



The National Daily Newspaper of Commercial Radio and Television

Vol. 39, NO. 44

NEW YORK, MONDAY, JUNE 2, 1947

TEN CENTS

Miller Supports Radio Bill

BMB Group Studies New Audience 'Index'

Members of BMB's technical committee in a regular meeting last Thursday discussed various proposed methods of measuring daily audiences of stations and were also presented with the first experimental results of a new station listening index developed by C. E. Hooper. Subjects discussed by Hooper came somewhat as a surprise, since he reportedly was invited to the meeting to talk

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Our NBC Web Renewals Announced In Chicago

Chicago—Paul McCluer, manager of central division network sales department, Friday announced four week renewals: Joyce Jordan, M.D., Ma Perkins and Life Can Be Beautiful, all heard Monday through May on the full network, were renewed effective June 30, and Current Time begins another 52 weeks on 5. First three are sponsored by Peter & Gamble and the last named by Mars, Inc.

MA Exhibition Hall Draws Record Crowds

The wonders of the Electronic Age have now become a tangible reality to the man in the street as attested by the fact that some 75,000 people of this kind have passed through the MA Exhibition Hall in Radio City of this past week-end. Since the Hall opened officially on June 14, the average number of visitors daily has hovered around the 10,000 mark, the highest amount number

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New Singing Star

Fernand Robidoux, French-Canadian singing star, who was recently signed by RCA-Victor, will be featured on a forthcoming BMI Hit Up Sheet for his new composition, "L'Amour A La Boogie Woogie." Robidoux, a soldier in the Canadian army during World War II, has gained prominence in Canadian radio and recording circles during the past year.

Premiere

The Mutual network has chosen Monday, June 16, as the starting date for the Martin Block show which will be heard daily over the network from 2:30-3:30 p.m., EDT. The program will originate at Block's home in Encino, Cal., with KFVB feeding it to Mutual.

New ET Firm Offers 7 "Comedy" Albums

Coincidental with the report that the big recording companies are planning to install "comedy departments," first pressings of Audience Records, Inc., were distributed to dealers over the week-end. Seven albums are being offered, each of four disks and will retail for \$4.69 which includes the tax. Fifty wholesale distributors are handling the disks in their respective territories and some 5,000 dealers will place them on sale. It is expected that

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Crosby Renewed On ABC Opening Season, Sept. 24

Bing Crosby's transcribed "Philco Radio Time" on ABC has been renewed by the Philco Corporation and the crooner will return to the air on September 24th after a summer vacation which begins following the June 18th broadcast. Mark Woods, president of ABC and James Carmine,

(Continued on Page 2)

New State Dept. Radio Bill Gets House Test This Week

Washington Bureau, RADIO DAILY
Washington — Republican Rep. Carl Mundt of South Dakota predicted over the holiday week-end that his bill authorizing the State Department to continue its "Voice of America" broadcasts will pass the House by a "gratifying majority." He admitted, however, that the bill will meet heavy opposition when it is first introduced on the floor early this week. Long debate on the Mundt Bill

Sees In New White-Wolverton Measure "Opportunity Awaited For Years"; NAB Consideration Thurs.

Retailers To Support National Radio Week

Washington Bureau, RADIO DAILY
Washington—The nation's leading retailers will join broadcasters and radio manufacturers in observing National Radio Week this year.

Officials of the National Association of Music Merchants, the National Retail Furniture Association and the National Retail Dry Goods Association have pledged their co-operation to RMA and NAB.

The three trade associations plan

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Food Company Planning Stepped Up Radio Drive

Radio is expected to get a big hunk of the expanded half million dollar account of J. H. Filbert, Inc., Baltimore food company making margarine and salad dressing, just trans-

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Over 500 Communities In Service Area Of FM

Washington Bureau, RADIO DAILY
Washington—More than 500 communities in 47 states, the District of Columbia and Puerto Rico are in

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—Praising the aims of the White-Wolverton omnibus radio bill, the NAB's president, Justin Miller, late last week said the measure "offers an opportunity which broadcasters have been awaiting for years."

Judge Miller added that this opportunity means "a chance to place upon our statute books a law governing broadcasting which will recognize beyond a shadow of doubt that

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NBC Coast Meeting Held In Hollywood

West Coast Bureau, RADIO DAILY
Los Angeles—Sixteen NBC western network affiliates were represented by 24 production and program managers when the annual Program and Production Managers Conference for the NBC western network got under way last Wednesday.

NBC affiliates were represented by Robert Heistand and Charles Brown,

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Abbott & Costello Option Not Picked Up By Camels

R. J. Reynolds Tobacco Co., through the William Esty agency, has not renewed Abbott & Costello for Camel cigarettes for next season. Deadline was last Thursday morning and this

(Continued on Page 2)

Birthday

Video Associates, Inc., New York television packaging agency, celebrated its first anniversary the past week-end by sending out personalized miniature birthday cakes to the television trade press. Cake called attention to the fact that the company is one year old. The organization produces live packages and custom-built shows for tele exclusively.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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Abbott & Costello Option Not Picked Up By Camels

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severs the relationship between the comedy team and Camels. Account will have a summer replacement in the NBC Thursday night 10:10:30 p.m., EDT., slot, and this will probably be signed today.

Camels and Prince Albert smoking tobacco will retain the time however, and is planning to use a new program next fall.

Taking Finch Post

Dr. LaVerne R. Philpott, for seven years with the U. S. Naval Research Laboratory, Washington, D. C., and co-inventor and designer of the first U. S. Navy radar, has resigned to become Director of Research and Development of the Finch Telecommunications, Inc., Passaic, N. J. He will assume his new duties effective June 2, 1947, at the company's laboratory and plant in Passaic, N. J., according to W. G. H. Finch, President of Finch Telecommunications, Inc.

New Keystone Affiliates

The Keystone Broadcasting System announces the addition of the following affiliates: WWB, Jasper, Ala.; KXRJ, Russellville, Ark.; WMBN, Petoskey, Mich.; KDMO, Carthage, Mo.; KDSJ Deadwood, S. D. The addition of these five affiliates brings the number of KBS outlets to 258, of which 247 are in single-station markets.

IN CLEVELAND IT'S

WHK

BEN SELVIN, vice-president of Majestic Records, Inc., in charge of artists and repertoire, leaves for Chicago for the recording of Ray McKinley and his orchestra.

EDGAR KOBAK, president of the Mutual network, left Saturday for Marshall, Mo., to receive an honorary degree from Missouri Valley College. Today he's in St. Louis, and will go on from there to Chicago.

NICK KEESLEY, director of program sales at Mutual, is back from a short business trip to Boston.

BILL McCUNE and his orchestra are in New York for broadcasts and an engagement at the Pelham Heath Inn.

JIM O'BRIEN, Mutual network publicity director, left over the week-end for Hollywood. He'll be back June 9.

CRAIG EARL (Professor Quiz) and members of his program company are in Buffalo, N. Y., where they are scheduled for several benefit appearances.

MORT NUSSBAUM, commercial manager of WQQW, Washington, D. C., is back at his desk following a week in New York.

JOHN H. NORTON, JR., vice-president of the Mutual network in charge of stations; ERNEST L. JAHNCKE, manager of station relations in the eastern division of the web, and OTTO BRANDT, of the stations department, are back from Dayton, Ohio, where they attended a meeting of central division affiliates.

J. F. McLONEY, account executive in the Chicago office of CBS Radio Sales, is on a business trip to New York, Boston and Washington. Chatted for a while Thursday at the headquarters of the network.

JESSYCA RUSSELL—she of Writers Newsletter—has returned from a business trip to Philadelphia.

JOHN DERR, assistant director of sports at CBS, has returned from Boston, where he attended the Goodall Round Robin Golf Tournament.

STEVE SLESINGER, publicist, left last Thursday by plane for the West Coast.

VIC SYDELL, producer of the "Hunting and Fishing Club" on Mutual, has left on a combined vacation and material-gathering jaunt that will take him through the New England states.

Food Company Planning Stepped Up Radio Drive

(Continued from Page 1)

ferred to Sullivan, Stauffer, Colwell & Bayles. Under existing contracts the sponsor is now airing spot and participation announcements over 32 stations along the Eastern Seaboard and starting July 1 the campaign will be stepped up by the new agency.

Former agency for J. H. Filbert, Inc., was Booth, Vickery & Schwinn, which handled an account totalling \$320,000. The food company, which distributes its products in all Eastern Seaboard states and as far west as Pittsburgh and Cleveland, has hiked its ad budget to an all time high by tacking on \$180,000 to the former figure. Account will be shared by radio, newspapers and outdoor advertising but proportionate breakdown has not been determined. Radio campaigns already conducted by the sponsor, however, have proved highly successful.

Swayze To Broadcast News

John Cameron Swayze, former manager of NBC's western division news and special events department, will become featured commentator Monday through Saturday on NBC's "World News Roundup" starting today. John MacVane who was temporarily featured on the roundup program will resume his duties as commentator on the network news summary Monday through Friday at 6 p.m., EDT.

Coast Tele Course

Hollywood—Don McNamara, director of television for Telefilm Studios, Hollywood 16 mm. headquarters, will conduct summer classes in television commencing June 24, and running through August 31. This nine-week course, known as "a survey of television," will be held at Telefilm two evenings a week, Tuesdays and Thursdays.

Crosby Renewed On ABC Opening Season, Sept. 24

(Continued from Page 1)

vice-president of Philco, announced jointly on Friday.

Regulars on the program include John Scott Trotter and his orchestra, and announcer Ken Carpenter. The program is written by Bill Morrow and produced by Murdo McKenzie. Hutchins Advertising Company is the agency.

Beneke, Carle Orchestras Subs For Como, Stafford

Tex Beneke and the Glenn Miller Orchestra will fill in as summer replacement for Perry Como on Monday-Wednesday-Friday portions of the Chesterfield Club on NBC, starting June 9. Show will originate from New York on the first two nights, and on Fridays from out-of-town spots where the band plays week-end dates.

Frankie Carle and his orchestra will take over Jo Stafford's Tuesday-Thursday night spots on the Hollywood segment of the "Supper Club." Martin Block continues as emcee.

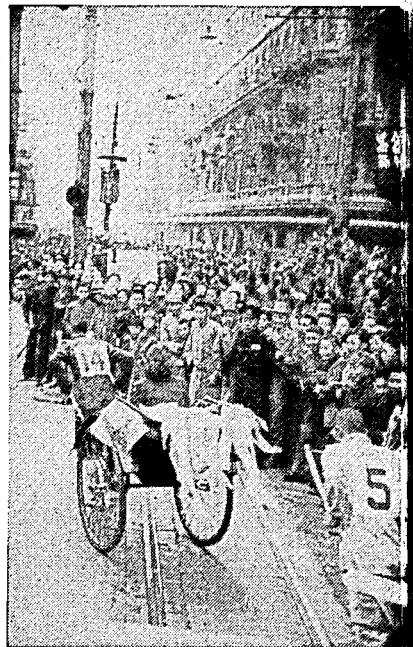
Elected To RCA Com. Board

Election of Joseph V. Heffernan, vice-president and general attorney of RCA, to the board of directors of RCA Communications, Inc., 66 Broad Street, was announced by Brigadier General David Sarnoff, president of the Radio Corporation of America. Mr. Heffernan succeeds Colonel Manton Davis, retired New York attorney.

W M F F

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.
CONSTANTLY SELLING THE NORTH
COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.



China derby

"That's a race, that is." And if you don't think this W-I-T-H ad could go a lot of places from there, YOU write it.

But it seems in November 1945, a million and a half people saw this Shanghai rickshaw race. What a tough time, we thought that guy must have had in getting through the crowd.

But there WAS a winner. And it is further proof to us that no matter how tough competition seems there is always a winner.

We have made a habit, down here in Baltimore, of helping smart radio advertisers not to get *through* the crowd . . . but to get *to* the crowd.

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

Facts are available.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reed

★ AGENCY NEWSCAST ★

BOY DE GROOT CONSULTANTS, announce the following new accounts: Contact Lens Service, Inc., New York; Mullen Laboratories, Boston; The Helen Norfleet Individual Study Program, Inc., and the Foster Parents' Plan for War Children, of New York. Special radio promotions are planned.

MERRITT R. SCHOENFELD and WILE J. HUBER, of Schoenfeld, Huber & Green, Chicago, conducted sales meetings for Fruit Industries, Inc., in key Ohio towns last week in connection with the client's radio campaign in that state.

SOLARINE CO., Baltimore, has appointed Courtland D. Ferguson, of Washington, Baltimore, Richmond advertising agency, to handle its advertising account. Products of Solarine line include metal polish, floor polish, furniture polish, and lin opener, all under the Solarine name, and "Deodofoam." George Foss, manager of the Baltimore office of the agency, will serve as account executive on the account. Newspapers and radio will be used.

BRIEN & DORRANCE, New York agency, on June 1 will move into new and larger quarters at 160 East 71 Street.

DAVE McCLINTOCK has been named radio director of the Community Chest of Philadelphia and vicinity, replacing Emma Mae Roberts, who has resigned to be married.

PHILIP LESLY, vice-president of Harry Coleman & Co., Chicago public relations and publicity firm, and author of two widely-used books on public relations, has signed a contract with Prentice-Hall, Inc., New York publishers, for a "Public Relations Manual," to be published in the fall of 1948. The manual will consist of more than 40 sections on varying aspects of public relations, each prepared by an authority in that particular field.

RUTHRAUFF & RYAN, Inc., has added two members to their copy staff: Marie F. Welch and James Kennedy. Miss Welch was chief copy writer for Granat Brothers of San Francisco, and Kennedy was in both the New York and Chicago offices of J. Walter Thompson, and more recently with the Biow Company.

RESINOL CHEMICAL CO., Baltimore, has appointed Redfield-Johnstone, Inc., to conduct a special newspaper and radio campaign on Resinol ointment and soap.

Television Caravan Sets Visit To L. I. Dept. Store

Television's ability to move merchandise in one of the most competitive phases of the retail industry, department store operation, will be demonstrated from June 3 to 7 at the Gertz store in Jamaica, L. I. Study is part of the RCA-Allied Stores' Television Caravan which got under way a few weeks ago and which will visit some cities throughout the country. Gertz' demonstrations will send programs by wire from specially equipped studios on the 4th floor to receivers installed in various spots throughout the store, including street-level display windows. Products of all national advertisers participating in sponsorship of the Caravan will be shown on the programs. According to Max Gertz, vice-president, this undertaking is but one phase of the store's work in video. A recently completed \$5,000,000 addition to the store, doubling present floor space, was built with wiring in place for television should the study indicate the "practicability" of a permanent studio. Gertz has previously worked in the medium, having spon-

Hyde Praises Syracuse U FM Educational Project

Syracuse — Syracuse University's campus low-power FM station, WJIV and its non-commercial educational project has received enthusiastic praise from FCC Commissioner Rosel H. Hyde following his inspection of the facilities and a special broadcast. Hyde declared he "couldn't think of a better use of the radio frequencies for public service."

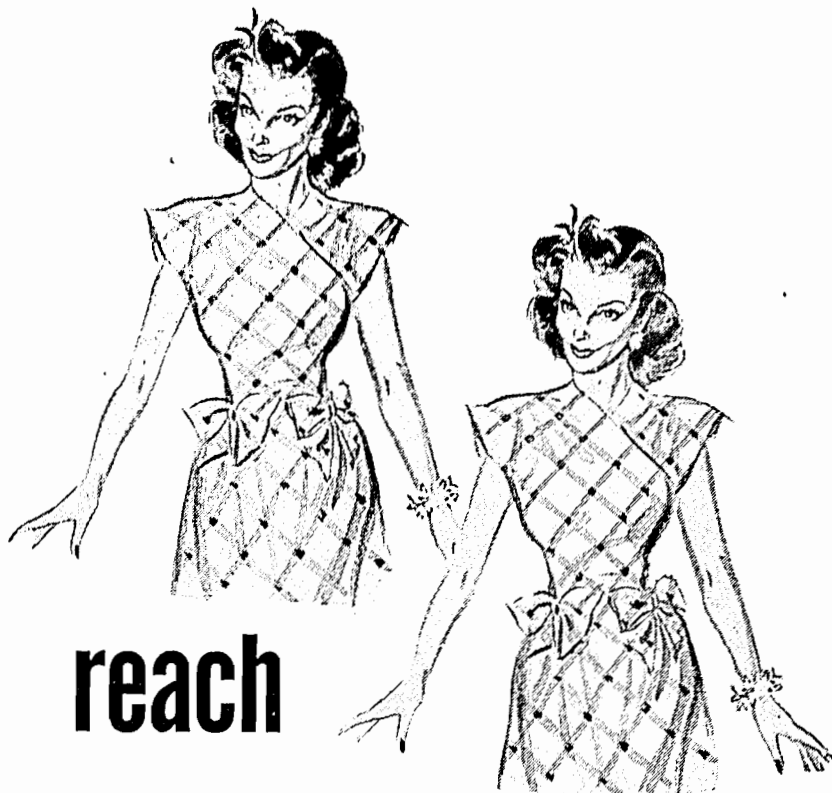
The FCC official explained that projects like this are in keeping with government legislation to provide more effective use of communication channels, adding, "I think this installation, enthusiastically carried on by everyone concerned, promises a high degree of success."

Commission group included George E. Sterling, chief engineer; Cyril M. Braun, chief of the FM division, and L. E. De La Fleur, allocation group.

sored shows featuring Ed and Pegeen Fitzgerald, the WJZ breakfast duo.

In order to attract as wide an audience as possible, Gertz has scheduled advertising for the leading New York City and Long Island papers, plus installation of signs and displays set up around the store. In the radio and television department, Gertz will demonstrate the new RCA-Victor 641 TV receivers which combine video with FM, AM and phonograph with automatic record changer.

On Friday evening, June 6, a special press dinner and demonstration will be held at which results to date of the tele shows will be reported by the Fitzgeralds from the studio.



reach

Iowa's farms

are more numerous, better equipped, smaller than other U. S. farms. That's part of the WMT land market story revealed by the Iowa Development Commission.

richer

market

in

Eastern

Iowa

with

Some others:

Iowa farms are 91% radio-equipped as compared to 72.7% for U. S. farms as a whole. And cash receipts from farm marketing are over twice as large in Iowa as elsewhere.

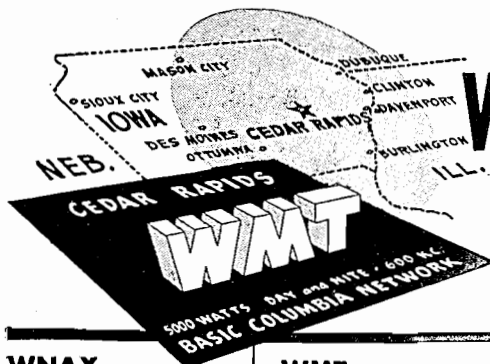
Small wonder

more and more dollar-smart time buyers choose the rich Eastern Iowa market, blanket it with WMT.

And that's

only half of the "twin market" picture. Half of Iowa's prosperous income is industrial.

You get both with WMT. Ask your Katz representative.



Mid-States Group

WNAX

Yankton-Sioux City

WMT

Cedar Rapids

KRNT

Des Moines

Expanding Coverage Expanding Mid-America KCMO

SAN FRANCISCO

NEW series of chats with housewives being started by David Gilmore over KGO five days a week at 4:45 p.m. Gilmore has been heard on KPO, KQW and KYA before starting this new series.

Two new announcers have been added to the KPO-NBC staff, Edward Brady and Joseph Gillespie. Both started their radio careers at KOA, Denver. Gillespie was with KPO before entering the army. Brady was Davis Award winner in 1941, and also in the army air forces during the war.

Herb Ellis has joined the KGO announcing staff. He was formerly with KQW and in free-lance radio dramatic work. Another new addition to the KGO writing and promotion staff is Ralph De Salle, formerly of Hollywood where he wrote the Joan Davis show, "Glamour Manor," and Dinah Shore show.

Wm. D. Pabst, KFRC manager, has offered to rebroadcast to patients at Letterman's Hospital, any big league baseball game they desire.

Bill Neitfeld, KFRC news editor, recently addressed 150 regional YMCA managers on the working of a radio news room.

KGO has started a series of seven weekly public service broadcasts on "Your Social Security" with James G. Smyth, Collector of Internal Revenue and Charles H. Shreve, local manager for the Federal Social Security Administration, explaining the benefits and requirements of the Social Security Act.

Film Libraries Asked To Stop Tele Servicing

Los Angeles—Representatives of established film libraries that have been deriving excellent rentals from television stations using 16 mm. product, are complaining that they have been ordered by film companies to cease furnishing film to the video outlets.

A representative of a leading library declared that although his firm contracts with 35 mm. distributors make no reference to or contain any restrictions upon the renting of the films that have been reduced to 16 mm. to television stations, his company has been warned not to rent any more film to video outlets. The 35 mm. distributors maintain the libraries are not authorized to rent their films for video, and the spokesman for the library in question, points out that the libraries have to comply, inasmuch as their source of supply can be cut off.



California Commentary...!

• • • Don Searle, ABC's Western division major domo; Ernest Felix, ABC auditor and personnel manager; John "Bud" Edwards of ABC's program department, and Ken Niles, the announcer, have returned from a few days fishing trip in the high Sierras. . . . A wealth of top-notch radio material—humor, songs, etc.—is cut out of every radio script because of time limitations.

Los Angeles

Eddie Cantor selected the best of these blue-pencillings, combined them into a script and presented the "Cut-Outs Of 1947" on his ether show May 29. . . . Evelyn Knight, the tall blonde vocalist on the Tony Martin show, has taken a house at Laguna Beach, about 30 miles from Hollywood, for the summer. . . . Victor Young, musical director of the Martin show, is the composer of "Stella By Starlight," a symphonic jazz nocturne. . . . Tieup between Warner Bros. cartoon characters and Capitol Records has been set, with ace vocal impersonator Mel Blanc already on wax with records of Bugs Bunny, Porky Pig and Daffy Duck. Blanc will record full children's albums of the Warner cartoon characters.



• • • More than 2,000 people drove 14 miles from Tucson to the set of Gene Autry's "The Last Round-Up" May 26 to watch location filming of the cowboy star's first independent picture, a Western musical for Columbia release. By the way, Gene was honored with a Mexican dinner by the Tucson Press Club, membership of which includes journalists, prominent business men and city officials. . . . Jack O'Mara, ABC-KECA sales promotion chief, is vacationing back home in Joplin, Missouri. . . . Art Gilmore, announcer of "Murder And Mr. Malone," has been initiated into Gamma Beta Alpha, national radio fraternity, by the USC chapter (Alpha), where Art is an instructor in a radio announcing class. . . . Visitors have already started to vacation in California as evidenced by the studio audience for the Kenny Baker show, which had 12 Eastern states represented, as well as "guests" from England, Scotland, Mexico and Cuba.



• • • Roland Young, CBS Supervisor of Repair and Replacement, has arrived at Columbia Square for an extended visit. He will consult with CBS Western Division executives on the development of CBS's property atop Mt. Wilson and will supervise construction of a building to house an FM transmitter. . . . The Hollywood Y.M.C.A. is a beehive of activity since 15-year-old Tommy Bernard, one of radio's busiest young actors, joined. Tommy, who knows no half-way measures, has signed up for "Y" boxing, swimming, volleyball and handball. . . . Joseph Kearns has had many firsts to his credit during his long radio career. One of those which he especially prizes was his appearance when "Suspense" first went on the air. That was long before it was known under the "Suspense" identification. Joe is still with the "whodunit" as its voice and as a regular cast member.



• • • Another vocalist was added to the "Adlam Quartet" May 24 when Mrs. Adlam presented ABC's Western division musical director Basil "Buzz" Adlam with 8 lb., 14 oz. Kenneth George. . . . Bill Brown, a member of Adlam's ABC staff orchestra, and Mrs. Brown became proud parents the same day of a baby girl. . . . Incidentally, "Bride And Groom," KECA and the Southern California Home Show are searching for "Southern California's Happiest Married Couple." Winners will be announced June 19 and will receive a complete pre-war kitchen, hundreds of gifts and a free "second honeymoon" at Mt. Royal Hotel at Banff, Canada. . . . Mr. and Mrs. Edgar Bergen are vacationing in Honolulu. Bergen must be back in Hollywood by June 11.

SOUTHWEST

CONSTRUCTION has been started on towers of KIXL, Dallas, which will be operated by Lee Segall. Newcomers to the staff of entertaining include Louis Veda Quince and Robert Miles as news editor. Station will operate daytime on 1040 kilocycles. KIXL-FM will also go on the air soon.

As a result of a recent speech by KABC, San Antonio, news editor John W. Scott delivered before a San Antonio civic club, a contribution of \$5,000 was made to the Red Cross enabling the local chapter to achieve its subscription goal in the final moments of the drive for funds. Scott, who made several trips to the disaster area at Texas City, described the work performed there by the Red Cross.

A new program titled "This Is My Story" will be inaugurated Sunday on WFAA-820 Dallas for a half-hour each Sunday. The airings is in the form of a musical show with George Stevens and Claudine Shannon featured in chatty dialogue to introduce recorded music by Allen Roth's orchestra and chorus, which spotlight Karen Temple and Bob Hannan soloists.

Staff Radio Course

WOR staff employees are being given a free course in the art and technique of broadcasting started June 1, 1947 and running for 26 weeks. George King, program operations manager, is chairman of the course which will be conducted every Wednesday, 7-9 p.m., in Studio 3. First hour of each section is reserved for a lecture while the second hour will be devoted to practical application of the problem discussed.

Sets Italian Rights

Standard Brands, which owns advertising rights to a singing commercial now aired over station WFLA, has assigned the popular rights to Vander Music. Publisher has commissioned composer Emilio de Seta to arrange the tune for popular under the title "Rumba Royal."



"WFDK Flint always advertises newest gadgets."

LEAVE IT TO MIKE
Audition Records Available
COMMERCIAL PROGRAM SALES
1440 Broadway, N. Y. PE 6-8600

NAB Prexy Supports White-Wolverton Bill

(Continued from Page 1)

The First Amendment to the U. S. Constitution, guarantees in express terms a radio as free from Government abridgment as any other form of speech or press."

Although he cautioned that broadcasters "will not be satisfied with the White-Wolverton bill as now written," Judge Miller predicted that "practical and acceptable measure will emerge. It should be remembered," he said, "that Senator White is a pioneer of radio legislation. He is a statesman of consummate fairness. The membership of the Senate Interstate and Foreign Commerce Committee comprises some of the best legislative minds in our Congress.

"I am confident that all who are interested in new radio legislation will be welcome before the Committees when hearings are held, and that their viewpoints will be given full consideration. These bills have been produced only after monumental effort to facilitate introduction before the Congressional recess.

Asks Considered Hearings

"I am hopeful that hearings will not be held hastily, but that all parties will be given time to prepare carefully. I say this in consideration not only of the NAB, but also of the FCC, three of whose members are engaged in summer-long conferences on international broadcasting right now in Atlantic City—a vital proceeding which will have an important effect on radio here and throughout the world.

"Senator White and Representative Wolverton have made it possible to obtain new legislation. I call upon all broadcasters at this time to study the pending measures and express their opinions of them frankly and fully."

The NAB's legislative committee will meet on Thursday at NAB headquarters to examine the proposed measure. Members of the committee who will meet with Judge Miller, A. D. Willard, Jr., and Don Petty are: J. Harold Ryan, WSPD, Toledo, Ohio (chairman); Joe B. Carrigan, KWFY, Wichita Falls, Tex.; Wayne Coy, WINX, Washington, D. C.; Don S. Elias, WWNC, Asheville, N. C.; Herbert Hollister, KMMJ, Grand Island, Neb.; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph H. Ream, CBS, New York; Frank M. Russell, NBC, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S. C.; Robert D. Swezey, MBS, New York; O. L. Taylor, KGNC, Amarillo, Tex., and Louis Wasmer, KGA, Spokane, Wash.

★ P R O M O T I O N ★

Chain Store Sales Increase

Tie-ins of retail stores with air shows sponsoring various products pays off handsomely, according to results reported in two recent Chicago tests. A co-operative grocery merchandising promotion by 186 Chicago Kroger stores and WBBM's Paul Gibson, director of the "Sunrise Salute" and "Housewives Protective League" programs on WBBM, concluded May 21, showed a 20 per cent increase over the average weekly grocery business done by the chain, according to Robert Egan, Kroger's Chicago merchandising manager. "Paul Gibson Week" included special store displays of Gibson-advertised products along with special advertising material, and Gibson mentioned on his air programs that the products were available at Kroger's.

NBC Annual Review

NBC is releasing their Annual Review, covering operating report of their activities for 1946 and current survey of their operating status. The 48-page booklet, prepared by the NBC Information Department is printed on glossy stock with a striking embossed cover. Summarizing the activities of all NBC's departments, it deals in detail with the progress of six of the net's owned and operated stations, the prospects of tele, NBC sponsored and sustaining programs and its international FM and recorded activities. Report will be sent to all NBC clients, advertising agencies, stations and employees, as well as to leaders in the field of education, labor and religion and members of Congress. First run was 15,000.

Recommends WNAC Programs

The Executive Committee of the New England Committee of Radio In Education has published a bulletin concerning WNAC, Boston, Yankee and Mutual programs. Entitled "Good Listening," bulletin features listings of the top programs heard over WNAC and Yankee, each week. "Journal of the Air," "Medical Center of the Air," and the "American Bar Association Round Table Discussions" were recommended as "Good Listening" for all age groups. Committee distributed over 7,000 bulletins to all Mass. Senior and Junior High School principals, as well as to all Superintendents of Schools in New England, librarians and any persons requesting a copy. All programs listed are recommended by the Mass. Dept. of Education.

WFIL Mailing Piece

"Pattern for Progress" is the title of a mailing piece being sent out by WFIL, Philadelphia station, which covers complete service of this station embracing AM, FM, TV and Fax. Copy is devoted to telling the story of station's "progressive planning" in order to keep "WFIL in the forefront of the broadcasting industry."

Window Displays

Giant post-cards, printed in two colors, are being used by KABC, San Antonio to remind managers of retail drug and grocery outlets of various spot commercials for food and drugs heard over the station. On the address side, printed in red, is the line: "There's an extra salesman working for you," with an arrow inviting the reader to turn to the other side.

Headline on reverse side of the post-card printed in red, reads: "To help you build greater sales, more profits." A line drawing of the salesman, in black, points to the space for the key phrase of the commercials which are multigraphed on the card for each account.

Baseball Sked

The KTSA, San Antonio, Merchandising and Promotion department has issued a 1947 Texas League baseball schedule showing the six month playing schedule of the San Antonio Missions. Home games are denoted in red and road games are denoted in black, with the names of the various teams the locals are playing underneath the date. On the bottom of the 7 1/4 x 11 1/4 card are the schedules of all KTSA sports broadcasts including the time when the final baseball results are aired nightly. Card is being offered to the sports fans by the use of spot announcements on the various sports shows.

New House Organ

The McClatchy Broadcasting Co., Sacramento, Calif., is publishing a new house organ entitled "Bee Lines," which will serve all units of their organization, including three newspapers, five radio stations and the engraving plants. The idea of "Bee Lines" was born during the war, via localized newsheets, issued in both Sacramento and Fresno. Primary aim of the newsheets at that time was to keep former employees in the armed forces abreast of happenings at home. With the ending of the war, "Bee Lines" in Fresno was suspended, but continued in Sacramento as a mimeographed house organ for The Sacramento Bee, KFBK and Bee Engraving. Now, "Bee Lines," in a new format, becomes a house organ for all of the units in the Billion Dollar Valley of The Bees and along the Beeline.

New Record Plant Started

Garry J. Carter, managing director of Frontenac Broadcasting Agency, Toronto, and president of Garry J. Carter, Inc., New York, will head a new record processing plant in Toronto, Canada. Company will be known as "The Canadian Record Processing Corporation" and will process and manufacture 78 and 33 1/3 rpm. records for some of the large recording companies in the U. S. Company expects to be in operation within the next six months.

Retailers To Support National Radio Week

(Continued from Page 1)

to furnish their members with promotion kits including posters, streamers and suggestions for local activities in co-operation with their radio stations. These kits will be prepared by the RMA advertising committee and the NAB sales managers committee.

Members of the joint committee of broadcasters and radio manufacturers met last week at NAB headquarters to discuss further plans for National Radio Week activities. The observance has been set for October 26-November 1.

Roy Hofheinz, president of the FM Association attended the meeting and pledged full participation by FM broadcasters.

The joint committee agreed that promotion material should specify AM-FM television and facsimile.

The next meeting of the joint committee has been scheduled tentatively for June 19 in New York.

Griffin Renews On Yankee

Boston—The Griffin Manufacturing Co., for Griffin Shoe Polish, has signed with the Yankee Network to renew sponsorship of the Tuesday, Thursday and Saturday editions of "Nelson Churchill Views the News," heard over WNAC and WEAN.

WORLD PREMIERE

Baltimore, Md. Any world premiere of necessity takes in a lot of territory but that's just what's happening on the latest WFBR produced program. "World Tours"—Radio Global Quiz—featuring Lt. Col. George R. Hutchinson of the Flying Hutchinsons made its bow on WFBR May 8th.

Featuring the largest electric world map in existence—and an electric totalizer board, this show offers cash prizes up to \$100 per broadcast.

Some smart sponsor will buy it. How about you? WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

IN CLEVELAND IT'S

WHK

WORDS AND MUSIC

By HERMAN PINCUS

AND THEN I WROTE—Adaptation is a wonderful thing... were it not for the fact that modern tunesters often go in for the art of 'adapting,' hepcats and fellow worshippers at the shrine of 'jive' might have gone dancing thru life without ever knowing or caring about the music of the masters...



TIN PAN ALLEY OOPS:—Leeds Music has a clever little ditty in "Meet Me At No Special Place" (and I'll Be There At No Particular Time) written by Harry Pyle, Arthur Terker and J. Russel Robinson... Rytvoc has a fine novelty in "I'm A Lonely Little Petunia" (In an Onion Patch) written by Johnny Kamano, Billy Faber and Maurie Hartmann...



Cork O'Keefe has garnered a sure hit... if you heard the great introduction given the ditty by Jack Smith last week you'll agree that "The Summer Song," written by Pat McCarthy, Johnny Redmond and Jimmy Cavanaugh will put the latest Words & Music plug tune on the musical map... Lou Aller and Eddie DeLange, writers of Martin Block's new theme song "Isn't It Strange What Music Can Do?" have been signed for Block's new music firm...



ON AND OFF THE RECORD:—Columbia has signed Miklos Gafni, young tenor known as the Hungarian Caruso... Tex Beneke's latest Victor, "Through" backed with "Sunrise Serenade," is a MUST for disk jockey and juke box trade... What "Bei Mir Bist Du Schoen" did for the Andrews Sisters, their Apollo disk of "Mahzel" will do for the Murphy Sisters...

RCA Exhibition Hall Draws Record Crowd

(Continued from Page 1)

bering 7,037 on the second day, May 15. Weekends are heavy, it is pointed out, and seem to be the peak time for out-of-towners to make the town. Heaviest hours of the day are 12-1 p.m., and 7-9 p.m.

Exhibition Hall, which is open to the public from 11 a.m. to 9 p.m. seven days a week, has outdrawn all other such attractions in New York, such as the Empire State observation tower, NBC and Rockefeller Center Tours. Empire State, considered to be the number one attraction in Gotham, averages about 2200 visitors per day. Latter, however, carries a admission charge.

Television phase of the exhibit particularly the receivers, attract about twice as much interest as radio, according to Steve de Baun, press chief of the exhibit. And the interest of visitors has manifested itself into actual inquiry regarding the availability of RCA video sets. While no orders are taken here, staff men provide information blanks to visitors and refer them to local dealers. Approximately 300 such requests have been handled during the slightly more than two-week period the exhibit has been open.

To illustrate television—and the sets—at work, RCA tunes in programs on WNBZ, WABD and WCBS-TV both evening and daytime shows. When the exhibit opened, RCA kept the baseball games on in entirety, but was forced to show only portions because of the crowds remaining at the receivers throughout, "bottle-necking" the flow of others through the Hall.

Exhibit has been visited by several school groups, De Baun said, and its Wells-ian atmosphere is used as background for some of our more modern fashion magazines.

Coast Campaign

Los Angeles—O'Brien's of California, makers of vacuum-packed candies, have launched a Pacific Northwest advertising campaign for month of June with spot announcements on KGW, KEX, KOIN, Portland, and KIRO, KVI, KJR and KOMO, Seattle. Latin music spots stressing "Senor O'Brien from San Jose" theme will be reinforced with advertising in coast newspapers.

Send Birthday Greetings To — June 2. Frank Arnold, Lillian Cornell, Tony Gilman, Ben Grauer, Hedda Hopper, Walter Tetley

NBC Coast Meeting Held In Hollywood

(Continued from Page 1)

KFI, Los Angeles; Homer Welch, KGW, Portland; Marion Harris, KFSD, San Diego; Harry Bubeck, KPO, San Francisco; William Warren, KOMO, Seattle; Wallace Brazeal, KHQ, Spokane; Emil Martin, George Helmer and Frances Frater, KOH, Reno; Ewing C. Kelly and Robert Alexander, KCRA, Sacramento; Paul Bartlett and Gene De Young, KERO, Bakersfield; Howard Pyle, Paul Hughes and John McGreeney, KTAR, Phoenix; Roberta Pfister, KYCA, Prescott; Ben Slack, KVOA, Tucson; Kay Richins and Everson Smith, KDYL, Salt Lake City; Hub Warner, KIDO, Boise; Harry Butcher and Marian Casey, KIST, Santa Barbara.

Speakers at the three-day meeting included Clarence L. Menser, vice-president in charge of programs for NBC; T. C. McCray, NBC's national program manager; Leigh Crosby of C. & F. Productions; Ben Slack, KVOA; Hal Bock, director of television, NBC Western Network; Emerson Smith, KDYL; Homer Welch, KGW; Frances Frater, KOH; Wallace Brazeal, KHQ; Martin Block of the Chesterfield Supper Club; Roger E. Sprague, manager of news and special events, NBC Western Network; Howard Pyle, KTAR; and Oscar Turner, NBC Radio-Recording Division, Western Network.

Conference visitors were guests of Broadcast Music Incorporated at a luncheon in the Rodeo Room of the Beverly Hills Hotel, Wednesday, May 28. Merritt E. Tompkins of BMI was the guest speaker.

Radio Correspondents Elect Kingsbury, Marder

Washington Bureau, RADIO DAILY

Washington—Gilbert Kingsbury of WLW, Cincinnati, and WINS, New York, and George Marder of UP, last week were elected to the executive committee of the Radio Correspondents Association. Their election increases membership on the Committee from five to seven, with President Rex Goad ex-officio member.

Other members of the Committee include Elmer Davis, ABC; Albert Warner, WOL-MBS; Bill McAndrew, WRC-NBC; Bill Henry, WTOP-CBS, and Francis Tully, Yankee Network.

Stork News

A son, Alexander Duncan Petry, was born to Mr. and Mrs. Alex Petry at the Hollywood Hospital May 20th. Petry is manager of NBC's music library in Hollywood.

IN CLEVELAND IT'S WHK

BMB Group Studies New Audience 'Index'

(Continued from Page 1)

but diary studies. However, a few weeks ago Hooper let it be known that he had a plan in mind to present BMB.

Hooper said that a higher standard audience measurement was needed and that the new index was an outgrowth of diary studies although the plan itself does not make use of diaries but mail ballots. He claimed the new method produces a county by county measurement at less cost than the method used by BMB.

Hooper said the index would provide a base for reporting the total listeners in station areas, certainly in the larger cities.

Only in N. Y. Thus Far

The new experiment has been carried out so far in New York City and Kenneth Baker, chairman of the technical committee and NAB's director of research, asked Hooper to permit more results of the index as they become available. Hooper's speech at the BMB directors was made in no off-handed manner, for he pointed out that his radio audience research had a 12-year background and that it is accepted by both buyer and seller.

Hooper's guest appearance at the meeting was in line with BMB's technical committee policy of inviting various research experts. The committee has decided that BMB's basic service should be a report on the weekly listening audience but that Study No. 2 a measurement of daily audiences will be included as a supplement. Several plans for gathering such information are now being studied by the committee of the measurement bureau.

In Last Month of Budget

Meanwhile, BMB now is in the last month of its current budget. BMB directors are admittedly pinning great hope in the committee appointed by Austin Miller, president of the NAB, a few days ago to help establish long-range plans for financing the organization. This special committee is to meet with BMB's finance committee on June 10.

Various BMB committees are now considering the NAB resolution requesting that Study No. 2 be postponed until 1949, and final action will be taken on June 20 at the board meeting. Officials of BMB maintain, however, that much research and many studies are to be made even though the big survey is held up for a year.

150 Stations Signed for Study

To date, over 150 stations have signed for BMB's next study. The exact method of financing the organization after the end of this month remains to be seen. One possibility, and there are several, under consideration is the plan used by the Bureau of Broadcast Measurement in Canada. Under this plan stations pay a monthly subscription fee equal to two-thirds of their peak half-hour time rate.

WINDY CITY WORDAGE

By NAT GREEN

● ● ● Connie Russell, a terrific torch singer, is being auditioned for radio by local network execs and it looks as if she may be heard on NBC from Chicago shortly. . . . Connie, who recently became a mother, likes Chicago and may make it her permanent home. . . . Carl Sutphin, promotion director of the ABC central division, spoke Tuesday before the Chicago chapter of the National Association of Public Relations Council on "Radio and Public Relations". . . . Kate Smith will come to Chicago on June 10 to receive an Oscar from the National Conference of Christians and Jews for work she has done in behalf of tolerance. . . . Jimmy Parks is in town from the West Coast in behalf of the Record Guild, and will continue on to New York. . . . Durward Kirby will replace Don McNeill as emcee of the "Breakfast Club" on June 2 and 3 while McNeill is taking a brief rest. . . . E. R. Peterson, ABC account executive, is confined to his home with two broken ribs, the result of a fall in the bath tub.

★ ★ ★

● ● ● Jim Ameche, recently arrived from Hollywood, went to work Monday on a series of programs for Tele-Radio Creations, Inc., titled "It Really Happened." The new firm, of which M. T. Lanser is president and Josef Cherniavsky vice-president in charge of production, has the "ex" on Ameche's services and will keep him busy on the new series for some time.

★ ★ ★

● ● ● Winner of the "Quiz Kids" best teacher contest is announced as Aline Neal, 46-year-old fourth grade teacher of Jackson, Miss. She will appear on the program June 8 for presentation of the award. . . . Ell Henry, ABC-WENR publicity director, is on a good-will trip to Memphis, Nashville and other towns in the southern part of the ABC central division. . . . H. V. Kallenborn was in town Tuesday to deliver an address at Medinah Temple before employees of the Pure Oil Co. . . . Ralph Miller, sales manager of KCRA, Sacramento, Calif., visiting Chicago execs of NBC. . . . Latest sport to be televised by WBKB is night harness racing, and it has proved highly successful, giving remarkably clear pictures of the trotters in action. . . . Tommy Bartlett, who starts on his new program "Welcome Travelers" on June 30, left this week for a brief vacation, on which he plans to do quite a bit of traveling.

★ ★ ★

● ● ● Robert F. Hurleigh, WGN news director, conducted a special exclusive Mutual broadcast Wednesday between the new General Motors "Train of Tomorrow" and the luxury liner Queen Elizabeth while the four-car train was running between French Lick, Ind., and Chicago, and the Queen Elizabeth was some 1,800 miles out of New York on its way to England. Cyrus R. Osborn, General Motors vice-president who supervised the construction of the Train of Tomorrow, talked with dignitaries aboard the liner and was interviewed by Hurleigh.

★ ★ ★

● ● ● WBBM was so successful with its Studio Theater, conducted during the past year in co-operation with the Radio Guild of Northwestern University, that it plans to move into a larger studio when the new sessions open, to handle more students. It is hopeful, too, that it may be able to broadcast on AM instead of FM, to include a larger audience. . . . Jimmy Evans, radio commentator, has completed a new series of one-minute announcements for 7-Up that are to be heard on more than 125 stations. . . . Tommy Evans, of the sound department; Ed Bailey, production, and Frank Schnaffer, engineer, from the Chicago NBC studios, in Detroit this week for the Bob Hope show. . . . The J. Walter Thompson Co., ad agency, made its new sales presentation to radio execs Tuesday at a get-together at the Drake Hotel. . . . In the first radio league soft ball game of the season WENR lost to the Daily News team, 12 to 7.

★ ★ ★

New ET Firm Offers 7 "Comedy" Albums

(Continued from Page 1)

eventually there will be 15,000 retail outlets.

Seven albums are by: Jack Benny, Amos 'n' Andy, Edgar Bergen (McCarthy and Snerd); Ed Gardner (Duffy's Tavern); Eddie Cantor, Fibber McGee & Molly, and Burns & Allen. All of the artists making the disks own the company co-operatively and the first pressing comprises 400,000 albums.

According to Pete Jaeger, sales manager of the organization, future recordings will depend upon how well the first ones are received and which ones sell above the others. Tentatively, it is expected that each of the comedians or teams, will do two each year. Whether one album outsells another, makes no difference to those involved since they all share equally in the profits of the company.

Disks are specially recorded with new material and not taken off the air. They have been recorded at NBC studios on the Coast and the live audience is comprised of studio visitors, not originally knowing they were to attend a special recording until seated. Thus the recordings have the same timing as a broadcast with the applause or laughter of the audience giving the disk player at home an opportunity to let the gags sink in instead of being lost as the comedian heads into the next one.

As previously announced, the recordings may not be played in juke boxes nor over the air. Paul Warwick, of Warwick & Legler agency, is head of the company and credited with being the daddy of the idea.

Winning Script

"Listen, Citizen," the winning script in the Y. M. C. A.'s Second Annual Radio Script Contest, was presented via WJZ and the ABC network on Tuesday, May 27th, 10:00 to 10:30 p.m., EDT.

Two-Way Telephone Service

According to the Canadian Marconi Company, a two-way telephone service is now available to firms with large fleets of commercial vehicles and automobiles. The service enables the operators of ambulances, transport trucks, service cars and other vehicles of an emergency type to press a button in the office and hold a conversation with the drivers. Telephones used for this two-way conversation are branched on a special FM wave length and are available either on ownership or rental basis. Transmission equipment is located in downtown Montreal and can keep in touch with vehicles within a 30-mile radius.

HOLLYWOOD REPRESENTATION

Our organization completely set up and operating ready to represent eastern agency in various capacities including top radio production. Now in New York for immediate interviews.

BOX 368, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

COAST-TO-COAST

— COLORADO —

DENVER—Main Morris, with a background of 20 years in advertising and in local sales at KLZ since 1941, has been named national sales manager of the station. He succeeds Dudley Tichenor, who resigned to manage WNAO, Raleigh, N. C., not yet on the air. . . . KVOR's chief engineer, Cozy Strang and Everett Shupe recently spoke to the Colorado College Radio Guild, some twenty-eight college students interested in and studying radio. Strang gave them some ideas of the technical problems involved in the running of a radio station and Shupe outlined the business mechanics and personnel end of radio. . . . KMYR has inaugurated "Off the Record," a new platter show which is to replace "Courtney's Campus Club" with the return of Alan Courtney to New York.

