson (American Tobacco)

COMEDY TEAM

Fibber McGee and Molly (Johnson's Wax)

National Broadcasting Company

House Committee Asks \$5,560,000 For FCC

(Continued from Page 1)
deficiency appropriations for the current year.

"The committee is of the opinion that there has been a corresponding increase in the development of communications activities and particularly is this true in the broadcast field, where 1,000 applicants for new stations will have to mark time unless funds are provided to process their applications," the report declares, and adds, "The committee is of the opinion that the funds recommended are the minimum with which the Commission can do its part in meeting the rapid development . . . however, the committee is of the opinion that with the funds provided, the Commission should be able to clear up the backlog of applications for broadcast licenses which are pending and that there should be a downward trend in appropriations for the 1948 fiscal year."

FCC—Baiting On Decrease

The committee's recommendation followed a hearing before the committee which was remarkable in the decline of antipathy and scorn by the Congressmen. The usual baiting of commissioners was noticeably less frequent, with only Rep. Richard Wigglesworth, Bay State Republican, showing any animosity toward Chairman Paul Porter and his staff.

In its justification the Commission pointed out that in addition to the need for speed in processing applications—particularly in FM and television, there is great need for thoroughness. "Standard broadcasting grew up during the early 1920's, substantially without planning. As a result, stations went on the air in helter-skelter fashion, the air was jammed with interfering signals, and a condition arose which even today, after almost 20 years of trying, we have not yet been able to straighten out altogether," the FCC said, and then declared:

"The Commission is concerned not merely with hastening FM, but also with establishing it on sound licensing foundations, so that we will not have to spend the next 20 years in undoing the errors made in the first six months. We want to be sure that the overall result will be the best possible in terms of the channels available.

Tele Compared With FM

"The Commission's licensing problem with respect to television differs from its FM problem in two respects. First, there are fewer applications waiting to be processed—151 television as compared with 669 FM applications. Balancing this factor, however, is the fact that a television station is far more complicated than an FM station, and that a considerably greater work load is involved in the processing of each television application.

"As in the case of FM, it is of the utmost importance that television be established on sound foundations from the beginning. This is especially important because television is pro-

WINDY CITY WORDAGE

By BILL IRVIN

● ● ● James C. for Caesar Petrillo, the musicians' czar, was in a jovial, wise-cracking mood at an informal press conference which followed his huddle with NAB proxy Justin Miller at the Blackstone Hotel Friday—he was, that is, until one of the scribes tossed a firecracker at Mr. P. in the form of a query about the possibility of a CIO musicians union. Bristling with indignation at such a sacrilegious thought, the Great Man demanded to know who would head such a union. "Dr. Maddy?" His voice dripped with scorn. At which point a heckler chimed in, "How about Representative Lea?" Petrillo let it pass. . . . Incidentally, the music mogul and NAB's Judge Miller hit it off exceptionally well, which led one observer to comment that at long last possibly the broadcasters and Petrillo would be able to get together purely on the strength of the apparent personal friendliness of the two men. As an interesting sidelight on Judge Miller's meeting with Petrillo and the AFM board, it developed that Joe Padway, AFM general counsel, had practiced in the federal court, presided over by the new NAB head, and it was thought that Padway had filled Petrillo in on the type of man the judge was. At any rate, the music boss showed a healthy respect for the former jurist, and seemed particularly pleased over Miller's comment after the meeting in which he said he had found Petrillo a "very fair man." Petrillo's reaction to this was quote, "My God, this is the first time anybody has said that about me!" unquote.

★ ★ ★

● ● ● It happened at a Publicity Club luncheon the other day. Someone asked Paul Brines, assistant manager of WGN, to explain the difference between a clear channel, a regional and a local station. Before Brines could reply, Chuck Logan, assistant radio director of Foote, Cone and Belding, came up with an explanation, to wit: "A clear channel station is a Democratic one. It voted for Roosevelt. A regional station is not heard beyond the city dump. And a local station occupies 250 feet of the Wrigley bar."

★ ★ ★

● ● ● Fluff of the Week: Announcer on the WIND Night Watch, in reading a department store commercial concerning the values and virtues of maternity dresses on sale, absentmindedly concluded: "These dresses now can be purchased in the Sports' department!" Henny Youngman would like to know if turtles go around looking for "people-necked sweaters!" Lou Ruppel, the former CBS publicity head, is the new public relations director of the Merchandise Mart, recently purchased from the Marshall Field estate by former ambassador Joseph P. Kennedy Victor Borge, who opened a four-week engagement at the Chicago theater on Friday, will fall heir to the movie roles scheduled for the late Bob Benchley. The Unmelancholy Dane will go to Hollywood after his Chicago engagement to discuss his future movie plans with M-G-M director Vincente Minnelli.

★ ★ ★

● ● ● Don McNeill and Tom Breneman, who have been feuding via their morning variety shows for some time now, will set eyes on each other for the first time when Breneman comes to town in February for the premiere of his picture, "Breakfast in Hollywood." Breneman will do one of his "Breakfast in Hollywood" broadcasts from the stage of the Oriental Theater where the picture will be showing. He and McNeill will exchange guest appearances and otherwise heckle one another during the Breneman visit. Les Lear, who exceed a majority of the special war bond programs for the Treasury's special events division, is the new general manager for Olsen and Johnson, succeeding Dave Murray, who is going to England as representative for an American firm. Lear will take over his duties when the current Olsen and Johnson opus, "Laffing Room Only," ends its run at the Shubert Theater in the spring. Lear's first job will be to prepare plans for Olsen and Johnson's Chicago Arena show next season, a spectacle called "Laffacade."

ceeding along two distinct lines of development."

The justification includes also an explanation of the Commission need for more funds for laboratory work. Revealing that "high on the list of essential laboratory work is the careful study of antenna structures of all kinds. Wartime antenna developments have revolutionized scientific thought concerning the relation of antenna design to propagation of radio waves; and in the exercise of its licensing functions the Commission must have full knowledge of the best antenna technique for the solution of each particular propagation problem."

Ben Grauer Subs For Banghart

Ben Grauer, NBC announcer, is substituting on the 11-11:15 p.m. newscast over WEAJ for Ken Banghart, who has been ill.

International Pickup Feature Of IRE Meet

(Continued from Page 1)

Loran, a new radar system. There will then be an exchange of greetings between Dr. Frederick B. Llewellyn, IRE president, and Dr. Percy Dunsheath, president of the British organization, followed by a transatlantic discussion of Pierce's talk.

The IRE meeting gets under way tonight with a joint session with the American Institute of Electrical Engineers. Technical sessions will be held tomorrow morning and afternoon, with the annual banquet scheduled for tomorrow night. Friday afternoon, FCC Chairman Paul Porter will speak at a luncheon honoring Dr. Llewellyn. Sessions at the Astor will continue through Saturday afternoon.

Commission Reports New Flood Of Grants

(Continued from Page 1)

ton, Eastern States Broadcasting Corp., WSNJ, metropolitan; New Brunswick, Home News Publishing Co., community; Paterson, the Passaic Daily News, community.

New York—White Plains, Westchester Broadcasting Corp., WFAS, community; Utica, WIBX, Inc., WIBX metropolitan.

Tennessee—Memphis, Hoyt B. Werten, WREC, metropolitan, possibly rural.

Virginia—Lynchburg—Lynchburg Broadcasting Corp., WLVA, metropolitan; Lynchburg, Old Dominion Broadcasting Corp., metropolitan; Winchester, Richard Field Lewis, JWINC, metropolitan, possibly rural.

Designated for hearing: Agricultural Broadcasting Co.; Amalgamated Broadcasting System, Inc.; American Broadcasting Co., Inc.; Balaban and Katz Corp.; Chicago Federation of Labor; Drovers Journal Publishing Co.; Dual Engineering Corp.; International Union, United Automobile Aircraft and Agricultural Implement Workers of America (UAW-CIO); Johnson-Kennedy Radio Corp.; Knight Radio Corp.; Lincoln-Belmont Publishing Co. and Myers Publishing Co.; National Broadcasting Co., Inc.; Oak Park Realty and Amusement Co.; Raytheon Mfg. Co.; Telair Co.; radio station WAIT; radio station WGES; WJJ, Inc.; and radio station WSBC, all Chicago.

New AM Construction Grants

The FCC yesterday granted construction permits for ten new standard stations in scattered sections of the country. The list follows:

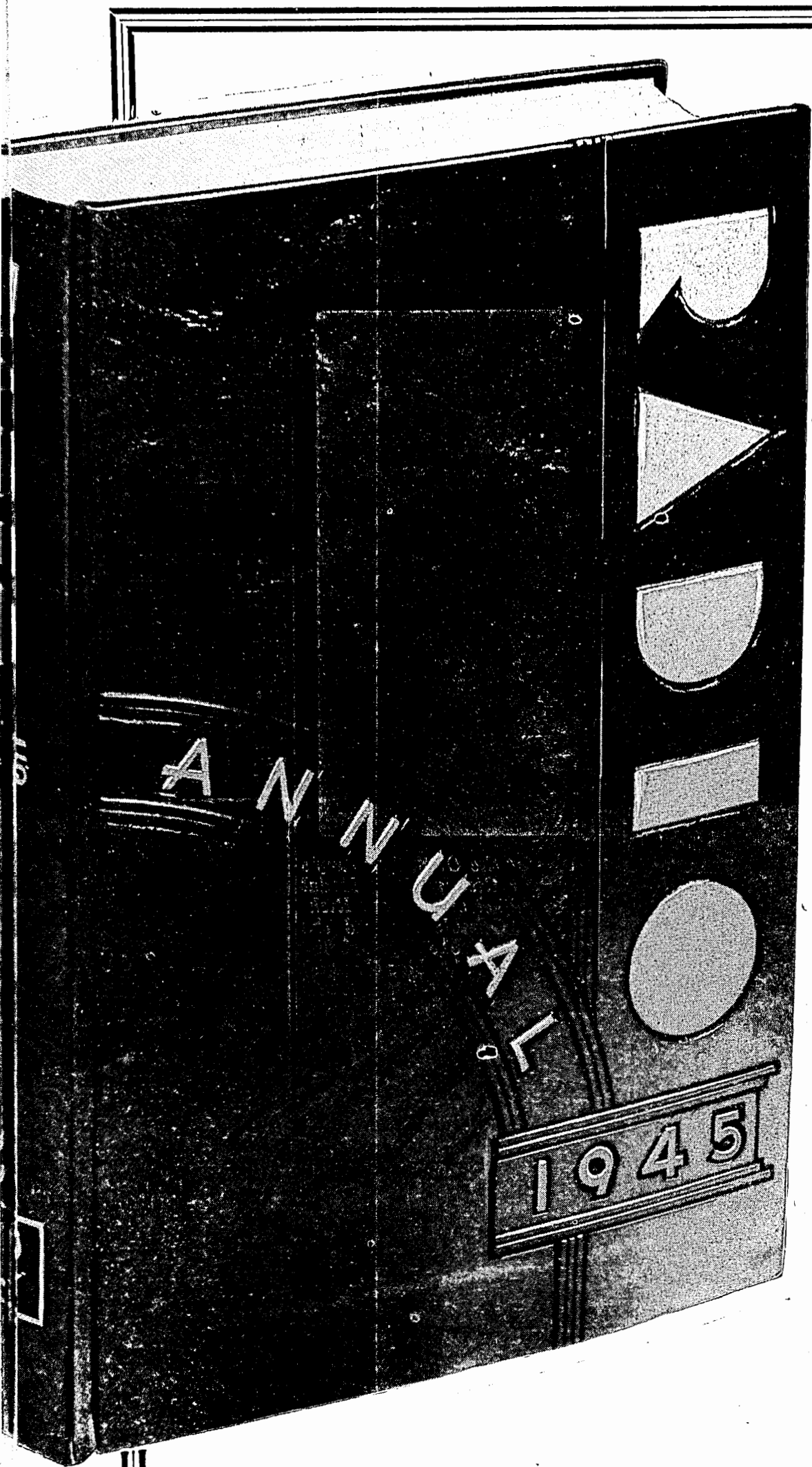
Indian River Broadcasting Company, Fort Pierce, Fla., to operate on 1400 kc., 250 watts, unlimited; Fort Lauderdale Broadcasting Co., Fort Lauderdale, Fla., to operate on 1400 kc., 250 watts, unlimited; Dixie Broadcasting Co., Montgomery, Ala., to operate on 800 kc., 1 kw., daytime; San Mateo Broadcasters, San Mateo, Calif., to operate on 1050 kc., 250 watts, daytime; Pekin Broadcasting Co., Pekin, Ill., to operate on 1400 kc., 250 watts, daytime.

The FCC also granted voluntary assignment of license of WLDS, Jacksonville, Ill., to Milton Edge and Edgar J. Korsmyser for consideration of \$12,000 to Hobart Stephensen for his one-third interest in the assignment partnership.

Also construction permits for the new standard stations: Jessica Longton, Burley, Idaho, to operate on 1400 kc., 250 watts, unlimited; Radio Station Corp., Twin Falls, Idaho, to operate on 1450 kc., 250 watts, unlimited, and Southern Idaho Broadcasting and Television Co., Twin Falls, Idaho, to operate on 1490 kc., 250 watts, unlimited.

Stork News

Mr. and Mrs. Creighton Scott and the parents of a seven pound, one ounce boy born at Nyack Hospital Monday. Scott is an ABC announcer.



The RADIO ANNUAL *for* 1946

Will Contain
A Complete
List of
Advertising
Agencies and
Their Accounts



- ✓ More Than 1100 Pages
- ✓ Covers Radio Completely



OUT SOON

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NORTH CAROLINA —

CHARLOTTE—Charles H. Crutchfield, manager of WBT, has been appointed regional campaign director of the current North Carolina State Symphony Drive, purpose of which is to raise \$100,000 in the interest of greater music appreciation in North Carolina. The dinner was launched on Jan. 10, with a dinner given by WBT at the Barringer Hotel in Charlotte for the committees and workers.

WILSON—Henry Sullivan, after three years in the Navy as lieutenant, has rejoined the announcing staff of WGTM. . . . Maurice Braswell, WGTM announcer and recently discharged from the Army Air Corps, has entered the University of North Carolina.

— MASSACHUSETTS —

SPRINGFIELD—FM station WBZA proposes day and night operation in its plans for future expansion of program service when equipment becomes available. The station operates on a daily two-band schedule, broadcasting on its former band 48.1 megacycles and the newly allocated band of 97.1 megacycles. At present, WBZA-FM broadcasts daily 3:00 to 9:00 p.m. and Sundays 1:30 to 9:00 p.m., to an estimated audience of 1,000 in the Springfield area.

CHICOPEE—The newly organized Regional Broadcasting Corporation of Chicopee, through its treasurer, Atty. John S. Begley of Holyoke, has purchased eight and one-third acres of land in Chicopee from the city for \$4,000. The corporation plans to erect a \$25,000 radio station on the site when its application for a broadcasting permit is approved by the FCC.

— NEW YORK —

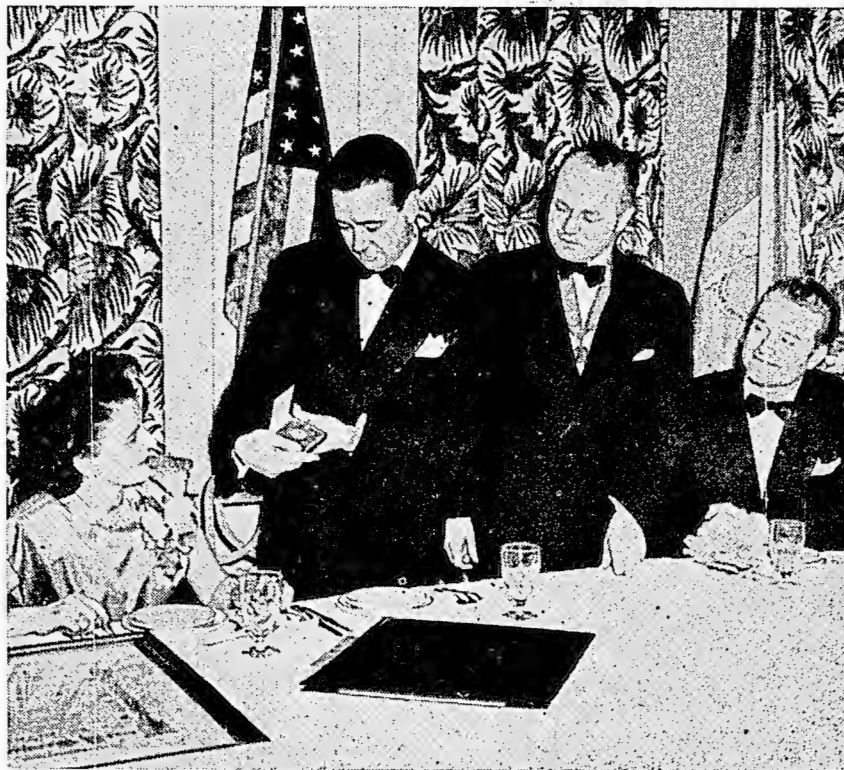
NEW YORK—Hoyland Bettinger, former program manager of WRGB, Schenectady, and author of the forthcoming book, "Fundamentals of Television Programming," and Theodore Huston, radio and television director of Ruthrauff & Ryan, director of the television program, "Wednesday At Nine Is Lever Brothers Time," over WABD, and a member of the ATS board of directors, will address the Jan. 28 meeting of the American Television Society program panel at a 12:30 luncheon session to be held at the Hotel Sheraton. Richard Manville, general chairman of the ATS Panels, will preside at the meeting, with Patricia Murray of "T-V Magazine," serving as secretary.

Send Birthday
Greetings To—

Jan. 23

Veron Crane Madeline Ensign
Edward Harris Maxwell Smith
Earl Waldo Edward Philip Lyon

PICTURE OF THE WEEK



Ted R. Gamble, National Director of the U. S. Treasury's War Finance Division, inspects the Poor Richard Gold Medal Award of Achievement at the annual banquet of the Poor Richard Club of Philadelphia, January 17. Gamble received the award for his part in directing the sale of \$185,000,000,000 worth of War Bonds. (L. to R.) Mrs. Ted R. Gamble; Gamble; Roger W. Clipp, president of the Poor Richard Club and Radio Station WFIL, and Red Skelton, NBC and M-G-M star who was master of ceremonies.

— NEW YORK STATE —

BUFFALO—Gomer R. Lesch, WEBR announcer, who left the station over three years ago to navigate a B-29, is back announcing at the station. . . . Doors were opened wide to Mr. and Miss Teen Age Buffalo, Saturday, Jan. 19, when the new "Teen Time" show was aired over WEBR, direct from the U. S. O. Club at Niagara Square. Show was emceed by Billy Keaton, popular comedian, and Bob Wells, a newcomer to the local radio scene. . . . Promotion manager Bill Schweitzer will begin a ten-minute program telling WEBR listeners what the station has to offer and some behind-the-scenes information on radio.

— NEBRASKA —

OMAHA—The Inland Broadcasting Company has announced the election of Paul R. Fry, general manager of KBON, as vice-president and director of the station. Simultaneously, Fry revealed that the Corporation, which now owns KBON and has a conditional grant for an Omaha FM station, has recently filed application

with the FCC in Washington for purchase of KORN in Fremont, Neb., and for construction of a new local station in Lincoln, Neb. . . . After three and a half years in charge of Army Newscasts in the Mediterranean theater, Master Sgt. "Jimmy" McGaffin returns to his reporting duties on the WOW news staff. New staffers at WOW are Viola Baish, Kay Sibbersen and Marcia Parker. Don Larson, another returned veteran from the Navy, has resumed his duties at the outlet.

— PENNSYLVANIA —

PHILADELPHIA—Roger W. Clipp, president of WFIL, has announced the appointment of Arthur C. Schofield as promotion director of the station. Schofield was most recently associated with Radio Corporation of America as assistant advertising manager of the home instrument division. Previously he served as advertising and sales promotion manager of the Stoneard Co., Philadelphia, and assistant circulation promotion manager of Crowell-Collier Publishing Co.

— OHIO —

CINCINNATI—"Home Sweet Home," a program designed to find places to live for returning GI's, has opened on WCKY, sponsored by Fisher Bakery and aired Sundays at 3:00 p.m. Through the Cincinnati Navy League, servicemen who are back home and unable to find residences for themselves and their families, will state their cases. The new program will also include musical selections. . . . Albert J. Divine, recently released from Naval service, and Dennis Kelly, formerly of the public relations staff of the University of Cincinnati, have been added to the personnel of the continuity staff of WLW.

— CALIFORNIA —

OAKLAND—Sheldon F. Sackett, president of radio station KROW has announced the appointment of William Guntendorfer as manager of the station. He succeeds Philip G. Lasky, who recently resigned after selling his interest in the station to Sackett. . . . Pacific Coast basketball games are being broadcast over KROW under the sponsorship of Tide Water Associated Oil Company. . . . Standard Oil Company, through Battle, Barton, Durstine & Osborn Agency, has placed a heavy schedule of one-minute announcements on KROW.

WILL PURCHASE STATION or Working Interest

Experienced radio executive, going in business for himself, is interested in:

1. Purchase of small station outright.
2. Purchase of working interest in station where owners feel they will benefit by purchaser's long experience in station operation, familiarity with industry problems, wide agency and advertiser contacts, NAB background, acquaintance and recognition.

Just want reasonable opportunity. Prefer typical American community with good future.

Please state proposition fully in reply. Correspondence will be handled by attorney in strict confidence. Address: Radio Daily, Box 120, 1501 Broadway, New York 18, N. Y.

House Advances Lea Bill

Capital Tele 'Essential' To NBC, Royal Insists

Washington Bureau, RADIO DAILY
 Washington—Consolidated hearing applications for Washington's four television channels is expected to end today, following wind-up testimony yesterday by NBC.

John F. Royal, NBC vice-president in charge of television, testified a Washington outlet is "essential" to NBC's plans for a tele network. The network executive said Washington is regarded as a world center and NBC would not find it desirable, either

(Continued on Page 15)

AP Announces Plans To Enter ET Market

Associated Press Radio has entered the transcription field with a new programming system designed to make local personalities an integral part of ET's featuring outstanding national figures. The basic idea of the method, for which a patent has been applied, is to cue in the voices of local commentators with those of the stars of the various programs.

The new production department, headed by Paul Girard, has been organized to handle the shows, which

(Continued on Page 2)

Bannerman Charges CBC Is A Monopoly

Montreal—Declaring that radio network broadcasting in Canada is controlled by "a complete monopoly," C. N. Bannerman, retiring president of the Canadian Association of Broadcasters, addressing the Whitby, Ont. Rotary Club, said there was danger

(Continued on Page 2)

Stars On Drive

Perry Como, star of the "Chesterfield Supper Club," has been named chairman of the 1946 Cancer Drive by the American Cancer Society. Como will head the Male Radio Artists Committee, while Ginny Simms will head the Female Committee. Goal for the drive is \$12,000,000, and both singers will make several public appearances and lead on all-out radio campaign.

"Who's Who"

An attractive loose leaf volume titled, "Who's Who in CBS Radio?" has been published by the network. Book contains factual details on shows, agencies, sponsors, and other information of value to radio editors and writers. Substitute pages containing changes will be mailed on the first of every month.

Porter Defends Stand At Budget Hearing

Washington Bureau, RADIO DAILY
 Washington—The FCC chairman, Paul A. Porter, was called to account last month by Rep. Richard B. Wigglesworth, Massachusetts Republican, because of a speech he delivered last fall during an NAB dinner. During the House appropriations committee hearings on the FCC budget, released yesterday, Wigglesworth demanded from Porter a justification for Porter's plea before the NAB group and mem-

(Continued on Page 2)

Prof. Quiz Will Return To Air On ABC Tonight

Professor Quiz—Dr. Craig Earl—returns to the airwaves tonight over the ABC network with a new program, from 7:30 to 8 p.m. (EST).

Said to be the first man to air a network quiz show, Professor Quiz will feature his famous "brainbusters" and award \$500 in silver dollars to contestants at each broadcast.

Attendance Record Broken At Opening Of IRE Meeting

The largest, and probably the most important, Winter Technical Meeting in the history of the Institute of Radio Engineers opened yesterday at the Hotel Astor with more than 4,500 radio and electronic engineers in attendance.

Set up on the eighth and tenth floors of the hotel is the Radio Engineering Show, the largest exhibit of its type ever shown. Composed of 170

Measure Planned As Curb On Petrillo Gets I. C. C. Approval, 14 To 5; NAB-AFM Committee Meets

Three Board Members Elected By ABC Web

Robert H. Hinckley, Justin W. Dart and Robert E. Kintner, yesterday were named members of the ABC board of directors, with Hinckley elected a vice-president of the company, it was announced by Edward J. Noble, chairman of the board.

Hinckley, former chairman of the Civil Aeronautics Authority, will become actively associated with ABC when his resignation from Federal

(Continued on Page 15)

Quiz Kids Contest Planned To Glorify School Teachers

A contest to select the best classroom teacher in the country will be inaugurated on the "Quiz Kids" broadcast over ABC on next Sunday. The "Teacher of 1946" will receive a

(Continued on Page 14)

FCC To Appeal Decision Reversing WOKO Action

Washington Bureau, RADIO DAILY
 Washington—The FCC will appeal the District Court of Appeals' decision in the WOKO case to the Supreme Court, it was learned yesterday. "We

(Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—The House Interstate Commerce Committee yesterday, by a 14-5 vote, approved Chairman Clarence F. Lea's bill making it a felony for anyone to force a broadcaster to hire more musicians than he needs for his operation, to refuse to broadcast non-commercial programs, even though the performers are not paid or to refuse to broadcast programs of foreign origin. Aimed directly at the AFM and its president, James C.

(Continued on Page 15)

Public Service Shows Discussed By Woods

Cincinnati — The contention that broadcasters should set aside certain time to public service programs, and that only such features which are not commercially sponsored may qualify for the public service seal of approval was vigorously questioned last night by Mark Woods, president of the American Broadcasting Company in a talk here before the Advertising Club of Cincinnati.

Woods declared that the great ma-

(Continued on Page 14)

Emerson Co. Announces New High In Net Sales

The annual report of the Emerson Radio and Phonograph Corp., and its wholly-owned subsidiary, Radio

(Continued on Page 15)

To Meet President

Washington — Leaders of the broadcasting industry are being invited to meet with President Truman at the White House in connection with radio's participation in the "March of Dimes Drive." It was learned yesterday. Group will probably include officials of NAB, network committee for the drive and a representative of independent broadcasters.



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

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FINANCIAL

(Wed. Jan. 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid and Asked columns.

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

AP Announces Plans To Enter ET Market

(Continued from Page 1)

are expected to premiere next month. Alex Leftwich is directing, with Louis Hayward, Margaret Miller, Jetta Carleton and Rafael Hayes writing the scripts.

Elissa Landi and Virginia Weidler are starred on the first show in the women's series, with Fritzie Zivic and Al Schacht featured on the opening sports program. Also planned are "Special Assignment," dramatizing the experiences of news reporters, and a musical show with Cliff Edwards.



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

Porter Defends Stand At Budget Hearing

(Continued from Page 1)

bers of Congress for an expanded FCC budget.

In phrasing his question, he recalled Porter's humorous remark that he was within the law in making this plea because it was on NAB time, and that he had a legal opinion to that effect. Porter was forced to "characterize that probably as a rather clumsy effort to be flippant," but he refused to give way before Wigglesworth's attack.

He insisted upon the propriety of his speech, holding that the statutes forbidding the expenditure of federal funds to influence legislation do not apply to an agency head discussing his agency's requirements in a public forum. "Rather, I think that the statute had contemplated the expenditure of funds by the agency for influencing legislation through others, through inciting telegrams, or even paying for telegrams to influence members of Congress," Porter said.

Speech "Done Openly"

"This (speech) was done openly, with no effort to conceal what I take to be the legitimate purpose of the agency of which I am a member, and if I deleted the reference to the statute I think the speech would have been appropriate in every respect.

"I still am not convinced it was inappropriate in attempting to make an amusing remark, because members of Congress were there. As I say, I told them what our problems were.

"I think, further, that the members of the broadcasting industry should be the ones that are interested in getting service. I am convinced that when the administrative agencies of the government take prompt and efficient action upon matters submitted to them they will not be criticized; that 95 per cent of the cause for public dissatisfaction disappears. It is when the agency is delayed and frustrated by lack of personnel or tools to do the job that it falls into discredit. So I pointed out to that group it was my ambition, along with my colleagues, to initiate a speed of service whereby we could act upon applications in 30 days where there was no contest, and in less than 30 days where a hearing was required.

"I think as I have told this committee before, there is something rather ironic in the fact that we are requiring Western Union to dispatch a telegram to its destination in not more than seven minutes from the time it hits their desk; yet sometimes we hold up applications for two or three years."

Screen Star Guests On "Reader's Digest"

Geraldine Fitzgerald, Irish star of stage and screen, portrays an austere British housekeeper of an American family, as the third weekly guest on CBS' "Reader's Digest-Radio Edition," Sunday, January 27. Program is heard from 2 to 2:30 p.m., EST. The drama, titled, "It Was Because of Binns" is an adaptation of a Reader's Digest story by Reginald Wright Kauffman.

FCC To Appeal Decision Reversing WOKO Action

(Continued from Page 1)

can't let that one go by," a Commission spokesman said in commenting on the decision which narrowed FCC's authority to a hair line. Although it was shown that one of the stockholders in WOKO, Albany, did not divulge his ownership, the majority opinion held, in effect, that as long as the station was giving good service, misstatements of fact mattered little.

"We conclude," the majority opinion stated, "that the Commission does not have the power to refuse to issue a renewal license because of misstatements of the licensee, unless those misstatements are of such moment as to outweigh all competitive considerations."

One of the three judges who heard the case, dissented in favor of FCC's decision.

Bannerman Charges CBC Is A Monopoly

(Continued from Page 1)

of abuse if Canadians allowed radio to become highly centralized under control of a few individuals. The risk was that broadcasting might be used to serve only what the controlling group thought was in the interest of the people of Canada. The United States, he pointed out, has five independent networks, while the Dominion has three networks all controlled by CBC.

Cy Howard Joins CBS As Writer-Producer

Cy Howard has been appointed a producer-director in the CBS' program department's newly-established comedy unit, it was announced yesterday by Davidson Taylor, recently named vice-president and director of programs for the network.

Howard, who has been closely associated with the entertainment field since 1937, began his career at KTRH, Houston, Texas, and joined the Army Air Corps in 1941. Upon his release in 1942, Howard joined CBS' Chicago station, WBBM, where he served as a writer, producer and actor. Subsequently he became a member of Jack Benny's writing staff, played a leading role in a Broadway play. He has also written and produced for ABC's "What's New" program, and the "Palmolive Party" over NBC.

Good . . . Good . . . Good . . . That's Me! . . . That's Me!

I am . . . and have been . . . successfully selling time in the New York market for over 10 years. I have developed accounts and maintain close contacts in leading radio agencies and with local advertisers . . . I'm married . . . dependable . . . and know how to think and talk . . . I'm a veteran and a college grad . . . Presently employed . . . Excellent credentials . . . Can you use me? Write Box No. 118, Radio Daily, 1501 Broadway, New York 18, N. Y.



Unborn kangaroo

See that little fellow's head sticking out of his mother's pouch? In kangaroo science he hasn't been born yet. But there he is!

We think there's a parallel to the story behind that picture in the radio business. A lot of times a sales message is put in the incubator . . . then advertisers hang around waiting for something to happen. It can be fast or slow.

Down here in Baltimore we think we hatch sales quicker than almost anybody.

It's based on one fact: W-I-T-H, the successful independent, delivers more listeners - per - dollar - spent than any other station in this big five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



Focused on Two New York Markets

AS a result of giving listeners the programs they want to hear, WOV has developed and holds two distinct and important audience groups in the metropolitan New York area. Two great markets listen to WOV. Two great markets that, in their respective listening hours, combine to give this station a constant, controlled, around-the-clock selling power. In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . *at less than half the cost of the next ranking station.*

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.





First in the things-we-never-knew-till-now department this week is that Ford Bond, whose voice is known to millions of network listeners, has entered the production field. Entered it in the best sort of way . . . with a streamlined suite of offices in New York's RCA building . . . and sufficient national accounts to make many an advertising man's eyes take on a green hue.

His organization is listed in the phone book as *Ford Bond Radio Advisors*. But the most unique feature of this modern production company is the fact that they are specializing in 5-minute recorded radio shows. Ford explains it thus:

Back in the early days of radio, most programs were an hour in length. In 1929 the trend was toward half-hour shows. By 1934 the quarter-hour program was the most successful format. But now, explains Mr. Bond, more and more the five-minute feature is being used where before the quarter-hour program or one-minute announcements served the purpose. The trick, though, is to make a capsule-size show have the entertainment value of a much longer production.

Ford Bond has specified NBC Radio-Recording facilities for two of his most outstanding productions. . . . *The Mirror Show* and *Fun at Breakfast with Ford Bond*. That is . . . we supply the studios, do the recording, process the records and make distribution of the pressings.

Based on Richard Hudnut's *Dubarry Beauty Course*, *The Mirror Show* is a five-minute musical featuring the songs of Roy Williams and a small orchestra. The agency: G. Lynn Sumner Company.

Fun at Breakfast with Ford Bond, performed before a live NBC studio audience, stars the well-known comedy team Howard and Shelton. This five-minuter is being sponsored by Mennen Shave Cream in 110 markets in the United States, Hawaii and Canada. Account was placed by Duane Jones Agency.



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



Memos Of A Midnigher. . . !

● ● ● Faye Emerson and Elliott Roosevelt turned down a morning chit-chat show (similar to the Fitzgeralds and Dorothy & Dick) because, as Elliott said: "I didn't come through a war to have a production man stick his finger in my face at half past seven every ayem" Before he left for Florida, Milton Berle made some secret television audition films for a ciggie outfit. Quentin Reynolds will narrate Warner's new newsreels Paramount has offered Hildegarde her choice of script and director if she'll do a flicker for them. 'So far, no dice. Cab Calloway and Frank Sinatra getting together on a weekly air show promoting tolerance. Marty Ragaway and Geo. (Mississippi) Wolf will do the scripting. Milton Robertson, who was planning to leave Transamerican, is remaining with a new contract. Aside to Lewis Titterton: Have you thought of Lorraine Doherty (she's Bob Shayon's ass't at CBS), for that vacant casting dep't. chair? Harry Wismer gets an award Saturday from the Atlanta Touchdown Club "as the broadcaster who has done the most for Southern athletics" Bob Davis, NBC trade ed. in Mt. Sinai Hosp. for minor operation. Alan Courtney auditioning a second show, "Platterbrains," for a nat'l sponsor Sat. On his regular Record Carnival stanza, his eight-year-old son, Nyles, will interview Margaret Whiting. Ad Lib, too.



● ● ● When Abner Silver, the songwriter, decided to turn author by writing "All Women Are Wolves," he didn't reckon on the storm of serious protest that the theme of the book would arouse. He thought that even those who disagreed with him would take it good-naturedly. Now that it is a best-seller, poor Silver has no peace. He is constantly abused and vilified by defenders of feminine modesty—ranging from screaming bobby-soxers who tear his clothes to husky gents who resent his referring to the little woman as a wolf. Anyhow, Abner will get a chance to tell his side of the story on "We, The People," this Sunday. The studio audience will be asked to check their firearms at the door.



● ● ● Thoughts While Strolling: Whatever happened to the plans for bringing the inimitable Mark Hellinger to radio? Happiest marriage of the future: Danny Kaye and television. Steve Ells, the disc jockey, says his requests from fans these days favor small groups like King Cole and Louis Jordan over big bands. Interesting, huh? Would love to hear the Philadelphia Symphony play "Symphony" Add kanaries who rate kommercials: Kitty Kallen, katie. When WW bawls out Congress on his Sunday evening dialers' delight, couldn't you say the columnist really gives them plenty of WinCHELL? Helen Hayes always reminds us of an ambitious grammar school English teacher. The Great Gildersleeve seldom uses that contagious laugh at rehearsals. Prefers a snicker until airtime.



● ● ● Despite the fact that the critics, more-or-less, used "Nellie Bly" as a punching bag, we found many enjoyable moments in it. Particularly, two boff numbers by the lusty Benay Venuta, "That's Class," and "You Never Saw That Before"—some standout dancing by the Debonairs—plus the nimble clowning of Moore & Gaxton. Most of the second-niters seemed to agree that Joe Quillan's book didn't rate the pasting the first-niters handed it. Monte Proser, well-known producer, nite clubber and man-about-town, was at the opening and somebody asked him how he liked it. "I'm no critic," replied Monte, whose favorite dream is to bring a show into N. Y. "I'm a producer—or hadn't you heard!"

LOS ANGELES

By RALPH WILK

GEROLD K. LAUCK, executive vice-president of N. W. Ayer Son, Inc.; H. L. McClinton, vice-president in charge of radio, Phil Your and Helen Whitmore of the radio commercial copy department, are in town for a few days. They came from the New York Ayer office to confer with Hollywood office executives and West Coast clients.

Tom Hargis former NBC producer and agency director in Chicago and Hollywood, celebrates his first anniversary this week as Program Director of KNX.

Ruth Perrott has replaced Verrill Felton in the key supporting role of the aunt on the Judy Canova show. She has also been assigned to do important character parts in the "Court of Monte Cristo" series.

Peggy Webber, featured in the "D. Paul" daytime serial, has been assigned by Carleton Morse to play the part of Maria in "One Man's Family." She has also been assigned by producer Les Mitchell to star alternately with Cathy Lewis and Lurene Tuttle in the "Famous Players" series.

Bob Anderson takes over Ken Nile's duties as announcer on NBC's "Abbot and Costello Show." Niles' increased participation in the program made necessary to get another announcer to handle the commercials.

Walter Tetley, "Leroy" on the Great Gildersleeve show over NBC has been set to play a reporter in "Me and Mr. Satan," the Charles F. Rogers picture.

When "Amos 'n' Andy" repeats over NBC what they considered their best show in 1945, they started a vogue along Radio Row. Now several other programs are encoring their best scripts of last year.

Actress Esther Dale, cast as Jeann Crain's grandmother in 20th Century Fox picture, "Margie," was Perry Ward's guest on "What's Doing Ladies?" over the American network January 21.



TELEVISION DAILY

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★ ★ SECTION OF THE RADIO DAILY • JANUARY 24, 1946 ★ ★

Tele Gets IRE Spotlight

Educational Series Sponsored By NBC Tele

The first permanent series of educational telecasts was announced this week by John H. Royal, NBC vice-president in charge of tele, with the first program slated for the week of April 7. Titled "Your World Tomorrow," the weekly series will be produced with the co-operation of the NBC University of the Air, and will be used by the New York City Board of Education as an experiment in student utilization.

Dealing with the physical sciences, programs will be kept highly flexible. Some may consist of unusual laboratory demonstrations by leading scientists, and others are expected to combine with such demonstrations the use of drama for historical back-

(Continued on Page 7)

Special Events Topic Of Feb. 5 ATS Meeting

Paul Alley, producer in charge of NBC film programs and editor of The Television Newsreel for WNBT, and Burke Crotty, producer in charge of NBC tele mobile units, will address a panel discussion group of the American Television Society on the subject of "Television Special Events Broadcasting" Tuesday, Feb. 5, at the Hotel Sheraton at 12:30 p.m.

Two Tele Manufacturers Named TBA Affiliates

The Hallicrafters Co., of Chicago, and the Pilot Radio Corp., of Long Island City, N. Y., have been admitted to affiliate membership in the Television Broadcasters Association. Designated as representatives to TBA were W. J. Halligan, of Hallicrafters, and Isidor Goldberg and E. L. Hall of Pilot.

"Dimes" On Video

The National "March of Dimes" drive for relief of infantile paralysis victims was spotlighted in a special television program presented by the Balaban & Katz station, WBKB, Tuesday night. Video commentator Don Ward and Paul Battenfield, "Chicago Daily Times" cartoonist, headed the variety show.

'Shoran' System

A new radar "yardstick" for world mapping, which can measure accurately, distances up to 250 miles, was described by its inventor, Stuart W. Seeley, of RCA, in making the first public announcement of Shoran, a precision radar system, used in blind bombing during the last stages of the war. The ruggedness and the relative simplicity of operation of the components of the Shoran system, Seeley said, were ideal for combat use. The system operates on the echotiming principle, in which distance is measured by the reflection of radio wave pulses, similar to radar.

Intra-Store Tele Set For Long Island Store

Further interest of television as a direct selling medium was displayed this week with the announcement of a two-week demonstration of intra-store television by the Gertz Department Store in Jamaica, L. I., to begin on Tuesday, January 29.

The Gertz demonstration will be the second large-scale intra-store television showing testing the application of video as a selling medium. Gimbel Brothers, Philadelphia, in cooperation with RCA-Victor, offered a three-week demonstration in October of last year, with results that were strongly indicative of television's

(Continued on Page 7)

Miniature RCA Tele Station Displayed At IRE Meeting

A complete operating tele station in miniature, designed to eliminate bottlenecks in receiver testing, is one of the highlights of the RCA Engineering Products Division exhibit on the Astor roof. With it, a complete video signal can be produced, making it possible to measure and adjust accurately the focus, contrast, resolution and scanning linearity of receivers.

A new projection kinescope, with a fluorescent face five inches in diameter, is on view at RCA's Tube Division exhibit on the eighth floor. The tube is used in conjunction with a

Award To Dr. Peter Goldmark Tonight And Today's Roundtable Talks Highlight Video Interest

Television will hold a large share of the spotlight at today's session of the Winter Technical Meeting of the Institute of Radio Engineers, at the Hotel Astor, with a three-hour technical session devoted to video scheduled for this afternoon, and the presentation of one of the Institute's top awards to Dr. Peter C. Goldmark, engineering chief of CBS tele, slated for the annual banquet tonight.

I. J. Kaar, chairman of the IRE television committee, will preside over the technical session, which will begin at 2:00 p.m. Nine papers will be read, five by CBS engineers, and four by members of the Radio Corporation of America organization.

Goldmark will keynote the CBS portion of the session with a paper on "Television in the Ultra-High Frequencies," describing the results of

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Lubcke Gives Views On Tele Prospects

By HARRY R. LUBCKE

Director of Television

Don Lee Broadcasting System

This brief resume is intended for the guidance of those interested in becoming a part of the postwar television industry.