— ILLINOIS —

EAST ST. LOUIS—John Savin, news director of WTMV, will give a feature story on the life and achievements of the Rev. Henry John Althoff, Bishop of the Belleville Diocese for the past thirty-three years, on the "World At One" program, June 3rd. . . . **ROCK ISLAND**—\$5,000 for a music or speech studio in the new \$750,000 fine arts building of Augustana College, has been contributed by WHBF. A drive for building funds is now in progress in the quad cities.

— LOUISIANA —

NEW ORLEANS—Backing the new southern emphasis on industry, WDSU is documenting those businesses typical of Louisiana and New Orleans in a series of 52 broadcasts. The programs are unrehearsed and will be made inside the plants with personal interviews from employees. Now being transcribed, under the direction of Hal Benson, special events man, they will be aired once a week, starting in the fall. . . . **MONROE**—James A. Noe, president and owner of KNOE, has announced the appointment of Robert W. Dumm, formerly with KXOA, Sacramento, California, as general manager.

— MONTANA —

MISSOULA—The Montana University commencement, annually broadcast by KGVO, is slated this year for June 9th. Highlighting the colorful ceremonies will be a timely address by William W. Waymack, member of the Atomic Energy Commission, advisor to the State Department and editor of the Des Moines Register and Tribune. Presentation of honorary degrees and diplomas to graduating seniors will complete the hour-long broadcast. . . . **ANACONDA**—KANA recently has inaugurated "Vacationland," a sparkling new program of entertainment and information, slanted toward the vacationer in the Rocky Mountains.

★ THE WEEK IN RADIO ★

New Radio Bill Introduced

By JIM OWENS

NEW bill to provide radical changes in the Communications Act was introduced by Sen. Wallace White and Rep. Charles Wolverton, chairmen of the Interstate Commerce Committees of the Senate and House, respectively. Bill would impose many new responsibilities on the industry as well as the FCC. . . . BMB's future now rests with its board of directors as a result of NAB's request that the next study be deferred to 1949. Immediate problem is one of finance since the present budget expires in July. Meanwhile, BMB had lined up 120 subscribers for the '48 study.

FM-AM receiver production in April increased 47 per cent over March, according to the RMA, with television output close behind. Industry turned out an approximate figure of 98,000 radio sets. . . . Martin Block will draw \$6,000 to \$8,000 per week from his full-hour disc show on Mutual. Show will originate from Hollywood. . . . Sam J. Slate named program director of the New York office of the British Broadcasting Corp. He is the first American to hold this post.

House Rule Committee cleared the way for consideration this week of the Mundt bill to authorize continued activity of the State Department's shortwave group. . . . Frederic W. Ziv Co. reported a 24 per cent business increase during the first four months of this year. . . . East far in the lead this season with replacements on web shows. There are practically no agency-packaged shows coming from the Coast thus far in the Summer line-up.

Music Publishers Protective Association planning an "unfair" list of companies failing to pay for music as agreed. . . . NAB will take a vote on the changes of by-laws (regarding

network status) by mail rather than wait for the convention next Fall. . . . Arrival of two rodeos in Gotham brought heavy spot business to N. Y. stations. . . . Meanwhile San Francisco station reports a sizeable jump in spot activity the past 60 days. . . . Philco and Du Mont introduced new tele sets—the former its first commercial table model. Du Mont also came forth with a table model (with FM) plus a new console.

Benjamin Cohen, assistant secretary general of the U. N., outlined plans for radio participation in the second anniversary of the organization on June 26. . . . Networks and stations set up special shows and heavy air time in observance of Memorial Day. . . . Baseball is one of radio's strongest sources of revenue five months of the year, according to a survey. More stations than ever before are airing local games, with the over-all take expected to hit an all-time high. . . . Ted Husing elected president of the Sports Broadcasters Association for the second time.

Television Broadcasters Association and Philco opposed FCC's proposal to change video frequencies to accommodate aeronautical navigation. Commission was told that a change now would be of "critical consequence" to the industry. RCA and NBC however, gave "modified" approval to the FCC move. . . . Frances Farmer Wilder named president of the Association of Women Broadcasters for a two-year term. She succeeds Alma Kitchell.

John McNeil appointed general manager of WABD, the Du Mont outlet. He's a veteran radio exec, having been manager of WJZ since 1942. . . . Veterans Administration announced that a recent GI insurance campaign on web shows made nearly a half-billion listener impressions.

Over 500 Communities In Service Area Of FM

(Continued from Page 1)

the service area of the nearly 1,000 FM stations now authorized or projected, an FCC survey over the week-end revealed. More than 215 FM stations already are on the air. The FCC also has issued CP's or conditional grants to nearly 800 new stations and more than 200 applications are pending.

California leads all states in the number of places for projected service, as well as in the sum total of authorizations and pending applications. Ohio, New York, Pennsylvania and Texas come next, in that order, as to number of places, with Ohio and Pennsylvania neck-neck to New York in authorization-application totals, followed by Texas. There is also considerable FM activity in Illinois, North Carolina, Michigan and Massachusetts.

Communities in New York covered include: Albany, Batavia, Bay Shore, Binghamton, Brooklyn, Buffalo, Coram, Corning, Cortland, Elmira,

Asks CBC Divorcement From Regulatory Powers

Halifax—Major W. C. Borrett, managing director of Radio Station CHNS here, told the Kiwanis Club here the time has come to divorce the Canadian Broadcasting Corporation from regulatory powers over private stations. "It is felt by those in private commercial radio," he said, "that the time has come when our set up should be reviewed and changes made in the Radio Act, if necessary, so that the CBC should not be in the position of being responsible for making the regulations under which all radio stations operate, while competing with them for audience."

Endicott, Glens Falls, Hempstead, Hornell, Ithaca, Jamaica, Jamestown, Kingston, Lockport, Massena, Mount Vernon, New Brighton, New Rochelle, New York, Niagara Falls, Ogdensburg, Oneonta, Oswego, Poughkeepsie, Rome, Syracuse, Troy, Utica, Watertown, White Plains, Rochester, Schenectady and Yonkers.

EQUIPMENT

Stewart-Warner Tele Service

Pointing out that successful merchandising of television receivers greatly dependent upon proper installation and maintenance, N. Cooper, service manager of the electrical products division of Stewart-Warner Corporation, has announced a mandatory installation and service plan for Stewart-Warner television receivers. Plan calls for appointment of one or more "authorized Stewart-Warner television service stations" for each active television transmitting area in the nation. These stations will be under direct contract with Stewart-Warner but will also be subject to supervision by the company territorial distributor. Primary objective of the plan is to provide facilities and qualified personnel to serve the consumer promptly, courteously and efficiently, Cooper said. It will also minimize costs of service and simplify the responsibilities of distributors and dealers. Cooper announced that Television Engineers, Inc., has been appointed for the Chicago area, and the Temco Service Corporation for New York City.

Wire Recorder Sked

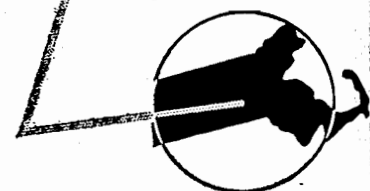
R. F. Blash, president of Webster Chicago Corporation, Chicago, announces that the company is now in production of its new wire recorder. It manufactured 1000 recorders in May and expects to have production up to 10,000 in August. Blash has announced the election of Charles P. Cushman as executive vice-president and director of Webster-Chicago. Cushman was formerly vice president of the Rauland Company.

Will Attend NAMM Meeting

James W. Murray, vice-president in charge of RCA Victor Record activities, is heading the Camden company's record department representation at the NAMM convention in Chicago this year. He will be accompanied by David J. Finn, general sales manager for the record department, and Richard Fielding, advertising manager.



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



IN CLEVELAND IT'S
WHK

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 39, NO. 45

NEW YORK, TUESDAY, JUNE 3, 1947

TEN CENTS

AM Allocations To Stand

Radio To Get Share of War Dept. Business

Radio will receive a healthy slice of the \$4,500,000 Army recruitment budget with the beginning of War Department's fiscal year on July 1, RADIO DAILY learned yesterday.

The new Army recruitment campaign will include spots, network news and special regional programs designed to appeal to young men graduating from high school in June. Some of the recruiting techniques used by the Army since the end of World War II will be employed in the new campaign.

Definite plans for the allocation of

(Continued on Page 3)

NBC Appoints de Russey As Spot Sales Manager

John S. de Russey, has been named to succeed W. C. (Bill) Roux as spot sales manager of NBC it was announced yesterday by James V. McInnell, network director of national spot sales. de Russey has been a member of NBC spot sales staff since 1944. Roux leaves to become vice-president and treasurer of the

(Continued on Page 2)

Illiffe Urges "Science" As Solution To Problems

Morgantown, W. Va.—Social problems that threaten civilization with chaos and self-destruction can be solved by the same "scientific method" that has given the world so many of its material benefits, Dr. C. B. Illiffe, executive vice-president in charge of the RCA Laboratories, declared here yesterday in an address

(Continued on Page 5)

Increase

Montreal—Radio licenses issued during the fiscal year 1946-47 totalled 1,807,824, compared with 1,754,351 in 1945-46, it was shown in statistics tabled before the Canadian House of Commons' Radio Committee. Revenue totalled \$4,099,795, compared with \$3,964,303. Figures showed 11,624 convictions for not having licenses, compared with 11,406 in 1945-46.

Movie-Tele Newsreel?

Eastern tele interests are watching the experimental work of Warner Brothers with RCA television cameras in the filming of special events. The Warner organization, according to reports, will combine newsreel-television techniques in the presentation of their new newsreel next fall. The combined movie-tele reel will be introduced in the Warner Theaters, it is reported.

BMB Officials Mull New Sampling Plan

C. E. Hooper's new plan for a station listening index, as proposed by him last week to BMB's technical committee, demands much more investigation and development before it can formally be considered by BMB directors, it was learned yesterday. Plan itself is not actually new but entails Hooper's own survey technique applied to certain information learned by NBC seven years ago.

Back in 1940 Ken Greene, circu-

(Continued on Page 6)

Stanco Co. Buying Time For 15-Minute ET Shows

Stanco Co., for "Flit", household insecticide, has opened its northern campaign of 13 weeks, with two quarter-hour transcribed shows weekly on a list of over 100 stations. Southern campaign runs for 23 weeks

(Continued on Page 8)

Nation-Wide Industry Activity Reflected In FCC's Decisions

Washington Bureau, RADIO DAILY

Washington — In a memorandum opinion and order, the FCC yesterday stood firm in its decision to give a new radio station to Newark, N. J., instead of New York City. By its action, the Commission denied the petition for rehearing of Donald Flamm and the Metropolitan Broadcasting Service, and stuck to the grant to the Newark Broadcasting Corp. The Commission pointed out that New York has 16 AM stations and New-

Standard Broadcasting Bands Will Not Be Affected By Current Int'l Meet, Says Denny, FCC Chairman

By WILLIAM McMAHON

Staff Correspondent, RADIO DAILY
Atlantic City—Standard broadcasting in the United States will not be affected by any of the decisions of the International Telecommunication Conference, radio division of which is now in session here, according to FCC Chairman Charles R. Denny, U. S. representative of the conference, in a special interview with RADIO DAILY.

Denny was recently elected chair-

(Continued on Page 5)

Radio Given Credit For Sales Increase

Five radio programs, comprising one network, a regional web and three spot buys, have boosted the sale of Rayve Shampoo 98 per cent during the current fiscal year, according to R. A. Porter, head of the New York office of Roche, Williams & Clearv, agency handling the Raymond Laboratories account.

Topping the general sales increase,

(Continued on Page 6)

"Party Line" To WNBT Sun. As B-M Goes To Full Hour

Bristol-Myers expands its schedule on WNBT to a full-hour starting next Sunday, June 8, (8-9 p.m., EDT), with its debut of "Party Line" and extension of "At Home With Tex and Jinx" to a half-hour. "Party

(Continued on Page 6)

May Increase Stations On Fall Crosby ET Show

With the summer recess of the Bing Crosby-Philco recorded program (effective June 18) the show will have averaged 400 stations weekly during

(Continued on Page 5)

Progress In Tele, FM Shown At Chicago

Chicago—Progress of FM-AM and television receiver development and production was sharply demonstrated here yesterday by major manufacturers in an extensive display of post-war models as the National Association of Music Merchants' convention opened at the Palmer House.

Among the leading manufacturers showing their wares to the nation's

(Continued on Page 3)

Fibber McGee And Molly Top First Fifteen Programs

Fibber McGee and Molly, drew to the top of the "first fifteen" among the evening program ratings as the season is about to close and the summer replacements arrive. Bob Hope

(Continued on Page 3)

Tube Production

Washington—Radio tube production during April totalled 16,181,672 units, the Radio Manufacturers Association reported over the weekend. This compares with March production amounting to 19,048,950. Of the April production 10,510,254 tubes were sold for new receiver equipment, 3,591,596 for replacements, 2,036,171 for export, and 43,651 to government agencies.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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ROBERT E. KINTNER, executive vice-president of the American network, is in Hollywood to confer with West Coast officials of the web. He is accompanied by MRS. KINTNER.

ROGER BOWER, producer-director at WOR, is back at the station following a three-week vacation in Bermuda.

ART FORD, the "milkman" of WNEW's "Milkman's Matinee," is leaving by plane for Chicago to attend the current convention of the National Assn. of Music Merchants.

VICTOR SACK, associated with Irene Beasley in her radio production service, has left for two weeks in Bermuda.

W. G. McBRIDE, national sales manager and program director of WDBO, Orlando, Fla., is in New York. Paid a call yesterday at the headquarters of CBS, with which WDBO is affiliated.

EDWARD R. MURROW, vice-president and director of public affairs at CBS, has returned from Allegheny, Pa., where he delivered the Commencement address at Muhlenberg College.

JOSEPH C. HARSCH, Columbia network newsman, leaves by plane today for Europe, where he will make an extensive tour, broadcasting his Sunday program from the area in which he is visiting.

CHARLES P. BLACKLEY, president and general manager of WTON, American network affiliate in Staunton, Va., and CHARLES E. SEEBECK, commercial manager of the station, are in town for conferences at the headquarters of the web.

JOHN M. RIVERS, president and owner of WCSC, Columbia outlet in Charleston, S. C., was a visitor yesterday at the station relations offices of the network.

NBC Appoints de Russey As Spot Sales Manager

(Continued from Page 1) Colyer Printing Co. of Newark, N. J., which he joins on July 1.

de Russey was formerly a newspaper advertising man and originally joined NBC in 1939 at KYW, then under NBC management and in June 1940 was transferred to New York. Before joining KYW, he was with KDKA.

Roux joined NBC in 1932 and held various promotion posts until 1937 when he left for other radio activities. He rejoined the web in December 1939 as sales promotion manager of WEAJ and WJZ. Early in 1941, he became sales promotion manager of NBC spot sales and a year ago was appointed spot sales manager.

WOR Airs Disaster ET

WOR's news and special features department got unexpected coverage of the LaGuardia Field plane disaster last week from a sound technician who was passing near the scene of the accident in a sound truck. Maurino Jeautay, who operates a sound service in Corona, was driving a public address truck to Astoria when the plane crashed. Strictly a neophyte at radio announcing or reporting, Jeautay quickly assembled his recording equipment and transcribed an eye witness account of the scene. Jeautay then telephoned Dave Driscoll at WOR who scheduled the report for the 11 p.m., news period.

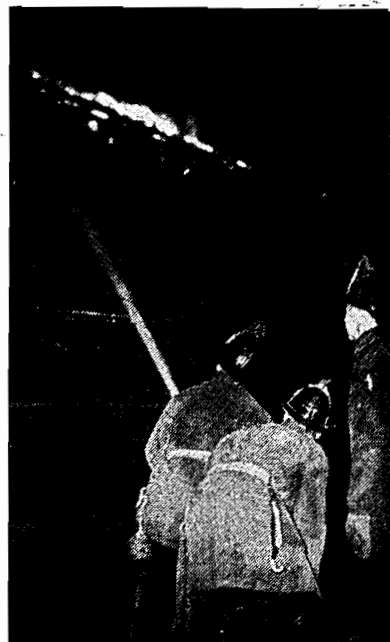
WHN Memorial Program For Late Adrienne Ames

WHN broadcast a memorial program last night to Adrienne Ames, actress and commentator on the station for the last six years, who died in her Manhattan home May 31 from a cancer ailment. Funeral services were conducted yesterday afternoon at Campbell's Funeral Church and interment will be in the East Oakwood Cemetery tomorrow in Fort Worth, Tex., the home town of Miss Ames.

Those paying tribute on the memorial program included George Hamilton Combs, Mary Margaret McBride, Lucille Ball, the first woman interviewed by Miss Ames on her program six years ago, and Bill Lang, regular announcer on her two-a-day show.

Had Film, Stage and Radio Career Miss Ames did two quarter-hour programs daily on WHN at 9:30 a.m. and 6:45 p.m. and the memorial program last night was conducted at the latter hour. The movie career of the 39-year-old actress and commentator began in 1932 when she played opposite Maurice Chevalier in "A Bedtime Story." She remained in pictures for some nine years, also doing stage roles. WHN has made no decision as to her replacement.

Miss Ames is survived by one daughter, Barbara; her mother, Mrs. Flora McClure; a sister, Miss Jane Merrick, and three brothers, Samuel, Joseph and Walter McClure.



All fires start small

A cow kicked over a lantern and Chicago almost burned down

A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

FINANCIAL

(Mon., June 2)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Norman Mackay

Norman Mackay, 47 years old, commercial manager of WDAY, Coral Gables, and for 12 years program director of WQAM, Miami, met his death in the Miami-bound Eastern Air Lines plane which crashed in a wooded section of Maryland last Friday night. Mr. Mackay was en route home after having been a member of a press and radio party which had made a record breaking flight aboard an Eastern Air Lines Constellation from Miami to New York on last Tuesday.

He leaves his mother, wife and two sons.



Advertisement for WDAS Philadelphia Market. Features large 'WDAS' logo and text: 'FOR RESULTS IN THE Philadelphia MARKET', 'PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION'.

Advertisement for W-I-T-H Baltimore. Features logo of a woman's face and text: 'W-I-T-H AM and FM IN BALTIMORE', 'TOM TINSLEY, President', 'Represented Nationally By Headley-Reed'.

Progress In Tele, FM Shown At Chicago

(Continued from Page 1)

mailers who will, or are currently, distributing home instruments are Du Mont, GE, Stromberg Carlsson and Farnsworth.

RCA, which last year showed the first FM receiver it had ever made, yesterday unveiled a full line of home instruments incorporating the new service, which included four table models, two new television receivers, and a wide variety of consoles with FM. Among these are the new "five-in-one" television-radio-phonograph console, which has FM, shortwave and AM. All of the table models feature the "Golden Throat" system, are tentatively priced from \$79.95 to \$95.

Du Mont is showing a total of 14 receivers, most of which are already on the market, with exception of a new table model as well as a new console.

RCA Table Models

Table models in the RCA exhibit include a series of FM-AM sets being shown to the public for the first time, in a variety of color and cabinet designs. Also featured is a new FM-AM Victrola phonograph console which is to be marketed at a suggested list price of \$325 to \$340, according to the cabinet finish.

Another of the demonstrations which attracted considerable attention at the NAMM yesterday was provided by RCA in which comparison of "live" tone and that aired through a mike from a distant room was revealed as "virtually undistinguishable." Guests were invited to turn their backs to the stage and indicate by pressing a button on the end of an extension cord whether they thought they were hearing the piano in the room with them or the music coming from the radio receiver. In a preview demonstration, participants' guesses showed they were wrong about 50 per cent of the time.

New Farnsworth Board Members

Fort Wayne—Edwin M. Martin and Francis L. Elmerdorf, were elected directors of the Farnsworth Television and Radio Corp., at a board meeting last Thursday. Martin is a vice-president and heads the company's legal research and patent division and as well as public and industrial relations.

Elmerdorf is vice-president of Rogert Heller & Associates and a director of Continental Can Co. His firm has been acting as consultants to Farnsworth.

★ AGENCY NEWSCAST ★

GERRY MARTIN has joined the radio department of William Esty & Company, Inc. Martin had been associated with NBC for the past 12 years. During his association with that network he was a salesman in Spot Sales and more recently in the web's sales department as an account executive.

ROBERT L. BENJAMIN, American Home Foods vice-president and executive committee member with headquarters in Chicago, has just resigned his 12-year affiliation with the corporation to head a new organization in the food field to be made public shortly. The announcement that Benjamin will develop the new, nationally-operated food products company was made at a testimonial banquet at Chicago's Stevens Hotel, given in his honor by executives of his former company following his resignation.

PETER SIMON has been named advertising director for the candy and grocery divisions of the Sweets Company of America, Inc., succeeding Miss Neddie Cloth, resigned, who continues as advertising consultant to the company.

AMERICAN MARKETING ASSN., has added eight more to its teaching and marketing committee. They are: Walter Gaw, College of the City of New York; Kenneth Dameron, Ohio State University; Maynard Phelps, University of Michigan; Donald Cowan, Western Reserve University; Delbert J. Duncan, Cornell University; Robert B. Jenkins, New York University; E. D. McGarry, University of Buffalo, and Brooks Smeeton, Notre Dame University.

Fibber McGee And Molly Top First Fifteen Programs

(Continued from Page 1)

was in second place with Lux Radio Theater third and Red Skelton fourth. Benny, Allen and Amos 'n' Andy followed in order, according to the Hooper survey.

Average evening sets-in-use of 24.5 reported is down 2.0 from the last report and off 0.2 from a year ago; average evening rating is 7.9 down 0.8 from the last report and off 0.2 from a year ago.

Average available homes are 76.7 which is no change from the last report and down 1.2 from a year ago. Total sponsored hours is 70¼ as compared with 69½ in the last report.

Wedding Bells

Engagement of Gail Austrian to Harry Ingram was announced by the prospective bride's father, Ralph B. Austrian, president of RKO Television Corporation. Miss Austrian and her fiancé are radio directors of Foote, Cone & Belding. She is a graduate of Vassar and a member of Phi Beta Kappa. Wedding is set for some time in July.

ADVERTISING FEDERATION OF AMERICA has elected the following to membership in the Federation: Mid-Continent Petroleum Corporation, Tulsa, Okla.; Tatham-Laird, Inc., Chicago; Lewis & Gilman, Inc., Philadelphia; Monitor Publications, Inc., Denver, Colo.; Landsheft, Inc., Buffalo, and Brady-Parkinson Company, Inc., Stevens Point, Wisc.

RIDINGS & FERRIS, Inc., Chicago, publicity and public relations firm, has opened its new, enlarged offices at 22 East Huron Street, Chicago 11. The entire third floor of the Davidson Publishing Company building has been taken over by the agency, which is headed by Paul O. Ridings, and is the Chicago affiliate of a national organization which includes the Earle Ferris Company in New York and Earle Ferris Associates in Hollywood.

SEIDELL ADVERTISING AGENCY, Inc., New York, has appointed Jean L. Malchin as account executive. Malchin has been associated in Paris, France, with The Avenir Publicite—a leading advertising agency, where he concentrated in servicing perfume and fashion accounts.

Radio To Get Share Of War Dept. Business

(Continued from Page 1)

the War Department's advertising budget to radio and press awaits the government's decision on an advertising agency. Three agencies, J. Walter Thompson, Batten, Barton, Durstine & Osborn, and N. W. Ayer have made presentations. The Ayer agency is currently handling the War Department account.

In the past the War Department has bought time on Mutual and ABC with NBC and CBS giving time gratis to governmental agencies.

ABC Outing Tomorrow

Employees in the New York office of the American Broadcasting Company will hold an all-day outing tomorrow, as guests of the network at the Crescent Club, in Huntington, Long Island.

Jim Farley On WNYC Tonight

James A. Farley will be heard on "Musical Caravan" tonight over WNYC 8:00-8:30 p.m. Mr. Farley expresses his views on the measures necessary for world peace and security.



... on everybody's lips
in Philadelphia

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.

Commodore Productions and Artists

1350 N. Highland Ave., Hollywood
Walter White, Jr., production manager
Shirley Thomas, program director
at the Park Central, N. Y.
Circle 7-8000
until June 6, 1947

LOS ANGELES

By RALPH WILK

DALE EVANS starts a week's engagement at the Golden Gate Theater in San Francisco, May 28th, and will do several radio interviews and guest shots on KPO-NBC while there. Al Rackin, publicist, accompanied Miss Evans on the trip to San Francisco.

Judy Canova will publish a cookbook compiled from the more than 30,000 recipes she's collected as a hobby. Judy vouches not only for the recipes, which she's tested personally, but also for her especially contrived "Canova Cookbook" index system, which really takes the headache out of trying to find the recipe you want.

Joe Kirkwood, starred in Monogram's Joe Palooka series, was a guest on Olga Andre's NBC program, "El Cine Y Sus Estrellas," this week. Program is recorded, and short-waved all over the world from New York.

Bob McAndrews of the Hollywood Young & Rubicam Publicity Department is in San Francisco on a combined business and pleasure trip.

John Guedel, producer of CBS' "House Party," will divide his month's vacation between New York and the Hawaiian Islands. He will fly to Manhattan June 14. Partner Art Linkletter will leave for a month's tour of Central and South America about August 1st.

Everett Freeman, chief writer of the "Baby Snooks Show," to marry New York actress Rose Ann Murray.

New Programs Set

Chicago—WGN announces that Nelson Brothers of Chicago has contracted two 15-minute shows over the station for 52 weeks. They are "Dr. Crane," 11-11:15 a.m. Monday through Friday ET show, and the 10:30-10:45 p.m. news program with Paul Neilson at the mike.

Other WGN business includes Ken-L-Products, six weekly participating announcements in "Baker's Spotlight," for four weeks, effective May 19; Birk Bros. Brewing Co., renewal of "Murder at Midnight" for 13 weeks, effective June 6, and Salerno Megowan Biscuit Co., the Saturday evening "Song Title Time" for 52 weeks.



Broadway Bulletin Board...!

● ● ● Has Gulf Oil bought Y & R's "Big Time" series with Georgie Price? . . . Permanent Sinatra replacement for Old Gold (starting Sept. 10th) will be a \$17,500 package with Don Ameche, Frances Langford and Frank Morgan. . . . Rumor around (and this is strictly a rumor) that Nelson Eddy will take over the Kraft Music Hall show in the fall. . . . Hudnut auditioned Jackie Gleason as possible replacement for Grand Marquee. . . . After an absence of nearly two years, Walter Compton returns to the air—this time in television. Come June 10th, he'll start a series of news programs via WTTG (DuMont) in Washington. . . . Walter White, Jr. and Shirley Thomas in town from H'wood representing Commodore Productions and here to interest the agencies in their latest package, "Nobody's Children." Show was on Mutual for four years, but is back now with different format (dramatized juve delinquency theme) with top movie names such as Greer Garson, Barbara Stanwyck, Fredric March, Joan Bennett, etc., guesting on special AFRA waiver. . . . Mel Torme partying 55 disc jocks tonite at the Copa.



● ● ● Attention, golfers: George Frey, of NBC, has lined up a golf tournament for June 14th between the Radio Execs Club and the Advertising Club at Don Flamm's Aldecress Club in Alpine, N. J. George figures that between 75 and 85 golfers should be on hand to push the thing across—so send your name right in with your average scores. (The real ones).



● ● ● THE MORNING MAIL: "Dear Sid," writes Alan Courtney. "I just had a nightmare. I dreamt that a station took a full-page ad in the newspapers calling attention to 'Tonight Only—A Live Program On The Air.' It could happen, you know. The networks seem determined to go after record shows in a big way. Wouldn't it be a smart move for the local station to develop live talent programs so that there'll be a new identity for their existence? Since the local station pioneered and built the record show, it would seem only logical for them to make the first step in the live talent direction. I do not refer to 'amateur' shows, nor the Ruth Eittings, et al. I mean new faces and new talent who have much to offer but who will never become attractions without the proper opportunities. After many years of doing both live and recorded shows, I know that a more equal balancing on the part of any station's schedule would be beneficial all around. So far as I am concerned, I like both types of programs. The record show serves to keep the local station a factor in the industry because of the inexpensive budget. But it is an old adage among local station operators that their best programming is the opposite of what the nets are doing. Everyone today is debating the saturation point of all these disc jockey shows. Surely some thought must be given to the source of these records to make these stars possible. Since WNEW's Bernice Judis displayed the necessary foresight and guts to start the record trend, I feel we could use her courage and imagination in leading the field back to live talent."



● ● ● THOUGHTS WHILE DIALING: Wish emcees would lay off those corny introductions of guest stars. They act so surprised when the guestar appears, and splutter: "Well, if it isn't Joe Schmo!" Of course it is. Every radio log carried the listing, the star was introduced to the studio audience before the show, and, all in all, it has about as much suspense as a poached egg. . . . Some one of these days, a wise sponsor is going to keep his regular show on for the summer session, despite the myth that listeners aren't just as avid—and captious, in the hot weather. Temperature has nothing to do with enthusiasm and desire for good entertainment.

CHICAGO

By NAT GREEN

THE Dr. I. Q. program will be heard an hour earlier—9:30 p.m. Monday—beginning with the July broadcast.

Ruthrauff & Ryan, ad agency handling the Griesedieck Brothers Brewing Co. account, St. Louis, have arranged for televising the horse race at Fairmont Park, over tele station KSD-TV, St. Louis.

Jim Mahoney, midwest stations manager for Mutual, here for Colorado and Wyoming the week in June. Bob White, account executive, leaves for New York the same time for a vacation.

WGN and Mutual will broadcast the champion barbershop quartet contest finals at Milwaukee on June 14.

Jack Bradley, advertising agent "Carousel," has set five more broadcasts on WGN for stars of the show. On June 2 Iva Withers appears on "Famous Names" and Henry Michel on "Meet the Stars;" June 10, Ann Crowley on "Meet the Stars," and June 17, Iva Withers on "Meet the Stars."

Sheldon Peterson of the NBC central division news and special events department has resigned to become news and special events manager of KLZ, Denver. He took over his job June 1.

Gil McClelland, MBS midwest sales promotion manager, spent the Memorial Day week-end back home in Crawfordsville, Ind.

Dorothy Masters of the NBC production department, vacationing in California and Colorado.

Ralph Miller, manager of KCI Sacramento, Calif., spent several days in Chicago on business.

I. E. Showerman, NBC general manager, and Gene Hoge, division assistant network sales manager, spent the week-end holidays fishing in Northern Wisconsin.

12 more days
WGBS
goes **CBS**
MIAMI, FLA. · 10,000 WATTS

MARTIN BLOCK
Now
ON
WARNER BROS
KFWB
10 TO 1 P. M. DAILY
980 ON YOUR DIAL

PROMOTION

Sales Tie-in

As a sales aid to the local distributor of Lyk-Nu Auto Polish, the promotion and merchandising department of KABC, San Antonio, designed a large card showing the various advertising aids the manufacturer is using to promote the sales of the product which is making its debut in the southwest market. A listing of the current spot campaign with KABC and the 105 counties covered is featured on the sign. Other dealer aids being used are direct mail pieces, window display materials, and counter cards are also displayed on the sign which will be used by the distributor to demonstrate to retail dealers the various advertising helps available to aid him in the sale of the product.

CKNX Booklet

Station CKNX, Wingham, Ont., in conjunction with the celebration of its 21st year in radio has published a 32-page booklet covering the station's history and various departments and services. A number of full-page cuts are contained throughout, picturing such features as station's control room, studios, etc., together with a scale diagram of the outlet. Booklet is comprehensive in scope and is being presented with compliments of the station.

Musicians Will Aid Drive For UJA Funds

The Musicians Division of the United Jewish Appeal of Greater New York will hold a luncheon at the Park Central Hotel on next Wednesday in furtherance of their drive to raise funds, Richard McCann, president of AFM Local 12, chairman of the division, said. Charles R. Iucci, secretary of the Associated Musicians of Greater New York, Local 802, is chairman of the professional group. Members of the executive committee are:

Jerry Alexander, Max Arons, Edwin Bachmann, Emil G. Balzer, Howard Barlow, Blue Barron, Leonard Bernstein, Abram Chasins, Jack Downey, Jack Fineman, Al Goodman, Morton Gould, Isidore Gusikoff, Sol Gusikoff, William H. Kelly, Leo Lindwurm, Guy Lombardo, Henry Maccaro, Max Manne, Al Manuti, Roy Shields, Lou Shoobe, Albert Sterne, Samuel Suber, Herbert Tivin, Francisco Vagnoni, Don Voorhees, and Fred M. Waring.

Robert M. Weitman, managing director of Paramount Theater, is chairman of the Cinema group. Members of the executive committee are: John Dugan, Nat Kalcheim, Harry Levine, Harry Mayer, Sidney Piermont, and Sam Rauch.

William Feinberg, of General Artists Corporation, is chairman of the talent agency group. Members of the executive committee are:

Nat Abramson, Moe Gale, Joe Glasco, Sol Hurok, Arthur Judson, Harry Komm, Mary Shank, Stan Zucker.

Denny Explains Procedure Of International Conference

(Continued from Page 1)

man of the radio division of the conference, which will continue in session through September, to draft an entirely new world code of radio regulation.

The present frequency allocation table is outmoded, Denny said, because of the amazing developments in radio during the war, and usage of wave bands not heretofore considered practical.

Changes contemplated in the table, according to Denny, will be in the local lower wave levels and in the upper ones, not before assigned. Actions and decisions are not expected for at least a month, he said, due to vast amount of work necessary, and agreements to be reached before any world-wide changes are made. Most of this work has been piling up since the 1938 Cairo conference, he added, as this Cairo meeting was to have been followed by an administrative session in Rome in 1942. World War II intervened.

Peacetime Role Stressed

Commenting on the contribution of the conference toward world peace and understanding, Denny said, "Radio and rapid transportation which

makes radio possible, can knit nations of the world in true global unity. Thus the basic radio planning we are doing here will add another stone in the world peace foundation. Radio holds the key to the promotion of better understanding and friendship among peoples."

Telephone and telegraph regulations will not be revised at this session, he said, but at a later one, possibly in Paris.

Lists Problems

Among problems before the conference, he said, are regulations for, among other things, expanded frequencies for certain services with transmitters and receivers built with a maximum of precision and accuracy; the use of land lines and cables as secondary means of communications to relieve the congestion on certain parts of the spectrum; establishment of relay stations to provide 24-hour service on long distance circuits or to avoid a path too close to the magnetic pole; the use of many channels, possibly six to eight, on one frequency; a world system of short wave stations; centralization of aviation radio and television.

May Increase Stations On Fall Crosby ET Show

(Continued from Page 1)

the run which started last fall. Of these about half were part of the ABC network and the rest independent and other outlets. A small handful in Canada carried the show. Understood that with the return of the show in the fall, the original intent of more than 500 stations may be in effect, with Philco branching out to Central and South America, with the disks.

Bing Crosby Productions on the season will have paid approximately \$40,000 in fees for the use of copyrighted tunes at the rate of 25c and 50c for each number, according to whether it was a special production song such as those from a musical comedy or the regular run of pop tunes. These fees apply on the individual playing of the show by stations. For the ABC network where one disk may be due for a number of outlets at the time, the deal is somewhat altered.

There was a 10-station differential on an average as to the stations taking the program, sometimes the figure dropping to below 400 some weeks and at other times slightly higher. Apparently outlets unable to carry the show at a specified time had to forego running the program at a time not wanted by Philco or the local dealer involved. This came about when special events or programs of transcendent public interest had to be broadcast. Renewal of a contract between Crosby and Harry Fox, agent and trustee for copyright owners, indicates the same format of the show for next season.

Jolliffe Urges "Science" As Solution To Problems

(Continued from Page 1)

before the graduating class of the University of West Virginia.

"Many of the causes and effects of social disruption are known," he said, and "what we need to do is to amplify this knowledge, develop it as a body of scientific fact, and formulate general laws by which human conduct can be guided and regulated."

Man has made amazing progress, especially in the last three hundred years, in his unceasing fight to control and to utilize the physical elements of his environment, Dr. Jolliffe said. "But in the all-important field of human relations, where one would expect the greatest advances," he asserted, "progress has been slow."

In explaining how science, which is responsible for our material progress, can overcome the faults of human behavior, Dr. Jolliffe said: "This question is asked because most of us are inclined to overlook the simple concept by which science has achieved its growth and influence. This concept is a thought process known as the 'scientific method,' and it is my thesis that this method can be just as successful in dealing with social difficulties as it has been with material problems."

Heads Trade Association

Montreal — D. C. McKellar was elected president of the Province of Quebec Radio Trade Association at the 19th annual meeting at Grovehill Golf and Country Club here. Other officers are L. G. Dunn, vice-president; James Dempster, secretary-treasurer.

EQUIPMENT

New G. E. Radio Display Rooms

Electronics Department, General Electric Company, which moved its Chicago offices recently into the Merchandise Mart, will incorporate into its new headquarters one of the most complete radio display rooms in the country for its full line of radios and television receivers, according to Fred A. Parnell, advertising and sales promotion manager of the Receiver Division. Offices and showrooms will be under the supervision of George S. Peterson, Electronics Department district manager for the Central District. Total area of the new headquarters will approximate 4,300 square feet on the eleventh floor. Showrooms will occupy about 1,400 square feet.

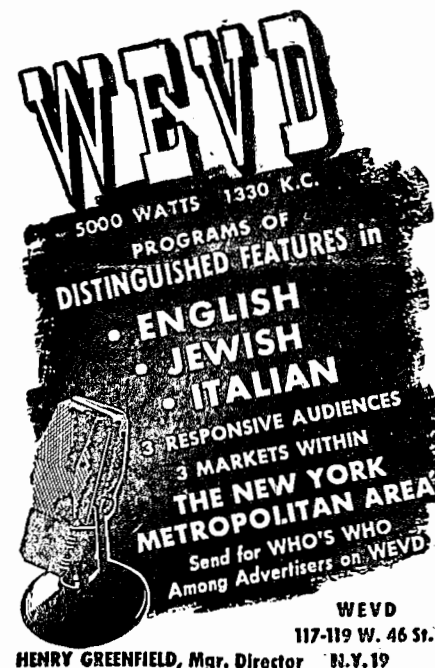
New Freed-Eisemann Models

Dealers will see the first post-war AC-DC radio-phonograph combinations of the Freed-Eisemann line at an exhibit at the National Association of Music Merchants Convention in Chicago this week, it was announced by Arthur Freed, vice-president and general manager, Freed Radio Corporation. Distribution of the new AC-DC combinations to dealers will begin in the next few weeks and will receive strong dealer support. New models will be priced at approximately ten per cent over the equivalent AC models.

Beckman Back At ABC

Alfred R. Beckman has joined the station relations department of the American network. He previously was associated with ABC in 1943, when he was supervisor of commercial traffic and later as manager of ABC's sales service department.

Beckman left ABC about a year ago to become business manager and time buyer for Buchanan & Company, Inc. He rejoins ABC from Cecil & Presbrey, Inc.



WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
N.Y. 19
HENRY GREENFIELD, Mgr. Director

BMB Officials Mull New Sampling Plan

(Continued from Page 1)

lation manager of NBC's research department, discovered a definite relationship between his network's audience surveys and Hooper coincidentals. With this data NBC's researchers were able to determine day and night time audiences, station by station, in areas not covered by the Hooper service. This relationship between NBC audience surveys and coincidentals was made known to Hooper who co-operated with the network in compiling data, from about 90 cities in all, so that the comparison could be made. CAB reports were also compared with NBC audience surveys and the relationship still existed. This is the idea which has been given the Hooper treatment and presented to BMB as a higher type yardstick for measuring daily audiences of stations.

BMB directors, however, are said to feel that the question is not how a basic survey correlates with Hooper but how it correlates with BMB findings. And while BMB will entertain any suggestions or information developed by outside research experts, it still prefers to stand on its own and remain independent of any outside control.

Latter point, incidentally, is viewed in the trade as just what Hooper is shooting for. His proposal of a new station listening index, which he proposes to sell to BMB as a supplementary service, is considered to be only the first step in a long range plan with the plan itself evolving as events transpire.

Another feature of Hooper's plan which BMB officials do not accept is the post card ballot. It is pointed out that although post card ballots reduce the cost of a survey, they also cut down efficiency and reliability. BMB claims that questionnaires mailed in envelopes, complete with instructions and a premium as were used in BMB's first study, pull 20 times as many responses as post cards.

"Party Line" To WNBT Sun. As B-M Goes To Full Hour

(Continued from Page 1)

Line," a home audience participation show, and formerly aired on WCBS-TV, will be carried on WPTZ, Philadelphia, WRGB, Schenectady and WNBW in Washington.

Sunday night's presentation will mark Bristol-Myers' first anniversary in tele, first sponsored program having been a film segment "Geographically Speaking" which ran for 26 weeks. Show started on June 9 last year and was replaced by the Tex and Jinx program on April 27 of this year. Company also became the first sponsor of a network tele show on October 27, 1946.

Bert Parks emcees "Party Line" which is handled through Doherty, Clifford and Shenfield. Young & Rubicam is the agency for the Tex-Jinx stanza.

NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of May 23-30, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Almost Like Being In Love.....	Sam Fox
Alexander's Ragtime Band.....	Berlin
Anniversary Song.....	Mood Music
April Showers.....	Harms
As Long As I'm Dreaming.....	Burke & Van Heusen
Ask Anyone Who Knows.....	Witmark
Beside You.....	Famous
Heartaches.....	Leeds
I Believe.....	Sinatra Songs
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy
I Do, Do, Do Like You.....	Harms
I Wonder I Wonder I Wonder.....	Robbins
If I Had My Life To Live Over.....	General Music
I'm So Right Tonight.....	Leeds
Linda.....	E. H. Morris
Mahzel (Means Good Luck).....	Feist
Mam'selle.....	Feist
Midnight Masquerade.....	Shapiro-Bernstein
My Adobe Hacienda.....	Southern
Peg O' My Heart.....	Robbins
Possum Song.....	Harry Warren
Roses In The Rain.....	Barton
Say No More.....	Advanced
Stella By Starlight.....	Beverly
That's How Much I Love You.....	E. H. Morris
That's My Desire.....	Mills
Time After Time.....	Sinatra Songs
You Can't See The Sun When You're Crying.....	George Simon
You'll Know When It Happens.....	Bourne

Second Group

Across The Alley From the Alamo.....	Capitol
After Graduation Day.....	T. B. Harms
Another Night Like This.....	E. B. Marks
As Years Go By.....	Miller
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
The Girl That I Marry.....	Berlin
I Want To Thank Your Folks.....	Oxford
I Won't Be Home Anymore When You Call.....	Santly-Joy
It Takes Time.....	London
It's A Good Day.....	Capitol
It's The Same Old Dream.....	Sinatra Songs
Ivy.....	Burke and Van Heusen
My Young and Foolish Heart.....	E. H. Morris
Old Devil Moon.....	Crawford
Passing By.....	Chappell
Poppa Don't Preach To Me.....	Paramount
Smoke Dreams.....	Slept
Spring Isn't Everything.....	Harry Warren
They Can't Convince Me.....	Mood Music
Why Don't We Say We're Sorry.....	Crystal

Radio Given Credit For Sales Increase

(Continued from Page 1)

Porter said, was the March syndicate store sales which exceeded 404 per cent those of March 1946 all of which he attributed to radio plus the injection of the right commercials, selection of time and markets, etc.

Programs used by Rayve, are "Grand Marquee," dramatic series (NBC, Thursdays 7:30-8 p.m., ED), Sheila Graham, Hollywood commentator and columnist, on Don Lee network, Sundays, 8:45-9 p.m., PS, Dorothy & Dick, WOR, New York, 8:15-8:55 a.m., EDT, Monday, Tuesday, and Thursday through Saturday "The Answer Man," WOR, Tuesday through Thursday, 7:15-7:30 p.m. EDT., and "Your Government Reporter," WTOP, Washington, Monday through Friday, 6:25-6:30 p.m. EDT.

AFA Meets In Boston; Hears Advertising Leader

Boston—Charles G. Mortimer, J. General Foods veepee, told delegates at the closing convention session of the Advertising Federation of America last week that "we must fight for not only the improvement but the very life of our competitive free enterprise system and our free society as a whole." Mortimer, also chairman of the Advertising Council, added that "the first job is to maintain high levels of productive employment through dynamic distribution." He also said that business means more than just gaining a living, describing it as "mission," and that advertising can be a strong factor in selling ideas, actions and policies.

Mortimer referred to the recent campaign started by the Advertising Council to provide better understanding of the nation's economic system a project designed to bring home to the public the achievements of the American economic system. He characterized the campaign as the Advertising Council's biggest program.

C. Scott Fletcher, president of Encyclopedia Britannica Films, emphasized that the nation faces serious unemployment if merchandising and advertising men do not carry out their responsibilities. To maintain stabilized market demand, advertising should be maintained, he added, "perhaps increased at the first sign of decline in business, and that means now."

Noting vital objectives which advertisers and agencies must see Fletcher said support must be given to those engaged in mass communications for spreading world understanding and maintaining peace. He criticized any efforts to ban shortwave broadcasts by the State Department saying that while some are reluctant to spend \$20,000,000 for this activity the British government spends twice that amount and that it is unknown how much Russia spends on the project.

1770

TOP FLIGHT AGENCY EXECUTIVES
WILL READ AND REFER TO THE

Eighth Annual
SHOWS OF TOMORROW

BELOW IS A PARTIAL ROLL CALL
OF AGENCY READERSHIP:

N. W. Ayer and Son	The Joseph Katz Co.
Batten, Barton, Durstine & Osborn	Arthur Kudner, Inc.
Benton and Bowles, Inc.	Lang, Fisher and Kirk, Inc.
Booth, Vickery & Schwinn	Lennen and Mitchell
Buchanan and Co.	McCann-Erickson, Inc.
Campbell and Ewald Co., Inc.	Maxon, Inc.
Compton Advertising, Inc.	Marschalk and Pratt, Inc.
Dancer-Fitzgerald-Sample	Arthur Meyerhoff & Co.
Erwin, Wasey & Co.	Newell-Emmett
Foote, Cone and Belding	Edward Petry and Co.
Gardner Advertising Co.	Pedlar and Ryan, Inc.
Geyer, Cornell and Newell	Ruthrauff & Ryan
Henri, Hurst and McDonald, Inc.	Redfield-Johnstone Agency
Hutchins Advertising Agency	Sherman and Marquette, Inc.
Ralph H. Jones Co.	J. Walter Thompson Co.
Kenyon and Eckhardt, Inc.	Ward Wheelock Co.
Young and Rubicam, Inc.	

———— TO BE PUBLISHED JULY 30 ————

BEHIND THE MIKE

By SID WEISS

L AURENCE HAMMOND and MICHAEL CARR packaging a new show called "Dreams Do Come True," a combination audience participation, dramatization-musical show featuring as emcee Marguerite Haymes (mother and vocal teacher of Dick Haymes).

Lorenzo Fuller, featured in "Finian's Rainbow," out of the hospital after a serious attack of typhoid.

Ben Ludlow, Jr., doing the music on Amos 'n' Andy's summer fill-in, "Call The Police."

Radio scribe Joe Bostic spent three days in Manhattan General Hospital for some minor surgery. (Joe emcees the "Swing Low Sweet Chariot" show over WLIB).

Geo. de Holczer is the narrator for Life's new production, "The New America," touring the country with it.

Lew Folds, one of the nation's top jugglers, signed for television series. (He'll juggle his sponsor's product—a breakfast cereal).

Candy Jones has been made fashion and beauty editor of "Sweet Sixteen" mag.

Lulu McConnell, guesting on 20 Questions, said to Bill Slater: "You can call me your Ronson girl, honey, and I'll be the lighter your life." Herb Polesie introduced her as the gal "with the built-in filter" in her voice.

Nine former Woody Herman men are at the Three Deuces on 52nd St.

Bob Sweeney and Hal March preparing a stage skit of "There's Always The Guy," based on their air stint.

Jack Paar set for a major build-up over at RKO. He looks a lot like Charlie Ray, the silent film money-maker.

Parkyakarkas will be back in radio next season with "Meet Me At Parky's," one of the better comedy sessions. Two ciggie outfits are among the bidders.

Bob Haag has resigned from "The Sheriff" to take his first vacation in eight years.

Stanco Co. Buying Time For 15-Minute ET Shows

(Continued from Page 1)

with the same program, "Flit Frolics," a musical production.

Time bought through McCann-Erickson, Inc., includes the Yankee Network, Don Lee Network, Arizona Network, some stations over Keystone Network, and others brought direct. Campaign is considered most extensive since pre-war days.

To Air Benefit Show

"Cavalcade of Stars" benefit show at Madison Square Garden tonight for orphaned children of the home of the Shield of David, will be aired by WWRL from 10:45 to 12 midnight. Stars heard on the show will include Henny Youngman, Mary Small, Robert Merrill, Carmen Cavallaro and others.

Nation-Wide Industry Activity Reflected In FCC's Decisions

(Continued from Page 1)

proposed decision looking toward the grant of the application of Hanford Publishing Co., for a new station in Hanford, Cal., to operate on 620 kc., with 1 kw., unlimited, and denial of application of Fresno Broadcasting Co., for the same facilities at Fresno.

Also adopted was a final decision granting application of Veterans Broadcasting Co., Inc., for a new station in Rochester, N. Y., to operate on 1280 kc., with 5 kw., unlimited time, and denying application of Rochester Broadcasting Corp., for the same facilities.

Approves WNCA Transfer

The FCC yesterday approved the transfer of control of WNCA, Asheville, N. C., from Community Broadcasting Co., to Jacksonville Broadcasting Corp., for a consideration of \$80,100.

The Commission again turned down the request of Van Curler Broadcasting Co., for the facilities of WOKO, Albany, N. Y. Van Curler now must stand in line with other applicants for the facilities of the station, which has been ordered off the air.

In another action, the Commission granted Crosley Broadcasting Corp., modification of license to operate WINS, New York on 1010 kc., 10 kw., night, 50 kw-ls, unlimited, instead of 1,000 kc., 50 kw., unlimited. The modification was granted subject to the condition in the original grant that licensee satisfy "legitimate complaints of blanketing within 250 MV/M contour, including cross modulation."

The FCC yesterday announced adoption of supplemental proposed decision (B-323), proposing to grant application of Newnan Broadcasting Company for a new station at Newnan, Ga., to operate on 1400 kc., with 250 watts, unlimited. The grant is subject to condition that applicant will not begin operation until station WATL, Atlanta, Ga., has ceased to operate on 1400 kc., in accordance

Probe Of Petrillo Started By Investigator On Coast

West Coast Bureau, RADIO DAILY

Hollywood—Rep. Richard M. Nixon (R.-Calif.) is here conducting secret hearings, interviewing witnesses in recording business, broadcasting (including television and FM), and the education field preparatory to calling James C. Petrillo to Washington in the investigation of the AFM president by a congressional subcommittee.

Petrillo's labor practices are described as "strangling television and FM radio" and "freezing small record producers out of business." Nixon said Petrillo will be asked to explain:

- (1). An accounting of the welfare fund which his union collects from the recording firms.
(2). Why his policies are preventing live music in new industries.
(3). Whether there is collabora-

Postpone Hearing

Washington—Acting on a petition of the clear channel broadcasting service, the FCC yesterday again postponed the windup hearing on the clear channel question until September 17. The clear channel group had asked the hearing be continued to September 15.

with the existing permit of the station.

At the same time, the FCC granted application of Volunteer State Broadcasting for a new station at Nashville, Tenn., to operate on 1300 kc., with 5 kw., unlimited.

The FCC also adopted final decision granting application of Bullard, Metcalf & Goodlette, for a new station in Hazard, Ky., to operate on 1340 kc., 250 watts, unlimited, and denying mutually exclusive application of Hazard Broadcasting System and application of Universal Broadcasting Co., requesting the same facilities.

The FCC also announced adoption of proposed decision looking toward the grant of application of Paul F. Braden for a new station in Middletown, Ohio, to operate on 910 kc., 1 kw., daytime only, and denial of the application of I and E Broadcasting Co., for the same facilities in Dayton, Ohio.

Alf M. Landon, 1936 Republican presidential candidate, yesterday asked the FCC for leave to amend his application for a radio station in Leavenworth, Kansas. Under Landon's original application there would be conflict with another proposed station in Kansas City, Mo.

Landon's original application sought the 1130 kc., channel, with power of 1 kw., the same operating assignment requested by Sky Broadcasting Service for Kansas City. In his petition to amend the application, the former Kansas Governor asked for 1410 kc., with 500 watts power. He also asked for removal of his application from the hearing docket.

Annual AFRA Meeting In New York Next August

Annual AFRA convention, first to be held in New York, is scheduled for August 14, 15 and 16, at the Hotel Astor and the agenda for the meet is now in process of preparation. New York local of the union will hold its quarterly membership meeting June 12, at the Capitol Hotel, Oak Room, and will line up its participation in the forthcoming convention.

Nothing of outstanding importance is on tap yet, except general items more or less left over from the convention which was held last year on the coast.

tion between Petrillo and big record and other companies which drives smaller companies out of business or prevents new companies from getting started.

SOUTHWEST

M. E. DANBOM, commercial manager of KGKB, Tyler will resign his post this week to become manager of the new standard station to be operated here by the Blackstone Broadcasting Co., owned by the T. Butler Publishing Co. Danbom has been with KGKB since 1933, served three years during the war with the Army Signal Corps.

Margie Travis has been named secretary to Hugh A. L. Halff, head of WOAI, San Antonio and Jack Keasler's station's commercial manager. MI Travis replaces Joyce Brown who has resigned her post. Replacing MI Travis in the WOAI music and transcription department will be Loraine Kneese from the continuity department. Sally Stryker will replace MI Kneese in the WOAI continuity department.

Vi Short, continuity chief of KTTA, San Antonio and president of the 13th District National Association of Women's Broadcasters spoke before the Avila Club, local dramatic group, on the subject "Careers for Women in Radio."

Being advertised as "the very worst program you can hear" is the Green Scott being presented on WRBR, Dallas for a full hour each Saturday morning. Programs are being sponsored by the 7-Eleven Stores, a chain of forty-five merchandise ice stores Dallas.

The Daddy Ringtail stories by Wesley Davis, which appeared first as daily story feature in the Dallas News will be heard as a 15-minute dramatic show daily Monday through Friday over WFAA-570 Fort Worth. The program will tie around the adventures of Daddy Ringtail, the kindly philosophical monkey gentleman; Mother Ringtail and Sammy and Bobby, the Ringtail offsprings. The plots are in the blood and thunder variety, but in a milder form. Davis who has two children of his own about whom many of the stories are written, is a professor of economics at Southern Methodist University Dallas.

The FCC has approved application of the Runnels County Broadcasting Co., at Ballinger for a new standard broadcast station. New outlet will operate with 250 watts full time 1400 kilocycles. Fred Harmon, E. Ingram, Arthur M. Underwood and R. E. Bruce are principals in the new company.

Send Birthday Greetings To

June 3

- Ruth Carhart
Herman Larson
Jan Peerce
Bob Hutton
Joey Nash
Dave Rose
Warren Sweeney

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television




DL. 39, NO. 46

NEW YORK, WEDNESDAY, JUNE 4, 1947

TEN CENTS

White Bill Hearing June 17

NAB Asks Parliament To Ease CBC Control

Ottawa—The Canadian Association of Broadcasters yesterday presented a brief to the Parliamentary Committee on Radio on behalf of its membership of 89 private broadcast stations, and called for an independent regulating body, with the CBC shorn of its power to regulate competitors. It also requested a charter of freedom of speech on the air.

The brief protested "life and death control" held over broadcasting stations.

(Continued on Page 7)

General Foods Renews Burns & Allen On NBC

General Foods Corp. has renewed its NBC Thursday night 8:30-9 p.m., EDT, using the full network, effective July 3. "Maxwell House Coffee Time," with Burns & Allen in the program, with the summer replacement effective this Thursday evening down the spot until fall. Replacement, previously announced, includes Frances Langford and Carmen Dragon's orchestra, plus a male chorus and dramatic fare.

The agency is Benton & Bowles, Inc., which is the second General Foods renewal for the show.

Applications Asked To Aid DAV Drive For Funds

The National Service Fund of the Disabled American Veterans has set for the month of June as Remember Disabled-Veterans-Month to highlight their drive to raise \$2,500,000. The Advertising Council's May-June Radio Bulletin stressed the purpose.

(Continued on Page 5)

Disc Jockey Try-outs

Because of the growing interest in disc jockey shows, WNEW will inaugurate a new amateur series on Saturday, 12:35 to 1 p.m., titled, "So You Wanna Be A Disc Jockey?" Ted Cott is sponsoring the little theater of platter spinners in quest of another Martin Block or Art Ford. Fifty applications for tryouts have already been received at the New York station.

Russian Audiences Like Commercials

Any differences between the U. S. and Russia have been minimized to one extent with the Moscow radio now carrying commercials while listeners ask for more. So far 11 organizations, including movie houses and theaters, stores and factories, have used air announcements for which they are said to have paid an undisclosed amount. Commercials are bundled together in three 8-minute periods daily. Some of the first commercials told of current attractions at theaters and movie houses. Other spots included a metal plant seeking workers and an announcement by the Institute of Practical Knowledge that a needlework exhibition was being held at the Pushkin School.

Tele Caravan Opens Show At L. I. Store

An intensive study of television's potential as a drawing and selling power in department store operation was launched yesterday at the Gertz Store in Jamaica (L. I.) in co-operation with RCA and Allied Stores Corporation, operator of some 75 major retail outlets throughout the country. Demonstration at the Jamaica store, which will run through next Saturday, is the third in the Television Caravan scheduled to exhibit the new medium in 22 leading cities.

Gertz demonstration, patterned after

(Continued on Page 7)

Intercity Video-Facility Rates Filed With FCC By A. T. & T.

Rates for intercity television facilities offered by the American Telephone & Telegraph Co., have been filed by AT&T with the FCC, it was revealed yesterday. These facilities will be available on a commercial basis starting August 1, thus bringing network television a step nearer.

AT&T in the past has furnished without charge to broadcasters experimental television transmission over coaxial cables between New

Witnesses Are Summoned By Sponsors For Meeting Before Senate Group; FCC Will Lead Off Testimony

Kintner Optimistic In Coast Address

West Coast Bureau, RADIO DAILY
Hollywood—Declaring that radio would be a big factor in achieving the national wealth potential of over two hundred billion dollars forecast by economists, Robert E. Kintner, vice-president of the American Broadcasting Company addressed the Hollywood Advertising Club's weekly luncheon yesterday.

"Radio's main obligation, as I see

(Continued on Page 3)

Twelve FM Applications Get FCC Approval

Washington Bureau, RADIO DAILY
Washington—FCC yesterday took favorable action on 12 applications for new FM stations. Awarded FM conditional grants were: KRGV,

(Continued on Page 2)

Hollywood Producer Plans Tele Film Sked

West Coast Bureau, RADIO DAILY
Hollywood—Plans for production of special motion picture films for television station programming were announced yesterday by Jerry Fair-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Hearings have been called for June 17 on the new communications bill proposed by Sen. Wallace H. White, Jr. of Maine, and Rep. Charles Wolverton of New Jersey, both Republicans and chairmen of the Senate and House Interstate Commerce committees. The hearings will

(Continued on Page 3)

Capell Again Heads Canada Mfrs. Assn.

Niagara Falls—S. L. Capell, vice-president and general manager of Philco Corporation of Canada, Limited, was re-elected president of the Radio Manufacturers Association of Canada at the 18th annual meeting of the association held here. The radio manufacturers also re-elected F. R. Deakins, president of RCA Victor Company, Limited, as vice-presi-

(Continued on Page 8)

Harold Fellows Elected By New England NAB

Boston—At a meeting of the 1st District, NAB, here yesterday, Harold E. Fellows, general manager WEEI and director of CBS operations in

(Continued on Page 2)

Tele Innovation

Dr. William Pearl, University of Vienna handwriting expert, will make his television debut over WABD, Du Mont station, on next Monday 7:30 to 8 p.m., in a program titled, "Write You Are." Program was conceived by Marty Schrader and will be an audience participation show in which Dr. Pearl analyzes the handwriting of studio guests.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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★ COMING AND GOING ★

C. L. MENSER, vice-president of NBC in charge of programs, is back at his office following a business trip to the West Coast.

FRED THROWER, vice-president of the American network in charge of sales, and G. T. C. FRY, eastern sales manager for the web, returned yesterday from a short trip to Detroit.

JOSEPH H. REAM, vice-president of CBS, left yesterday for Washington, D. C.

BURT ADAMS, co-ordinator of co-operative programs at NBC, leaves today to visit network affiliates in Illinois, Wisconsin, Minnesota and North Dakota. He'll return June 18.

GEORGE CRANDALL, director of press information at CBS, is vacationing at Hancock, N. Y.

BERNARD BERK, president of WAKR, American network outlet in Akron, Ohio, is in town on station business. He is accompanied by MRS. BERK.

C. A. BAKER, manager of WFHG, Bristol, Va., paid a call yesterday at the headquarters of Mutual, with which the station is affiliated.

HAL TUNIS, disk jockey at WAAT, is in Chicago this week for the convention of the National Association of Music Merchants.

JOHN H. NORTON, JR., vice-president of the American network in charge of stations; ERNEST L. JAHNCKE, manager of station relations in the eastern division of the web, and OTTO BRANDT, of the stations department, have returned from Dayton, Ohio, where they attended a meeting of central division affiliates.

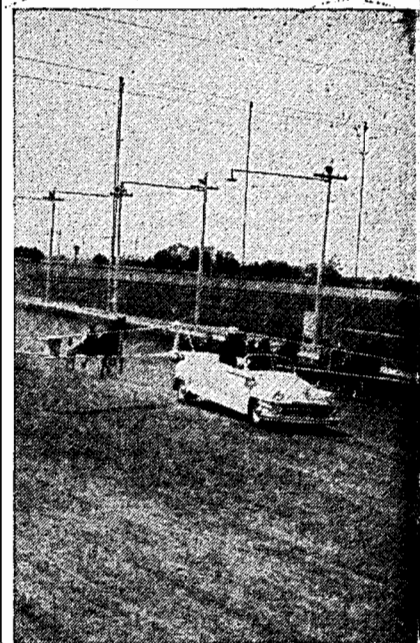
GEORGE C. HATCH, president of the Inter-mountain Network, was a visitor yesterday at the New York headquarters of the Mutual network.

SI STEINHAUSER, radio editor of the Pittsburgh Press, is spending a few days in Gotham. Chatted for a while yesterday at the offices of the Mutual network.

THOMAS D. CONNOLLY, director of program promotion for CBS, is expected back today from a business trip to Philadelphia.

LOU SPOSA and IRENE MURPHY, of the RCA-Allied Stores "Television Caravan," have returned from Easton, Pa., and are now conducting their exhibit at the Gertz store in Jamaica, N. Y.

E. J. De GRAY, business manager of WBT, Charlotte, N. C., an outlet of CBS, is here on station and network business. He'll return to the station tomorrow.



Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you... even if you've seen it in the newsreels... it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racer off to an even start. It was invented by Steve Phillips, veteran starter. After they start... the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!



W-I-T-H

AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Reed

FINANCIAL

(Tues., June 3)

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, Philco Pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse Pfd. A, Zenith Radio.

NEW YORK CURB EXCHANGE

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

Twelve FM Applications Get FCC Approval

(Continued from Page 1)

Inc., Weslaco, Texas and New Publishing Co., Clarksburg, W. Va.

The following were authorized FM construction permits: Ark-Okla Broadcasting Corp., Fort Smith, Ark.; Studebaker Broadcasting Co., San Diego, Cal.; FM Radio and Television Corp., San Jose, Cal.; Radio Diablo, Inc., San Bruno, Cal.; Merced Broadcasting Co., Merced, Cal.; Delaware Broadcasting Co., Wilmington, Del.; Paul Brake, Miami, Fla.; Burlington Broadcasting Co., Burlington, Iowa; Radio Asheville, Inc., Asheville, N. C., and Lee Segall Broadcasting Co., Houston, Tex.

Du Mont Tele Sets Prizes In Tek Limerick Contest

A quarter-million dollar advertising and promotion campaign, featuring a nation-wide limerick contest and 11 Du Mont television receivers as the major prizes, was launched this week by the Tek Toothbrush Corporation, using approximately 10 important weekly publications.

Drive, which runs to July 5, is considered to be the first such nationwide campaign to tie-in with a leading tele manufacturer. Grand prize in the contest, which will be participated in by over 100 Du Mont dealers and some 55,000 drug stores in the 48 states, is the Du Mont \$1,795 console radio (AM-FM) phonograph combination. Next 10 prizes are the Du Mont \$795 console with AM-FM.

Du Mont execs feel that "9 out of 10 persons" in the country will see the ads—and the Du Mont receivers pictured therein—since they will appear in Life, Saturday Evening Post, Collier's, Chicago Sunday Tribune, Philadelphia Sunday Inquirer, and N. Y. Sunday News and This Week Magazine. First appeared last Sunday in the American Weekly.

Hollywood Producer Plans Tele Film Sked

(Continued from Page 1)

banks, Hollywood producer of short subjects and commercial films. Fairbanks will produce a detective-mystery series and a situation comedy series.

The television films will be made at the Sunset Boulevard studios of Jerry Fairbanks, Inc. First of the series are scheduled for fall release.

Stork News

Los Angeles — Jackson Wheeler, former West Coast emcee of Coca-Cola Spotlight Bands, on May 26th became the father of a 7-pound, 11-ounce girl—Judith Elizabeth Wheeler—his second child. First was a boy. The mother is Diana Mitchell, who before her marriage was a well-known vocalist.

Harold Fellows Elected By New England NAB

(Continued from Page 1)

New England was unanimously elected chairman to succeed Paul Morency, of WTIC, Hartford, who has held the position for four terms (which is eight years). The nominating committee comprised George Lasker, WORL, Boston; Harold Myers, WSTC, Stamford; R. G. Bath, WFEA, Manchester, N. H.; Quincy Brackett, WSPR, Springfield, Mass., and William H. Rines, WLBZ, Bangor, Me.

IN CLEVELAND IT'S WHK

KMLB MONROE, LOUISIANA HAS MORE Listeners THAN ALL OTHER STATIONS COMBINED IN NORTHEASTERN LOUISIANA AND REACHES A \$103,629,000 BUYING POWER AFFILIATED WITH AMERICAN BROADCASTING CO REPRESENTED BY TAYLOR-HOWE THOWDEN Radio Sales

T & T Files At FCC Intercity Tele Rates

(Continued from Page 1)

Increase to 6,500 by the end of this year and to more than 9,000 miles by the end of 1948. Additional equipment is needed to adapt the coaxial cable routes for television transmissions.

At present coaxial cables with television adaptations are operating between New York, Philadelphia and Washington. During this year the cables will be extended to Chicago, while a New York-Boston radio relay system is being installed and a New York-Chicago radio system will supplement the coaxial cable installation. Two additional video channels will be available on the New York-Washington route next year and facilities can also be extended southward to Richmond and northward to Albany during the same year. Coaxial cables are being extended to many other cities and, as the broadcasters' plans become better crystallized, television equipment can be added within a reasonable period for such cities as Los Angeles, Atlanta, Miami, New Orleans, Dallas, Fort Worth, El Paso, Buffalo, Pittsburgh, Cleveland Detroit, Chicago and St. Louis.

\$1.25 Per Circuit Mile

Rates filed with the FCC for part time service call for an inter-exchange video channel to cost \$1.25 per circuit mile for the first hour of use and a quarter of that amount for each additional consecutive 15 minutes. In addition there is, for each city, a monthly station connection charge of \$250, plus \$15 for each hour of use.

Monthly charge will be \$40 a month per circuit mile for eight consecutive hours daily, plus \$2 a month for each additional consecutive hour for each station connected on a monthly basis the charge will be \$750 a month for eight consecutive hours daily and \$50 a month for each additional consecutive hour. Rates apply for video facilities with present rates apply for sound channels furnished in conjunction with television channels.

Treasury Series

With the opening of the June-July campaign for Savings Bonds, the CBS "Treasury Bandstand" now has as its feature attraction, which began May 31st, the music of Lionel Hampton and his Orchestra. "Treasury Bandstand," arranged for the Savings Bonds Division's Radio Section by Bob Ray of CBS, is heard each Saturday from 3:00 to 3:30 p.m.

White Bill Hearing On June 17; FCC Will Lead Off Testimony

(Continued from Page 1)

be held before the special sub-committee of the Senate body, with White serving again as chairman. It is likely that the FCC will lead off in the testimony with letters having gone out yesterday to about 20 parties notifying them of the hearings. These letters were addressed on the basis of testimony before the committee in the winter of 1943 on the White-Wheeler bill, but it was stressed that there will be no attempt to limit testimony to those formally notified by the committee that the hearings will take place.

Members of the sub-committee have not themselves been able to study the bill thoroughly, with two of the five having told RADIO DAILY yesterday they "suspect" they may be in disagreement with some parts of the bill, but haven't had a chance to "really go into it" yet.

On the house side, Chairman Evan Howell, (R., Ill.) told RADIO DAILY he hopes to convene his newly selected radio sub-committee of the House Interstate Commerce Committee today to determine what to do on the bill. "We've got to decide whether to hold our own hearings now, wait for the Senate committee to finish, or if we will hold hearings at all."

Howell said he hopes to enlarge his sub-committee to include Rep. Harris Ellsworth, Oregon Republican, and part owner of the newspaper which holds the license for KRNR, Roseburg, Oregon. The radio sub-committee does not include Ellsworth, but Howell said he will ask Representative Charles Wolverton, chairman of the full committee, to enlarge the sub-committee membership to include Ellsworth. "This is at Ellsworth's request," Howell said.

The committee as presently constituted includes Republicans Leonard Hall of New York, Joseph O'Hara of Minnesota, James Dolliver of Iowa and Hugh Scott of Pennsylvania, in addition to chairman Howell. Demo-

WCBS-TV Adds New Unit To Bolster Remote Sked

CBS television will shortly put into operation a new mobile unit as part of the web's plan to emphasize remote pickups, and a "studio on wheels," to serve this unit and another already in use, is due soon. "Studio" to be used in special events coverage, will carry a three-camera chain setup with all essential equipment.

Also a part of the web's technical improvement program is the increase in power of the WCBS-TV antenna, some equipment of which is already installed. New mobile studio is a specially-built one-and-one-half ton vehicle with a chassis and body design adapted for rapid remote operation. It is equipped with reels to lay camera, power and coaxial cables speedily, a reinforced platform for cameras, compartments for test gear and tools, and other facilities.

Kintner Optimistic In Coast Address

(Continued from Page 1)

it," Kintner said, "is to be a force in this expansion."

Discussing the country's economic picture, Kintner asserted that "if we solve our problems as regards management and labor, and as regards our nation in relationship to other nations, expansion in production beyond even that of the 'boom' war years is within our power."

Returning to radio's duties, Kintner pointed out that "radio did a tremendous job during the war in keeping people informed, and it should continue to render this service. The industry has an obligation to give the discussion of news of the day consideration comparable to that given to entertainment, cultural and other broadcast features."

Don Searle, vice-president of ABC in charge of the western division, introduced Kintner at the luncheon which was held at the Roosevelt Hotel.

Shaffer Band To Paramount

Lloyd Shaffer and his NBC Supper Club orchestra will open at the Paramount Theatre, New York, on Tuesday, June 10. Shaffer will have the same 26 men who have appeared with him on the Supper Club programs for the past two years.

TEE OFF WITH . . .

CLEVELAND'S Chief STATION



For a profitable drive deep into the Cleveland market—let WJW carry your advertising message.

Advertisers know what many consecutive Hoopers show . . . that morning or afternoon WJW delivers more listeners per dollar than any other Cleveland station. So . . . stay on the fairway with Cleveland's Chief Station!

BASIC ABC Network WJW 850 KC 5000 Watts CLEVELAND, O. DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

IN CLEVELAND IT'S

WHK

LOS ANGELES

By RALPH WILK

DICK HAYMES has been named Father of The Year by the Pasadena College Alumni Association, of which Haymes is an honorary member. The singer will be saluted at a special Father's Day banquet in Pasadena today, where he is expected to entertain along with Jack Carson and other radio personalities. After address of Innes Harris, Young & Rubicam Hollywood supervisor of commercials, to USC advertising copy students, next class assignment was writing integrated commercials for "Baby Snooks Show." Prize will be given for best job, with Fanny Brice, Innes Harris and producer Walter Bunker judging.

Larry Finley cuts the first of 78 transcriptions of "A Date With Connie" next week for Finley Transcription Co. This musical variety show, starring Connie Haines, with Page Cavanaugh Trio, will use guests; Pied Pipers appearing on tee-off.

Abbott & Costello, Thursday night NBC comedy stars, recently began work on their new Universal-International picture, "The Wistful Widow of Wagon Gap."

Bernard Dudley, announcer on Hedda Hopper's "This is Hollywood," has just returned from a fishing trip off the Southern Coast of California.

Gene Baker, announcer of the "Lum and Abner" program, planed to Portland, Oregon, to see his father who is seriously ill.

ABC "Town Meeting" Moving To Tues. Night

"America's Town Meeting of the Air," forum program sold on a co-operative basis over the ABC network, will move to the same time (8:30-9:30 p.m., EDT), Tuesday nights, effective September 2, 1947. For some years, the program has been heard at this time Thursday nights.

Renews Children's Serial

The Quaker Oats Company has signed a 52-week renewal contract with ABC for "Terry and the Pirates", children's series, heard over the network, Monday through Friday, from 5 to 5:15 p.m. Renewal becomes effective July 1.



Notes From An Aisle Seat . . . !

● ● ● Has Harry Ackerman turned in his resignation at Y & R (to go with Wm. Morris, as the saying goes?) And, is it true, as rumor-bearers would have you believe, that the axe is being readied for the Y & R radio dep't? . . . Peter Lorre set as summer replacement for Abbott & Costello in adaptations of famous mystery and horror stories. . . . Marx Loeb couldn't take the Eddie Dowling assignment (as it would have meant conflict with his "Reader's Digest" and "Greatest Story")—so Lester O'Keefe got the nod. . . . In view of sponsor's indecision regarding "Quick as a Flash," Ken Roberts is withdrawing from the show. . . . Leo Guild's "Wizard of Odds" has been picked up by Mutual and will be heard over an 85 station hookup emanating from KHJ in Los Angeles. . . . Walt Frammer entering his 17th year in show biz this week. (He started with radio's first across-the-board Hollywood-Broadway chatter show in "The Show Shopper.") He's also packaging a show now with Frank Cooper tagged "Strike It Rich," with Todd Russell as emcee.



● ● ● For one of the top promotions of the year, we'd like to salute the WOR-Mutual tieup with 20th Century Fox's new film, "Miracle on 34th St.," handled by the movie company's radio expert, Irving Kahn. Starting with John Gambling at 7:15 ayem and followed by nine other shows on WOR, plus numerous station breaks, on all-day tribute to the merchandising center of the city was offered.



● ● ● SMALL TALK: A gal we admire is Ann Marlowe. Not content with merely being the wife of Eversharp's Martin Straus, this energetic young lady launched such shows as the Fat Man, Sam Spade and Willie Piper, and right now is busy packaging two more ideas. . . . Lissen Records will wax weekly variety shows at Sid Luckman's Wingdale Country Club and send platters to soldier hospitals and bases all over the world. . . . Taylor Grant in Freeport Hospital after emergency appendectomy. . . . Skitch Henderson opening at the Penn. Hotel on the 19th with ABC and CBS mikes on the bandstand. . . . Jim Ameche summering for Kenny Baker.



● ● ● MAIN STREET SCENES: Betty Reilly, that versatile lass who looks Irish and sings Mexican rancho songs, dining at the Ding Ho with some Spanish pals and slinging Mexican small talk and a pair of chop sticks with equal ease. How ambidextrous can you be! . . . Louise Rainer, one-time movieland favorite, walking unnoticed down 5th Ave., while Edith Landesman, Perry Como's secretary, gets mobbed by bobby-soxers. . . . Paul Lavalle and his movie star wife, Muriel Angelus, buying out a 5th Ave. toy shop—for their prospective junior.



● ● ● ONE MAN'S POINT OF (RE)VIEW: Sunday was the beginning of not only a new week but new radio season with premi-airs all over the dial. "Elery Queen" took over for Bob Burns but will need smoother scripts and performances to get over idea of smooth sleuthing. . . . Jack Paar gave with light nonsense and Dennis Day, Day being the brighter of the two. . . . Willie Piper, same time on ABC, has a refreshing combo of humanity and humor. . . . Alec Templeton is his usual enthusiastic self in Bergen-McCarthy slot. We don't think he needs the poetic continuity with his gay and music-ful personality to weld the show. . . . Don Ameche's Drene series ended Sunday and we'll miss this half-hour. "The Bickersons" sketch by Ameche and Langford is as word-playful a session as we've heard in many a day. . . . "The Shadow" faded for the season with usual quota of gore, but will be back in the fall with the same two fine leads, Bret Morrison and Grace Matthews. Former's versatility, ranging from villains to romantic roles, rates a nod.

CHICAGO

By NAT GREEN

WGN and coast-to-coast Mutual web will broadcast "The Chronicle of a Century," a dramatic musical history of the 100 years publication of the Chicago Tribune on June 7. Show is being written by Jack LaFrandre.

Paul Barnes, announcer and act who turned disc jockey a few months ago, is now doing 28 ten, fifteen and 25-minute platter shows a week on WIND and WJJD. Twenty-six of the shows are for Universal Motors.

Eleven new members of the NE central division ten and twenty year clubs will be inducted at the annual dinner of the clubs on June 11. They will bring the ten-year club membership to 99 and the 20-year club to five.

New WMAQ Spot Sales

Chicago—Spot sales announced last week by WMAQ totaled 263 station breaks and 10 one-minute announcements. They included Procter & Gamble, 153 station breaks to be aired five per week started June 2 through December 31; the Plough Sales Corp renewal of a two-a-week schedule of station breaks for 52 weeks starting June 25; the Chicago Hotel Association, six one-minute announcements and six station breaks for broadcast between June 1 and 8, and Cowles Magazines, Inc. (Look), four one-minute announcements.

WORLD PREMIERE

Baltimore, Md. Any world premiere of necessity takes in a lot of territory but that's just what's happening on the latest WFBR produced program. "World Tours"—Radio Global Quiz—featuring Lt. Col. George R. Hutchinson of the Flying Hutchinsons made its bow on WFBR May 8th.

Featuring the largest electric world map in existence—and an electric totalizer board, this show offers cash prizes up to \$100 per broadcast.

Some smart sponsor will buy it. How about you? WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

1906 1947

Henni

CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 57th St.

AIR CONDITIONED

★ AGENCY NEWSCAST ★

JOSEPH J. WEED, senior partner of Weed & Company, has announced the appointment of J. C. Lyons as eastern sales manager.

JACK THOMPSON, formerly with McCann-Erickson in New York, has joined the Chicago office of Free & Peters, national station representatives.

ANSON C. LOWITZ, vice-president of J. Walter Thompson Company, has been named co-ordinator of a national Nurse Recruitment Campaign.

GLASSER-GAILEY & CO., Los Angeles, Calif., has been elected to membership in the American Association of Advertising Agencies.

JOHN H. PERRY ASSOCIATES, New York station reps, have been engaged by WWPB, American network affiliate in Palm Beach, Fla.

DOLORES CRAEG, femme commentator heard on WINS, has retained Buddy Basch as publicist.

Stations Asked To Aid DAV Drive For Funds

(Continued from Page 1) The D.A.V. as "Helping Disabled Veterans to Help Themselves." In an attempt to bring this vital message on behalf of all disabled veterans to the attention of the American public, a national radio service has been launched.

West Coast IRE Members Set 3-Day Meet In Sept.

San Francisco—The city of the Golden Gate will welcome members of the electronic industry from September 24 through 28 as the Institute of Radio Engineers regional session holds a three-day meet here combined with exhibits staged by the West Coast Electronic Manufacturers' Association.

Papers of wide technical interest will be presented on the IRE section of the program. Both Dr. Frederick Terman, well known author of engineering texts and dean of the school of engineering at Stanford University and William R. Hewlett, Palo Alto, Calif., are active on the papers committee.

On the final day, a Sunday, the general public will be invited to see the current achievements of the industry at first hand.

The Advertising Council's Radio Bulletin states in part: "Today there are more than 2,500,000 World War II service-connected disabled veterans, and it is estimated that this figure will rise to 4,000,000 as time goes on. To assist as many veterans as possible to switch from pension rolls to payrolls is the primary objective of the D.A.V. 1947 program.

Network, radio sponsors, advertising agencies and independent stations have been most co-operative and have indicated their interest with requests for special material.

Ohio Wesleyan Glee Club Reunion Set For Mutual

Broadcast of the 20th annual reunion of the famed Ohio Wesleyan College Glee Club of 1927, which won three consecutive state titles and toured Europe, will be carried by Mutual next Saturday, June 7, from 4:45-5 p.m., EDT. Program will originate from the backyard of the home of one of the Glee Club members in Delaware, Ohio.

BMI Pin-up Sheet

Hit Tunes for June (On Transcriptions)

ILLUSION

(Pomora) LANG-WORTH—Chuck Foster THESAURUS—George Wright WORLD—Jose Morand MacGREGOR—Henry King MacGREGOR—Barclay Allen STANDARD—Leighton Noble WORLD—Russ Morgan

IT MIGHT HAVE BEEN A DIFFERENT STORY

(Campbell-Porgie) ASSOCIATED—George Towne LANG-WORTH—Chuck Foster LANG-WORTH—Four Knights LANG-WORTH—Randy Brooks WORLD—Eddy Howard CAPITOL—Gene Krupa THESAURUS—Novatime Trio STANDARD—Leighton Noble MacGREGOR—Barclay Allen

IT TAKES TIME

(London) CAPITOL—Buddy Cole LANG-WORTH—Four Knights LANG-WORTH—Randy Brooks THESAURUS—Sweetwood Serenaders STANDARD—Connie Haines MacGREGOR—Barclay Allen WORLD—Eddy Howard

I WONDER WHO'S KISSING HER NOW

(Marks) THESAURUS—Music Hall Varieties STANDARD—Claude Sweeten ASSOCIATED—George Towne WORLD—Frank Froeba LANG-WORTH—Chuck Foster

MANAGUA, NICARAGUA

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

MY ADOBE HACIENDA

(Peer) THESAURUS—Novatime Trio ASSOCIATED—Hank D'Amico STANDARD—Curt Massey STANDARD—Leighton Noble LANG-WORTH—Chuck Foster MacGREGOR—Sunshine Girls MacGREGOR—Barclay Allen MacGREGOR—Henry King WORLD—Eddy Howard CAPITOL—Jan Garber

MY PRETTY GIRL

(Republic) CAPITOL—Jan Garber CAPITOL—Del Porter WORLD—Russ Morgan STANDARD—Orrin Tucker STANDARD—Lawrence Welk MacGREGOR—Barclay Allen LANG-WORTH—Randy Brooks

THAT'S HOW MUCH I LOVE YOU

MacGREGOR—Barclay Allen STANDARD—Jack Fina CAPITOL—Hal Derwin LANG-WORTH—Randy Brooks (Vogue)

THERE'S THAT LONELY FEELING AGAIN

(Mellin) THESAURUS—Music of Manhattan WORLD—Russ Morgan LANG-WORTH—Chuck Foster ASSOCIATED—Art Mooney

UNLESS IT CAN HAPPEN WITH YOU

LANG-WORTH—Chuck Foster WORLD—Russ Morgan THESAURUS—Novatime Trio STANDARD—Leighton Noble CAPITOL—Hal Derwin MacGREGOR—Eddie Skrivaneck MacGREGOR—Henry King ASSOCIATED—Mindy Carson (Stevens)

WE COULD MAKE SUCH BEAUTIFUL MUSIC

(BMI) ASSOCIATED—Elliot Lawrence THESAURUS—Novatime Trio MacGREGOR—Eddie Skrivaneck MacGREGOR—Barclay Allen MacGREGOR—Henry King LANG-WORTH—Rhythm Five STANDARD—Leighton Noble STANDARD—Freddy Martin STANDARD—Dave Street WORLD—Charlie Spivak WORLD—Les Brown CAPITOL—Hal Derwin LANG-WORTH—Randy Brooks

YOU DON'T LEARN THAT IN SCHOOL

(Vanguard) LANG-WORTH—Four Knights LANG-WORTH—Blue Barron LANG-WORTH—Randy Brooks CAPITOL—Billy Butterfield STANDARD—Hal McIntyre WORLD—Les Brown

Coming Up COME TO THE MARDI GRAS (Peer) GET UP THOSE STAIRS, MADEMOISELLE (Duchess) GOT A RING AROUND ROSIE'S FINGER (Dawn) HOKEY JOE (Vanguard) I KNOW IT'S LOVE (Radio Recording) IT'S SO NICE TO BE NICE (Tune House) MIAMI BEACH RHUMBA (Marks) MY LOVE FOR YOU (Encore) POSSUM TROT (IN TENNESSEE) (Campbell-Porgie) THE LIGHT TURNED GREEN (Mellin) TONIGHT BE TENDER TO ME (Wemar) WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

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

PROMOTION

FM Radio Transmission

The story of FM radio transmission is told simply and briefly in a new booklet now being distributed by the Radio Division of Stewart-Warner Corporation to help dispel some of the confusion which surrounds the subject. Accompanied by a letter pointing out that the radio industry intends to deliver at least 2,000,000 FM-incorporating sets in 1947, the booklet has been sent to all FM broadcasting stations as well as Stewart-Warner radio distributors. Booklet gives a simple, straightforward summary of the advantages and disadvantages of FM and explains this new transmitting medium designed to bring the listener radio programs free from atmospheric static and most other noises. Letter accompanying the booklet explains that Stewart-Warner is spending more than \$250,000 on FM advertising.

WTAG Teen-age Column

WTAG, Worcester, Mass., is featuring a special weekly column in both the Worcester Telegram and The Evening Gazette in order to build its teen-age audience and bring to the members of the WTAG Radio Club up-to-the-minute news of their organization's activities. The pen-name of "Ginger" is signed to the column "Your WTAG Radio Club Reporter." Column is devoted to radio topics of interest to teen-agers, particularly the radio club to which the majority of local high school students belong.

Radio Display Piece

Stewart-Warner's new "jewel case" display piece for its Air Pal midget radio is now available and is being shipped by the thousands to the firm's dealers, according to L. B. Pamburu, radio division advertising manager. Designed to tie in with the Air Pal advertising theme of "console performance in a jewel case," the display piece is described as ideal for small windows and counter display. It measures 11 3/4 inches wide and 10 inches high, is of gold cardboard and white satin, and opens up like a jewel case.

Majestic Making Bid In Pop Recording Field

Making a bid for increasing business in the popular recording field, Ben Selvin, vice-president of Majestic Records, Inc., announced yesterday the signing of additional name talent.

New names who are currently waxing for Majestic are Percy Faith, Victor Lombardo, Emery Deutsch, Georgia Gibbs, Ray McKinley and Leon McAuliffe. Paul Baron who recently joined the Majestic staff as musical director left for the west coast last Friday where he will head up the company's artist and repertoire departments.

**WHO'S WHO IN RADIO
CARLETON SMITH**

CARLETON SMITH is a bit worried that his golf game may get rusty now, afraid that he can't keep it in the low eighties. NBC has just heaped more work on him in Washington, D. C., by opening a television station, WNBW. This makes Smith general manager of three different operations—WRC, WRC-FM and WNBW.

Triple-threat Smith was lobbying in behalf of NBC television programs in Washington a whole year or more before he got his own station. For the Louis-Conn fight telecast last summer he rounded up 750 Congressional,



"triple-threat man"

Executive and Supreme Court guests who witnessed the show on viewing screens in the Statler Hotel. Program came in by coaxial cable from WNBW, New York. Applying modern techniques to the old-fashioned candy pull, Smith inaugurated regular Monday and Friday night televiewing parties before sets in the WRC studios. He packed the place with local advertisers, potential set owners, government and civic officials.

Now the worm has turned. Instead of New York sending Smith all his television programs, he expects to send a good many to his station's big brother, WNBW, in Manhattan. Along with Frank M. Russell, NBC Washington veepee, he is lining up top shows in the nation's capital for NBC's coaxial network.

Smith was born in Winterset, Iowa, a town which probably has had less renown than the stage play. As a college man he traces his ancestry back to George Washington University where he was a Sigma Chi. His first radio job came in 1929 at WDBJ, Roanoke, Va., and two years later he joined the WRC staff in Washington. At one time he was assistant manager of NBC's Blue network outlet, WMAL and for 12 years served as Presidential announcer. Aside from introducing President Roosevelt's "Fire-side Chats," Smith traveled with him to South America, Mexico, Pearl Harbor and Warm Springs and remained in the capacity at FDR's request even after he became general manager of WRC in 1942.

Smith is married and the father of a six-year-old son, Carleton Craig. He is active in the NAB, Radio Correspondents Association, Advertising Club of Washington, Board of Trade and other civic and trade groups.

Lewis Named President Of Hollywood Adv. Club

Los Angeles—Tom Lewis, vice-president in charge of radio and Hollywood operations for Young & Rubicam, Inc., was elected president of the Hollywood Advertising Club for the 1947-48 term. He succeeds Walter Van de Kamp, president, California Advertising Agency, who automatically becomes a member of the new board of directors.

Other officers named are C. Burt Oliver, Hollywood office manager, Foote, Cone & Belding, first vice-president; David Lipton, executive coordinator of advertising, Universal-International Pictures, secretary; Ernie Belt, national advertising manager, Hollywood Citizen-News, 2nd vice-president; Dan Gann, promotion manager, Western Family, treasurer.

Stork News

A six-pound one-ounce son, William Eric, was born Thursday to Mr. and Mrs. Henry Dick at the Nassau Hospital, Nassau, Long Island. Dick is an associate staff director for the American network.

Incidentally, Dick was presented the State of N. Y. Distinguished Service Cross at Decoration Day Memorial Services, Mineola Park, L. I. by Adolph Block, Post 1305 as the outstanding service man residing in Mineola.

Knowlson Re-elected Pres. Of Stewart-Warner Corp.

First meeting of the newly elected board of directors of Stewart-Warner Corp. held late last week in Chicago, the following officers were re-elected: James S. Knowlson, chairman of the board and president; Frank A. Hitler, senior vice-president; George L. Meyer, Jr., Lynn A. Williams, Jr. and Albert LeFevre, as vice-presidents; Wilfred Reetz, controller; Fred P. Kirch, treasurer and Albert R. Benson, secretary.

President Knowlson, also announced the following appointments: J. E. Burke, asst. secretary; E. L. Sandberk, asst. treasurer; asst. secretary-asst. treasurers: James I. Minter, Oscar F. Spring, Everett F. Walther, Alfred J. Weinsheim.

Send Birthday Greetings To —

June 4

Jack Hallister	Marvin Kirsch
Ed Lindstrom	Robert Merrill
Carlton E. Morse	Charley Urquhart

EQUIPMENT

Hosford Resigns From W. E.

C. G. Stoll, president of the Western Electric Co., has announced that William F. Hosford has resigned director and vice-president in charge of operations for the Company. Hosford's resignation became effective May 31 and also coincides with his retirement after nearly 47 years service with the company. The board of directors has elected Stanly Bracken, vice-president in charge of manufacture, to the post of executive vice-president. H. C. Beal, engineer of manufacture, has been elected director and vice-president to succeed Bracken. F. J. Feely, who continues as manager of W. E.'s Buffalo Shops and Electronics Shops, becomes engineer of manufacture in addition to his other duties.

New Philco Loran Receiver

A new 35-pound "direct-reading" Loran receiver that gives positive "fixes" in seconds instead of minutes, without chance of human error has been developed to aid overseas airlines in navigation by the Philco Corporation and was illustrated Friday at the Hotel Roosevelt. New receiver, called the "Philco Seagull" was described by Leslie J. Wood, manager of the industrial radio division, as "an important aid to safe and economical operation of airliners flying overwater routes." Product said to be capable of guiding aircraft to their destinations up to 1500 miles offshore.

New York FM Station Using Two Frequencies

New York Times' FM station WQXQ, has been given a new frequency assignment by the FCC under the recent allocation plan and will broadcast on 96.3 megacycles, channel 242, with the change expected to take place July 1. Outlet which is affiliated with WQXR, is currently on the old FM band, 45.9.

In order to service sets which tune only to the old band, WQXQ intends to broadcast on both frequencies for awhile and will continue to duplicate the programs of WQXR from 5 p.m. to midnight.

11 more days

WGBS goes CBS

MIAMI, FLA. • 10,000 WATTS

NAB Asks Parliament To Ease CBC Control

(Continued from Page 1)
... by the Minister of Transport to "may cancel for cause licenses without a hearing and without right of appeal," and called for an overhaul of radio broadcasting legislation to establish a charter under which:

(1) Publicly owned and independent commercial stations can expand, prosper and serve.

(2) Appointment of an independent licensing and regulatory body appointed by and directly responsible to Parliament with power to license and regulate all radio in Canada.

(3) Continuation of the CBC as a national broadcasting system without power to regulate its competitors.

(4) Establishment of freedom of speech on the air as a matter of right. E. Joseph Sedgwick, legal counsel for the CAB, said "the existing legislation governing radio controls, freedom of speech on the air, freedom of the press and even messages between private companies and friends when radio transmission is used."

Anything which may be described as news, said the CAB, is placed by law absolutely and utterly within the control of the Government, and argued that the Government and the CBC may acquire (radio) stations and property without consent of owners.

"As matters stand, the Government of the day could constitutionally, promptly and without changing a word of present legislation, prevent expression of any opinion other than its own" the brief said, and added:

"We concede that the present Government has no such intention, but the danger is there, the situation arose because, since the first radio act was passed, there has never been an over-all survey of radio legislation and regulation. The wide powers of regulation that may have been necessary for ships at sea have no relation to present day broadcasting."

The CAB said "many of our members feel that Canada's position in any (international) negotiations for power increases or frequency changes is not pushed with the same effort as at the FCC authorities give to American interests. This situation is aggravated by the fact that negotiations are always completely public in the United States."

ABC Outing June 11

The American network has set Wednesday, June 11, as the date of the all-day outing for its employees at the Crescent Club, Huntington, L. I.

Heavy Attendance From U. S. Forecast For CAB's Meeting

Heavy attendance of broadcasters from the United States at the 13th annual convention of the Canadian Association of Broadcasters at Jasper Park Lodge, Jasper, Alberta, June 9 to 13 was forecast yesterday by CAB officials.