Anyone contemplating television as a life work should seriously consider a formal university education in that portion of the field in which he feels qualified. For technical work, a course in electrical engineering is recommended with a major in communications engineering which includes all courses pertaining to television. Minors of drama, the arts, and music

(Continued on Page 6)

"Cavalcade Of America" Set On NBC Television

Another major radio show will be previewed on television next week when NBC's station WNBT presents a "Cavalcade of America" program in a special, full-hour telecast twice on Wednesday, January 30, and again on Sunday, February 3. Program will be heard on Wednesday at 4 and 8 p.m.; on Sunday at 8 p.m.

The play, "Children of Old Man" (Continued on Page 6)

Bradley Gets Philco Post As Director Of Research

Philadelphia—Appointment of William E. Bradley, who played a leading part in developing the new Philco Advanced FM System, as director of research of the Philco Corporation was announced by John Ballantyne, president. He succeeds David B.

(Continued on Page 7)

Dramatic

Chicago—"Walk With Me," a drama of a returned service veteran, will be aired over WBKB tonight (Thursday), at 8:30 p.m., under the auspices of Stage for Action. The tele adaptation of the play, originally aired on CBS' "Assignment Home" series, will star Janet Niles and Mark Perkins.

Lubcke Gives Views On Tele Prospects

(Continued from Page 5)

are recommended particularly for those who desire to become a part of program production for television broadcasting. For the actor and producer, drama should be the major and the other subjects minor. For the television script writer the major should be English or drama and the minor the other subjects already mentioned.

The vocation of television servicing and installation may well be entered with a college degree in engineering but extended wartime experience in television or radar installation operation and maintenance qualifies one to engage in this portion of the field. One becomes established by starting his own service organization or by becoming attached to an existing manufacturer or sales organization as a television installation and maintenance employee.

To a comparatively few persons who have already acquired a formal education, and a well rounded experience in motion pictures, radio or the legitimate stage, television broadcasting offers limited immediate possibilities of employment. Imagination and adaptability are necessary correlative qualifications.

The scope of television programming is wide and the opportunities for the application of ingenuity are limitless. The ideal television producer is one who constantly seeks to attain the full potentialities of the medium and who is keenly aware of its limitations and peculiarities. He brings with him all the applicable knowledge of related fields with which to achieve a practical accomplishment of his objectives. The most important factor to be considered is immediacy; there are no retakes.

The television actor should bring a varied experience in the theater plus some experience in motion pictures or radio along with a resolve to sincerely live his characterizations. In television, immediacy emphasizes the need for spontaneity. The successful television actor is one who cannot be jarred from his characterization by production emergencies.

The present United States television standard of 525 lines and 36-60 frame interlaced images has been promulgated by the Federal Communications Commission. This requires a vertical scanning frequency of 60 cycles and a horizontal frequency of 15,750 cycles, both sawtooth waves.

Until television receivers have been



H. R. LUBCKE
Director of Television

The Month in Television

By JIM OWENS

The scramble over Washington's four television channels began this week before the FCC, with seven of the original ten applicants still in the running. . . On the eve of the hearings, Bamberger Broadcasting Service was granted permission to erect a 300-foot tower in Washington, to cost approximately \$500,000. A \$24,000,000 link in the proposed AT & T New York-Los Angeles 3,287 mile coaxial cable was approved by the Commission. Project is one of the largest single communications construction job ever given Governmental sanction. . . Industry execs will focus attention on the IRE meeting this week, with expectations of new developments in tele research. . . Dr. Peter C. Goldmark of CBS will be awarded the Morris Leibmann Memorial prize at the gathering.

Defendants in the Scophony-antitrust suit were granted a 60-day extension for the filing of answers to a charge of monopoly in the manufacture and sales of television equipment. . . Metropolitan Television, Inc., joined the ranks of applicants for a CP for a new station on Channel 8 in New York. . . Edward L. Stasheff, tele supervisor of the N. Y. Board of Education, declared that education will derive greater benefits from tele than was ever considered possible by radio. . . New York educational authorities will build 72 school buildings within the next five years— all equipped with at least four receivers. . . Chicago, St. Louis, Boston, Cleveland and Los Angeles are now experimenting successfully with tele in education.

Brig. Gen. David Sarnoff, president of RCA, predicted wide usage of television in every field beginning this year. Because of wartime developments in tele and radar, the public will realize advantages of these "miracles" 10 years before it was expected, he said. . . Twentieth Century-Fox is reported planning television in its National Theatres Circuit in Washington. . . Paul Raibourn, head of video at Paramount, also announced that "brilliant" television would be on the screen of NY's Paramount in August.

Manufacturers are planning to display a variety of receivers to the public before the end of the year. . . M. L. Levy, chief engineer, Emerson Radio & Phonograph, announced that his company has two popular priced models in production. . . WBKB, the Balaban & Katz outlet in Chicago,

produced by the manufacturers and have been installed in homes of the public, we must expect few full-time and few part-time positions to be available in the television broadcasting industry. The time for training in television is at hand but the opportunities for employment depend largely upon the further commercial development of the industry.

added an hour-long program to its schedule, which now totals 11 hours weekly. . . Dr. Thomas L. Goldsmith of the Allen B. DuMont Labs., offered a solution to the multiple-antenna problem. He believes that a "Video distribution system"—located on roofs of buildings—will be used. . . Television's role in the national advertising picture will be outlined next Tuesday at the Television Institute in Washington. The one-day meeting of industry and advertising executives, conducted by Televiser magazine, will be held at the Hotel Statler.

Television planning on the West Coast includes a new coaxial cable to extend from the Colorado River to Los Angeles. Pacific Telephone and Telegraph and subsidiaries will spend \$400,000,000 on the project, which will be the forerunner of continental television transmission. . . Leonard F. Cramer was named director of the television broadcasting division of Allen B. DuMont Laboratories. He has been a vice president of the organization since 1942.

Dan D. Halpin, RCA-Victor sales representative, told dealers that New England will provide "one of the greatest sales areas" for receivers in the U. S. With completion of the new AT & T coaxial cable, which will extend through Providence, R. I. to Boston, 200,000 homes will be opened to receiver sales. . . CBS's station WCBW doubled its air time last week, expanding broadcast time to 12 hours and five nights, Monday through Friday. Extra time is made up chiefly of special events and sports.

The Louis-Conn fight in June will top all previous sports events in television and radio ratings, according to one sports executive. Although no official preparations have been discussed, promoter Mike Jacobs is expected to ask a "staggering" price for the broadcast rights. . . Although the televising of President Truman's appearance before Congress this week was cancelled, industry execs and newspaper men throughout the country considered the idea "epochal," comparing it to President Harding's history-making radio broadcast in 1923. . . Anderson, Davis & Platte is preparing a daily video series to begin over WABD, titled "Television Parade," and will highlight home planning, fashions, etc. Approximately 30 manufacturers are sponsoring it on a participation basis. . . WABD is expected to go back on the air by March 1.

RCA Service Company Names 6 New Engineers

RCA Service Company, Inc., has announced the appointment of six regional communications engineers to carry out initial post-war plans for expansion throughout the country in the emergency communications field.

Tele Gets Spotlight At IRE Winter Meet

(Continued from Page 5)

recent tests, and discussing various

aspects of color tele. The four speakers following, which will deal in greater detail with individual problems of the general topic, are James J. Reeves, Kurt Schlesinger, Robert Serrell, and Harold T. Lyman.



DR. PETER C. GOLDMARK

Beginning at 3:30 p.m., O. H. Schade, of RCA-Victor, will speak on electrooptical characteristics of tele; L. E. Swedlund, RCA-Victor, will read a paper on a kinescope for home projection-type receivers; D. W. Epstein and L. Pensak, of RCA Laboratories, will discuss improved cathode-ray tubes, and Albert Rose, P. K. Weimer, and H. B. Law, RCA Laboratories, will speak on the image orthicon pickup tube.

Awards at Dinner Tonight

At tonight's banquet, Goldmark will receive the Morris Liebmann Memorial Prize "for his contributions to the development of television systems, particularly in the field of color."



PAUL PORTER

The IRE Medal of Honor will be awarded to Ralph V. L. Hartley and fifteen fellowships also will be presented. Dr. Frank B. Jewett, president of the National Academy of Sciences, will be principal speaker, and Edgar Kobak, president of MBS, will be toastmaster.

Porter Speech Highlight

Other aspects of tele, from the Government viewpoint, are expected to be discussed by Paul Porter, chairman of the FCC, in his address before tomorrow's luncheon in honor of incoming IRE president, Frederick B. Llewellyn.

"Cavalcade Of America" Set On NBC Television

(Continued from Page 5)

River," is a showboat story of the four traveling Bryants, and will be heard in the regular NBC radio "Cavalcade" broadcast from Hollywood on Monday, February 4. The television script was adapted by Charles Kaufman and Warren Wade from Walter Richard's radio treatment of a book authored by Billy Bryant.

Wade is also production director of the program.

Intra-Store Tele Set For Long Island Store

(Continued from Page 5)

place in the merchandising scheme. Programs televised in a specially constructed studio on the fourth floor of the Gertz store will be shown on receivers located in various sections of the building.

William B. Still, president of Jamaica Radio & Television Co., and operator of station W2XJT, designed and built equipment for the installation, which consists of one studio with two cameras, microphone boom and modern lighting, a control booth containing video and audio consoles, camera and output monitors and record turntables, and a program distribution system bringing the material from the studios directly by coaxial cable to the various receivers on all floors of the store and in show windows.

Gertz Statement

In making the announcement of the demonstration, Max Gertz, president of the store, said: "There are many things we wish to learn from his venture into television. We hope to integrate entertainment and commercials for intrastore television, to study the most effective way of stimulating customer interest and attracting customers to various parts of the store, to explore the role of television in department store merchandising for a medium-sized community and to secure some sort of reaction to the television receiver sales prospects by showing television to many thousands of customers, many of whom have never seen television receivers or programs."

Programming is under the supervision of Miriam Tulin, director of Video Productions Associates, who had directed programs on WABD and WRGB. Miss Tulin is also production manager of W2XJT. Professional talent for the programs will include Pearl Primus, Bambi Linn of "Caucus" and Ray Harrison of "On the Town" and several professional models.

Certain Departments "Videogenic"

Merahn and Gertz have selected a number of departments and products to be featured in the demonstrations or their "videogenic" qualities and the ease with which they lend themselves to sales-increase surveys. Among those scheduled for the demonstrations are: interior decoration, furniture, fabrics, interior styling, basic accessories, housewares, automatic washer, pressure cookers and steam irons, Valentine gifts, millinery, vacuum cleaners and numerous others.

The demonstrations, Gertz said, will be varied in length and nature, continuing at half hour intervals throughout the day. Tentative schedules call for three general video shows daily of 15-minutes each, four ten-minute merchandising shows, three three-minute spot demonstrations and one program of a public service nature daily. Two extra showings are scheduled for Friday evenings when the department store is usually open to customers.

Televis Town Meeting



America's Town Meeting of the Air, with George V. Denny, president of Town Hall as moderator, was televised recently over WRGB, Schenectady, through arrangements with the American Broadcasting Company. Audience interest exceeded the capacity of the studio.

Houseman To Collaborate With CBS Staff In Drama

John Houseman, playwright-director-producer, currently on tour with a theatrical production, is collaborating with the CBS television staff in presenting the drama "Sorry, Wrong Number," over WCBW, next Wednesday, January 30. Mildred Natwick, stage and screen star who achieved prominence in Noel Coward's "Blithe Spirit," will play the leading role of a neurotic under the direction of Frances Buss of the CBS staff.

Now identified with RKO Pictures, Houseman was co-founder with Orson Welles of the Mercury Theater in 1937, and his present effort "Miss Susie Slagle's" is scheduled to open on Broadway motion picture screens very shortly. He was president of Mercury Productions at the time Welles produced his picture, "Citizen Kane" and the following year was made vice-president of David O. Selznick Productions.

In 1942-43, Houseman served as chief of the Overseas Radio Program Bureau of the OWI.

Crime Series on WCBW

"You Be the Judge," CBS television series which feature famous lawsuits of the past, offered "The Case of the Poisoned Pharmacist" yesterday over WCBW from 9:15 to 9:35 p.m.

John Southwell directed the program, which included Donald Foster, McGregor Gibb, Ruth Gregory, Delmar Nuetzman and William Sanders.

Bradley Gets Philco Post As Director Of Research

(Continued from Page 5)

Smith who was recently named vice-president in charge of engineering.

Joining Philco in 1936 after graduating from the Moore School of Electrical Engineering of the University of Pennsylvania, Bradley served first as a factory test engineer in the Radio Receiver Production Department. In 1937 he became a research engineer in the Philco Television Engineering Department and helped to design wide band amplifiers for experimental television receivers. He also contributed to the development of an entirely new amplifier theory now beginning to be extensively used in the television industry.

Five years ago, Bradley was placed in charge of the advanced research section of the Philco Research Division and early in 1945 he became Assistant Director of that Division.

Bradley is a member of the Institute of Radio Engineers, and also of the scientific honorary societies Tau Beta Pi and Sigma Xi. He is credited with numerous patents and patent applications in the fields of FM radio, television and radar.

Mary Chase Tele Package

A new television show featuring Katherine Dunham and her company has been packaged by Mary D. Chase Productions and makes its first appearance on CBS' television on February 15th.

Educational Series Sponsored By NBC Tele

(Continued from Page 5)

ground. Special events, field pickups and extracts from films also will be used occasionally. As network facilities develop, scientific institutions in various cities will be visited via video.

The Board of Education will bring groups of students to NBC's viewing Room 980, to witness the telecasts. Questionnaires for program analyses will be filled out by the students and turned over to the web as a basis for program improvement.

The series will be written by Dr. Joseph Mindel, of the science department of William Howard Taft High School, who has scripted many of radio's science programs including several for the "Cavalcade of America" program.

Texas Educator Named Director Of Video Inst.

John W. Gunstream, former director of radio and visual education of the Texas State department of education, has become director of the newly organized Audio-Video Institute, it was announced this week. The Audio-Video Institute has recently been appointed educational dealer for RCA Victor in the Texas, Oklahoma, and New Mexico territory.

Gunstream, a national authority in the field of radio and visual education, was one of the organizers of the Texas School of the Air, which attained outstanding merit in its service to Texas Schools. He has also served as vice-president of the Association for Education by Radio and was at one time state chairman for the George Foster Peabody Awards.

In co-operation with RCA Victor, the Institute will provide complete facilities for sound and visual education, including all types of equipment and professional services in planning and utilizing scientific aids to learning in education and industrial training. Offices are located in Dallas, Houston, San Antonio, Lubbock, Albuquerque and Oklahoma City.

West Coast Tele Station Airls Film "Jeep Herders"

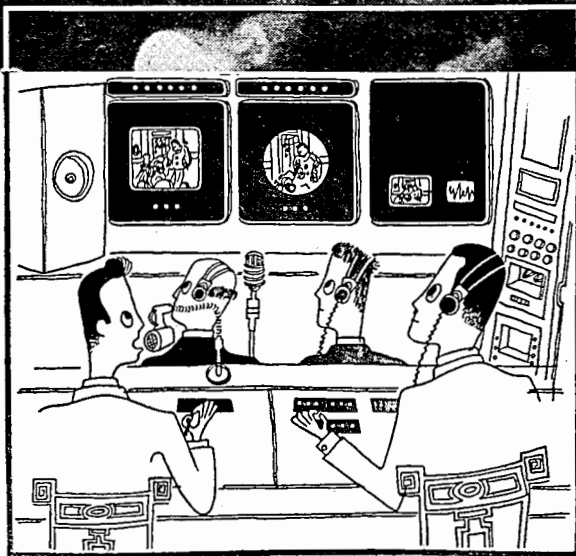
First televised showing on the Pacific Coast of "Jeep-Herders," a full-length Western movie, was offered last Monday night over Thomas S. Lee's Station W6XAO, of the Don Lee stations.

Another feature of the program was the presence of a group of soldier patients from the Army Rehabilitation Hospital in Pasadena.

Stork News

Mr. and Mrs. Joe Milroy announced the birth of a son, Robert David, last week at Jamaica Hospital. Father is office manager for the NBC television department.

What makes



What makes WNBT the best media buy in Television today

NBC producers, writers, crews, technicians and engineers have proved they know show business, stagecraft and television technique. They are backed by th

Television PRODUCTION?



A TELEVISION PRODUCTION is *made* when good material is given imaginative, expert treatment by men who *know* television. A few examples of acknowledged excellence in television production are NBC's presentations "Another Language," "Front Page," "Winterset," "Abe Lincoln in Illinois" and "You Can't Take It With You"—great material, obviously. Given dextrous interpretation, experienced adaptation and the advantages of NBC's television facilities, these presentations couldn't miss being fine television productions.

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

longest continuous, practical experience and the finest broadcasting facilities in television.

Whatever your requirements—whether you produce your own shows with NBC experts . . . whether your ideas are developed and produced by NBC . . . or whether you sponsor programs built and broadcast by NBC—WNBT offers short-cuts and economies made possible by its planning and production experience.

Five Courses In Tele Offered By Magazine

Five professional courses in television, each lasting 13 weeks, will be conducted by Televiser magazine beginning February 11, at the Television Workshop, 11 West 42nd St., it was announced this week.

The courses, which will cover television from the management and production phases, will be given on successive nights as follows: "Television Programming and Production" (Mondays); "The Technique of Television Commercials" (Tuesdays); "Station Operation and Management" (Wednesdays); "Groundfloor Survey Course" (Thursdays); and "The Program Production Workshop" (Fridays).

Instructors Announced

Instructors thus far scheduled for the courses include Harvey Marlowe, television director of ABC; Robert Jamieson, assistant general manager of station WABD-DuMont; Judy Dupuy, General Electric television program researcher and author of "Television Show Business"; Melvin Kline, electronic engineer of Allen B. DuMont Laboratories and former assistant chief engineer of WABD; and Irwin A. Shane, editor of Televiser and producer of the Television Workshop. In addition, forty guest lecturers are scheduled to speak.

Will Visit Studios

Supplementing the lectures, which will be illustrated with motion pictures and slides, the classes will make frequent visits to television studios. In some courses, the trainees will engage in actual program production. According to the announcement, the courses are part of the magazine's educational program soon to be in progress in key television cities throughout the country including Washington, D. C., St. Louis, Chicago, Cleveland, Cincinnati and Toronto.

The Programming and Production panel, conducted by Marlowe of ABC, will explore the ways and means television programs are produced, with the following subjects presented: Terminology and Basic Problems; Types of Programs; The Television Audience; The Television Script; Casting For Television; Television Acting; Television Directing; Television Make-Up,—Costuming; Sets, Props, Furniture; Music for Television, Films for Television; Special Effects.

The Technique of Commercials includes: Radio vs. Television Commercials; Types and Kinds of Commercials; Setting Up a Television Department; Testing Commercials; Visualizing the Commercial; Use of Films; Use of Gadgets and Props; Use of Marionettes; The Hidden Commercial; When Will Television Advertising Pay?

The Program Workshop, conducted by Shane, will deal with such phases as: A Survey for Professionals; The Variety Show; The Dramatic Program; the Light Opera and Musicals; The Fashion Show; The Educational Program; The Sports Program and the Special Events Program.

Miss America Reports



Bess Myerson gave an account of her six months' stewardship of the title of "Miss America—1945" to Tom O'Connor, newscaster, over WCBW, the CBS television station in New York, last week. Miss Myerson was chosen "Miss America" at Atlantic City last year.

Golden Gives Citation To NBC Dramatic Show

John Golden, noted theatrical producer, termed NBC's tele production of Frank Craven's "The First Year," as "the best television entertainment ever seen." In a letter to John F. Royal, web vice-president in charge of tele, Golden said:

"Will you please convey my compliments—no, my heartiest congratulations—to the genius who put 'The First Year' on the air last night.

"It is by far the best television entertainment I have ever seen due first, of course, to the fact that Frank Craven wrote one beautiful little play, but second, and just as important, is the way it was done.

"More good plays like that, with good casts and good directors, will get television under way at an early date."

The play was produced on WNBT Jan. 13 by Edward Sobol. Included in the cast were Michael Road, Fay Ball, Ralph Riggs, Suzanne Jackson, John Harvey, Lister Chambers, Ruby Dee and Virginia Smith.

WABD-DuMont Officials To Address N. Y. Educators

A group of teachers from the New York Board of Education, under Edward Stasheff, in charge of television development for the NYBE, will hear talks on the potentialities of video in the educational field tonight at the WABD-DuMont station.

Robert F. Jamieson, assistant manager of WABD, will talk on "What the Television Broadcaster Can Do For Education," and Herbert E. Taylor, director of transmitter sales for the Allen B. DuMont Laboratories, will discuss "What the Television Industry Can Do For Education." Stasheff, who is also television educational counselor at CBS television, has recently been appointed chairman of the education panel of the American Television Society.

King Launches New Show

John Reed King launches a new series over CBS television station WCBW next Tuesday titled "It's a Gift," a weekly audience participation show.

Tele Bomb Secret As Commercial Aid

Syracuse—Development and manufacture of components for the television bomb recently announced by the armed forces provided the General Electric Company with valuable background used in the development of the nation's first 2000 megacycle radio relay equipment.

This has been announced by the Electronics Department of General Electric with the disclosure that its engineers are now testing the television picture link of the microwave relay equipment between the studios of television station WRGB in Schenectady and its transmitter 12 miles away in the Helderberg Mountains.

This equipment will be used in cooperation with International Business Machines Corporation for testing an experimental network for relaying postwar television and simultaneously other electronic services like FM radio, facsimile and radiotype machine reports between Schenectady, New York, Philadelphia, Baltimore and Washington.

The microwave equipment consists of a low-power microwave FM transmitter, a microwave FM receiver and a highly directional transmitting and receiving antenna system.

General Electric's part of the television bomb project was to develop, design, and manufacture a television system which would operate at the higher frequencies. The television bomb transmitted a television signal back to a specially developed FM receiver where a picture was received similar to that which appears on a home television receiver.

Experience on the war project proved the feasibility of establishment of a peacetime microwave network, General Electric engineers explain. They point out that the work on the television bomb proved that FM eliminated many of the "bugs" such as multi-path images in television relaying.

Highly effective directional antennas and the development of studio-to-transmitter links for relaying television are other results of the work on the television bomb, General Electric engineers added.

Stage Group Presents Veteran's Drama On WBKB

Chicago—"Walk With Me," a drama of a returned service veteran, will be presented by the Balaban & Katz television station, WBKB, tomorrow, under the auspices of Stage for Action, a dramatic group comprised of leading actors, writers and producers in all phases of the theater on a national scope.


The script was originally a radio drama, written by Arthur Laurents, the playwright, and was first presented on CBS' "Assignment Home" series. The television adaptation will star Janet Niles, Mark Perkins, Jerry Walter, Catherine Payne, Dick Shankland, Shirley Linder and Joan Lundeen.




ON THE WAY



IMPORTANT



**THE 1946
YEAR BOOK
OF
TELEVISION**



**—Presented this year as a
supplement to
RADIO ANNUAL
—radio industry's
indispensable
reference book.**

G. E. Tele Manual Authored By Dupuy

An informative new manual on tele production, "Television Show Business," by Judy Dupuy, has just been published by General Electric. The 233-page book liberally illustrated with photos and diagrams, is based on the experiences of the staff of WRGB, GE video outlet in Schenectady, during its five years of operation.

The book is in two sections, "Producing and Telecasting Programs at WRGB," and "Backstage with the Engineer and the Producer." The first half covers all types of tele programs including news, drama, sports, music, variety, religious broadcasts, public service features and commercials. There are also chapters on films and production agenda.

The second portion deals with control room operation, lighting, stage sets, make-up, script, audience surveys, acting technique, receiving sets, and tele networks. It contains also a glossary of video terms.

The author was formerly with WNEW, WBNX, radio editor of PM and, more recently, on the production staff of WRGB.

Heat Absorbing Glass Will Aid Tele Lighting

Southbridge, Mass.—Improved projection of color pictures and cooler working conditions for motion picture and television actors are made possible by a new heat-absorbing, color-transmitting glass announced this week by the American Optical Co.

Dr. E. D. Tillyer, research director, said the new glass, when used as a heat screen in a projector, permits the projection of motion and still pictures in their original colors, thus permitting pictures to be reproduced on a screen as they were taken.

At the same time, he said, the glass absorbs heat emitted by the light source so that films and slides are protected against damage or burning. This insulating property, he added, enables film editors and educators to study a specific projected scene by stopping the projector and relying on the glass to protect the film.

The glass, he further announced, can also be used in spotlights and floodlights as a heat screen to protect movie and television actors against scorching heat generated by the powerful lights. Approximately 90 per cent of the present almost unendurable heat is absorbed by the glass.

Goetz Returns To CBS

Phil Goetz, who has just completed two months' temporary assignment in the CBS television laboratories, has returned to his regular position as supervisor of technical operations at WCBW.

Other appointments include: Robert Livingood as assistant supervisor of television remote equipment; Dennis McBride, just discharged from service, as a technician at WCBW.

Today's Tele Topics

By IRWEN BURNS

● ● ● Don Murphy, Gillette fightcaster, and Bert Schwartz, who wrote sports before joining ABC's publicity staff, are preparing a video sports show scheduled for a February debut from WRGB. . . . Harry Conover is readying a co-operatively sponsored show using his beautiful models. Models will appear as magazine cover girls, come to life and advertise products Bob Saxon, now writing Front Page Farrell, has a Tele script ready for presentation in the near future. Alva Johnson is completing a set of articles for the Sat. Evening Post. Three of the series have been turned in and consist of humorous anecdotes in Tele throughout the country. Hoyland Bettinger, former official of WRGB, will soon release the book on which he has been working since leaving General Electric. McGraw-Hill has contracted with a number of CBS writers for a series on Tele and Louis A. Sposa, new program manager of WABD, has also signed to do a book for them aimed at program agencies. Latest additions to Television publications is Tele-Pix and TV-the Magazine of Television.

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● ● ● Allegheny-Ludlum Steel Corp. has sponsored a television show to be aired over General Electric Station WRGB. Offering combines good entertainment with commercial woven thru show. Created by Walker & Downing, produced by Victor Seydel. CBS expects to make a bid for commercial tele business soon with a lavish demonstration program, costs of which will rival most expensive shows yet produced. William B. Still, enterprising Tele-broadcaster in Jamaica, will set up his station, W2XJT, in more elaborate quarters if the FCC grants him a new license. With the hearing in Washington on allocation of Capital channels many of the network representatives will measure their strength and determine FCC allocation pattern. This should be the opening gun for high-powered wooing of consumer favor. The Television Institute, to be held in Washington January 29th, will be the second of a series of at least five to be held in Metropolitan areas, by Television Magazine. Richard Manville, Chairman of the American Television Society's Awards Committee, will announce committee members soon. Expect to pick Tele authorities from major news agencies. Three Broadcasters in the New York area will set up a cooperative reconversion program so receivers can catch broadcasts on new channels. Du Mont has already started changes in receivers so they can pick up channel 5. Turnover of personnel in Tele publications moves Pat Murray from Printer's Ink to TV, while Victor Dallaire joins P.I. Don Gipsy heads the radio-Tele dept. at Tide and Edwin James is added to the staff of Broadcaster's Magazine.

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● ● ● Paul Mowrey, ABC video chief, sets the pace for the ABC Ramblers. He's in Washington now for FCC confab, flies to Schenectady on Friday and returns to Washington to address Tele Institute. Not to be outdone, Mrs. Mowrey is in Tampa, Texas, visiting her sister. With ABC's "Topsy Turvy" and "Play the Game" both originating from Schenectady. Producer Harvey Marlowe and assistant, Bobbie Henry, virtually commute from New York to GE headquarters. What will happen when shows originate from Philadelphia as well? Lawrence W. Lowman, V.P. of CBS Tele, and Fred C. Kugel, publisher of Television, are off to Canada next week on vacation. Pretty Cushla Kellogg, ABC Televisioner, reports that her husband is out of the service and back at his old business. Switchboard operators at WCBW were swamped with phone calls last Tuesday night. It seems the engineers, in testing, tuned in the CBS network show, "Adventures of Ellery Queen," and accidentally released the program on an open circuit beamed to tele receivers. Just as the eminent radio detective was about to reveal the identity of the criminal, "the Green Eye is . . .", the video listeners were greeted with, "Station WCBW presents Newscaster James C. McMullin." Indignant listeners immediately phoned in demanding to know who Green Eye was. The bewildered staff at WCBW was of course completely floored.

See Press Accepting Televising Of Sports

Press acceptance of television as a media for presenting outdoor sports events was indicated following the NBC Television broadcast of the Army-Navy football game from Philadelphia on December 1. Among those commenting were newspapermen who watched the game before television receiver sets in the RCA building in New York.

AP Man Pays Compliment

Said Associated Press radio editor Charles E. Butterfield: "The pictures were satisfactory. It wasn't at all difficult to follow the play, see the arrival of President Truman. . . . The best pictures were those supplied by the newly-developed image orthicon."

The New York Times declared that the television broadcast "gave New Yorkers a panorama of the Army-Navy game and close-up views of President Truman and his party that could hardly have been equaled in any other way."

"Television audiences," said a New York Herald Tribune reporter, "judging by the one at the RCA Building are different from radio audiences. They became more excited, yelled and even pounded each other on the back."

Ben Gross Enthusiastic

Ben Gross, radio editor of the N. Y. Daily News, declared that "the reception on this end was the clearest I have ever seen during an out-of-doors event."

PM's sports editor, Joe Cummiskey, said that "watching the big show from Philly here in New York was a lot like looking at the same through high-power field glasses from a seat high in the press box."

In the U.P. account of proceedings it was said that "The view was as good as you could have had from the 50-yard line. It was like watching a clear newsreel but without the jerky loss of continuity."

Television audiences, concluded the Herald-Tribune, "are like ordinary spectators. The women tend to forget to remove their hats and to smoke excessively. Both men and women are likely, when arriving late, to ask some comfortable early bird if he would mind moving so they and their group can sit together."

Arrangements Excellent

The most comprehensive and elaborate coverage ever accorded a field pickup was the telecasting of the Army-Navy game by NBC's television station WNBT. Utilizing the RCA image orthicon camera, as well as two regular orthicons on one of which was mounted a 40-inch focal-length lens, the telecast was brought to New York by the Bell System's coaxial cable. A three-station television network carried the broadcast, the other two stations being WPTZ in Philadelphia and WRGB in Schenectady.

"When it was all over," said U.P.'s Fox, "the television audience filed easily onto Fifth Avenue. No jammed crowded automobile highways — no pneumonia."

★ AGENCY NEWSCAST ★

PRODUTOS QUIMICOS GUARANI S. A., Brazilian chemical manufacturers, have appointed McCann-Erickson's Rio de Janeiro office to handle the advertising of their dye products in Brazil during 1946.

CATHERINE NAYLOR has joined Doherty, Clifford & Shenfield, Inc., as fashion and beauty stylist. She was formerly with Monroe F. Dreher, Inc., and previously was advertising director of Volupte, Inc., and Herb Farm Shop, Ltd., cosmetics.

JOHN STOEHRER has been named an art director of Benton & Bowles, Inc., effective immediately, Clarence B. Goshorn, president of the agency, has announced.

For the past three and a half years Mr. Stoehrer was associated with the Biow Company. Previous to that he was with Ruthrauff & Ryan.

ELIZABETH WINSTON, manager of Hope Associates Corp., operated by the Earle Ferris Company, announces the formation of branch offices in London, Paris, Toronto, Mexico, Buenos Aires, Rio de Janeiro and Melbourne, to handle promotion of expanding post-war overseas markets and international tours by their artists.

HELEN J. CRABTREE, until recently a captain in the Women's Army Corps, has joined the staff of The Advertising Council as Chicago representative on the "Stop Accidents" campaign, an expanded national program prepared in co-operation with the National Safety Council. This campaign, which to date is the largest peace-time public service project thus far undertaken by The Advertising Council, is designed to reduce the toll of deaths and injuries due to traffic, home and farm accidents which has increased alarmingly since V-J Day. Miss Crabtree will work directly with the National Safety Council and The Advertising Council's volunteer agency, Foote, Cone & Belding, under the direction of Carleton Healy, vice-president of Hiram Walker, Inc., and co-ordinator of the "Stop Accidents" program, and Allan M. Wilson of The Advertising Council staff.

DAVID C. KETTNER, formerly with Procter and Gamble, in charge of advertising and promotion for Camay Soap, has joined the foreign department of McCann-Erickson. Previously he was with R. H. Macy & Co., in the merchandising division. He was recently released after three and one-half years in the Navy, with rank of lieutenant commander.

LIKE THE WORD

Atomic

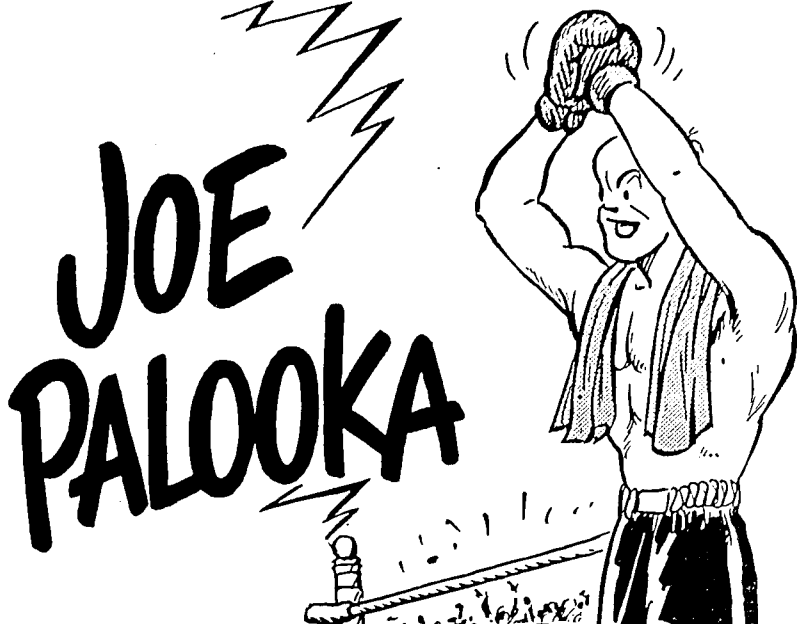
IN WARFARE...

that's WIRE

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE THE IMPACT OF ITS SIGNAL BREAKS DOWN SALES RESISTANCE

BASIC NBC • 5000 WATTS JOHN E. PEARSON COMPANY Representatives AFFILIATED WITH THE INDIANAPOLIS STAR

TO GREATER SALES IN YOUR MARKET



NOW A RADIO SERIAL, WILL DELIVER A SALES PUNCH TO WAITING MILLIONS

With over 50,000,000 loyal comic strip readers, JOE PALOOKA comes to Radio. Offering local advertisers and stations network quality "kid show" at a price local advertisers can afford.

Why not capitalize on the "Kids"

- THEY ARE CONSUMERS
THEY INFLUENCE PURCHASES
THEY ARE TOMORROW'S BUYERS

Use Joe Palooka to "Punch-up" Sales!

NOW AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP

Phone Wire Write
NORTH CENTRAL BROADCASTING SYSTEM, INC.
360 NORTH MICHIGAN AVENUE CHICAGO 1, ILLINOIS

Public Service Shows Discussed By Woods

(Continued from Page 1)

majority of quality programs of this type are possible because of their commercial backing, since networks could hardly afford to air them on a sustaining basis,—and furthermore—they would not be provided with the proper coverage. "Commercial programs have a greater stability," he said, "generally richer quality, and considerably more promotion than sustainers can afford to have. Culture, education and information can thus be carried into more cities, more frequently with higher quality and greater fanfare."

Cites Specific Programs

To outlaw sponsorship of certain programs, such as "The Boston Symphony"; "America's Town Meeting"; the "Metropolitan Opera"; duPont's "Cavalcade of America"; the "New York Philharmonic"; the "Theatre Guild On the Air," would simply mean to throw them off the air, Woods said. He declared that "Theatre Guild" is one of the programs that would be "far too expensive without a sponsor."

"The truth is," he added, "that there is nothing immoral, degrading or indecent about commercial sponsorship." He argued that there can be no difference between the quality of sponsored and non-commercial programs of this type. Woods estimated that if most of the public service shows in question were taken off the air, it would represent a loss in revenue, in time cost only, of approximately \$8,000,000, and "all of the periods formerly occupied by these programs must be filled by the networks out of their own depleted pocketbooks. There goes the quality of radio." The upshot would be, he said, a sharp cut on the ingredients of all sustaining programs.

Deprecates "Desirable" Hours

The ABC president also pointed out the fallacy of designating certain hours on network schedules as "desirable listening hours," since many such programs, even provided with the best time of day "just don't reach a very large audience." He emphasized that he does not condemn these programs, but questioned their overall popularity to a mass audience. "Certain features are conceived only for those whose intellectual curiosity is keen enough to make them loyal listeners," he said.

Woods also questioned the belief that the American audience cannot endure a brief, well-considered statement from the advertisers "who pay millions to afford them this fine listening. Does the fact that these sponsors hope to sell tractors, or chemicals, or cars detract from the music and drama?" he asked.

He illustrated the "measurable" benefits to be derived from sponsorship, which include: the ability of an advertiser to buy finer talent, writing and direction, more promotion and exploitation; and the guarantee of a large lineup of stations (which is specified in the contract).

WORDS AND MUSIC

By HERMAN PINCUS

Success Story:

BORN in Hollywood, Feb. 25, 1919, this lad had the wanderlust, so following his graduation from High School, worked his way around the world . . . in Honolulu Ruth Etting encouraged him and suggested that he get theatrical experience, whereupon he returned to California and joined the Bliss-Hayden Theater, later getting his first singing role at the Pasadena Playhouse . . . he was signed to sing with the Los Angeles San Francisco Light Opera Company with which he worked until December, 1941, when, though draft-deferred, he enlisted in the Navy, serving on a destroyer and seeing action in the Atlantic and the Mediterranean. . . . In Italy he produced, emceed and sang on 15 shows per week for the servicemen and following his honorable discharge, went to New York and sang on the "Atlantic Spotlight" NBCross the ocean series . . . just to be different, he signed to sing a COMMERCIAL before signing a SUSTAINING contract . . . the six-foot-two baritone, NBCurrently heard, on "Solitaire Time" and "Eileen Barton Show," and rapidly forging to the front in the bobby sox national derby, is Warde Donovan.

★ ★ ★

RADIOLOGY:—Ted Malone, during his ABC program last week surprised his accompanist Rosa Rio, by suddenly bursting into song while reciting the lyrics of "It Might As Well Be Spring" . . . however we weren't surprised, for 16 years ago, Ted crashed into radio as half of the harmony team of "Danny & Doug" on KMBC, Kansas City . . . and to show you how much else we know, the other half of the team was Gomer Cool, who scripts "Glamour Manor," which follows Ted's program . . . ● Comedienne Hope Emerson, for the past year on the "Edelbrew Beer" series via WOR, has been resigned for another 26 weeks . . . ● Marie Rogndahl's "Gilda" on the Celanese program's presentation of "Rigoletto," last Wednesday via CBS, proved a brilliant debut . . . easily one of the finest voices to have been discovered in a decade . . . NCACongratulations . . . ● The original theme music for "CBSsecond Mrs. Burton," was composed by Dick Liebert . . . ● Kathryn Cravens, WOL Newscaster, recently returned from a tour of 21 European countries, is completing a book on post-war Europe . . . ● John Grant, baritone formerly heard with the Kate CBSmith Choral group, will give a concert at Town Hall Feb. 9 . . . ● You'll soon be hearing this new group pahlenty . . . they're known as the Quintones, and make their debut at the Strand Theater in Gotham Friday . . . ● Alex Leftwich has resigned as ABC producer to head the radio division of Press Association . . . ● Johnny Olsen starts his second year as ABCchief laugh-getter on "Ladies Be Seated" . . . ● Adelaide Hawley seen lunching at the Barberry Room last week with Lewis Milestone . . . ● Jack Kirkwood, CBSstar comic for P&G, has catalogued 150,000 jokes which took him 20 years to compile.

★ ★ ★

TIN PAN ALLEY-OOPS:—After serving three and a half years with the Infantry, Ex-Captain Archie Levington, returns to Leeds Music Corp., in the professional dep't. of the New York Office . . . ● At the recent Radio Executives Club luncheon, the entertainment included Eddie Condon, Vera Massey, Don DeLeon, Miriam Lavelle and Doodles Weaver . . . of the music played and sung, there wasn't a B.M.I. tune, although the show was for the benefit of representatives of the Radio Industry, which MERELY owns and nurtures B.M.I. . . . ● Hank Lawson and his Music Mixers start an engagement at Rogers Corner next Monday . . . ● Johnny Drake, out of uniform, is back with the Modernaires, replacing Jimmy Curry . . . ● Fred Waring stopped Eileen Barton recently and said, "Eileen, who plays the part of 'Candy' on your program? I think she's great." "Well," answered the star of the "Eileen Barton Show," "since you're such a good friend of mine, I'll tell you . . . her name is Eileen Barton." . . . ● John Feeney's 6th annual New York recital will take place Feb. 17 at Carnegie Hall . . . ● Sonora Records has signed Vera Barton MBSongstress to a three-year pact . . . ● Count Basie will start his publishing house with "Tivin' Joe Jackson," which he just waxed for Columbia.

Record Attendance At IRE's Meeting

(Continued from Page 1)

antenna for receivers. Occupying a section of an entire stage on the main exhibit floor is a radiotelegraph printer system in operation, and a transmitting and receiving facsimile circuit at work. A tele pickup and transmission system containing an extremely compact camera weighing 40 pounds is included among the tele displays.

Many hitherto secret wartime developments are expected to be made public for the first time at the current meeting. There will be a technical session this morning on the military applications of electronics, with Lt. Col. J. H. DeWitt, Jr. presiding. At various other sessions, papers by military and naval personnel will be presented. Engineers representing the army, navy and air force of Australia, Canada and Great Britain also are present at the meeting.

Dr. Frank B. Jewett, president of the the National Academy of Sciences, will speak at the annual IRE banquet tonight. Edgar Kobak, president of MBS, will be toastmaster. At tomorrow's luncheon honoring incoming IRE president Dr. Frederick B. Llewellyn, the principal speaker will be Paul Porter, chairman of the FCC.

Among the exhibitors are: AT&T, Allen B. DuMont Laboratories, General Electric, General Radio Co., Hallcrafters Co., Press Wireless Inc., Presto Recording Corp., Raytheon Manufacturing Co., RCA, Sylvania Electric Products, Inc., U. S. Television Mfg. Corp., Western Electric Co., and Westinghouse Electric Corp.

Quiz Kids Contest Planned To Glorify School Teachers

(Continued from Page 1)

full academic year's scholarship at the University of Chicago, Northwestern University or Notre Dame. Awards will include all expenses plus \$1,000 in cash. Children in the radio audience will nominate the teachers and write a letter on the subject, "The Teacher Who Has Helped Me Most." Letters will be judged by the Quiz Kids Scholarship committee.

Polish Service Restored

Direct radiotelegraph service between New York and Warsaw, Poland, has been restored by RCA Communications, Inc., it was announced by Thompson H. Mitchell, executive vice-president. This international circuit was one of the first to be suspended at the start of the war. The Warsaw terminal is under the control of the Polish Telegraph Administration. With the restoration of direct communication to Poland, RCA is operating 58 circuits to all the principal countries of the world.

Lew Pollack

Funeral services for Lew Pollack, song writer, will be held at Riverside Chapel, 76th Street and Amsterdam Ave., Friday afternoon January 25th at 2 o'clock.

Capital Tele 'Essential' To NBC, Royal Insists

(Continued from Page 1)

from an operational or an economic standpoint, to depend on Washington coverage through an affiliated station. He revealed vast plans by NBC for television service in the Nation's Capital, saying that NBC soon will launch a program for producing its own motion pictures for use in television. Royal said he would leave for Hollywood next Wednesday, to "make a deal" for NBC to produce its own pictures.

Royal revealed that NBC has spent about \$3,000,000 on television development to date and its parent organization, RCA, has spent approximately \$7,000,000. Predicting a bright future for television, he said plans for a tele network will include New York, Washington, Cleveland, Chicago and Los Angeles.

"The potentialities for such a network," Royal said, "are fantastic. American radio is the best in the world and NBC will take the same leading position in assuring that American television will top other countries."

Stating that the world's great figures and events will be brought closer to the public than "ever dreamed of," Royal brought a new word into the language—"Telegenic." "The world figures," he said, "will soon have become telegenic. Television will really make the world a stage."

FCC Chairman Paul Porter questioned Royal closely about production costs of NBC's tele station in New York. Porter said production costs estimated for most of the applicants for tele stations in Washington indicated an average production cost of \$140 per hour. He picked at random, one show of NBC—their presentation of the play "Front Page," and asked Royal its approximate production cost. Royal said the show cost about \$2,000 to produce and ran for an hour and 20 minutes.

"Is that an unusual cost?" Porter asked.

The net executive said it probably represented a minimum cost, since talent would become more expensive in the years to come. "You might say talent has been charging as an 'experimental price.' As the indus-

COAST-TO-COAST

— WASHINGTON —

SEATTLE—Highlighted by an outstanding keynote address by President Justin Miller, broadcasters of the seventeenth NAB district, comprising stations of Oregon, Washington and Alaska, held a most successful meeting at the Olympiac Hotel in Seattle, Jan. 14 and 15, at which KIRO, Seattle; KRKO, Everett, and KVI, Tacoma, applied for membership in the national organization. At the closing session of the meeting, Tom Olson of KGY, Olympia, was elected head of the Washington State Broadcasters and Glenn McCormick of KSLM, Salem, was named to lead the Oregon unit.

— CALIFORNIA —

OAKLAND—Appointment of Wilton Gunzendorfer as station manager of KROW, was announced by Sheldon F. Sackett, president, who stated that he himself would assume the post of general manager. Sackett also stated that complete operation authority will be placed in the hands of Gunzendorfer, succeeding Philip G. Lasky in responsibility. Lasky resigned as general manager Dec. 31, and in the transaction Sackett acquired Lasky's minority stock interest in KROW, to add to the majority control Sackett acquired Jan. 1, 1945. . . . LOS ANGELES—Added to the KFI staff as news rewrite man is Kerwin Hoover, recently released from the Navy as a lieutenant. . . . Bob Mitchell, director of the famous Mitchell Boy Choir, has returned to KFI as staff organist, after spending the past two and a half years in the Navy.

— OREGON —

PORTLAND—KGW augments its sales staff with addition of Chester L. Blomsness recently released from the Army Air Forces after serving over two and a half years in the China-Burma-India theater. . . . Additions to the KEX continuity department are Caroline Holloway, writer,

try grows, the costs for talent will go higher." However, he said, "much of the television time will be taken up by the use of films and other items which won't cost as much as a production like 'Front Page.'"

Royal said that NBC is "very interested" in obtaining rights to televise major league baseball games. Although some clubs had vetoed the idea, a final decision is expected next month, he said.

Philco Radio and Television, was expected to plug its case late yesterday and today, thus winding up the Nation's first consolidated television hearing.

Observers at the hearings centered their guesses on NBC, Bamberger, Philco and the "Washington Evening Star," as most likely to get the coveted four channels. Capital Broadcasting Co. will have to hurdle inexperience and small financial backing, while DuMont, which already has an experimental station in Washington, will have to overcome engineering difficulties and their tieup with Paramount Pictures. Altogether, though, the outcome is anybody's guess.

and Bonnie Percival, assistant. . . . New announcers at KEX are Bill Agee, who joined the outlet after three years as chief announcer at KUTA, Salt Lake City; Bob McCarl, who joins the station after spending three years in the Armed Forces Radio Service, and Frank Roberts, formerly with WFBM, Indianapolis, as part-time KEX announcer.

— CONNECTICUT —

HARTFORD—WTIC, in co-operation with the Connecticut Veterans' Re-employment and Advisory Commission, has inaugurated "The Veterans' Question Box," a series of programs broadcast each Wednesday night in which veterans may get answers to questions relating to their readjustment to civilian life. For each broadcast a panel of top experts in the state on veterans affairs is in the WTIC studios to answer the questions previously submitted. . . . Henry Cruth, former WDRC announcer, has become assistant to the director of Junior Achievement in Connecticut.

— OHIO —

CINCINNATI—"Mystery Chef," an afternoon program of recipes and kitchen gossip with Barbara Lee, is the new 1:15 p.m. presentation aired Monday through Friday over WCKY.

. . . CANTON—Jay Wagner, former staff and sports announcer at WOSU, the Ohio State University station, has joined the announcing staff of WHBC.

. . . PORTSMOUTH—WPAY is once again on regular production schedule following a seven-week interruption caused by a printers' strike at the "Portsmouth Times." Staff members of WPAY completely revised their broadcast-day to make available additional news broadcasts sponsored by the "Times." The entire radio facilities of WPAY were expanded to include all news of both local and national interest in the Portsmouth area.

Emerson Co. Announces New High In Net Sales

(Continued from Page 1)

Speakers, Inc., describing operations for the fiscal year ended Oct. 31, 1945, showed a new high in net sales of \$32,490,805.69, as compared with \$23,043,363.01 total for the previous fiscal year.

Net income for the twelve months, after provisions for Federal taxes on income and for renegotiation, amounted to \$806,696.74, or \$2.01 per share on 400,000 shares of outstanding capital stock. The firm reported also cash and Government securities of \$5,121,720.82, total current assets of \$12,271,911.06, and total current liabilities of \$8,685,038.41.

Shirer Returns To CBS

William L. Shirer returns to the airwaves after a long illness next Sunday, January 27, at 5:45 p.m., EST, over the Columbia network. He'll highlight his news broadcast with a discussion on "The State of the Union."

House Committee OK's Lea's Anti-Petrillo Bill

(Continued from Page 1)

Petrillo, the bill was only slightly altered from the form in which it was presented before the House last week and reported in RADIO DAILY January 15.

Only important change is that the maximum penalties for violation were lowered from a maximum fine of \$5,000 and/or five years in prison to maximums of \$1,000 and/or one year in prison.

This bill will probably go before the Rules Committee next week, and may be expected to be debated on the floor of the House next month.

The meeting of the Interstate Commerce Committee followed a meeting of the NAB president, Justin Miller, with the special industry-wide committee studying industry-AFM problems. Judge Miller reported fully to the committee concerning his meeting with Petrillo and the AFM in Chicago last week. His report was regarded by the members of the Committee as encouraging and as providing a basis for future negotiations with AFM, leading to a peaceful adjustment of differences.

The committee authorized the appointment of a smaller negotiating committee to meet with a negotiating committee which will represent the AFM. The composition of this negotiating committee and its membership were discussed and President Miller was authorized to name it.

Present at the meeting were Frank White, Frank Mullen, Wayne Coy, T. A. M. Craven, Robert Swezey, G. Richard Shafto, Theodore Streibert, John Elmer, Clair McCollough, E. E. Hill, Keith Kiggins, Joseph McDonald, Judge Miller, A. D. Willard, Jr., and C. E. Arney, Jr.

Three Board Members Elected By ABC Web

(Continued from Page 1)

service becomes effective February 1. President Truman announced his resignation yesterday.

Dart, president of the United Drug Co., Inc., and a director of United Air Lines, becomes an active member of the board immediately. Kintner, a former Washington newspaperman, is presently a vice-president of the web in charge of public relations and related activities.

Send Birthday Greetings To

Jan. 24

- Alwyn Bach
- Leo Fitzpatrick
- Milton Kaye
- Jay Wesley
- Bill Davidson
- Oscar Bradley
- Anno Jamison
- Ken Sisson
- John J. Edwards
- Frank La Marr
- George M. Durante

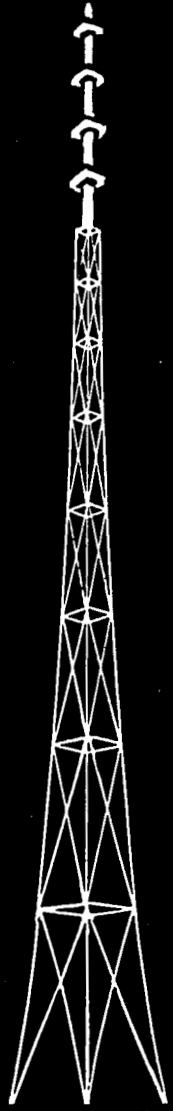
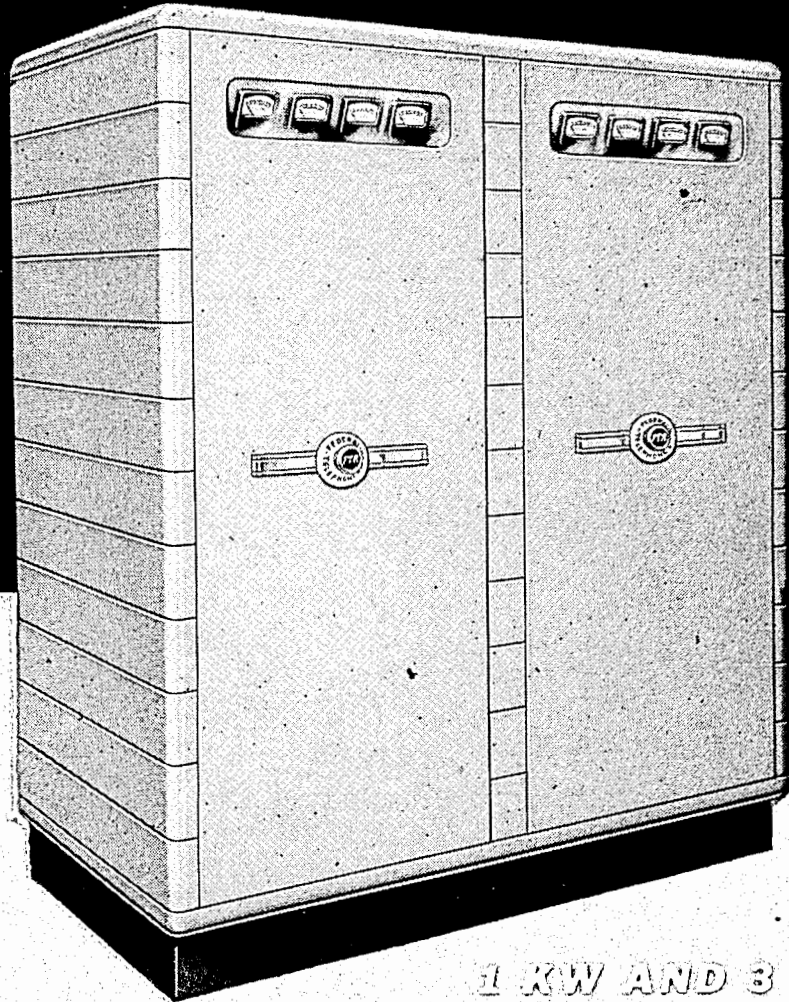
SKY HIGH ON MIAMI BEACH



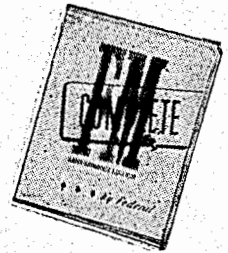
OCEAN FRONT, 40th TO 41st STREETS WALTER JACOBS

FM

→ by Federal



1 KW AND 3 KW
FEDERAL FM BROADCAST
TRANSMITTERS



A Complete FM Package by Federal
— from Microphone to Antenna.

Write for brochure "Complete
FM by Federal" description
of Federal's complete FM
Radio Broadcast Equipment
from microphone to antenna

Federal Telephone and Radio Corporation

Special Distributor:
International Standard Electric Corporation



New York 1, N. Y.



Gov't Offers Research Info

FCC Denies Zenith Extra Band For FM

Washington Bureau, RADIO DAILY

Washington—In a quick, curt decision, the FCC yesterday denied Zenith Radio Corporation's request for an extra FM band. The decision, which was predicated by RADIO DAILY, came only five days after conclusion of the special hearing.

Apparently aware that FCC seemed sour to its request, Zenith wound up its case last Saturday, blaming "sel-

(Continued on Page 6)

Boston "U" Augments Subjects Of Radio Course

Boston—Two new courses have been added to the expanding radio department of Boston University, evening college of commerce, Daniel L. Marsh, president, announced yesterday. One will be a course in radio sales, merchandising and promotion directed by Harry D. Goodwin of WCOP and the other will be music appreciation conducted by Prof. Karl Geiringer of the University's college of music.

Menser Will Produce Show For Correspondents Dinner

Clarence L. Menser, vice-president in charge of programs at NBC, will leave for Washington today to supervise the production of the show at the annual banquet of the Radio Correspondents Association at the Hotel Statler, Saturday night. Menser will be assisted by Fred Shawn, his administrative assistant at NBC, in staging the show which will include Low-

(Continued on Page 2)

Debut

Jesse Crawford for years has been grooming his daughter, Laura Leeds, for radio, by arranging singing appearances at hotels and night clubs. On this Sunday's broadcast of "Counterspy," Laura finally will make her radio debut, singing two songs woven into the dramatic show. Needless to say, she will be accompanied at the organ by her proud papa.

Bright Future

Potentialities of equipment sales in the radio and television industry can be gained from the exhibits and attendance at the IRE meeting currently at the Astor Hotel in New York. Booths line two floors of the hotel and the sales predicated on future production are unprecedented in the history of the organization.

CAB Reveals Survey Of Web News Spots

Despite the end of the war, average listening to 17 commercially sponsored network news programs declined less than one percentage point in Dec. 1945 as compared with the corresponding 1944 period, and eight of these programs gained in popularity, according to the Cooperative Analysis of Broadcasting, Inc. Two programs maintained the same ratings while the remaining seven had lower ratings.

The Esso Reporter maintained a consistently high level of listener

(Continued on Page 4)

Gaines WEAf Manager In New Operating Setup

James M. Gaines has been named manager of the WEAf, NBC outlet in New York, and the station in the future will operate as a separate entity with a programming and sales status similar to other NBC owned

(Continued on Page 4)

Honor Goldmark And Hartley At Radio Engineers' Banquet

Dr. Peter C. Goldmark, engineering chief of CBS, and Dr. Ralph V. L. Hartley, of Bell Laboratories, last night received the two top honors of the Institute of Radio Engineers at the organization's 34th annual banquet at the Hotel Astor. Dr. Frank B. Jewett, president of the National Academy of Sciences, was the principal speaker, and Edgar Kobak, president of MBS, was toastmaster at

Forming Non-Profit, Co-op Organization To License Wartime Developments To Industrial Manufacturers

Many Applicants File For AM, FM With FCC

Washington Bureau, RADIO DAILY

Washington—A new shower of applications for construction permits for standard stations was announced yesterday by FCC, together with requests for power increases.

Standard applications included: Lewis Windmuller, Allentown, Pa., to be operated on 1230 kilocycles, 250 watts, unlimited; Charles W. Balthrope, San Antonio, Texas, to be operated on 1450 kilocycles, 250 watts,

(Continued on Page 7)

New Daily Farm Program Starts Series Over WJZ

Designed to serve the 170,000 farms in the WJZ listening area and to expand its farm activities, the station is establishing the "WJZ Farm Service Department," John H. McNeil,

(Continued on Page 3)

O'Connor Rejoins Staff Of NBC Web In Chicago

Chicago—Leonard O'Connor, former member of the NBC central division news and special events staff recently returned from two years in the Army,

(Continued on Page 2)

The War and Navy Departments in a joint announcement yesterday, suggested procedure for removal of barriers against utilization by the radio and electrical manufacturing industries of valuable war-time developments, including radar. The plan calls for establishment of a co-operative non-profit organization to administer electronic patents resulting from the radar program and to license manufacturers to take advantage of these developments.

The multi-million dollar headache,

(Continued on Page 3)

Tele Costs Estimated As FCC Hearing Ends

Washington Bureau, RADIO DAILY
Washington — FCC Chairman Paul Porter pondered the question of who will win Washington's four television channels following a late session Wednesday night, when Philco Radio and Television Company closed the nation's first consolidated television hearing. Porter, who has kept a

(Continued on Page 7)

All-Amer. Award Aired On "Town Meeting" Show

"America's Town Meeting of the Air," toward the conclusion of the ABC program last night, introduced John W. Studebaker, U. S. Commissioner of Education, and network lis-

(Continued on Page 2)

Orthicon

Chicago—New house organ of NBC central division has been named "The Orthicon," after the new RCA television tube. First issue of the new publication is scheduled for late in February. Ruth Buttrick, network sales secretary, submitted the winning name in a contest staged by the NBC publicity department and participated in by web personnel,



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

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Coming and Going

STANLEY FLORSHEIM, director of the co-operative program department of ABC, has returned from a short business trip to Chicago.

JOHN F. PATT, vice-president and general manager of WGAR, Cleveland affiliate of the Columbia network, a visitor this week at the offices of the network.

PAUL WHITE, CBS news director, is in Columbus, Ohio, where today he will speak before the Council on Radio Journalism on the subject, "Radio News—Its Past, Present and Future."

TED HUSING, Columbia network director of sports broadcasts, has returned from Miami, where he had been sojourning since his broadcast of the New Year's Day Orange Bowl game.

L. W. BORNE, chief engineer of KGLO, Columbia affiliate in Mason City, Ia., paid a call this week at the headquarters of the network. He's here for the IRE sessions.

M. LAWRENCE SWARS, of Noble & Swars, leaves today for the NAB regional meeting in Omaha, Nebr.

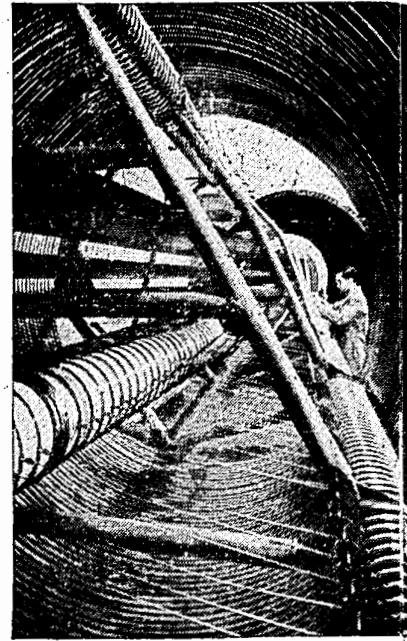
GEORGE BAILLIE, production manager of the Broadcast Measurement Bureau, and RICHARD WYCKOFF, statistician for the BMB, are back in town, the former from Chicago, the latter from Washington, D. C.

ABRAM CHASINS, music consultant of WQXR, has returned from the Pacific Coast, where he was heard in several concerts.

JAMES TISDALE, chief engineer of WIP, Philadelphia, is spending this week in New York. He's attending the meeting of the Institute of Radio Engineers.

FRANCES SCOTT leaves tomorrow for Schenectady and her "Topsy-Turvy Quiz" program on WRGB, thence to Atlantic City for a show at the Thomas England General Hospital.

MIKE JABLONS, who joins Mutual network publicity on Monday, will give his valedictory performance at WNYC tomorrow, when he goes up to West Point with MEL ALLEN to cover the Army-Rensselaer basketball game, the first of a series of six contests which the city's station will broadcast.



Atom smasher

That's a picture of one of the gadgets that paved the way for the atomic bomb.

We'd planned to use it sometime ago, but it got lost in the shuffle. It's probably a better news show now than it would have been.

Most people don't know how large a charge is used in the atomic bomb, but the impression is that it's small.

As stations go, we're small too. But W-I-T-H has a wallop that makes sales managers looking for low-cost, big sales results grin with pleasure.

W-I-T-H is the successful independent that produces more listeners-per-dollar-spent than any other station in this five-station town.

Glad to show you the facts any time.



W-I-T-H IN BALTIMORE

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

FINANCIAL

(Thurs. Jan. 24)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Menser Will Produce Show For Correspondents Dinner

(Continued from Page 1)

ell Thomas, as emcee; Jimmy Edmondson, radio's "Professor Backwards"; Evelyn Knight, singer; The Hartmans, dance team; Sgt. Eugene List, concert pianist; Igor Gorin, Metropolitan opera baritone; Larry Storch, impersonator; St. Harvey Stone and the Acromaniacs.

CBS will be represented at the banquet by several of the top network executives including: Frank Stanton, president; Frank White, H. V. Akersberg, Ed. Murrow, Davidson Taylor, George Crandall, William Fineshruber, Larry Puck, and William Ackerman.

Edward J. Noble will head an ABC delegation consisting of Mark Woods, Robert E. Kintner and Nicholas Priaulx.

WPDQ's

TIME-BUYERS JACK POT

THIS WEEK'S WINNER

ED WILHELM MAXON, INC.

Next Week ? ? ? ?

All-Amer. Award Aired On "Town Meeting" Show

(Continued from Page 1)

teners heard the official presentation of the RADIO DAILY "All-American" award to the "Town Meeting" as the outstanding program in an educational series. Speaking from Washington, D. C., Studebaker said:

"For the second year, 'America's Town Meeting' takes top place in educational radio. That is the judgment of more than 1,000 of the country's leading newspaper men and women as published in RADIO DAILY. Congratulations to Town Hall and to its dynamic president, George V. Denny, Jr., founder and moderator of America's Town Meeting.

"Second Award"

"This is the second award by RADIO DAILY to the "Town Meeting" as the outstanding educational program on the air and is indicative of your success in maintaining the integrity of the Town Meeting broadcasts, and evidence also of the consistently high standards of the program's discussions of pressing public issues. To one who believes as thoroughly as I do in the basic importance of such discussions as a means of stimulating honest, objective thinking about our common problems, it is heartening, indeed, that this well-merited recognition has again come to the 'Town Meeting of the Air.'"

O'Connor Rejoins Staff Of NBC Web In Chicago

(Continued from Page 1)

will rejoin NBC here on February 1 as news editor, William Ray, manager, announced yesterday. Simultaneously, Ray announced the resignation of Myrtle Robison Knight, who will return East.

Young Metropolitan Star To Appear On "Album"

"The American Album of Familiar Music" will present a new star Sunday in the person of Donald Dame, a young Metropolitan Opera singer, who will appear in the absence of Frank Munn. "The Album" is heard over WJEF at 9:30 p.m., EST.

Other singing stars heard on the program include Jean Dickenson, Margaret Daum, and Evelyn MacGregor.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

FOR SPECIALIZED DELIVERY Call HOLLYWOOD MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 2244

Gov't Research Info To Be Offered Mfrs.

(Continued from Page 1)

which so far has blocked commercial use of many significant war-time developments, results from the fact that consideration of military secrecy made it impossible during the war for the Government to permit action upon patent applications. In addition, many important inventions and improvements in technique were made available to radar manufacturers on a large scale, with little regard to patent license considerations, and the manufacturers in turn made further improvements upon these developments and techniques.

The situation is further complicated by the fact that patent applications covering these war-time inventions have been filed not only by private individuals and corporations, but also by Government research agencies and some of the discoveries upon which the applications were based were made almost simultaneously by researchers working independently of each other.

The joint Army-Navy committee said that "privately held electronic patent rights are so widely dispersed in ownership, so inter-related in subject matter, and so numerous, that obtaining licenses on an individual basis is practically impossible, either to industry or to the Government."

WWDC To Air Games Of Washington BB Club

Washington Bureau, RADIO DAILY

Washington—The Washington baseball club, the Senators, has contracted exclusively with WWDC for radio coverage of all of its 1946 American League games at home and on the road, it has been announced.

Play-by-play description of home games will be handled, as in other years, by two announcers, Arch McDonald of WTOP, who was voted America's Number One baseball broadcaster in the annual Sporting News poll, and Stan Stoller, recently added to the staff of WWDC.

Both McDonald and Stoller have had wide experience in radio and sports for the past decade, and Stoller has recently conducted sports programs for KZRM, Manila, P. I.

New Daily Farm Program Starts Series Over WJZ

(Continued from Page 1)

WJZ's manager, announced yesterday. One of the features of the innovation is a new series of programs, "Farm News" which will be heard Monday through Saturday from 5:45 to 6 a.m., EST, beginning January 28. Secretary of Agriculture Clinton P. Anderson will highlight the inaugural program, giving his impressions of the service the program can render to farmers.

The program will be under the direction of Phil Alampi, authority on agriculture and owner of a large poultry-breeding farm in New Jersey.

In making the announcement, McNeil said: "Farm News" is designed to serve the 170,000 farms in the WJZ area with on-the-spot coverage of major agricultural events from stock shows and breeder sales to farm forums and state fairs. It will have as its objective the advancement of farming as a business and as a way of life in the Eastern agricultural region."

J. R. Poppele To Speak At AMA Meet Next Week

J. R. Poppele, president of the Television Broadcasters Association, Inc., and secretary-chief engineer of the Bamberger Broadcasting System, will be one of the two guest speakers at a luncheon meeting of the American Marketing Association at the Hotel Commodore on Thursday, January 31.

Poppele will discuss "How Television Will Compete With Other Media."

"Crackpot Consequence" Pyramids To New High

With the recorded voice on Ralph Edwards "Truth or Consequences" still unidentified by the contestants on the program, the prizes are reaching astronomical proportions. The value of the merchandise which will be presented the contestant who identifies "Mr. Hush" is conservatively estimated at \$10,000.

Huber Resigns From ABC As Sales Promotion Head

E. J. "Mike" Huber has resigned as sales promotion manager of the American Broadcasting Company it was announced yesterday. No successor has yet been named, and Huber plans an extended vacation before announcing his plans.

FDR Tribute On WNEW

WNEW will present a half-hour musical documentary Sunday (5-5:30 p.m.) titled, "Ballad for FDR," starring Canada Lee and Josh White, in an all-Negro performance. Program, which is part of the WNEW "American Negro Theater" series, is an augmented version of tribute to FDR aired on the station three days after his death, and presented this year in commemoration of his birthday, Jan. 30.

YOUR
Super Salesman
IN
Oklahoma City



KTOK's complete exploitation of audience-building technique has won wide recognition. By reaching a concentrated audience of 895,801 people consistently, KTOK does a super salesman job on the 876 million dollar effective buying income. What KTOK is doing for other leading advertisers, it can do for you . . . it's a "selling" station with super audience-impelling advantages. That's why KTOK is a super buy for you—at LOW COST!

250 WATTS 1400 KILOCYCLES
KEY STATION OKLAHOMA NETWORK

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
AND



AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

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

CBS—MBS

CHICAGO

By BILL IRVIN

RENEWAL of the 15-minute musical programs, Sunshine Serenade, by the Simoniz Company, through Decora, Inc., for 52 weeks, starting Jan. 13, was included in the new business announced this week for station WMAQ by Oliver Morton, manager of the NBC central division sales department. Sunshine Serenade, heard Sundays from 10:45 to 11:00 a.m. (CST), features transcribed popular music with announcer John Holtman as M. C. New sports business for the week included the placement of an order for 40 live station breaks to be aired 10 a week, starting Feb. 11, by the Morton Salt Company, through Hill Blackett Company. RKO Radio Pictures, Inc., ordered direct, four live station breaks for Jan. 21 through Jan. 25, for the feature picture "Cornered," and Balaban and Katz, through M. M. Fisher Radio Associates, ordered three transcribed one-minute announcements to be aired Jan. 22 through Jan. 26, for the feature picture "Abilene Town."

Gaines WEAF Manager In New Operating Setup

(Continued from Page 1)

and operated stations, Frank E. Mullen, vice-president and general manager, announced yesterday. Gaines, who was formerly manager of the Planning and Development department, will report directly to Mr. Mullen.

The following personnel will report directly to Mr. Gaines: de Lancy Provost, assistant manager; William O. Tilenius, sales manager; Charles H. Phillips, advertising and promotion manager; Donald G. Lerch, Jr., agricultural director; and Marian Chapman, press manager.

A production department is established for the station and Mr. Gaines also will direct the WEAF activities of all contract artists.

Appointment of the program manager and the sales and program traffic manager will be announced shortly. Additional personnel, including announcers, production and sound effects men, will be made available to WEAF as required.

Mr. Gaines joined NBC in February of 1942 in the Stations Department after serving for four years as personal representative for Major Bowes. Prior to that he was associated with the Automobile Merchants Association, the Hearn and Bamberger Stores, and the International Business Machines Corporation.

Ave Maria Hour
WMCA — Sunday — 6:30
 For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



Manhattan Memoranda . . . !

● ● ● Quite a to-do last week up at NBC between Eileen Barton and her new producer, Jack Hill. In fact, the thing became so hot and heavy that Eileen insisted she wouldn't go on the program again tomorrow if Hill were still in charge. The program dep't backs up Hill, so plenty of fireworks are expected. We'll be at the ringside watching the fun "Myrt & Marge" will be revived shortly Sonny Tufts negotiating to back a N. Y. nite spot Lionel Hampton was at a secret record session with Bing at Decca the other ayem. Two good sides resulted from the pairing Roger White is grouping together a beautiful non-brass orchestra called "Strings With Wings," under Dave Dennis' direction Ed Wolf readying a sports show and lining up such sportswriting aces as Grantland Rice, Frank Graham, Arthur Daley and Leonard Cohen. Jack Rubin will write and direct 20th Century making overtures to Herb Shriner following his boff clowning on the Philip Morris opener The stork will make a winter wonderlanding at the Andre Baruches Henry Kaiser will sing a duet with Hildegard on her next show. The 3 Suns on the same bill NBC's "Date With Judy," leaped six points in its latest rating. Isn't that some sort of a record?



● ● ● One of the more listenable shows in radio is NBC's Sat. afternoon "Atlantic Spotlight," which is co-emceed by Ben Grauer in N. Y., and Leslie Mitchell in London. Ben and Leslie have become great pals despite the fact they've never met. The lines are open for an hour before broadcast time and the two chat back and forth. Leslie sent Ben pictures of his wife and they've exchanged Christmas gifts for the past two years. The Englishman is coming over here in March. I'll bet his opening crack to Ben will be: "The voice is familiar, but I can't recall the face."



● ● ● Sign in a masseur's window: "We Take Your Breadth Away" Don't believe those Jan Clayton-Bobby Lerner merger reports. She's strictly career-minded just now and is due to leave "Show Boat" April 6th to do a film with Van Johnson Paul Denis has a story on Abe Burrows in the March "Everybody's Digest" Next Crosby opus will be called "Road To B'klyn." No kiddin' The hot-dog vendor on the Jack Benny ailer is getting more popular every week. May skyrocket into the poor man's Sen. Claghorn Monica Lewis, say the Detroit papers, was a wow at the Statler there Bob Thiele, the youthful prez of Signature Records, will have an important announcement to make regarding a distribution deal Vincent Lopez's wedding gift to Hank Sylvern and Jeanne Harrison will be to play at their reception on Feb. 3rd Stan Kenton's ork with the King Cole trio will be a package unit for a summer replacement from the Coast Evelyn Knight singing before Pres. Truman at the Annual Press Ball in Washington tomorrow nite Jimmy Dorsey adding the terrific trumpet man, Cy Baker, to his brass section Add new radio hangouts: Ciro's Steak House and The Pit "Queen For A Day" gets so many requests for plane trips that they'll award a Piper Cub as a prize in the near future.



● ● ● Our Hat's Off Dep't: Prof. Quiz's return to the air last nite Col. Hans Christian Adamson, scripter of the "World's Most Honored Flights," for his handling of commercials limited to 100 seconds in a half-hour show. M. Fred Cartoun, v.p. of Longines-Wittnauer, also rates a posy for this, I guess The Glenn Miller crew back in the big time via the Capitol Theater—better than ever with that added string section.

LOS ANGELES

By RALPH WILK

VIRGINIA WHITE, office manager of the New York office of Smith Bull and McCreery, has been transferred to the Hollywood office as private secretary to Walter McCreery. Well known in radio and advertising circles, Miss White formerly was affiliated with the industry here.

Ken Niles, emcee of ABC's "Dart For Dough," will be a candidate for Honorary Mayor of Studio City in the San Fernando Valley. The election will take place some time in April.

Robert O. Reynolds, vice-president and general manager of KMPC, announces the appointment of Tom Latimer to the staff as an announcer. Latimore, who served three years in the Navy, was associated with the Armed Forces Radio Service in Los Angeles as a writer-producer, for the past seven months. Previous to Military service, he was a staff announcer on WRAL, and later an announcer on WFPG.

Ex-sportswriter Bert Dunne and Joe Cronin, manager of the Boston Red Sox, did a televised round-table discussion on baseball last week over Don Lee's W6XAO, and described their participation in the filming of Dunne's book, "Play Ball, Son," a Herb Lamb production.

Don Prindle, head writer on the Abbott and Costello show, and announcer Kenny Niles, are in Mexico on a four-day hunting trip below Mexicali.

CAB Reveals Survey Of Web News Spots

(Continued from Page 1)

interest throughout 1945, CAB said. It had a 6.5 rating during the February-March period, rose to 9.0 during the height of V-J listening in August, and ended the year with an 8.8 rating.

Hooperatings Week Jan. 2-8, 1946

Jo Stafford	14.4
Dinah Shore . . .	13.9
Hildegard	13.6
Perry Como	12.1
Frank Sinatra . . .	10.4
Jack Smith	10.3
Ginny Simms . . .	9.4
Kate Smith	9.1
Dick Haymes . . .	9.1

PROMOTION

Outdoor Displays

Estimated that 1,750,000 persons a day will see and read WOR's four new outdoor advertising signs located in midtown Manhattan, and which will be completed soon. The advertising signs, reminding passers-by to tune to WOR, are located on buildings facing the Radio City Music Hall at 50th Street and the Avenue of the Americas, Madison Square Garden at 50th Street and 8th Avenue, and two in the Times Square area. It is estimated that 150,000 persons daily will see the Radio City sign, 100,000 persons will see the Madison Square Garden sign each day and 750,000 persons each will see the two signs in the Times Square area.

Cleaner Renews Coast Station

Oakland, Cal.—Miracle Foam (rug and upholstery cleaner) has renewed for 52 weeks its radio announcement schedules with KPO, KQW, KFBK, KWG, KOH, KERN, KROY, KMJ.

★ AGENCY NEWSCAST ★

HARRY INGRAM has joined the production staff of Foote, Cone & Belding's radio department, it was announced by Hubbell Robinson, director for radio.

STEPHEN A. MACHCINSKI, Jr., has just joined the New York sales staff of Adam J. Young, Jr., Inc., as an account executive. He had been with the Katz Company for the past two years and before that was associated with Headley-Reed, J. Walter Thompson and the "New York Daily News."

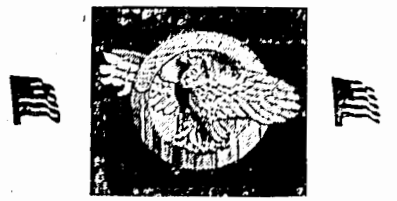
MALCOLM MacDONALD, formerly account executive with Paris & Peart, has joined Theodore A. Newhoff, Baltimore advertising agency, as a member of the executive staff, which has been additionally increased by the association of **JOHN K. HEALY**, until recently a lieutenant in the U. S. Navy. Healy will function as new business representative.

HARRY E. HOUGHTON, chairman of the board of Associated Program Service, announces that the organization now has its own sales department functioning under the supervision of John Andrew, formerly service manager for the company.

ELIZABETH GAWNE, formerly with the World Trade division of International Business Machines, has joined the foreign department of McCann-Erickson.

JOSEPH F. BECK has joined Grew Associates, Inc., public relations counselors, as vice-president. Beck was formerly vice-president and director of Federal Advertising Agency, Inc.

LIEUT. GAIL M. RAPHAEL, USNR, has joined the copy staff of Ruthrauff and Ryan, Inc., after serving for three and a half years in the Navy. From 1934 to 1942, he was associated with Lord and Thomas.



LT. COL. CHARLES C. HORNBOSTEL has joined the National Radio Co., of Malden, Mass., as controller. It was announced by W. A. Ruddy, president. Before he joined the Army in May, 1941, Hornbostel was associated with the public accounting firm of Lybrand, Ross Brothers and Montgomery.

CAMPBELL CRAWFORD, night news editor at WOR, has returned to the station after serving in the U. S. Army. Crawford, who returned on January 14, served at Camp Robinson, Arkansas. Crawford originally joined the WOR news staff in January, 1944.

BENTON & BOWLES announces the return to the agency's art department of the following ex-servicemen: Bill Coe, Ship Hooker and John Graf.

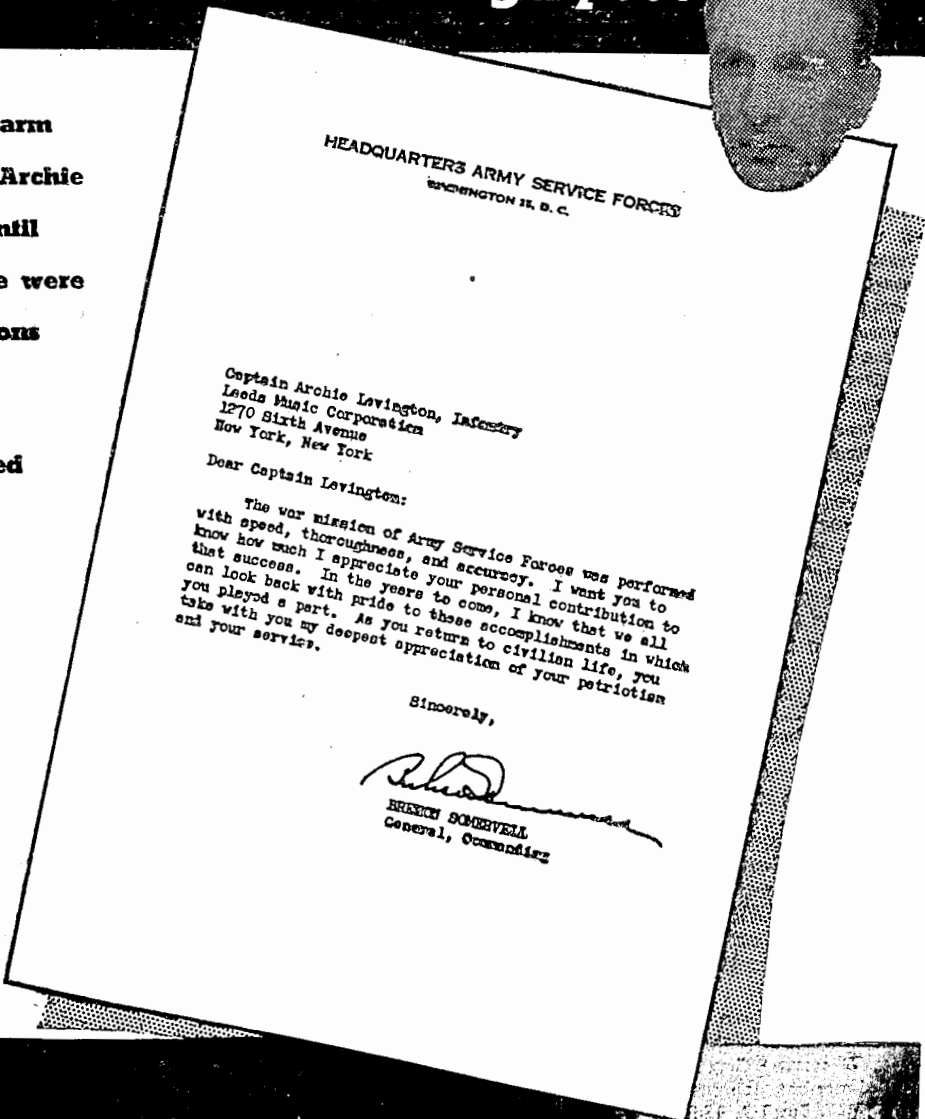
It couldn't have happened to a nicer guy...



Leeds is proud to have General Somervell's warm words of praise for Archie Levington's war work. Archie did a wonderful job for us in Chicago from 1938 until 1942 when he became Private Levington. And we were really pleased to learn of his successive promotions to the Captaincy.

Now that Archie's back with us, we've promoted him too. As Lou Levy's executive trouble-shooter, he will personally deal with the transcription companies, radio agencies, and record firms. We know that Archie will do a bang-up job. And we are certain that the executives of these firms will derive great pleasure and satisfaction from working with him.

We're proud of you, Captain Levington
... but welcome home, Archie!



LEEDS MUSIC CORPORATION
NEW YORK • CHICAGO • HOLLYWOOD

FCC Denies Zenith Extra Band For FM

(Continued from Page 1)
fish commercial interests" for the almost solid opposition to the duo-band system.