Among the U. S. delegation will be Justin Miller, president of NAB; and Carl Haverlin, president of BMI. Judge Miller is scheduled to deliver the principal address at the annual dinner of the association.

Hugh Feltis, president of BMB, and John Churchill, research director, cancelled plans to attend the CAB session this week because of developments delaying BMB's planned 1948 study. They will be represented by Kenneth Baker, NAB's director of research, who has worked closely with BMB in presenting the results of their first audience measurement study.

The advance reservations for the CAB meeting follow:

A—A. E. Allen, C. N. Telegraphs; Mr. and Mrs. W. M. Armstrong, C. N. Telegraphs; Mr. and Mrs. S. Aston, Howard Wilson Co.; D. K. Atkinson, Northern Electric Co., Montreal; Miss D. Atkinson, CFRN; Mr. and Mrs. E. C. Aylen, CJAT; John Andrew, Associated Program Service. B—Mr. and Mrs. W. H. Backhouse, CKY; Dorwin Baird, CJOR; Mr. and Mrs. A. J. Balfour, CFCP; Mr. and Mrs. Jack Blick, CJOB; J. Boothie, Canadian Radio Year Book; Yves Bourassa, Stewart-Lovick, Ltd.; S. Boyling, CHAB; Mr. and Mrs. J. W. B. Browne, CKOV; Miss Margaret Brown, "Marketing"; M. T. Brown, CFPL; Mr. and Mrs. H. B. Burgoyne, CKTB; Mr. and Mrs. W. B. C. Burgoyne, CKTB; Miss M. Burgoyne, CKTB; Bob Burton, BMI; Mr. and Mrs. R. J. Buss, CHAT. C—A. M. Cairns, CFAC; Mr. and Mrs. G. L. Carter, CFCN; H. R. Carson, All-Canada Radio Facilities, Calgary; J. Cavanaugh, All-Canada Radio Facilities; G. C. Chandler and party, CJOR; C. H. Cheasley, Federal Electric Co.; M. V. Chestnut, CJVI; Ian Clarke, CFJC; Mr. and Mrs. D. E. Cooke, Donald Cooke, Inc.; Mr. and Mrs. J. K. Cooke, CKY; Mr. and Mrs. H. Crittenden, CKCK; G. A. Cromwell, CHSJ; J. S. Crosbie, Dancer-Fitzgerald-Sample.

D—H. Dawson, CAB; W. A. Dales, Walter A. Dales; Mr. and Mrs. Y. Dallin, CFQC; J. M. Davidson, Northern Broadcasting Co.; J. B. Davies, Canadian General Electric; B. W. Donaldson, Canadian General Electric; Mr. and Mrs. W. P. Downs, Walter P. Downs, Ltd.; Allen DuCovny, Empire Broadcasting Corp.; H. F. Dougall, CKPF; M. J. Duggan, Press News; A. D. Dunton, CBC; J. A. Dupond, CJAD; Miss Mary Dunlavy, Pedlar and Ryan, Inc. E—C. B. Edwards, Press News; M. M. Elliott, W. F. Elliott-Haynes; C. G. Elphicke, CKPG; F. H. Elphicke, All-Canada Radio, T. M. Evans, CAB. F—W. C. Fisher, RCA Victor Co.; Mr. and Mrs. H. H. Flint, CKSF; C. J. Folett, Broadcast Measurement Bureau; Mr. and Mrs. J. S. Ford, C. N. Telegraphs; Pat Freeman, CFAC. G—G. Gaetz, CKRC; A. L. Garside, CJGX; P. H. Gayner, All-Canada Radio Facilities; Victor W. George, Whitehall Broadcasting; Mr. and Mrs. John J. Gillin, WOW; Mr. Gissing, Northern Electric Co.; G. Gottfred, C. N. Telegraphs; Mr. and Mrs. Lorne Greene, Academy of Radio Arts; A. H. Gregory, Northern Electric Co.; W. Guild, CJOC.

H—H. S. Hawkins, Canadian Marconi Co.; F. Adrian Head, J. Walter Thompson Co.; L. D. Headley, RCA Victor Co.; Mr. and Mrs. G. S. Henry, CJCA; G. F. Herbert, All-Canada Radio Facilities; Mr. and Mrs. Hopps, CFRN; Dr. C. Houde, CHNC; J. N. Hunt, CKMO; L. A. B. Hutton, C. N. Telegraphs. I—C. L. Irvine, Northern Broadcasting; J. G. D. Jeffrey, CKPR. K—R. W. Keyserling, British United Press; H. Scott Kilcore, Collins Radio Co.; George Kern, Benton & Bowles, Inc. L—Mr. and Mrs. G. A. Lavote, CJBR; Paul Lepage, CKCV; R. B. Lanskill, RCA Victor Co., Ltd.; Don Laws, CJOR; R. G. Lewis, Canadian Broadcaster; A. P.

Linnell, C. N. Telegraphs; E. L. Leprohon and family, CKSB; C. G. Lloyd, Canadian General Electric; Mr. and Mrs. H. G. Love, CFCN. M—T. F. Malone, Adam J. Young, Inc.; L. Mayne, Canadian Marconi Co.; F. G. Makepeace, CFRN; R. Maxwell, Empire Broadcasting Corp.; Judge Justin Miller, NAB; Mr. and Mrs. Jas. Montagnes, Broadcasting; Mr. and Mrs. L. Moore, CFRB; Mr. and Mrs. P. Molloy, Winnipeg; Mr. and Mrs. A. A. Murphy, CFQC; Mr. and Mrs. W. A. Murphy, CFQC; Miss V. Murphy, Radio Representatives; F. T. Myles, RCA Victor Co.; H. O. Murphy, CFQC; Miss Wilma Moore, CJDC. Mac—A. R. MacKenzie, All-Canada Radio Facilities; L. MacKinnin, CFRN.

Mc—A. A. McDermott, Horace N. Stovin & Co.; Mr. and Mrs. P. A. McGurk, Weed & Co.; Mr. and Mrs. J. H. McGillivray, J. H. McGillivray, Inc.; Mr. and Mrs. Athol McQuarrie, Assoc., Canadian Advertisers; W. McQuillan, Cockfield Brown & Co. N—Malcolm D. Neill and party, CFNB; W. D. Neil, C. P. Communications; Mr. and Mrs. G. B. Nelson, CFQC. P—W. B. Parsons, NBC Radio Recording Division; C. M. Passmore, McLaren Advertising Co.; S. G. Patterson, S. G. Rogers Majestic Ltd.; H. E. Pearson, All-Canada Radio; Mr. and Mrs. G. E. Peel, CJOR; G. H. Pesud, C. P. Communications; Mr. and Mrs. L. E. Phenner, Canadian Cellulose Products, BBM; Benjamin A. Pollet, Compton Adv.; Mr. and Mrs. C. A. Pollack, Dominion Electrohome Co. Q—G. B. Quinney, CFAR. R—Mr. and Mrs. W. Rea, CKNW; Miss Rea, CJAV; Mr. and Mrs. G. R. A. Rice, CFRN; Mr. and Mrs. K. S. Rogers, CFCY; William K. Rogers, CFCY; M. Rosenfeld, McLaren Adv.; D. Z. Duzzell, Adam J. Young, Inc.; E. A. Rawlinson, CKBI.

S—E. L. Scott, Broadcast Services, C. P. Communications; W. D. Schofield, Canadian General Electric; G. Douglas Scott, Director of Advertising, CAB; Lt. Col. E. Schroter, CJJB; B. H. Schroter, CJIB; Fred Shaw, CFAC; A. Sherwood, Standard Radio; A. J. Shaw, CFCF; Mr. and Mrs. Clifford Sifton, Armadale Corp.; J. Slater, Radio Representatives; Mr. and Mrs. C. C. Slaybaugh, Morse International; Mr. and Mrs. G. E. Smith and party, CFOR; Mr. and Mrs. K. D. Soble, CHML; W. P. Souch, Canadian Marconi Co.; R. Snelgrove, CFOS; W. Spears, CKCK; H. N. Stovin, Horace N. Stovin & Co.; W. H. Stovin, CJBQ; Miss Brickee Stuart, Horace N. Stovin & Co.; Jack Sweeney, British United Press. T—Mr. and Mrs. S. Tashoff, Publisher Broadcasting; Gilbert Templeton, Templetons, Ltd.; J. N. Thivierge, CHRC; Miss H. A. Thomas, Adam J. Young, Inc.; T. Tomkins, BMI; G. E. Tonkin, CJRL; C. E. Tremblay, Canadian Marconi Co.; Mr. and Mrs. G. T. Trowhill, Chief of Traffic, C. N. Telegraphs. V—Mr. Varcoe, Northern Electric Co. W—H. S. Walker, RCA Victor; Mrs. Pauline Watrous, Chicago; J. J. Weed, Weed & Co. Y—Mr. and Mrs. A. J. Young, Adam J. Young, Inc.; Mr. and Mrs. B. Young, CBC; Mr. and Mrs. J. H. Yuill, CHAT.

Tele Caravan Opens Show At L. I. Store

(Continued from Page 1)
... ter those offered the past two weeks in Reading and Easton, (Pa.) is the first such intra-store television exhibit in the metropolitan New York area, although others have been made outside the city since the end of the war.

Yesterday's opening, which was launched amid heavy advertising and promotion in New York and Long Island papers, drew heavy crowds from the local population, which displayed obvious enthusiasm for the four one-hour shows aired via 10 "tele-stations" throughout the store plus main display windows.

Program fare dwells on the merchandising and illustration of the wares of the 11 sponsors of the Caravan, rather than entertainment, although a daily audience participation show is offered with Dennis James as emcee.

Studio setup, on the fourth floor of the store, attracted several hundreds of customers while shows were on the air, although receivers spotted throughout the store were crowded during each presentation. Attendance figures were not available for the opening day, but store and Caravan officials estimated that "several thousands" had witnessed demonstrations on receivers in the store and street windows.

This particular demonstration is but one phase of the store's work on tele, according to Max Gertz, vice-president, who explained that a newly-completed \$5,000,000 addition was built with provisions for television installation "should the exploration indicate the practicability of a permanent studio." Store has also sponsored several video shows featuring Ed and Pegeen Fitzgerald, WJZ's breakfast couple.

Sponsors participating in the Gertz shows include Westinghouse, U. S. Rubber, Sherwin-Williams, Presto cookers, Pic Magazine, Korose, House Beautiful, Hoover vacuum cleaners, Hickok belts, Charm Magazine and BVD.

HOTEL STRAND

Atlantic City's Hotel of Distinction

The Ideal Hotel for your Spring Vacation. Beautiful Salt Water Rooms. Baths. Glass enclosed Sun Porches. In the heart of Activities. Delightful Cuisine. Garage on premises.

EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK

FEASTA Grill & Cocktail LOUNGE. An added feature of this complete hostelry

IN CLEVELAND IT'S

WHK

COAST-TO-COAST

Canada RMA Elects Officers; Speaker Outlines Radio Role

(Continued from Page 1)

—ALABAMA— BIRMINGHAM—WSGN and WAPI will co-operate in broadcasting the games of the Birmingham Barons, alternating throughout the season, with Al McDonald at the mike for WSGN and Maury Farrell dishing out the play by play for WAPI and its FM station, WAFM. . . . MONTGOMERY—WAPX, new station planning to go on the air this month, has a contract with the Montgomery County curb market to broadcast "The Market Basket" on three market days, weekly. Buyers will be interviewed and given prizes donated by sellers. . . . SYLACAUGA—Hugh Webb, WFEB manager, will head the Alabama Broadcasters Association this year, succeeding Henry P. Johnston of Birmingham.

—CANADA— HAMILTON—Miss Marguerite Moulton of St. Catharines, Ontario was the lucky winner of an expense-free Banff holiday for two which was the prize offered by CKOC to the person guessing the voice of Mr. F. T. Watts in a contest held by the station as part of its 25th anniversary week celebration. . . . TORONTO—CFRB recently broadcast the 88th running of the King's Plate direct from the Woodbine race track. Foster Buck Dryden, Canada's outstanding racing broadcaster, did the actual broadcast of the race while Wes McKnight, the station's sports commentator, looked after the interviews and color.

—MICHIGAN— DETROIT—Bud Guest, special events director for WJR, took his portable wire-recording instrument aboard the new General Motors Streamline "Train of Tomorrow," June 3rd, to record a special broadcast during the initial run of the train from Lansing to Detroit. He described the unique features of the futuristic train as well as interviewing some of the honored personalities aboard for the special test run. . . . KALAMAZOO—WKZO, in its current promotion of cities in its primary listening area, salutes the city of Three Rivers on June 6th. All half-hour station breaks will mention the honor city while five remote broadcasts originate from there.

—MASSACHUSETTS— BOSTON—W. C. (Bill) Swartley, station manager of WBZ and WBZA, is the proud papa of Ariel McKnight, a seven-pound, five-ounce, baby girl. . . . HOLYOKE—The Hampden-Hampshire Corp., owners of WHYN, has received permission from the Housing Expediter to erect a building on Mount Tom for its new FM transmitter. It will house equipment, not only for the station's transmission, but for that of WMAS, Springfield.

dent of the association and reappointed S. D. Brownlee as executive secretary.

Mr. Capell has represented Philco Corporation of Canada, Limited, as a director of the Radio Manufacturers' Association for nine years and served as a vice-president for two years prior to his election as president of the association last year. He has been associated with Philco in the United States and Canada for 16 of his more than 25 years in the radio industry and is widely known in the trade in both countries.

Mr. Deakins has been a director of the Radio Manufacturers' Association for several years and was elected vice-president a year ago. Mr. Deakins has been closely associated with the development and expansion of the radio industry on this continent for a number of years, holding the position of executive vice-president of RCA Victor Company from 1932 to 1934 when he assumed management of the parent company's apparatus division in Camden, New Jersey. Mr. Deakins returned to Canada to take over his present position as president of the RCA Victor Company in 1944.

S. D. Brownlee, reappointed for his third term as executive secretary

of the association, is a graduate electrical engineer of the University of Toronto, having received his degree in 1934.

Radio broadcasters have a heavy responsibility to provide fair coverage of all main viewpoints, said A. Davidson Dunton, chairman of the Canadian Broadcasting Corporation. He told the convention, "Radio has become one of the most effective means of communicating ideas in the modern world, and a heavy responsibility rests on radio to ensure that it provides for the fair and free transmission of all main viewpoints.

"You manufacturers have created a great new instrument of democracy but it is the broadcasters who have the prime responsibility of seeing that radio meets the needs of our democratic society by providing adequately for the fair and free interchange of opinions on the air waves."

Mr. Dunton emphasized that radio, to assure its position in the future, must provide a vigorous flow of information that it is as accurate and objective as possible. "It must try by various means at its command and without bias to help spread understanding of the conditions and problems of the times in which we are living."

Bad Weather Aided Radio In N. Y. Listener Survey

Inclement weather in the New York area the past few weeks is reported to have influenced radio listening, with sets-in-use for May, 1947 remaining at 24.8, the same figure for April, 1947 and for May, 1946, Pulse, Inc., revealed yesterday.

The survey revealed that the 10 top evening programs rated in the following order: Jack Benny, Lux Theater, Bob Hope, Fred Allen, Fibber McGee and Molly, Chase-Sanborn program, Red Skelton, Walter Winchell, Screen Guild and Mr. District Attorney.

Daytime programs rated in the following order: Kate Smith Speaks, Helen Trent, Aunt Jenny, Our Gal Sunday, Big Sister, News—H. Clark, My True Story, Rosemary, Ma Perkins, Breakfast Club.

Awarded Scholarship

Leslie Nielsen, graduate of distinction of the class of '47 of the Academy of Radio Arts, Toronto, was awarded a scholarship which provides for two years tuition at the Neighborhood Playhouse School of the Theater in New York. He is a native of Calgary, Alberta.

New Music Firm Formed

Happy Felton, quizmaster of "Guess Who" announced last week formation of his own music publishing firm, Happy Songs, Inc., with offices at 1674 Broadway, New York City. The first published song of the new firm will be "Foldin' Money" by Vi Bradley.

Wash. Governor Buys Added Shares Of KIRO

Mon C. Wallgren, Governor of Washington, has purchased an additional 8,750 shares of Queen City Broadcasting Company, which operates Radio Station KIRO, Seattle, Washington. This stock, representing 8 3/4% of the capital stock of KIRO, was the entire holdings of The Fort Industry Company.

Acquisition of the stock makes Governor Wallgren the second largest stockholders, the majority interest in the Seattle station being now held by Saul Haas.

The transaction was negotiated by Keith Kiggins & Co., radio consultants of New York City.

Baltimore's Listening Habit MUTUAL BROADCASTING SYSTEM FREE & PETERS, Inc. JOHN ELMER President GEORGE H. ROEDER General Manager

A Profitable Buy

W G A L

LANCASTER, PA. (Established 1922)

A STEINMAN STATION

Sales Representative RADIO ADVERTISING COMPANY New York • Los Angeles • Chicago San Francisco

W G A L AFFILIATE

IN CLEVELAND IT'S WHK

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 47

NEW YORK, THURSDAY, JUNE 5, 1947

TEN CENTS

Web Co-Op Sales Expand

Crime-On-Air Subject Of ABA-Radio Confab

Concerned over the impact of crime radio programs and motion pictures on the public, particularly juveniles, the American Bar Association met in Washington yesterday with top industry officials in an effort to combat the growing problem. Although no direct criticism was leveled at the radio industry, ABA officials made it plain that there is considerable concern over both the number of crime programs and their impact on receptive minds.

NAB President Justin Miller gave spirited defense of radio in general. (Continued on Page 3)

Amer. Business Bulletins" Makes Debut Over WRUL

First progress report to the world via shortwave radio was made yesterday by the International Bank for Reconstruction and Development over WRUL, Boston, coincidental with the inaugural broadcast of "American Business Bulletins." United States Executive Director of the bank, Eugene R. Black offered the hope of immediate loans to many devastated countries. Taking part in the first program were, Emil Schram, presi-

(Continued on Page 2)

13 Convention Exhibits By Tele And Radio Interests

Chicago — Of the approximately 30 exhibitors at the annual trade show-convention of the National Association of Music Merchants, in session at the Palmer House this week, 13 firms are manufacturers of radios, radio-phonographs and sound equip-

(Continued on Page 8)

Baseball Broadcast

Annual all-star game of outstanding National and American League baseball players will be sponsored by Gillette Safety Razor Company on Mutual, July 8, beginning at 2:15 p.m., EDT. The game will originate at Wrigley Field, Chicago, and will be heard over a network of over 400 stations. Gillette's contract for all-star games is for five years.

President To Speak

President Truman's address before the reunion of the 35th Division, United States Army, at the Municipal Auditorium, Kansas City, will be aired by the networks from 11 to 11:30 p.m., Saturday, June 7th.

New Exchange Series Of Documentary Shows

Plans for production of a series of exchange documentary programs between WOR, New York, and the British Broadcasting Corporation, were announced yesterday by Sam J. Slate, new program director for the New York office of BBC.

The new series will include half-hour documentaries on the Port of New York, New York Stock Exchange, Central Park, New York Subways and Tubes and the Rip Van Winkle country for BBC audiences;

(Continued on Page 3)

BMB Service Commended By 1st District Of NAB

Resolutions endorsing Broadcast Measurement Bureau and recommending refinements in the next BMB report were adopted by the 1st District, NAB, at their closing session in Boston on Tuesday.

The resolution follows:

"Be it resolved: that the broadcasters of the 1st District commend the Broadcast Measurement Bureau and

(Continued on Page 5)

17 AM Stations Get CP's;

Other Commission Actions

Washington Bureau, RADIO DAILY

Washington—Seventeen applicants for new AM stations were given construction permits yesterday by the FCC. Most of the CP's went to applicants in small cities scattered across the country. In addition, the Commission granted new licenses to 10 stations and recorded 7 applications for new AM stations.

Granted CP's were the following: Olney Broadcasting Co., Olney, Ill., to operate on 740 kc., 250 watts, day-

Networks Chalk Up 1,800 Hours Weekly In Cooperative Sponsored Time; News Programs Lead List

Close to 1,800 hours weekly of network co-operative program time is now being sold by the affiliated outlets of the four major webs with across-the-board news commentators and analysts comprising nearly 80 per cent of the total. Effective June 23, the commercial hours sold on the individual stations will be increased approximately 260 hours giving the industry a grand total of over 2,000 co-op hours of commercials throughout the country.

Bolstering will come when "Kate Smith Speaks" and Ted Collins, hit the air over Mutual with a start of local sponsors on more than 200 outlets. Also by that time, NBC's "Believe It Or Not" with 35 quarter-hours (weekly) already sold, will become available June 16.

Several hundred stations are cutting in on this bonanza, unknown a few years ago, and while the station list is large,

some are taking co-ops from more than one web, while others are exclusive. List of stations sponsoring alone, is not the true picture in all cases, although the great majority have sponsors for the strips. In a

(Continued on Page 6)

Opposition Expressed To New Copyright Bill

Washington Bureau, RADIO DAILY

Washington—Strong opposition was voiced before the House Judiciary Committee yesterday to a bill by Rep. Hugh Scott, Pennsylvania Republican, which would grant performing artists copyright privileges on recordings. The bill was termed confusing and impossible to administer, as well as clearly unconstitutional.

Louis Frohlich and Deems Taylor

(Continued on Page 5)

Start Tele Grid Action; Goodyear, WBKB Set

Television's proven ability to cover major sports events, reflected this season by heavy sponsorship of baseball schedules, will be endorsed further when football resumes next Fall. Also sponsor interest at this early date indicates that tele has arrived as a sports reporter second to no other medium, with several

(Continued on Page 6)

Public Service

Montreal—The Canadian Broadcasting Corp. has announced plans for a further series of free-time federal political broadcasts called The Nation's Business, to be heard Wednesdays at 8:30 p.m. over eastern stations of the CBC Trans-Canada network and at 11 p.m. over western stations of the same network. Thirty quarter-hour broadcasts are scheduled.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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JACK ALICOATE, publisher of RADIO DAILY and Film Daily, has returned from Hollywood, where he attended the convention of Variety Clubs, International.

LIONEL SHAPIRO, Rome correspondent for the Columbia network, has arrived from Italy for a week in the States. He'll return to Europe next week.

FRANK MARX, the American network's director of general engineering, is in Washington to attend the clear-channel hearing on skyways interference.

N. JOE RAHALL, president of WWNR, Beckley, West Va., looked in for a while yesterday at the offices of the Mutual network, with which the station is affiliated.

JAMES G. RIDDELL, general manager of WGYZ, owned-and-operated station of ABC in Detroit, is spending a few days in New York.

BOB KESTEN conferred yesterday at the offices of the Mutual network. He's the manager of CJBC, Toronto, Ontario.

JAMES HURLBUT, special correspondent for the CBS documentary unit, is expected back today from the Pacific area, where he gathered material for forthcoming broadcasts.

LEWIS ALLEN WEISS, vice-president and general manager of the Mutual-Don Lee Broadcasting System, will leave Los Angeles today for Chicago, where he will attend a meeting of the MBS directorate, of which he is vice-chairman.

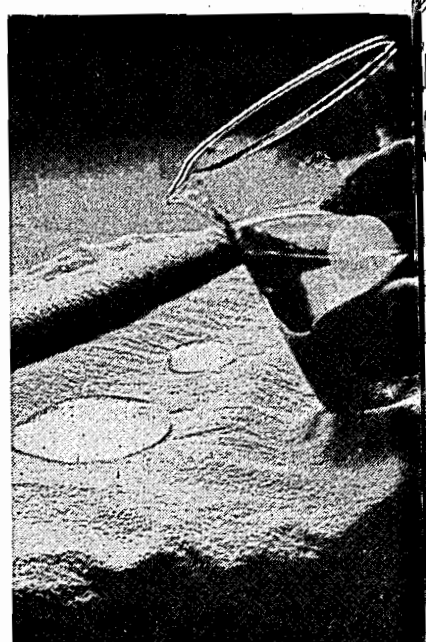
JAMES L. MIDDLEBROOKS, chief facilities engineer of the American network, is in San Francisco in connection with the construction for KGO, network affiliate which is increasing its power to 50,000 watts.

WENDELL B. CAMPBELL, manager of KMOX, St. Louis, and CARTER RINGLEP, sales director of the station, are in town for conferences at the headquarters of the Columbia network.

HUGH O. JONES, general manager of WGCM, American network outlet in Gulfport, Miss., is in Gotham on station and network business.

VICTOR W. DAWSON, manager of WFNC, has arrived from Fayetteville, N. C., for a few days on station business. Chatted for a while yesterday with officials of the Mutual network.

FREDERICK J. CUSICK, Columbia network technician, leaves today for Philadelphia, where he will handle the broadcast of the Vaughn Monroe show, which will originate at WCAU, the webs Philly outlet.



....Like Off A Duck's Back

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

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

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

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

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



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

TOM TINSLEY, President Represented Nationally By Headley-Reed

FINANCIAL

(Wed., June 4)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

WINS Renews Benson Show

The "Red Benson Show," starring comedian-singer-disk jockey, Red Benson, has been renewed on WINS. The program is heard every Saturday, 6:15-6:45 p.m.

"Amer. Business Bulletins" Makes Debut Over WRUL

(Continued from Page 1)

dent of the New York Stock Exchange; Walter S. Lemmon, president of World Wide Foundation, operators of WRUL and Winthrop H. Smith, partner in a Wall street banking house.

Program "American Business Bulletins," will be broadcast each business day at 4:45 p.m., EDT and will be an international series on business and financial news. WRUL is a non-commercial, non-profit World Radio University, which is gradually resuming its pre-war schedules. During the war it was operated in the government's behalf as all other short-wave outlets, but received grants of money to pay some of the overhead expenses.

Heads UJA Committee

Henry Jaffe of Jaffe & Jaffe, has been named chairman of the 1947 campaign of the radio and stage artists division of the United Jewish Appeal of Greater New York, Barney Balaban, president of Paramount Pictures and a chairman of the city-wide UJA drive, announced yesterday.

Commission Starts Probe Of Skywave Interference

Washington Bureau, RADIO DAILY

Washington—The FCC probe into daytime skywave interference got under way yesterday with the clear-channel broadcasting service offering evidence of "destructive" interference from daytime and limited stations. With more than 50 stations and organizations represented, the hearing may last a considerable period. First witnesses generally agreed that skyway interferences was a tough problem.

John H. DeWitt, Jr., representing the clear-channel group, told the FCC of the interference problems of KFI, Los Angeles, versus WNAD, Norman, Okla.; WJR, Detroit, vs. WCPS, Tarboro, N. C., and WHAS, Louisville, versus KOAG, Stillwater, Okla.

Gulf Oil's WCBS-TV Show Bows In Washington Tonite

Gulf Oil Co., debuts a television news show tonight on WCBS-TV (8-8:15 p.m.) which will originate in the studios of WMAL, ABC affiliate in Washington, designed to bring top Capital names-in-the-news before the cameras to discuss the particular important topic of the day.

Show, which will feature a CBS Washington newsman, will be aired via the coaxial cable, using WMAL cameras, etc.

Interview In Korea

Father Flannagan will be heard tomorrow evening on ABC's "Headline Edition," 7:30-7:15 p.m., EDST., speaking from Seoul, Korea and interviewed by ABC's correspondent, John Rich. Father Flannagan, famous founder of "Boys Town," here in America is in the Far East to study living conditions for the youth in that part of the world. Interview with the priest will be transcribed.

Advertisement for WDAS featuring a violin and piano illustration. Text: 'MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"'

Crime-On-Air Subject Of ABA-Radio Confab

(Continued from Page 1)

however, and was reported to have indicated that radio is taking steps to correct the abuses that have arisen. Carl B. Rix, ABA president told the group that there was concern over these problems:

1. Presentation on radio and in news and comic strips of legal proceedings, such as portrayals of judges, courtrooms, lawyers and the like, and

2. Depiction of crime and criminals in these three media.

ABA officials said that many lawyers and jurists feel that courtroom scenes and participants are often presented in an unfavorable light on the radio and in other media.

Depiction of crime and criminals, however, was viewed as the "major" problem and was the subject of most of the discussion at the meeting. ABA officials stressed the need for a nationwide non-partisan survey of the actual impact of crime radio programs and movies on the public. In the meantime, however, each organization will be asked to explore the subject.

Another meeting will be called, probably in September.

Included in the radio group, in addition to Miller were Joseph H. Ream, ABA vice-president; Charter Heslep, Washington representative for Mutual, and Carleton D. Smith, WRC general manager.

Photo Finish

Ed Poitlt, MBS news writer, decided to see what fun there is in taking pictures and while visiting in Canada snapped pics of his two nephews. Roll of film was left in a drugstore there for developing. Returning to New York Ed got word he had won first prize in a photo contest he hadn't even entered. Prize was an electric toaster . . . for his bachelor hotel quarters.

NBC's Recruiting Series To Star Dorothy Lamour

A new variety program designed by NBC to stimulate recruiting for the U. S. Army will be presented in a summer series with Dorothy Lamour as regular mistress of ceremonies starting Sunday, July 6, from 8:30-9:00 p.m., EDT. The program will have the "Fred Allen Show" time slot for 13 weeks. NBC, which developed the idea for the series, will donate time for the broadcasts. Music Corporation of America will provide the talent, which will receive token payment for their services.

'Bond Day' On MBS Friday

Tomorrow, Friday, will be U. S. Savings Bonds Day on all stations of the Mutual Broadcasting System. Every Mutual program will advertise U. S. Savings Bonds, with announcements, special features or guest stars from dawn to sign-off.

Facsimile Situation Discussed In Canada

Montreal--Any step by the Canadian Broadcasting Corporation into the field of facsimile broadcasting of newspapers would be a matter of public policy decided by the Government and Parliament, A. D. Dunton, chairman of the CBC's board of governors, told the Radio Committee of the Canadian House of Commons.

The committee heard it contended by John Diefenbaker (P. C. Lake Centre) and Rev. E. G. Hansell (S. C. MacLeod) that the CBC had power to go into that field with results that could eliminate the newspaper business as now constituted.

"You have that power," Mr. Diefenbaker said. "Do you want to use it?"

"I don't know," said Mr. Dunton. "We simply haven't considered it."

Mr. Diefenbaker, quoting the financing of a committee sponsored by the University of Chicago, said facsimile broadcasting—it drops a newspaper out of your radio in time for your breakfast table, he said—now was practical and argued that this presented radio with the opportunity to direct public thinking both by ear and eye.

M. J. Coldwell, C.C.F. leader, told him that 39 Canadian newspapers already controlled radio stations and that this was the other side in the picture. In the West one group controlled two radio stations and three newspapers in Manitoba and Saskatchewan. It was a fact that they were liberals and fair but they might be replaced by somebody else.

New Exchange Series Of Documentary Shows

(Continued from Page 1)

from the BBC headquarters in London will come programs on the Port of London, London Stock Exchange, Hyde Park, London Subways and the Lorna Doone country.

In announcing the series, Slate also told of the recent completion of similar documentary shows on New Orleans and Princeton and plans to go to Ithaca, New York, next week to produce a program on American court procedures.

"We of BBC are interested in producing documentaries that will give a true picture of the American scene to our British listeners," Slate explained. "Likewise we endeavor through our BBC productions to give the American audiences an insight on life in Britain."

Malone To Tour

Ted Malone, ABC's human interest storyteller and commentator, will make an 11-day coast-to-coast air-borne jaunt, during which he expects to travel more than 15,000 miles, beginning Tuesday, June 17. The Malone trip, on which he will meet members of his listening audience and gather story material, will take him to Akron, O., Chicago, Los Angeles, San Francisco, Portland and Seattle. He will make local broadcasts from these cities between air hops.

quite bluntly

**WOR GIVES
YOU MORE
FOR YOUR
MONEY
IN QUICK
SALES
IMPACT!**

LET'S MAKE IT PLAIN, hard and clear: Radio advertising does not have to be thought of in four, five or six figures.

In these days of high costs and pared budgets, you, too, can be one of hundreds of WOR sponsors who are selling hairpins and nail polish and snoods and canned soup for less than it costs to buy a quarter-page big city newspaper ad.

That's so. Look . . .

For the small sum of \$500, American, WOR will expose your message, at one daytime period, to 497,461 homes with radios. That, dear sir, brings your cost-per-home to about 1/10 of a cent!

Does this sort of thing boost sales? Listen—

A New York man had a good product to sell. He bought time on WOR. For every \$1.00 he spent, \$5.00 came back to him. Nice work, eh? WOR can do that for you, too.

If you want more sales, more dealers; if you want to start things humming in 16 great cities of more than 100,000 people each in 7 states, use WOR.

As of today more than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's got to pay through the cash register, or else.

Let's show you how we do it.

Our address is: WOR -- that power-full station at 1440 Broadway, in New York

LOS ANGELES

By RALPH WILK

PRODUCER Jim Morgan of "Queen For a Day" threw a cocktail party in honor of Jack Bailey, the program's emcee, May 23rd at the St. Francis Hotel in San Francisco. "Queen" broadcast moves to the Bay City on June 9 with Morgan and Bailey going up over week-end to set schedules.

"What's Doin' Ladies" will originate daily at Southern California Home Show, Pan Pacific Auditorium, June 16 through June 20.

Alan Young told Hollywood Ad Club, at a luncheon last week, that with three years on United States networks and nine on Canadian, he feels that commercial radio is infinitely superior to government-controlled method. "Anything which lacks competition becomes stagnant," he declared. "Both talent and freedom of expression are shackled under a public monopoly."

Kay Kyser's "College of Musical Knowledge," heard Wednesdays on NBC, leaves the air June 25th for 13 weeks, returning October 1st. The Dennis Day program, "A Day in the Life of Dennis Day," also heard on NBC, leaves the air for 8 weeks, doing his last show on June 25th.

Yachtsman Ed "Archie" Gardner appeared at Los Angeles Coliseum National Boat Show Wednesday, June 4th.

Eddie Green, "Eddie the Waiter" from "Duffy's Tavern," will be a father soon.

Art Linkletter and John Guedel took the "People Are Funny" show to San Diego over the week-end for a benefit show on May 26 at the Fox Theater with proceeds going to the Crippled Children's Orthopedic Hospital there. Linkletter did a 30-minute stint over the local NBC station and followed with an hour and a half show playing to the audience. Irv Atkins handled production.

Following the close of her CBS show for the season and her daughter's graduation from junior high school, Joan Davis plans a trip to Minneapolis, Minn., to visit her father, Roy Davis.

Ascap Elects Group

Ascap committee on elections will certify to the board of directors the following results of elections for the Board of Appeals:

Writers in the popular division are Abel Baer and Peter DeRose; in the standard division, Douglas Moore.

Popular publishers are Mack Mayer of Paull-Pioneer Music Corp., and Sam Stept of Stept, Inc.; in the standard division, John Sengstack of Clayton F. Summy Co.

N. Y. C. ad agency has facilities for Acct. Exec. Pleasant atmosphere; Grand Central Terminal bldg. Comm. basis only. Box 369, Radio Daily, 1501 Broadway, New York 18, N. Y.



Manhattan Memoranda. . . !

• • • What's this about Bill Paley's personal push in penman Milton Reynolds' pitch to snag Phil Baker for new audience participation aircer? As we hear it, Reynolds would very much like to slot such a show with Baker on CBS at a time competing with "Take It Or Leave It". . . Watch for the coaxial cable and television relay interests to tangle for network tele biz now that A.T.&T. have declared their coaxial cable rates. . . N. Y. Sun, we hear, is shopping around for a radio columnist. . . Jackie Miles thinks the new Jack Benny replacement oughta strike about Paar. . . One of the nets has hired an outside exploiter to "build up" the company's veepees. . . Broadcast Measurement Bureau about to be dispossessed (along with other tenants) at the Hotel Marguery, which will be razed to make way for new Time-Life office structure. . . Perry Como stands to make a mint of dough on his forthcoming theater tour, his first in two years. For sentimental reasons, he'll do a week at the Steel Pier in Atlantic City, where he got his start as a soloist.



• • • DESK-SCRIPTIIONS: Jan August—The Grand Pianist. . . Havana-Madrid—Morales In Rhumbaland. . . Henry Morgan—Little Boy Foo. . . Al Jolson—The sonny-boy-wonder. . . N. Y. Giants—Ottomic Energy. . . Anne Marleau's thrushing—Marleaudious. . . Jack Lawrence—The bobby sock-performer.



• • • AROUND TOWN: Louis G. Cowan and staff recovering from their moving day operations. Office now located in CBS building. . . WOR news and special events should have gotten a better press break on its personal interview recording of the LaGuardia field plane crash. Most radio execs have a radio-phone in their car and the extra chime or station break code is hardly needed in most cases these days. . . Col. Bill Slater to deliver the commencement address Sunday at Suffield Academy, Suffield, Conn. . . Aside to Jack Perlis: Did you catch Eddie Ronan's terrific yarn on your boy, Bret Morrison, in current Downbeat? . . . Belle Brooks (Mrs. Irving Kaufman) a holdover at the Shelburne Hotel in Atlantic City, where she'll be for the summer. . . Art Miller and Nancy Great a week-end merger. . . Paul Barron goes on with Jan Sablon show, moving into the old "Hugo" Carmichael slot on Sunday afternoon. . . Television plans afoot for "The Drunkard," (classic temperance play and Lost Weekend of the 19th Century) which is playing twice nitely at the Old Knick on 2nd Ave. . . "I'll See You In The Columns" is the tag of a new tune by Phil Hanna. (It's all about Kilgallen, Winchell, Walker, Wilson, et al).



• • • LOVE AND KISSES: Dorothy Sarnoff's delightful trilling at the Waldorf (rating her own air time). . . Ed and Pegeen Fitzgerald's early ayem breakfast chatter via WJZ. (And what a loyal following they have). . . The atomic singing of the Modernaires at the Paramount. . . Kate Smith's juke-pot special for MGM—"After Graduation Day". . . Ella Fitzgerald's platter of "That's My Desire," moving up to the Hit Parade class. . . J. Scott Smart's Fat Man-ing via ABC on Fridees.



• • • THOUGHTS WHILE DIALING: Everytime you see a picture of Jerry Colonna with his mouth wide open, you're sure your ears are hearing "Ch'oe". . . Tip to Mel Blanc: Why not come back to the air with the Bugs Bunny character for an afternoon serial aimed at the kiddie trade? . . . Observation: To the listener, Jack Smith smiles when he sings; Don Ameche grins when he talks. . . Bill Perry calls Steve Ellis' Giant ballcasts "Ott of this world". . . Sudden thawt: The late Adrienne Ames was so busy most of the time doing things for other people that she neglected caring for her own health. . . Joe Kelly, of the Quiz Kids, and Jack Barry, of Juvenile Jury, would make terrific 5th grade school teachers.

SOUTHWEST

THE fifth AM station for Houston is KATL which has taken to the air and will operate full time with 1000 watts on 1590 kilocycles. Station is owned and operated by the Texas Broadcasting Co. King Robinson is station manager while program director is Bill Newkirk.

It's a baby son for Melvin Winters, staff pianist and WOAI, San Antonio studio orchestra conductor. Son was born on May 30.

Gene Howe of the Taylor-Howe Snowden Radio Sales of Amarillo, paying a visit to KRGV, Weslaco and to station manager, Barney Ogle.

KPBX, Beaumont has taken to the air operating daytime only with 1000 watts on 1380 kilocycles. Paul Beville is president and general manager of the station. He is offering a \$500 U. S. Savings Bond to the listener sending the best slogan to be used by the station. Howell-Sparks-Cable Advertising, Inc., of Houston and Beaumont will handle the station's magazine and newspaper advertising.

Wash Masterson, account executive of KTSA back at his desk following a siege of illness which kept him away from his desk for several weeks. Masterson plans to take a vacation to recuperate next week.

Bill Pharr, formerly with KFDM, Beaumont and KAND, Corsicana, has joined the staff of KPRC, Houston.

Jimmy Byrnes formerly with the staff of WFAA, Dallas and KDNT, Denton, has joined the staff of WKY, Oklahoma City, Okla.

The Cass County Kids, former entertainers of WFAA, Dallas and now featured with Gene Autry, have been signed by Columbia Studios to a two-year contract.

Jim Anderson has joined the sales staff of KABC, San Antonio. He was formerly in radio at Odessa.

Clarence and Claude Stroud were visitors in San Antonio and were interviewed on KTSA, San Antonio during their stay.

WEVD
 5000 WATTS 1330 K.C.
 PROGRAMS OF
DISTINGUISHED FEATURES in
 • ENGLISH
 • JEWISH
 • ITALIAN
 3 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
 Send for WHO'S WHO Among Advertisers on WEVD
WEVD
 117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

Opposition Expressed to New Copyright Bill

(Continued from Page 1)

appeared for Ascap, pointing out the language in the Constitution relating to copyrights refers only to authors. Rights of true authors would be trespassed upon if copyrights are given performers, they maintained. They argued also that the bill would permit record companies controlling popular recording artists "to enforce their demands on the copyright proprietors, and to make records which they copyright, at the same time closing the field to the rest of the record industry."

Decca Executive Heard

Also appearing in opposition to the bill was Isabelle Marks, assistant secretary of Decca Records, who proposed, however, that copyright privileges should be granted record companies, with the proceeds to be divided by the record companies among authors and performers. As it is today she said, broadcasters are able to make records for which they pay a few cents and build around them a revenue producing program for their sponsorship. Broadcasters thus are able to make money while the record manufacturers make only the sales price of the record. Such practices, she added, constitute the "greatest loss" today. She said it should be set up to record manufacturers to determine how the royalties should be divided, saying no law can be written to determine what portion of the success of a record is attributable to the soloist, what to the choir and what to the orchestra behind both. Most accurate determination, she implied, can be made by the record manufacturer.

BBC Procedure Cited

Miss Marks pointed out also that in England the BBC must have permission from recording companies to broadcast recordings.

Kenneth Raine of Columbia Records spoke for only about two minutes, generally supporting Miss Marks' position. Both definitely recorded themselves in opposition to the bill as it now stands.

Opposition was registered also by the Motion Picture Association, the Authors League, the Songwriters Protective Association and the Music Publishers Assoc.

Another hearing will be held Monday, with NAB, BMI and Rep. Sol Bloom, New York Democrat, among those to be heard.

Scientists Back Mundt Bill

Washington—All-out support for the Mundt bill to preserve the State Department's foreign information service was registered yesterday by the Federation of American Scientists, in identical letters to the author of the bill, Rep. Karl Mundt, (Rep. S. D.) and the chairmen of the Senate and House foreign relations committees, Sen. Arthur Vandenberg, (Mich.) and Rep. Charles Eaton, (N. J.).

17 AM Stations Get CP's; Other Commission Actions

(Continued from Page 1)

casting Co., Sikeston, Mo., to operate on 1400 kc., 250 watts, unlimited; Ridson, Inc., Eveleth, Minn., to operate on 1340 kc., 250 watts, unlimited; the Uncompahgre Broadcasting Co., Montrose, Colo., to operate on 1240 kc., 250 watts, unlimited; Eagle Pass Broadcasters, Eagle Pass, Texas, to operate on 1450 kc., 250 watts, unlimited; Town Talk Broadcasting Co., Santa Paula, Calif., to operate on 1400 kc., 250 watts, unlimited; William E. Walsh and Walter L. Read, a partnership doing business as Koke Broadcasters, Coquilla, Ore., to operate on 1450 kc., 250 watts, unlimited.

Hartford Application Approved

Also Greater Hartford Broadcasting, Inc., Hartford, Conn., to operate on 1290 kc., 500 watts, daytime; the Advance, Inc., Elizabeth City, N. C., to operate on 560 kc., 500 watts, daytime; Roanoke-Chowan Broadcasting Co., Inc., Ahoskie, N. C., to operate on 970 kc., 1 kw., daytime; Douglas Broadcasting Co., Douglas, Ariz., to operate on 570 kc., 1 kw., daytime; Charles W. Balthrope, San Antonio, Texas, to operate on 930 kc., 1 kw., daytime.

License Grants

Granted new licenses were the following: Harry K. Arneson, KTRF, Thief River Falls, Minn.; Hollywood Broadcasting Co., WINZ, Hollywood, Fla.; Catalina Broadcasting Co., KCNA, Tucson, Ariz.; Uvalde Broadcasters, KVOU, Uvalde, Texas; Fort Worth Broadcasting Co., KXOL, Fort Worth, Texas; the Altus Broadcasting

Company, in KWHW, Altus, Okla.

Also the Oneida Broadcasting Co., WOBT, Pelican, Wisc.; Caldwell Broadcasting Co., Inc., KCID, Caldwell, Idaho; Tar Heel Broadcasting System, Inc., WRRZ, Clinton, N. C.; Marti, Inc., KCLE, Cleburne, Texas.

New Applications

New applications listed by the Commission include the following:

News-Examiner Co., Connersville, Ind., to be operated on 1580 kc., 250 watts, daytime; Itasca Broadcasting Co., Grand Rapids, Minn., to be operated on 1490 kc., 250 watts, unlimited; Jasper Broadcasting Co., Jasper, Tex., to be operated on 1240 kc., 250 watts, unlimited; Boston Radio Co., Boston, Mass., to be operated on 950 kc., 5 kw., daytime; Governor Dongan Broadcasting Corp., Albany, N. Y., to be operated on 1460 kc., 5 kw., unlimited (WOKO facilities); Myrtle Beach Broadcasting Co., Myrtle Beach, S. C., to be operated on 1450 kc., 250 watts, unlimited; KDAK, Inc., Sioux Falls, S. D., to be operated on 1230 kc., 250 watts, unlimited.

WLAW Gets Power Boost

Hildreth and Rogers Co., licensees of WLAW, Lawrence, Mass., was granted a license for an increase in power to 50 kw.

The Commission also granted consent to the transfer of control of Fountain of Youth Broadcasting Co., licensee of WFOY, St. Augustine, Fla., from Glenn Marshall, Jr., Ed Norton and Frank King, to J. C. Bell, representing 62.5 shares of stock for a consideration of \$100,000.

Miller May Miss Confab Of Canada Broadcasters

Among the U. S. delegation scheduled to attend the 13th annual convention of the CAB at Jasper Park Lodge, Alberta, June 9-13, are Carl Haverlin, president of BMI, and Justin Miller, president of the NAB, although yesterday it was reported as possible that the latter might not be able to make the trip because of the U. S. Senate's decision to hold hearings on the White-Wolverton radio bill this month. On the agenda of the CAB meeting, however, Judge Miller is scheduled to deliver the principal address at the annual dinner of the association.

NAB representatives now expected to attend the convention include C. E. Arney, Jr., secretary-treasurer; Kenneth Baker, research director, and John J. Gillin, Jr., of WOW, Omaha, NAB board member.

Washington Bureau, RADIO DAILY

Washington—NAB President Justin Miller yesterday asked Chairman Wallace H. White of the Senate Interstate Commerce Committee to postpone for two weeks the scheduled hearings before his committee on the new radio bill introduced two weeks ago by White. The hearings were set for June 17.

BMB Commended By 1st District NAB

(Continued from Page 1)

urge that further study be made of the results of the first report to the end that new and improved techniques of even greater service to the industry may be developed and used

Double Honors

Harold E. Fellows, general manager of WEEI, Boston, elected director of NAB's 2nd district, Tuesday, received a second honor yesterday when the Boston Ad club elected Fellows president for the ensuing year.

in connection with the next survey recommended by the NAB board to be made in 1949."