FCC said it will release an opinion setting forth reasons for the decision at a later date. "In the meantime," FCC said, "the Commission has decided to make known its decision so that the industry may proceed without further delay with its planning and production in the FM field."

Zenith made last-minute moves in an attempt to gain favorable reaction from FCC, including amending its original petition which called for use of the 42-50 megacycles band for FM in addition to the present assignment of 88 to 108 megacycles.

Because of the spirited opposition of groups now using the 42-44 band, Zenith cut its request, finally calling for a single "stretched" band of 48-68 megacycles.

Persistent questioning by the FCC chairman, Paul Porter, and other Commission members, indicated FCC opposed Zenith's sudden request for a lengthened single band, when the hearings had been called for the duo-band.

After its original petition, Zenith was joined in the request for the two-band system by GE. General Electric also went along with Zenith in its later switches. Only concerted help for Zenith came from NAB, and even it did not mention Zenith by name, but simply asked for "at least" 40 additional channels for FM, "somewhere in the 42 to 88 megacycles portion of the spectrum."

Spokesmen for Zenith said they would accept the FCC decision but would "continue tests to show the Commission that the lower frequencies give them better service."

"Obviously," one spokesman said, "this is a blow to Zenith, but our tests show conclusively that better and more efficient service is obtained in the lower frequencies. We hope to convince others as well."

During the two-day hearing, FCC members agreed with Zenith's contention that the 44-50 megacycles band wasn't "sacred," but were cool to the suggestions that new rules and regulations should be written only on the basis of the Zenith tests.

WBYN Has New Sports Series

"High School and Prep School Sports" is the title of a new program being heard on WBYN Monday through Saturday, 7:30-7:45 p.m. Program, produced and announced by Jay McMullen, features up to date news and scores of Metropolitan New York school sports activities.

MUSIC PUBLISHER seeks capital, well established and well liked in industry for past 20 years; willing dispose half interest; excellent prospects. Write RADIO DAILY, Box 121, 1501 Broadway, New York 18, N. Y.

Honor Goldmark And Hartley At Radio Engineers' Banquet

(Continued from Page 1)
tem of limited band width and the time required." Goldmark was the recipient of the Morris Liebmann Memorial prize, his citation reading, "for his contribution to the development of television systems, particularly in the field of color." Dr. Frederick B. Llewellyn, incoming IRE president, presented the awards.

Fifteen fellowships also were awarded to: Gregory Breit, M. A. Tuve, Henri G. Busignies, Howard A. Chinn, Thomas L. Eckersley, Walter C. Evans, Clarence W. Hansell, Harold L. Kirke, Elmer D. McArthur, Harold S. Osborne, Ronald J. Rockwell, Arthur L. Samuel, Joseph Slepian, William O. Swinyard, and Julius A. Stratton.

The huge turnout at the winter technical meeting has exceeded by far all previous estimates. More than 4,750 were registered by last night, with a top attendance near 6,000 now expected.

Crowded Schedule

Yesterday was crowded with activity for those attending the meeting. Six technical sessions on various phases of electronics were held, three in the morning and three in the afternoon. These sessions will continue throughout today and tomorrow forenoon.

Approximately 2,000 persons jammed the grand ballroom to hear ten papers on television. Dr. Goldmark revealed that CBS' new high-frequency transmitter has been installed in the Chrysler Building, and that tests on a frequency of 490 mc. have produced images completely free of ghost reflections. The transmitter was made by Federal Telephone and Radio Corp.

Upholding the CBS stand for immediate transfer to the high frequencies, Goldmark said the short wave lengths found "upstairs" would permit the use of a parabolic reflector which accepts only the desired signal and screens out unwanted ones. He said this would not be possible in the lower frequencies.

New Tube-Coating Described

Following this report, four other CBS engineers, James J. Reeves, Kurt Schlesinger, Robert Serrell and Harold T. Lyman, presented papers on various aspects of color tele. Norman Young, of Federal, discussed the technical details of construction and operation of the new transmitter.

Highlight of the second portion of the tele session, presented by engineers of the RCA organization, was discussion of a new development which provides a gain of about 50 per cent in picture tube light efficiency through a thin metal coating on the luminous surface of the tube. The paper describing the tube was read by D. W. Epstein and Louis Pensak, of RCA Laboratories.

Not only is the brilliance of the image materially increased, they said, but the over-all contrast of the picture is improved. In addition, the coating, only 2 to 8 millionths of an

To Moon And Back

Through the magic of radio, man has reached the moon, it was revealed at last night's IRE banquet by Maj. Gen. George L. Van Deusen. On Jan. 10 he said, and on several occasions since, a group of Signal Corps officers and scientists shot a beam of high frequency energy directly at the rising moon, and two and a half seconds later received the echo, after a round-trip of 480,000 miles. In addition, the received signal can be picked up simultaneously at any point on an entire hemisphere of the earth. The project was under the supervision of Lt. Col. John H. DeWitt, on leave as chief engineer of WSM, Nashville. Working with him on this latest radar magic, were E. King Stodola, Harold D. Webb, Jacob Mofsenon and Herbert Kaufman.

inch thick, eliminates the ion spot, a discoloration which appears in the center of the tube's face under certain conditions. Other speakers for RCA were O. H. Schade, L. E. Swedlund, Albert Rose, P. K. Weimer and H. B. Law.

The controversy on FCC allocation of FM bands was further inflamed by a report of recent experiments, given in a paper entitled "Field Intensities Beyond Line of Sight at 45.5 and 91 Megacycles" by C. W. Carnahan, N. W. Aram and E. F. Classen of Zenith Radio.

Maj. Edwin H. Armstrong, inventor of FM, in commenting on the paper, said the findings agreed substantially with his own observations in 1937. "This is the age-old controversy between theory and practice," he said. "The use of median values such as the FCC employed in their experiments are not going to be of any interest to listeners because they don't have that kind of ears."

Based on field tests between Richfield, Wis., and Deerfield, Ill., a distance of 76 miles, the paper upheld that the lower frequencies gave the better signal, and that if the FCC did not modify the suggested allocations to higher frequencies, the results would afford serious trouble in rural coverage.

Award Scroll to Veteran Farm Program Producer

Schenectady—Frank T. McEvoy, vice-president of the New York Power and Light Corp., Albany, N. Y., recently awarded the scroll of his company to G. Emerson Markham in observance of the WGY Farm Forum program's 20 years on the air, during which time Markham has been in charge of agricultural broadcasting. He inaugurated the General Electric station's farm programs in late 1925. Markham is also in charge of science broadcasting at WGY, Schenectady.

11 New FM Grants; Total Reaches 290

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted 11 additional FM stations, bringing the total additional grants to 290.

The effect of these grants, FCC said, is to announce that the commission has examined the qualifications of the applicants and has made available a channel for each grantee. The FCC will now examine each application for its engineering details.

Following is a list of grants:
California—San Mateo; Amphlett Printing Co., community.

Georgia—Augusta, the Augusta Chronicle Broadcasting Co., metropolitan.

Illinois—Springfield, WTAX, Inc., WTAX, metropolitan.

Maryland—Salisbury; the Peninsula Broadcasting Co., WBOC, metropolitan.

Minnesota—Minneapolis Independent Merchants Broadcasting Co., WLOL, metropolitan.

Missouri—Joplin; Joplin Broadcasting Co., WMBH, metropolitan.

Ohio—Toledo, the Fort Industry Co., WAGA, metropolitan.

Pennsylvania—Du Bois; Tri-County Broadcasting Co., Inc., WCED, metropolitan.

Tennessee—Bristol; Radiphone Broadcasting Station, WOPI, Inc., WOPI, metropolitan, possibly rural.

Wisconsin—Town of Greenfield; Wm. C. Forrest, WIBU, metropolitan, possibly rural.

Oshkosh—Myles H. Johns, et al, d/b as Oshkosh Broadcasting Co. WOSH, metropolitan.

Douglas And Reynolds WLIB Show Narrators

Melvyn Douglas, stage and screen star, will narrate and dedicate to the March of Dimes, the life of Franklin D. Roosevelt when the 13-week series "Lest We Forget," starts over WLIB, Wednesday, Jan. 30.

The second program on Feb. 6, will be dedicated to Wendell Wilkie and will present Quentin Reynolds as narrator.

Send Birthday Greetings To

Jan. 25	
Teddy Bly	Robert Durham
Portland Hoffa	Bob Keyworth
C. A. Snyder	Barbara Gray
Jan. 26	
Ed Ballentine	Wyllis Cooper
Charles E. Greene	Joseph Koehler
Donald W. Thornburgh	
Jan. 27	
Bernice Claire	B. G. De Sylva
C. T. Hughes	Lee Hughes
Benay Venuta	Harry Rieby

Many Applicants File For AM, FM With FCC

(Continued from Page 1)

unlimited; W. J. Marshall, Cleveland, Ohio, to be operated on 1540 kilocycles, power of 1 kilowatt, daytime; Patrick Joseph Stanton, Philadelphia, Pa., to be operated on 1530 kilocycles, power of 10 kilowatts, daytime; Wyoming Valley Broadcasting Co., Wilkes-Barre, Pa., to be operated on 1490 kilocycles, 250 watts, unlimited; James J. Murray, Lewisburg, Tenn., to be operated on 1490 kilocycles, 250 watts, unlimited; Capital City Broadcasting Corp., Baton Rouge, La., to be operated on 550 kilocycles, 1 kilowatt; Union City Broadcasting Co., Union City, Tenn., to be operated on 1240 kilocycles, 250 watts, unlimited; Sun River Broadcasters, Great Falls, Montana, to be operated on 970 kilocycles, 5 kilowatts, unlimited.

Power increases were requested by the following: Keystone Broadcasting Corp., Harrisburg, Pa., from 290 watts to 1 kilowatt night, 5 kilowatt daytime; Radio Springfield, Springfield, Ill., from 250 watts to 1 kilowatt; Pillar of Fire, near Denver, Colorado, from 1 kilowatt day and night to 1 kilowatt night and 5 kilowatt day; Radio Broadcasting Corp., Twin Falls, Idaho, from 1 kilowatt day and night to 5 kilowatts day and 1 kilowatt night; Fall River Broadcasting Co., Fall River, Mass., from 1 kilowatt to 5 kilowatts.

The FCC yesterday granted construction permits for three new standard stations. They are: American Colonial Broadcasting Corp., west of Arecibo, P. R., to operate on 1230 kilocycles 250 watts, unlimited; the Brockway Company, south of Massena, N. Y., to operate on 1340 kilocycles, 250 watts, unlimited; Salt Lake City Broadcasting Co., Salt Lake City, Utah, to operate on 910 kilocycles, 1 kw., unlimited.

Additional standard construction filings included Penn Lincoln Broadcasting Co., Inc., Williamsport, Pa., to be operated on 1230 kilocycles, power of 250 watts, unlimited; Central Connecticut Broadcasting Co., New Britain, Conn., to be operated on 910 kilocycles, five kilowatts, unlimited; Old Colony Broadcasting Co., Brockton, Mass., to be operated on 1450 kilocycles, 250 watts, unlimited, and Allentown Broadcasting Co., Allentown, Pa., to be operated on 1540 kilocycles, one kilowatt, daytime.

Muzak Moving

Muzak Radio Broadcasting Station, Inc., will move its business office to larger quarters at 25 West 45th St., New York, on February 1st. The studios remain at the present location at 70 Pine Street.

NOVACHORDIST

Available for recording—broadcasting—serials—spots. Improvise and compose. Have own instrument.

Lillian Horton HAVemcyer 6-1944

COAST - T O - COAST

—MISSOURI—

KANSAS CITY—KCMO has been authorized by the FCC to enlarge its broadcast facilities from 5,000 watts to 50,000 watts, the highest allowed in the United States for standard broadcast stations. Also included in the order was a change in KCMO's frequency from 1480 to 810 kilocycles. A recent purchase of a 160-acre farm at Nashua, Mo., will be used for the new transmitter site with installations for FM and television. . . . **ST. LOUIS**—Bruce Barrington, news editor of KXOK, "The Star-Times" Station, has returned to the outlet after over four years service with the Army. . . . **C. L. Thomas**, KXOK manager, has announced that Mahlon R. Aldridge, Jr., has been assigned full-time acting station manager of the Columbia, Mo., outlet, KFRU.

—OHIO—

YOUNGSTOWN—After several months of preparation, WKBN has created a new Farm Service Dep't., with plans calling for a personalized service to the rural residents of counties in Northeastern Ohio and Western Pennsylvania, within the primary area of WKBN. Farm Editor Stuart Wilson will become a familiar figure to farmers of Northeastern Ohio and Western Pennsylvania, and equally familiar will be the portable recorder he will take along to the farms, rural meetings and county agents' offices. . . . **First Lieutenant "Will Douglas" Dougherty**, returned to the WKBN announcing staff after serving as public relations officer with the Army.

—NEW YORK—

NEW YORK—"Music for Dinner," a new series of light concert and symphonic works interspersed by a few semi-classical songs, built for relaxation at meal time, is being presented from 6:30 to 7:00 p.m. over WOV. . . . **William Strauss**, recently released from the Army as a Captain, has returned to WQXR as announcer, along with Herman Kuch to the engineering staff. . . . **BROOKLYN**—"Ivory Aces" a new 15-minute program devoted to popular pianists is now being aired every Monday, Wednesday and Friday at 11:30 over WLIB.

—INDIANA—

INDIANAPOLIS—"The G.I. Talks It Over" is the title of a new 10-minute feature on WIBC, the "Indianapolis News" station, five nights weekly at 9:45. Personal opinions, attitudes and problems of returned servicemen concerning housing, re-employment, demobilization and other topics are brought out in the interviews by Gene Kelly, WIBC announcer, recently released from the Army Air Forces. . . . **Frank Edwards**, news commentator of WIBC, has been awarded the V.F.W. Citizenship Medal by the Indiana Department Veterans of Foreign Wars, for his radio campaign to assist G.I.'s to be transported out of Indianapolis to their homes during the pre-Christmas transportation emergency. The citation was also awarded to Indiana's Governor Ralph F. Gates.

—OHIO—

CANTON—WHBC is sponsoring a "March of Dimes" campaign on the "1480 Club," a popular record show for teen agers, aired from 4:00 to 5:00 Monday through Friday. Nick Krag, emcee, is awarding three pairs of tickets to local theaters to the persons who send in each hundredth dime, and for each 1480th dime the sender will receive an album of popular records and will make a guest appearance on the "1480 Club." In addition to plugging the March of Dimes campaign, on the "1480 Club" program, Krag appears on other sustaining local shows and urges the listeners' support of the "1480 Club" campaign.

—UTAH—

SALT LAKE CITY—Bowling operators of Salt Lake are sponsoring a weekly bowling summary entitled "It's a Strike," presented over KDYL. Presented each Saturday, the program material is prepared by Frank K. Baker, director of the station's public service dept. and an executive director for the American Bowling Congress. . . . After a tour with the public relations office for the Army Air Forces, Allen Moll has returned to duty as announcer with KDYL. . . . **Mary Jane Anderson** has joined the WDYL program dept. to assist as announcer, dramatist and writer on women's programs.

—SOUTH CAROLINA—

COLUMBIA—In the 1946 committee assignments of the Columbia Chamber of Commerce, WIS station manager, G. Richard Shaffo, has been appointed to the Industrial Committee, J. Dudley Saumenig, WIS sales manager, has joined the C. of C. advertising and publicity staff, and program director Ray A. Furr has been assigned to the Safety Council. . . . **Clair Shadwell**, ex-WBT, WSRP staffer, has joined the WIS announcing staff and will conduct the new "Man On The Street" program.

—CALIFORNIA—

RIVERSIDE—Rotary presidents, secretaries and program chairmen from various cities were gusted last week with a dinner by W. L. Gleeson, president and general manager of KPRO. The dinner "post mortems" included the "whys and wherefores" of the various Rotary Club programs in the Riverside area. The meeting was attended by Rotary Governor George Cash. . . . **Dennis Cavanaugh**, recently discharged from the Army as a Captain, is now sales representative for KPRO's branch studios in San Bernardino. . . . Newest addition to KPRO's staff as script and copy writer is Charlie Gibson who has just completed a stretch with Uncle Sam's Army in England and the Continent.

RESEARCH: To Find Out!

Just discharged Lt. Commander—Psychologist—Doctorate, 1932—Available for Network, Agency or Motion Picture Company. Interested in problem solving—Not in Sales Promotion.

Married, one child, eastern seaboard preferred.

Box No. 122, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Tele Costs Estimated As FCC Hearing Ends

(Continued from Page 1)
heavy schedule for the hearing, continued Wednesday's session until 7 p.m. in an effort to wind it up.

Comparison of costs submitted by the six applicants show wide differences. Final comparison shows: construction costs—Bamberger, \$503,400; Capital Broadcasting Company, \$276,310; Philco Radio and Television, \$528,423; NBC, \$525,000; Evening Star Broadcasting Company, \$184,550; DuMont already has an experimental station now operating in Washington.

Operating expenses for first year (unless noted otherwise)—Bamberger, \$547,308; Capital, \$677,900 (for three years); Philco, \$738,000; NBC, \$736,008 (with 12 hours of network feeding); Evening Star, \$450,000 to \$500,000; DuMont, \$396,355.

Example of the huge amount of money already sunk into television was shown in testimony of Philco, RCA and NBC. NBC has spent approximately \$3,000,000 in development of television, with RCA spending a total of \$11,000,000 and Philco sinking a neat \$5,000,000.

Add Amateur Bands

Montreal—Two additional radio bands have been made available to amateurs, the Department of Transport, in charge of radio, announced.

Radio amateurs now may operate in the band of 420-430 megacycles, with peak power limited to 50 watts, and in the 1215-1295 megacycle band with no power restrictions.

The bands, not previously open to amateurs, were opened simultaneously by the Transport Department in Canada and the Federal Communications System in the United States. Action was taken in response to requests for wider opportunities for hams to get back into pre-war operations.

Grant CP In Texas

Odessa, Texas—The FCC has granted a construction permit to the Oil Center Broadcasting Company for a 1,000 watt standard station to operate on 1,410 kilocycles. R. O. Canon is president of the company and is also Gulf Oil distributor here. The broadcasting company was chartered last September with a capital stock of \$50,000.

Good . . . Good . . . Good . . . That's Me! . . . That's Me!

I am . . . and have been . . . successfully selling time in the New York market for over 10 years. I have developed accounts and maintain close contacts in leading radio agencies and with local advertisers . . . I'm married . . . dependable . . . and know how to think and talk . . . I'm a veteran and a college grad . . . Presently employed . . . Excellent credentials . . . Can you use me? Write Box No. 118, Radio Daily, 1501 Broadway, New York 18, N. Y.



If you LIVED in Baltimore... *you'd always pick WFBR FIRST!*

Baltimore folks know that there's only ONE complete radio station—with crowds of daily visitors, big studio audiences, product displays . . . and all the visual glamour of Radio City in smaller replica!

You get the Good Will and Prestige of Baltimore's ONLY complete radio station when you buy Baltimore's BIG Home-Town Station—WFBR.

WFBR is unique in Baltimore. It is a living, breathing personality—with all the glamor and visual in-

terest of Radio City in smaller replica. To Baltimoreans it *is* radio . . . other stations are only steel towers . . . or a spot on the dial.

Local advertisers—who *have to make sales* here, know this, and have concentrated on WFBR for over a decade.

- Only *ONE* Station in Baltimore draws the crowds!
- Baltimore's Big Home-Town Station WFBR.

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

OL. 34, NO. 19

NEW YORK, N. Y., MONDAY, JANUARY 28, 1946

TEN CENTS

Hemispheric Meeting Set

Armstrong Displeased At FCC Ruling On FM

Maj. Edwin H. Armstrong, inventor of FM, over the weekend assailed the FCC's decision eliminating low frequency allocations for FM broadcasting, claiming the issue is "no longer a technical one" but a public one, namely: "Are we going to have the best service of which FM is capable, limited only by the laws of nature, or are we going to have one hedged by regulations and restricted by artificial means?"

The Commission's ruling, Armstrong said, "is beyond my understanding." He said the decision was based on a

(Continued on Page 7)

McGee and Molly Top CAB Survey As Leading Show

Fibber McGee and Molly, top commercial program on RADIO DAILY'S 1945 "All American Program," rates first as the most popular network program, in CAB's January 23rd report based on nationwide polling over a two week period. Bob Hope is second. CAB's survey and the Edgar Bergen-Charlie McCarthy show third. Lux Radio Theater and Jack Benny tied for fourth place in the latest ranking.

Eiges Discusses Video Before Cleveland Group

Cleveland—Declaring that black and white television is ready and should not be held back pending development of color television, Sydney J. Eiges, manager of the NBC press department, addressed the Radio Council of Greater Cleveland Thursday.

(Continued on Page 2)

Home-Made

Novel approach to a studio audience is being used by ABC on the "Wake Up and Smile" broadcast (9-10 a.m. Saturdays), wherein a lady-guest has a chance to win a hat that is not the product of a professional milliner's whimsy. After the program, each winner makes a sketch of her "dream" hat—and a few days later she receives a bonnet according to her ideal!

Awards

Hollywood — Parchment scrolls will be awarded three NBC web shows this week as a sequel to RADIO DAILY'S survey to pick the Nation's "All-American Radio Program for 1945." Bob Hope and Fibber McGee and Molly will receive their awards in Hollywood on Tuesday night and Dinah Shore will get her parchment on Thursday night.

Crosby-Kraft Settle; Singer Returns To NBC

Bing Crosby returns to the air for thirteen weeks on the "Kraft Music Hall" on NBC beginning Thursday, February 7, in settlement of his dispute with Kraft Foods Company and the sponsor automatically drops the court action started against him, it was announced Friday.

Supporting Crosby will be Frank

(Continued on Page 2)

Saudek Succeeds Summers In ABC Public Service Post

Robert Saudek has been appointed Director of Public Service for the American Broadcasting Company succeeding Harrison B. Summers who has resigned to return to the educational field, it was announced by Robert E. Kintner, ABC vice-president.

Saudek has been active in broad-

(Continued on Page 4)

'Unprecedented' Radio Boom Predicted By Porter At IRE

A business boom virtually unprecedented in the history of American industry was predicted for radio by Paul Porter, chairman of the FCC, Friday before 950 members and guests of the IRE at a luncheon at the Hotel Astor, New York, in honor of the organization's president, Dr. Frederick B. Llewellyn.

Porter said that many "new and expanded types of broadcasting will demand the expenditure of hundreds

Eight Nations Of New World To Confer On Radio Technology Next Month; Other Governments May Join

Connor Resigns Post As ABS Web V.-P.

Richard F. Connor, vice-president in charge of operations for the Associated Broadcasting System, has resigned and will acquire an interest in KNAK, Salt Lake City, it was revealed over the weekend.

Howard Johnson, president of KNAK, announced last week that Connor will assume active association with the station in the early part of next month.

Prior to his ABS connection, Con-

(Continued on Page 7)

Judge Rosenman Joining Goldmark, Colin, Kaye

Judge Samuel I. Rosenman, confidential advisor to two Presidents of the United States, joins the law firm of Goldmark, Colin and Kaye, effective Feb. 1. New name of the firm

(Continued on Page 2)

Toronto Council Petitions Gov't To Ban Crime Shows

Montreal—Toronto city council has passed unanimously a motion by Alderman John Simmons calling on the Dominion Government to ban

(Continued on Page 4)

Eight Nations of the western world, including the United States, will participate in a North American regional broadcast engineering conference opening in Washington on Feb. 4. The conference will consider problems related to standard band broadcasting in the North American region, particularly as they are affected by the North American regional broadcasting agreement, which expires on March 29.

The countries which are parties to the agreement include Canada, Bahamas, Cuba, Dominican Republic,

(Continued on Page 6)

News Interest High, CBS Speaker Declares

Columbus—The end of the war has not lessened the radio listener's interest in news broadcasts, according to Paul White, CBS' director of news broadcasts, who made the statement in a talk before the Council of Radio Journalism at its meeting in Columbus, Ohio.

Discussing "Radio News—Its Past,

(Continued on Page 6)

FCC Modifies Regulations For Operator Licenses

Washington Bureau, RADIO DAILY
Washington—The FCC has modified extensive requirements of its order No. 75 concerning applications re-

(Continued on Page 2)

Butter Ballyhoo

The power of radio has been demonstrated in many ways, and radio people have oft benefited from this. But guests at the IRE's 34th annual banquet at the Hotel Astor Thursday night, took added pride in their profession upon reading the following credit line printed on the menu: "Butter by courtesy of the Cedar Rapids IRE and Chamber of Commerce."



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

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FINANCIAL (Jan. 25)

Table with columns: Stock Name, High, Low, Close, Net. Chg. Includes Am. Tel. & Tel., CBS A, CBS B, Crosley Corp, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

FCC Modifies Regulations For Operator Licenses

(Continued from Page 1) questing radio operators licenses. Under the modification, an applicant for an operator license, commercial or amateur, is not required as a general rule to submit documentary evidence of citizenship. He must, however, FCC said, continue to certify in his application he is a citizen of the United States and must also furnish fingerprints. In particular cases, the Commission may make specific requests for documentary evidence of citizenship and for information concerning qualifications to hold operator licenses.

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

Coming and Going

JOHN LEECH, late of the Royal Navy and recently named by CBC as director of its office in Mexico, is en route to Mexico City to take over his new duties.

FRANKLIN M. DOOLITTLE, president and station manager of WDRC, Columbia network outlet in Hartford, Conn., was in town Friday for conferences at the headquarters of the network.

CARMEN CAVALLARO, en route to Hollywood from New York, stopped yesterday in Chicago, from which point he broadcast his "Sheaffer Parade" program from the NBC central division studios.

QUINCY A. BRACKETT, president and station manager of WSPR, Springfield, Mass., paid a call Friday at the New York offices of the American network, with which WSPR is affiliated.

ROBERT VENN, manager of WGBS, Miami, returning to Florida after having spent a few days in Gotham on station and network business.

ARTHUR FELDMAN, overseas correspondent of the American network, is in Dublin, from where last week he made the first broadcast by an American from the Eire capital since 1939.

NORMAN OSTBY, formerly of the New York station relations staff of ABC, left Friday for Hollywood, where he will assume new duties as assistant to Don Searle, Coast vice-president of the web.

EVELYN KNIGHT went down to Washington last Saturday to sing for President Truman and members of his Cabinet who attended the banquet of the Washington Radio Correspondents Assn.

JOHANNES STEEL, WHN commentator, is expected back today from Washington, D. C. He broadcast his news analysis last Friday from the Nation's Capital.

LEE WALLACE and RAY KNIGHT, of Ray Knight Productions, Inc., will leave today for Washington, D. C., and the "Television Institute."

Eiges Discusses Video Before Cleveland Group

(Continued from Page 1) day on the subject of "Broadcasting in the Public Interest."

"As a pioneer in television, NBC believes that black and white television should not be denied to the American public who will find in it new enjoyment and new diversion as well as education," Eiges said.

"Time and tide wait for no man," he continued, "and they will surely not wait for those dabblers on the fringes of television who are trying to imprison the rainbow in a vacuum tube and make it jump through the air in more lines than the human eye can absorb."

Crosby-Kraft Settle; Singer Returns To NBC

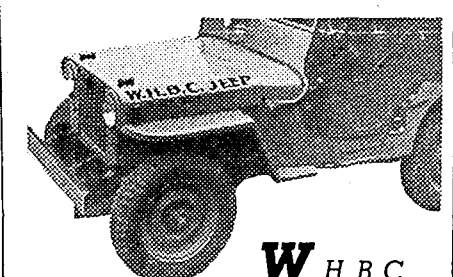
(Continued from Page 1) Morgan, who substituted for him during the singer's summer and fall lay-off. Other members of the cast include John Scott Trotter's orchestra, Eddy Duchin, pianist, the Charioteers, Ken Carpenter and the KMH chorus. J. Walter Thompson Co., is the agency.

"Radio Reports" In Liberty Current issue of Liberty magazine carries an article on the activities of "Radio Reports" entitled, "Dial Twisting for a Living."

THE LARGEST BUYING AUDIENCE IN NEW YORK MARKET is available on 1380Kc—WBX—5000 Watts Every half hour beginning at 12:55 p.m., Monday thru Saturday—Armstrong Publications bring you the complete results of races at all major tracks. Several choice spots are still available—Get the facts Now—Wm. Moore, Mgr. WBX, MEIrose 5-0333

Judge Rosenman Joining Goldmark, Colin, Kaye

(Continued from Page 1) will be Rosenman, Goldmark, Colin and Kaye, Ralph F. Colin, is network counsel and a member of the board of directors of CBS and Sydney Kaye, the second radio member of the firm who has been active in NAB affairs in the past, is vice-president and general manager of BMI, industry owned publishing house.



WHBC gets to the Canton people . . . over the ground and through the air . . . holds popular attention with local features and local services. CONLAN Telephone Survey of October-November, 1945, proves WHBC's local listenership claims. Put your story across in the 59th metropolitan area. Complete details upon request.

YOU CAN'T MISS IN CANTON, OHIO 1000 WATTS FULL TIME whbc THE LARGEST SINGLE STATION MARKET IN THE 48 STATES! BASIC STATION MUTUAL NETWORK Represented by BURN-SMITH Co.



Deep water stuff

There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of brands—and now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost per dollar spent . . .

And if you'd like to do that job in the country's 6th largest city . . .

And you plan to use radio . . .

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H is your buy in this big five-station town.



W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

*Thank you
Radio Editors
of America!*

for voting us
MOST POPULAR SINGING UNIT
in Radio Daily's
"ALL-AMERICAN RADIO PROGRAM FOR 1945"

THE ANDREWS SISTERS

PATTY • MAXENE • LAVERNE

Starring on

"THE NASH-KELVINATOR MUSICAL SHOWROOM"

EVERY WEDNESDAY EVENING • CBS (COAST TO COAST) • 7:30-8:00 PM EST

Management—
LOU LEVY

CHICAGO

By BILL IRVIN

THOSE Websters," Friday night CBS comedy serial, moves to a Sunday afternoon spot on Mutual-WGN 5:00 to 5:30 p.m. CST, starting March 3. The program sponsored by the Quaker Oats Company, will be heard on 288 Mutual stations.

"The Whistler," popular West Coast mystery drama, will be aired over WBBM starting Sunday, Feb. 3, 9:30 to 10:00 p.m. (CST), under sponsorship of the Peter Hand Brewing Company for Meisterbrau Beer. WBBM will produce "The Whistler" locally, purchasing scripts and arrangements from the Columbia Pacific office. The 52-week WBBM contract was placed through Batten, Barton, Durstine and Osborn.

Shutter Candy, division of Universal Match Corp., St. Louis, Mo., will begin sponsorship of the "David Harding - Counterspy" program for "Old Nick," and "Bit-O-Honey" candy bars, on the full ABC network, beginning Sunday, Feb. 3. The program will be aired from 4:30 to 5:00 p.m. (CST), from ABC's New York studios. Contract is for 52 weeks. Schwimmer & Scott, Chicago; Westheimer Advertising Agency, St. Louis, and Kaplan & Bruck, of New York are jointly handling the account.

Robert F. Hurlough, WGN news director, will address the journalism class of Illinois Institute of Technology, Wednesday night, Jan. 30.

Toronto Council Petitions Gov't To Ban Crime Shows

(Continued from Page 1)

gangster and crime programs from the CBC and appealing to the Ontario Government to censor more strictly films dealing with lawlessness and crime.

"We are undertaking recreational programs to combat juvenile delinquency, and, at the same time, our work is being broken down by the effect of radio and films on youthful minds," Alderman Simmons declared.

Alderman Allan Lamport argued the councillors were not psychologists and could not know if gangster radio programs and films were "at the bottom of juvenile delinquency." He did not believe they were.

TRADE SECRET . . .

"TICO - TICO TIME," popular recorded Latin-American program heard daily from 10:30 a.m. to 11:00 a.m. over WBYN, Brooklyn, features English-speaking Arturo and romantic, heavily-accented "Pancho." Both are really ART RAYMOND!

"TICO-TICO TIME" is available for immediate sponsorship. This, Mr. Timebuyer, is no secret.

"CLUB TICO-TICO" now boasts 3,000 enrolled members!



California Commentary

• • • Armed with their honorable discharges, former members of Radio Row are continuing to flock back to their old posts. Al Span, head of the CBS-KNX sound effects department was cheered by the return of Cliff Thorsness, Clark Casey and Gene Twombly.

Los Angeles

Lt. Lechard Finch, who was in the Navy, has returned to Hollywood, but it is not known whether he plans to rejoin the CBS-KNX publicity department. Henry Flynn, who is a Navy officer, is on terminal leave and will resume his old duties with the CBS-KNX sales department. Picture studios and recording companies are interested in Guy Cherney, night club singer, who scored a hit singing "Symphony" on ABC's "American Showcase." He has made two appearances on ABC, and his representatives report that fan clubs have sprung up with such titles as "Sentimental Cherney" and "He's My Guy." Jack Creamer, who was one of the best tennis players on the Coast before entering the service, has joined the radio department of the Frederick Brothers agency.

★ ★ ★

• • • Parkyakarkus and a G.I. are both happy. Parky lost a wallet containing cash and valuable papers in the lobby of NVC, and the G.I., who was visiting backstage, found it and returned it, but refused a reward. So Parky, who is a large shareholder in the Palladium, gave the G.I. a lifetime double pass for the popular dancery. Carmen Cavallaro, star of the Sheaffer Parade, heard over NBC, has become so well known to his fans as the "Poet Of The Piano," that the format of the show has been changed to include a "Poet's Scrapbook" number each week. This is a piano specialty by Cavallaro of a popular or standard song, enhanced by one of his own highly original arrangements. Jack Benny has been named honorary mayor of three California towns made famous on his program: Anaheim, Azusa and Cucamonga. Delegates of the three cities met in Anaheim and asked Benny to allow their representatives to attend one of his broadcasts to give him a special citation. Bill Robson, who directs "Request Performance," is radio's only personality to win the Peabody Award in two successive years.

★ ★ ★

• • • Harry Norwood, who piloted the Merry Macs to fame, has packaged a 30-minute show, "Musical Drive-In," which includes the Merry Macs, Bill Frawley, Patsy Moran, the Country Washburn orchestra and Announcer Truman Bradley. Attorney Charles Steinglass of New York, who represents Ralph Edwards, flew to Hollywood for conferences with his client. Hal Bock, NBC Western Division's Boswell, attended the meetings of the California Newspaper Publishers Association at Coronado. Chico Marx's daughter, Maxine, who is a free-lance radio actress, and her roommate, Peggy Cantler, one of the writers on "Meet The Missus," are two of the proudest gals in town—they just found an apartment. Joan Carroll, the youngster who plays an important role in "The Bells Of St. Mary's," has signed for a radio play for C. P. MacGregor's "Sippy Hollywood Theater."

★ ★ ★

• • • Frank Oxarart, whose agency will handle Soil-Off advertising and merchandising, beginning March 1, is accompanying Vera and Bernard Nyman, manufacturers of Soil-Off, which is liquid paint cleaner, on a month's tour of Eastern and Midwestern markets. Frederick J. Seeburg, general sales manager of the Soil-Off Manufacturing Co., is also a member of the party. Bill Shea, formerly with NBC-San Francisco, and Bob Dwan have been added to the staff of writers on "People Are Funny." Shirley Davis, formerly of Oklahoma City, has joined the auditing department of John Guedel Radio Prods., while Gloria Hunt will serve as liaison between the Guedel firm and Red Skelton and Carmen Cavallaro shows.

AGENCIES

HARRY TRENNER, who has been business manager for radio of William H. Weintraub & Company has been named vice-president in charge of radio.

JOHN J. LAUX, managing director of the Friendly Group of radio stations, has just appointed Joseph Hershey McGillvra, Inc., as exclusive national representatives. The Friendly Group consists of: WFPG, Atlantic City, N. J., which is the American Broadcasting outlet for that market; WJPA, Washington, Pa., which is the Mutual Broadcasting outlet for that market; WKNY, Kingston, N. Y., member of the Mutual Broadcasting System, and WSTV, Steubenville, Ohio, which is also a member of ABC.

LT. COL. EDMUND F. JOHNSTONE, former president of Redfield Johnstone, Inc., has rejoined that agency after two years in the Pacific as a squadron commander.

LEIGHTON & NELSON, Schenectady, will move on Feb. 1 to its new quarters at 619 State Street.

Saudek Succeeds Summers In ABC Public Service Post

(Continued from Page 1)

casting operations since 1933 when he joined Station KDKA, Pittsburgh, as continuity editor. After five years as a member of the KDKA staff Saudek became associated with NBC in New York and joined ABC when as the Blue Network Company it was separated from the NBC in 1942. He was assistant to the executive vice-president of the network until he became associated in 1944 with the United States Office of War Information as manager of ABSIE (American Broadcasting Station in Europe), serving overseas from 1944 through January, 1945. He returned to the American Broadcasting Company in 1945 as sales service manager and then became a member of the ABC Public Relations Department. Saudek is a graduate of Harvard and studied law at Duquesne University.



"I would have advertised over WFDF Flint—but the supply is limited."

PROMOTION

ET Exploitation

A competition among station promotion and publicity managers for the best campaign for "The World's Most Honored Flights," a new transcription series sponsored by the Longines-Wittnauer Watch Company, was announced by M. Fred Cartoun, executive vice-president and general manager. The series, which features Captain Eddie Rickenbacker in the role of host and narrator and which was written by Col. Hans Christian Adamson, gets under way on approximately 150 stations in the United States and Canada during the week of Saturday, Feb. 2.

Awards, in the form of scrolls for the stations and watches for the promotion managers, will be made on the basis of quality and quantity of results in the campaign. To insure an equal basis for judgment, there will be four categories in the competition; one for 50,000 and 10,000 watt stations; a second for 5,000 watt stations, a third for 1,000 watt stations; and a fourth for 500 watt stations and those of lesser power. Each group will be judged separately.

In addition to the first prize, there will be at least one honorable mention in each group, also carrying with it a scroll for the station and a watch for the promotion manager. The judges will be authorized to award additional honorable mentions.

The board of judges is Frank Burke, editor, RADIO DAILY; Reg Clough, editor, Tide; Lou Frankel, radio editor, Billboard; Bruce Robertson, New York editor, Broadcasting, and George Rosen, radio editor, Variety. The contest closes May 15.

Arnoux Heads WTAR Succeeding Paul Huber

Campbell Arnoux, general manager of the WTAR Radio Corporation for the past 12 years, was elevated to the presidency of the corporation last week, succeeding Paul S. Huber, who was named chairman of the board.

Other officers of the corporation include: Frederick Lewis, vice-president; Henry S. Lewis, secretary and treasurer; and C. Ralph Beamon, assistant secretary.

Arnoux, a member of the board of the NAB, last week was named a member of the stations planning and advisory committee, representing in this capacity the NBC stations in Virginia, the Carolinas, Florida and certain stations in Georgia and Tennessee.

Abfalter Joins Associated

Hugh Abfalter, identified with radio since 1936, has joined the engineering staff of the ABS network. During the war Abfalter was a field representative for Hazeltine Electronics Corp., and worked in close conjunction with the U. S. Navy as an instructor of Hazeltine radar gear. Previous associations have been with WWJ in Detroit and later with NBC in Chicago.

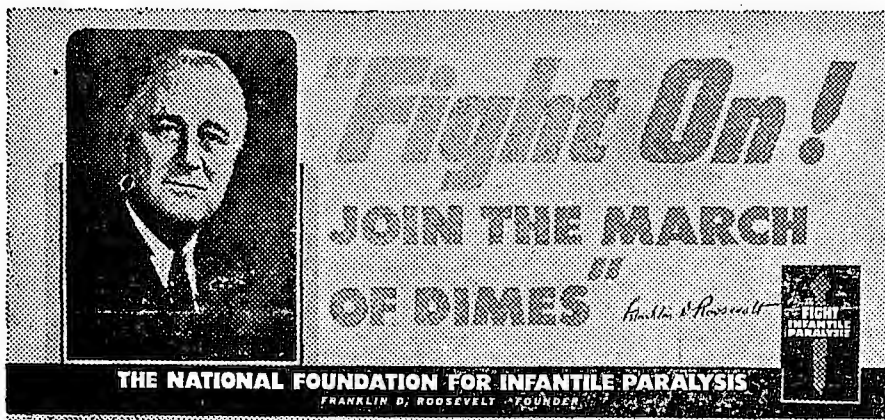
In Southern California

WARNER BROS.

K F W B

HOLLYWOOD, CALIFORNIA

Remembers the Command of a great American...



19 CONSECUTIVE HOURS

of non-commercial broadcasting devoted entirely to the March of Dimes on Wednesday, January 30, KFVB's answer to humanity's command to fight on!

WARNER BROS.



K F W B

IN PEACE AS IN WAR . . .

KFVB has the confidence and esteem of Southern California's great radio audience by continuous community service.

New-World Meet Set To Talk Engineering

(Continued from Page 1)

Haiti, Mexico, Newfoundland and the United States. The British Government has indicated its intention of sending representatives in behalf of other British possessions in the North American region and it is possible that observers may be present from the Central American republics and Panama.

Representatives of the United States broadcast industry have been invited to participate as observers throughout the conference and industry representatives from other countries are expected to attend the sessions. The agenda of the conference will consist of proposals on behalf of each of the countries which are parties to the NARBA agreement and various subjects of a technical character "designed to improve service in each country as well as to minimize interference between countries."

High on the agenda will be discussion of present clear-channel allocations. This touchy subject, as far as it affects the North American region, was skipped over lightly at the recent clear-channel hearings before the FCC.

Following the opening plenary session, meetings will be held at the FCC.

The delegation of the United States will include FCC Commissioner E. K. Jett; Harvey B. Otterman of the State Department, vice-chairman; George Adair, chief engineer, and Rosel Hyde, general counsel of the FCC, and Donald R. MacQuivey of the telecommunications division of the State Department.

Industry members desiring to participate in the conference are asked to notify the assistant secretary of the conference, Miss Frances W. Simpson, telecommunications division of the State Department.

Initial sessions will be held at 11 a.m. on Feb. 4, in the Department of Commerce auditorium.

Woods To Aid Boy Scouts

Mark Woods, president of ABC, has been named chairman of the transportation and communications committee of the Boy Scouts Council's 1946 finance campaign to raise \$800,000.

Wynn's Visit Extended

Ed Wynn, who during the past few weeks has been doing his well-known "Fire Chief" routine on the "Texaco Star Theater," James Melton starring vehicle, has been signed for a number of additional appearances.

FOR SALE

1 new Presto K-8 Recorder,
1 new Turner 99H1 Microphone and stand,
1 sapphire needle,
Box of 25 10" red glass blanks
\$350 MU 4-0286

'Unprecedented' Radio Boom Predicted By Porter At IRE

(Continued from Page 1)

stations are on file, and 250 applications for changes have been received.

In the FM field, 750 applications for new stations have been received by the Commission, with conditional grants issued to nearly 300 of them, he said. "I anticipate that in a few years time, several thousand such stations will be constructed," he added. He urged the engineers to insist "on receiver design that will give the listener the fullest benefit of FM's superior qualities."

More than 150 television applications are on file with the Commission, he stated.

Urges Federal Research

Pleading for federal subsidizing of scientific research, he said "such a program seems such a logical move toward the fuller utilization of our intellectual resources that I regret that it was not undertaken years ago. It is indeed so logical," he continued, "that while there has been some disagreement as to details, the testimony of scientists, educators, industrialists, civic leaders, farm leaders, government administrators, military officials

Commended

Will Whitmore, Western Electric company publicist, who volunteered to handle press relations for the IRE convention in New York last week, was publicly cited for getting a fine press at the convention luncheon Friday. Through Whitmore's aggressiveness the story dealing with radar contact with the moon made all wire services and the radio networks.

and others before the Congress has been overwhelmingly in favor of a federally supported research program."

He said the radio industry now faces tasks "of such magnitude and of such general benefit to the entire field that no one company can or should be expected to undertake them. They are proper concerns of

the federal government. It is now plain that we will have no alternative in this matter. Either research into pure science is to be aided by the federal government or much of it will simply be left undone. . . . While there may be no immediate practical

Eye-Witness

Radio's first eye-witness account of the historic radar contact with the moon was broadcast to the world at 2:00 p.m., EST, Friday, over "The Voice of America," State Department shortwave setup. The broadcast was a talk by Lt. Col. John H. DeWitt, supervisor of the project, recorded at the IRE meeting. Translations of the exclusive speech were aired by the OIC's various language desks. The agency also beamed interviews with IRE President Llewellyn and Col. Delalande, of the French Army, conducted by Hank Miller and Simone Costa, respectively, of the OIC production staff.

benefit from the proposed basic research, the long-range results will be rich dividends, and that in fact such fundamental spade work is indispensable to practical application."

Lists Three Musts

In conclusion he stated the following "immediate assignments" for engineers: "(1) The construction of an entirely new system of aural broadcasting, FM, complete with thousands of transmitters, millions of receivers and national networks. (2) The construction of a nationwide system of television. (3) The construction of scores of radio systems for a wide variety of uses to promote safety and efficiency."

By far the largest and most successful of IRE meets, the 1946 Winter Technical Meeting came to a close Saturday afternoon, with registration well over the 6,200 mark, more than double the attendance at last year's gathering.

Tele Production Company To Produce Cartoon Films

Los Angeles—Telecomics, Inc., has been formed to produce cartoon subjects for television sponsors. The new organization is headed by Dick Moores, who was formerly with Walt Disney. Harold Higgins, who has been active in radio for 20 years and who was more recently manager of WOR's Chicago office, is sales manager. Don Dewar, who has been busy in the cartoon field, is also associated with the company.

Moores owns the rights to the "Jim Hardy" and "Windy Paddles" cartoon strips, and his new concern is making "Peril Pinkerton." Telecomics will produce half minute, one-minute, 15-minute and 30-minute programs and in black and white as well as color. Additional California offices for the firm have been established in Hollywood.

Mowrer Series On ABS Shortwaved From Europe

Edgar Ansel Mowrer, news commentator, writer and Pulitzer Prize winner, has launched a series of news broadcasts from Europe via the Associated Broadcasting System's short wave facilities. His broadcasts titled "Edgar A. Mowrer," will emanate from the far-flung capitals of Europe and will be aired Mondays in subsequent broadcasts from Nuremberg, Vienna, Prague, Rome and Berlin.

Buys Participation Time

Isbrandtsen-Moller, Inc., of New York, has purchased participation on The Fitzgeralds 8 to 8:30 a.m., EST, program over WJZ for 52 weeks in the interest of "26" coffee. The contract which was effective on January 26 was placed through Cowan-Dengler, Inc., of New York City.

News Interest High, CBS Speaker Declares

(Continued from Page 1)

Present and Future," White pointed out that a survey conducted by the Columbia network recently had proved conclusively that "an unexpectedly high majority of Americans wanted no fewer news programs." News editors and reporters, undergoing a transition period, have tougher assignments than they had a year ago in deciding just what news the public wants most, White declared.

"There has to be a lot more than just plain fact-getting," White explained. "There aren't any briefing officers any more to tell reporters what they should write. That means reporters will have to use their own judgment instead of depending upon the sharp eyes and sharper scissors of somebody else."

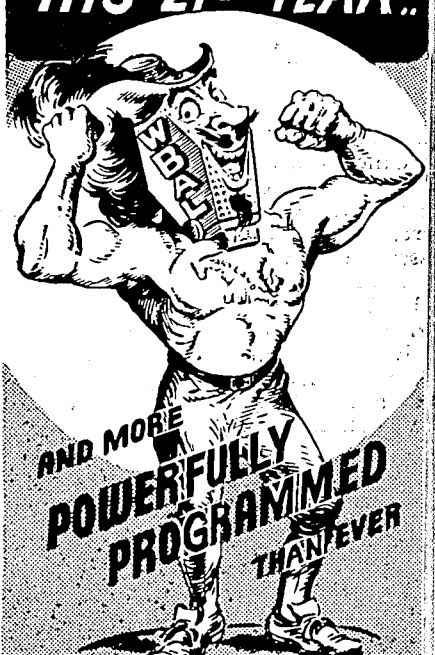
The CBS official laid particular emphasis on accuracy in the matter of news-getting, citing the strained and hectic days of 1945 when "nearly everyone in the news business became a little flash-happy!"

White added that, in his opinion "A free and democratic radio, presenting the news as clearly as possible, is one of the greatest exports we can give to the world."

Benjamin Franklin Hanby

Washington — Benjamin Franklin Hanby, 83, grandfather of Kate Smith died late last week. The radio star was here on Friday. Substituting on her CBS program were Tommy Dorsey and Joseph Cotten. It was only the second time the vocalist was off her program in 15 years of continuous broadcasting.

HIS 21ST YEAR..



AND MORE POWERFULLY PROGRAMMED THAN EVER

50,000 Watts • NBC Network
Edward Petry & Co., National Representatives

Armstrong Displeased At FCC Ruling On FM

(Continued from Page 1)
hearing which "showed the superiority" of the lower 44-50 mc. band according to measurements taken by Zenith Radio Corp. as well as the FCC's Andalusia measurements.

"One by one the theories of the Commission's expert, K. A. Norton, first put forth in October, 1944, have been disproved," he said. "The climax was reached at the meeting of the Washington section of the Institute of Radio Engineers on Jan. 14, where Mr. Norton's conclusions were directly challenged during the presentation of the Zenith tests. The chairman asked Mr. Norton to reply, but this time he declined to do so.

"This episode, coupled with the withdrawal of his name from the Institute paper he wrote a year ago, indicates the value of the evidence on which FM was moved."

McDonald Adds Comment
Another leader of the fight against the switch to the 88-108 mc. band, E. F. McDonald, Jr., president of Zenith Radio, said the Commission, "has crippled FM by shackling it to the 100-mc. band. This means that the farmer and small town dweller will be deprived of the static free FM service they need so badly and to which they are entitled."

Declaring that the FCC's stand will make obsolete nearly half a million sets now in private hands, McDonald continued: "Nobody can profit by this decision except the networks which suggested that FM be moved up and some radio manufacturers who are now tooled up for production of 100-mc. sets."

NBC Stations Group Holds 2-Day Meeting

The NBC stations planning and advisory committee ended a two-day session in New York Friday on discussions of problems of concern to both the network and its affiliates.

Committee members present at the meetings were: Clair R. McCollough, WGAL, Lancaster; Walter Damm, WTMJ, Milwaukee; Campbell Arnoux, WTAR, Norfolk; Nathan Lord, WAVE, Louisville; Harold Wheelahan, WSMB, New Orleans; William B. Way, KVOO, Tulsa; Karl O. Wyler, KTSM, El Paso, and William B. Ryan, KFI, Los Angeles.

Stork News

Tom Price, WWSW sales manager, became the father of a 7 pound, 6 ounce baby girl born January 23, at St. Margaret's Hospital, in Pittsburgh, Penna.

GIRL FRIDAY

Production assistant, writer-secretary, 26, attractive, experienced, not temperamental. Write Box 124.

RADIO DAILY

1501 Broadway New York 18, N. Y.

* THE WEEK IN RADIO *

FCC Overruled By Court

By JIM OWENS

THE Federal Court of Appeals reversed FCC's edict regarding WOKO, Albany, in denying latter's application for renewal. Court upheld the station's contention that the Commission had exceeded its authority. . . . The "All American Radio Program of 1945" in RADIO DAILY's annual poll was announced, with Fibber McGee and Molly voted the favorite commercial program. Several of the 1944 winners did a repeat this year. Poll results were beamed throughout the U. S. and to foreign lands by American broadcasters and wire services.

Rep. Clarence F. Lea's Bill to curb James C. Petrillo, AFM head, was advanced by the House Interstate Commerce Committee. Debate on the measure will probably take place in the House next month. . . . The American network elected three board members, one of whom, Robert H. Hinckley, was also named a vice-president. Hinckley resigned last week as Federal Director of Contract Settlement. . . . RCA and RKO-Pathé, Inc., signed a 10-year pact on recording and distribution of sound motion pictures for television.

The Winter Technical Meeting of the IRE held a four day session at the Astor with a record attendance of 6,000 radio and electronics men. Drs. Peter C. Goldmark of CBS, and Ralph V. L. Hartley, of Bell Laboratories, were awarded top prizes for achievement during the year. . . . The House Appropriations Committee proposed a budget of \$5,560,000 for the FCC. Although the amount is a half-million less than the Budget Bureau recommendation, it is the highest figure ever considered for a peacetime FCC budget. . . . The Commission denied Zenith Radio Corporation's request for an extra FM band. . . . At the television hearing in Washington last week NBC declared the Capital city as essential to its video operations. Mark Woods, ABC prexy, defended sponsorship of network public service programs in a talk to Cincinnati advertisers.

Lea Bill Minority Report Prepared By Marcantonio

Washington Bureau, RADIO DAILY
Washington—Rep. Vito Marcantonio of New York, is expected to file a minority report on the drastic "anti-Petrillo bill," it was learned over the week-end. The New York Congressman, who had branded the bill the "most anti-Labor measure ever brought out in this country," indicated several other members of the House Committee on Foreign and Domestic Commerce would join him in writing a minority report. In addition to Marcantonio, Rep. George G. Sadowski of Michigan, voted against the full committee report. The final vote was 14 to 5.

Congressional sources doubted that the bill would pass Congress in its present drastic form, but admitted "anything could happen," with "the hill" in its present mood.

Meanwhile, radio industry representatives said the bill was too harsh and pointed out that "definite progress" was being made in conversations between Petrillo and the NAB president, Justin Miller. "For the first time," this source said, "members of the industry committee have admitted that right is not entirely on their side."

NAB spokesmen declined to comment on detailed progress of the NAB-AFM conversations.

ment during the year. . . . The House Appropriations Committee proposed a budget of \$5,560,000 for the FCC. Although the amount is a half-million less than the Budget Bureau recommendation, it is the highest figure ever considered for a peacetime FCC budget. . . . The Commission denied Zenith Radio Corporation's request for an extra FM band. . . . At the television hearing in Washington last week NBC declared the Capital city as essential to its video operations. Mark Woods, ABC prexy, defended sponsorship of network public service programs in a talk to Cincinnati advertisers.

The War and Navy Departments suggested a plan to make wartime developments available to radio industrialists. . . . Plan calls for establishment of a non-profit organization to administer electronic patents and licenses. . . . Applicants for Washington's four tele channels offered cost estimates to Paul Porter, FCC head. . . . On Wednesday Porter defended his stand on the Commission budget figure he outlined before the NAB last fall.

A prediction of 100,000 television sets in Washington by the end of 1948 was made by Joseph Katz, president of the Capital Broadcasting Co. . . . Kaiser-Fraser reported looking for a network show for their new cars. . . . Major networks and most N. Y. indies will carry the special March of Dimes broadcast on January 30—FDR's birthday. . . . The United Automobile Workers-CIO filed a complaint with the FCC regarding alleged censorship by WKRC, Cincinnati, of a church-labor program. . . . A new station in San Antonio, KCOR, will take the airwaves within the next few weeks. . . . The FCC recorded a total of 278 conditional FM grants, including 12 added last week.



\$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information
WRRF
1000 WATTS
Washington, North Carolina
FORJOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

Connor Resigns Post As ABS Web V.-P.

(Continued from Page 1)
nor had been director of station relations for the Mutual Broadcasting System, which post he relinquished in March of 1944 to assist in the organization of the new network. During the war Connor served as coordinator of the combined network on the Pacific Coast for the Western Defense Command and also as chief of station relations, domestic bureau, of the OWI in Washington. Before the war he managed KMPC in Beverly Hills, Calif.

At ABS headquarters in New York, Leonard Versluis, president of the network, confirmed Connor's resignation and announced that no successor had as yet been named.

Cooke Leaves Associated

Bob Cooke, associated with the publicity department of the Associated Broadcasting System in the New York office, has resigned, it was made known over the weekend. He will take a short vacation before announcing his future plans.

BALTIMORE'S
Listening Habit

W C B M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER (President)
GEORGE H. ROEDER (General Manager)

FREE & PETERS, Inc.
Exclusive National Representatives

COAST-TO-COAST

—OKLAHOMA—

TULSA—W. B. Way, vice-president and general manager of KVOO, has been named treasurer of the Tulsa Chamber of Commerce and also chairman of the Victory Clothing Collection drive in that city. . . . Work has started on the erection of three 450-foot towers to replace the present 225-foot towers at the KVOO transmitters 10 miles east of Tulsa on U. S. Highway 66. Watt Stinson, KVOO chief engineer, estimates the new towers will result in improved quality and reception, particularly noticeable in the outlying rural areas of KVOO's listening area. . . . Jim Todd, recently released from the Navy after over two years service, has returned to the KVOO announcing staff.

—NEW YORK—

NEW YORK—Robert Q. Lewis, one of radio's most original and energetic personalities in the disc-jockey sphere, will launch a series of daily programs featuring a wide selection of musical recordings and urbane patter over WHN, starting Jan. 31. The Lewis schedule calls for his appearance Monday through Friday, from 9:00 to 10:00 p.m. and Monday through Saturday, from 5:00 to 6:00 p.m. In addition, he will present a "Disc-Digest" program every Sunday from 2:00 to 4:00 p.m. . . . Charles Woods, recently released from the Army after two and a half years service, has returned to the WOR announcing staff.

—PENNSYLVANIA—

PHILADELPHIA—WFIL has inaugurated a new series of on-the-spot recordings by means of a portable wire recorder. The first in the series took place last Monday, Jan. 21, when William A. Farren, special events director, went to several butcher shops throughout the city interviewing the proprietors on the difficulties presented by the present meat situation. This new series will supplement WFIL's long-established practice of recording the comments of prominent speakers who come to the city each week to address service clubs and other Philadelphia organizations. . . . Arthur C. Schofield, formerly assistant advertising manager of the Home Instrument Division of RCA, has been named promotion director of WFIL.

—TEXAS—

LONGVIEW—"Jobs for G.I. Joe," a new program aired each Thursday night over KFRO, has been instituted to assist veterans in obtaining employment through interviews. Each program features three

returned veterans stating their pre-education, training and occupation, with emphasis placed on any additional skills they have learned in the service. If employers do not hear the type of man they need on the "Jobs for G.I. Joe" program, they are invited to contact the Longview USES office, which works in close affiliation with KFRO.

—INDIANA—

FORT WAYNE—Gordon Miles and Robert Stone, both former members of the Army Air Forces, are new members on the engineering staff at WOWO. . . . Roger Vornholt, a veteran of four years' service in the Canadian Army, during which time he served in England and North Africa, is the newly appointed publicity director of WOWO. Prior to joining the outlet, he had been associated with the Stevenson and Scott Advertising Agency in Montreal, Canada.

—ILLINOIS—

CHICAGO—"Down to the Sea in Rafts," thrilling dramatization dealing with Capt. Eddie Rickenbacker's 1942 mid-Pacific crash, debuts Feb. 3, on WBBM's "World Most Honored Flights" program. A dramatization in two parts, the first presentation portrays the psychological impact upon the minds of a bomber crew as their mighty Flying Fortress is forced to crash in the sea. Captain Rickenbacker is host and narrator for the new 13-week series of informative adventure, based upon the lives of the men and women who pioneered America's air history. The plays are written by Col. Hans Christian Adamson, who accompanied Rickenbacker on his ill-fated Pacific mission.

—NEW YORK—

NEW YORK—Milt Miller, nationally known soccer expert and veteran newspaper man, will introduce his own "Soccer Sportlites" program, Feb. 1, over WHN, to be aired Fridays from 10:30 to 10:45 p.m. Miller, a native New Yorker, has been writing sports for 15 years, specializing in soccer, has written several articles on the subject for national magazines, edited a soccer book and has been called on to guest on several radio programs. . . . To aid the March of Dimes, "Twice Blessed," a play about a child who is helped back to health through the aid of the March of Dimes, will be presented over WHN Saturday, Jan. 26, on the Junior Jam-boree" program aired 10:30 to 11:45 a.m.

—MASSACHUSETTS—

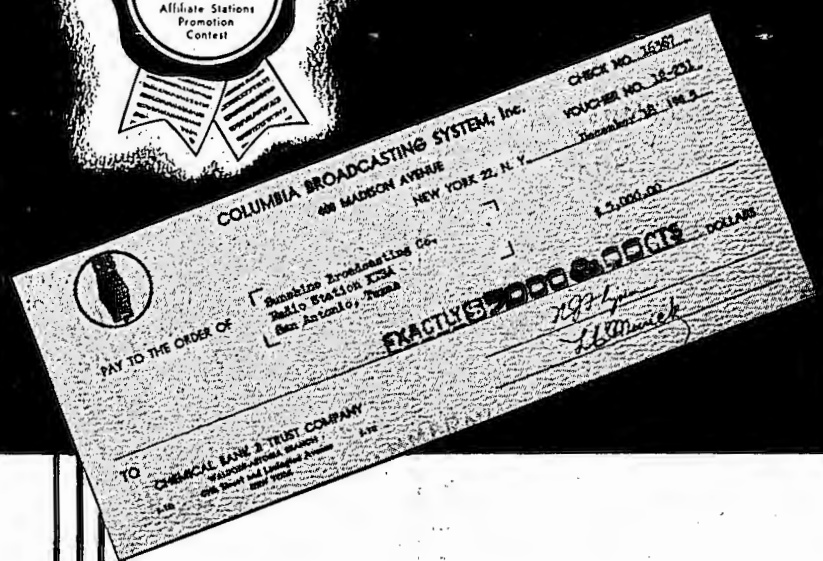
HOLYOKE—Sixty-seven people comprised the large and greatly increased group which turned out last Wednesday evening for the first meeting of the course in radio technique and dramatics offered at WHYN's South Hadley Falls studios. Jay Heitin, program director and John Vondell, music director of the WHYN staff, are instructors for the 16-week course being conducted under the auspices of the Massachusetts Department of Education, University Extension. . . . **GREENFIELD**—John W. Haigis, Jr., recently discharged from the Army Air Forces, has been named program supervisor of WHAI.

Send Birthday Greetings To

Jan. 28

Irene Beasley Frank Healy
Nelson Olmstead Beatrice Pons
Mort Silverman Arthur Gary
Edward F. Loomis

Just to Remind Us and to Assure You...



KTSA's Job Just Begins When the Contract is Signed!

Naturally, we are proud of winning \$5,000 as Second Award in the recent CBS Affiliated Station Program Promotion Contest. But we're not cocky about it. We take our business and promotional activities seriously. Ours is a full-time Merchandising and Promotional job throughout the year, whether a contest or no contest. To you, KTSA means just this . . . full, effective coverage of San Antonio and its vast trading area; programming that has built a great, constant audience of loyal KTSA listeners; and an alert, eager staff of experienced radio people who KNOW HOW to merchandise and promote your programs in order to get maximum results. Let us prove it to you—now!



George W. Johnson
Gen. Mgr. KTSA



Chas. D. Lutz
Promotion Mgr. KTSA

KTSA

SAN ANTONIO

COLUMBIA BROADCASTING
LONE STAR CHAIN
550 KD. • 5000 WATTS—DAY

Affiliated With TAYLOR-HOWE-SNOWDEN Radio Sales

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 20

NEW YORK, N. Y., TUESDAY, JANUARY 29, 1946

TEN CENTS

RCA In Pact With Union

Pres. Truman Guest At Analysts' Dinner

Washington Bureau, RADIO DAILY
Washington — President Truman headed an impressive list of guests Saturday night at the annual banquet of the Radio Correspondents Association at the Statler Hotel. Cabinet members present included Secretaries Byrnes, Vinson, Schwollenbach, Anderson and Attorney General Tom Clark. Congressional leaders and Justices of the Supreme Court joined prominent radio industry officials as guests of the radio correspondents.

President Truman gave a short off-
(Continued on Page 2)

Crosby Record Deal With ABC Reported

Chicago—Bing Crosby indicated over the week-end here that he may enter into a recorded program deal with American Broadcasting Company when his final 13 weeks with the Kraft Foods Company are completed.

Crosby is reportedly "sold" on the popularity of recorded shows, and on occasion has cited as proof the suc-
(Continued on Page 3)

M-G-M To Construct FM Station In L. A.

Metro-Goldwyn-Mayer will begin immediate construction of a new FM radio station covering the Los Angeles area, with broadcasting scheduled to start about May 1. The station will bear the call letters KMGH and will be located at the top of Mulholland Drive in Beverly Hills. The
(Continued on Page 3)

Listen—The Moon!

The first broadcast of radar contact with the moon was aired by Mutual Sunday afternoon at 3:30 p.m., with Tom Slater at the microphone. Slater and his crew were on hand at the Camp Edwards' Laboratory in Belmar, N. J., last Saturday night and recorded the feat—even to the echo of the radar pulse as it struck the great body and bounced back to earth!

Service

Indie stations throughout the country will be fed the "March of Dimes" program originating at the White House on Wednesday evening, Jan. 30, 11:15 to Midnight through the facilities of the ABC, MBS and ABS networks, it was announced yesterday. The three webs agreed to service independent stations yesterday.

J. R. Poppele Elected Vice-Pres. Of WOR

J. R. Poppele, chief engineer of WOR, was elected a vice president of the station at a meeting of the board of directors yesterday, it was announced by Theodore C. Streibert, president. Poppele will retain the titles and duties of secretary and director of the corporation.

Born in Newark, N. J. in 1898, Poppele attended school there, studied
(Continued on Page 8)

"Info Please" Renewed By Socony Vacuum Co.

"Information Please," NBC quiz show featuring Clifton Fadiman as emcee, Franklin P. Adams and John Kieran as regular experts, plus two prominent guest experts each week, has been renewed for 52 weeks, effective February 11, under sponsorship of the Socony Vacuum Oil Co.

Compton Advertising, Inc., is the agency handling the account.

Aussies Voice Criticism Over American ET Shows

(Special to RADIO DAILY)

Sydney—"Australia's radio life is flooded with cheap-skate American stuff, especially in continuities which have been designed to suit the mental age of the U. S. A., which psychological experiments have shown to be six years."

This statement was made to the Parliamentary Standing Committee on Broadcasting by Mr. J. C. Pope, English and Sportsmaster of Shore,

New Contract With Electrical Workers Called 'Compromise Agreement'; Production Uninterrupted

Tele Leaders Gather For Washington Meet

Washington Bureau, RADIO DAILY
Washington — Two hundred television leaders, advertising agency executives and members of the press are gathering at the Hotel Statler today for a one-day television institute which will be addressed by such leaders as Paul Porter, chairman of the FCC, Jack R. Poppele, president of
(Continued on Page 7)

UP Discontinuing Service To State Department OIC

The United Press will discontinue its news wire service to the State Department's Office of International Information and Cultural Affairs on Feb. 16, it was announced by Hugh Baillie, UP president. Originally made known Jan. 16, the action had been
(Continued on Page 7)

"Lone Ranger" Transfers To ABC Pacific Web

West Coast Bureau, RADIO DAILY
Hollywood—"The Lone Ranger" is transferring to American Broadcasting Co.'s Pacific network effective
(Continued on Page 2)

A quick end to the electrical workers strike which has hamstrung production of receivers and other radio equipment is now regarded as imminent as a result of the agreement reached over the week-end between RCA and the UEW-CIO, calling for a 17½-cent an hour increase for 8,000 workers at the company's Camden, N. J., plant.

The compromise agreement was reached without a work stoppage and
(Continued on Page 8)

State-Controlled Radio Real Threat—Miller

Omaha — "Eternal vigilance" to ward off the threat that the radio industry might become state-owned, was called for here by Justin Miller, NAB president, who talked before a two-day gathering of NAB 10th District members at the Fontanelle Hotel.

"Are we sufficiently displeased with such things as silly advertising and
(Continued on Page 2)

Pres. Truman Heads Special "Dimes" B'cast

President Truman and Basil O'Connor, head of the National Foundation for Infantile Paralysis, will broadcast a special appeal for the 1946 March of Dimes tomorrow at 11:50 p.m., EST, over the major networks and
(Continued on Page 7)

Dimes' Champ

Ted Collins, producer and director of the Kate Smith show on CBS, on tonight's program, will present to Arnold Block, 12-year-old Brooklyn boy, the Ted Collins Trophy and a \$25 War Bond for the youngster's outstanding work in the March of Dimes campaign. Arnold volunteered early in the drive and has collected, to date, \$276.50 for the good cause.

who was giving evidence on the question of control over the importation and use of overseas material for broadcast programs.

Illustrating the American mental age, Mr. Pope said that Australian "Sleepwell" pyjamas became "Comfy-cuddly Slumberwear" in America.

Australia adult mental age, Mr. Pope said, is 12 years.

Mr. Pope said that the result of this
(Continued on Page 3)



Vol. 34, No. 20 Tues., Jan. 29, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL (Tues., Jan. 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

"Lone Ranger" Transfers To ABC Pacific Web

(Continued from Page 1) Feb. 25, and will be heard Monday, Wednesdays and Fridays, from 6 to 6:30 p.m. (PST). The show has been sold to undisclosed sponsor whose identity is expected to be announced within a few days.

Judy Dupuy Named Editor

Judy Dupuy, formerly radio editor of PM, special events and publicity director of WNEW and radio writer, whose book "Television Show Business," has just been published, has been named editor of "Televiser Magazine," video trade journal, it was announced by Irwin A. Shane, Televiser's editor-in-chief and publisher.

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

Coming and Going

EDGAR KOBAK, president of Mutual, leaves today for Washington, D. C., where he will attend the March of Dimes luncheon at the White House.

ILENE WOODS, vocalist heard on WJZ, flies to Washington tomorrow, to have luncheon at the White House with President and Mrs. Truman. The invitation is the result of her work in connection with the current March of Dimes campaign.

GERTRUDE OFFMAN, manager of continuity acceptance for ABC, has arrived on the Coast by plane. She plans to remain on the West Coast for about three weeks.

J. R. POPPELE, vice-president and chief engineer of WOR and president of the TBA, and BOB EMERY, television producer at WOR, off for Washington, D. C., where they will attend the sessions of the Television Institute. Emery is scheduled as one of the speakers.

FRANK BURKE, editor of RADIO DAILY, left yesterday for Washington, D. C., where he will cover the meetings of the Television Institute under the auspices of the city's advertising club at the Hotel Statler.

CARL GEBUHR, newly appointed director of press information at WTOP, Columbia's owned-and-operated station in Washington, D. C., is in town for conferences with executives of the web.

JOE FRANKLIN, emcee-proprietor of WNEW's "Record Collectors Exchange," will leave later this week for Roanoke, Va., where he will guest on "Jim Walsh's Wax Works," a similar-type program broadcast over WDBJ. In reciprocation, Walsh will appear on the Franklin show some time in March.

FULTON LEWIS, Jr., Mutual network commentator, will arrive in New York tomorrow and will pull out again after one broadcast.

State-Controlled Radio Real Threat, Says Miller

(Continued from Page 1) singing commercials for the Government to take over radio?" he asked, and followed this up by warning against a "careless and indifferent attitude" toward criticisms of radio. Such an attitude, he pointed out, might lead to the type of state-subsidized radio that operates in Europe. Miller spent a month touring Europe with a group of radio industry executives last summer. "There is no American industry," Miller asserted, "that lives on such an intangible basis as radio. Stations must obtain every three years a renewal of their license to operate."

While here, Miller also spoke on "Looking Ahead with NAB" at another session and addressed the Downtown Kiwanis Club on "The Present Problems and Responsibilities of the Radio Industry." He described NAB as "both a Chamber of Commerce and a professional association similar to the American Medical Association," and added: "We have more than 800 members, or roughly, 80 per cent of the stations. We're not a disciplinary society; our work is educational."

Broadcasters of Iowa, Missouri and Nebraska also discussed a resolution in approval of the Lea bill, designed to curtail the powers of James C. Petrillo, American Federation of Musicians (AFL) president. No action was taken. Miller said such a stand might interfere with the NAB's negotiations with Mr. Petrillo.

John Gillin, Jr., head of Omaha's WOW, who was unanimously re-elected district director at the meeting, endorsed the resolution.

Two former Omahans, Frank Pellegrin, NAB's director of broadcast advertising, and Hugh Higgins, promotion director, were present.

Gets Export Post West Coast Bureau, RADIO DAILY Hollywood—Sidney Azevedo has joined the expanding staff of Capitol Records, as their Export Supervisor, it was announced this week by Glenn E. Wallich, Executive Vice-President of the company.

Pres. Truman Guest At Analysts' Dinner

(Continued from Page 1) the-record talk, but otherwise there were no speeches at the gathering, which was attended by more than 500 persons.

Presiding was the association president, Richard Harkness, NBC commentator. Master of ceremonies for the affair was the veteran commentator, Lowell Thomas, who introduced 10 artists of stage and radio.

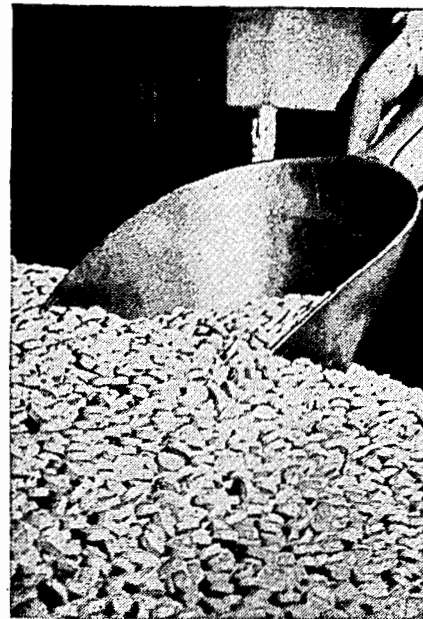
Entertainers included Igor Gorin, baritone; The Hartmans, dancers; Evelyn Knight, singer; Sgt. Eugene List, pianist; Jimmy Edmundson, comedian; Larry Storch, comedian and mimic; Harvey Stone, comedian, and the Acromaniacs, acrobats.

Arrangements committee included Rex Goad, chairman; Harkness, Chester Heslip, William Costello, Albert Warner, Earl Godwin and Rudolph Block.

Music was furnished by the NBC orchestra and the U. S. Marine Band. Prior to the dinner, receptions were held by network officials.

Watch Firm Signs WJZ Spots

The Harmon Watch Company of New York City has purchased five time signals each Sunday over WJZ for 52 weeks. The order, which is effective on February 24, was placed through Moss Associates of New York City.



This is not TNT

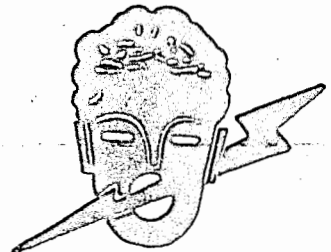
That's a bin full of Atabrine . . . the anti-malaria tablets.

TNT, the destroyer, and Atabrine, the health preserver, are made from the same basic chemical.

We think there's a comparison to that strange fact in radio advertising.

All stations are the same basically. All do a job. Only some save sales a little more often than others.

Down here in Baltimore an independent gets the nod from smart time buyers. Advertisers have discovered that W-I-T-H produces more listeners at the lowest-cost-per-dollar than any other station in town. And that's a fact.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

a Helluva Hooper? ... yes a helluva good one. At all times 76% or MORE of all sets in use in Imperial Valley are tuned to KXO MUTUAL OON LEE EL CENTRO CALIF SEE RAYMER

Aussies Voice Criticism Over American ET Shows

(Continued from Page 1)

flood of American material was to retard the development of the mental age of immature Australian listeners.

"Unspeakable Crooners"

Turning to dance music and what he called "the unspeakable crooners," Mr. Pope said they undoubtedly had a wide appeal to the half-baked, and any sudden attempt to raise the standard of such programs too high would defeat its own ends.

"But some more gradual approach would, I think, have a good chance of success," Mr. Pope said.

"Surely some bounds should be set to the opportunities of the crooner, eternally harping on 'lurve' and sexy suggestions thinly disguised.

"The choice of programs for all sessions must be taken from the hands of irresponsibles, who have no idea of the fitness of things.

"Then there is the imported serial. The atmosphere of such serials is often appallingly unreal and inculcates all sorts of foolish and erroneous notions into the child's mind at a most irresponsible age.

"I know that very definite harm is being done to our national ideals by imported drivel from countries with lower standards than our own," Mr. Pope said, "and I would favor, as a

concession to practicality, the establishment of a control on importations, such control to be itself strictly safeguarded against abuse."

"Din Of Vulgarity"

Mr. Pope said that, despite his views on American radio material, he admired Americans.

"Lest it be thought that I have my knife into Americans generally," he said, "I may state that I see much that is admirable in their civilization and I am only objecting to the low and vulgar barrage with which we are incessantly bombarded, so that one hardly notices an Ormandy or a William Winter in the general din of vulgarity."

Mr. Pope also said that the choice of radio programs should in no case be in the hands of irresponsible nit-wits.

Asked to define "nit-wit" by Senator Nash, Mr. Pope said a nit-wit was a person with no education, no experience and no thought.

Mr. C. E. Burgess, senior master in English and History at Shore, said he thought there should be some form of control over programs and material. The deliberate debauching of good taste was both a sin and a crime, she declared.

Crosby Record Deal With ABC Reported

(Continued from Page 1)

of "Command Performance" and other recorded programs which the Armed Forces Radio Service replayed to troops all over the world during the war. In addition, Der Bingle believed a recorded show lends itself to a more "workmanlike" job of cutting and editing than a live broadcast.

ABC officials were not available for comment at a late hour yesterday.

G. M. Buys Time On WJZ

General Motor Corporation of Detroit has purchased participation on Herb Morgan, Good Morning—It's Knight and six one-minute announcements on WJZ, New York, for institutional purposes. The contract for one week was placed through Campbell-Kendall, Inc., of Detroit, Michigan.

M-G-M To Construct FM Station In L. A.

(Continued from Page 1)

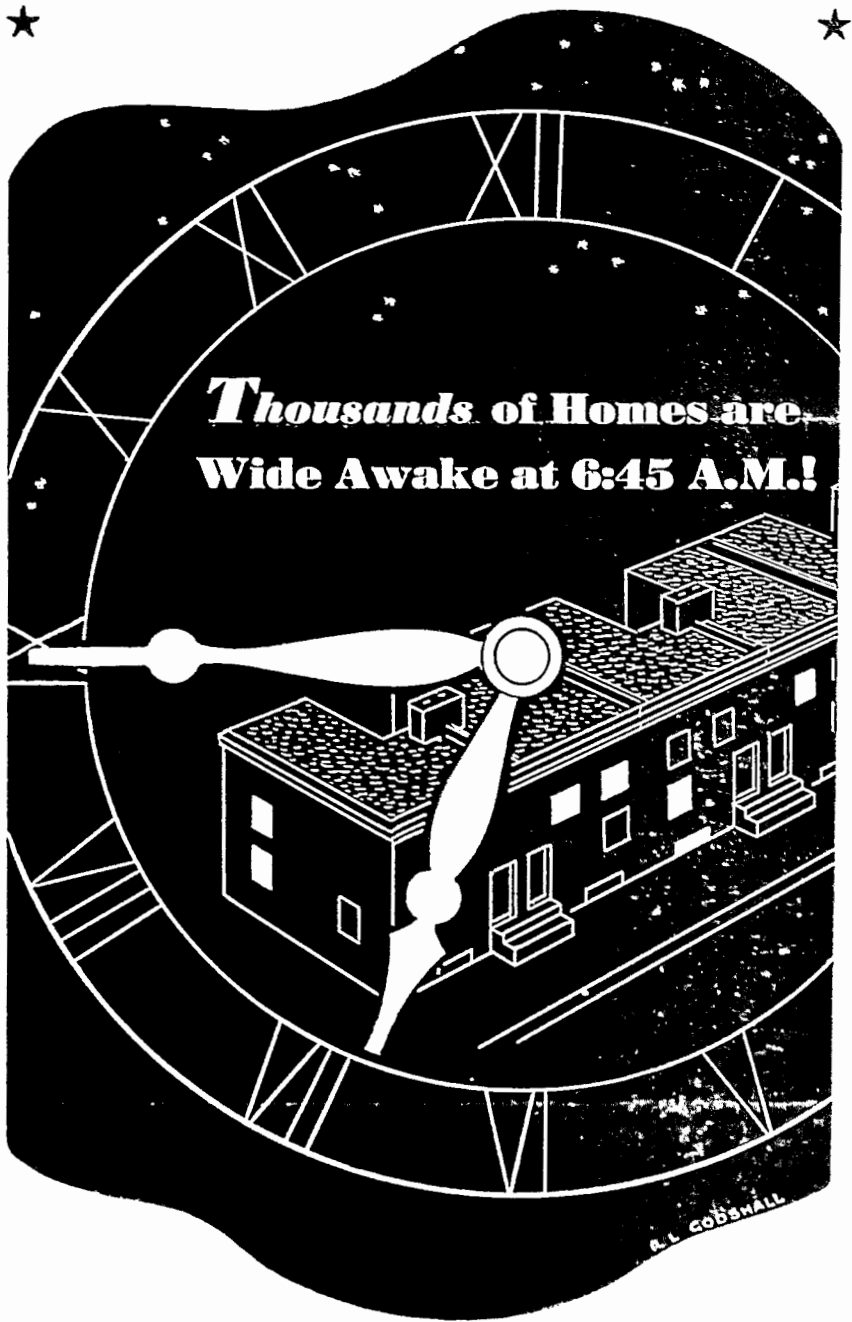
property, acquired by M-G-M in 1941, will be equipped with a 262 foot antenna surmounting a natural 1,500 foot elevation which will afford coverage over a radius of 75 miles in all directions. The company has also applied for a television license to be operated from this location, and will have offices in Hollywood.

Herbert L. Petzey, director of WHN, Loew's New York station, recently visited the coast to work out final plans for the new station.

Loew's Inc., parent company of Metro-Goldwyn-Mayer Pictures, which operates the 50,000 watt station WHN and FM station, WHNF in New York, plans additional FM stations in Chicago and Washington.

Gets Canadian Post

Frank H. R. Pounsett, B.A.Sc., has been appointed chief engineer of the Stromberg-Carlson Company, Limited, Toronto, it has just been announced by R. A. Hockbush, vice-president and managing director of the company. Mr. Pounsett was chief engineer of the radio division of Research Enterprises, Limited, the radio company which manufactured the radio apparatus in the country for the same firm from 1949 to the end of 1945. Prior to that he was chief engineer of the radio division of Stewart Warner Abrate Corp., Montreal, and held jobs that were engineering with D. F. Foxley Radio Company.



A new sponsor* recently signed for a thrice-weekly 6:45 to 7:00 a. m. program.

Sales were so good at the end of two short weeks that sponsor increased to six times weekly!

No...there are no "dead" periods on WIP!

*Name gladly furnished on request

610 K. C.
MUTUAL'S 3rd MARKET AFFILIATE
5000 WATTS



Represented Nationally by GEO. P. HOLLINGBERRY CO.



Thanks!

Here are some of the advertisers who have helped to make 1945 the biggest year in the history of

WAAT

NATIONAL & REGIONAL

The Alkaline Company
(Flem-O-Lyn)
American Express Company
Anacin
Hill's Cold Tablets
American Schools
Barbasol
Eno's Fruit Salts
Bulova Watch Co.
Colgate Dental Cream
Cuticura
Ex-Lax
J. H. Filbert (Margarine)
General Motors

Gordon Baking Co.
(Silver Cup Bread)
Hennafoam Shampoo
Krueger Beer
La Boheme Vineyards Co.
Longines-Wittnauer Watch Co.
Maurella Products Co.
(Perfumes)
Mentholatum
National Distillers Corp.
Royal Crown Cola
Scott & Bowne
Seeman Brothers
Trommer's Beer
Wildroot Co. (Hair Tonic)
N. J. Bell Telephone Co.

RETAIL

Abelson's (Jewelers)
Simon Ackerman Clothes, Inc.
American Shops (Clothes)
The Berkeley Co. (Furniture)
Broadway Hosiery Shops
Jack Dempsey's Restaurant
Hotel St. George
Howard Company (Jewelers)
Kresge-Newark (Dept. Store)
Michaels Department Store
N. J. Stoker Corp.
Prentis Clothes
Schwarz Drug Stores
Tappin's Inc. (Jewelers)
United Security Association
Warehouses
Weber & Heilbronner

17%

**INCREASE
OVER
1944!**

... This impressive increase was achieved in spite of the fact that in 1944 WAAT had enjoyed a 73% increase over 1943!