In another resolution it was recommended that BMB discontinue the practice of listing call letters of non-subscriber stations in their report. The resolution stated: "Whereas it is possible that non-subscriber stations may use BMB data to the detriment of subscribers, Be it resolved: that the broadcasters of the First NAB district recommend to the BMB, Inc., that the call letters of non-subscriber stations be eliminated from the next BMB report."

Paul W. Morency of WTIC, Hartford, who voluntarily retired after eight years of service as director of the 1st District was cited in a resolution commending him for his long and outstanding service. Morency is being succeeded as director by Harold E. Fellows, general manager of WEEI, Boston.



"... thank you for the swell service and fine cooperation which you have extended me during the past year," writes R. A. Moss, of Campbell-Ewald's Media Department.

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target."

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES



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

RADIO DAILY

Webs' Co-Op Sales At 1,800 Hrs. Weekly

(Continued from Page 1)

few instances, the five-time-weekly program may be sold only two or three times a week in the town. On the other hand, as is frequently the case over Mutual, station listed as "carrying" a program often sells one show more than once. This applies in particular to such shows as Fulton Lewis, Jr. which is sold twice daily on Don Lee network and one San Francisco outlet (KFRC) sells Lewis three times on a 24-hour period, using a repeat recording.

Boon To Stations

Although a local sponsor is enabled to purchase in his territory a national figure or a network calibre program at least, the station involved garners much more than the web which receives back the charge for talent. Station in question usually receives three or four times the talent charge for its time, which of course it retains.

Not all the time sold is in quarter-hour segments. ABC's "America's Town Meeting," commercial on 72 stations of the network carrying it, is a full-hour program; "Fishing and Hunting Club" on Mutual, which is once a week like "Town Meeting," is a half-hour show, carried currently as a commercial by 50 affiliates; "Meet the Press," another Mutual show is a half-hour co-op currently sold on 21 stations.

The number of sponsors interested is high, due to the fact that some stations sell out a co-op five or six times weekly, to one or six different sponsors on the week.

While Mutual and ABC have gone in for the co-op show intensively both as an expedient for the benefit of the web and as a service to the affiliate, NBC and CBS are comparatively late-comers insofar as getting behind the idea is concerned. For one thing too much time was not available in the past. All webs report sharp rises in the increase of local time sales for their co-op shows, however. ABC has an all-time high showing a 25 per cent increase over the same period a year ago, with 55 new sponsors added during the past month as compared to the month previous. Substantial sales are noted by ABC for "Dick Tracy" the strip being purchased on midwest outlets by the Fred W. Amend Co. candy manufacturers through Henri, Hurst & McDonald, Chicago. According to Harold B. Day, network co-op program sales and promotion manager, a major contributing factor the past several months is the Co-Op Sales Award Program set up last January for station salesmen.

CBS Boost

CBS has had co-op shows since March 1945, but did little until last Spring when a new co-op division was announced, with Ralph Hatcher as sales manager and Nancy Cooke as promotion director. Although the work did not actually get under way until April 1, Hatcher states the network now shows a 70 per cent increase in co-op sales, with stations

NETWORKS' CO-OP PROGRAMS

ABC Has Eleven

(Monday Through Friday, EDT, Unless Otherwise Indicated)

	Number of Sponsored Stations
MARTIN AGRONSKY—8-8:15 a.m., through Saturday, News Analyst, Washington	84
BAUKHAGE TALKING—1-1:15 p.m., News Analyst, Washington	89
NANCY CRAIG (Women of Tomorrow) 1:15-1:30 p.m., Guests	12
WALTER KIERNAN—2-2:15 p.m., Human Interest News Analyst	46
ETHEL AND ALBERT—2:15-2:30 p.m., Humorous Show	51
DICK TRACY—4:45-5 p.m., Children's Show	43
TENNESSEE JED—5:45-6 p.m., Western Kiddie Show	9
<i>(also sponsored by Ward Baking in 28 Eastern markets)</i>	
HEADLINE EDITION—7-7:15 p.m., News, News Dramatizations, Etc.	50
ELMER DAVIS—7:15-7:30 p.m., News Analyst, from Washington	62
HARRY WISMER—6:30-6:45 p.m., (Saturdays only), Sports Show	62
AMERICA'S TOWN MEETING—8:30-9:30 p.m., (Thursday only), Forum	72
<i>(Moves to Tuesday, same time, Sept. 2, 1947)</i>	

CBS Programs

	Sponsored Stations	Not Listed
CBS WORLD NEWS ROUNDUP—8-8:15 a.m. (Monday through Saturday)	
CBS MORNING NEWS—9-9:15 a.m. (Monday through Saturday)	
HOUSE PARTY—5-5:30 p.m., (Monday through Friday), Variety Show	
RED BARBER—6:30-6:45 p.m., (Monday through Friday), Sports	
BILL HENRY AND THE NEWS—8:55-9 p.m., (Monday through Friday)	
THE WORLD TONIGHT—11-11:15 p.m., (Monday through Sunday), Alternate News Commentator and Analysts	
<i>(Available three ways—10 minutes of news, five minutes of analysts, separately or together)</i>		
BOB HITE-BILL ROGERS—News, 12 midnight to 12:15 a.m., (Monday through Sunday), offered only during daylight saving time.	
CHET HUNTLEY—10-10:15 p.m., PST, News, for Coast stations only	
DICK HOTTELET—6:45-7 p.m., (Monday through Friday), News	
<i>(Available June 30 to Sept. 29, 1947, only)</i>		

NBC Shows

	Number of Sponsored Stations
WORLD NEWS ROUNDUP—8-8:15 a.m., (Monday through Saturday)	37
WORLD NEWS ROUNDUP—9-9:15 a.m., (Sundays only)	5
ROBERT McCORMICK—1:30-1:45 p.m., (Monday through Friday), News	22
HARKNESS OF WASHINGTON—11:15-11:30 p.m., (Monday through Friday), News	27
KALTENBORN EDITS THE NEWS—7:45-8 p.m., (Monday, Wednesday and Friday)	17
<i>(also Pure Oil 53 Eastern outlets)</i>	
NEWS OF THE WORLD—7:15-7:30 p.m., (Tuesday and Thursday)	28
VETERANS' ADVISOR—1:30-1:45 p.m., (Saturdays only)	4
BELIEVE IT OR NOT—1:45-2 p.m., (Monday through Friday)	7
<i>(Starts June 16)</i>	

Mutual Setup

	Number of Sponsored Stations
ARTHUR HALE—7:30-7:45 p.m., News Commentator, (Tuesday and Thursday)	3
<i>(For sale in markets outside of Richfield Oil territory; blocked in Central Time Zone during Daylight Saving)</i>	
BILL CUNNINGHAM—2:30-2:45 p.m., News, (Sunday only)	58
CECIL BROWN—11-11:15 a.m., News, (Monday through Friday)	41
CAPTAIN MIDNIGHT—5:40-5:45 p.m., (Monday through Friday) Children's serial	30
<i>(Goes off at end of month)</i>	
CEDRIC FOSTER—1-1:15 p.m., News, (Monday through Friday)	121
EDITOR'S DIARY—9-9:15 a.m., (Monday through Friday), News Commentator	45
ERSKINE JOHNSON IN HOLLYWOOD—4-4:15 p.m., (Monday through Friday)	15
F. H. LaGUARDIA—7:45-8 p.m., (Saturdays only), News Commentator	24
FISHING & HUNTING CLUB—10-10:30 p.m., (Mondays only), Sports Panel	50
<i>(For sale on stations not used by Mail Pouch Tob. Co.)</i>	
FULTON LEWIS, JR.—7-7:15 p.m., (Monday through Friday), Washington News	255
INSIDE OF SPORTS—7:45-8 p.m., (Monday through Friday)	14
<i>(For sale on stations not used by Bayuk Cigars)</i>	
THE JOHNSON FAMILY—4:15-4:30 p.m., (Monday through Friday), Serial Drama	13
MEET THE PRESS—10-10:30 p.m., (Friday only), Press Confabs	21
TELL YOUR NEIGHBOR—11:15-11:30 a.m., (Monday through Friday), Homemaker Show	35
KATE SMITH SPEAKS—12-12:15 p.m., (Monday through Friday), starts June 23	200

looking for more of the same. In order to accommodate stations with daylight saving time conflicts, CBS offers a couple of news shows as late as 12 midnight. This is in effect only during the daylight saving time period.

Mutual Strong

Mutual's co-op department headed by Bert Hauser is a pretty healthy baby boasting of 255 stations carrying Fulton Lewis, Jr. not once but multiple times during the day. In all Mutual, with the greater potential due to the 425 affiliates, currently has over 725 co-op units sold on the week. With the advent of Kate Smith

the web will have a powerful advantage in the field as to total hours sold. As is the case on all webs, certain co-ops have time blocks due to one sponsor having exclusive rights in his distributing territory, or on a regional web.

NBC Building

NBC's Burton Adams, coordinator of sales for co-operative programs has seven co-op shows riding with one to start June 16. These are practically all news with the exception of the "Veterans' Advisor" sold on a few stations, but carried by most outlets as a public service program. Although H. V. Kaltenborn is down

Start Tele Grid Action Goodyear, WBKB S

(Continued from Page 1)

top advertisers old and new, lining up schedules now for the coming legislative and professional grid campaigns.

Among the first to complete arrangements for video coverage, according to trade reports this week are Goodyear Tire & Rubber Company and Atlantic Refining, both which have used the medium extensively. Goodyear is said to have signed for sponsorship of all home games of Notre Dame and Northwestern universities over WBKB, the Balaban & Katz station in Chicago. Games of both colleges, which rank first-class in the grid heap each year will be aired via the new VHF relay link nearing completion of WBKB from South Bend, Ind., and Evanston, Ill. Although the Goodyear deal reported to be virtually set, N. V. Ayer said yesterday that no contract had been signed but negotiations were under way with college and station execs. Company sponsored nine games over WNBT last year seven of which were Army home contests, although played at West Point, Yankee Stadium and the Polo Grounds. Schedule included the Army-Notre Dame classic.

Philly Expects Repeat

Similarly, Atlantic Refining, which has sponsored home games of the University of Pennsylvania for the past five years on WPTZ, the Philco video outlet in Philadelphia, is expected by station execs to continue the schedule this year.

KTLA, Paramount station in Los Angeles, is said to be entertaining several attractive offers for sponsorship of the two professional clubs, Dons and Rams. According to executive station "has its pick" of the team which, incidentally, are looking for tele as a strong box-office builder. KTLA is in an enviable spot at the moment, with several major college schedules to choose from.

Army-Navy To Gillette

Gillette Safety Razor Company one of the major sponsors of sport events in both radio and tele, completed arrangements early this year for coverage of the Army-Navy tilt next winter and in '49, both of which will be played in Philadelphia.

Schedules set in New York thus far include WCBS-TV coverage of all home games of Columbia University and the professional Dodgers from Baker and Ebbets fields, respectively. Ford sponsored the Columbia games, and expectations are this will be repeated next season.

for 17 stations as being sold co-op Pure Oil Co. sponsors him on 53 stations in the East.

List of network co-ops and other data will be found in the center columns.

Since all co-ops are offered to the full network, actual number of outlets carrying each show is extensive, many carrying the shows as sustaining to garner future sales.

Do You Want First-Hand Information on Programs?

1,200 of the nation's program directors have the answers to programming trends and radio's commercial outlook for the 1947-48 seasons.

Some of the questions they'll answer are:

What do Program Directors Think About Present Day Network and Station Programs?

What types of entertainment get the greatest listening audiences?

What About Transcriptions and Disc Jockeys?

What's the score on the 'giveaway' merchandise practice?

What new program ideas have contributed to the betterment of broadcasting the past year?

These questions and many more are included in a comprehensive survey questionnaire now being returned to Radio Daily by the station program directors. The survey results will be published as a special service in the

1947 Edition of
SHOWS OF TOMORROW
— Will Be Published July 30 —

BEHIND THE MIKE

By SID WEISS

ED AND PEGEEN FITZGERALD, after an unbroken ten years of living in Manhattan, are spending the entire summer on Hay Island, in Noroton, Conn., where both of their daily broadcasts over WJZ are originating.

NBC's fashionable Maggi McNellis got a big laugh when she read the menu at Ed Winston's Tropical Bar. The popular entree there is "The McNellis Special—The Best Dressed Dish In America."

Bill (Winner Take All) Cullen mulling over offers to emcee at a swank niterie.

Superman walked off with 26 awards and citations for its campaign against intolerance and bigotry.

Ameury Prod. have packaged a new airer, "Magic Carpet," geared for auto or gasoline account.

Phil Brito will do a few guest shots on the Quebec radio stations while vaudevilleing in Montreal next week.

Bobby Breen set for a radio show, so says his brother, Mickey.

Ned Harvey, maestro at Greenwich Village Inn, turned down a lucrative radio series with Bobby Doyle to take a summer job with his band—just because he promised his family a vacash.

Aside to Frank Luther: The Radio Committee of the Yonkers Primary Teachers Council have recommended your "Songs for Children" as "must" listening for the school kiddies up there.

43 Convention Exhibits By Tele And Radio Interests

(Continued from Page 1)

ment, and seven manufacture television receivers and equipment. In the radio line, there is a bewildering display ranging from tiny table models selling for less than \$20 to magnificent console models running into the hundreds of dollars. Of especial interest to dealers were the radio-phonograph combinations, which are shown in endless variety.

What the television receivers lacked in numbers shown was made up for in the elaborate displays rooms of leading manufacturers. Allen B. Du Mont Lab., Inc., Farnsworth Radio and Television Corp., General Electric, RCA Victor, Radio and Television Equipment Co., Stromberg-Carlson Co., and United States Television Mfg. Corp., each have splendidly appointed suites, with the firm's top men on hand to greet visitors.

Farnsworth, one of the newer entrants in the video field, is showing several models, including a table model designed to sell for \$350, a console that will be priced at around \$500, and a larger model at \$650. None of these is yet in production. Du Mont has an impressive showing of both table and console models. RCA Victor has on display a console model combining television with Victrola

COAST-TO-COAST

—CONNECTICUT—

HARTFORD—WDRG's "Shopping by Radio," a show which has the station's mobile unit pick up and interview a woman on the street and take her to the studio for another interview, during which time she gets a chance to win a host of big gifts, has instituted a new system of awards. From now on, the gifts on the show will be those which are made in Connecticut only, thus publicizing state products. . . . **NEW LONDON**—Mary Jean Regan, native New Londoner, has joined the staff of WNLC in the copywriting department. . . . **WATERBURY**—Thomas W. Corby has been appointed promotion director of WBRY. Formerly with the advertising department of the American-Republican, which owns the station, he has been promoted to promotion director of the company as well.

—ARIZONA—

PHOENIX-TUCSON—Frank L. Orth, captain in the Army Air Forces for five years and former film actor and writer, has joined the staff of the Sun Country Broadcasting Company. He will be heard in Phoenix on KPSC-FM and on KTSC and KTSF-FM in Tucson. . . . **TUCSON**—KVOA's technicians, in order to further interest in amateur radio in this area, have formed "The KVOA Radio Amateurs Club." Membership, which is purely voluntary, is open to all licensed amateurs in the district and to those with a sincere desire to become such.

—MINNESOTA—

MANKATO—Orrin Melton, news editor at KYSM will soon join the staff of KSOO at Sioux Falls, South Dakota, in the same capacity. . . . **MINNEAPOLIS**—Minneapolis Tribune columnist and radio newscaster, George Grim, is off on a new junket for the paper, this time circling the globe. From London to Cairo and Delhi to Manila, he will report the story of his travels in daily, down-to-earth dispatches. Grim's assignments will be aired on WCCO by Sidney Sulkin, a newscaster-analyst from Stockholm, who has just returned from a two-year hitch with CBS news headquarters in that country.

—MAINE—

LEWISTON—WLAM, recent recipient of a 5,000-watt, full-time construction permit, has appointed Kettell-Carter, Boston, as their New England and Northern New York State representative. Adam J. Young, Jr. is their national representative. . . . **PORTLAND**—Bert Murray, organ and piano-playing half of the popular Murray Twins, harmony team which recently finished a run at Detroit's Cafe Burgundy, is taking over a 15-minute organ and piano program on WGAN for the Boston and Maine Transportation Co. It will be an all-request show of old-time tunes and modern hits.

automatic phonograph and radio, with AM, FM and shortwave. This model is now in production. U. S. Television Manufacturing Corporation has on display several models, at prices ranging from \$895 to \$2195, retail.

—MISSOURI—

KANSAS CITY—Patten Hanson, star of the Resident Theater production, "Joan of Lorraine," recently guested on the Hometown Gossip program over KCMO. . . . **ST. LOUIS**—The National Safety Council's Award of Merit for exceptional service to safety was presented to KXOK during Police Lt. Roland J. Schumacher's safety program, "So It Can't Happen To You". . . . A radio workshop, providing training in the fundamentals of modern broadcasting and utilization of broadcasts in the classroom, will be sponsored by KMOX in co-operation with the University of Missouri, Lincoln University and the St. Louis Board of Education. The course will be held in KMOX's studios from June 16 to 26.

—NEW YORK—

ROCHESTER—Bill DeMarse, formerly of WROM, Rome, Ga., and WHEC, has joined the announcing staff of WRNY. . . . **SCHENECTADY**—General Electric's FM station, WGFM, has changed the frequency and power of its high band from 100.7 megacycles, 250 watts to 99.5 megacycles, 6 kilowatts. It still broadcasts on 48.5 megacycles, 3 kilowatts. . . . **UTICA**—WIBX, yesterday, presented the first in a series of 13 programs comprised of song recitals by Jane Phelan, accompanied by Bill Walters on the piano. This series replaces the present "New Voices in Song" which will be resumed in September.

—OHIO—

AKRON—Seventeen-year-old Walter Grosjean, of Wooster, has been given a \$500 savings bond as a winner of the first prize in the scholarship fund of WAKR, in connection with the station's "Junior Town Meeting" broadcast series. . . . **CANTON**—An afternoon tea dance for teen-agers, sponsored by WHBC, will climax this season's broadcast of the station's afternoon feature "The 1480 Club" which is devoted to scholastic news and activities. The dance will be held at Meyers Lake Park on June 7th and the management has arranged to reduce all rides to half price on the afternoon of the event. . . . **COLUMBUS**—Paul H. Wagner, director of news at WOSU, has been elected president of the newly-formed Ohio Assn. of Radio News Editors which plans to improve standards of radio news presentation and to help radio in its fight for equal access to news sources.

AGENCIES

WILLIAM DOUGLAS McADA Inc., New York, and J. D. T. CHER & CO., INC., New York, have been elected to membership in American Association of Advertising Agencies.

THE UNIVERSAL TRADE PRESS SYNDICATE, New York, international news bureau serving business technical papers, has appointed I. D. Gruberg as editorial director. Gruberg is American editor of Chemical Age, Textile Bulletin, Women's Wear News, weekly technical papers published in London, England. At the same time, UTPS announces that it has re-established its German news facilities and is including arrangements to service clients with industrial and technical news from postwar Japan, Italy, France.

WILLIAM H. EYNON, vice-president in charge of radio for the F. Humphrey Company, advertising agency, has moved his headquarters from Boston to the company's New York offices at 595 Madison Ave. The switch was made in the interest of the agency's network program for clients in Boston as well as New York. Walton Butterfield remains production assistant, operating Eynon from New York, while S. Larkin continues in the company. Statler Building offices in Boston.

RESTAURANTS LONGCHAMP have appointed Redfield-Johnston Inc., New York, to direct their advertising, effective immediately.

BLAINE THOMPSON CO., New York, is now handling the account of Vintage Wines, Inc., New York.

SAGE LABORATORIES, New York, makers of Sage Air Refreshers has planned the use of radio newspapers for its forthcoming campaign, which is under the direction of Paris & Peart, Inc.

CHICAGO, BURLINGTON QUINCY RAILROAD, Chicago, engaged Grant Advertising Agency Inc., to place its business.

Send Birthday Greetings To —

June 5

Herbert Pelley

Merle Pitt

Charles T. Schenek, Jr.

10 more days
WGBS
goes CBS
MIAMI, FLA. • 10,000 WATTS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 48

NEW YORK, FRIDAY, JUNE 6, 1947

TEN CENTS

Against Gov't Ownership

Hearing On Tele Webs At The FCC Monday

Washington Bureau, RADIO DAILY
Washington—The FCC on Monday begins its probe into the entire network television question, with battle lines already formed for what may be an all-out fight.

Following by only a few days the announcement by AT&T that its coaxial cable video service will be put on a commercial basis August 1, some evidence that the rate proposals of the wire company will encounter strong opposition from television
(Continued on Page 5)

Radio Aids Launching Of June-July Bond Drive

June-July campaign for U. S. Savings Bonds, will gain added impetus today with a strong array of radio features scheduled over the networks, according to Brent O. Guntz, director of radio, for the radio section of the Treasury Dept. bond division. Throughout the day, Mutual will feature it as Bond Day with every scheduled show carrying something
(Continued on Page 5)

Radio-Bill Hearing Date Stands; Capehart Named

Hearings on the White-Wolverton radio bill will definitely get under way before the Senate Interstate Commerce Radio Sub-committee June 17, Chairman Wallace H. White, said yesterday in Washington, despite the plea for postponement placed Wednesday by NAB President Martin Miller.
In the meantime, it was announced
(Continued on Page 8)

Canadian Pickup

President Harry S. Truman's address before a joint session of the Canadian Parliament, in the House of Commons Chamber, Ottawa, on Wednesday, June 11, will be broadcast by the major networks 11:45 a.m. to 12:15 p.m., EDT. The President will be introduced by Canadian Prime Minister Mackenzie King, and is expected to discuss the international situation.

NAMM Election

Chicago—L. G. LaMair of Chicago was re-elected president of the National Association of Music Merchants at the annual election held during the organization's convention here. George Beyerly was re-elected vice-president. New secretary is Hugh Randall of Milwaukee, and new treasurer E. D. Turner of San Francisco.

NAB Code Committee Progress Explained

Boston—First public discussion of studies being made by the NAB's Special Standards of Practice Committee was given during final sessions of the 1st District meeting by Robert D. Swezey, Mutual general manager, who is chairman of the committee. To dispose of any suspicions that the code committee was a plot on the part of the networks, larger stations or any other stations to im-
(Continued on Page 3)

WOV Reports Biz Increase Of 47% For Month Of May

A business increase of 47 per cent for the month of May over the same period a year ago was reported yesterday by Ralph Weil, general manager of WOV, New York independent station.

Among the new accounts sold by WOV recently was six 15-minute programs per week on WOV's "1280"
(Continued on Page 5)

Film Theater Chain To Install Du Mont Television Receivers

Contracts were signed yesterday by the Allen B. DuMont Laboratories, Inc. and Walter Reade, head of the theater chain which bears his name, for the delivery of custom built video sets to be installed in many of the 40 theaters comprising the circuit. At least 12 are well suited for the innovation. Tele sets will be located in the lounge and especially designed for comfortable viewing by fairly large-sized groups of theater patrons. Two new sets have already been

Canadian Survey Of Listeners Reveals Preference For Private Ownership Of Radio Stations, Networks

Clear Channel Group Recommends Changes

The clear channel broadcasting service yesterday recommended widespread changes in FCC policy of assigning frequencies to daytime and limited stations.

Again emphasizing the daytime skywave interference, the clear channel group called on the Commission to repeal its present policy requiring applicants for daytime or limited time operation on clear channels to
(Continued on Page 5)

Gen. Sarnoff To Speak At Annual RMA Banquet

Brig. Gen. David Sarnoff, president of RCA, will be the principal speaker at the banquet of the Radio Manufacturers Association next Thursday, final and featured event
(Continued on Page 2)

Bailey Lists FM Strides In Chicago Address

Chicago—Pointing out a fast growing market for FM radio set dealers, J. N. (Bill) Bailey, executive director of the FM Association, told the
(Continued on Page 2)

Montreal—A move, unique in Parliamentary records, came in yesterday's meeting of the Parliamentary Committee on Radio when the Committee moved to a darkened room to see films picturing public opinion trends in Canada in the last three years on the question of public or private ownership of
(Continued on Page 3)

Detroit Tele Station Starts Regular Sked

Detroit—WWJ-TV, television station of the Detroit News, officially took the air Tuesday with a regular schedule of programs covering approximately 30 hours weekly, Tuesday through Saturday. Hours of operation are currently set at 2 to 5:30 afternoons and 7 to 9:30 evenings.

Station's opening featured special programs day and night, led by the
(Continued on Page 3)

NBC Web Sustainer Sold To Swift & Co. Starts Aug. 9

"The Adventures of Archie Andrews," an NBC house-built show which premiered two years ago, picks up Swift & Company for its first sponsor starting August 9. Show is heard every Saturday from 10:30-
(Continued on Page 2)

World Tour

H. V. Kaltenborn, NBC commentator, will leave July 28 on a seven-week fact-finding trip around the world. During his absence three commentators, Richard Harkness in Washington, Henry Cassidy in New York and Clifton Utley in Chicago will be heard on the "Kaltenborn Edits the News" program, Monday through Friday, at 7:45 p.m., EST.

RADIO DAILY



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thurs., June 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/8	6 7/8	7	+
Am. Tel. & Tel.	164	163 3/4	164	+ 1/4
CBS A	26	25 3/4	25 3/4	- 1/4
CBS B	26	26	26	
Farnsworth T. & R.	5 3/4	5 5/8	5 5/8	- 1/8
Gen. Electric	34 1/2	33 5/8	34	+ 3/8
Philco	24 3/8	23 1/2	24 3/8	+ 1/8
Philco Pfd.	90	90	90	
RCA Common	8	7 3/4	8	- 1/8
Stewart-Warner	14 1/4	14 1/4	14 1/4	- 1/8
Westinghouse	26 3/8	25 7/8	26 3/8	+ 1/4
Westinghouse Pfd. A.100	100	100	100	
Zenith Radio	16 3/4	16 1/2	16 1/2	- 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/4	2 1/4
OVER THE COUNTER		
Du Mont Lab.	5 1/2	6 1/4
Finch Tele Comm.	5 3/4	6 3/4
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	1 7/8	2 1/4
WCAO (Baltimore)	40	42
WJR (Detroit)	14 3/4	15 3/4

NBC Web Sustainer Sold To Swift & Co. Starts Aug. 9

(Continued from Page 1)

11 a.m., EDT. When the sponsor takes over the program will be aired on a split network with the west coast broadcast time still to be set. Deal was signed through the J. Walter Thompson office in Chicago.

"The Adventures of Archie Andrews" portrays the life of a typical American high school boy. Bob Sherry announces the show which is written by Carl Jampel and produced by Ken MacGregor.

PHIL GOULDING and BOB BRYAR, announcers on WHN; DOROTHY SEWELL, of the continuity department; and NAN COBURN, of the publicity division, are the station's vacationers of the moment. Bob and Dorothy start Monday, Phil returns the same day, while Nan's holiday is only half finished.

FRED ROBBINS, disk jockey on WOY, leaves La Guardia Field tonight for Wilkes-Barre, Pa., where he'll emcee the "Teentimers Club" over NBC tomorrow.

KENNETH YEEND, program manager of KIRO, Columbia network outlet in Seattle, arrived in New York Wednesday on a short business trip.

HOWARD J. LONDON, radio and motion picture director of the National Foundation for Infantile Paralysis, leaves today by plane for Los Angeles, where he expects to spend about 10 days.

CLARENCE WHEELER, vice-president of WHEC, Columbia network affiliate in Rochester, N. Y., is in town on station business.

C. P. PERSONS, sales manager of WAPI, Birmingham, Ala., was a visitor yesterday at the New York offices of CBS Radio Sales.

GEORGE OLIVER, advertising and sales promotion manager of Capitol Records, and DAN ANDERSON, publicity director of the organization, in Chicago this week for the music-merchants convention, are flying to New York before returning to their West Coast headquarters.

JACK DRAUGHON, president of WSIX, Nashville, Tenn., an affiliate of ABC, paid a call yesterday at the headquarters of the web.

NORMAN CORWIN, writer-director-producer for CBS, has arrived by plane on the West Coast.

HARRY WISMER, American network director of sports, is in Detroit, where today he will be toastmaster at the annual Sandlotter Scholarship Awards banquet in the Hotel Tuller. His Friday and Saturday broadcasts will emanate from the Automobile City.

SHELDON B. HICKOX, JR., manager of the station relations division at NBC, and NORAN E. KERSTA, manager of the network's television department, will return tomorrow from Detroit, where they attended the opening of WWJ's new video station.

GENE HAMILTON is driving to Buffalo for the "Prof. Quiz" broadcast, after which he'll go on to Cooperstown, N. Y., for a vacation of a week with his family.

WALTER KANER, publicist for WWRL, is in Saratoga Springs, N. Y., to handle press-radio coverage of the convention currently being held by the Jewish War Veterans.

DAVID McKAY, president and general manager of KOLO, Reno, Nev., is in New York. Visited for a while yesterday at the headquarters of CBS.

ARTHUR CHURCH, president of KMBC, Kansas affiliate of CBS, is spending a few days in Gotham.

ERNEST L. JAHNCKE, manager of station relations in the eastern division of ABC, is back at his desk following a trip to Boston, where he attended the regional meeting of the NAB.

Gen. Sarnoff To Speak At Annual RMA Banquet

(Continued from Page 1)

of the organization's annual convention at the Hotel Stevens, June 10-12. Sarnoff, who will head an impressive list of representatives from all phases of radio and television manufacturing, is expected to explore the problems and outlook of the industry for the coming year.

In addition to the RCA chief, top executives of every department of the company will attend the RMA convention, including the following: Frank M. Folsom, executive vice-president in charge of the RCA Victor division; W. W. Watts, vice-president in charge of the engineering products division; Orrin Dunlap, director of information; T. A. Smith, general sales manager of the engineering products division; L. W. Tegarden, vice-president in charge of the tube department (Chicago); L. S. Thees, manager of the engineering sales section of the tube department (Chicago); H. P. Alspaugh, manager of the market research department; Richard C. Colton, general traffic manager of the RCA Victor division; R. F. Holtz, antenna engineering group; Harold A. Renholm, regional manager in Chicago; Michael J. Carroll, engineering sales section in Chicago; E. C. Anderson, and Paul Fohl of the RCA Laboratories, Princeton.

Prudential Renews

Prudential Insurance Company has renewed sponsorship of the "Prudential Family Hour" for another 52 weeks, as of June 1, William C. Gittinger, CBS vice-president in charge of sales announced yesterday.

Bailey Lists FM Strides In Chicago Address

(Continued from Page 1)

National Assn. of Music Merchants yesterday that FM programs are now available to 40 per cent of the U. S. population and that by the end of this year it will be offered to more than 80 per cent. He said that as of June 4 there were 225 commercial FM stations in operation and that 626 others were authorized for construction. Bailey added that in the current FM band authorized by the FCC, from 88-108 megacycles, there is room for some 3,000 to 5,000 stations.

The FMA official encouraged the music merchants to make particular effort in bringing the attention of FM receivers to the public and point out the advantage of reception over AM.

Noxzema Buys Heater

Noxzema Chemical Company will sponsor Gabriel Heater's Friday night coast to coast news commentary on Mutual, 9 to 9:15 p.m., EDT., beginning July 4, Jess Barnes, MBS vice-president in charge of sales, announced yesterday. Sullivan, Stauffer, Colwell and Bayles, is the agency handling the Noxzema account.

Action Due On Mundt Bill

Washington—Action today is expected on Rep. Karl Mundt's bill granting statutory authority to the State Department to proceed with its international information program, including the "Voice of America" broadcasts and the ambitious documentary film program. Both these projects are under the general program headed by Assistant Secretary of State William B. Benton.



Quitting time

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle-west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

IN CLEVELAND IT'S

WHK

NAB Code Committee Progress Explained

(Continued from Page 1)

...their wills on the industry, he said that he "would not have touched with a 10½ foot pole" if he had thought such was true.

Swezey said he could not detail all activities of the code committee because any recommendations must go to the Program Executive Committee and then to the NAB Board of directors. The MBS vice-president, however, revealed problems facing the committee and traced what he considered a practical approach in revising the present code.

It is all very well to sneer at the Blue Book and to say that it is an unauthorized issue," Swezey commented. "As a lawyer I can become very much interested in its illegitimacy, but as a practical broadcaster cannot help but be disturbed by its disclosures."

Swezey said that industries, just as people, acquire modes and habits of thought which are difficult to change and that self-regulation is the most difficult of all regulations. He recalled that one of the gravest decisions which the code committee has in its scope is deciding, by the difficult means of self analysis, the nature and content of any proposed revisions.

Pointing to the careful and conscientious scrutiny of his committee, Swezey said, "Each problem which comes up has been considered from the point of review of the network, the large station and the small station. I submit," he added, "that the committee would be derelict in its duty if it did not subject each problem to scrutiny from the point of view of all factors in the industry which would be affected by the committee's recommended solution of it."

Cites Committee Problems

Swezey stated that in trying to make appropriate revisions in the Broadcasters code, "strangely enough" a lot of the crucial words in our problem begin with the letter 'C.' Denying individual discussion to each one, he named them as critics, crusaders, chronic commercialists, cynical cantankerous characters and commercial clients. He described the crusaders and cynics as being both inside and outside the industry and named "cantankerous characters" as people in the industry "who are disinclined to follow any pattern or guidance, however patently sound, unless it has been of their own origination." Swezey made a bid for the assistance of advertisers in any code revision, saying that "without the intelligent support of the client, there can be no cure for many of the ills of American radio."

Listeners Queried In Canada; 57% Oppose Control By Gov't

(Continued from Page 1)

radio stations. The films showed that in February this year as a result of careful surveys 57.8 per cent of those sounded were in favor of independent ownership, 24.1 were for government ownership, slightly over 12 per cent favored the present dual-ownership system while a small fraction had no views.

This sampling of public opinion was presented to the House Committee through the medium of films by Walter Elliott, president of Elliott-Haynes, Limited, of Toronto. The CAB brief stated that this concern had kept its finger continuously on the pulse of radio listeners from coast to coast. In six surveys made between September 1944 and February 1947 the majority of those questioned on the radio favored independent ownership in each of the surveys, said Joseph Sedgewick, general counsel for CAB which represents 89 of 103 independent radio stations in Canada.

The company's date chart was as follows:

	For. Ind. Ownership	For Gov't. Ownership
Sept. 1944	44.0	36.1
Dec. 1944	52.0	27.0
May 1945	45.6	28.2
Dec. 1945	42.5	26.7
July 1946	45.5	29.7

Provinces Vote Counted

The February 1947 Canada-wide break-down shows how the provinces look on the matter:

Maritimes	57.0	19.8
Quebec	57.3	15.6
Ontario	63.5	24.4
Manitoba	40.3	48.4
Saskatchewan	55.4	28.1
Alberta	57.5	26.3
B. C.	49.9	31.5

The story was the same, Mr. Elliott's report said, when divided by incomes. The wealthy wanted independent ownership 62.1 to 26.6; the well-off wanted it 60.5 to 22.4; those who were "getting by" wanted it 56.9 to 24.6; and those who considered themselves "poor" favored private radio 53.1 to 26.3.

The committee hearings are being continued.

CAB Seeks Web Status

Canadian Association of Broadcasters wants to be able to engage in network broadcasting and wants its stations to have a status equal with that of CBC stations, declared Joseph Sedgewick, general counsel for CAB who explained that the CBC now stood in the way of network broadcasting by the independent operators, and one reason for urging the creation of an independent licensing and regulatory body was to make it possible for the private stations to do network broadcasting if they chose. Mr. Sedgewick gave instances in proof of his claim that CBC was daily and definitely in competition with private stations both for audience and for advertising revenue. This

was particularly true in Montreal and Toronto.

At another stage, Mr. Sedgewick gave it as his opinion that disc or record broadcasting was bound to increase. M. J. Coldwell, leader of the CCF party, was critical of the project of network broadcasting by independent stations on the ground, he declared, that it would tend to destroy the small community station, but this claim was denied by Mr. Sedgewick.

Charges Misstatements

Charges that advertisements appearing in daily newspapers today on behalf of the Canadian Association of Broadcasters were false and contained misstatements of fact were made before the radio committee by A. Davidson Dunton, chairman of the Canadian Broadcasting Corporation, in a surprise appearance on the witness stand.

Ralph Maybank, chairman of the committee, disclosed at the opening of the proceedings that Mr. Dunton had written requesting permission to make a brief statement on an "urgent" matter.

After considerable argument Mr. Dunton took the stand and claimed that two sentences were misstatements of fact. The first one was, "they (the CBC) can cancel a broadcasting license without cause and without hearing." To this statement Mr. Dunton replied, "the Canadian Broadcasting Corporation has no power to cancel a radio license."

Answers 2nd Accusation

In regard to the second "misstatement of fact," Mr. Dunton quoted it as, "the important thing is that in Canada today it is impossible to make a major move of any sort without the approval of the government of the day." The reply of the CBC chairman to that was "the Canadian Broadcasting Corporation makes and unmakes its regulations without any approval of the government."

Newsweek Weekly Show Set For WOR August 3

A weekly quarter-hour program originated by Newsweek magazine and syndicated by Charles King Radio Productions is expected to start over WOR August 3 under sponsorship of the Industrial Bank of Commerce. Program is based on Newsweek's weekly "periscope" feature. It will be heard on WOR every Sunday from 7:45-8 p.m.

Newsweek has been toying with a program idea for some time, seeking to work out a show for which it could supply the editorial comment with others paying for production and air time. Show was placed in the hands of Charles King for production and distribution. Agency representing the Industrial Bank of Commerce in the WOR deal is Moore & Hamm, Inc.

Detroit Tele Station Starts Regular Sked

(Continued from Page 1)

inaugural telecast of the Detroit Tigers-New York Yankees baseball game sponsored by the Goebel Brewing Company. Ty Tyson handled the play-by-play account. Also included in the opening ceremonies was the appearance of Detroit News execs, publishers W. E. and W. J. Scripps.

Opening of the night time schedule on WWJ-TV was highlighted by a special program sponsored by Chevrolet, U. S. Rubber, Norge and the Bulova Watch Company. Ceremonies of the opening also provided an interesting angle regarding one of the station's sponsors, the J. L. Hudson Company. Latter opened a program on WWJ-TV last night (Wednesday) arrangements for which had been signed two years ago. Station execs pointed out that the Hudson Company had shown continuing and heavy interest in tele "—even that far back."

Models To Demonstrate Bridal Outfit On WNBT

Six top professional models will be featured in a special showing of an inexpensive bridal trousseau on "The Swift Home Service Club" on WNBT today, with description handled by Jinx Falkenburg and Tex McCrary. Show is sponsored by Swift & Co., through McCann-Erickson advertising agency.

CHUM Ready Soon

Construction work on the new broadcasting center for radio station CHUM, Toronto, is rapidly nearing completion and will be ready for occupancy by the staff during the middle part of June, it has just been learned from Rolly Ford, station manager. A one-story building with basement, with provision for a second floor, CHUM's new broadcasting center has a frontage of 102 feet and a depth of 89 feet. The building is of concrete blocks, white stuccoed.

FARGO BISMARCK

NOW SERVED CBS PROGRAMS BY

KSJB Jamestown North Dakota

5000 WATTS

600 on the dial

Represented by

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CBS - MBS

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RECORDING CORP.

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Chicago 6 • Chicago 6 • Chicago 6

RADIO DAILY

LOS ANGELES

By RALPH WILK

SID STROTZ, NBC Vice-President in charge of Hollywood operations, was guest "star" on "Duffy's Tavern" June 4, along with Harry Von Zell.

Joan Davis wins Screen Guild Magazine popularity poll in comedienne bracket for second straight year.

Riley Jackson has opened offices for Louis G. Cowan, Inc., in the Guaranty Building in Hollywood. Company handles transcribed radio package shows, including the Tommy Dorsey Show and "Murder at Midnight."

Foster May has resigned as Hollywood manager of news and special events for the American Broadcasting Company, according to an announcement made by Don Searle, vice-president in charge of the Western Division. May's successor has not yet been named. May will devote the next few months to complete writing a novel which has been accepted for publication.

Margaret Whiting expects to be in New York sometime in June to complete her transcribed series for the Frederick W. Ziv Company in addition to appearing on several shows.

John Baird, KMPC staff announcer, was elected to the Phi Kappa Phi fraternity, a national scholastic organization. Baird has been a member of the KMPC staff for the past three years.

WINS Daytime Power 50 Kw. Effective June 15

Now that the FCC has given its okay, WINS, New York, plans to increase its daytime power to 50,000 watts starting Sunday, June 15. Station had asked for 50 kw., increase unlimited, but due to technical difficulties and possible interference, FCC is withholding approval of a night time power hike until later. WINS officials, however, are hopeful that the request will come through not too far in the future.

'Racketbusters' Set For WHN

"Racketbusters Roundtable," is a new weekly live package premiered over WHN Thursday, May 29, 8-8:30 p.m., presenting criminology experts discussing their various experiences in tracking down criminals. With Bill Slater as moderator the program is presenting such experts as Burton Turkus, former Kings County district attorney; George Foster, lifetime cop; Anthony Marzlo, lawyer; and Weegee, police photographer. Show is owned and produced by Bob Jennings.

WPDQ's

TIME-BUYERS JACK POT
THIS WEEK'S WINNER
MISS BURGIE BOE
ROY S. DURSTINE, INC.
Next Week ? ? ? ?



SAN FRANCISCO

ACK BAILEY, Jim Morgan, and Miss Make-Everybody-Happy Kelly, hosted a cocktail party at the St. Francis Hotel last Friday for radio press, and city notables in a preliminary for the appearance here of the Queen For A Day program during the second week of June.

KPO employees have organized the KPO-NBC Athletic Association with Hal Wolf as president; Clarence Leisure, veepee No. 1; Dick Bertrandias, veepee No. 2; Florence Crowell secretary; Bert Medar, treasurer; Mil Seropan, sergeant-at-arms; and Harry Bubeck, Social Committee chairman. Bowling, swimming, golf, and picnics are on their list of forthcoming events.

A new weekly series of programs for children titled "Signposts for Young Scientists" starts Saturday over KPO-NBC at 9:30 a.m. Janet Nickelsburg is the writer of the series and John Grover, labeled the Trailblazer, will be the narrator. The scripts will cover such subjects as flowers, birds, hills, weather, marine life, and insects, slanted for the 9-12 age listener.

Jack Gregson's "Hubbub Club" program shifted over to the 4 p.m. spot on KPO-NBC starting June 2, and will be broadcast Monday through Friday from Coffee Dan's restaurant in San Francisco. It's an audience participation show with prizes and gags but no applause allowed.

Windy City Wordage...!

● ● ● Fran Allison, the Aunt Fanny of Don McNeill's "Breakfast Club," makes her debut on June 9 in a new program over ABC titled "Wee Wags," featuring the bright sayings of children. Anecdotes of the teens-and-under group will be read on the program and \$5 awards will be made to contributors whose material is used. Best anecdote of the week will draw \$25, and in addition, gifts will be presented to children about whom stories are told. Miss Allison will act as mistress of ceremonies, and actresses on the program will be Elmorol Roessler and Nannette Sargent. Pat Murphy will produce. Show will be heard Monday through Friday, 2:45 to 3 p.m. . . . Wayne Osborne, well-known for his "Dug-out Interviews" on WIND, has been engaged by Wilson Sporting Goods Co. as a speaker to accompany Wilson's new motion picture "Swing King," baseball batting instructional film based on Ted Williams, Boston Red Sox star outfielder. Wilson is offering the film in the Chicagoland area only as a promotional stunt.



● ● ● A new production company known as radio shows has been formed in Chicago to produce all types of packaged shows. The firm is headed by Guy Savage, a veteran of 21 years before the mike, and James Chapman, who started in radio 26 years ago in Detroit. They will make live and transcribed features for Chicago, and electrical transcriptions for all points outside Chicago. Peggy Knudsen, former WBBM actress who was heard on "Woman In White" has been signed for an important role in Jack Carson's next picture, "Romance In High C". . . . Frank P. Schreiber, general manager of WGN, will join two newspaper editors June 8 on the Northwestern University reviewing stand discussion on WGN and Mutual in a talk on "Radio, the Press and the Public."



● ● ● Johnny Olsen and the "Ladies Be Seated" show will broadcast from the Erie, Pa., Home Owned Food Stores Fair, June 11, 12 and 13, from the Waldemar Beach Auditorium. . . . Howard S. Meighan, vice-president in charge of CBS station administration in New York, visiting WBBM this week. . . . John Barclay, production director of WGNB and a grand-dad, will star in "The Bachelor Father" at the Starlight Theater, typical summer theater with headquarters on a Pawling, N. Y., dairy farm, while spending his vacation at Pawling, July 1 to 7. . . . NBC's "Archie Andrews," teen-age comedy program, has been sold to Swift & Co. and starting August 9 will be sponsored by the packing firm on 160 stations. . . . Jane Burrous of WBBM continuity department has resigned to take a job with WKLX, Lexington, Ky.



● ● ● Television Advertising Productions, of which Ardiem B. Rodner is head, gave a press preview Wednesday of one of their newest type low cost television commercial films developed for use by the Goebel Beer firm in connection with telecasts of the Detroit Tiger baseball games over WWJ-TV, Detroit. The film made in excellent impression and appears to have many possibilities. . . . Jim Hanlon, of WGN public relations, leaves next week for a three-week vacation, most of which he will spend cleaning, decorating and moving. . . . Merritt R. Schoenfeld and E. J. Huber, of Schoenfeld, Huber & Green, spending several days on business in Hastings, Battle Creek and Kalamazoo, Mich. . . . Robert B. White, ABC's director of agriculture and central division manager of public service, has arranged four interesting programs to be broadcast via "The American Farmer" during June.

WORLD PREMIERE

Baltimore, Md. Any world premiere of necessity takes in a lot of territory but that's just what's happening on the latest WFBR produced program. "World Tours"—Radio Global Quiz—featuring Lt. Col. George R. Hutchinson of the Flying Hutchinsons made its bow on WFBR May 8th.

Featuring the largest electric world map in existence—and an electric totalizer board, this show offers cash prizes up to \$100 per broadcast.

Some smart sponsor will buy it. How about you? WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Hearing On Tele Webs At The FCC Monday

(Continued from Page 1)

roadcasting companies and other organizations associated with the industry. Changes that the AT&T rates are "excessive" are expected to be filed with the Commission before August. Commission regulations state that objections to the rules must be filed within the 10 days preceding that date. There now is a strong possibility

Video Stork

The stork who brought Sparkle Plenty, pen-and-ink daughter of B. B. Plenty and Gravel Gertie, Daily News comic strip characters, made a stop at WNBC last night before landing at the newspaper offices, with the result that tele viewers saw the newcomer before paper's readers, who are being introduced to the blessed (News) event for the first time today.

that a hearing on the rate question may be set by the Commission. According to the FCC, the only special cable service that will be affected on August 1 is that between Washington and New York.

Officials of WITG, Washington out of the Allen B. Du Mont Laboratories, already have stated that the AT&T rate proposals would force their video station to operate on an almost exclusively local basis, with little or no use of the cable. The Commission's "informal engineering conference," set for Monday will draw television broadcast communications common carriers and manufacturers of television and microwave equipment.

In its announcement of the conference, the Commission stressed that common carriers, including AT&T, should come "prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities having existing or potential television stations."