*(Now! At All Times**
~~Between 8 A.M. and 6 P.M.~~

WAAT delivers

more listeners per dollar

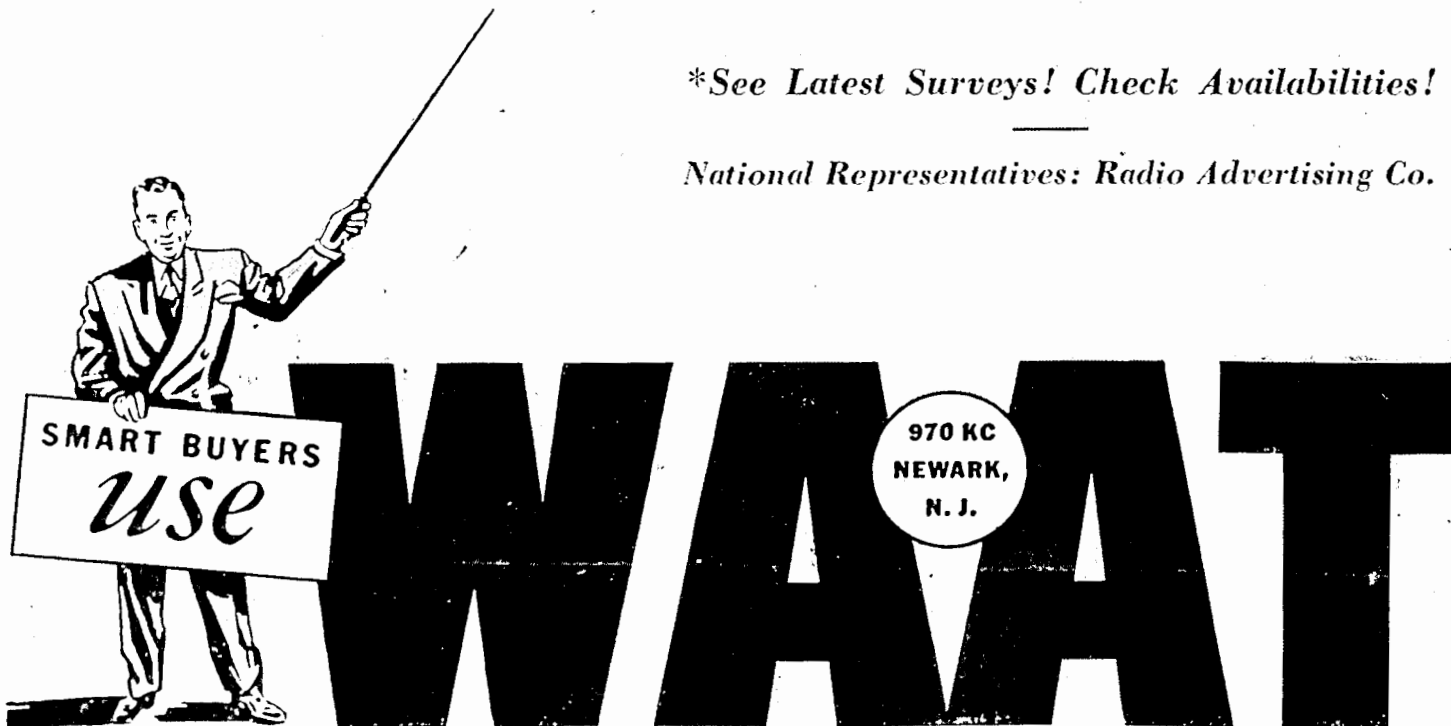
in America's 4TH Largest Market*

than any other station—

including all 50,000 watters!

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.



**Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

LOS ANGELES

By RALPH WILK

BILL DEMLING, formerly half of the Gill and Demling radio comedy and writing team, has joined the Jack Kirkwood show as combination comedian and writer. Gill is now writing at Republic studios.

Matty Malneck, band leader on NBC's "Duffy's Tavern," is writing a book based on anecdotes of the entertainers brought to fame by Paul Whiteman during the ten years (1926-36), that Malneck played first violin for Whiteman.

Vera C. Cox, former publicity director at KTMB, and ABC outlet in Santa Barbara, has arrived here, where she expects to free-lance in publicity and writing.

Ruth Perrott has been signed to replace Verna Felton in the key supporting role of the aunt on the Judy Canova show. She did the nit-wit part of Mrs. Van Atwater on the same show last year.

Smith, Bull and McCreery have taken over advertising for the Trocadero, famed Hollywood night club. They are purchasing 28 spots weekly on stations KMPC, KFWB, KXLA, KFAC, KRKD, KGfJ and KMTR.

Little Norma Jean Nilsson, a regular on the Jack Carson show, has been signed by Charles R. Rogers for an important role in his production, "Angel On My Shoulder." Picture stars Paul Muni, Claude Rains and Anne Baxter.

WNEW Airs Special Show For U. S. Clothing Aid

Europe's distressed people made a plea for clothing aid from New Yorkers and Jerseyites in a special program broadcast over WNEW last night, titled "Europe Calling WNEW," broadcast over the station from 9 to 9:15 p.m. (EST).

Program, which was arranged by WNEW and transcribed by BBC, featured eyewitness accounts voiced from London, by Dick Lehmkuhl, representing Norway; Roy Linguist, journalist from Holland; and Mary Craig McGeachy, director of Welfare for UNRRA, who recently returned from France, Austria and Czechoslovakia.

AVAILABLE

Heading Southwest! Young man and Artist wife wants to locate permanently in Arizona or New Mexico. Looking for opportunity to work for or represent new Radio, electrical, or electronics products manufacturer or enterprise in this and nearby territory. Twelve years' sales and show biz experience in Radio, Motion Pictures and Television. Good technical background, plenty of ideas, a little capital—accustomed to making \$9,000 to \$10,000 per year. Best references. Write—

RADIO DAILY, Box 125,
1501 Broadway, New York 18, N. Y.



Manhattan Memoranda . . . !

● ● ● Kate Smith nixed a \$25,000 per offer at the Roxy Ed East, who made his rep in radio as a big, jolly emcee, signed by 20th Century as a "heavy" "Mr. D.A." being readied for the B'way stage with Jay Jostyn in the lead Buddy Lester reports that one femme songstress is going to be billed as a star of stage, screen and radar—because she always knows where to find a job Priscilla Kent and Albert G. Miller, scripters of "Those Websters," resigning after March 1st, when the show shifts to Mutual World Broadcasting bringing back "Myrt and Marge" with the original cast, outside of the title roles. They'll be taken over by Alice Yourman and Alice Goodkin The seven-year-old son of a radio comic came home with his report card and pop wanted to know if the kid was promoted. "Better than that, Pop," chirped the youngster happily, "I was held over for 26 weeks!" Ted Straeter preems at the Plaza's Persian Room on Feb. 6th with his new 20-piece ork Bill Johnstone (he used to be the "Shadow"), out of the Army in three weeks Tom Hudson off to Wash. for a hearing on his application for a Houston, Tex., station Compton interested in new show packaged by Ron Rawson Aside to Mack Miller: Thanx for those kind words Herb Shriner says that with all the oil you hear in radio commercials, it's amazing that the door on "Inner Sanctum" still squeaks.

★ ★ ★

● ● ● The RADIO DAILY Certified Poll proves our point about the need for radio to look to its own talent if it wants the best in program material. Of the 120 winners among the top five in 24 classifications, only four were contributed directly by moviedom—Danny Kaye, Joan Davis, Nelson Eddy and Lux. Theater Guild and Helen Hayes were contributed by the legit theater, with both using radio actors to support theater royalty.

★ ★ ★

● ● ● Fred Allen wrote to Abe Burrows, reports Leonard Lyons, urging him to come to N. Y. "When that Hollywood sun cools off," he penned, "you'll find that it was nothing but a neon 8-ball" Virginia McMullin's "Baby Institute," off the air for over 19 months, is still drawing fan mail asking for its return. Another show due for a strong comeback is "Dr. Fu Manchu," being peddled by Colwell-Green with Otto Kruger in the title role Warner's spot announcements for Barbara Stanwyck's "My Reputation" (Have you heard about Jesse?), will equal the tremendous campaign done on Joan Crawford's "Mildred Pierce" There'll be a special section for radio execs at the Singapore which opens Wed. nite atop the Winter Garden Fred White handling press for Special Attractions, Inc., headed by Jean Rose Ken Lyons, already doing "Boston Blackie" and "Calling All Girls," turned in four audition scripts this week—two quizzers, a comedy-drama, "Momma Loves Poppa," and the Jack Pearl show Ben Gross' plug for Ted Nelson, former managing director of WMCA and other stations, should get Ted plenty of offers, as Ben says, "it would be difficult to find a more thoroughly versed, all-around radio man." We'll back Ben's hand on this It's Ray Burgess' story about Walt Disney coming home and finding Mickey giving out cigars. "Oh, well," said Walt, "another mouse to feed."

★ ★ ★

● ● ● Gypsy Rose Lee and Arlene Francis did a sketch together on a recent Hildegard airing. Director Herb Moss had a little difficulty getting Gypsy to say "No" exactly as he wanted it. Finally, after the eighth unsatisfactory run-through, Arlene flipped: "Well, after all, what do you expect? She probably hasn't used the word in a long time!"

CHICAGO

By BILL IRVIN

LEAD-OFF daytime serial of the General Mills Hour, "The Guiding Light," NBC, five-a-week, 1:00 p.m. (CST), will celebrate its ninth anniversary on the air Friday, Jan. 25. The program made its debut on NBC Jan. 25, 1937. Written under the supervision of Irna Phillips, the serial is heard on the full NBC network as part of the solid hour sponsored by General Mills, Inc. Knox Reeves advertising Agency, Inc., controls.

Carroll Marts, assistant to Ade Hult, Mutual's mid-West vice-president, has announced the appointment of Dorothy Reynolds as office manager of Mutual's mid-West offices. Miss Reynolds has been with Mutual since Dec., 1939, and is a graduate of Iowa State College, Ames, Iowa.

J. Oren Weaver, WBBM educational director, will be one of the speakers at "Youth Week" observance in Oshkosh, Wis., on Sunday, Feb. 3.

Zenith Radio Announces Profit For Six Months

The Zenith Radio Corporation reported an estimated consolidated operating profit for itself and subsidiaries for the first six months ending October 31, 1945, of its current fiscal year, amounting to \$369,162, after depreciation, excise taxes and reserves, but before federal income taxes and excess profits taxes, E. F. McDonald, president, announced last week. Federal income and excess profits on this figure are estimated at \$279,113, net.

Zenith reports that shipments of new receivers, in very limited quantities, have gotten under way, and should increase at a rapid rate, barring new difficulties.

Construction of a new building, adjoining the present building is being completed, which is expected to greatly increase the production rate of new items. Zenith sales department has recently held a showing of 26 types of 64 new models of its post-war line, featuring the company's several new silent speed record changers with a new tone arm. The new tone component, titled "Cobra tone" is said to be of revolutionary qualities in the phonograph industry.

THE Only REGIONAL
BETWEEN
DALLAS, SHREVEPORT
and **HOUSTON!**

KFRQ
LONGVIEW
James R. Curtis, Pres.

AMERICAN
MUTUAL

1000 WATTS day and night!

AGENCIES

BRICE DISQUE, Jr., recently released from active duty as a lieutenant colonel in the Army Air Forces, where he served overseas as combat intelligence officer for the 52nd Troop Carrier Wing, has been named manager of the radio production department of Compton Advertising, Inc. Mr. Disque will report directly to Lewis H. Titterton, vice-president and director of radio for Compton. Prior to his entrance to the Armed Forces, Disque was affiliated with NBC as editor of the script division.

FRANKLIN FISHER, formerly with Warner Bros. home office publicity department has been appointed public relations director for the Barbizon School of Fashion Modeling, it has been announced by Helen Fraser, director of Barbizon School.

JOHN M. McCULLOUGH, recently a lieutenant commander in the USNR, and formerly vice-president in charge of commercial advertising of the Boston office of Doremus and Company, has joined the H. B. Humphrey Company, advertising agency, in an executive capacity.

FRANCES WALKER, formerly with Botsford, Constantine and Gardner in San Francisco, has joined the staff of Buchanan and Company. She will act as home economist and special food writer on the Welch Grape Juice account.

EDWARD CONNOLLY has joined the copy staff of the NBC Advertising and Promotion Department, according to Charles P. Hammond, director. Before coming to NBC he was promotion manager of station WBT, Charlotte, N. C.

UP Discontinuing Service To State Department OIC

(Continued from Page 1)
suspended at the request of Assistant Secretary of State William Benton for further discussion.
The UP's reasons for the action were substantially the same as those advanced by the AP when that agency discontinued its service to the OIC, a fear of being associated with U. S. Government "propaganda."
International News Service has indicated that it is withholding such action pending examination of the OIC's news-disseminating program, but it is considered unlikely that INS will continue service to the State Department in view of the action of the AP and UP.

Television Leaders Gather For Washington Meeting

(Continued from Page 1)

TBA, and Dr. Allen B. DuMont of the DuMont Laboratories.

The institute, arranged by Erwin Shayne publisher of Televiser, is similar to one held in New York some months ago. Matt Meyer, president of the Advertising Club of Washington, will be chairman of the meeting.

During the morning an "Advertising and Merchandising" panel will be held with Richard Hubbell as chairman. At this panel meeting Paul Raibourn, president of Television Productions, Inc., will speak on "Television vs. Newspaper & Radio Advertising"; Paul Mowrey of ABC on "Will Television Advertising be Expensive"; Charles J. Durban, assistant advertising manager of U. S. Rubber company on "How We Advertised on Television" and Herbert Taylor of the DuMont Laboratories

on "What Wanamaker's Is Doing About Television."

Speakers at the luncheon meeting will be Paul Porter, Dr. DuMont, E. W. Engstrom, research director of RCA Laboratories, Inc., David Arons, publicity director of Gimbel's department store.

The afternoon session will be devoted to "Programming and Production." At this session Ralph Austrian, executive vice president of RKO Television Corporation, will demonstrate "Use of Film" in television. Bob Emery, television director of the Bamberger Broadcasting System, will speak on "What the Audience Wants," William F. Valentine, advertising manager of the American Central Manufacturing Co., will give a demonstration using a film of a television program entitled, "The Queen Was In The Kitchen."

Gebuhr Gets Post In CBS' Wash. Office

Carl Gebuhr has been appointed CBS director of press information in the network's Washington office, and of WTOP, the Columbia owned station in the Capital, it was announced over the weekend.

Recently returned from Japan as a lieutenant (j.g) in the U. S. Navy, following four years service, Gebuhr had previously been associated with the Army Recruiting Service and the U. S. Civil Service Commission in public relations posts.

WOR Airs Youth Series

WOR's "It's Up to Youth," program series designed to give youth an opportunity to voice its own opinions and to settle its own problems, being presented in co-operation with the Community Service Department of Skouras Theatres beginning on Saturday, (January 26), when "It's Up to Youth" was heard at a new time —3:30 to 4 p.m.

In cooperation with "It's Up to Youth," 66 Skouras Theatres in New York City, Long Island and New Jersey will feature weekly trailers calling attention to the WOR broadcasts. Trailers will picture the efforts of the program series in helping New York City youth to combat juvenile delinquency, to fight racial intolerance and bigotry, and to discuss other vital problems important to youth at the present time.

Five Stations Join BMB

The Broadcast Measurement Bureau announced last weekend the subscription of five new members to its forthcoming standardized measurement of radio station audiences.

Station are: KROP, a new station at Riverside, Calif; KFMB, San Diego; KVG, Great Bend, Kans.; KCRA, Sacramento, Calif.; and KXEL, Waterloo, Iowa.

Pres. Truman Heads Special "Dimes" B'cast

(Continued from Page 1)

independent stations. They will be heard at the close of special shows built up by the webs around the drive and the 64th birthday of the late President Roosevelt.

Mrs. Eleanor Roosevelt will be heard via transcription from London on an all-star show to be carried by ABC, MBS and ABS, beginning at 11:15. Ken Carpenter will emcee, with Bob Hope, Frank Sinatra, Dinah Shore, Jerry Colonna, Edgar Bergen and Meredith Willson's work also skedded.

NBC will air its own show at 11:30 with Red Skelton, Cass Daley, Frances Langford and the cast of "One Man's Family" heading the list. Thomas Peluso will supply the music.

CBS will contribute a special broadcast of "Invitation to Music," with Igor Stravinsky conducting a program of his own works, 11:15. The Columbia Chorale, under Robert Shaw, will also be heard.

Earlier in the evening, Mutual will air a portion of the Roosevelt Memorial Concert from the Waldorf-Astoria, 10:30-11 p.m. Artur Rubinstein, Helen Hayes, Helen Traubel, Lauritz Melchior, and the Hall Johnson Choir will be heard, with Deems Taylor as narrator.

Archer Replaces Shaw

Jack Archer, of Frederick Bros., will join the William Morris Agency as head of one-nighters activities, replacing Billy Shaw, who moves to the Moe Gale office.

Don't be misled!

We have no outside representative. For a campaign with "VETERANS OF VICTORY" Write or wire direct to NATIONAL RADIO FEATURES 100 State Street, Albany 7, N. Y. Allen I. Stock, General Manager —Coast to Coast—

PROMOTION

Opera Interest

The WJZ mail room is being swamped with requests for ballots on the choice of six of Metropolitan Opera Company broadcasts for next season. During the first three days following the announcement on the air, 1,766 requests for ballots were received. Listeners are being invited during the Metropolitan Opera broadcasts on Saturday afternoon to request ballots from their local stations in order to vote for their choice of six of the operas to be broadcast by the Metropolitan next season over WJZ-ABC.

"March of Dimes"

A replica of the White House, in front of Chicago's Oriental Theater, rapidly is filling with dimes these days, in response to Tom Breneman's request for aid to the March of Dimes campaign. Breneman, who has asked his WJZ-ABC listeners to send dimes to the miniature Executive Mansion, personally will present the house, and a golden key with which to open it, to President Truman before the campaign ends.

Agency Plugs Food Show

Kenyon & Eckhardt agency has sent to the managers of 177 stations carrying the "Ford Sunday Evening Hour," a reproduction of a "Newsweek" article on the show and its producer, William Reddick. An accompanying letter terms the piece another sample of how the agency "is backing up nationally . . . local promotions" on the program.

Roland Joins CBS

The appointment of Will Roland as a producer in Columbia network's program department was announced yesterday by Davidson Taylor, vice-president and director of programs.

Roland joins CBS after extensive service abroad. In 1943, he was named director of orchestra and radio stars activities for USO Camp Shows. Later he served for 13 months as director of its continental operations, and then joined the information control division as chief of the film, theater and music control section, Eastern Military District, Germany, to direct resumption of entertainment activities in Bavaria.

THE LARGEST BUYING AUDIENCE IN NEW YORK MARKET

is available on

1380Kc—**WBNX**—5000 Watts

Every half hour beginning at 12:55 p.m., Monday thru Saturday—Armstrong Publications bring you the complete results of races at all major tracks.

Several choice spots are still available—Get the facts Now—

Wm. Moore, Mgr. WBNX, MEIrose 5-0333

FOR SALE

Majority Interest in Florida Station. Will Deal Only With Principals. Give Financial References. Write Box 116, Radio Daily, 1501 Broadway, New York 18, N. Y.

J. R. Poppele Elected Vice-Pres. Of WOR

(Continued from Page 1)

electrical engineering, and served as a radio operator during the first World War. He joined WOR in 1922, becoming its only engineer, and helped to develop the station as one of the most powerful in the country.



J. R. POPPELE

Poppele now heads a staff of more than 80 technical experts.

During his association with WOR he has instituted and maintained a research laboratory in which many devices now in common use have been developed to help the advance of broadcasting. Much of the

equipment of the 50,000 watt transmitter in New Jersey was specially designed under his direction.

In the early days of radio, Poppele was instrumental in staging many broadcasting firsts. He superintended the first trans-Atlantic communication test to London; the first play-by-play sports description of a remote football game; was responsible for broadcasting the first on-the-scene golf tournament using intricate electronic equipment in 1926. In 1924 Poppele and WOR helped guide back the huge dirigible Shenandoah with radio direction, after it had broken away from its mooring mast in Lakehurst, N. J.

In 1926, Poppele began television experiments; pioneered in FM; and invented the directional signal which concentrates 200,000 watts in a designated area. He is now president of the Television Broadcasters Association; senior member of the Institute of Radio Engineers; member of the board of directors of the Veteran Wireless Operators Association; a Fellow of the Radio Club of America; a member of the Acoustical Society of America; the Society of Motion Picture Engineers; and is a charter member of the Twenty Year Club.

Wallpaper Cleaner Using Radio

Cincinnati—C. McVicker, president of Cincy Products Company has revealed that 14 radio stations will be used to carry the company's wallpaper cleaner message to consumers in 1946.

Send Birthday Greetings To

Jan. 29

Joy Hodges
Joe Parker
Eileen Palmer

Florence Muzzy
Alice Patton
Ted Green

COAST-TO-COAST

—VIRGINIA—

RICHMOND—WMBG here broadcast a complete coverage of the inauguration of the 62nd Governor of the Commonwealth of Virginia. The special events department prepared special material to cover all aspects of the inauguration presenting listeners an eye witness account of the happenings of the day. The joint session of the State Senate and House of Delegates was covered by announcer John Shand, from his vantage point in the balcony of the House of Delegates. As these bodies, together with the new and old governors of Virginia, proceeded to the South Portico of the Capitol, Ken Gordon, located in the rotunda of the Capitol, described their actions. As the leading groups of notables appeared on the South Portico, Allan Phaup took up with his account of the procession. Once on the speaker's platform, the WMBG microphones picked up the proceeding of the oath of office administered to the Attorney General, the new lieutenant Governor, and the new Governor, Hon. William M. Tuck.

—FLORIDA—

MIAMI—WIOD presented a 90-minute broadcast Jan. 19, as a climax to the observance of its 20th anniversary of broadcasting in the Miami area. Congressman Pat Cannon, Mayor Perrine Palmer, Jr. of Miami, Mayor Herbert A. Frink of Miami Beach and Mayor Thomas C. Mayes of Coral Gables, headed the group of eighteen prominent civic, military and religious leaders who participated in the broadcast which also presented all of the WIOD staff talent.

—DISTRICT OF COLUMBIA—

WASHINGTON—As a result of the exclusive nationwide broadcast by Mark Austad, WWDC news commentator, of a speech made last June by the late General George S. Patton to the patients in Walter Reed General Hospital in Washington, D. C., the Washington outlet has received and granted over two hundred requests for copies of the address. Having been recorded by the hospital's public address system, the speech was offered to the public for the first time when Austad read it on Dec. 21, the day when death ended the colorful career of the gallant four-star general.

—ILLINOIS—

CHICAGO—Six students from Von Steuben and Hyde Park High Schools will compete on the opening broadcast of "Young America Answers" when it returns to the air Saturday, Jan. 26. Questionmaster Bob Cunningham will direct questions pertaining to current events, history, social studies and government, first to one team and then to the other. At the end of the quiz, while the judges are determining the winning team, the students will participate in a round-table discussion of problems of current interest. "Young America Answers" is directed by L. D. Bernhart and will be presented by the WBBM Education Dep't. in co-operation with the Radio Council of the Chicago Board of Education.

—OHIO—

HAMILTON—Don Ioset, executive director of WMOH, who has received a silver United States treasury award mounted in plexiglass, for his individual assistance in the activities of the Treasury Dep't, the State War Finance Committee and the local War Finance Committee. In addition, WMOH received for framing, the printed testimony of appreciation of the United States Treasury Dep't. and the War Finance Committee of Ohio.

—MASSACHUSETTS—

SPRINGFIELD—The FCC has conditionally granted Eagle Publishing Company's application for a new FM radio station. The grant permits the company to proceed with preliminary plans for setting up the station. . . . Norah E. Adamson, program producer of WBZ, Boston, launched an eight-week course in radio dramatics last week, under the auspices of the university extension. . . . HOLYOKE—Jay Heiten, WHYN announcer, has taken over promotion and publicity for the station in addition to his duties as program head.

—PENNSYLVANIA—

PHILADELPHIA—The WIP Educational Dep't. under the direction of Sam Serota, has completed arrangements with the county superintendents of Southern New Jersey schools to phone WIP on the closing of their schools due to inclement weather during the "Start The Day Right" program. Each of the schools have been asked to call in the names of the school, or the group of schools that will be closed, and identification arrangements have been made so that the outlet will have some assurance that they will not be given erroneous information.

—NEW JERSEY—

ATLANTIC CITY—Appointment of Irving F. Teetsell as sales manager of WFPG, was announced by John Laux, president of the outlet, a member of the Friendly Group with stations also in Kingston, N. Y.; Stubenville, Ohio and Washington, Pa. . . . NEWARK—Irving R. Rosenhaus, president and general manager of WAAT, has been elected for a three-year term to the board of the Advertising Club of Newark. . . . Victor A. Bennett, vice-president, in charge of national advertising for WAAT, has recently returned from a month's stay in London, where he traveled via Pan-American clipper on station business.

RCA Signs With Union Avoid Plant Shutdown

(Continued from Page 1)

without Government intervention. The union originally had demanded an increase of 25 cents an hour, the same amount it has asked at GE, Westinghouse and GM, the "Big Three" of the electrical industry, where 200,000 workers have been out for more than two weeks.

Sarnoff Makes Statement

David Sarnoff, RCA president, and James J. Matles, the union's director of organization, in announcing the agreement, expressed gratification that "in the midst of the present great industry-labor conflict such constructive and peaceful collective bargaining, built on good faith on both sides, was possible."

The contract, which will be submitted to the local membership for ratification this afternoon, calls for six paid holidays and for the settlement of all disputes without recourse to strikes, in addition to the pay rise which is retroactive to Oct. 7, 1945.

By far the largest of RCA factories, the Camden plant manufactures receivers, tele, phonograph, radar and other electronic equipment.

Bill Herson Series Begins Feb. 4 On WEA

A new morning program titled "The Bill Herson Show" will be broadcast over WEA starting Monday, February 4, Monday through Fridays at 7:05 a.m., EST.

Format of the new program, which will be piped into WEA from WRC Washington, will feature music by Herson, comments on current events, weather reports and time signals.

Herson, who began his radio career at WBAL in Baltimore, is currently heard on two WRC programs, "Your Timekeeper" and "Coffee With Congress."

School Honors Lombardo

The 10,000 students and graduates of the Barbizon School for Model Fashioning, Inc., have selected the Tuesday evening ABC broadcasts of Guy Lombardo and His Royal Canadians as their model program of 1945-46. The program is sponsored by Larus Brother & Company, Inc.

WANTED

A Progressive Station

No—not to buy; but for a position. Specializing in Public Relations and Special Events, this man is a capable producer-director; and can write and announce newscasts.

He desires to progress with a station offering a livable income, and an opportunity for advancement.

Write Box 123, Radio Daily, 1501 Broadway, New York, 18, N. Y.



VOL. 34, NO. 21

NEW YORK, N. Y., WEDNESDAY, JANUARY 30, 1946

TEN CENTS

Tele Ready Now—Porter

Will 'Loan' Valentine To Gen'l MacArthur

Lewis J. Valentine, former police commissioner of New York, and now commentator on "Gang Busters," ABC's network Saturday night show, has been requested by Gen. Douglas MacArthur to go to Tokyo to "establish fundamental policies of public safety," it was announced yesterday at network headquarters.

In a letter to the War Department this week, MacArthur urged that Valentine be sent to Japan on a mission vital to the "future peace of the

(Continued on Page 8)

Portugal Looks To U. S. For Supply Of New Sets

Cincinnati—Portugal is looking to the United States to supply the home radio receivers that Portuguese consumers formerly obtained from manufacturers in Germany and other parts of Europe—from which countries these products are not now available, Artur Silva Carvalho, head of the firm of Nacional Radio, Limitada, of Lisbon, said during a visit to the

(Continued on Page 4)

AFRS Network In China Starts Daily Operation

West Coast Bureau, RADIO DAILY
Los Angeles—GI's in China now have their own network of radio stations, it was disclosed by Maj. Martin H. Work, AFRS commandant with outlets in daily operation at Shanghai, Kunming, Chengtu, Peip-tientsin, Tsingtao, Chinwantao and Chungking.

Maj. Clark Andrews, former Hol-

(Continued on Page 7)

Sports

Two of the Years' top sporting events will be aired by television when the New York video station, WNBT, visits Madison Square Garden Friday and Saturday nights, Feb 1 and 2. On Friday will be telecast the Cochrane-Servo middleweight championship bout, while on Saturday the viewers will witness the 39th annual meeting of the Millrose Games.

Saludos, Amigos

The NBC International Division will play host to four officials of the Chilean National Railways on a specially arranged tour of the NBC and WEAF broadcasting and television studios today. The group, which is visiting the U. S. as guests of the U. S. Government, includes: Fernando Mardones, Ezequiel Fernandez, Juan Quintana and Adolfo Sproghle.

Army's "Tele Bomb" Aids Peacetime Video

Fort Wayne—Peacetime home television will greatly benefit from the wartime development of the "Television bomb," a missile designed and constructed for accurate bombing during the latter part of the war, it was disclosed last week by B. R. Cummings, vice-president of Farnsworth Television and Radio Corporation. Predictions of the future adaptations of the development were included in the description of some of

(Continued on Page 7)

H. J. Greig Appointed Ass't To Thrower At ABC

Humboldt J. Greig has been named assistant to Fred Thrower, vice president in charge of sales for ABC, it was announced yesterday. Thrower also stated that G. T. C. "Tom" Fry will assume the duties of director of

(Continued on Page 2)

Indie Stations Seek Coverage Of Atom Bomb-Test Broadcast

A strong pitch for full indie representation at the atomic bomb tests, off the Marshall Islands, in May was made yesterday by Ted Cott, program director of WNEW, New York station, in a letter to Rear Adm. H. B. Miller, director of public information of the Navy Department.

It was understood in New York yesterday that the Navy has contacted the four major networks regarding coverage of the tests, and that web

FCC Head Declares Television Will Move Ultimately To High Frequencies And Exceed All Expectations

Celler Urges AP, UP Continue OLC Service

Washington Bureau, RADIO DAILY
Washington—The contention that the Government cannot engage in newscasting without propaganda is "so much eyewash," Rep. Emanuel Celler, (Dem., N. Y.) declared yesterday in a letter to Assistant Secretary of the State William Benton supporting the latter's protest over the decision of the Associated Press to discontinue furnishing news to the State

(Continued on Page 7)

MBS Adds Four Stations; Brings Web Total To 287

Carl Haverlin, vice-president in charge of station relations for the Mutual network has announced the addition of four stations, bringing the total number of MBS affiliates to 287.

The new stations are: KDFN, (Continued on Page 8)

Tele Program Expert Urges "Visual Continuity"

There is a great need for "visual continuity" in television, because it is the "very essence" of the medium, Hoyland Bettinger, former program

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—Although television ultimately will move to high frequencies, the existing system in the lower bands constitutes a public service that is ready to go now, it was stated by Paul Porter, chairman of the FCC, at yesterday's Television Institute at the Hotel Statler. Approximately 350 industry leaders, agency executives and newsmen attended the luncheon at which Porter spoke.

Porter said he was "confident" that tele soon will take its place as an

(Continued on Page 6)

Cowles Seeks Permit For Wash. Tele Station

Washington Bureau, RADIO DAILY
Washington—Application for an experimental, high-frequency color television station has been filed with the FCC by the Cowles Broadcasting Co., operators of WOL. The firm believes it will be the first color video outlet slated for the capital.

The station, which is expected to be placed in operation during the fall

(Continued on Page 2)

Terry Franken Appointed Byron Adv.-Promotion Mgr.

Edward A. Byron, producer of "Mr. District Attorney," heard over NBC Wednesdays at 9:30, announced the appointment yesterday of Jerry

(Continued on Page 2)

Original OPA

The nation's first price control list, originally issued by the Continental Congress in 1776, has been located by WMCA for use in connection with the ABS program "The Most For Your Money," Feb. 3, 7:45 p.m. The chart threatens "vultures who prey on their country" with exposure "by name to public view." Commodities include coffee, rum, chocolate, pepper, sugar and salt.



Vol. 34, No. 21 Wed., Jan. 30, 1946 Price 10 Cts.

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

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

FINANCIAL

(Tues., Jan. 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Full Employment Topic Of ABC's "Town Meeting"

"Which Way To Full Employment?" will be the subject discussed by three of the nation's outstanding citizens on ABC's "America's Town Meeting" on Thursday, Jan. 31, from 8:30 to 9:30 p.m., EST.

The speakers will be Harold E. Stassen, former captain in the U. S. Navy and former Governor of Minnesota; Senator Warren G. Magnuson, Democrat of Washington, and member of the Senate Commerce Committee; and Ira M. Mosher, chairman of the board of the National Association of Manufacturers.

Coming and Going

CEDRIC FOSTER, news commentator on the Mutual and Yankee networks, has returned from a trip to the South which took him to Georgia for a visit with Governor Arnall and to Tennessee for two speaking engagements before civic organizations.

BOB WOLFE, associate radio director of Kenyon & Eckhardt, Inc., is back from New Orleans, where he met with Wesson Oil officials concerning their "Try and Find Me" series on CBS.

CHARLES "BUD" BARRY, national program manager of ABC, is in Washington to represent the network today at the luncheon to be held in the White House in connection with the March of Dimes campaign.

EDWIN C. HILL, returns today from a six-week European trip, during which he visited several countries, gathering material for his "Human Side of the News" program, which he expects to resume shortly.

PAUL WHITE, CBS news director, has returned from Columbus, Ohio, where he delivered an address before the Council on Radio Journalism.

BILL WARE, western sales manager of the Mississippi Valley Network, has left Chicago to spend this week in Detroit and Battle Creek contacting clients and agencies in the interest of MVN's "Town and Country Time" farm service program.

CHARLES KAPLAN, veteran time salesman associated with WIP, Philadelphia, has left town for Florida, where for the next month he will bask in the tropical sunshine.

HELEN SIOUSSAT, director of talks for the educational division of CBS, goes down to Washington today to attend the President's Birthday Luncheon and Ball.

KEN FARNSWORTH, of the sales staff at WJZ, has left on a short business trip to Washington, D. C.

H. J. Greig Appointed Ass't To Thrower At ABC

(Continued from Page 1) business development for the network, the position previously held by Greig.

According to Thrower, Greig is being freed from office responsibilities to devote his entire time to the development of new business on the outside, and will work closely with ABC account executives.

Fry, recently returned to the web following three years with U. S. Marines, will assume duties of director of the network's business development department in the creation and supervision of sales presentations.

Greig first came to ABC in January, 1943, as an account executive, having previously been national sales manager of McClatchy Broadcasting Corp. Prior to Fry's connection with the network, he had been sales promotion manager in the Detroit office of CBS.

Cowles Seeks Permit For Wash. Tele Station

(Continued from Page 1) of this year, will utilize the color system developed by CBS. Transmitting equipment is to be manufactured by Westinghouse, and demonstration receivers by GE.

Cowles also seeks a construction permit to erect an experimental facsimile station.

Powers, Beauty Authority, Will Develop Radio Show

John Robert Powers, famous beauty authority, has signed with Allen C. Kay Martin Productions for the development of a radio program to be known as the Powers School of the Air.

"Easy Aces" On WOR

WOR will carry the transcribed "Easy Aces" series across-the-board at 2 p.m. beginning Feb. 4. The popular comedy show, open for sponsorship, will run for an indefinite period.

Jerry Franken Appointed Byron Adv.-Promotion Mgr.

(Continued from Page 1) Franken as advertising and promotion manager of Byron Productions, Inc., effective immediately.

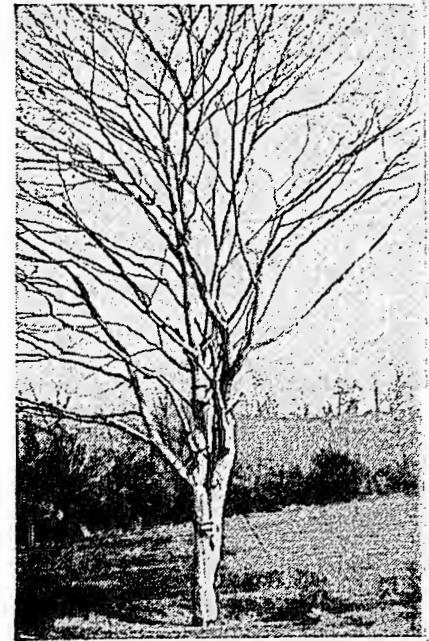
Franken was formerly radio editor of PM and The Billboard, and also served on the staffs of The New York Times and Variety. During the war he was in the South Pacific as an assistant field director for the American Red Cross.

CBS Workshop Resumes Weekly Feature Feb. 2

"The Columbia Workshop," one of the earliest proving grounds for development of new concepts, techniques and personalities in radio as a creative art, will resume its weekly broadcasts Saturday, February 2, Davidson Taylor, CBS vice-president and director of programs announced this week. Program will be heard from 2:30 to 3 p.m., EST.

Norman Corwin, the Workshop's most distinguished alumnus, will direct the first broadcast.

The new series, under the supervision of Robert J. Landry, director of CBS' division of program writing, will use original material from unknown as well as established writers.



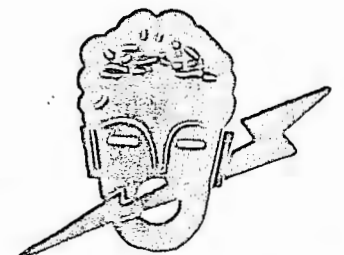
It will be pretty again

Oh, sure, it's barren and bleak and all undressed... but the shape is there and leaves will make it beautiful once again.

That's just about the way smart manufacturers and alert advertisers are thinking about their own blighted markets.

They are puny skeletons now... maybe even ugly... but there's going to come a time!

And that's when you'll want an advertising medium that delivers. In radio, in the country's sixth largest city... an independent does the big job. W-I-T-H, in Baltimore, delivers more listeners-per-dollar-spent than any other station in this five-station town. Facts to prove it are available.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WTAG Worcester featuring a radio tower and text: 'More than 200 servicemen have found jobs to their liking, thanks to a Veterans' Job Clearing program conceived by WTAG. Service like this helps make WTAG, Central New England's Number One Station.'

Advertisement for Radio Broadcasting Discs: 'Miraoustic Recording Studio, Carl Fischer, Inc. 119 West 57th Street, New York 19, N. Y. Day Circle 7-2965 Night REgent 4-2190'

"SHELL DIGEST"

with **NELSON CHURCHILL**



MONDAY

★

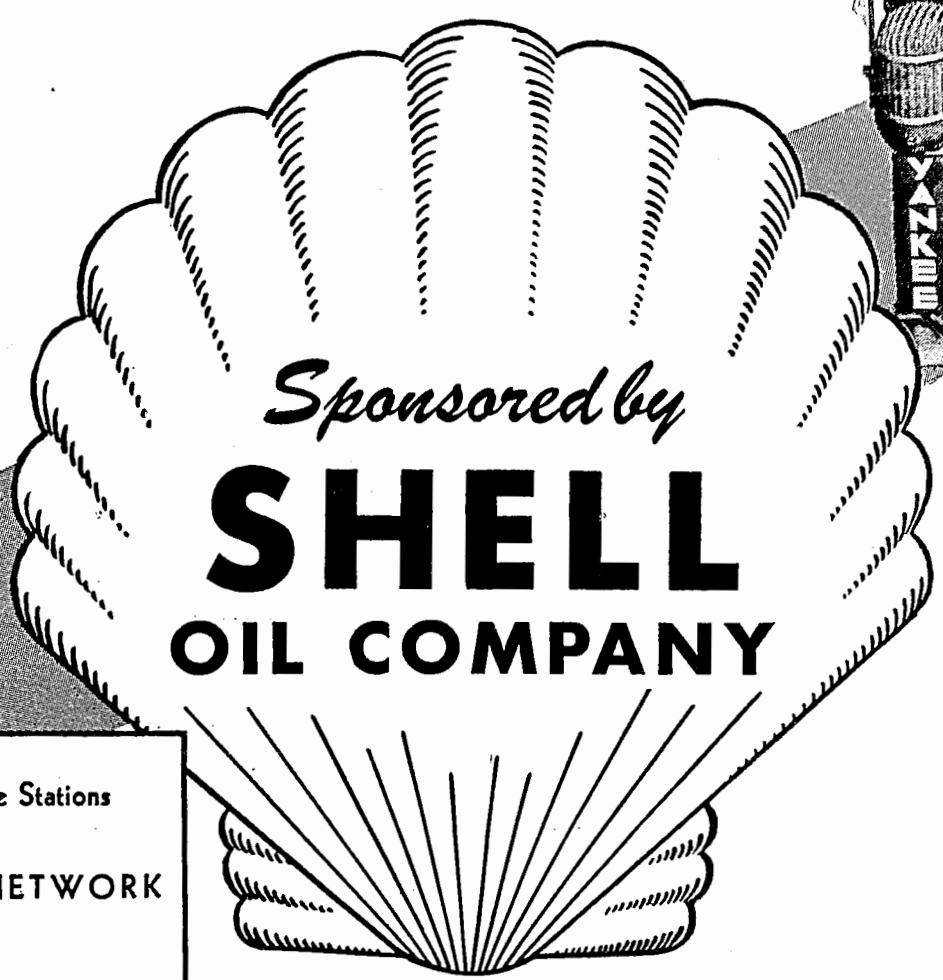
WEDNESDAY

★

FRIDAY

★

6:15 to 6:25 P.M.



Sponsored by

**SHELL
OIL COMPANY**

Heard Over These Stations
of
THE YANKEE NETWORK

- WNAC - Boston, Mass.
- WAAB - Worcester, Mass.
- WLLH - Lowell-Lawrence, Mass.
- WCSH - Portland, Maine
- WLBZ - Bangor, Maine
- WEAN - Providence, R. I.
- WICC - Bridgeport-New Haven, Conn.
- WLNH - Laconia, N. H.

★
TOM POWERS
Announcing
★

IT'S a Nelson Churchill digest of headline news and sports highlights—plus the popular new feature, "Shell Touring Service." This service to Yankee listeners gives the latest weather forecasts for motorists, driving conditions, storm warnings and skiing information.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

AGENCIES



LOS ANGELES

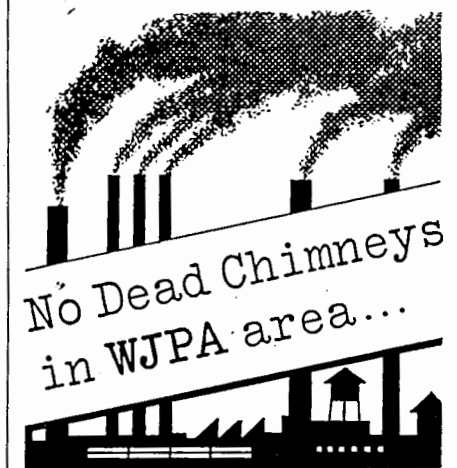
By RALPH WILK

ROBERT O. REYNOLDS, vice-president and general manager of KMPC, announces the appointment of Vince Williams to the KMPC staff as an announcer, and Stephen DaCosta, Jr., as a member of the station's Music Department. Williams, who formerly broadcast the "Casino Gardens" program for ABC, served one year in the Army Air Forces, and DaCosta served four years in the United States Coast Guard.

Kay Kyser's "College of Musical Knowledge" celebrates the beginning of its ninth year on the air over NBC February 7. The ailer, which was first broadcast in 1937, has retained the same time slot on Wednesday since its inception.

Tom Hargis, KNX Program Director and one of radio's staunchest believers in the commercial value of Western Barn Dance type shows from listener loyalty standpoint, has come up with format of a Western musical with a new twist. He has submitted the idea to CBS.

Alan Cameron, radio writer-producer, following his war-time activities, has joined the Atherton & Gresham Advertising Agency, as production manager. New Atherton & Gresham advertising innovations are scheduled to hit the Los Angeles market shortly.



No Dead Chimneys in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass... NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK
For further details on Friendly Group Stations, write Joseph Hershey McGillvra, Los Angeles, San Francisco, New York. JOHN LAUX Managing Director

WSTV - Steubenville, O.
WFGP - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingston, N. Y.



Notes From An Aisle Seat...!

● ● ● Take all the bets you can grab that Bing Crosby will be on for Kraft a lot longer than the reported thirteen weeks, despite those underground reports about his going over to Geo. Washington Hill later on. Those close to Der Bingle know that the toughest chore in the world is to get him to sign anything. Besides, Kraft can and will, match any offer any time. Show as it stands now probably runs the most expensive regular cast on the air.....Henry Ford planning a 3d show, on the in-between type. In sum, neither long-hair nor swing.....The deal to bring Judy Garland on the Bob Crosby show is far from cold and in fact, depends a lot more on her present state of health than on any outside obstacles..... Because almost every star who came East for air shows this winter fell victim to LaGrippe (Ginny Simms, Eddie Cantor, etc.), the big agencies are warning no more to come to N. Y., except in Spring or early Fall when the weather resembles the Hollywood climate.....Johnny Mercer signed for eight weeks on the "Hit Parade".....Wonder how Perry Como feels about those ads Jo Stafford is taking bragging about her rating which was helped no little by the terrific guest star she had.....Maurice Chevalier is asking 10 G's a week for N. Y. engagement.....Hollywood, according to the Murphy Sisters, is a city of optional illusions.



● ● ● Phil Baker, muffing a joke in his opening monologue last week, apologized to his writers after the show.....Herb Moss has a by-line article in the March "Tune-In".....Sign in agency control room: Occupancy by more than 24 persons is dangerous and unlawful.....Ed Begley, featured on the Dick Tracy ailer, may wind up in the film series.....Bill Robson, directing "Request Performance" on the Coast, is so lonesome for his N. Y. pals that he had Frank Lovejoy plane out there for a five-minute stint opposite Veronica Lake last week.....Paul Lavalie signed by Columbia U. to teach his own system of mathematical music. While a student there, he flunked his math course, natch. Otherwise, there'd be no item.....DuMont planning to televise the B'klyn Dodgers home games this summer.....One of the most sensational gags of the year was scripter Arthur Henley's ad in the Lost & Found col'ns of the "Herald Trib": Lost: One tall tan Durward Kirby while taking honeymoon in N. Y. Reward, \$1,000. The guy is the star of his new show, "Honeymoon in N. Y." Thousands of calls came in wanting to know "what the devil is a Durward Kirby!"



● ● ● When Orson Welles read the Bible on his Sunday p.m. ailer, the over-cautious announcer said: "The opinions expressed by Mr. Welles on this show are his own and not necessarily those of the sponsor"..... Three big comedy shows used the same tag Sunday—the one about "being caught with their plants down" in the wave of strikes.....What's this talk around about Kent-Johnson splitting up?....."Nellie Bly" folding this week.....Mendi Brown's "Alias Romeo" will be given a one-nite stand on Mutual Thurs. nite at eight.....Art Ford will radio-interview dancexpert Murray Dale via WNEW on the Milkman's Matinee Feb. 6th.....Jack Dempsey, revealed as the voice of Mr. Hush on "Truth or Consequences," has been offered \$3,000 per to do a commentary program aimed at youngsters.....Hollace Shaw replaces Jessica Dragonette this week on Pet Milk show.....Harriet Van Horne has an article on the Andrews Sisters in the March issue of "Pageant".....Recommended: The way Ginny Simms sings those medleys nostalgically merged by conductor-arranger Frank DeVol.....Gulfstream spot series will feature baritone Geo. Byron and announcer Danny Seymour on more than 300 stations. Via Y. & R.....On Tues. nite, NBC seems to stand for Nothing But Comedy.....CBS' Friday nite lineup also plenty potent what with Jimmy Durante, Danny Kaye and Bob Crosby—and the new Abe Burrows show moving in.

HECTOR PERRIER, for the past two years associated with the National Waste Paper Salvage and Wood Pulp Campaigns, has joined the staff of The Advertising Council as staff manager on U. S. Treasury campaigns. He succeeds Guy Lemmon, who was in charge of bond drives and interim Treasury campaigns for the Council throughout the war.

HOLCOMBE PARKES, vice-president in charge of public relations of the National Association of Manufacturers, announces the selection of Benton & Bowles, Inc., as advertising counsel for the NAM.

SHIRLEY KAY has resigned as public relations director of Muzak Corporation to open public relations offices at 1674 Broadway. Miss Kay formerly was associated with Monogram Pictures and John Irving Fields and handled publicity for Barbasol Company, Aeronca Aircraft Corp. and others.

COURTLANDT P. DIXON, recently discharged after four years service in the Navy, has rejoined the staff of Buchanan and Company. He will be assistant account executive on the Welch Grape Juice account.

Portugal Looks To U. S. For Supply Of New Sets

(Continued from Page 1)
Crosley manufacturing plants recently. Carvalho's company has been distributor in Lisbon for the Crosley Corporation since 1936, and his recent visit here was as guest of John W. DeLind, Jr., Crosley export director. "Portugal is in a favorable position, economically, and should prove an excellent market for American products," he said. "Relations between the two countries, since the cessation of hostilities in Europe, have become closer than ever before." At the Crosley plants in Cincinnati and Richmond, the Portuguese executive inspected manufacturing operations and attended conferences with sales and export officials, prior to his return to Lisbon by plane, some time this month.

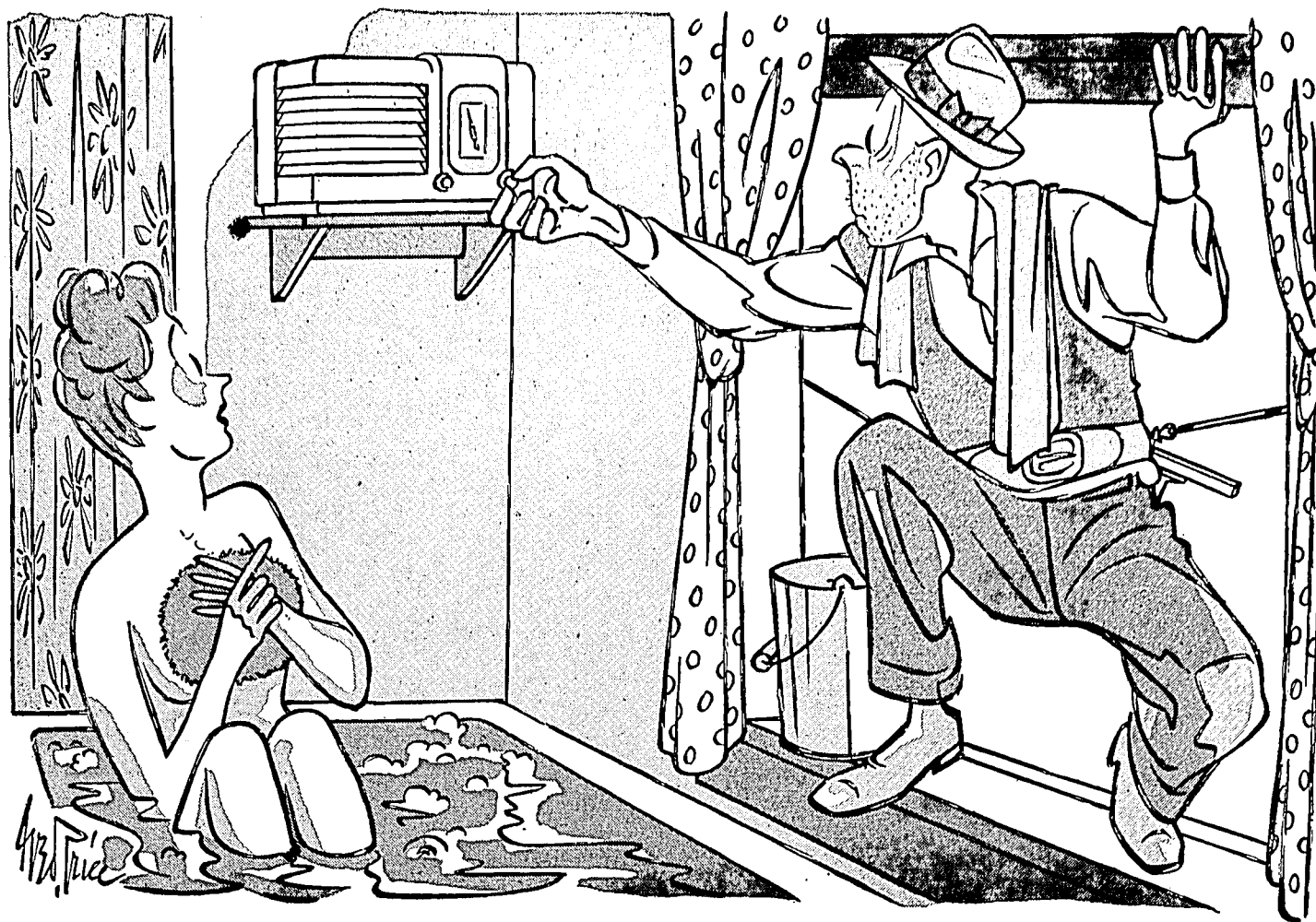
"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT
REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.



"If you're looking for a good daytime show, brother..."

Listen to ABC!"

It's easy to see why so many women won't listen to anything but ABC programs all morning long. Once they've heard the *Breakfast Club*, *Tom Breneman's Breakfast in Hollywood*, *My True Story*, and the rest of our popular morning line-up, they're more than content to tune in their ABC station when they get up—and leave their dials set.

That's why ABC is the most-listened-to network every weekday morning. *Four out of the five top-ranking network morning programs are broadcast on ABC* (Hooper).

This didn't just happen by itself. ABC built up the nation's greatest morning radio audience, first, by determining what sort of programs women listen to; and second, by pioneering in new types of program techniques, developing new shows, improving station facilities and creating effective audience promotions.

And now this same technique is

being applied to the afternoon. Just look at this Monday-through-Friday line-up: *Baukhage*; *Constance Bennett*; *John B. Kennedy*; *Ethel & Albert*; *Bride and Groom*; *The Al Pearce Show*; *Ladies*; *Be Seated*; *Jack Berch*. No doubt about it, if you want to reach women with daytime programs, morning or afternoon, ABC is your most practical buy.

During evenings, too, there still remain some desirable periods when ABC can carry your sales message to Twenty-Two Million* radio homes, whose occupants possess 92% of the nation's spendable income. If you want to cover this rich, concentrated market, buy ABC.

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 REASONS

why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour, Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**, who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present all sides of vital issues.
6. **195 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

Television Execs. Address 'Institute'; Porter Sees Low-Band Video Ready

(Continued from Page 1)

established American service, and that its development in the next year or two will exceed all expectations, "Petrillo and God willing."

Some interesting sidelights on the operation of the FCC were offered by Porter. He said that at the beginning of December, 1945, there were 3,086 matters up for consideration before the Commission. By the end of the month, with staffers working seven days a week, that number had gone up to 3,840.



PAUL PORTER

J. R. Poppele, president of the Television Broadcasters Association, cited the Nation's Capital as second only to New York in the tele programming picture of the future. Washington's greatest contributions, he said, will be the countless and varied special events that take place here. He referred also to the four tele channels allocated the Capital as adding to its stature in the field.

Cities Vast Expenditures

He gave an indication of the ever-increasing size of the television industry, when he said that upward of 35 million dollars has been thus far expanded by video leaders.

The Institute, arranged by Irwin Shayne, publisher of *Televiser*, was similar to one held in New York some months ago, with Matt Meyer, president of the Advertising Club of Washington, acting as chairman. Panel discussions on video production, advertising, programming and other phases of the media were held during morning and afternoon sessions.

The all-important topic of receiver consumption was touched on by Paul Raibourn, president of Television Productions, Inc. who predicted a market of from five to seven million sets a year at an estimate cost per set in the vicinity of \$200.

David Arons, of Gimbel's Philadelphia department store, said that department stores of the future will have to associate with television, in one form or another, to stay in business. He also pointed out the advantages of color video as an intra-store merchandising aid.

Tele Not Bargain

Paul Mowrey, ABC television chief, warned advertisers that the medium will eventually involve considerable expense, and definitely "is not for the confirmed bargain hunter." He presented the problem from the standpoint of original costs as against anticipated results in sales, emphasizing that "we must use as our yardstick in computing video ad costs the comparative results that may be

obtained by the utilization of several known media."

"Television advertising," Mowrey maintained, "must not be regarded as a single new medium, but rather as the combination of at least two media now in operation. Perhaps it is over-simplifying the problem," he said, "but we know now that the television advertiser will make available to his concern the advantages both of radio and display advertising." The ABC executive listed the double advantage of tele to the sponsor, i.e., "the viewer will receive the spoken radio message, and will also 'view' the product with greater clarity and under more favorable conditions than he does through the display advertising medium. Considering these, the video costs will not be exorbitant," but Mowrey declared: "while tele costs will be greater than those of either radio or display advertising, they will not be higher than both combined."

Advices Advertisers

He painted a bright picture for progressive advertisers who avail themselves of television during the next two or three years. "These advertisers should compute their advertising costs in terms of experience gained and research which they will be in a position to complete before the time comes to invest in video advertising on an elaborate scale. The important factor is not how much merchandise they will sell today via television, but how much money they will be able to save in the future by virtue of their understanding of what this new medium can and cannot accomplish for their sales."

From this long-range point of view, the ABC official pointed out, tele will certainly not be expensive. Even today it is a good buy for the promotional value it offers and for the lessons it can teach the forward-looking advertiser. He cited as instances of the initial plunge into the medium the adaptation of standard radio programs that "have long since established their value commercially." Among these are: "Ladies, Be Seated," "The Quiz Kids" and "Ethel and Albert." "We thus virtually eliminated the enormous costs of building tele entertainment from scratch," he said, "and, in addition, placed the video show in the position to 'inherit' an established audience from radio."

"As for that great new era of the future, when television comes into its own as an advertising medium of proved effectiveness, I believe that television will sell more good per advertising dollar than any other single medium. It will therefore become a sound advertising investment, but—in the usual connotation of the term—it will not be a bargain."

Department Store Tele

Describing the role of department stores in television before the advertising and merchandising panel of the Institute, Herbert E. Taylor, Jr.,

director of transmitter equipment sales for Allen B. DuMont Laboratories, said: "The department store is in position to employ television to greater advantage than all others."

"The fundamental requirements under which the department store operates implies a definite need for television," he added. Taylor justified this contention by showing how much of selling depends on sight, how tele increases and channels the flow of traffic through the store, and how the medium can advertise a great variety of merchandise and increase the average shopper's total buys per visit.

Discounts High Costs

The DuMont executive indicated that intra-store television is but one of the three applications of television possible for the department store, the other two being: (1) operation of a broadcast station, and (2) having studios in the store in a manner comparable to the arrangement between the DuMont tele station, WABD, and the main John Wanamaker New York store.

Calling on broadcasters to disprove charges that television has been deliberately retarded, Richard Hubbell, Crosley Corporation tele executive, described television as a test case for "free enterprise." Hubbell served as chairman of both the morning and afternoon sessions of the Washington meeting.

Pointing out that television has been ready to go technically for past nine years, Hubbell stressed its importance in the past-war era of reconstruction, saying "For the first time in history we have the opportunity to take a highly developed but completely unexploited science and out of it create a new industry... an industry which must be built from the ground up; an industry which will provide hundreds of thousands of new jobs."

Calls Cost Reasonable

In another talk before the advertisers later in the day, Hubbell discounted as "poppycock" the oft-quoted high costs of television production, and asserted that the medium will be the "most efficient form of advertising we have." He regarded the exorbitant cost myth as the result of comparison with Hollywood and motion picture production. "Actually," he said, "In a well-organized and properly-designed studio plant, we can produce most tele programs at costs that are not so very much greater than standard radio."

The film aspect of tele programming was discussed by Ralph Austrian, of RKO Television Corp., who said that extensive use of films would be necessary to keep down production costs. Illustrating his talk with slides, he cited the use of films as backgrounds for live shows and other motion picture techniques as musts for video.

Bob Emery, tele director of Bamberger, said the average radio actor is not qualified for tele mainly be-



CHARLES WOODS, who has recently been released from the Army after 15 and one half years of service, has returned to the staff of WOR in the capacity of staff announcer. While in the service, Woods was the editor of "The Forge," a publication for the personnel at the Valley Forge General Hospital; and for 10 months he was radio director for the Service Command in Baltimore and Pittsburgh, doing promotion and recruiting work.

JOHN V. B. SULLIVAN, who was sales promotion manager of WNEW when he left to join the Army 39 months ago, has returned to the station as a member of the sales staff. Sullivan served with the 95th Division, AFRS.

MAJ. LEWIS MARCY, former UP editor, has joined the staff of Co-operative Analysis of Broadcasting, Inc. In the Army for nearly five years, he served overseas with the 30th and 76th Divisions, doing intelligence and public relations. He is a graduate of Boston University.

ALTON KASTNER has returned to the NBC press department as assistant magazine editor after three and one-half years' service in the U. S. Navy. He volunteered in August, 1942, and was on Pacific fleet duty for three years. He was returned to inactive duty as a lieutenant (j.g.).

DON BRICE is back on the news staff of WKBN in Youngstown, Ohio, after more than four years of service for Uncle Sam. Don joined WKBN in 1940 as newscaster after five years previous radio and newspaper experience. He entered service in September, 1941, and, with the rank of sergeant, was leader of a Rifle Squad in the 66th Infantry Regiment of the 71st Division. He served with Patton's Third Army in France, Germany and Austria and received the Bronze Star Medal and Combat Infantryman's Badge.

WILLIAM DOTY EDWARDS, who served two years overseas with the U. S. Army, has resumed his civilian status as radio time buyer for Badger and Browning Hersey, Inc.

cause of the pantomime necessary and the memorization of lines. Demonstrating with a short skit by several stage actors, he urged that video producers use only actors with stage experience or schooling in theatrical techniques.

Douglas Day, of the Buchanan agency, staged a demonstration of a live tele interview with several Congressmen, which was piped into the hotel with excellent results. Program originated in the studios of the experimental DuMont outlet here.

Reaction of many attending the institute, particularly New Yorkers, was that the capital, while not as well equipped for tele as Gotham, is nevertheless geared for the new medium and anxious to get going.

Celler Urges AP, UP Continue OIC Service

(Continued from Page 1)

Department's International Information Office.

AP and UP should continue serving the State Department, Celler declared, for "the same reasons" that caused them to serve the OWI during the war.

"Experience has shown us that news events of the United States concerning its people and its institutions are greatly distorted in places near and far. News of strikes, Hollywood scandals, etc., are ballooned out of all proportion in such countries as, to name a few, China, Siberia, Australia or Paraguay.

"Americans in the eyes of Czechoslovaks, Italians and South Africans are a bunch of lotus eaters and our people on the Eastern Coast are gum chewing illiterates and our people on the Western Coast are all gunoters," he said.

"All this is so," Celler charged, "because on the one hand there is no one medium to convey the true state of facts, and on the other, the true status is distorted and slanted according to the religious, political or economic ideology of the particular government or sychopants of a stated government in control."

Celler asked why the State Department should not be permitted to remove the "tremendous amount of news misinformation about America," and permitted to shortwave the truth to the nethermost parts of the world. He asserted that "if the AP lays down on the job" and assumes "a dog in the manger" attitude, the efforts of the State Department to build an effective international information service will greatly suffer.

Wedding Bells

Marilyn Marcus has resigned from the WNEW press department, and leaves Saturday for Sedalia, Mo., where she will be married to Capt. Mindell, of the Army Air Force. They will reside in San Francisco. Lorraine Sutters fills the bride-to-be's post at the station.

New Mutual Show

Mutual premieres a new comedy-variety program, "The Harry Savoy Show," Feb. 16, 8:30-9 p.m., EST. In addition to the star, Vera Holley, the Murphy Sisters, and John Gart's ork will be heard on the weekly program.

Send Birthday Greetings To

Jan. 30

Ida Bailey Allen Renwicke Cary
Lawrence W. Lowman Dick Kelly
Walter Damrosch Gene Norman
Ida Bailey Allen Reg. D. Marshall
Renwicke Cary Clarence G. Cosby

Tele Program Expert Urges "Visual Continuity"

(Continued from Page 1)

manager of WRGB, Schenectady, told 75 members and guests of the regular programming panel luncheon of the American Television Society this week at the Hotel Sheraton.

Discussing "Fundamentals In Programming," Bettinger identified his definition of "visual television" as the "smooth flow of incident and mood from one scene, or segment, in correct proportion," to another. He likened a well-produced video program to a properly planned advertising campaign, "—with the interest of the market, or the audience, maintained throughout."

Bettinger added that "there is nothing new in television, despite the attempt of many in the industry who strive to achieve a new way of appearing mediocre," and pointed out that "we take shows from radio and motion pictures and simply apply them to the technique of the medium." He also highlighted the need for "pre-planning" a video show, in order to avoid the "cheap, shoddy tricks" that draw attention to themselves and obstruct the satisfactory progress of a good television program.

Theodore Huston, radio and television director of Ruthrauff & Ryan, discussing the "Problems of a Technical Director in Television," asserted that the importance of a technical director is often overlooked, and on the contrary declared, "he is equally important as the television director." Pointing out the advantages of considering the technical director, Huston said that the latter has, by reason of his experience and qualifications, an intimate knowledge of the video show, and should therefore be permitted to proceed on an equal footing with the director."

The R & R executive related an experience he had at WRGB some time ago wherein he and the technical director worked on one particular program with "very satisfactory" results. "We worked closely together on every phase of the production," he said, "from the script to the final program." He explained that in this way, a smooth, well-knit production was the result, since each followed the action step-by-step and had, at all times, complete control of the situation at every moment.

Seated at the speaker's table at the meeting were: Hoyland Bettinger, Theodore Huston, Betty Huntley, Richard Manville, and Col. Leonard Rovins.

'Eugen' Capt. On Yankee Web

Boston—Captain A. H. Gruber, U. S. N., commander of the captured German battle cruiser, Prinz Eugen, and the first U. S. Navy officer to return to Berlin after having been an exchange prisoner of war, gave his first radio interview since returning to this country to Lester Smith, Yankee Network reporter, Monday afternoon from 4:30 to 4:45 p.m. on WNAC and the entire Yankee Network. They discussed what the ship was like, the crew and what he thought of the ship.

AFRS Network In China Starts Daily Operation

(Continued from Page 1)

lywood radio producer, is in charge of chain operations, assisted by Lt. Gerald Tannebaum and Sgt. William Rafael. An interesting sidelight on Andrews' experiences in the Far East is given in the following portions of a recent report:

"At Peiping I arranged to have Generalissimo Chiang - Kai - Shek broadcast over Armed Forces Radio Station XONE. He was most interested in this unique (radio) set-up for the American Armed Forces. I explained to him what we have been doing all over the world.

"Madam Chiang-Kai-Shek acted as interpreter and it was a very illuminating and dramatic three-way conversation.

"As far as I know this is the first time that the head of one of the five major powers has used the medium of the Armed Forces Radio Service.

"Since AFRS Station XONE was the only radio station over which Chiang-Kai-Shek spoke in Peiping it was quite a scoop."

New ABS Drama Series

A new weekly series, "Death on Wheels," featuring dramatizations of auto accidents culled in detail from police files will be inaugurated over ABS Feb. 3, 8:05-8:30 p.m., EST. Program will originate from WWDC, Washington, and is written and produced by Sid Peters, program director of the outlet. Inspector Arthur E. Miller, head of the traffic division of the Washington Police Department, will serve as narrator.

King Show Renewed

"Give and Take," CBS audience participation show starring John Reed King, heard Saturday mornings from 10 to 10:30 on the entire network, has been renewed for another 13 weeks under the sponsorship of Chef-Boy-Ar-Dee. The program begins its new cycle on February 3.

McJunkin Agency of Chicago handles the account.

VOSS ENGINEERING SERVICE

offers a complete

ELECTRONICS LABORATORY

and

PRECISION SHOP MECHANICS

service to Agencies, Stations and institutions requiring

**DESIGN
INSTALLATION
MAINTENANCE**

or

CONSULTING SERVICES

STUDIOS — E.T. Fac. — AUDIO DEVICES—RECORDING — A.M., F.M.—TELEVISION — CUSTOM DESIGNED TO SUIT CLIENT.

182 E. 19th STREET, B'KLYN, N. Y. MUrray Hill 2-4217-8-9 (N.Y.C.)

Army's "Tele Bomb" Aids Peacetime Video

(Continued from Page 1)

the details of the equipment used in this unique type of "seeing eye" projectile.

Spot visual pickups of newsworthy occurrences—such as parades, sports events, fires and disasters—are made possible by a portable camera-transmitter unit built originally to help bombardiers steer their missiles directly to the target. As a part of the bomb, the apparatus was designed to fit into an 18-inch cylinder having a depth of 15 inches. It is light enough to be carried in an ordinary large-sized suitcase and can be operated by battery if a power line is not available.

These factors, Cummings explained, make the equipment especially adaptable to mobile tele coverage of news events as they happen.

For its operation, a main transmitter beam out synchronizing signals to lock in the signals of the portable camera-transmitter, which sends its composite signal back to the main transmitter for broadcasting. The present range from which this signal can reach the main transmitter, Cummings added, is about 15 miles.

BALTIMORE'S
Listening Habit

W
C
B
m

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Indies Seek To Cover Atom-Bomb Broadcast

(Continued from Page 1)

descriptions are planned, with actual broadcast of the atomic explosion a possibility, they feel that they should be given opportunity for equal coverage. This would be possible through a pool arrangement whereby the Indies might pick up a feed from one of the webs, or else be represented at the experiment by a broadcaster of their own, or the Navy's choosing.

The text of Cott's letter to the Navy Department follows:

"On behalf of radio station WNEW, may I inquire what arrangements are being made for radio broadcasting coverage for the atomic bomb test in May?"

"In the event that facilities are limited we should like to suggest that a pool broadcast arrangement be made so that every station in the United States may have an opportunity to bring its listeners all the necessary information on this important event. It has been the custom in the past for broadcasts of national significance to be made available to all stations, though on other occasions broadcasts have been exclusively to an individual network or reserved to the four networks. We feel that an independent station serving a large audience is entitled to the same facilities."

MBS Adds Four Stations; Brings Web Total To 287

(Continued from Page 1)

Casper, Wyoming, operating on 1000 watts, 1470 kc, owned and managed by Don Hathaway; KWYO, 250 watts, 1400 kc., managed by James Carroll; both these stations join February 15. Station WMOX, Meridian, Mississippi, 250 watts at 1240 kc, owned and operated by Birney Imes, Jr., will join Mutual as a full-time affiliate as soon as construction is finished, on or about February 15.

Station KVOP, Plainview, Texas, 250 watts, 1400 kc., jointly owned and operated by W. J. Harpole and J. C. Rothwell, joins on March 1.

Haverlin also announced that MBS affiliate, KSJB, Jamestown, N. Dak. will increase its power on February 10th from 250 watts to 5 kw. unlimited on 600 kc.

THE LARGEST BUYING AUDIENCE IN NEW YORK MARKET

is available on

1380Kc—**WBNX**—5000 Watts

EVERY HALF HOUR BEGINNING AT 12:55 P.M. MONDAY THRU SATURDAY—ARM-STRONG PUBLICATIONS BRING YOU THE COMPLETE RESULTS OF RACES AT ALL MAJOR TRACKS.

SEVERAL CHOICE SPOTS ARE STILL AVAILABLE—GET THE FACTS NOW—

W.H. Moore, Mgr. WBNX, MEIrose 5-0333

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA—Charles S. Young, war-time manager of Westinghouse Stations WBZ in Boston, WBZA in Springfield and their FM affiliates in both cities, has been promoted to manager of outlet KEY, Portland Oregon, newest station in the Westinghouse Radio Stations, Inc., group. Wilmer C. Swartley, who has been in service for the past four and a half years, will resume his duties as manager of the Boston and Springfield stations. . . . Sam Serota, WIP's educational director, has been invited to address the radio class at the University of Pennsylvania on "Radio and Education," by Dr. Frederick Gruber on Thursday, Jan. 31. Serota's subject will be "Microphones," and will be augmented with blow-ups of various mike types and on-the-spot experiments with "The Microphone as a Human Ear."

— NEW YORK —

NEW YORK—The Playgoers Club, located at 51st Street and Avenue of Americas, will run its initial guest party on Thursday night, Jan. 31, honoring the entire cast of the Gloom Dodgers radio program heard every morning over WHN and starring Morey Amsterdam, the Calypso-writing comedian, who is also star of the Playgoers Club revue. . . . **LONG ISLAND**—WWRL in Woodside, has inaugurated a new sports feature, "The Sportscope," to be aired each Friday. The program will present sport news and activities of colleges, high schools, athletic clubs and amateur teams in the Metropolitan area, with Jocko Maxwell, sportscaster serving as master of ceremonies.

— MASSACHUSETTS —

LAWRENCE—Irving E. Rogers, general manager of WLAW, has recently been elected a director of the Lawrence Automobile Club, filling a vacancy caused by the death of Walter M. Lamont, resident manager of the Wood Worsted Mill, the largest textile plant in the world. . . . **BOSTON**—The first major sporting event to be broadcast over FM in the Boston area was heard by listeners over WBZ-FM last Jan. 16, when the Yale-Harvard basketball game was presented from the Boston area. . . . **SPRINGFIELD**—Wayne Henry Latham, program manager of WSPR, will present an eight-week course in public speaking at Westfield under the direction of the Massachusetts division of University Extension.

— ILLINOIS —

CHICAGO—Robert E. McGoorty, recently discharged from the Army Signal Corps, has joined the sales staff of the North Central Broadcasting System. . . . Bob Elson, sports commentator from Chicago, has inaugurated a new sports series entitled "Re-creation of Famous Sports," of which he in many instances, takes his audience back to years when radio was non-existent and enthusiastic prize-fighting fans received only their imaginative account from biased reports. His new presentation will consist of the story revived in full detail, presented in the current manner—arousing radio blow-

by-blow report precisely as it happened then. . . . **ROCK ISLAND**—Millicent Polley, recently released from the Waves as a lieutenant, has a new women's program, "Polley's Potpourri" on WHBF, featuring "Woman of the Week," and also a "Man of the Month" award.

— OHIO —

CINCINNATI—Robert Provence, recently separated as a Captain in the 8th Army Air Force, has replaced Rex Davis as morning newscaster for WCKY. Provence, before entering the armed services in 1942, was newscaster and program director of WJAR, Morgantown, W. Virginia. . . . **STUBENVILLE**—WSTV has welcomed home Al Gray, one of the original members of the announcing staff who has returned following three and a half years in the Army.

— UTAH —

SALT LAKE CITY—KALL, in Salt Lake, and KVNU in Logan, Utah, will cooperate in producing and feeding a new "Utah Farm Journal" series to intermountain stations in nearby Idaho and Wyoming. In addition to local livestock and marketing news, weather reports and irrigation information, the programs will feature expert farm advice broadcast by faculty members of the Utah State Agriculture College at Logan.

Will 'Loan' Valentine To Gen'l MacArthur

(Continued from Page 1)

world." The message added that the trip would be "for a period of from 30 to 60 days," and urged that the former City official make every effort to accept the post, in spite of any other commitments.

Maj. Gen. J. H. Hilldring, director of the War Department's Civil Affairs Division in Washington, notified Valentine of the request.

"I can't say whether or not I will go to Tokyo just yet," Valentine said. "I'll know more after talking with General Hilldring in Washington. General MacArthur really needs me badly in Tokyo, I'll go," he added.

The way was cleared for Valentine to accept the bid by Frank B. Wattman, Jr., president of the L. E. Wattman Fountain Pen Company, sponsor of his show, who said he would grant Valentine the necessary time off to make the trip. ABC officials also said they would cooperate and would attempt to make arrangements to pick up the "Gang Buster" commentary by shortwave for direct broadcast in the U. S.

It is considered that Valentine would be expected by MacArthur to set up a police administration in Tokyo patterned along the lines of the New York City police force.

C

SAINT JOHN, NEW BRUNSWICK

takes pleasure in announcing the appointment to its staff of...

H



George A. Cromwell
STATION MANAGER

S



Cleve G. Stillwell
PROGRAM DIRECTOR

J

Upon the completion of its new 5000 Watt Transmitter CHSJ will be able to provide even far greater service than ever before.

Represented by *Adam J. Young Jr.*

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO





VOL. 34, NO. 22

NEW YORK, N. Y., THURSDAY, JANUARY 31, 1946

TEN CENTS

Radio 'Pool' For Atom Test

CBS Color Television Starts Showing Today

Demonstration for the press, of CBS high-definition television in full color, broadcast in the ultra-high frequencies, will get under way this morning at the network's special studios in its home office building, on the sixth floor. Public showing, originally scheduled for last month, was postponed, due to illness of CBS engineers.

Demonstration will be on tap for a week or more, and it is planned to
(Continued on Page 3)

Capt. Rickenbacker Guest Of Longines-Sales Group

Capt. Eddie Rickenbacker was guest of honor yesterday at a luncheon at the Waldorf-Astoria Hotel, in connection with the launching of the forthcoming half-hour spot dramatic series entitled "World's Most Honored Flights." Rickenbacker is narrator on the series which is to be sponsored by the Longines-Wittnauer Watch Co. over 110 stations.

Rickenbacker introduced by M. Fred Cartoun, executive vice presi-
(Continued on Page 2)

Poppele To Address AMA Today On Commercial Tele

J. R. Poppele, president of the Television Broadcasters Association, and vice president of WOR, will discuss the effect on the motion picture industry of commercial television today at a luncheon of the New York Chapter of the American Marketing Association at the Hotel Commodore;
(Continued on Page 3)

Preview
Radio audiences will get a first-hand description of what it will be like to span the U. S. in a few hours when NBC's W. W. Chaplin airs his reactions during the trip from New York to Burbank, Cal. Chaplin will broadcast from a TWA "Constellation," and upon his return Sunday, will participate in a special telecast with TWA officials over WNBT.

"Christian" Prize
The fifth annual "Dr. Christian Award" contest to afford new and established radio writers an opportunity to submit plays for the Wednesday night CBS program, will run this year through the months of February and March. Jean Hersholt, star of the series, will be aided by experts in selecting the \$2,000 prize-winning script. Contest in the past has attracted thousands of entries.

House Comm. Mulls Liquor Advt. Measure

A bill to outlaw radio advertising of alcoholic beverages was introduced this week by Representative Rankin, (Miss.) and referred to the House Committee on Foreign and Domestic Commerce.

Designed to prohibit the broadcasting of alcoholic beverages, under penalty of not more than \$1,000, or not more than a year in jail for each
(Continued on Page 2)

Abbott and Costello Get Two-Year Extension

Bud Abbott and Lou Costello have added two more years to their contract with Camels, it was made known yesterday. The "Abbott and Costello" program, heard Thursday nights over the full NBC web, was under contract to Camel throughout September,
(Continued on Page 2)

No Sharing Of Tele Channels For Washington, Is Report

Washington Bureau, RADIO DAILY
Washington—FCC Chairman Paul Porter will not back away from a tough decision in determining who gets Washington's coveted four tele channels by recommending channel sharing, it was learned authoritatively yesterday. A source close to the Commission said all the six applicants "could get" the grants, meaning that Porter will lean very heavily on the local connections of the applicants in

Navy Department Informal Plans Include Indies In Radio Report Of Bombing Scheduled At Marshall Islands

Mutual Talent Search Starts Via New Series

Mutual's search for new radio talent,—one of Phillips Carlin's (vice-president in charge of programs) personal crusades,—has been provided with one of its first opportunities to actually "produce" in the installation of "The Carrington Playhouse" scheduled to start Thursday, February 21 as a regular weekly
(Continued on Page 6)

Radio, Ad Groups Ally For '46 Red Cross Drive

New York's radio outlets, advertising agencies, publishing houses and companies engaged in the graphic and visual arts have been organized in support of the Red Cross 1946 Fund under the leadership of Thomas L.
(Continued on Page 2)

DuMont Names Alexander Tele Publicity Director

Milton J. Alexander, advertising manager of the Allen B. DuMont organization, has taken over the newly-created post of publicity director to handle publicity for the television
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Preliminary plans by the Navy Department call for a "pool" radio broadcast of the atomic bomb experiment in the Pacific, it was revealed yesterday.
Termining the proposed broadcast the "biggest engineering problem the Navy ever had," a Navy Department spokesman said yesterday that informal plans call for inclusion of independent radio stations in the coverage of the momentous event. The
(Continued on Page 6)

Gubb Sees Tele Sets In Every Amer. Home

Philadelphia—Television was cited as "the most important development from which the public will derive the greatest benefit" as a result of wartime advances, by Larry E. Gubb, chairman of the board of Philco Corp., in an address before the Cornell Club here.

Claiming that tele is now ready for public use, Gubb said, "never before
(Continued on Page 3)

Raymond Katz Appointed Program Director of WHN

Raymond Katz, 29-year-old ex-serviceman who joined WHN 11 years ago as assistant night-time operations manager, has been appointed program
(Continued on Page 3)

On The Spot
Victor Borge, comedian-pianist, will expose himself to the sharp minds of the Quiz Kids Sunday, when he substitutes for the ailing Joe Kelly as quizmaster. Borge, who has made other appearances with the "brain children," will toss about such subjects as physics, math, chemistry, history and geography—and probably wish he was back at the keyboard!



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

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

FINANCIAL

(Wed., Jan. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	194 ³ / ₄	193 ³ / ₄	194 ³ / ₄	+ 1
CBS A	47	46 ⁵ / ₈	47	+ 3/8
CBS B	47	46 ¹ / ₂	46 ¹ / ₂	- 1/2
Crosley Corp.	38 ³ / ₄	38 ³ / ₄	38 ³ / ₄	+ 1/4
Farnsworth T. & R.	19 ¹ / ₂	19	19	- 3/8
Gen. Electric	50 ⁷ / ₈	49 ⁷ / ₈	50 ¹ / ₄	...
Philco	44 ³ / ₄	44 ¹ / ₂	44 ¹ / ₂	+ 1/2
RCA Common	19	18 ¹ / ₂	18 ³ / ₄	+ 1/8
RCA First Pfd.	91	91	91	...
Stewart-Warner	24 ⁷ / ₈	24 ³ / ₈	24 ³ / ₈	...
Westinghouse	39 ³ / ₄	38 ⁷ / ₈	39 ³ / ₈	+ 1/8
Zenith Radio	42 ⁵ / ₈	41 ¹ / ₂	41 ³ / ₄	- 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	24 ³ / ₄	24 ¹ / ₂	24 ³ / ₄	+ 1
Nat. Union Radio	12 ³ / ₈	11 ³ / ₄	12 ³ / ₈	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 ³ / ₈	12 ³ / ₈
Stromberg-Carlson	27 ¹ / ₂	29 ¹ / ₂
WCAO (Baltimore)	34	...
WJR (Detroit)	33	35

Radio Stars Featured In Photographers Ball

Many radio personalities will participate in the 17th annual entertainment and dance of the New York Press Photographers Association tomorrow night at the Waldorf-Astoria, including Morey Amsterdam, Perry Como, Johnny Desmond, Peter Donald, Joan Edwards, Georgia Gibbs, Harry Hershfield, Jack Leonard, James Melton, Danny O'Neill, Jo Stafford and Herb Shriner.

KSCJ Joins BMB

KSCJ, Sioux City, Iowa, has become a member of Broadcast Measurement Bureau, the 616th subscribing station.



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

Coming and Going

DANNY KAYE and members of his program company heard on CBS, including GOODMAN ACE, BUTTERFLY McQUEEN and DAVID TERRY, are in Milwaukee, where today they will broadcast their show as a feature of the city's centennial celebration.

PHILIP FRANK, of the Broadcast Measurement Bureau, is in Pittsburgh. Last night he addressed the American Marketing Ass'n. and today will deliver a talk before a clinic of advertising men serving the Frederick Atkins Department Stores.

FRANCES SCOTT and CHARLES BASCH, of the Basch package outfit, leave tomorrow for Schenectady in connection with the tele production of "Topsy Turvy Quiz," to be broadcast over WRGB.

LAWRENCE TIBBETT leaves this week on a six-weeks concert tour. Filling engagements in Florida, Mississippi, Texas and Colorado, the baritone will sing the role of Germont Pere in the San Antonio Opera Company's presentation of Verdi's "La Traviata."

ALEX KEESE, general manager of Taylor-Howe-Snowden Radio Sales, has arrived from Texas for conferences at the New York offices of the organization. Simultaneously, JACK KEASLER, New York manager of T-H-S, left town for the Lone Star State, where he will visit with station men.