FDV Reports Biz Increase Of 47% For Month Of May

(Continued from Page 1)

"Bob," disc jockey show featuring Eddie Robbins. Contract was signed by Redfield-Johnstone, Inc., in behalf of their clients, Hall and Ruckel, and runs for 13 weeks. Few spot business also accounted for the month's business increase, according to Weil. Many of the spots were for Italian language programs.

Film Theater Chain To Install Du Mont Television Receivers

(Continued from Page 1)

of the Park Avenue house resulted in the decision to expand the use to others of the chain. Letters of praise from the patrons, indicated, Reade said, that the public will soon learn to expect first class television reception in all places of public assemblage.

Reade further stated yesterday that he will offer a full tele schedule as well as first-run motion pictures to his patrons with the purchase of the one admission ticket. Regarding the special DuMont receivers, Reade said it was in line to bring patrons the best in entertainment and that the television lounges are also specially designed. Theater-going public is now becoming increasingly aware of the entertainment value of video, said the theater-owner, and that the large screen tele receiver being built by DuMont will put his theaters in a position to present in the best means now available, a complete television program. The sets will be so designed as to become an integral part of the theater lounge. Installation will be flush with the walls, Reade added, allowing patrons to easily tune in the

tele channels available on what is expected to be the one of the best large direct view screens with a brilliant picture easily viewed from any angle. (Understood DuMont is supplying its regular 18x20 television screen.)

Tele in theaters is extant in New York at some of the newsreel houses, either in the lobby or lounge and is being more or less continuously shown. Since no admission charge is made other than regular box-office ticket sale for the film entertainment and the house is already licensed and supervised by licensing and fire departments, there is no prohibition against video in this field.

Use of the tele sets in theaters, is expected to bring patronage which might otherwise remain at home in the event of an important prize-fight, World Series game or similar event.

Break is also seen for the home sale of video sets through patrons whose first contact with the new medium will be the neighborhood theater, and thus arouse further interest on the part of the general buying public.

Radio Aids Launching Of June-July Bond Drive

(Continued from Page 1)

in the way of a presentation or slogan. Special speakers will also be on hand, from New York, Washington and other points. Ethel Waters will be heard at 2:30 p.m., also on MBS.

John W. Snyder, Secretary of the Treasury, will be heard over the Pacific Coast Network of CBS at 2:30 p.m., today and will be tied up with the celebration on the return of the U. S. Navy Cruiser "Los Angeles." At 8:30 p.m., EDT., CBS will have a special program starring Jean Hersholt, Ethel Waters, Victor Jory, also the Chittison Trio, Skitch Henderson's band, the American Male Chorus, under the direction of Louis Bullock, and Robert Q. Lewis will act as emcee. This will be aired over the entire web.

All of the special bond shows are being presented without cost to the government through the co-operation of the talent and networks concerned and the AFM, AFRA and other unions.

NBC and ABC also have shows scheduled during the June-July drive. Shows for independent outlets are on tap, such as the quarter hour transcribed, "Guest Star" which is being sked on some 1200 stations. Other Treasury standbys are continuing on various outlets and networks. Transcribed and dramatized spots are also part of the campaign picture on every outlet in the nation.

Stork News

Mr. and Mrs. Irving Raskin are the parents of a daughter born last Thursday at Beth Israel Hospital in New York City. Raskin is a member of the sales staff of WHN.

Clear Channel Group Recommends Changes

(Continued from Page 1)

be within 750 miles of the dominant station.

Included in the group's 10-point program were the following recommendations:

1. That the Commission amend its rules and regulations so as to make it clear that skywave transmission—day and night—as well as groundwave must be considered as a source of broadcast service and interference in the allocation of daytime and limited time stations on clear channels.

2. That all class 1-A stations be protected from skywave and ground wave interference during the transition and midday periods to their 100 microvolt per meter groundwave contour calculated at an operating power of 750 kw.

3. That the same protection from interference as outlined in paragraph 2 above be given at least four 1-B stations.

4. That the Commission adopt a policy requiring a minimum separation of 1,200 miles as the first step toward alleviating the problem of daytime skywave interference. Power, hours of operation and bearing of path must also be considered, for otherwise greater separation may be necessary to obtain the desired protection for the dominant station.

5. That before taking action on any pending applications for daytime or limited time operation on class 1-A or 1-B frequencies, all such stations already authorized on such frequencies at distances less than 1,200 from the dominant station be reassigned to other frequencies in keeping with the policy outlined in paragraph 4. That the order of precedence for this reassignment of daytime and limited stations be as follows:

A. Stations operating less than 1,200 miles from the dominant station on class 1-A channels, and those stations less than 1,200 miles from KGO, KPO, KOA and WBZ.

B. Stations sharing channels with 1-B stations needed for service to "white areas."

Railroad Radio Rules Challenged By Farnsworth

Washington—Farnsworth Television and Radio Corp., charged yesterday that many changes in railroad radio rules proposed by the FCC would "hinder and thwart" the development of radio as a communicative medium in the railroad field.

In a statement filed with the Commission Farnsworth said the proposed changes "would greatly increase the cost of operation, reduce the continuity of service, and thus stifle the development and impede the adoption" of radio communication on trains.

Calling for oral argument on points at issue, Farnsworth said it had invested approximately \$2,000,000 in development of its present line of railroad radio equipment.

Status Of CBC Talent Discussed In Canada

Montreal—Some United States papers are beginning to write about the invasion of Canadian radio talent, A. D. Dunton, chairman of the Canadian Broadcasting Corporation board of governors, told the Canadian House of Commons Radio Committee.

Ernest Bushnell, program director, said the Columbia Broadcasting System had recently purchased a two-man CBC show outright and also had taken Fletcher Markle, noted young producer.

"There is," he said, "considerable apprehension in the CBC that we may lose one or two others of our best program people to the U. S. networks." Another 10 or 12 professional actors had gone recently.

He said the CBC had won four firsts in competitions against U. S. broadcasts as sized up by the Institute for Education by Radio and contended that the CBC could match any U. S. program.

Keller WISR Promotion Rep.

Butler, Pa.—Robert S. Keller, Inc., (N. Y.) has been appointed national sales promotion representative of WISR, independent station here, it was announced this week by David Rosenbloom, president. Keller organization will make available detailed market and station data to New York advertising agencies.

Congress Ball-Hawks On ABC

Rep. C. W. Bishop, Illinois Republican, and Rep. Emory Price, Florida Democrat, captains, respectively, of the Republican and Democratic Congressional softball teams which will tangle tomorrow, will be interviewed tonight on "Headline Edition" over ABC from 7-7:15 p.m.

IN CLEVELAND IT'S

WHK

PROMOTION

Sponsorship Promotion

A series of three direct mail letters are being sent out to the dealers and friends of the Crowley Feed Co., to call attention to the sponsorship of a new KABC, San Antonio western type program by the feed company. The first letter sent out by the merchandising and promotion department of KABC went to the Crowley dealers and had as its message: "Today seven new salesmen go to work for you" and informed them of the signing of the Texas Top Hands, a western swing band which will be featured on the program. There was also a brief outline of the personnel of the band. A similar letter was sent to listeners emphasizing the entertainment provided by the Top Hands who are making their debut on KABC. Tying in with the keynote of the daily program, built around a salute to one Crowley dealer each broadcast, the KABC promotion department is using a third letter to call to the dealer's attention the date of the program on which his business will be mentioned and to urge him to have his friends and customers to tune in on the program. Other promotional aids being used include promotional ads in metropolitan and country newspapers, promotional plugs on the station, rubber stamps for envelopes and display signs for counter and windows for the dealers are being used to introduce and promote the program.

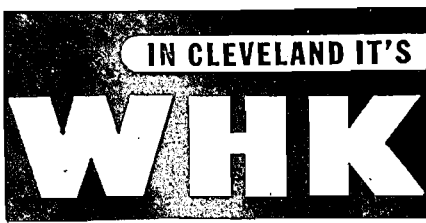
A.I.F.P. To Present Quiz

The American Institute of Food Products will present a give-away quiz show in the form of a sponsors' luncheon, when "Ask Ella Mason" is aired over WHN, June 9, 12:30 to 1:00 p.m. Luncheon will emanate from the Iceland Restaurant in New York and will be made up entirely of foods manufactured by the sponsors, all served for 99 cents. Guest stars will appear regularly, the first being Lew Lehr, newsreel-comic. Originator of the idea and producer of the show is Frances E. Kaye.

Joins Video Firm

Television-Radio Enterprises, program production firm, announces this week the appointment of Steve Marvin as staff director on its forthcoming series of shows. Marvin was formerly a director in the video department of CBS.

First vehicle on Marvin's schedule stars Colonel Stoopnagle in "This Is Your S. P. I.," over WABD next Monday.



WORDS AND MUSIC

By HERMAN PINCUS

● ● ● TIN PAN ALLEY OOPS:—S. Barret McCormick, Ad and Publicity chief at RKO and Paull-Pioneer set nation-wide plug on ditty "The Bachelor and the Bobby Soxer" featured in the RKO flicker of the same name . . . tune, written by Howard Phillips, Don Meyer and Joseph Meyer, will be introduced tonite by Perry Como. . . ● Jefferson Music working on a clever novelty "A Strawberry Moon" (In a Blueberry Sky) written by Bob Hilliard and Sammy Mysels. . . ● Bobby Beers, Lawrence Welk's vocalist, has sung with the band ever since he was 12 . . . used to follow the band in Chicago and on matinees would sing impromptu choruses . . . when he graduated from high school the maestro hired him. . . ● Clarence Fuhrman, musical director of KYW, Philadelphia, was given the Senate Award for 'outstanding music achievement,' yesterday . . . this local lad who made good, made his piano debut at the age of 15 as soloist with Leopold Stokowski and the Philadelphia Symphony Orchestra. . . ● Fred Hillebrand has a really great ballad in "I Worry 'Bout You" . . . contact him at the Lambs Club. . . ● Perry Como and Lloyd Shaffer Orchestra open at the Paramount Theater in Gotham, Wednesday. . . ● Memphis has honored the father of the Blues by building the W. C. Handy Theater there.



● ● ● While vacationing in Florida, Harry James happened to tune in to "Bouquet For You" CBS show . . . he stopped blowing his trumpet and blew his top instead about Patti Clayton's singing . . . stopped in to see Ace Ochs on his return to Gotham and insists that Patti sing on his next platter date. . . ● The writers of "Johnny Doughboy Found A Rose In Ireland," Kay Twomey and Al Goodheart have dreamed themselves another fancy of Old Erin . . . this time, "It's Like A Trip To Tipperary," published by Mutual Music. . . ● Joy Hathaway, CBS star of "Amanda," is being considered for the 'Claudia' role in Rose Franken's "Claudia and David" . . . (Tip to Lou Levy) . . . In the Loeb-Lissauer catalogue you just bought, there's a number called "Hereafter," which has a great Okey record by Les Brown . . . you're welcome. . . ● Lawson Zerbe's make-believing on the "High Adventure" MBStanzas is BIG TIME. . . ● The Hal Rose Quintet which opened this week at the Rose Room in Newark is that town's newest WAA Traction nitely.



● ● ● Irving Berlin has honored Kate Smith by dedicating his latest ballad, "Kate," to the songbird of the south . . . she'll give it its world CBSend-off June 15. . . ● Judy Canova is studying Espanol for her trip to Rio late this month. . . ● If you're a stayer-up-late the wee hours will be pleasantly spent if you tune in to Art Green's WMCAll Thru The Night series. . . ● The Eddie Grant Post of the American Legion ran a dinner last week to honor ex-big leaguers Hank Gowdy, Rabbit Maranville, Dick Rudolph and Sammy Smith . . . latter is the dean of contactmen, currently plugging tunes for E. B. Marks. . . ● Glenn Riggs will do the announcing ABChores on Bing Crosby's last three Philco shows of the season . . . which proves our contention that Glenn is one of the top spielers in the East. . . ● Griff Williams and his Orchestra are stacking up a record number of 'covers' these warm nights at the Starlight Roof of the Waldorf-Astoria . . . Griff's hit the big time—but solid.



● ● ● ON AND OFF THE RECORD:—The Korn Kobbler have just waxed a Children Album "Kiddie Korncert" for MGM which is easily one of their finest efforts . . . (what this outfit could do for some sponsor's sagging Hooper). . . ● Bob Stanley's "Waltz Time" Album for Sonora, music in a soft velvety manner. . . ● Decca has just released a Waltz Album by Guy Lombardo's Band with Jimmy Brown handling the vocals . . . sides were cut almost three years ago. . . ● Disk Jockeys will get lots of use from Ray Noble's latest Columbia waxing of "You'll Know When It Happens" flipped with "My Heart Is A Hobo" . . . Snooky Lanson's vocalizing of the ballad a smooth effort. . . ● Signature label of Johnny Long's "Last Nite On The Back Porch" getting a big play in the jukes.

EQUIPMENT

Frequency Test Record

Standard Radio Transcription Services, Inc., has come forward with a new Frequency Test Record which will enable radio stations and industrial music engineers to know the exact characteristics of their playback equipment. This new record is designed to supply the need of checking a constant level at all frequencies from 50 cycles to 10,000 cycle from all types and manufacturers of lateral reproducers. The new disc will show the deficiencies of many pick-ups and equalizers now in use and will, undoubtedly, cause the replacement of inferior pick-ups by reproducers which are capable of reproducing the exceptionally high fidelity now available on phonograph records, and the paramount art of recording-electrical transcriptions. Record is now available on a 12-inch disc, plays at 33 1/3 rpm, and is pressed on new pure vinylite with both sides of the record the same giving double service.

Coin Radios

Statistics obtained from Telecoir Corp., distributors of Telecoin System coin radios indicate a potential transient radio audience of over 3,000,000 individuals. Telecoin officials also revealed first shipments of the new Telecoin System radio had been made last week. In addition to the quarter-operated version originally planned, sets with 10 cent-timers are being shipped. Latter model, in most instances, was set for 30 minutes of play, the former for two hours. Only other modification in merchandising program was utilization for the case of an attractive rust-brown color which will blend with most any scheme of hotel or motel interior decoration.

New Bendix Distributor

J. T. Dalton, general sales manager for radio and television, Bendix Radio Division of the Bendix Aviation Corporation has announced that Bendix radios are now being distributed in the Seattle and Spokane territories by the F. B. Connelly Company. Operations are headed by Kenneth A. Connelly, president, and Frank C. Porter, vice-president and general manager, from their Seattle headquarters office. In order to adequately serve the territory, the Connelly organization is opening a Spokane subsidiary under Frank G. Connelly, president.

Allen Starts On WOR Sunday

Mel Allen starts a Sunday night sports review of the week over WOR June 8 from 7:45-8 p.m. Show will be done live when the sportscaster is in New York and by transcription when he is on the road airing Yankee games over WINS.

Max Lerner's commentary, now heard Sundays at 7:45 p.m., will switch to 8:45 p.m.

Out of some cold figures, came a story to warm merica's heart

NOT LONG AGO, the Secretary of the United States Treasury studied a figure-covered sheet of paper.

The figures revealed a steady, powerful upswing in the sale of U. S. Savings Bonds, and an equally steady decrease in Bond redemptions.

But to the Secretary, they revealed a good deal more than that, and Mr. Snyder spoke his mind:

"If you give them the facts," he said, "you can always depend on the common sense and long-range judgment of the American people.

"The last few months have given us heart-warming proof of that.

"After the Victory Loan, sales of U. S. Savings Bonds went down—redemptions went up. And that was only natural and human.

"It was natural and human—but it was also dangerous. For suppose this trend had continued. Suppose that, in this period of reconversion, some 80 million Americans had decided not only to stop saving, but to spend the \$40 billion which they had *already* put aside in Series E, F & G Savings Bonds. The picture which *that* conjures up is not a pretty one!

"But the trend did NOT continue.

"Early last fall, the magazines of this country—nearly a thousand of them, acting together—started an advertising campaign on Bonds. This, added to the continuing support of other media and advertisers, gave the American people the facts . . . told them why it was important to buy and hold U. S. Savings Bonds.

"The figures on this sheet tell how the American people responded—and mighty good reading it makes.

"Once more, it has been clearly proved that when you give Americans the facts, you can then ask them for action—and *you'll get it!*"

What do the figures show?

On Mr. Snyder's sheet were some very interesting figures.

They showed that sales of Savings Bonds went from \$494 million in last September to \$519 million in October and kept climbing steadily until, in January of this year, they reached a new postwar high: **In January, 1947, Americans put nearly a billion dollars in Savings Bonds. And that trend is continuing.**

In the same way, redemptions have been going just as steadily downward. Here, too, the trend continues.

Moreover, there has been, since the first of the year, an increase not only in the volume of Bonds bought through Payroll Savings, but in the number of buyers.

How about YOU? The figures show that millions of Americans have realized this fact: there is no safer, surer way on earth to get the things you want than by buying U. S. Savings Bonds regularly.

They are the safest investment in the world. They pay you \$4 for every \$3 at the end of 10 years. And you can buy them automatically, almost painlessly today, through either of two plans:

If you are eligible for the Payroll Plan, for your own sake and your

family's sake, get on it . . . and watch your savings mount up.

If you are not eligible for the Payroll Plan, but have a checking account, see your banker and get him to tell you about the new Bond-a-Month Plan.

Either of them will set you on the road to financial security, and the happiness that comes with it.

Save the easy automatic way—with U.S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



AGENCIES

THOMAS EMERSON, vice-president and general manager of Eversharp, Inc., announces an all-media promotion of the Father's Day theme in the advertising of Schick Injector Razor. This will include the company's two radio shows: "The Henry Morgan Show" and "Take It Or Leave It."

GERTRUDE BLAIR, formerly with General Foods Corp., has been engaged by Young & Rubicam, Inc., as director of women's activities in the public relations department of the agency.

INDUSTRIAL ADVERTISERS ASSN. today will hold its annual outing at the Plandome Golf Club on Long Island.

CHARLES SCHROEDER has been added to the foreign staff of McCann-Erickson as an account executive. He formerly was associated with Jackson & Co.

H. F. "BILL" WILLIAMS, JR., formerly director of publicity for the Illinois State Chamber of Commerce, has been appointed an account executive for Ridings & Ferris, Inc., publicity and public relations firm with headquarters in Chicago and affiliates in New York and Hollywood, it has been announced by Paul O. Ridings, president. Williams will be assigned to Rochester, N. Y., by Ridings & Ferris, Inc.

CLARA PURDON has joined the staff of Green-Brodie, New York advertising agency, it was announced yesterday. Miss Purdon was formerly with Catherine Blondin Associates. Prior to that, she had been traffic manager at Marschalk & Pratt and an advertising assistant at the Vick Chemical Company, both of New York.

Radio-Bill Hearing Date Stands; Capehart Named

(Continued from Page 1) yesterday that the sub-committee which will sit on the White bill has been enlarged by two members, to include Republican Homer Capehart of Indiana, who made his fortune as a radio and phonograph manufacturer, and Democrat Warren Magnuson of Washington. While a member of the House, Magnuson was a member of the Cox and Lea committees of the 78th Congress investigating the FCC. A strong administration man, he was quite helpful generally to the FCC.

COAST-TO-COAST

— NEBRASKA —

LINCOLN—Harry Peck, manager of KFOR, was elected president of the Nebraska Broadcasters Association at its annual meeting in Grand Island. . . . NORTH PLATTE—When Governor Kim Sigler of Michigan flew his own plane to Gothenburg, Neb., recently to attend a reunion of Gothenburg High School graduates (class of 1913) KODY manager John Alexander, chief engineer Jay Blakesley and Joe Natale, sports editor, were on hand with wire and tape recorders to cover the reception at the airport, make a 15-minute interview and record the governor's hour long address to a huge reunion audience—all of which was later played back on KODY. . . . OMAHA—A notable television experiment recently moved west when a surgical operation was televised in the Creighton Memorial St. Joseph's Hospital by the technicians in the engineering staff of WOW. The telecast was made from the surgical pavilion in the hospital to receivers in the auditorium of the nursing school as the highlight of National Hospital Day observance.

— NEW JERSEY —

ASBURY PARK—James P. Nolan, city editor of the Asbury Park Press, has been appointed news editor of WJLK, the newspaper's FM station which will be on the air in the fall. . . . NEWARK—Kresge-Newark this week became New Jersey's first department store to contract for a television program, and simultaneously became the first sponsor to sign up for television with WAAT, now constructing the state's first tele station. . . . TRENTON—WTTM staff announcer, Tom Durand, is stepping into the leading role of Howard Lindsay's Broadway success, "Your Uncle Dudley." Presented by the Morrisville Summer Theater, it is planning to use talented local thespians instead of featuring the customary Broadway stars.

— OKLAHOMA —

OKLAHOMA CITY—Teen-age fashion news, career information, make-up, how to start a teen club, suggested reading and any other subjects of interest to young women, is featured on "Junior Woman's World Day," a new program series broadcast on WKY by Julie Benell, director of "Woman's World." It will also be broadcast over KVOO, Tulsa. . . . TULSA—An analysis of atomic power and its potential effect, favorable or adverse, upon man, is the subject of discussion on "What Man Hath Wrought," a new quarter-hour show heard on KVOO. The program is handled by Rabbi Ely Pilchek.

— NORTH CAROLINA —

CHARLOTTE—The McClain Distributing Company, distributor of Admiral radios and refrigerators throughout the Carolinas, has assumed sponsorship of the Morning News Roundup, heard over WBT each Tuesday, Thursday and Saturday morning. . . . GREENSBORO—Bob Jones of WBIG's early morning show, "Groans By Jones," is now emceeing a new type of quiz show known as "Whizz Quiz" for one of the local theaters. The contestants are selected from the audience

and asked various questions, which if answered correctly, entitle the contestant to receive two darts which are thrown by him at prize-containing balloons. . . . RALEIGH—Jim Cooper, formerly program manager of HOX and HOG in Panama, has joined the WPTF announcing staff.

— UTAH —

SALT LAKE CITY—A state-wide talent hunt to discover Utah's outstanding young musician or singer is being sponsored as a centennial event, during eleven weeks of the summer months by KDYL, in cooperation with the Intermountain Radio Council and the State Junior Chamber of Commerce. The winner will be given a trip to Hollywood by Western Air Lines and will be entertained by NBC and Hollywood motion picture studios for three days. The age limit for entrants is 16-25. . . . Nathan Berlin, KALL staff writer, formerly with WNEW and WNYC in New York, has been promoted to head the continuity department of the station. . . . As a public service to its listeners, KSL is presenting recorded talks by two Congressmen on subjects of their own choosing, of special interest to the West, plus a roundup of Washington News on the "KSL Reports the Washington Scene," program which has just been inaugurated.

— PENNSYLVANIA —

HAZLETON—The announcing staff of WAZL has just completed an intensive 26-week radio course, which was under the direction and supervision of George Winterstein, dramatic, voice and diction instructor of Marywood College in Scranton, and also a consultant for one of the country's top networks. The course constituted a thorough going over in English, microphone technique, cosmopolitan English, speech delivery, dramatics and the science of phonetics. . . . LEBANON—There have been two new additions to WLBR's staff. They are Bill Ryan, an Armed Forces Radio Service veteran, who has joined the announcing staff, and Alfonso Donovan, whose appointment raises to six the number of first class engineers employed by the station.

Wedding Bells

Norman Barasch, Henry Morgan scripter, and Gloria Rosenberg, formerly of WNEW sales staff, were wed yesterday at the Waldorf-Astoria.

BEHIND THE MIKE

By SID WEISS

DONALD RICHARDS, person young romantic lead of "Fin Rainbow," signed for television via WNBT, co-starring with Sebastian in a variety show, "In Your Eyes."

Tom Hudson, who did the nation on the RKO-Pathe short on life of Alexander Graham Bell, first got his own phone installed.

Shirley Wolff's Sunday night airer offering Col. Serge Obolen Jules Glaenger and Milton "I Holden, three men-about-town co-jurors in selecting the ten dressed women for the Madison Garden Fashion Fair.

Ted Byron, free-lance writer-director, has finished the script and commentary for a film for the U. S. tentatively titled, "It's Different day." Film is designed to stimulate recruiting in the Pacific area.

Gertrude Berg submitting "S shine Inn," with Zasu Pitts in lead.

The Walter Craigs (he's the Ber & Bowles ad exec) expect Sir St in November.

Kate Smith voted the country's radio voice by National Academy Vocal Arts.

Add another facet to Larry Fink versatility: he handled the mike the Chavez-Escobar fight in Los Angeles last week.

Duke Ellington wants out of Musicraft contract so's he can reject Victor.

In a move to maintain the high standards of fairness established "Grand Slam," Irene Beasley taken the unprecedented action asking her listeners to discontinue sending in their entries and left until further notice. Irene read open letter to her fans last week explaining that she needed time to catch up with listeners' entries already selected. The program, in eight months, has drawn well over a million letters.

Send Birthday Greetings To

June 6
Dick Barrie Peter Donald
Zac Freedman Jimmie Lunceford
R. G. Pratt Charles Vanda
Julius P. Witmark, Jr.

June 7
Glen Gray Alois Havrilla
Mann Holliner Leonard Kapner
Tom Slater Hope Summers
Reed Snyder

June 8
Ruth Bailey Sylvia Carr
Jack W. Lavin June Meredith
James F. Nutt

IN CLEVELAND IT'S WHK

9 more days
WGBS goes CBS
MIAMI, FLA. • 10,000 WATTS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 49

NEW YORK, MONDAY, JUNE 9, 1947

TEN CENTS

Record RMA Convention

Mrs. And NAB Urge End Of Excise Taxes

Representatives of the Radio Manufacturers Assn. and the NAB appeared before the House Ways and Means Committee in Washington last day to oppose continuation of the present excise tax on radio receivers. A brief filed with committee by General Counsel Don Petty and Attorney Bryce Rea, the NAB argued it would be inconsistent and discriminatory to maintain this levy on radio when both Congress and the courts had specifically kept the press and other media of communication

(Continued on Page 6)

NBC's Wash. Tele Station Set To Open On June 27

Opening of WNBW, NBC's television station in Washington, tentatively scheduled for June 27, will give the Capital its second commercial video outlet for coverage of major political events, such as sports events, etc., in addition to programs broadcast from WNBW in New York. WJLA-TV, Du Mont station in Washington, is currently taking several

(Continued on Page 5)

New United Nations Bulletin For Women Broadcasters

First issue of the United Nations women's bulletin especially prepared for women broadcasters is now being distributed so they may integrate the material into their programs. The bulletin is prepared by Women Unit for United Nations observer group of the American Women Broadcast-

(Continued on Page 4)

Questionnaire

The sub-committee of the House of Representatives headed by Rep. Carroll Kearns, chairman, has circulated a questionnaire among broadcasting station licensees seeking information concerning the employment of musicians. The information received will be used by the Committee in its pending investigation of James C. Petrillo and the AFM.

Southern Hospitality

Memphis—WMPS on Friday extended its hands across the dials by putting out the "welcome mat" in real fashion to WDIA, new local 250-watt station which started operation on 730 kilocycles at 3 p.m. WMPS gave its listeners a brief history of Memphis' newest station as well as interviewing several WDIA staff members. Appearing on the special WMPS to WDIA "welcome party" program were Bert Ferguson, general manager of the new station and Christine Cooper, continuity director, while Harold Krelstein, vice president and general manager, Fred Christensen, Nan Page and program director Larry Trexler served as Memphis "official radio hosts" for the WMPS organization.

50,000 Witness Exhibit Of Tele At L. I. Store

Approximately 50,000 persons witnessed the five-day intra-store demonstration of television as a merchandising medium at the Gertz Department Store in Jamaica (L. I.) last week, a substantial number of which

(Continued on Page 7)

Using Television Station To Promote Movie Feature

Use of television to promote the premiere of a motion picture, "It Happened on Fifth Avenue," was announced Friday by John McNeill

(Continued on Page 2)

CAB Convention To Discuss Present Relation With CBC

Jasper, Alberta — Two hundred broadcasters, station reps and agency men gathered here over the weekend for the opening of the annual convention of the Canadian Association of Broadcasters which gets under way today at the Jasper Park Lodge.

Convention agenda will be highlighted by the broadcasters discussion of present hearing before the Parliamentary Committee on Radio;

1,000 Radio Industry Leaders Gather In Chicago For 23rd Annual Meet; Convention Opens Tomorrow

(By Staff Correspondent, RADIO DAILY)

Chicago—Radio industry's greatest postwar gathering is expected here beginning tomorrow when the RMA opens its twenty-third annual convention at the Stevens Hotel. Advance registrations indicate that more than 1,000 radio industry leaders will attend the three-day conclave.

The three days will be devoted almost entirely to intensive business sessions. There will be no exhibits. The only speakers scheduled are Brigadier General David Sarnoff, president of Radio Corporation of America; Fred Eldean, of Fred Eldean Organization, Inc., and Hon. Charles R. Denny, chairman of the FCC.

Committee meetings will occupy all of Tuesday and Wednesday with the exception of the luncheon periods. On Wednesday an informal luncheon will be held for RMA board of directors and committee members, at which Fred Eldean will deliver an address. President Cosgrove will preside at a meeting of the board Wednesday afternoon. The Thursday morning session will be devoted to

(Continued on Page 5)

Fax Advantages Told St. Louis Advertisers

St. Louis—St. Louis Advertising Club members were told at their regular luncheon last week that one outstanding advantage offered advertisers by newspaper facsimile is the delivery of printed messages and pictures to specific audiences at times when they are most receptive to the appeals made. Statement was made by C. L. Thomas, general manager of KXOK and KXOK-FM, which expects to begin a regular facsimile edi-

(Continued on Page 7)

Denny Taking Steps To Finish Conference

Atlantic City, N. J.—To speed up the groundwork of the International Telecommunications Conference, Charles R. Denny, chairman of the FCC and the International Radio Conference, has pointed out to delegates that certain phases of their activity should be substantially completed by July 1 when the Plenipotentiary Conference opens. The assem-

(Continued on Page 6)

ET Prospects

Montreal—The policy of recording radio programs for broadcast at a later time likely will be increased in the future. Joseph Sedgewick of Toronto, general counsel for the Canadian Association of Broadcasters, told the Canadian House of Commons Radio Committee. Discs could be put on the air at the most suitable time in given time zones.

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

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★ **COMING AND GOING** ★

RALPH N. WEIL, general manager of WOV, has left on a combined business and vacation trip that will take him to Chicago, Kansas City and points west. He'll be gone for three weeks.

SAM J. SLATE, program director of BBC in New York, leaves today for Ithaca, N. Y., where he will spend a week producing, in co-operation with WHCU, two programs which will be used in the BBC Midland Region's series entitled "Window of the World."

JOHN PFEIFFER, Columbia network's science director, left Friday for Hot Springs, Va., where he now is attending the meeting of the Drug Manufacturers Assn.

LEE LOOMIS, owner and president of KGLO, Mason City, Iowa, and owner of WTAD, Quincy, Ill., arrived in New York Friday. He is accompanied by **WALTER ROTHSCCHILD**, director of national sales for the latter station, an affiliate of CBS.

RED BENSON, disk jockey on WINS, leaves today on a personal appearance tour.

ED ROSEN, of Syd Ascher Associates, returned today from a business trip to Chicago.

MURRAY ARNOLD, program director for WIP, Philadelphia, was in town late last week for conferences at the Mutual network offices.

LYMAN BRYSON, counsellor on public affairs at CBS, is in Scarborough, N. Y., where today he will deliver the Commencement address to the graduates of Briarcliff Junior College.

G. W. "JOHNNY" JOHNSTONE, director of the radio department in the public relations division of the National Assn. of Manufacturers, is back in New York following a four-week transcontinental tour.

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, has returned from Baltimore, where he attended the 25th anniversary celebration of WFBR, an ABC affiliate.

MILDRED JOY, assistant in the general library of NBC, is expected back today from Chicago, where she attended the national convention of the Special Libraries Assn.

COURT BENSON, narrator on "Tennessee Jed" over ABC, and **GRACE MATTHEWS**, actress on the CBS program, "Big Sister," are back in New York after having gone up to Toronto to pick up their car, which they had stored.

JULES LEVY, producer of the new feature film, "New Orleans," is in New York and will guest today on the Dolores Craig show over WINS.



FINANCIAL
(June 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7	7	7	
Am. Tel. Tel.	164	163 1/8	164	
CBS A	26 3/4	26 3/4	26 3/4	+ 3/4
CBS B	26	26	26	
Farnsworth T. & R.	5 3/4	5 1/2	5 5/8	
Gen. Electric	34 3/8	33 3/4	34 1/4	+ 1/8
Philco	24 3/4	24 1/2	24 1/2	+ 1/4
Philco Pfd.	90 1/2	90 1/2	90 1/2	+ 1/2
RCA Common	7 7/8	7 3/4	7 7/8	+ 1/8
Stewart-Warner	14 3/8	14 1/4	14 3/8	+ 1/8
Westinghouse	26 7/8	26 1/4	26 7/8	+ 1/2
Westinghouse Pfd. A.100	100	100	100	
Zenith Radio	16 1/4	16 1/4	16 1/4	- 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/4	2 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lgb.	5 1/2	6 1/4
Finch Tele Comm.	5 3/4	6 3/4
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	40	42
WJR (Detroit)	14 1/2	16

Using Television Station To Promote Movie Feature

(Continued from Page 1)
 general manager of WABD, Du Mont station in New York. The producers of the picture have contracted for a half hour on WABD tonight from 8:15 to 8:45 p.m., for the presentation of a specially produced live program under the direction of Paul Belanger and Jim McNaughton.

San Juan Station Reports New Commercial Business

San Juan, Puerto Rico—Four new accounts signed by WAPA include a weekly half-hour variety transcribed show sponsored by the Borden Company which stars Elsa Miranda. Title of the show is "La Revista Klim" with commercials devoted to Borden's powdered milk product.

Puerto Rico Auto Corp., distributor of Packard and Plymouth cars and Seiberling Tires in the islands, is sponsoring an across the board commentary on international events nightly at 8:45 p.m. Quarter-hour programs are rebroadcast at 8 a.m. the next morning. Series is written by Jose Arnaldo Meyners, Puerto Rican journalist and columnist.

Rochester Dairies through its local distributor, J. Gus Lallande, has purchased a morning quarter-hour, Monday through Saturday.

RCA Dividends

Following the meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Brig. General David Sarnoff, president, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from April 1, 1947 to June 30, 1947. The dividend is payable July 1, 1947, to holders of record at the close of business June 16, 1947.

Opposition To Mundt Bill Delays Final House Vote

Washington Bureau, RADIO DAILY
 Washington—Vociferous opposition, although of an uncertain numerical strength, on Friday delayed final House action on the Mundt bill to establish an office of information and educational exchange within the State Department. It is believed here that the partisan support for the bill will stand sufficiently strong to insure its passage either today or some time tomorrow.

At the same time Rep. Karl Stefan, chairman of the appropriations subcommittee which last month entirely cut off funds for the OIC, told RADIO DAILY that funds will be approved by the Senate, and that House approval is also to be expected once the Mundt bill is passed.

The funds were refused last month because there was not any Congressional authorization for the OIC program under Assistant Secretary of State William B. Benton. House passage of the Mundt bill will mean that anyone trying to make such a point of order in the House now could not make the point stand.

Output

That English Bull Terrier is the unusually proud mama of the pups. You can't count them in the picture . . . but they're there. Some have gone below the chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales-producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any of the four other stations in town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?

Wedding Bells

Joe Birstein, staff writer on FILM DAILY, motion picture and television trade paper, was married yesterday to Sylva Sperling. Following a wedding reception in the Hotel Edison, the couple left for a honeymoon in upstate New York.

Join WOR Promotion Dept.

Mary Kenney has joined WOR's promotion department as staff writer. She was formerly on the staff of KGW, Portland, Ore., and worked as fashion reporter for "Mademoiselle" magazine.

IN CLEVELAND IT'S
WHK

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

W-I-T-H
 AM and FM
IN BALTIMORE
 TOM TINSLEY, President
 Represented Nationally By Headley-Ret

FIRST with "FAX" in PHILLY



WPEN was first in Philadelphia with regular Facsimile broadcasts and public demonstrations. That was no surprise to Philadelphians. It's what they expect of WPEN.

Early in April WPEN began regular daily Facsimile broadcasts to economical small-size receivers of flash news bulletins, livestock quotations, weather reports and stock prices. On April 28 WPEN gave the first public demonstration in Philadelphia of Facsimile on large-size receivers.

Philadelphians look first to WPEN for the best in sports, complete coverage of special events; the finest in music. They know WPEN gives them what they want. Our advertisers know that WPEN is a first buy in America's third city.

950
WPEN | NATIONAL REPRESENTATIVES
PHILADELPHIA | **HEADLEY-REED COMPANY**
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

SOUTHWEST

ADVERTISING-BUSINESS Agency of Fort Worth has received the Gold Award of the Affiliated Advertising Agencies Network for the second successive year for the "Hillbilly Hits" series which is aired on KFJZ, Key station of the Texas State network in Fort Worth.

The FCC has awarded the much disputed 1450 kilocycle slot held by KABC, San Antonio to the Gonzales Broadcasting Co. Applicants for these facilities were sought by the Express Publishing Co., and Charles Balthrope of San Antonio and the Taylor Broadcasting Co., at Taylor. The Gonzales Company is a partnership of Frank Wilson, Jr., and Laurence Walshak.

Raul Cortez, owner and operator of KCOR, San Antonio and Kenny Hyman, the station's chief engineer back from the nation's capital where they spent several days on station matters.

KTHT, Houston, owned and operated by Roy Hofheinz and national president of FMA, has been granted a new frequency and boost in power by the FCC. Station has been authorized to change from 250 watts on 1230 kilocycles to 790 kilocycles with 1000 watts night and 5000 watts daytime. Facilities vacated by KTHT have been granted to the Veterans Broadcasting which is owned and operated by Max H. Jacobs, Thomas J. Harling and Douglas B. Hicks, three former veterans.

Recovering from injuries when thrown from a horse is Marvin C. Broyles, program director for KCOR, San Antonio and Red River Dave, cowboy singing star of WOAI, San Antonio. Also recovering is Betty Burns following injuries in an auto wreck. Miss Burns airs several women's programs on KTSA, San Antonio.

John Torbert, former announcer for KONO, San Antonio has left the station to become a member of the staff of KGU in the Hawaiian Islands.

Alex Keese, general manager of the Taylor-Howe-Snowden Radio Sales has returned to Amarillo after a trip to New York City for conferences with the New York branch office.

Jack Harris, general manager of KPRC, Houston, is passing out the cigars on the arrival of a baby girl.

Jerry Fisher, manager of KGBC, Galveston has resigned his post as of June 1. No replacement has been announced as yet at KGBC.

Bill Bennett, commercial manager of KXYZ, Houston is back at his desk following a business trip to New York City where he conferred with ABC network officials and station representatives.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635

Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
Amb. 2142 • Chicago 6 Sta. 5635



California Commentary...!

• • • The guys and gals of Radio Row are still talking about the dazzling party Martin Block tossed at his Encino rancho June 1. The party was given in connection with Block's debut over KFVB June 2, and for three solid hours very expensive talent trouped to

Los Angeles the microphone at Block's estate and the entertainment was aired over KFVB. Helping to make the entertainment even more interesting was the reminiscing Block did with several of his guests. . . . Norm Ostby, assistant to ABC's Western Division chief, Don Searle, received two black bear cubs, 5-months old, weighing 20 pounds each, from the Minnesota Aquatennial, which will be used for exploitation purposes. The cubs were featured "guests" over Tom Breneman's program June 2. . . . Outstanding dramatic portions of RKO-Radio's "The Long Night," produced by the Hakim Brothers and Anatole Litvak, are being transcribed at the International Recorders studios, with Don Thompson as producer and Terry Turner, RKO's exploitation director, supervising. Henry Fonda, Barbara Bel Geddes, Vincent Price and Ann Dvorak are enacting their original roles and the transcriptions will be used to exploit the picture.

★ ★ ★

• • • Jerry Devine, writer-director of "This Is Your FBI," is still adding books to his favorite hobby of collecting information on "Americana." He now has more than 4,000 books and pamphlets—accenting the Revolutionary War period. . . . Frank Bull, sports-caster and partner in the advertising firm of Smith, Bull & McCreery is in Stockholm, Sweden, as a member of the committee which will make an effort to secure the 1952 Olympic Games for Los Angeles. He flew to Stockholm in company with Mayor Fletcher Bowron. . . . As a salute to ABC's new show, "The Story Of Lassie," a cocktail party was given for the press and the MGM dog star at the Brown Derby June 3. . . . Jack Meakin, musical director of "The Great Gildersleeve" and the Joan Davis show, will be guest conductor for three concerts to be given this summer by the symphony orchestra of San Francisco's swank Bohemian Club. The concerts will be held at the club's Russian River Lodge, and Jack, who becomes a star as well as musical director on "Summerfield Bandstand" the "Gildersleeve" replacement show, will fly up between airshows for his symphony chores. When he did radio work in San Francisco several years ago, Jack was active in the club's intensive musical program.

★ ★ ★

• • • Mitchell Gertz is waxing "The Adventures Of Zorro," based on "The Mark Of Zorro." Maria Little is writing the radio series and Bob Light is directing. . . . Benson Curtis will pinch-hit for Frank Bull on "America Dances" over KFVB for the next six weeks. . . . The Pied Pipers sliced two more sides for Capitol with Paul Weston and his orchestra. They have begun their new Lucky Strike series over NBC as featured members of "The Hit Parade". . . . Alan Young has gone into business, opening the Alan Young Gift Cottage at 11139 Magnolia Boulevard, North Hollywood. . . . Alan Reed introduced his young son, Alan, Jr., to radio with a part alongside his father on a recent "Baby Snooks" show.

★ ★ ★

• • • Orchestra leader Paul Weston, who conducts his men with a pencil for a baton, received a crate of these pencils from songstress Jo Stafford. Instead of an eraser, each pencil was furnished with a copper tip. Jo's accompanying note explained: "For your use, Paul, even a baton has to be a good conductor"! . . . Specially slanted edition of "Duffy's Tavern" will be presented via transcription at the June convention of New York State Pharmaceutical Association at Hotel Sagamore, Lake George.

AGENCIES

ARMOUR & CO., Chicago, is planning a test campaign for and Chiffon soaps. The Windy office of Foote, Cone & Belding placing the business.

SALES EXECUTIVES CLUB, meeting tomorrow in the Hotel Roosevelt, will have as principal speaker Arthur H. Motley, president of Publications.

COPY RESEARCH COUNCIL started a series of meetings under direction of Gerald H. Carson, president. He will be aided by executive committee of the council, consisting of Mills Shepard, of McC Corporation, secretary-treasurer; Caples, BBD&O, and Charles Poo Benton & Bowles.

ANN HANDRAHAN has joined copy staff of Alley & Richards, formerly was associated with W Grant.

New United Nations Bulletin For Women Broadcasters

(Continued from Page 1)
ers. First edition was edited by A Kitchell, AWB president, and J othy Lewis, vice-president. E month the copy will be edited by other AWB members.

The bulletin will be continued a regular service if the women broadcasters find it useful. It is distributed from the U. S. Radio Liaison Office, United Nations, Lake Success, N. Y.

"Ellery Queen" Returns

"Ellery Queen," returns to Sunday, August 3, at 6:40-7 P.M. having been renewed by White Pharmaceutical Co. for Kolyos and A cin. Agency is Sullivan, Stauffer, well & Bayles.

Joe Gallichio will direct the orchestra with vocalists Jack Haskell Vivian Martin in a variety show ing in the time until "Queen" turns.



"Junior, you better listen to more those fights over WFDF Flint before you take me on."

RMA Convention Opens Tomorrow In Chicago

(Continued from Page 1)

meetings of the set tube transmitter, parts, and amplifier and sound equipment divisions. An informal reception for members and guests will be held at noon, and at 12:30 the annual RMA membership luncheon meeting will be held, with President R. C. Cosgrove and Secretary Bond Geddes presiding. Hon. Charles R. Denny, chairman of the FCC, is to be the official guest if he can arrange to attend. President Cosgrove will give his annual address and report. Election of officers will be held at 2 p.m. Social highlight of the convention will be the RMA industry banquet, which will be held in the grand ballroom of the Stevens Hotel at 7 p.m., Thursday. A cocktail party will precede the banquet. Only banquet speaker will be General Sarnoff, president of RCA, who will speak on "The Outlook for the Radio Industry."

Many members will remain over for the RMA golf tournament to be held Friday at the Calumet Golf Club. Following is the complete convention program:

TUESDAY, JUNE 10
MEETINGS
10:00 A.M.—Advertising Committee (Set Division) Chairman, John S. Garceau, Fourth Floor, Room No. 11.
 Amateur Radio Committee—Chairman, Lloyd A. Hammarlund; vice chairman, Robert Sprague, Fourth Floor, Room No. 19.
 Surplus Disposal Committee—Chairman, M. F. Balcom, Third Floor, Room No. 10.
 Speaker Section—Chairman, George R. Laase, Third Floor, Room No. 9.
12:30 P.M.—RMA Committees' Luncheon, Informal, Third Floor, Room No. 1.
2:00 P.M.—Excise Tax Committee—Chairman, Joseph Gerl; vice chairman, A. H. Gardner, Fourth Floor, Room No. 20.
 Engineering Committee on Power Transmitters—Chairman, Dr. Arni Helgason, Third Floor, Room No. 9.
 Legislative Advisory Committee—Chairman, John W. Van Allen, Fourth Floor, Room No. 13.
 Purchase Order Committee—Chairman, Ben Abrams, Fourth Floor, Room No. 11.
10:00 A.M.—Set Division Executive Committee—Chairman, Paul V. Galvin, Fourth Floor, Room No. 11.
 Tube Division Executive Committee—Chairman, M. F. Balcom, Third Floor, Room No. 9.
 Transmitter Division Executive Committee and Section Chairmen—Chairman, S. P. Taylor, Fourth Floor, Room No. 20.
 Parts Division Executive Committee and Section Chairmen—Chairman, J. J. Kahn, Fourth Floor, Room No. 19.
 Industrial Relations Committee—Chairman, W. W. Thompson; vice chairman, R. T. Borth, Fourth Floor, Room No. 13.
WILL EXPLAIN PROMOTION
12:30 P.M.—Informal Luncheon, RMA Board of Directors and Committee Members, North Ball Room—Address "RMA Radio-in-Every-Room Promotion," Fred Eldean, of Fred Eldean Organization, Inc.
2:00 P.M.—RMA Board of Directors—President R. C. Cosgrove, presiding, Third Floor, Room No. 1.
 Credit Committee—Chairman, E. G. Carlson; Eastern Vice Chairman, Wm. W. Paul; Western Vice Chairman, Edw. Wolf, Fourth Floor, Room No. 13.
 Export Committee—Chairman, A. D. Keller;

Vice Chairman, J. E. Burke, presiding, Fourth Floor, Room No. 20.
 Industry Statistics Committee—Chairman, Frank W. Mansfield; Vice Chairman, H. P. Alepaugh, Third Floor, Room No. 9.
 School Equipment Committee—Chairman, Lee McCanne, Fourth Floor, Room No. 11.
 Service Committee—Chairman, W. L. Parkinson; Vice Chairman, Harry A. Ehle, Fourth Floor, Room No. 19.