LEE B. WAILES, general manager of Westinghouse Radio Stations, was a visitor recently at WOWO, the Westinghouse station in Fort Wayne, Ind.

ROBERT M. SAMPSON, general manager of WSAI, Cincinnati affiliate of ABC, paid a call this week at the headquarters of the network.

ARCH SHAWD, general manager of WTOL, Toledo, arrived from Ohio this week. Visited yesterday at the Rockefeller Center offices of ABC, with which the station is affiliated.

LANIE HARPER, production assistant on the "County Fair" program heard over CBS, has returned from a Milwaukee reunion with her husband, just back from two years of duty in the Pacific.



Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Radio, Ad Groups Ally For '46 Red Cross Drive

(Continued from Page 1)

Ryan, president of Pedlar & Ryan Inc., it was announced yesterday by James Bruce, chairman of the commerce and industry committee of the Red Cross.

The group headed by Ryan, who held a similar post last year, will solicit corporate gifts from the various companies to assist in fulfilling New York's quota. Assisting Ryan will be Benjamin Duffy, of BBD & O, who will handle agencies and broad-

Capt. Rickenbacker Guest Of Longines-Sales Group

(Continued from Page 1)

dent of Longines, expounded his theory of the use of atomic bombing to tap new mineral and other resources of the earth World War I ace believed that the most logical spot to do this is in the antarctic regions. In addition to newspaper men, and others present were a large group of Longines sales representatives.

Lewis, WHN Disk Jockey, Will Do 13 Hours Weekly

Robert Q. Lewis, announcer and disk jockey on WHN, whose two-hour "Disk-Digest" program is heard on the station each Sunday from 2:00-4:00 p.m., is raising his total weekly disk chores to 13 hours by adding two new series, a Monday-through-Saturday stint from 5:00-6:00 p.m. and a Monday-through-Friday assignment from 9:00-10:00 p.m. He starts on the new schedule today.

A graduate of the University of Michigan, Lewis took to the air lanes only to be interrupted by Uncle Sam. Released from the Army Air Forces in 1943, he stepped back into radio with his own "Listen to Lewis" program on NBC. He joined WHN in December, formulating the "Disk-Digest" program which now will continue as a segment in his heavy weekly schedule.

DuMont Names Alexander Tele Publicity Director

(Continued from Page 1)

broadcasting division, Leonard F. Cramer, executive vice-president, announced yesterday.

The David O. Alber Associates, which had been handling publicity for the firm, has been retained as public relations counsel. All releases and other material will be issued from Alexander's office.

House Committee Mulls Liquor Advt. Measure

(Continued from Page 1)

day the "offense" is committed, the motion is given little chance of final passage in the House.

Some states now prohibit such radio advertising but in North Carolina, for instance, beer and light wines are not classified as "alcoholic beverages."

Abbott and Costello Get Two-Year Extension

(Continued from Page 1)

1947. Extension to the contract now carries them through 1949.

Contract was handled through William Esty and Company, Inc.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Gubb Expects Television Sets In All Amer. Homes Of Future

(Continued from Page 1)

has the product of a great new industry reached such an advanced stage before it was offered to the public. I predict that it will not be many years before practically every family in the United States will have a television receiver in its home, just as they have a radio set today.

"It will take a number of years before satisfactory programs in the high frequencies—and color—on an everyday basis can be given to the American public.

"So, in effect, as the industry grows and develops, the American public can and will be enjoying television in black and white and in the lower frequencies.

"Eventually, we will have color in the higher, frequencies that will give an even finer picture. . . .

"It is my feeling that television, like any other industry, will develop faster and better when put to use, rather than if it were to be restricted to the laboratory.

"And television, in my opinion, is far too big an industry and too important to the American people to be held up for nebulous future develop-

ments when the present picture is as good as it is today and can give the American public so much in the way of pleasure and entertainment immediately."

Radar and electronics will begin almost immediately to have peace-time applications never before dreamed of, Gubb said. "You may soon be able to write a letter or a telegram, drop it into a slot and have it reproduced instantly, thousands of miles away, by television, with the speed of light and for less than it now costs an air-mail letter," he added.

The day "may not be far distant," he said, when all telephone and telegraph lines will be replaced by wireless link systems. "It is inconceivable that the thousands and thousands of miles of wired communications which have been destroyed in Europe will ever be replaced—when the signals can be beamed through the air by the use of radio links which can be installed so much more cheaply and maintained at such a low cost. And it is reasonable to believe that similar radio link systems will come into wide-spread use in this country."

Raymond Katz Appointed Program Director of WHN

(Continued from Page 1)

director, it was announced yesterday by Herbert L. Pettey, director of the station. Katz takes over the added duties temporarily held during the latter war period by Frank Roehrenbeck, general manager.

Katz, one of the youngest executives in metropolitan radio, is a native New Yorker, who started as an usher at the Capitol Theater. He joined the station in 1935 under Louis K. Sidney, then WHN director and subsequently rose to the post of assistant daytime operations manager. When Katz entered the Navy in 1942, he was daytime program supervisor.

Served In Public Information

During his stay in the Navy he worked in the Office of Public Information, Branch Radio Section, New York, where his duties were to service network programs. In June, 1945, he was transferred to Washington to direct the "Navy Hour," over NBC Tuesday nights. The program consisted of the U. S. Navy Symphony Orchestra and chorus, interviews with high government and navy officials and dramatizations featuring stars of the theater and cinema, both in the service and out.

Kollmar On Music Quiz

Richard Kollmar, who portrays "Boston Blackie" every Tuesday via WJZ at 7:30 p.m., will be guest on WOR's "So You Think You Know Music?" tomorrow at 8:30 p.m. He is producer of three Broadway musical-comedies, "Early To Bed," "Dream With Music," and the current "Are You With It?"

CBS Color Television Starts Showing Today

(Continued from Page 1)

entertain alternate groups of members from trade and other publications, one from each paper on succeeding days. The programs will be broadcast from the new Federal transmitter atop the Chrysler Building, relayed there from studios nearby on Vanderbilt Ave.

Understood that the demonstration will be under normal living conditions in the home and receivers arranged as they might be in the living room, etc. Publicity to the dealer end of the trade is expected to be released next Monday. Patents held by CBS relative to color tele, reportedly will be released to manufacturers for a nominal sum and encouragement given to the manufacture and marketing of the color receivers.

Invitations for the color tele showing are being sent out by L. W. Lowman, CBS vice-president and Adrian Murphy, recently appointed vice-president, whose duties include the supervision of the color tele, is co-operating with Lowman and other network departments in handling the demonstration.

Poppele To Address AMA Today On Commercial Tele

(Continued from Page 1)

meeting is scheduled for 12:15 p.m. in the west ballroom.

Poppele will outline the overall question of television's effect on radio, magazines and newspapers, as well as the movie industry, at the session, which is the first of the 1946 monthly meetings of the New York division of the AMA.

ADDRESSED TO INDEPENDENT RADIO MANUFACTURERS

Competent sales executives with offices in Los Angeles, San Francisco, Seattle and Salt Lake City are interested in representing a radio manufacturer on the Pacific Coast. Fully equipped sales offices, show rooms and sales staff.

Address:

Radio Daily

1501 Broadway

Box 126

New York 18, N. Y.



SOUTHWEST

DALLAS, TEX.—Paul A. Walker, senior member of the Federal Communications Commission, will address the 13th district meeting of the National Association of Broadcasters which will meet here in a two-day meeting starting today.

According to Martin B. Campbell, general manager of WFAA-KGKO and NAB director, of 85 Texas broadcasters are expected to attend the meeting here which will discuss, besides FCC influence on broadcasting, copyright and restriction regulations concerning music, labor relations, agricultural broadcasting and small markets stations.

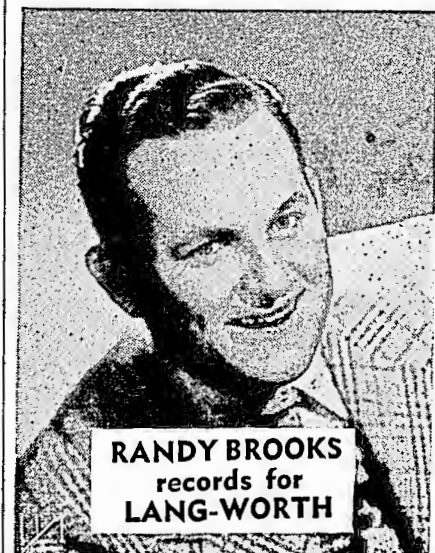
W. J. Harpole and J. C. Rothwell, joint owners and operators of KVOP, Plainview, announce that the station will become the 285th affiliate of the Mutual network effective on March 1. Station operates with 250 watts on 1400 kilocycles.

An increase in power has been given by the FCC to KGNC, Amarillo as well as permission to shift its dial setting. Station will shift from 1440 to 710 kilocycles and increase power from 1,000 night, 5,000 day to 10,000 unlimited time.

Kenneth Bennett has been named program director of KPDN, Pampa, and joins the staff following service with the army in Europe. Jack W. Hawkins and Barney H. Hubbs, owners and operators of KIUN, Pecos have applied to the FCC for an increase in power from 100 watts to 250 watts.

The Texas Quality Network special half hour program in behalf of the March of Dimes was heard last week and featured music by Karl Lambertz and his orchestra and the voice of Louise Mackey. R. J. O'Donnell, co-chairman of the motion picture industry March of Dimes in Texas was principal speaker and urged listeners to participate in the March of Dimes collection to be held at all Texas theaters.

Eddie Fidell is being heard as newscaster over KWBU, Corpus Christi, from the special newsrooms in the Baylor University at Waco.



Windy City Wordage . . . !

John Harrington, WBBM's ace sportscaster, now that he is a licensed pilot, is planning to cover future sports events via plane. His interest in flying was spurred after several flights to South Bend, Indiana, for football broadcasts last year when he found that a big chunk of traveling time between that city and Chicago could be lopped off.

Chicago

Harrington found it possible to land a Piper Cub in the parking lot at the South Bend stadium and take off from there after the game when the lot was cleared of fans' cars. Harrington has his own plane on order, an Aeronca four-place-cabin model, which will enable him to take his spotter and engineer along on broadcasts.Pinky Tomlin, whose "The Object Of My Affections," was one of the top tunes some years back, will be the guest tunesmith of "Tin Pan Alley of the Air" over NBC, Saturday, February 2. He will be interviewed by Doug Gourlay from Hollywood, and his latest piece, "Shootin' the Breeze," will be offered by Jack Owens.Tito Guizar will be guest of honor on "National Barn Dance" the same day in a hayloft salute to our immediate neighbors south of the border. Guizar and Pat Buttram will trade quips on the show.



Danny Kaye will have Grace Moore as his guest when he airs his Friday night CBS show from Milwaukee Feb. 1., in connection with the city's centennial celebration.The Goofiest Hat contests held in conjunction with the world premiere of Tom Brenehan's "Breakfast in Hollywood" movie Feb. 7, at the Oriental Theater and his ABC radio broadcasts, have drawn more than their share of local press coverage despite the fact that Chi newspaper photogs have been busy with steel and meat industry strikes. The contests have produced women head-gearred in everything from live mice, chickens and rabbits to merry-go-rounds and fully-furnished bedrooms. One gal had her live pet Bantams attractively caged atop her head. During the judging one of the hens laid an egg. Only would-be contestant barred from these chapeau circuses was the femme who appeared wearing a snake hat—and we do mean snakes! Since there was nothing to keep the reptiles from crawling off their perch, the lady and her fantastic creation were barred from the premises.



A Chicago boy, Guy Cherney, is already being talked about as the radio discovery of the year as a result of his first two microphone appearances this month on West Coast programs, which won him a guest spot on Paul Whiteman's new ABC series Monday night.Harry B. Miller and George P. Hixon have formed a partnership to take over the publicity business of Lou Cowan, owner of the Quiz Kids. Lou is devoting himself to his theatrical enterprises.



Quizmaster Joe Kelly of the Quiz Kids, has been ordered by his medico to take a four-week rest. Victor Borge will sub for him next Sunday.Donald O'Connor, the movie juvenile, who is still in the Army, is making a two-week stage appearance at the Oriental Theater during his furlough. The Army directive okaying O'Connor's engagement specifies that he be billed as "guest star."



This time last year NBC Thesaurus subscriber stations were receiving their first releases of a new musical group known as *The Music of Manhattan*. Treading on new ground, NBC Radio-Recording broke all precedent by introducing an orchestra of big-name musicians, playing scores by America's top arrangers and recording as an exclusive unit for *Thesaurus*. Thus, a big nighttime recorded variety program, produced like a network show, was offered for the first time to local stations. All the elements of big-time . . . expensive talent, skilled producers, full-orchestral beauty . . . were made available to *Thesaurus* stations at no extra cost.

Even then, we were confident of the value of such a move . . . knew that stations needed such a show. Today we have the proof that *Music of Manhattan* is one of the most popular musical programs on the air. Stations everywhere have made this brilliant *Thesaurus* feature commercially profitable and local advertisers all over the U. S. and Canada are sponsoring *Music of Manhattan* on across-the-board schedules.

The voice of Bill Stern, NBC's Director of Sports and favorite sportscaster of millions of American listeners, will be heard on 25 stations in the Ohio area . . .citing the merits of Shaeffer Razor Blades. Grant Advertising Agency of Cleveland commissioned this veteran of the sports to NBC Record a series of station breaks and one-minute spots for the Shaeffer Blade Corp. Promotional support in the form of counter cards, publicity and photos of Bill Stern will be tied-in with the spot campaign. Production, recording, processing, pressing and distribution is being handled by NBC Radio-Recording.

Another regional advertiser who has discovered the time-saving, economical NBC way of getting recording problems solved is Edward's Clothes, a Pittsburgh retailer. Station break "spots" featuring announcer Jim Ameche have been NBC Recorded and given wide distribution throughout the tri-state area.

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

AGENCIES

HERMAN HETTINGER, director of editorial extension, Crowell-Collier Publishing Company, has been named co-ordinator for the Economic Stabilization Campaign, the Advertising Council has announced. Formerly deputy director of OWI's, domestic division, Hettinger has played a leading role in the planning and supervision of this program during the past two years. Batten, Barton, Durstine & Osborn continues as the voluntary agency on the campaign, with Douglas Meldrum representing the Council staff.

MORGEN-WAXMAN ASSOCIATES, Inc., have opened offices at 35 West 42nd St., and have started operations in the field of publicity service and public relations. Principals in the firm are Joe Morgen and Dan Waxman.

DAVID S. HOGMER, formerly industrial media buyer for Batten, Barton, Durstine and Osborn, Inc., has joined the media department of Duane Jones Company, New York agency specializing in package products advertising. He will assist Harold A. Stearns, director of media. Prior to his connection with BBD&O, Hogmer was for many years advertising manager of National Starch Products, Inc., New York.

LT. COMMANDER NORMAN R. PROUTY, USNR, has been elected a director and vice-president in charge of the sales of E. Pritchard, Inc., Bridgeton, N. J. He was formerly with Edward Petry & Company, Inc.

VALENTIN-MONTERO-DIAZ has joined Export Advertising Agency as assistant account executive and space buyer. He returned recently from service with the Fifth Army in North Africa and Italy. Prior to his military duty, he spent several years in export advertising.

Hope Presents Awards

Bob Hope will present Look magazine's annual achievement awards to Ingrid Bergman and Ray Milland on his NBC show next Tuesday, 10 p.m., EST. Program will originate at Hollywood's Carthay Circle Theater.

THE LARGEST BUYING AUDIENCE IN NEW YORK MARKET

is available on

1380Kc—**WBNX**—5000 Watts

EVERY HALF HOUR BEGINNING AT 12:55 P.M., MONDAY THRU SATURDAY—ARM-STRONG PUBLICATIONS BRING YOU THE COMPLETE RESULTS OF RACES AT ALL MAJOR TRACKS.

SEVERAL CHOICE SPOTS ARE STILL AVAILABLE—GET THE FACTS NOW—

Wm. Moore, Mgr. WBNX, MEIrose 5-0333

WHO'S WHO IN RADIO

ROBERT H. HINCKLEY

ALTHOUGH Robert H. Hinckley has been active in Government service for over half his life, he resigned recently as U. S. Director of Contract Settlement to accept election to the Board of Directors and a vice-presidency of the American Broadcasting Company—a loss to the Government and a gain for ABC.

It was in 1918 that Hinckley, began his Government service as a member of the Utah State House of Representatives. This appointment was unusual since he was graduated from Brigham Young University only two years earlier, after having been an instructor of languages during his last two years of under-graduate work.



"public servant"

Born in Fillmore, Utah, on June 8, 1891, the new ABC vice-president and director showed a profound and early interest in aeronautics when he organized the Utah-Pacific Airways and served as a vice-president. In 1932, he became a member of the Governor's Voluntary State Relief Commission and during successive years he functioned as director of Utah State Relief program, Federal Emergency Relief Administrator of the Pacific Region, assistant

administrator for the WPA program in charge of all Western states, Hawaii and Alaska.

From 1938 to 1940 Hinckley was a member of the Civil Aeronautics Authority, serving as chairman during the second year of his membership. When the CAA was incorporated into the Department of Commerce, he was appointed Assistant Secretary of Commerce in charge of civil aviation matters. In July, 1942, Hinckley resigned his post to become vice-president of Sperry Gyroscope. Re-entering Government service in July, 1944, Hinckley provided for negotiated agreements between contractors and Federal procurement agencies in order to give business quick capital for post-war work.

When Hinckley became actively associated with the American Broadcasting Company, effective with his leaving Federal service in February, 1946, President Harry S. Truman announced the new ABC executive's resignation as Director of Contract Settlement—a task that entailed terminating billions of dollars of war contracts.

Mills Returns To NBC In Guest Relations Dept

John H. Mills, on military leave from NBC for three and one-half years, has rejoined the network as executive assistant manager of the guest relations department.

Mills came to NBC in 1935 and was associated with the guest relations department until leaving for the Army in May, 1942. For 30 months he served as a radio operator attached to the 5th Air Force commanded by Gen. George C. Kenny. He holds three battle stars for participating in campaigns in New Guinea, the Bismarck Archipelago and the Philippines.

Beatty At Cannors Meet

Atlantic City—Morgan Beatty, NBC commentator in Washington, will broadcast his portion of NBC's "News of the World" program Tuesday, Feb. 5 (7:15 p.m., EST) from the Chelsea Hotel where he is to be a guest of the National Cannors Association at their first full convention (Feb. 3-8) to be held since the beginning of the war.

Coast Recording Company Enters Transcription Field

Hollywood—Capitol Records has entered the transcription field, with the formation of Capitol Transcription Service, it was announced by Glenn E. Wallich, executive vice-president. Service will be made available to stations July 1, he said.

Walt Davison, formerly with NBC Radio Recording Division, will head up national sales for the new service, and Lee Gillette, formerly with WJJD and WAAF, will take over national program production. Sales offices are being established in Hollywood, Chicago and New York.

Artists signed thus far include Paul Weston, Frank DeVol, Stan Kenton, the King Sisters, Enric Madriguera, Jan Garber, Tex Ritter, Wesley Tuttle, Buddy Cole, Hal Stevens, Danny Kuaana, Del Porter, June Christy, George Kast and the Aleutian Five.

Wallich said the library, on kick-off date, will contain at least 1,500 different musical selections. Recordings will be adaptable to FM as well as AM, he said.

EQUIPMENT

Open Sales Offices

The manufacturers of Vertron antennae, whose factory is at 17 Williams Avenue, Brooklyn, have recently opened an additional sales office at the Lincoln Building, New York City. Specializing in manufacturing aerials, this antennae manufacturer was stopped by war conditions from continuing to sell antennae for civilian use. Since October, however, it has been accepting orders (and shipping them) for aerials on the Eastern seaboard and extending its activities by appointing representatives across the continent.

Zenith Display

The new Zenith radio-phonographs featuring the "new way to play records," new table models, new portables—all featuring new designs, new electrical circuits and new mechanical features—stopped virtually everyone of the thousands attending the Furniture Mart in Chicago, January 7 to 21. A throng of excited dealers and distributors continually filled the space taken by the Zenith Radio Corporation to show the 26 advance models of its new 30th Anniversary Line, complete with 40 OPA approved list prices from \$19.95, for a five tube table model, through \$295, for an authentic period model radio phonograph combination.

Gets Hoffman Post

Neal Benjamin Milnes has been appointed Property and Maintenance Manager for the five L.A. plants of the Hoffman Radio Corporation, according to H. Leslie Hoffman, president of this rapidly expanding Western radio manufacturing company. His duties will be to supervise the policing and the maintenance of the plants and equipment for Hoffman facilities in Los Angeles.

Gets Westinghouse District Post

Ralph E. Lovdal has been named manager of the Northern District of the Westinghouse Electric Supply Company with headquarters in Milwaukee, Wis. He succeeds Roy L. Browne, who has been transferred to New York City as manager of the Eastern District.

SKY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th to 41st STREETS
WALTER JACOBS

Navy Radio Pool Plan For Atom-Bomb Test

(Continued from Page 1)

spokesman said several inquiries had been received from independent broadcasters, including WNEW, New York, and while no details have been worked out, the independents would be included in the "pool."

The broadcast probably will be made from high flying planes, the spokesman added.

"I hope," he said, "that obstacles can be overcome so as to give radio the biggest chance for a broadcast in its history. As far as the Navy is concerned, we consider it our biggest engineering problem."

Raymond Swing, ABC commentator, will head the web's delegation to the Navy's atom bomb tests in the central Pacific in May. He has been devoting his Friday evening broadcasts in his Monday-Friday series, to a discussion of the weapon and its meaning.

Ten Texas Stations Added To MVN Farm Service Spot

Chicago—Mississippi Valley Network's hour-long morning farm service program, "Town and Country Time," will be carried by ten stations in the Texas Network beginning Feb. 4. The addition of the ten and WHLS, Port Huron, Mich., brings to 75 the total number of outlets airing the show.

Program originates from WLOL, Minneapolis, 6 a.m., Monday through Saturday. Local station cut-ins at 6:20 are programmed for local markets, weather and crop reports.

Texas outlets which will carry the show are KBST, Big Springs; KFRO, Longview; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; KNOW, Austin; KBWD, Brownwood; KTHI, Houston; WACO, Waco, and WRR, Dallas.

Gray And Drake Elected By Regional Networks

Omaha—Gordon Gray, general manager for KOIL, Omaha, and KFOR, Lincoln, has been elected vice-president and director of the Central States Broadcasting Company and the Cornbelt Broadcasting Company.

Melvin Drake, Lincoln manager of KFOR, also was elected a vice-president of both companies and a member of the board.

Quent Reynolds On MBS

Quentin Reynolds will be featured in a new weekly news program to be heard over the entire Mutual web of 287 outlets beginning Feb. 24, 6:45-7 p.m., EST, under the sponsorship of the Pepsi-Cola Co. One major issue will be discussed on each broadcast, with Reynolds' opinions uncensored by the company, according to Walter S. Mack, Jr., president.

WORDS AND MUSIC

By HERMAN PINCUS

The Master's Touch

THE sensational climb to popularity of the Glenn Miller Orchestra with Tex Beneke, currently responsible for the SRO sign at the Capitol Theater in Gotham, brings to mind the thought that the late Maestro's ability to discover and bring out talents of embryo artists was nothing short of sensational . . . The array of personalities whose training under the tutelage of Glenn Miller is starting to pay dividends, include Johnny Desmond, latest Bobby Sox favorite, Ray McKinley who recently formed his own band, The Modernaires Group and Ralph Norman, just signed as an ABConductor and featured on "Music By Ralph Norman." Glenn Miller's niche in the annals of show business, music business and military history of the United States, has been indelibly stamped.

★ ★ ★

RADIOLOGY:—After the initial telecast last week of the new quiz show "Topsy-Turvy Quiz," via WRGB, femcee Frances Scott was thanked by a GI contestant who had won a Gruen watch . . . said the soldier, "Gee Miss Scott, my wife's wrist-watch has been in hock for three months and we couldn't seem to raise the money to redeem it." (Aside to Miss Scott . . . nice timin' sister.) . . . ● Gothamites who graduated from that great little Hartford station, WTIC, include Ed (Charlie Chan) Begley, Humphrey Davis, heard on the "Nick Carter" MBSeries; Lawrence (Song of Norway) Brooks, Manny Siegal, NBC sound effects man; Gertrude Warner, Michael O'Shea, Norman Cloutier, harpist Mario de Stefano and NBC Exec. Tom McCrae. . . ● The MBSocko, "Raising A Husband," femceed by charming Irene Beasley, is ready for the "sign-on-the-dotted-line" routine with a national sponsor . . . and about time, sez this scribbler. . . ● Emil Coleman and his orchestra succeed Lawrence Welk's aggregation next week at the St. Francis Hotel in Frisco . . . plenty of air time. . . ● When emcee Bill MBSlater puts the new quiz series "20 Questions," on the air soon, Herb Polesie will be the chief gagster on the panel. . . ● Meyer Rappaport's new quartet, "The Esquires," which we recently raved about, will make a guest appearance March 6, on the "NBCarnation Contented Hour." . . . ● Nancy Reed, 17-year-old singer-pianiste, who came from Pittsburgh to study at Juilliard, took a job as relief pianiste at Hotel Commodore . . . Hal McIntyre heard her and signed her as his featured vocalist. . . ● Ray Smith, WMCA cowboy singer, has been given six weekly spots over the entire ABSYSTEM. . . ● Ex-Sgt. Steve Libby has been named promotion and publicity head at WIS, Columbia, S. C. . . ● Jimmy Edmondson NBCommences his "Professor Backwards" series Saturday. . . ● Eddie Wiggins' swingsters and Judy Talbot have been renewed on "Jays Jiverie" beamed over WCFL . . . the Windy City's hottest little combo.

★ ★ ★

TIN PAN ALLEY-OOPS:—Maestro Emery Deutsch, composer of "Play Fiddle Play," has opened his own music firm, Emery Music, Inc. . . . initial tune is an Irish novelty, "Nancy Clancy," by Sascha Jacobson and Irvin Drake. . . ● Bernard Kalban, after four years in the Army, is back with Mills Music as advertising and publicity director. . . ● Ex-Captain Bob Kornheiser, son of the alley's famous Phil, has joined the professional staff at Feist . . . lad is well-liked and bids fair to add luster to Kornheiser tag. . . ● Top Music has just published Frank (NBC) Heffer's latest ballad, "Thinking of You." . . . ● Newest music firm, Stept, Inc., starting off with "I Fall In Love With You Every Day," written by Sammy Stept. . . ● Jimmy Stevens, CBSstaffer, is the proud daddy of a ballad, "The Corn Is Green." . . . ● Johnny Redmond's latest novelty, "The Tune of Luna Park," published by Novelty Music, sounds to us like another "Trolley Song" . . . you'll be hearing it pahleanty on the networks. . . ● Wolfe Gilbert, with a string of hits to his credit, including, "Ramona," "In A Little Spanish Town," "Waitin' For The Robert E. Lee," "Peanut Vendor," and "My Mother's Eyes," has collabbed with George Jessel and Ben Oakland on a new ditty titled, "Dreamland Rendezvous" . . . the trio have just set up their own music firm, Magnetic Music Pub. Co.

Mutual Talent Search Starts Via New Series

(Continued from Page 1)

feature to be broadcast on the web. At a press luncheon yesterday for Elaine Carrington, producer of the series, and well-established writer of such top daily radio serials as "When a Girl Marries," "Rosemary," and "Pepper Young," Robert D. Swezey, vice president and general manager of MBS, said that "Mutual is definitely going after new talent such as writers, directors, actors, etc."

Swezey explained that Mutual will furnish the payment for scripts accepted and produced on the series but Mrs. Carrington will provide the \$500 awarded to script prize-winners.

The emphasis on the Carrington series will be on new writers, with brochures and applications being forwarded to schools throughout the country to attract students.

Mrs. Carrington, who will have final jurisdiction of scripts, will personally produce the series, and indicated yesterday that she plans the program to be a "showcase" for new talent. The series is presently scheduled to run sustaining for 13 weeks but commercial prospects are "very good," according to Swezey.

Swezey pointed out that one of the forerunners of Carlin's drive for new radio personalities was the "Tomorrow's Talent" program which MBS inaugurated a few months ago. Idea embraced radio aspirants all over the U. S. and presented winners on a special broadcast.

New Series On WLIB Honors Great Americans

"Lest We Forget," a 13-week series dedicated to great Americans, made its debut over WLIB on Wednesday, January 30, at 2:15 p.m.

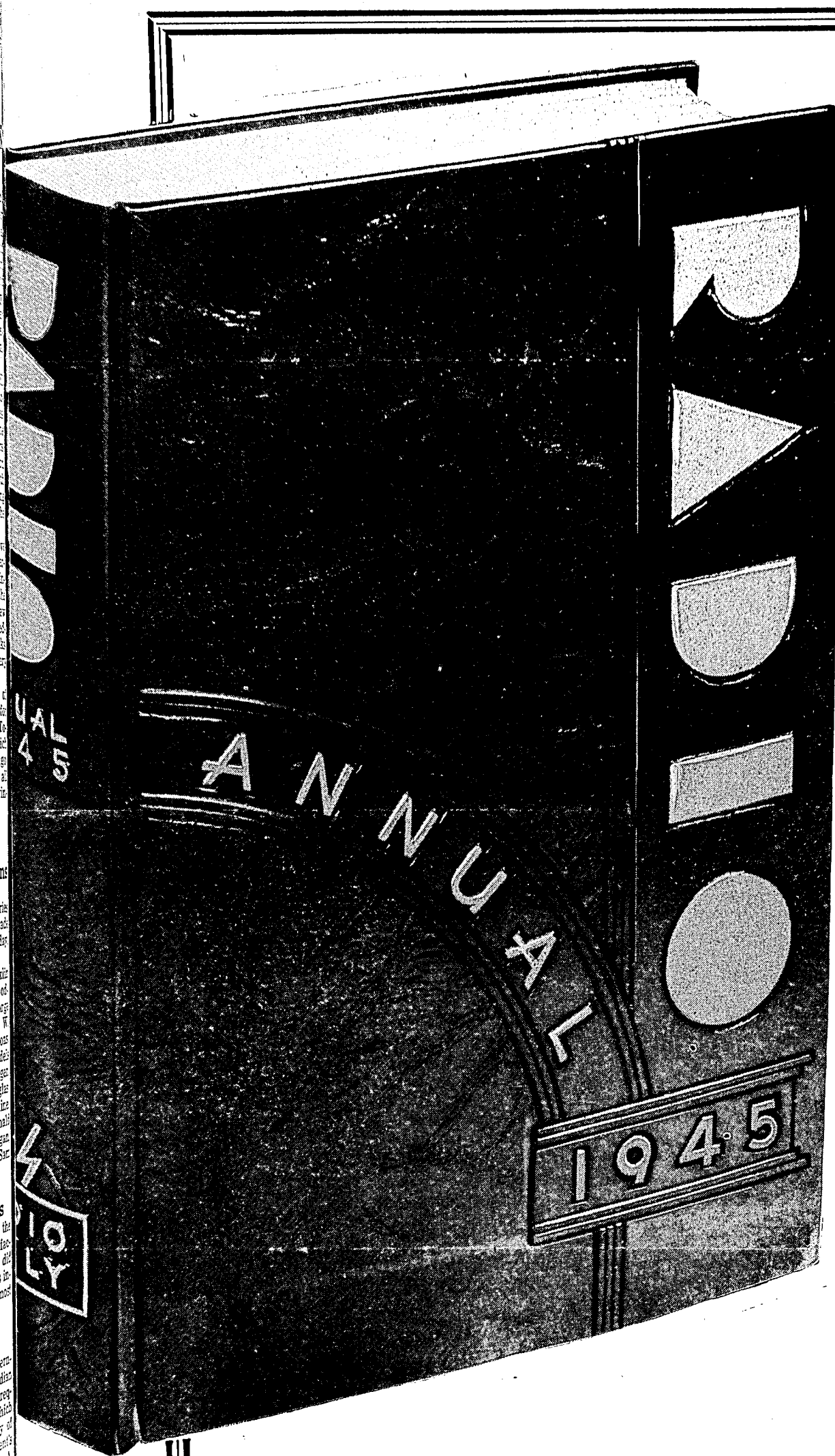
Included in the series are Franklin D. Roosevelt, Wendell Willkie, Woodrow Wilson, Jane Addams, George W. Carver, Al Smith, George W. Norris, Joseph Pultizer, Franz Boas, Samuel Gompers, Justices Brandeis and Holmes, and Joseph Goldberger. Narrators will be: Melvyn Douglas, Quentin Reynolds, John Carradine, Wendy Barrie, Canada Lee, Donald Cooke, Everett Sloane, Ralph Morgan, Neil Hamilton, Jay Costyn, Sam Jaffe and Myron McCormick.

Fire Destroys 1,600 Sets

Montreal—Fire which destroyed the Holman Luggage Co. Ltd., manufacturing plant at Guelph, Ont., did damage estimated at \$250,000. Loss included 1,600 radio cabinets almost ready to ship.

Seeks FM Wave Length

Edmonton—The Alberta Government has applied to the Canadian Broadcasting Corporation for a frequency modulation wave length which would greatly increase the clarity of broadcasts from the Government's radio station CKUA, Hon. W. A. Fallow, Minister of Public Works, said.



The RADIO ANNUAL *for* 1946

Will Contain
A Complete
List of
Radio Stations
and
Their Personnel



- ✓ More Than 1100 Pages
- ✓ Covers Radio Completely



OUT SOON

★ ★ COAST-TO-COAST ★ ★

— CALIFORNIA —

LOS ANGELES—Myron E. Kluge Electronics, Inc., manufacturers of the "California Kilowatt," announces the appointment of Ray M. Reilly as general manager of sales and promotion. . . . **OAKLAND**—International Footprinters Association, an organization of police and peace officers throughout the world, has elected John K. Chapel, news chief of KROW, to membership. . . . **HOLLYWOOD**—"The Weird Circle," popular KECA mystery series, returned to the air Wednesday night, Jan. 30, for a twenty-six week period, airing from 9:30 to 10:00. Adapted for radio by Peggy L. Mayer, the series will feature famous tales of the supernatural by the world's best writers of mystery of fiction.

— ILLINOIS —

CHICAGO—A new five day a week show bowed Jan. 28, over WIND, entitled "Celebrity Spotlight," featuring interviews with stars of radio, stage and screen appearing in Chicago. Howard Miller, program director, announced that each show will be wire recorded back-stage or in the star's hotel suite and will be played back the following morning over the Chicago outlet. . . . Frank J. Gillespie, veteran, who during the war did shortwave broadcasting, serving both with CIAA and the South American beam subsequently transferring to OWI, has been appointed news editor for KSIJ, Jamestown, North Dakota.

— PENNSYLVANIA —

PHILADELPHIA—This city will lead the Nation, Feb. 1, in the annual celebration of National Freedom Day, the 77th anniversary of the adoption of the Thirteenth Amendment to the Constitution, guaranteeing the enjoyment of equal freedom to all men. Highlighting the Freedom Day ceremonies, a broadcast originating at the WFIL studios, will cover all phases of the ceremonies. . . . Bill Ellis, recently discharged from the Navy, has returned to WFIL to take charge of the station's mail department. . . . **PITTSBURGH**—Ralph Ketterer, a Captain in the Signal Corps, attached to SHAEF, has returned to the WWSW engineering department. Mac MacFarland, recently released from the Navy is back at the control room at WWSW.

— FLORIDA —

MIAMI—Dinty D. Dennis, radio sports reporter, will again be heard nightly over WQAM at 5:30 p.m., starting Feb. 1. Dinty, who served as sports editor of the "Miami Herald" in the '30's, broke into radio nine years ago over WQAM, and except for the last several months, has remained as WQAM's sports reporter with his nightly "Dinty's Sports Dugout." . . . **JACKSONVILLE**—WPDQ recently conducted a music survey among 1,000 listeners to determine what kind of music was preferred at various times throughout the day. The survey was made as a guide for the program director in building new musical programs.

— OREGON —

PORTLAND—Eldon Campbell, KEX program manager, will take over as sales manager, Feb. 1. Mel Bailey, now production head will become program manager on that date. . . . George Bruns, well known in the music fields, has been recently appointed music director at KEX. . . . Lorraine Russell, is the new KEX music librarian, replacing Sue Welch, who has gone into free-lance radio. . . . Eldon Campbell, KEX program manager, gave the opening lecture to the radio speech and production students of the Extension division of the Oregon State System of Higher Education in The Dalles, Oregon. Presented at the invitation of KODL, The Dalles, Campbell addressed the students on "Evaluating Your Audience."

— NEW YORK —

BROOKLYN—"The Man From Springfield," the story of Abe Lincoln, will be the basis of a narrative dramatization by the New York University Radio Playhouse on Saturday, Feb. 2, over WLIB. . . . The 1946 program structure for WLIB will feature music and news, it was announced by Murry Jordan, program manager. Music programs will include personalities from the concert stage while news programs include eye-witness reports by WLIB staff men of events as they occur in the Metropolitan area. . . . Gordon Gray, free lance announcer in Chicago for the past fourteen years, has joined the announcing staff of WNEW.

— NORTH CAROLINA —

WINSTON-SALEM—Harold Essex, managing director of WSJS, has recently been named vice-president in charge of radio operations of the Piedmont Publishing Company, owners and operators of WSJS and publishers of the "Winston-Salem Journal" and "Twin-City Sentinel." . . . **ROCKY MOUNT**—Three staff members back from the armed forces are Tommy Snowden and Bill Holm, on the announcing staff and Ike Murphy, out of the Navy on the engineering staff.

— OHIO —

DAYTON—"Schoolebrities," a weekly thirty-minute variety show of Wingsters, the Junior Achievement Co of WING., made its debut Jan. 26, composed of high school youths who sold stock, wrote and produced the show themselves. . . . **CLEVELAND**—The Cleveland Orchestra, one of the Nation's foremost organizations, inaugurated a thirteen-week series of full-hour broadcasts from 6:00 to 7:00 p.m., with WHK as the point of organization.

— INDIANA —

INDIANAPOLIS—"Music & Milestones," a program written and produced by WIBC, the "Indianapolis News" Station, won first prize from the Advertising Club for being, in the opinion of the judges, the best radio commercial show heard on local radio stations during the month of December. . . . Jack V. Porter, for over three years in the Armed Forces, joined WIBC as continuity director.

Porter was continuity director of WISH previously to entering the service and recently he was elected a member of the advertising staff of the "Indianapolis Star."

— OKLAHOMA —

TULSA—Burnis Arnold, associate KVOO farm editor while taking post graduate work at Oklahoma A. & M., will present a 15-minute daily broadcast commencing Feb. 1, advising farmers of the latest agricultural experiment and extension demonstration activities at the college. These broadcasts will supplement the regular farm program from the Tulsa studio. . . . KOME, has inaugurated a new series of programs titled "Tulsa Junior Chamber of Commerce Forum," devoted to community betterment projects and subjects of a public service nature. The last ten minutes of the program will be devoted to answering questions received from the audience which is seated in the studio from where the program originates.

— PENNSYLVANIA —

PHILADELPHIA—F. M. Sloan, radio engineer who, during the war, headed a world-wide engineering service organization for Westinghouse, and F. P. Nelson, former manager of International shortwave and television, have been appointed to new posts at Westinghouse Radio Stations, Inc. Sloan becomes assistant manager of WRS, Inc., with offices at broadcast headquarters in Philadelphia, and Nelson has been named Westinghouse representative with liaison duties, relating to all phases of broadcast operations, between company headquarters and the Nation's Capital. . . . **PITTSBURGH**—G. E. Wasser, vice-president and general manager of KQV, has again been appointed chairman of the Radio Committee for the Pittsburgh District for the 1946 Red Cross Drive.

Five Radar Vets Join WBKB Television Staff

Chicago—Five veterans of Navy radar operations have joined the engineering staff of WBKB, Balaban & Katz tele outlet, in recent weeks. They are Charles Rothers, Ernest Sindelar, Earl Hughes, Robert Kalm and Eugene Majot. Another Navy vet, Dave Crandall, is a new addition to the station's production staff. He formerly did tele production in Hollywood with Paramount and the Don Lee Web. He served as a radar officer in the United States Navy during the war.

Boylan Returns To NBC

John M. Boylan, on military leave from NBC as a captain in the signal company attached to the 8th Air Force in England, has rejoined the network as commercial traffic supervisor.

Boylan was associated with NBC's purchasing department when he left for the Army in 1941.

No Channel-Sharing For Washington Tel

(Continued from Page 1)

sidered cinches for two of the grant with the other two still up in the air. The Evening Star Broadcasting Co. is operated by Washington's oldest newspaper.

Capitol Broadcasting Co., has localities through the Washington station WWDC, although it is owned by Baltimore Advertising Company.

DuMont now has an experimental station operating in Washington on Philco received a construction permit prior to the war, which has since lapsed.

CBC Begins Twelfth Year Of Service To Outposts

Montreal—In its twelfth year on the air, the CBC's "Northern Messenger" service continues to be a source of vital contact between Canadians isolated from normal means of communication within the Arctic Circle and their friends and relatives elsewhere across Canada. The "Northern Messenger" is broadcasting every Friday night from Winnipeg on CBK and CKY at 1:15 a.m., EST, and on Saturdays directly following the hockey broadcasts, from CBA.

Proof of the value of these broadcasts is continually evident in the CBC's mail. An interesting letter has just been received on the first mail trip of the winter from Old Crow in the Yukon, a settlement of 150 persons. The writer expresses appreciation for the friendly messages which "mean even more to us this winter as we hear of the return of relatives and friends from overseas and their new plans and locations."

The "Northern Messenger" is recorded in Toronto where messages are received, and the recording sent to Winnipeg and then to Halifax for weekly transmission. Messages on the program are read by CBC talks producer, Reid Forsee.

Continue "Vets Advisor"

Lt. Comdr. Ty Krum, who for the past nine months has broadcast as NBC's "Veterans' Advisor" as a network service, will continue on a co-op basis available for local sponsorship. Program is heard Saturdays, 1:30 p.m., EST.

Send Birthday Greetings To

Jan. 31

Eddie Cantor	G. Bennett Larson
Alton Cook	T. A. M. Craven
Cecil Hogan	Larry Holcomb
Leonard H. Hale	Isham Jones
Bob Novak	Herbert L. Krueger
Garry Moore	Roy Porteous
	Norman Nesbitt