THURSDAY, JUNE 12
ANNUAL MEMBERSHIP MEETINGS
10:00 A.M.—(Set Division) Chairman, Paul V. Galvin, Third Floor, Room No. 1.
 Tube Division—Chairman, M. F. Balcom, Third Floor, Room No. 3.
 Transmitter Division—Chairman, S. P. Taylor, Third Floor, Room No. 4.
 Parts Division—Chairman, J. J. Kahn, Third Floor, Room No. 2.
 Amplifier and Sound Equipment Division—Chairman, H. W. Bennett, Fourth Floor, Room No. 13.

12:00 noon—Informal Reception, RMA Members and Guests, Foyer, Grand Ballroom.
DENNY TO SPEAK
12:30 P.M.—Annual RMA Membership Luncheon Meeting, Grand Ballroom; Presiding: President R. C. Cosgrove, Secretary Bond Geddes.

Official Guest—Honorable Charles R. Denny, Chairman Federal Communications Commission.
 Address and Annual Report, President R. C. Cosgrove.
 Annual Financial Report, Treasurer Leslie F. Outer.
 Convention Committee Report, Chairman Leslie F. Outer.

2:00 P.M.—New RMA Board of Directors Election of Officers and Reorganization, Third Floor, Room No. 1.
 Traffic Committee—Chairman, R. C. Colton; Vice Chairman, E. F. Stecher, Fourth Floor, Room No. 13.
7:00 P.M.—RMA Industry Banquet (Cocktail Party, 6:30 P.M.) Grand Ballroom.
 Address: "The Outlook for the Radio Industry"—Brigadier General David Sarnoff, President Radio Corporation of America.

FRIDAY, JUNE 13
 RMA Convention Golf Tournament, Radio Industries Golf Club of Chicago, Calumet Country Club—Luncheon, 12:30 P.M.; Dinner, 7:30 P.M.

NBC's Wash. Tele Station Set To Open On June 27

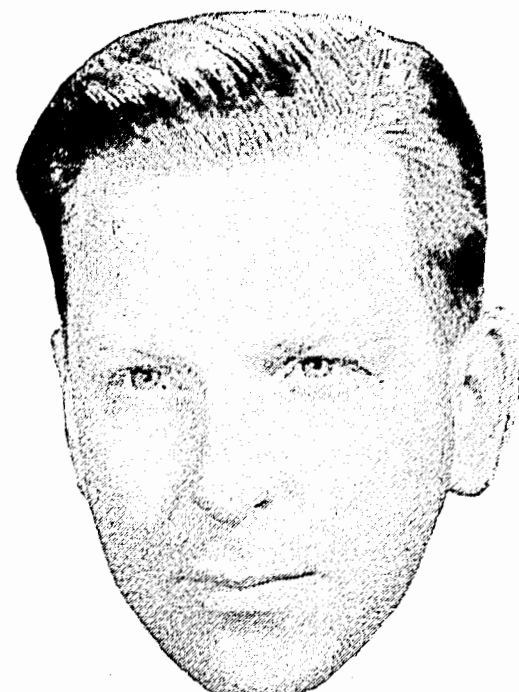
(Continued from Page 1)
 shows from its New York station, WABD.

The NBC station, which has been airing test patterns for some weeks now, reports heavy interest and queries from set owners in the area as to the date when regular programs may be expected.

Size of the tele set audience in the Capital is not known at the present, but conservative estimates range from three to six thousand. About half of this amount is said to have been delivered only recently in line with the opening of "T-Day" in the Capital on April 15.

Takes KURV Post

Louis Aiken has resigned his newscasting job at WINX, Washington, D. C., to become general manager of KURV, Edinburg, Tex., which will go on the air next September. New 250 watt outlet is owned by J. C. Looney. Another WINX staff member, Warren Chase of the engineering department, has resigned and has been named chief engineer for the new Texas station. Chase is now in Edinburg supervising construction.



Fulton Lewis, Jr.

available now* on the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
 MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
 TRIBUNE TOWER, CHICAGO 11, ILL.

IN CLEVELAND IT'S
WHK

Mfrs. And NAB Urge End Of Excise Taxes

(Continued from Page 1)

free of such taxation. In arguing the point the NAB statement read:

"Radio is now the most important medium of mass communication in the United States. While there are some 1,700 daily newspapers in existence, there are more than 2,500 radio stations licensed or about to be licensed to broadcast to the general public."

Citing the NORC survey, the brief pointed out that "61 per cent of those interviewed got most of their daily news from radio."

Continuing, the statement explained that on the average, stations devote about 20 per cent of their broadcasting time to news, and that stations "perform every function performed by the press."

Citing several other important functions of radio and its close identity with the press, the brief pointed out the "unjust discrimination to tax radio receivers, the means by which the public receives radio broadcasts, and at the same time to exempt papers, the means by which the public receives newspaper reports. Indeed, the discrimination goes further, for the Congress subsidizes newspapers by permitting them to be carried by mail at less than cost."

Stating that the tax on radio receivers "is completely illogical," the brief cited the internal revenue code which exempts from the tax on telegraph, telephone, radio and cable facilities, "services or facilities utilized in the collection of news for the public, press or radio broadcasting, or in the dissemination of news through the public press or by means of radio broadcasting."

In arguing the incompatibility of the tax with the Constitution, the NAB brief cited the unanimous opinion of the Supreme Court which "held unconstitutional a state tax of two per cent on the gross receipts from the sale of newspapers."

Fifty-two of 56 returns to questionnaires from FMA on ways to speed the development of FM propose lower priced AM-FM combinations, Attorney Leonard H. Marks, representing FMA, told the House, Ways and Means committee Friday as he and several other witnesses appeared to ask an end to the special excise tax on radio receivers and phonographs.

FMA was also represented by Joseph Gerl, who declared that radio manufacturers are unalterably opposed to the retention of the 10 per cent tax. So far as FM is concerned, he said, the increased price "obviously works to undermine the efforts of the FCC

Denny Taking Steps To Finish Conference

(Continued from Page 1)

bly unanimously agreed to a meeting on June 10 between delegation heads of 70 nations and the chairmen of 10 various committees to make plans for completing preliminary work immediately.

Work remaining to be done before the Plenipotentiary Conference opens concerns a new frequency allocation table and establishment of boards and committees. They will form part of the structure of the International Telecommunications Union. The session has already brought tentative agreement on a plan tracing the rearrangement of radio circuits throughout the world. Plan is said to make substantial savings in radio spectrum space, thus allowing more radio services to develop.

In making his plea for quick action, Denny said, "At any international conference, where many countries are represented, reasonable compromises are the only possible means of reaching agreement. No delegation can expect to come out of this radio conference with its original proposals intact."

Gross, Pianist, To WMCA

Pianist Walter Gross, now appearing at the Little Club in New York, starts a daily strip over WMCA on June 16 and will be heard Monday through Friday from 7:15-7:30 p.m. Special style used by Gross puts classical arrangements to popular tunes.

in encouraging the growth of FM stations and FM audiences."

Marks said removal of the tax will give FM broadcasting "tremendous advantage." He pointed out that the average set today costs about \$250, "so you can readily see the effect of a 10 per cent tax." He spoke also of the jobs and increased broadcast coverage to result from rapid development of FM.

Gerl pointed out that usual tax policy is to aid new and developing industries—but that the tax in question "makes FM and television sets more expensive and hence decreases sales of equipment to listeners. This in turn slows up the development of the FM and television broadcasting industry in every state of the union."

Radios, he said, have always been a low-priced mass-production commodity. Only removal of the excise tax can today keep prices from rising. Wage cutting cannot be accomplished today, nor can labor efficiency greatly increase, he said.

Prices of radios are still rising, Gerl said, and many manufacturers are in bad shape. "There is hardly a radio company in the land which has not had a 25 per cent decrease in sales, production and employment within the last two months. The outlook in this direction is not too promising unless prices can be decreased."

Gerl spoke at some length on the difficulty in administering the tax, especially in view of the small yield from it, then added that "the days when a radio was considered a luxurious addition to a well-furnished home are probably gone forever. To-

Expose Exits

New Orleans—An expose of swindles over WDSU for the Better Business Bureau swamped the bureau with so many phone calls from listeners that they had to take the show off the air.

Jimmy Barr, manager of the New Orleans Better Business Bureau sent WDSU a letter cancelling the show which was presented as an exclusive public service of WDSU on Saturday at 1:45 p.m. for eight weeks, saying that they had too much response from people who said that they had heard the show and were calling to report a complaint.

Reed In New KGO Post; ABC Web Ups Latourette

ABC announced over the weekend the appointment of Victor Reed, as news and special events manager of KGO, ABC owned and operated station in San Francisco. In this capacity, Reed will succeed Frank Latourette, who in turn has been appointed director of news and special events of ABC's Western Division who will report to Los Angeles to assume his new duties there. Coincidental with these appointments, ABC is returning their news headquarters to Los Angeles. For the past number of years these headquarters have been located in San Francisco in order to facilitate war news coverage.

day radio is a necessity for most families, for news and weather reports, for talks by county agricultural agents, for crop reports, for the latest scientific information on cooking recipes and the best uses of home appliances, etc. The last pre-war report by the Department of Commerce indicated that 87 per cent of all families own at least one radio. The radio has become one of the most important means of communication to the American people as a whole.

"Radio is the channel of public information comparable to newspapers. In time of emergency its value as a channel excels the newspaper or any other medium. The war period has proved radio's contribution in the dissemination of vital information to the public. Yet the newspapers, weekly and monthly periodicals, are subsidized through low cost postal rates. The value of radio as a medium of political education cannot be equaled by any other medium. Tens of thousands of broadcasts are made yearly by federal, state and local legislators and officials. As a matter of fact, our democracy would not be as effective without radio as it is today. Public understanding of the great issues is further advanced by large radio forums and discussions. Radio as a speedy disseminator of news is probably second to none. More, the radio as a channel for good music, symphonies, operas, has brought these finer things into the lives of many humble families who might otherwise not be able to afford attendance at concert halls or opera houses."

Canada Broadcasters Meet Today In Alberta

(Continued from Page 1)

interviewed were in favor of independent ownership, 24.1 for government ownership and slightly over per cent favored the present duopoly ownership. Walter Elliot, president of Elliot-Haynes, Limited, who conducted the survey, is expected to go on hand for the session.

Other matters on the agenda include the music question, relation CAB to BMB, and discussion of industry problems. Justin Miller, president of NAB, is slated to address the convention banquet which will be a highlight of the meeting.

Joan Edwards Files Suit For \$75,000 vs. Luckie

Joan Edwards, singer who was on the "Hit Parade" program for five years, filed suit for \$75,000 Friday naming the American Tobacco Co. and its agency Foote, Cone & Belding Inc., and charging breach of contract as well as damage to her professional reputation. Action was filed in the Supreme Court of New York.

Through her attorneys, Daru, Visel & Winter Bros., Miss Edwards alleged that after the demise of the American Tobacco Co., president, George Washington Hill, last September, the agency offered to retain her on the program for at least a year, since she was hired by Mr. Hill. Subsequently she sets forth the agency moved the program origination point to the Coast and added \$250 to her \$50 weekly salary, also agreeing to pay the expenses of going out there. Winding up her affairs in the East which meant giving up her apartment, etc., Miss Edwards avers she went to the Coast and on December 30, was told her services would no longer be needed after January 19, 1947. She alleged that the agency and sponsor planned all along to alter the format of the program.

Husband Also Inconvenienced

Miss Edwards' husband, Julius Schachter, a musician, also gave up his connections in the East and transferred his AFM card to Los Angeles. All of which, it is claimed, means they have no apartment in New York to return to.

FRANK W. BROCK'S

famous racket-exposé show

"SPECIAL INVESTIGATOR"

now sponsored by

Commercial Credit Corporation

Mutual—Tuesdays—8:15 P.M.

A Proved Hit—Low Budget

Available after June 17th

James Stevenson Productions

133 E. 54th St., N. Y. 22—PL 8-0928

Exclusive Representative

IN CLEVELAND IT'S

WHK

10,000 Witness Exhibit Of Tele At L. I. Store

(Continued from Page 1)
 bought, or placed, orders for video and radio receivers, it was announced Friday.

Demonstration, third in a series of showings conducted by RCA and Allied Stores Corp's Television Caravan, offered 10 shows throughout the week plus a daily audience participation feature, which according to store executives, "became an increasingly popular added attraction."

According to Harold Merahn, director of advertising and sales promotion for the Gertz Store, an "inordinate increase" in the sale and order of RCA television receivers was noted throughout the week. He attributed a portion of this heavy response to newspaper advertising in connection with the demonstration, however.

The Gertz Store, as a member of the Allied chain which operates some 15 major retail outlets throughout the country, was the first such establishment in the area of Greater New York to demonstrate intra-store television. Gimbel Bros., in Philadelphia, held a similar demonstration in connection with RCA last year, later extended its interest in television to a regular sponsored feature on WPTZ, the Philco station.

Showings in the Long Island store last week, were patterned after the first two offered by the Caravan in Reading and Easton, Pennsylvania, although a "much livelier response" was recorded at Gertz.

Program fare throughout the week-long showing dwelled on the illustration and merchandising of wares of the 11 sponsors participating in the Caravan, in which models demonstrated clothes, household equipment, etc. Programs were transmitted direct from the studios on the fourth floor of the store to 10 "television stations" located throughout, including the main display windows on the street floor. As in other store demonstrations, entire production was under the direction of Sam Cuff, director of the Caravan, and Louis Sposa, in charge of programming and production.

Kemble To Manage KDB

Los Angeles—Edward K. Kemble, sales service manager of the Mutual-Don Lee Broadcasting System, was named general manager of KDB, Santa Barbara, by Lewis Allen Weiss, network vice-president.

★ THE WEEK IN RADIO ★

Miller Supports White Bill

By JIM OWENS

The White-Wolverton bill was praised by Justin Miller, NAB prexy, as providing an "opportunity awaited for years." Hearings on the bill, which will lead off with testimony by the FCC, have been set to open June 17. American Telephone & Telegraph filed rates with the Commission for inter-city coaxial cable operation. Facilities will be available to commercial users August 1. Commercialism made its initial dip into Russian radio. Eleven companies are among the first group using Soviet air time on a daily basis.

Mundt bill authorizing continuance of State Department's "Voice of America" broadcasts was scheduled to undergo a test vote in the House. Predictions were the bill would pass with a "gratifying majority." Nation's leading retailers will join broadcasters and radio manufacturers in observance of National Radio Week this year. National Retail Dry Goods Association will head the store groups.

Canadian public is definitely opposed to government ownership of radio, according to a survey. Groups of all income brackets favored private ownership by a count of 57 per cent. Brig. Gen. David Sarnoff, RCA prexy, will be the principal speaker at the annual Radio Manufacturers Association banquet at the Hotel Stevens in Chicago. WOV, New York independent station, reported an increase of 47 per cent for May this year over last. June-July campaign for U. S. Savings Bonds will be given strong radio support. Brent O. Guntz, radio director for the Treasury, has lined up a heavy array of network plugs.

FCC will launch an intensive investigation of the entire problem of network television today in Washington. Top industry execs will be on hand for what is expected to develop into a lively controversy. WWJ-TV, Detroit News tele station, officially took to the air last week. Station will be on the air approximately 30 hours per week. Walter Reade, theater-chain executive, will install Du Mont television receivers in at least 12 of his 40 houses in New York and New Jersey. New Park Avenue Theater has had tele in the

lounge section for some months now.

Four major networks are airing approximately 1800 hours weekly of cop time, according to a RADIO DAILY survey. News commentators-analysts comprise nearly 80 per cent of the total. Seventeen applicants for new AM stations were awarded construction permits, most which are located in small cities. WOR and the British Broadcasting Corporation announced plans for production of a series of exchange documentary programs. Shows will be half-hour segments on life in various important sections of New York and London.

Sponsorship activity of college football on television next season got an early start. Goodyear Tire & Rubber Co., reported set to buy all home games of Notre Dame and Northwestern over WBKB, Paramount station in Chicago. RCA-Allied Stores Television Caravan spent a week at the Gertz Store in Jamaica (L. I.). BMB mulling new sampling plan for station listening index proposed by C. E. Hooper. Bristol-Myers shifted its "Party Line" to WNBT. Company now has a straight hour on the NBC outlet. Rayve Shampoo sales jumped 98 per cent since using radio. Company has five shows on the air. General Foods renewed Burns & Allen on NBC.

Industry execs met with the American Bar Association to discuss the "impact" of radio crime shows. ABA made no direct criticism but implied heavy concern on "influence" of such shows on young audiences. New House bill to grant performing artists copyright privileges on recordings was met with strong opposition by Rep. Hugh Scott, Pennsylvania Republican. Clear channel stations urged widespread changes in FCC's policy of assigning frequencies to daytime and limited stations. Group came forth with a 10-point program.

First pressings of Audience Records, Inc., were distributed to dealers last week. Group comprises albums of seven top comedians, retailing at \$4.69.

Fax Advantages Told St. Louis Advertisers

(Continued from Page 1)
 tion of the Star-Times following experiments to be conducted next Fall.

Developing the characteristic of timeliness, Thomas said that facsimile combines the visual facilities of the printed page with the time advantages of broadcasting. He pointed out that early morning editions of a facsimile newspaper might carry entertainment ads to help people plan for "evenings out," and that a mid-morning edition, aimed editorially at housewives, could use food and department store advertising. For another example, he said, a gasoline service station ad on week-ends might carry highway information and suggested touring routes.

Thomas claimed that facsimile offers innumerable ways of supplementing services by newspapers and radio. He urged advertisers and agencies to begin considering techniques which can be used by the new medium and said that those who get in on the ground floor will profit.

Thomas predicted that facsimile may well be the chief factor in leading the public to full appreciation and acceptance of FM broadcasting. He said that until now the faithful reproduction of sound is the major advantage of FM but that facsimile is the one really new service which FM can provide.

Gets Tempo Sales Post

D. J. MacKillop has been named vice-president in charge of southern sales of Tempo Record Company of America, Irving Fogel, president, announced yesterday. Mr. MacKillop was formerly southern district sales manager for the Philco Corporation.

WOR Outing June 13

WOR-MBS employes are scheduled for an outing June 13 aboard the SS Bear Mountain on the Hudson River. Group will sail at 4:30 p.m. and have dinner aboard. Special live insert will be made direct from the boat during George Carson Putnam's 6 p.m., newscast.

Send Birthday Greetings To —

June 9

George Bryan	George T. Case
Cole Porter	Ralph Rose
Fred Waring	Charles Webster
Paul W. White	

6 more days

WGBS
goes **CBS**

MIAMI, FLA. • 10,000 WATTS

Up-to-the-minute

1

Directories of AM • FM • TV Stations

with weekly addenda supplements are included in the services of

RADIO NEWS BUREAU

Martin Codel, Editor

Publisher of:

Television Digest and **FM Reports**

1519 CONNECTICUT AVE. N.W. • WASHINGTON 6, D. C.

PROMOTION

Tribute to Radio

One of the most elaborate and artistic promotional pieces to make its appearance recently has just been issued by Jewell Radio Productions, Chicago. It is a 60-page lithographed brochure with a sunburst cover on which is inscribed "Jewell Radio Productions Presents the Story of Chicago Showmanship." In the following pages, titled "Spotlight on Success," is told in text and illustrations the story of the Chicago divisions of the four networks, the independent stations, Radio Directors' Guild, Radio Writers' Guild, Radio Management Club, Chicago's television story, and Actors Club of Chicago, along with scores of portraits of radio actors and actresses, free lance instrumentalists, soloists, singing groups, and announcers; a list of Chicago's illustrious alumni, and present network successes, and other material pertinent to the Chicago radio picture. A full description of the city's radio facilities and the value of Chicago as a proving ground for advertisers is carried. It is a well thought out, typographically beautiful promotion piece that should be of value to Chicago radio.

NBC Program Promotion

NBC's Radio Recording Division has published the third in a series of promotional mailing pieces covering another NBC Thesaurus "name." Latest folder deals with the Sammy Kaye program "Swing and Sway," and contains a cut of Kaye on front cover together with a number of cuts of his orchestra and featured vocalists on inside. A number of paragraphs are devoted to telling of his program when it first started in May 1941 up to the present.

CHML Contest

CHML, Hamilton, Ont., Canada conducted a contest when it increased its power from 1,000 to 5,000 watts. Contest was open to all Canadian Advertising Agencies and the American Advertising Agencies placing Canadian business. Contestant had to guess the projected number of radio homes that would be reached by its five kw., of power against its one kw., of power. Contest was won by Clarence E. Schloemer, now employed by the Federal Advertising Agency who came within 1.84 of the correct number of radio homes covered by the station. The prize, a 1947 car, was presented to the lad at the stage door of the Roxy Theater in New York by Jack Benny.

**IN CLEVELAND IT'S
WHK**

COAST-TO-COAST

—DISTRICT OF COLUMBIA—
WASHINGTON, D. C.—WOL general manager, T. A. M. Craven, has announced the resignation of program director, Arthur J. Casey and Tom Moans, sales promotion director. Mr. Casey's successor will be Roy Passman, operations director at WTOP. As yet, no one has been appointed to the sales promotion post formerly held by Mr. Moans. . . . John E. Gaunt, program manager for WNBW, the NBC television station now under construction at the Wardman Park Hotel, was recently guest speaker at a dinner meeting of the Electric Institute of Washington. He spoke on "Television Programs in the Next Six Months."

—COLORADO—
DENVER—Harker Spensley, local time salesman at KLZ, and Lee Fondren, the station's promotion manager, have been named to positions of publicity director and photographer, respectively, in the Advertising Club of Denver. . . . KOA general manager, Lloyd E. Yoder, who is president-elect of the Denver Rotary Club, will be in San Francisco June 8-12 to attend the Rotary International convention. . . . The Governor of Colorado recently made an appearance on the Ray Perkins show, the occasion being Perkin's first anniversary with his KFEL program.

—IDAHO—
BOISE—The importance of school systems utilizing radio broadcasting's contributions to national and local education is greatly stressed by Bill Hillman, KIDO music director, in his feature article, "Radio Has A Place In The Schools," appearing in "The Idaho Education News". . . . The House of Representatives, at the close of a recent session of the State Legislature in this city, passed, as one of their last acts, a resolution acknowledging the unbiased reporting of the session's proceedings by George Shreve, KRLC representative. "On-the-spot-news" and observations were reported by Shreve to the listeners by means of wire recordings and teletype while direct contact was maintained between the reporter and KRLC via a specially installed TWX machine.

—INDIANA—
FORT WAYNE—New announcer at WOWO is Ronald Ross, formerly with KFYO in St. Louis and lately with KMTR, Hollywood. Ross is known in the city for his previous work as director of the Concordia College band and glee club. . . . The "Dr. I. Q." show, now broadcasting for six weeks from the stage of the Emboyd Theater, recently gave away \$1,000 to Mrs. C. A. Sesler of this city, for answering all six right and wrong statements, presented on the program, correctly. This is the first time since January, when the ante was raised on the group, that all six questions in that particular section were given the correct answer. . . . SOUTH BEND—Joe Boland, WSBT sportscaster, has been elected national president of the University of Notre Dame Alumni Monogram Club. The club includes over a thousand former Irish athletes who have won letters in sport competition at Notre Dame.

—OREGON—
CORVALLIS—The Baccalaureate Service, a special concert by the men's glee club and the graduation exercises at the 78th annual commencement at Oregon State College, were broadcast by KOAC. Dean E. B. Lemon announced that approximately 800 received their degrees on June 8th, with over 700 attending the exercises. . . . PORTLAND—KXL has initiated a "Miss Holiday" weekly contest, purpose of which is to impress the natives of the northwest with the importance of tourist trade. The contest called for a slogan "On the Pacific Northwest or Any Part of It"; and the winner is given a holiday in the city, luncheon, dinner, new hat, foundation garment, permanent, theater, a local cab at her disposal all day plus \$100 in additional household items.

—WEST VIRGINIA—
BECKLEY—WJLS-FM, companion station to standard WJLS, now on a regular 3:00-9 p.m. daily schedule, recently installed a 2-bay antenna which provides considerable range increase. The station eventually will have radiated power of 31,700 watts upon final installation of the Federal 12-bay antenna. . . . HUNTINGTON—A well-known Huntington school teacher and social worker, Mrs. E. Wyatt Payne, recently came in for a double-windfall on WSAZ. She had a half-hour program with her children of the "Work and Play House Kindergarten," on which they sang songs and delivered recitations and received word, from the station several minutes after the program was over, that she had won honorable mention in the nation-wide "Town Meeting Family Contest" aired over WSAZ.

BEHIND THE MIKE

By SID WEISS

NANCY OSGOOD, WRC commentator has a new contest offering free vacation for a couple. First prize will be a week's stay at famous Cavalier Hotel, Virginia Beach, Va.

New Rainbow album tagged "Tribute To Glenn Miller" is zooming; the best seller lists. Over 100,000 orders have been received to date with music men estimating it'll hit the half million mark.

Lyn Gilmore readying plans to trek to H'wood shortly. She'll do single screen appearance for Mae Hellinger in a bit part for laughs while out there.

Louis Prima and his brother, Leo, filming a movie short based on famous bandleader brothers such as Guy and Victor Lombardo, Tommy and Jimmy Dorsey, the MacFarlane Twins and Mark Warnow and Raymond Scott.

The Eddy Groves have named their new addition Karen Sue.

Just to prove the theory that demonstration is the most convincing sales point, Irving Gaumont, Coronet Records, reports that Tommy Dix's current p.a. tour has resulted in a sell-out of his platter, "Buck Down Winssocki," in every town directly after his engagement.

WOL Resignations Announced

Washington, D. C.—WOL manager, T. A. M. Craven, has announced the resignation of program director, Arthur J. Casey and sales promotion director, Tom Means. Roy Passman, operations director of WTOP, here has been named to succeed Casey.

Look out, Henry Morgan!!!

Our boy is only 59 votes behind you in Billboard's Radio Editor's poll for newest star of '47!!

Jack Barry



Memo to Al Jolson (Also ran)
"Maybe you need some guest appearances"

P.S. THANKS EDITORS. FOR VOTING "JUVENILE JURY"
SECOND PLACE FOR ALL CHILDREN'S SHOWS.

JACK BARRY—WOR Fan Club #73
J. BARRY, Pres.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 39, NO. 50

NEW YORK, TUESDAY, JUNE 10, 1947

TEN CENTS

2 Copyright Bills Argued

RMA Convention Under Way Today

Chicago—Radio receiver, transmitter, tube, and component manufacturers from the eastern seaboard, New England, the Midwest and the West Coast will join industry leaders from the Chicago area to discuss current industry problems at the 23rd annual convention of the Radio Manufacturers Association, which opens a three-day session at the Stevens Hotel today. R. C. Cosgrove, RMA president and general manager of the Osley Division, Cincinnati, will preside at the principal meetings before relinquishing the gavel to his successor.

(Continued on Page 7)

Commission Decisions Include New AM Grants

Washington Bureau, RADIO DAILY
Washington—The FCC announced a final decision granting the application of Northern Kentucky Airwaves Corp., for a new station in Lexington, Ky., to operate on 1050 kc with 250 watts, daytime, and pending application of the Northern Kentucky Radio Corp.

The Commission also adopted final decision granting the application of

(Continued on Page 2)

NAB Western Division Moves Offices To L. A.

San Francisco—Frank LaTourette, Director of News and Special Events of NAB's Western Division, has been transferred to Los Angeles, marking the return to that city of the network's Western Division news headquarters. The division was moved to

(Continued on Page 6)

FM Reception

San Antonio—Charles "Bud" Lutz, station manager of KYFM, the FM station of the San Antonio Express and Evening News is claiming some sort of record for the distance the station has been received. Lutz is in the receipt of a post card from M. S. Edwards of Redlands, California reporting that KYFM has been received there. Redlands is about 1100 air line miles away.

Popov, Not Marconi, Says Soviet Visitor

Marconi didn't invent the radio! Who is the authority for this? Why, Alexander Fortushenko, U.S. S.R. deputy minister of communications, now attending the International Telecommunications Conference in Atlantic City as the Soviet delegate.

Fortushenko at Thursday's session made an objection to the mention of Marconi in the minutes of the opening session. He said that "the invention of the radio was wrongly attributed to Marconi" and that Alexander Popov of Russia was the real inventor of radio.

La Roche Named Pres. Of Advertising Agency

As expected in the trade for some time, Chester J. La Roche, having acquired the principal stock interest in LaRoche & Ellis agency, has been elected president and treasurer of the company. He will assume active management and executive control. LaRoche joined the agency in 1946

(Continued on Page 7)

296 Program Directors Respond To Questionnaire

First returns of 296 questionnaires the past week-end in RADIO DAILY's survey of program directors in connection with the 1947 edition of "Shows of Tomorrow" indicates wide

(Continued on Page 6)

Speech-Freedom Legal Right, CAB Insists; Permit-Plan Hit

Jasper Park, Alta.—The Canadian Association of Broadcasters unanimously reaffirmed its belief in need for radio freedom of speech established as a matter of legal right, and of a separate licensing and regulatory body having jurisdiction over all radio, at the first session of the association's annual convention.

The convention opened Monday morning at Jasper, with some 250 radio men in attendance from Canada

House Group Hears BMI, NAB, Ascap, Also Bloom, Berlin Re Measures Favoring Recording Artists

AFM Group In Detroit For 50th Annual Meet

Detroit—The 50th annual convention of the American Federation of Musicians opened here yesterday among growing reports that James C. Petrillo will reveal his attitude on the radio disk jockey boom and what, if any, action he intends to take in relation to his musicians. No business sessions were scheduled yesterday, although Petrillo opened the

(Continued on Page 3)

Webs Won't Recognize RDG For Bargaining

Following a series of two meetings between a negotiating committee for the Radio Directors Guild and the four major networks, the webs refused to recognize the guild as bargaining agent for contracts covering

(Continued on Page 2)

Coast Station Aids Vets With Baseball Broadcasts

San Francisco—Through the efforts of KFRC manager Bill Pabst the veteran patients at Letterman Hospital are now getting daily broad-

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Strong opposition to House Bill 1270, which would grant performers copyright prerogatives in records, was expressed yesterday by both NAB and BMI. The bill is "ambiguous, unduly complex and impractical of administration," NAB Counsel Don Petty said. It would "create unbounded confusion," Sydney Kaye, BMI general counsel, told the House Judiciary Committee in a written statement on the bill. At the same time Kaye, Herman Finkelstein for Ascap and Irving Berlin all registered

(Continued on Page 8)

Varied Views At FCC Re Rates For Relays

Washington Bureau, RADIO DAILY
Washington—Confusion reigned supreme yesterday at the FCC as scores of television engineering experts gathered at the Commission to discuss the problem of video relay and how and what to pay for it. That tele licensees generally feel the prices posed last week by the American Telephone & Telegraph Company are too high was

(Continued on Page 3)

New Maggi McNellis Show To Start On WJZ, June 30

"Luncheon with Maggi McNellis and Herb Sheldon at the Latin Quarter" starts over WJZ June 30, to be heard five days weekly from 2-2:30

(Continued on Page 7)

Gainey's Gain

Philadelphia—The decorum of newspaper-owned stations' publicity departments here suffered severe blow yesterday. Andres Gainey, baritone and "Mr. Hall" of Evening Bulletin-owned station WCAU program won the Philadelphia Inquirer's "Voice of Tomorrow" contest over WFIL on Sunday. Winner Gainey will be featured at the Inquirer's music festival Friday.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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ELEANOR McClATCHY, owner of KERN, Bakersfield, Cal., was a visitor yesterday at the station relations department of CBS, with which her station is affiliated.

ELMER DAVIS, commentator and news analyst on ABC, with headquarters in Washington, D. C., is in town for conferences with officials of the web. He'll return to the Nation's Capital tomorrow.

MARGARET ARLEN, women's commentator on WCBS, is going up to Scarsdale today to address the Boy Scout Mothers at the Boy Scout House. Her subject will be "Fashions."

KATE SMITH and TED COLLINS have left for Chicago, where Kate will receive the Arts Award from the American Brotherhood of the National Conference of Christians and Jews. Her acceptance will be broadcast nationally from the Stevens Hotel.

JIM O'BRYON, publicity director of the Mutual network, has returned from a business trip to Hollywood.

ERNEST SHOMO, sales manager of WBBM, Columbia's owned-and-operated station in Chicago, was in conference yesterday at the New York offices of Radio Sales.

ALICE SHEIN, general manager of WBTH, Williamsburg, West Va., was welcomed yesterday at the headquarters of the Mutual network.

ROY ROGERS has arrived by plane for next Sunday's opening of thrill show at the Polo Grounds.

ROBERT SWEZEY, vice-president and general manager of the Mutual network; A. A. SCHECHTER, vice-president in charge of news, publicity and special events; PHILLIPS CARLIN, vice-president in charge of programs; JAMES WALLEN, controller, and THEODORE STREIBERT, president of WOR, off to Chicago for a meeting of the Mutual directorate.

IRVING GITLIN, assistant science director at CBS, is back at his desk following a few days in Wilkes-Barre, Pa.

F. E. BUSBY, manager of WKRG, Mutual affiliate in Mobile, Ala., is in town on a short business trip.

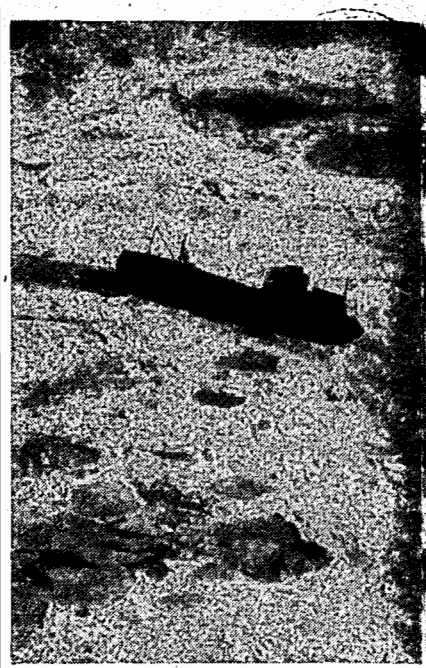
ROBERT YOUNG, film star now in New York, will make a guest appearance at 8 p.m. today on WNYC.

GEORGE BALL is in town. He's the general manager of WGBR, Mutual network outlet in Goldsboro, N. C.

PETER W. SWANSON, JR., program director of WNCS, the Intercollegiate Broadcasting System's outlet at North Carolina State, is in Gotham for confabs with officials of the web.

DAVID McKAY, president and general manager of KOLO, Reno outlet of CBS, is back in Nevada following completion of his trip east.

WILBUR "BILL" PARSONS, of NBC-Thesaurus, and JOHN MAYO, of the Lang-Worth Library, arrived as a twosome at Jasper Park Lodge for the meeting of the CAB. They came by land and sea together via Portland, Seattle, Puget Sound, Vancouver and CPR.



STUCK

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

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

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

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

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



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

FINANCIAL

(Mon., June 9)

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, Philco Pfd., RCA Common, RCA First Pfd., Westinghouse, Westinghouse Pfd. A.100

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Commission Decisions Include New AM Grants

(Continued from Page 1) Tri-City Broadcasting Co., for a new station in Newport, Ky., to operate on 1110 kc., 1 kw., daytime and denying application of Moraine Broadcasters, Inc., for the same facilities in Dayton, Ohio.

The Commission also adopted a proposed decision looking toward the grant of the application for Williamsport Radio Broadcasting Associates for a new station in Williamsport, Pa., to operate on 1340 kc., with 250 watts, unlimited, and denial of application of Lycoming County Broadcasting Co., for the same facilities.

Webs Won't Recognize RDG For Bargaining

(Continued from Page 1) free lance directors. RDG advised the networks the matter will be referred back to locals for further instructions. RDG's national negotiating committee includes Edward A. Byron, chairman; Thomas Freebairn-Smith, Lyle Barnhart, Earle McGill, Nicki Burnett, and Ben Meyers.

New Hawaiian Station

First island-wide chain for Hawaiian Islands, Aloha Network, announces addition of fourth station with grant of new 1,000 watt station to Hilo, second largest city in the Islands. Call letters for new station not yet announced. Other stations in group are KTOH on Island of Kauai, and KMVI on Island of Maui. Key station is KHON, Honolulu, which recently was granted increase from 250 to 5,000 watts. Aloha net is affiliated with Mutual and Don Lee Broadcasting System networks.

Bryson To Europe

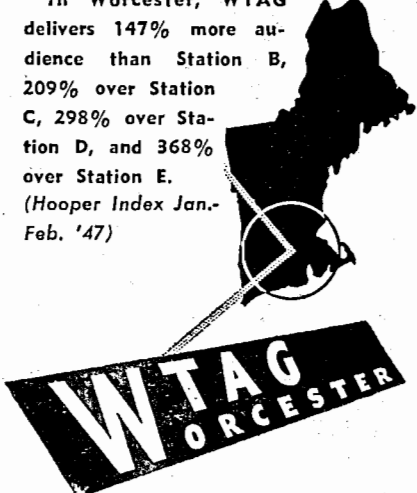
Lyman Bryson, CBS counsellor on public affairs, sails for Paris this week as special consultant at UNESCO headquarters on the uses of education and mass media for international understanding. Mr. Bryson expects to be abroad three months.

"We The People" Moving

"We The People" moves from their Sunday night spot to Tuesday at 9 p.m., on CBS, starting with June 24th. Their last Sunday night broadcast will be on the 22nd.

In Worcester, WTAG

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



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

Divergent Views At FCC Re Rates For Relays

(Continued from Page 1)

vious. At the same time, however, representatives of NBC and ABC left distinct impression that they would along with the AT&T proposals—which would mean finis to any strong effort to force the rates down initially. The FCC has pretty much assumed that inter-city television, certainly for the immediate future, would be a matter for the common carrier. But yesterday, toward the end of the engineering conference, Chief Engineer George Sterling asked the video license representatives on hand how many of them might consider the development of private relay facilities of a sort of "East coast tele network." A score of hands were raised.

I. H. Nance, vice-president of AT&T, spoke at some length early in the session, detailing company plans for relay systems between New York and Philadelphia, Chicago and Boston. These would be apart from the coaxial cable now being constructed at a rate of better than 2,500 miles of sheathed cable per year. About 4,000 miles are in the ground today, he said.

"As demonstrated in the case of band broadcasting," Nance said, "the provision of a complete television network service will involve much more than the provision of transmission facilities between points about the country. Operating features must be included to insure continuous and satisfactory operation.

"Switching facilities to provide for varying service needs from day to day and hour to hour must be available. Adequate monitoring arrangements are necessary to permit maintaining continual observation of relays at strategic points in order to detect transmission irregularities as quickly as possible. Testing equipment and intercommunication circuits between terminal and switching points and main intermediate repeater points are essential to permit rapid clearing of trouble and efficient routine maintenance.

Further, of utmost importance, is the part which must be played by a large group of qualified personnel specially trained to operate as a coordinated unit. The furnishing of network service to the sound broadcasters for a quarter of a century and the Bell System has provided it with a valuable background of experience and training with which to meet all of these requirements."

AFM Group In Detroit For 50th Annual Meet

(Continued from Page 1)

convention with a talk on the general trend of AFM business. He was also presented with a giant golden key to the city by Mayor Jeffries.

In a pre-convention meeting of the AFM executive board, Petrillo said he was disturbed by the trend of more disk jockey programs and less work for musicians. He said that if the trend continues it will mean more and more big name band leaders will fold their organizations and take over disk jockey shows. Petrillo gave no hint as to what action he may take in this matter but he has been studying the situation for months and reportedly has several plans in mind.

Another item on the agenda is discussion of what effect television will have on employment of musicians. Petrillo has already viewed television as an industry which will use many film programs, syndicated to many stations, but so far he has taken only a wait-and-see attitude before setting up any pay scales for musicians.

Paramount's Paul Raibourn estimated that network transmission of pictures and sound will cost nine and one-half times as much as network transmission of AM broadcasting. Raibourn said Paramount will keep on experimenting with relay.

Tele relay costs will be from 10 to 13 times as much as those for AM, according to Raytheon, representative of which was anything but enthusiastic about the nation-wide microwave relay project that company embarked upon a year ago.

Philco Execs. Criticizes Rates

Tele relay costs are "out of the question," according to Philco's David Smith. Obviously directing his remarks toward the AT&T officials present, Smith drew nods from the audience as he spoke of "obviously excessive" cost proposals. Nobody has a "God-given right to this monopoly," he said.

An attempt was made to get the tele licensees on hand to estimate when they would be on the air and in the market for network programs, and to get from the network officials an estimate as to when they might be prepared to furnish net programs.

NBC, ABC, The Washington Star and General Electric all were unprepared to offer any definite date. William Lodge, of CBS, said that CBS will operate network programs at some time in the future—just when depends upon the schedules of CBS affiliates who want the service.

Westinghouse stations might be on the air in mid-1948, it was estimated; Fort Industries (Detroit and Toledo) early in 1948; Scripps-Howard, Cleveland, the end of this year; Crosley, Cincinnati, early 1948, Dayton, late in 1948, Columbus, 1949; William Penn Broadcasting, Philadelphia, 1948; KOB, Albuquerque, late in 1948; Radio-Television Co., Baltimore, June, 1948; WTMJ, Milwaukee, December, 1947; KSD, St. Louis, July 1, 1947; Raytheon, Waltham, Mass., uncertain.

Coast Station Aids Vets With Baseball Broadcasts

(Continued from Page 1)

casts of their favorite big league baseball games.

The war veterans decide which game they want to hear and in the KFRC studios Jack McDonald gets the reports via Western Union and re-creates the game over a private wire direct to the radio receiving station at the hospital. Cost of the WU wire service is underwritten by Wm. B. Kyne from the Bay Meadows race track veterans' welfare fund. Since the plan started a couple of weeks ago two more veteran hospitals have been added to the receiving list. They are the Marine Hospital and the Livermore General Hospital. Pabst has offered to hook up any other nearby hospital wishing to get in on the broadcasts.

McNeill Show Touring; Returns to Chi. June 23

Chicago — Don McNeill and the "Breakfast Club" cast made a personal appearance at Youngstown, Ohio, on June 7; at Harrisburg, Pa., June 14; will broadcast from New York's 58th Street Theater June 16, 17, 19 and 20; from Atlantic City, N. J., June 18, and will make their 15th anniversary broadcast from the Merchandise Mart home studios on June 23.

CAB Repeats Demand For Speech-Freedom

(Continued from Page 1)

treasurer, and its executive vice-president, Jesse Willard, represent that organization at the convention.

Purpose of the separate regulatory body (parallel to FCC) is to have licensing and regulatory authority vested in that body, rather than in the hands of the Government's CBC, as is now the case. CBC operates stations of its own, has a network monopoly and sells in opposition to the independent stations, in addition to possessing regulatory power over them, it was pointed out.

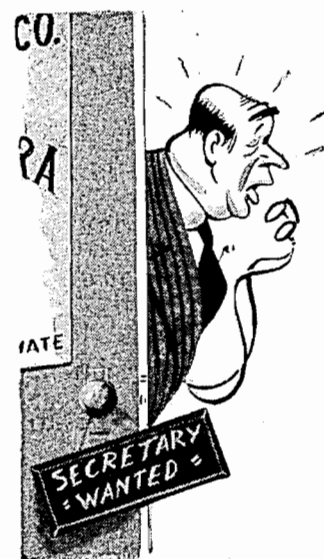
Canadian and United States speakers will be heard at subsequent sessions, with considerable interest indicated in the Wednesday music discussion. Among the speakers will be Robert J. Burton, general manager of BMI of Canada, Ltd., who will arrive here from New York, where he makes his headquarters.

Foster On MBS Tonight

A speech by William Z. Foster sponsored by the Communist Party will be broadcast over some 100 affiliates of MBS tonight, Tuesday, from 10:15-10:30 p.m., EDT. Foster will speak from Mutual studios in New York on the Taft-Hartley labor bill.

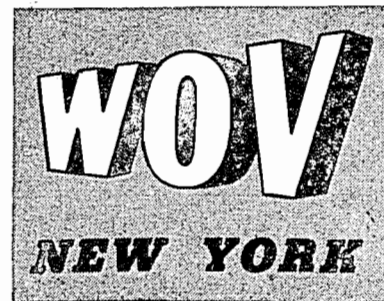
TAKE THE GUESS OUT OF BUYING

WITH WOV'S 5 Audited Audiences



We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and ... "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager
John E. Pearson Co., National Representative



JOB WANTED

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:

Ben Ludy, GEN'L. MGR.

WIBW

The Voice of Kansas
TOPEKA

YOU CAN FASCINATE THE OUTSIDE^{*} AUDIENCE

on the Pacific Coast, too!

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

Ulysses snubbed his outside audience and sailed to disaster. Don't turn your back on that lush outside audience. Put your show on Don Lee, the only network that covers both halves of the Pacific Coast audience like a rug . . . since only Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,633,200 people spend approximately half of the \$11,602,980,000 in retail sales annually).

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

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

What a reception you get in the outside audience with Don Lee—the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network



Mutual
TON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

LOS ANGELES

By RALPH WILK

FAMILY THEATER presented Ozzie and Harriet Nelson in "Goodbye, Goodbye, Goodbye!" by Leonard Louis Levinson over KHJ, June 5th.

Sidney N. Strotz, vice-president in charge of NBC's Western Network, is confined to his home with the flu. He was unable to appear as guest of Ed Gardner on "Duffy's Tavern" June 4th as announced previously.

Ralph Edwards, emcee of NBC's "Truth or Consequences" stunt show, emceed a special assembly at his alma mater, Oakland High School in Oakland, Calif., to salute the principal, Dr. L. T. Farris, who is retiring after 18 years. The program was held yesterday.

Ken Niles, long-time announcer of many top radio programs, has taken over the announcing chores of NBC's "Date With Judy." He replaces Doug Gourlay.

Jack Grady, account executive of Young & Rubicam, Chicago, to San Francisco on business for Rath Packing Co. account after several days in Hollywood office.

Paintings by Fanny Brice, Jean Hersholt, Clifford Odets and Stephen Longstreet will be auctioned for Veterans Welfare Fund at Beverly Hills Nessa Caulos gallery June 15.

Buddy Cole and His Four of a Kind guested on "Ginny Simms Show" last week.

Jo Stafford has been signed for a personal appearance at the Chicago Theater, Chicago, starting July 3. She has been guaranteed three weeks with a holdover option. This marks Miss Stafford's first seasonal appearance since she played the New York Paramount in April 1945.

296 Program Directors Respond To Questionnaire

(Continued from Page 1)

interest in transcriptions, definite opinions on program entertainment values both live and transcribed, and other information important to broadcasters, producers and agencies alike. The questionnaire directed to the program directors will be used in completing an editorial symposium on present day radio programming and prospects for new shows during the coming year. It is expected that the majority of the 1,200 program directors will participate in the survey.

Brand New

It appears that future coincidental phone interviews will include phone equipped autos. As an experiment Hooper conducted one the other afternoon, calling WJ 2-3657: "Were you listening to the radio just now?" "Yes." "To what station?" "WNEW." "What program please?" "Recorded music." "Who sponsors that program?" "Last commercial was a singing one for Blue Ribbon Ice Cream."



Notes From An Aisle Seat. . . !

● ● ● Chesterfield sure aims to satisfy. We hear that the ciggie outfit has inked a binder for three additional nite-time quarter hours a week over CBS to make up for its hold on Perry Como on NBC. As we get it, idea is for Tex Beneke to move over from NBC following his current stint, and take over said period for Columbia. Very aCOMOdating, wouldn't you say? . . . "Leave It To The Girls" being auditioned for a new P & G product as a 15-minute across-the-board stanza. . . American Tobacco Co. preparing for a 3 million dollar ten-week newspaper campaign this summer. . . Y & R's Harry Ackerman denying reports of his resignation. . . Woodbury has given Louella Parsons a new pact (5-year deal with salary tilt) in spite of the fact that her current contract still had a few years to run. . . We've been waiting for this one. Deal in the works for Irene Hervey and husband, Allan Jones, to do a ball-and-chain airer to be called—you guessed it: "Keeping Up With The Joneses". . . Bobby Breen starts his own weekly series over WHN on the 21st at 6:45 p.m. . . Drop a note to Anne (Mrs. Martin Straus) Marlowe. She just lost her Dad. . . Eddie Cantor and Ida celebrating their 33rd wedding anniversary this week. . . Aside to Milton Reynolds: Has Bill Paley told you about Ed Wolf's new quizzer, "Lucky Partners," which we hear is in the same league with that other smashereroo of his, "Break The Bank?"



● ● ● NBC's offer to lend a big studio (for free) to WINS on the 15th (when the indie goes to 50,000 watts daytime) has been nixed by IBEW. Union says contract forbids any broadcast over WINS unless latter's engineers are at the controls. Previously this rule had been waived when standbys were paid, as WINS agreed to do in this case, but union put the nix on it. Indication is that the union is worried of possible repercussions from the Lea Bill and pending labor legislation if the practice of standbys continues. Meanwhile, WINS is frantically shopping for a large studio or theater for the special broadcast Sunday.



● ● ● AROUND TOWN: Everybody's trying to make a mystery out of Alma Kitchell's quitting ABC—but the lady herself confides to her intimates that she's merely tired. . . Vera Vague playing the lead in S. Behrman's "Biography" when it's produced at Deerlake, Pa., June 23rd. . . Robert Merrill's Victor platter of "The Whiffenpoof Song" sold over 250,000 its first week out. . . The Alber-Dahlman television show, "Birthday Party," would make a swell buy for an ice cream company. . . Jackie Kelk wants to sublet his N. Y. apt. for the summer. Don't rush me, folks, just get in touch with him at Radio Registry. . . Candy Jones set as femme emcee of "Hits and Misses" by CBS. . . Joan Alexander replaces Jan Miner as Della Street in the Perry Mason airer on the 16th. . . Hank Sylvern maestroing the Barry Wood-Margaret Whiting stanza. . . Nancy Sheridan gets the lead in Mutual's "Mighty Casey" opposite Millard Mitchell.



● ● ● MAIN STREET SCENERY: Ronnie Como (Perry's 7-year-old) ogling Margaret O'Brien as he gobbles down a Lindy lunch. . . Chalk-written note on a 45th St. billboard: "I was here before Kilroy". . . Jack Smith watching the locksmith at Columbus Circle turn out keys one a minute. Keybitzer? . . . Songstress Marilynne Towne, the WINSome canary, taking her morning constitutional along the Central Pk. bicyclanes. . . Yascha Benny and Heinrich Youngman, the violin virtuosos, in a huddle regarding the fine points of radio vs. the stage at the Flamingo. . . Phil Harris bucking the idol waves at Rockefeller Plaza. . . John Gunther discussing his latest pendeavor, "Inside U.S.A." with a group of cronies at Toots Shor's.

CHICAGO

By NAT GREEN

TOM HENRY, formerly with Mutual's midwest traffic department, is out of uniform and back on the job at MBS in the sales promotion department.

WBBM's news analyst Farnsworth Fowle left Chicago June 7 for a week's vacation at his home in Vermont after which he will spend a week in Washington, visiting government officials and citizens for a personal survey of "what's news here?"

Part of the Chicago Tribune centennial program to be staged on the lake front today, will be broadcast over WGN from 9 to 9:30 p.m.

Paul Gibson will give a "dave salute" to the radio amateur over WBBM on June 14, marking the observance of Radio Ham's Field Day with the story behind the radio amateurs who operate a great hobby-home radio receiving and sending equipment.

The Radio Writers' Guild will present its first party in a summer series on June 14—a disc jockey jamboree to be held at the Chicago Stage Guild, 640 North State Street.

Jim Hurlbut, who last April left his post as WBBM director of special events to become a correspondent for CBS' documentary unit, is back from the South Pacific and spending a few days in Chicago before proceeding to CBS, New York.

A new program presented by the Glenview (Ill.) Naval Air Station personnel and underscoring the history of the navy began a four-week series on WBBM June 7 under the direction of WBBM producer H. Miller.

ABC Western Division Moves Offices To L. A.

(Continued from Page 1)

San Francisco in 1945 in order to handle the networks news from the Pacific Theater of War. LaTourette was manager of the KGO-ABC newsroom at that time and was also ABC Western Division News and Special Events Chief.

He will be succeeded here as KGO News and Special Events Manager by Victor Reed who has been on the KGO Newsroom staff since 1944. Reed was formerly with the OW and in the NBC Newsroom in Chicago.

Color Enthusiast

A commercial announcement on WOR Sunday put in a solid plug for color television. With much enthusiasm Douglas Stambury told listeners during the 11 p.m. newscast: "I for one am certainly looking forward to color television because then you could see the rich ruby red color of Italian Swiss Colony California Burgundy." No description would be needed, he added.

RMA Convention Under Way Today

(Continued from Page 1)

After three years service, and Willie F. Muter, president of the Inter Company, Chicago, who is chairman of the convention committee, will mark 12 years of service as RMA treasurer in addition to four years as RMA president.

Local Mfrs. Play Big Role

Three Chicago manufacturers will play an active role in the convention. Paul V. Galvin, president of Motorola, Inc., past president and a director of RMA, is chairman of the nominating committee. J. J. Kahn, president of Standard Transformer Corp., is chairman of the RMA parts division, and Joseph Gerl, president of Sonora Radio & Television Corp., is chairman of the RMA excise tax committee. Other RMA directors from the Chicago area who will participate in the convention activities are H. C. Bonfig, vice-president of Faith Radio Corp.; G. M. Gardner, president of Wells-Gardner & Co.; I. A. Hiter, senior vice-president of Stewart-Warner Corp.; A. D. Plamondon, Jr., president and treasurer of the Sentinel Radio Corp.; Thomas A. White, president and general manager of the Jensen Manufacturing Co.; H. C. Mattes, executive vice-president of the Belmont Radio Corp.; Helen Shoup, president of Sound, Inc., and George R. Haase, vice-president and general manager of Operation Manufacturing Co., St. Charles, Mo. Other midwestern RMA directors who will be active in the convention are E. A. Nicholas, president of Arnsworth Television & Radio Corp., Fort Wayne, Ind.; G. W. Thompson, president of Noblitt-Sparks Industries, Inc., Columbus, Ind., and Ray Sparrow, vice-president of P. R. Mullory & Co., Indianapolis, Ind.

New Maggi McNellis Show To Start On WJZ, June 30

(Continued from Page 1)

The new "Maggi's Private Wire" signs off NBC on June 20 and Sheldon winds up his NBC staff duties at the same time.

The new McNellis-Sheldon package was originated by Ted Lloyd and will be produced over WJZ by Wiley Adams. Special feature of the show will be awarding of prizes to listeners who submit best commercials for products advertised on the program. Winners also will guest on the show and read commercials they have written. Coinciding with the program's premiere on June 30, Alma Kitchell is leaving WJZ to devote her time to her NBC television show, while "Giernan's Corner," on the network from 2-2:15 p.m., will be spotted by WJZ from 6:05-6:15 p.m. Joe Hasel's early evening sports show drops down to 6:30 p.m., and Allen Prescott makes two spots a week—10:30-10:45 a.m., Thursdays, and 11:15-11:30 p.m., Sundays. In the latter period he replaces Shirley Wolff who takes a summer vacation.

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of May 30-June 5, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Across The Alley From The Alamo.....	Capitol
Alexander's Ragtime Band.....	Berlin
Almost Like Being In Love.....	Sam Fox
Anniversary Song.....	Mood Music
April Showers.....	Harms
Ask Anyone Who Knows.....	Witmark
Beside You.....	Famous
Chi-Baba Chi-Baba.....	Oxford
Cu-Tu-Gu-Ru.....	Sinatra Songs
Deep Down In Your Heart.....	Triangle
Heartaches.....	Leeds
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy
I Believe.....	Sinatra Songs
I Do, Do, Do Like You.....	Harms
I Wonder Who's Kissing Her Now.....	E. B. Marks
I Wonder, I Wonder, I Wonder.....	Robbins
I'll Close My Eyes.....	Peter Maurice
Illusion.....	Pemora
It Takes Time.....	London
If I Had My Life To Live Over.....	General
June Is Bustin' Out All Over.....	T. B. Harms
Linda.....	E. H. Morris
Mam'selle.....	Feist
Midnight Masquerade.....	Shapiro-Bernstein
My Adobe Hacienda.....	Southern
Old Devil Moon.....	Crawford
Passing By.....	Chappell
Peg O' My Heart.....	Robbins
That's My Desire.....	Mills
Time After Time.....	Sinatra Songs

Second Group

As Long As I'm Dreaming.....	Burke and Van Heusen
Cecilia.....	ABC
Dream, Dream, Dream.....	Thomas
I Gotta Gal I Love.....	Famous
I Want To Thank Your Folks.....	Oxford
It's A Good Day.....	Capitol
Ivy.....	Burke and Van Heusen
My Pretty Girl.....	Republic
(There is) No Greater Love.....	World
Roses In The Rain.....	Barton
Say No More.....	Advanced
Spring Isn't Everything.....	Harry Warren
Stella By Starlight.....	Beverly
That's How Much I Love You.....	E. H. Morris
They Can't Convince Me.....	Mood Music
We Knew It All The Time.....	Melrose
Whiffenpoof Song.....	Miller
Would You Believe Me.....	Remick
You Can't See The Sun When You're Crying.....	George Simon
You'll Know When It Happens.....	Bourne
After Graduation Day.....	T. B. Harms

La Roche Named Pres. Of Advertising Agency

(Continued from Page 1)

as chairman of the board, acting in an advisory capacity.

Elected senior consultant and a director of the agency was Sherman K. Ellis, founder of the firm and for many years its president and treasurer. With this change, Ellis will be enabled to effect long range planning, lessening his managerial duties and permitting him to concentrate on consultative and new business activities.



CHESTER J. LaROCHE

Also elected by the LaRoche & Ellis board of directors were all of the present officers of the company. These are: Sherman Pratt, vice-president with the company since its inception; John F. Price, vice-president, in charge of Chicago office; D. R. Robinson, vice-president in charge of research; H. Ross Potter, v.-p. in charge of contact; Gene Davis, v.-p. in charge of art; Crane Haussman, v.-p. in charge of copy, and William B. Stuhler, vice-president in charge of radio.

Edwin F. Blair was elected secretary and a director; Regina E. Hands, assistant secretary; Barbara P. Fisher, assistant treasurer and C. R. Black, Jr., a director.

LaRoche, over a period of 20 years was successively account executive, executive vice-president, president and chairman of the board of Young & Rubicam, Inc., and one of two principal stockholders. He was first chairman of the War Advertising Council and in 1944 was elected vice-chairman of the American Broadcasting System.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
43 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

AGENCIES

ADVERTISING FEDERATION OF AMERICA has elected to membership: The Coleman Company, Inc., Wichita, Kansas; Stanley J. Ehlinger Advertising Associates, Inc., Tulsa, Okla.; Franke-Wilkinson-Schiwetz & Tips, Inc., Houston, Texas; Radio Station KGNC, Amarillo, Tex.; Webber Advertising Agency, Grand Rapids, Mich., and The Zlowe Company, New York.

AMERICAN HOME FOODS, Inc., has named GURTH F. CHAMBERS vice-president in charge of sales. He succeeds E. H. Selby, who resigned recently as vice-president in charge of sales at Lever Brothers.

WALTER WEIR, Inc., has elected Gordon F. Baird as vice-president of the organization.

HOLLYWOOD RECORDED FEATURES, Inc., has established permanent headquarters at 75 East Wacker Drive, Chicago, it is announced by R. S. Peterson, pres. of the new transcription company. The new organization was incorporated recently to market the library of Radio Producers of Hollywood, and has already offered more than 71 individual programs for distribution. Peterson reported that a contract has just been signed by Station WCAO, Baltimore, for the use of the "Speed Gibson" program, a juvenile.

'Queen For A Day' in Frisco

San Francisco—The "Queen For A Day" program will originate from here for the week of June 9 to 13. The first three broadcasts will be given from the stage of the Curran Theater and the last two from the Civic Opera House. Thursday's program will be exclusively for delegates to the Rotary International Convention which will be meeting here.

Leo George Weber

San Antonio, Tex. — Leo George Weber, 53, pioneer announcer and entertainer died here in a local hospital. Weber assisted in the establishment of KONO here.

Philip Murray on WQXR

Speech by Philip Murray, CIO president, at the "Veto Rally" in Madison Square Garden tonight, Tuesday, will be broadcast by WQXR from 9:30-10 p.m. Tomorrow night, Wednesday, at 10:45 p.m., WQXR will carry an answer to Murray's speech which is to be made by Senator Robert Taft who speaks from Washington.

Stork News

The Mutual network late last week announced no less than three additions to the family trees of its personnel; a girl to E. M. Johnson, director of engineering; a boy to Jack Fern, a news writer, and a girl to John Bosman, also of the news department.

Music-Trade Leaders Heard At Session On Copyright Bills

(Continued from Page 1)

their support for the Fellows Bill, 2570, which calls for royalty payments for juke-box performances of records. Petty, of NAB, said the proposed bill does violence to the "basic and settled copyright principles," and is in itself "unconstitutional."

Congressman Sol Bloom, New York Democrat, also appeared to oppose the bill, insisting that legally and historically "every right belongs to the composer." A former song-writer himself, Bloom termed the bill "stupid." The only "real accomplishment" of the bill, he said, "would be the grant of copyright in the execution or rendition of literary or artistic works and in the physical substances—the paper or wax—on which such executions or renditions are placed. This is obviously an entirely new concept and a radical departure from copyright principles.

"Not Subject," Says Bloom

"It has never been thought that the execution or rendition or performance of a musical composition or a dramatic work, whether skilled or unskilled, whether artistic or inartistic, could be the subject of property. Concededly, an ability to execute, render or perform such works skillfully and artistically is a thing of value to its possessor. It is valuable as an ability or skill, such as an attractive voice, competent hands or a strong back. Should the skilled performer have a property right that the skilled mechanic does not have? It is not necessary to distort the principles of the law of property to protect skills. Protection of the ability or faculty is readily achieved by the fact that only its possessor can make it available, and he makes it available on such terms and conditions as he sees fit."

Petty Cites High Salaries

Petty pointed out that as a practical matter, "skilled and artistic performers of music have been and are now well paid for the use of their talents. Almost without exception all of them make records. With some 42 major record manufacturing companies competing for their ability, for their labor, and for the value of their reputations, they now receive a large fee and in addition, as much as 10 per cent of the sales price of each record for each record sold.

"Except in isolated cases, artists and performers recognize that their popularity and financial success is due in no small measure to the broadcasting of their records by radio stations. To maintain and increase their popularity and to stimulate the sale of their records, they send complimentary records to radio stations with specific requests that they be played often; they seek the good-will of disc jockeys at radio stations by soliciting and making uncompensated personal appearances. In short, radio stations offer the best method of plugging the sale of music and records."

Kaye insisted that "the very theory of the bill is erroneous. Under the

Constitution copyright secures to authors the exclusive right to their writings.

"It does violence both to the legal and practical construction of the words to say that every soprano who sings a song, every pianist who plays the musical scale, every person who reads out loud a portion of a novel, or every person who beats ten times upon a drum, becomes the author of a writing if the performance is recorded. This becomes even clearer when one sees how rigorous a standard has been imposed upon the persons who arrange musical works for orchestra, or otherwise. The oft-stated rule of the courts has been that to be copyrightable, an arrangement must be "substantially a new and original work, and not a copy of a piece already produced, with additions and variations, which a writer of music with experience and skill might readily make.

"Under the proposed bill, however, it is apparently intended that if an orchestra of a hundred people performs a musical work for a recording, every one of the musicians in the orchestra becomes an author of a writing."

Berlin's Opinions Read

Both Berlin and Finkelstein confined their testimony to the bill which would make juke-box performances "public performances" for the purposes of the copyright laws, even if admission is not charged. Berlin, who did not appear personally, referred to the revenue from the boxes themselves, as well as from sales of food and drink consumed by patrons attracted by the music. It is estimated that juke-boxes account for \$230,000,000 annually in nickels. "There is no reason," Berlin said, "why an author should be compelled to contribute his works to the distributors of juke-boxes and to the tavernkeepers of the United States."

Finkelstein, appearing in person, insisted that "justice to authors demands that they be compensated by all who profit from the public performance of their works, regardless of whether the profit is derived from charging admission or from the deposit of a coin in a juke-box. The present exemption of renditions by coin-operated machines was not intended to apply to the juke-boxes of the present day; the coin-operated machines of the penny arcade are

PROMOTION

KFNF Horticultural Society

The second annual meeting of the Midwest Hemerocallis Society (organized for the purpose of popularizing Hemerocallis—hybrid day-lilies) will be held in Shenandoah, Iowa, under the sponsorship of KFNF, on July 12-13. Mrs. Helen Field Fisher, author nationally known gardening authority, and KFNF commentator Home Gardening and Decoration originated the idea; organized and carried through the first meeting of the Society in 1946.

The Midwest Society has proven notable success, with the first meeting bringing together more than 300 exhibitors and 3,000 visitors, which established the importance of the new group and won National recognition. The forthcoming meeting will be supported editorially by The Flower Grower and other publications and it is anticipated that new record will be established for outdoor flower attendance.

no longer in existence and the law should be changed to put the juke box on the same basis as phonograph which play without the insertion of a coin."

Additionally, he said the pending bill should be enacted to "dispel feeling among Latin-American countries and elsewhere that the United States protects its industries at the expense of those who create the music of the world." He said Latin American composers have been resentful at the use of their compositions in juke-boxes without the consent of or payment to authors.

"Foreign countries," said Finkelstein, "draw the conclusion that the United States is only concerned with our industries, and that we will grant concessions to industry even when such concessions mean the lawful larceny of an author's work. This resentment was recently demonstrated in the inter-American conference of experts on copyright which was held at the Pan-American Union in June of 1946, and which proposed an inter-American convention that would, among other things, prevent any of the signatory countries, including the United States, from enforcing a juke-box exemption as against nationals of other signatory countries."

Send Birthday Greetings To —

June 10

Mario Braggiotti Gertrude Foster
Norman Brokenshire

Judy Garland Elmore Vincent

5 more days
WGBS
goes CBS
MIAMI, FLA. • 10,000 WATTS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 39, No. 51

NEW YORK, WEDNESDAY, JUNE 11, 1947

TEN CENTS

Allow 30-Kc. Separation

Marshall Makes Plea For State Dept. Radio

Washington Bureau, RADIO DAILY
Washington—Restoration of funds of the State Department foreign information program "in its entirety" is essential to the conduct of our foreign relations," Secretary of State George Marshall told the Senate Appropriations Committee yesterday as hearings opened on the department's 1948 budget. "We should broadcast the truth to the world through all media of communication," he said. Marshall pledged that "every effort has been made and will continue

(Continued on Page 7)

Kaiser-Frazer Distributor Wins Time On N. Y. Stations

First radio campaign in New York for "Madman" Muntz for Kaiser-Frazer automobiles, for which he is sole distributor, has just started with series of spot announcements on 15 independent stations. They are WJCA, WHN, WNEW, WOV and WLS. Contracts were handled by Michael Shore agency of Los Angeles which also handles radio accounts for Muntz on the west coast

(Continued on Page 6)

NRI-Radio-Week Plans Held At RMA Convention

Chicago—Highlight of the opening of the Radio Manufacturers Assn. convention at the Stevens Hotel here Tuesday was the announcement by advertising committee of detailed plans for National Radio Week which has been set for October 26 to November 1. The committee announced

(Continued on Page 6)

Exclusive

San Quentin, Cal.—San Quentin Prison here will get the equivalent of its own disk jockey, according to Warden Clinton Duffy, who states that the prison has a big library of recordings and request numbers will be played over the intercell hookup. Selection of titles is humorous (from the outside) such as "Time On My Hands," and "They Didn't Believe Me" etc.

Ultimatum

Rep. Carroll K. Kearns, Republican of Pennsylvania, was threatened with expulsion from the AFM union by James C. Petrillo, president, in Detroit yesterday if he carried out his plan to participate in an Independence Day musical program at Interlochen, Mich. Rep. Kearns, a music teacher of Greenville, Pa., is the chairman of a subcommittee of the House Labor Committee which has begun an investigation of Petrillo's union.

Drug Co. Makes Deal For WPEN, Phila.

Sale of WPEN, Philadelphia, to the Sun Ray Drug Co., for \$800,000 was announced yesterday by Richard W. Slocum, general manager of the Philadelphia Evening Bulletin, owners of the station. The sale is subject to FCC approval.

In announcing the transaction, Mr. Slocum said:

"When the Evening Bulletin ac-

(Continued on Page 2)

Miller Named Chairman Of New BMI Board

Justin Miller, NAB president, was elected chairman of the board of BMI following a meeting yesterday in New York of the organization's directorate. Sydney Kaye, was elected to the board and becomes vice-chairman, and Robert Swezey of Mu-

(Continued on Page 2)

Radio Lending Assistance To U. N. Charter Day Plans

Radio is expected to play a major role in pointing up the second anniversary of the signing of the United Nations Charter, June 26, and special kits for radio editors are being distributed to all stations by the U. S. Radio Liaison Office at UN headquarters. In addition to spot announcements and prepared five-minute interviews which can be conducted by local stations with farmers, merchants, doctors and trade union

Conservative Revisions Of Engineering Standards OK'd By FCC; Applied "Under Certain Conditions"

Tele-Channel Sharing Draws TBA Opposition

Flatly opposing any slicing of video channels, the Television Broadcasters Association, appearing yesterday before the FCC in Washington, told the Commission that even the present 13 frequencies "will not be sufficient to meet the demands placed upon this incipient giant by the American public."

TBA's position was presented during the FCC's engineering conference

(Continued on Page 7)

Deems Taylor To London For Author-Composer Meet

Deems Taylor, president of ASCAP, sails for England today on the Queen Elizabeth and will attend the International Confederation of Authors and Composers convention in Lon-

(Continued on Page 2)

AWB District Meeting On Friday In Hartford

Association of Women Broadcasters of the 1st District, covering New England territory, will open a two-day meeting in Hartford, Conn., Fri-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday adopted "conservative" revisions of its standards of good engineering practice to allow 30 kc. separation of stations under certain conditions. The Commission threw out suggestions that some stations should be allowed to operate only 10 or 20 kc. apart. The Commission said that people owning AM sets incapable of tuning out undesired stations even 30 kc. apart from the desired station are

(Continued on Page 7)

Gillette Renews Cover Of Boxing On NBC-TV

Gillette Safety Razor Co., has renewed its "Cavalcade of Sports" on NBC television for another year, it was announced yesterday by J. P. Spang, Jr., president of Gillette, and John Royal, vice-president of the network in charge of tele. Gillette series is the oldest continuously sponsored program on NBC-WNBT, having been on the air since September 29, 1944.

Contract calls for video coverage

(Continued on Page 2)

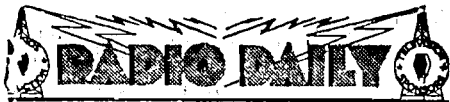
Beville Named President Of Radio Research Council

Hugh M. Beville, Jr., NBC director of research, was elected president of the Radio Research Council at a meeting yesterday at the Hotel Lex-

(Continued on Page 3)

Paper Savers

In yesterday's press releases from WJZ-ABC came the solemn announcement: "WJZ-ABC News and Program Information will not be published tomorrow (June 11). The WJZ-ABC publicity department will be closed so that WJZ-ABC employes may attend the network's annual all-day outing." Which means everything is on the house at a Long Island resort.



★ COMING AND GOING ★

Vol. 39, No. 51 Wed., June 11, 1947 Price 10 Cts.
JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : Business Manager

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BRIG. GEN. DAVID SARNOFF, president of RCA, leaves today for Chicago, where tomorrow he will address the convention of the RMA on the subject, "The Outlook for the Radio Industry."

HARRY WISMER, American network's sports director, leaves Detroit today for St. Louis, where he'll cover and broadcast a report on the National Open Golf Tournament.

ANTHONY ALDUINO, comptroller of the Buchanan Co., and MRS. ALDUINO, who is Dorothea Mahlstedt, of Benton & Bowles, Inc., are visiting at The Cloister, Sea Island, Ga.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF, of the RCA-Allied Stores "Television Caravan," are putting on their show this week in Boston.

D. WHITCOMB, of the WHA staff, is here from Madison, Wis., for a few days. Chatted for a while yesterday at the offices of the Mutual network.

EDDIE DUNHAM, assistant production manager of NBC and producer of "The Voice of Firestone," is flying to London on a combination business trip and vacation. He'll also visit Paris, Amsterdam, Luxembourg and Glasgow. In the latter city, Firestone will hold a dinner in his honor.

FRANCES WILDER, president of the Association of Women Broadcasters, and DOROTHY LEWIS, co-ordinator of listener activity for the NAB, leave today for Hudson, N. Y., where tomorrow they'll attend the debut of that city's radio station, after which they'll go on to Hartford, Conn., for the AWB regional.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in Chicago for the meeting of the Mutual network's board of directors.

LOWRY CRITES, General Mills director of media, is in town from Minneapolis. Visited for a while yesterday at the headquarters of the Broadcast Measurement Bureau.

FRANK NESBITT, chief of the English language section and aviation editor in the international division of NBC, has returned from the West Coast, where he attended the meeting of the Aviation Writers Assn.

LEONARD KAPNER, president of WCAE, American network affiliate in Pittsburgh, is in Gotham for conferences at the offices of the web.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, is here for the meeting of BMB's finance committee.

FINANCIAL (Tues., June 10)

Table with columns: NEW YORK STOCK EXCHANGE, Bid, Asked, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

AWB District Meeting On Friday In Hartford

(Continued from Page 1) day, having been invited to the state by Governor McConaughy. Frances Wilder, recently elected president of the AWB, and Dorothy Lewis, co-ordinator of listener activity for the NAB will attend from New York. Sessions are not expected to take more than a day and a half and on Sunday the attendees will be luncheon guests of station WHTT and the Hartford "Times." Bud Armstrong of WCOP, Boston will attend in advisory capacity, and Mrs. William G. Dwight, owner of WHYN, Holyoke, Mass., will be one of the principal speakers.

Gillette Renews Cover Of Boxing On NBC-TV

(Continued from Page 1) of all Madison Square Garden and St. Nicholas Arena boxing held under the auspices of the 20th Century Sporting Club, in addition to all championship fights of heavyweight title holder Joe Louis. Gillette has sponsored both of Louis' crown defenses since he was discharged from the Army, as well as all major title bouts at the Garden. Maxon, Inc., is the agency for Gillette.

Quaker Oats Co. Renews ABC "Ladies Be Seated"

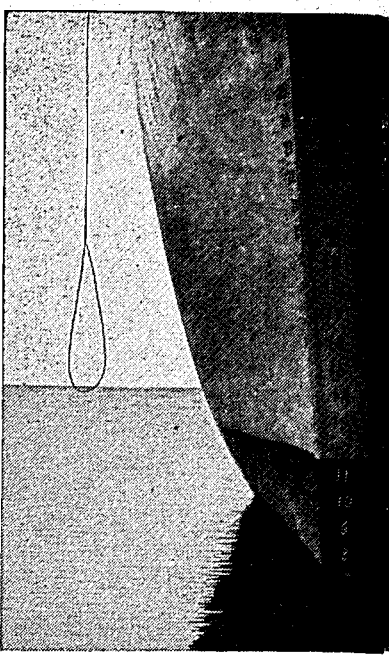
Quaker Oats Co. has renewed for a year its sponsorship over ABC of the first 15 minutes of "Ladies Be Seated," an audience participation program heard Monday through Friday 3-3:30 p.m., EDT. Renewal is effective July 1. Show features Johnny Olsen, as emcee, with the last quarter-hour sponsored Monday, Wednesday and Friday by the Toni Co. permanent wave product.

Drug Chain Makes Deal For WPEN, Philadelphia

(Continued from Page 1) quired the assets of "The Philadelphia Record" following suspension of the publication, it also acquired, subject to the approval of the FCC, station WCAU, 50,000 watt Philadelphia outlet of the Columbia Broadcasting System. "Consequently it was necessary for "The Bulletin" to divest itself of ownership of station WPEN, which it acquired several years ago." WPEN operates on the 950 kc., frequency with 5,000 watts power on a 6 a.m., to 1 a.m., time schedule. Slocum is general manager and G. Bennett Larson is the station manager of WPEN.

Miller Named Chairman Of New BMI Board

(Continued from Page 1) tual, was also elected as a board member. All members of the board attended the meeting with the exception of Justin Miller, detained in Washington and J. Leonard Reinsch. In yesterday's election held in the BMI board room at its headquarters, Svezey was elected to represent Mutual in place of Carl Haverlin, recently elected president of BMI. Haverlin remains on the board for BMI. Miller formerly held the office of president. Meeting was routine nature otherwise, with various reports rendered by the officials.



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline... it's for sales that need towing up stream... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

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

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

IN CLEVELAND IT'S WHK

25th Year KGW QUARTER CENTURY OF COMMUNITY SERVICE

RADIO DAILY

AGENCIES

WESTER J. WRIGHT has been named head of the production department at Kastor, Farrell, Chesley & Clifford, Inc. He had been production manager at Buchanan & Co.

GERALD KING, president, and **Don Blink**, vice-president, of Standard Radio Transcription Service, Inc., with offices in Hollywood, Chicago and New York, has appointed **(Ronnie) Langdon Manders** as manager of publicity. Manders formerly was West Coast representative of Music Business and Music Makers magazines, and was publicity director of the Los Angeles Junior Chamber of Commerce.

W. W. AYER & SON, Inc., has been engaged as agency for the Charms Company, manufacturers of Charms and Tastyeast.

AL R. MAKELIM, president of Makelim Associates, Chicago, New York and Hollywood, has announced the appointment of **John W. Swallow** as West Coast manager of the agency's Hollywood office. For the past three years Swallow was manager of Kennerly & Eckhardt's Hollywood office.

THOMAS R. BROWN has been named general assistant to **H. R. Litan**, comptroller of Kudner Agency, Inc. He formerly was assistant secretary-treasurer of Compco Advertising, Inc.

J. WILSON ASSOCIATES, advertising and marketing research, has been formed by **Charles J. Wilson** with offices at 70 East 45th Street, New York.

WEDNEY D. RITTER has been named radio director of Dundes & Cook, New York advertising agency.

Music Men To Hear New Evaluation Plan

Executive Board of the Contact Music Association comprised of music publishing employees and officials yesterday heard a new plan for evaluating song popularity and will vote on the plan before a general meeting on June 19. Plan was brought by two members employed by the firm of the Max Dreyfus firms. The new plan would combine sheet music and phonograph record sales as plugs over the air and may partly be contributed by the music men themselves as part of the service. Idea would also have to be approved and adopted by others than the music men's union.

Radio Lending Assistance To U. N. Charter Day Plans

(Continued from Page 1)

mation has received co-operation from the Advertising Council, Hollywood Co-ordinating Committee, AFRA and the radio industry. Ad Council has made tie-ins for UN Charter Day on 86 sponsored network programs and all four major webs have agreed to originate at least one special program on June 26. An appeal is being made to stations in San Francisco, where the Charter was signed, to make a special effort toward UN programming on that date.

It has also been suggested that as many stations as possible make special recognition of 12 o'clock noon (Pacific time) June 26, the exact hour upon which the first signature (by Dr. Wellington Koo of China) was placed on the UN Charter two years ago. Commemoration might be made

by either a spot announcement or a special program starting at this hour.

The radio kit mailed to broadcasters also contains a copy of a letter written to Trygve Lie by Justin Miller, NAB president, which states in part: "Certainly you can be assured that all broadcasters will lend their facilities generously on Charter Day, and every day, to the spirit of this universal proclamation. I hope that Charter Day may become an international observance which will keep alive in all lands the continuing struggle we must wage for world accord."

Other copies of letters in the kit signify pledges of support to UN Charter Day made by Frank Stanton, Edgar Kobak, Mark Woods and Niles Trammell, presidents of the four major networks.

WINS Plans Program To Observe Power Increase

Mel Allen and Red Benson will emcee a special hour long show over WINS next Sunday, June 15, from the Guild Theater in West 52nd street when the station increases its daytime power to 50,000 watts. The studio audience of nearly 1,000 people will see and hear a dedicatory program, produced by Jerry Danzig, WINS program director, featuring **Monica Lewis**, **Mel Torme**, UN Representative **Warren Austin**, **Larry Carr**, the **Dick Style Quintet**, **Martha Lipton**, **Walter Scheff**, **Dorothy Day** and **Jack Lacy**. Orchestra will be under the direction of **Irving Landeau**.

Tallulah Bankhead also will be heard during the broadcast, speaking direct from her home in Bedford Village, N. Y. **Jerry Colonna** is scheduled for the show although it has not been determined whether it will be by transcription or in person. **Tommy Handley**, England's famed radio comic, will be heard by special transcription sent from London. . .

Willard Schroeder, WINS station manager, reveals there will be no increase in time rates with the increase in primary area coverage. He said the station would now have a directionalized signal equal to 240,000 watts over greater New York.

Tele To Board Train

"Streamliner Parade," a new tele program will be inaugurated on WBKB, Chicago, on June 17 in collaboration with the Caples company. Show will originate aboard the "City of Los Angeles," from 8 to 8:20 p.m., CDT., with passengers being interviewed as they board the train.

Beville Named President Of Radio Research Council

(Continued from Page 1)

ington. The retiring president is **Wilson J. Main**, research director of **Ruthrauff & Ryan, Inc.** Also named at yesterday's meeting were **Edward Evans**, ABC director of research, vice-president, and **Dr. Herta Herzog**, director of radio research, **McCann-Erickson, Inc.**, secretary-treasurer.

Puerto Rican Sponsorship

San Juan, Puerto Rico — **Buck Canel**, formerly a staff member of NBC's international department in New York, has been signed by the distributors of Northcool suits in Puerto Rico to broadcast local boxing bouts over **WNEI**, San Juan. Canel left NBC a few weeks ago to become a staff member at **WNEI**. He is well known to Latin American audiences for his blow-by-blow descriptions of fights aired over NBC shortwave.

A Steinman Station

WILMINGTON DELAWARE


SELLS

5,000 WATTS DAY & NIGHT

Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago • San Francisco



IN CLEVELAND IT'S

WHK

APARTMENT

Will share with responsible man my East 70th Street terrace apartment from July first to September first. Share cost of unfurnished rent and maid service. Write—

BOX 370
RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

KMLB

MONROE, LOUISIANA

HAS MORE *Listeners* THAN


ALL OTHER STATIONS COMBINED

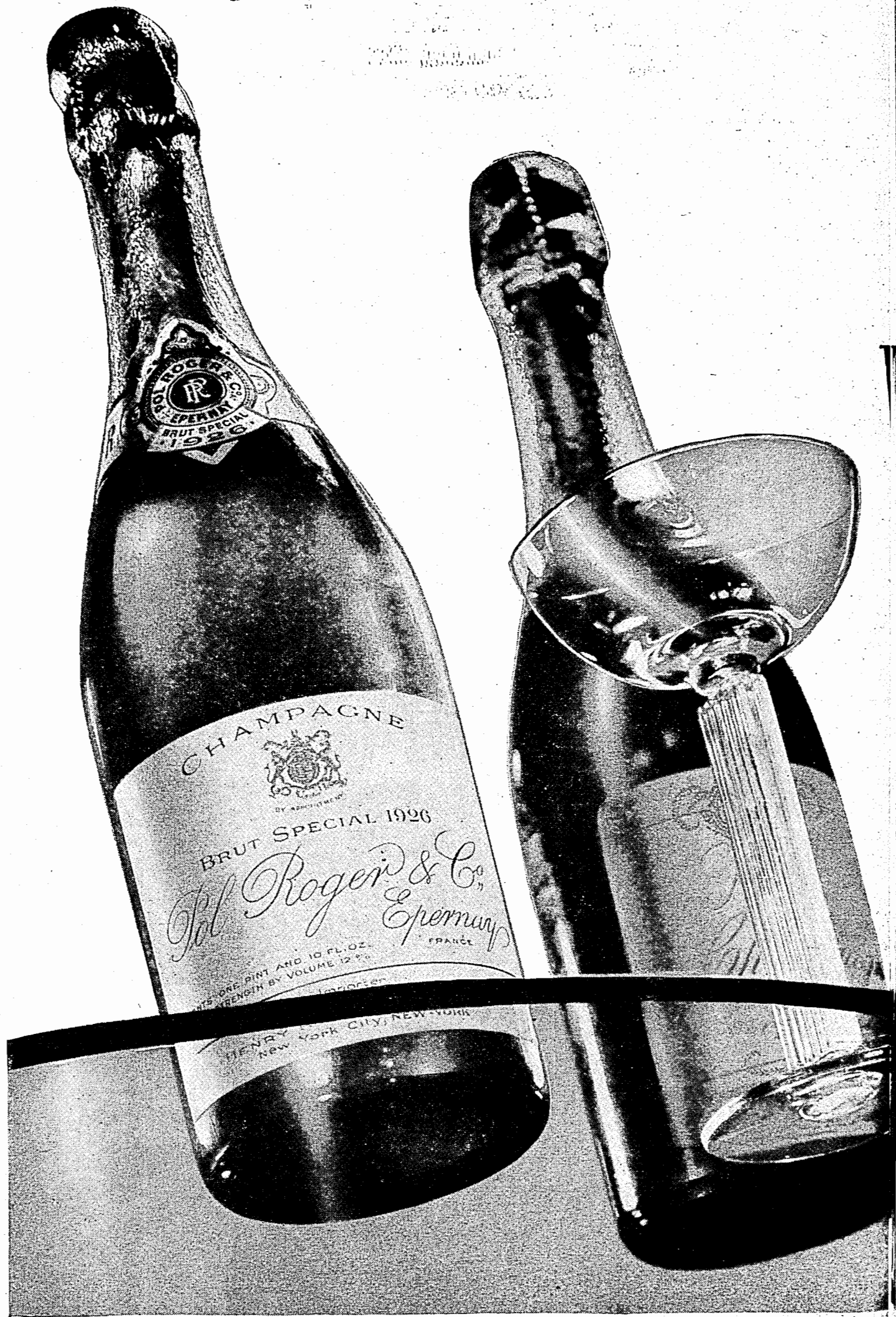
IN NORTHEASTERN LOUISIANA

AND REACHES A \$103,629,000

BUYING POWER

AFFILIATED WITH **AMERICAN BROADCASTING CO.**

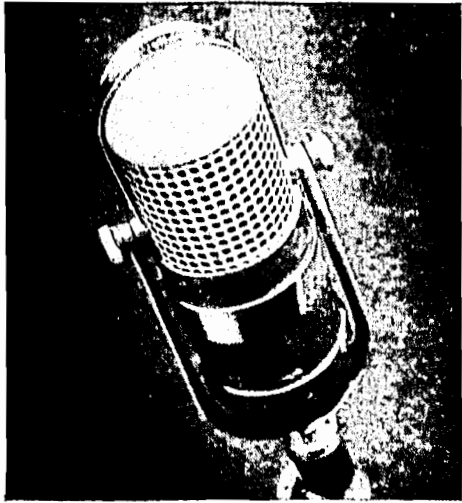




CHAMPAGNE
BY APPOINTMENT TO
BRUT SPECIAL 1926
Jas. Roger & Co.
Cognac
FRANCE

ONE PINT AND 10 FL. OZ.
ALCOHOLIC STRENGTH BY VOLUME 12%

HENNESSY
NEW YORK CITY, NEW YORK

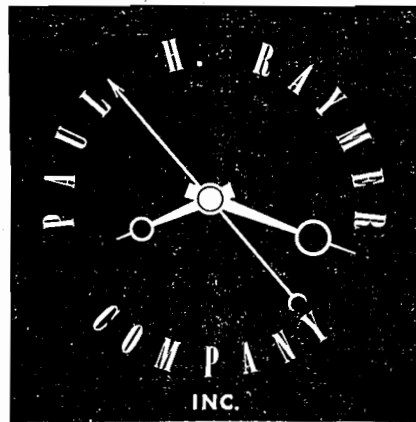


is your choice in Champagnes?

They look alike, they're packaged alike. But how vastly different they really are! The champagne to the left is the famous Pol Roger 1926, a light and exquisite blend of the finest grapes grown in the great vintage year. It is recognized by connoisseurs the world over. You who are discriminating appreciate the truly great difference.

Like champagnes, men and organizations may also look about alike. But what a striking difference there is.

Today, in our fifteenth year of station representation, we are proud of our persistent adherence to sound principles of operation and of the recognized character and quality of our sales personnel. Such qualities are more than alluring promises—they are positive proof of continued and satisfactory performance.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

LOS ANGELES

By RALPH WILK

KMPC's annual picnic was held Saturday (June 7th), at Lake Enchante with C. G. Renier and Lou Huston as co-chairmen of the event. Golf enthusiasts of the station initiated the day with eighteen holes at the San Fernando Valley Country Club preceding the picnic.

Alan Sands has just completed a novel type of comedy show which will feature three impersonators. Although mimics have been standard vaudeville acts for years, no network show has been built around them.

A new and attention-demanding record program made its debut on KFI June 7th. Pat Kelly scripts for the program, which offers four records and four riddles to introduce them. One riddle is the clue to the name of a song to be played, another for the name of a vocal artist, another for an orchestra and so on. It's unique and it's fun.

Tom Lewis, Young & Rubicam Hollywood vice-president, will address Advertising Association of the West annual convention at Sun Valley, Idaho, June 26 on "Current Trends in Commercial Programming."

Kaiser-Frazer Distributor Buys Time On N. Y. Stations

(Continued from Page 1)

where the dealer sells used cars as well as Kaiser-Frazer autos.

The radio advertising is being paid for entirely by the Muntz Car Co., and there is no participation by the manufacturer. Length of the overall campaign has not been determined and contracts with local stations vary. WHN has a year long contract, for instance, calling for 14 one-minute announcements a week while the 13-week contract with WMCA is for 30 announcements a week.

Name Orchestras Set For AFL Sponsored Show

Four name bands will be featured in the final weekly variety show sponsored by the Entertainment Unions Committee, in co-operation with AFL, over ABC next Thursday, June 12, at 9:30 p.m., EDT. Jan August, pianist, will also appear on the show along with the bands of Tex Beneke, Freddy Martin, Xavier Cugat and Ray Bloch. Under the direction of Oliver W. Nicoll, the program will originate from New York and Hollywood. The afternoon strip, titled "The Best Things in Life," also concludes on ABC next Friday, June 13.



Broadway Bulletin Board . . . !

● ● ● Big shakeup at Hutchins agency with Hank Booraem (the guy responsible for the Philco-Crosby setup) resigning. . . . "We the People," long a Sunday feature, moves into the vacated Vox Pop slot Tuesday nite, June 24th. With "Take It Or Leave It" also pulling out, this leaves CBS with a full hour on Sunday p.m. to dangle for prestige series. . . . Inquiry into the activities on musiczar Petrillo will be halted by the House Labor Committee pending Supreme Court's decision on the anti-Petrillo act. . . . Chas. Luckman, prexy of Lever Bros., offering \$100,000 toward million dollar scholarship fund to teach future labor management leaders. . . . NBC's Clarence Menser has dug up some new comic talent in Canada—lads known as Shuster and Wayne, who'll be aired this summer. . . . Warner Bros. contemplating entering the record field. . . . Real Estaters planning another "Rockefeller Center" around the UN Capitol. . . . Joe McCaffrey, popular Washington commentator and syndicated columnist, quitting his radio post on medico's orders because of a recurrence of a World War II injury. . . . James Durante is wagging his nose friendly-like to singer Clark Dennis, who may turn up as his chirper in the fall. . . . Hal Kanner says the advent of all these record shows means that in the fall you're likely to hear: "The following program is not transcribed and has all live characters. Honest, folks! It's actually a LIVE show. If you don't believe us, listen to 'em breathe!"



● ● ● Casting problem: Ripley's show on NBC is looking for a radio actor and actress who are actually engaged to do several dramatic sketches showing different marriage customs and rituals in various countries. Pair won't actually be married on the air—but the producer wants them to really be engaged and no faking. Contact Walter McGraw or Geo. Leffertz, scripter of the series.



● ● ● SMALL TALK: Deal on the fire for Bea Kalmus to turn disc jockey from Frank Law's Crest Room nitely via WHN. . . . Vera Vague quitting the zany stuff on the screen and insisting that future roles give her a chance to show her flair for sophisticated comedy. . . . Ed Gardner has chilled on his plan to bring a musical comedy version of "Duffy's Tavern" into N. Y. He likes H'wood too much, he sez. Besides, he just bought a yacht and intends to take things easy out there. . . . Walgreen's 46th anniversary setup (to be aired on the 19th via some 300 stations) will include such names as Bob Hope, Dennis Day, Groucho Marx, Cass Daley, Art Linkletter, The Sportsmen, Lud Gluskin's ork, etc. . . . Harry Wismer signed to air the resume of the National Open Golf Tournament from St. Louis on the 12th, 13th and 14th, which Gillette is bankrolling. Harry will also appear on the Gillette Saturday sports show from 6:00 to 6:30—plus his own regular slot from 6:30 to 6:45. Who was this guy Paul Revere! . . . Interest being shown in reviving "Two on a Clue". . . . Jack Paar can consider himself famous. He's getting threatening letters—and not about his comedy, either. It looked like a gag at first, but he's now thinking about consulting the FBI.



● ● ● WNEW sent announcer Johnny Dale up to the Collyer (old 5th Ave. family, remember?) auction yesterday and he came away with a record collection, some dating back to 1875. One platter on that date was "pressed" by E. Berliner's Gramophone Co. Disc was a recording of Sousa's "American Republic March" and was autographed by Arthur Pryor. Another record was Irving Berlin's "I'll Take You Back to Italy," sung by Ada Jones and Billy Murphy. Still other platters carried labels from Domino Record Co. and Zonophone. WNEW paid twelve bucks for the collection, and preemed it on the air early this ayem via Art Ford's "Milkman's Matinee."

CHICAGO

By NAT GREEN

JANE HARVEY, formerly vocalist with Benny Goodman, now is guest vocalist on ABC's "Breakfast Club" for a week beginning June 9.

Alan Fishburn, radio chief of Schwimmer & Scott, will stage a two-hour version of a new radio program, "Wish I Might," which he and Ken Houston wrote, on June 15 at the Actors' Club.

Andy Murphy of ABC's central division publicity department, off to Erie, Pa., to do advance flak on "Ladies Be Seated," which originates in Erie June 11, 12 and 13.

Wayne King's new composition titled "Midnight" has been adopted as the theme song for WBBM's full hour record show "Matinee at Midnight."

Everett Clarke, of "The Echo" fame, will present a two-hour solodrama on June 18 at Kimball Hall, titled "Rulers of Men." Clarke will portray leading political figures of history and his conception of a leader of the future.

E. K. Hartenbower, manager of KCMO, Kansas City, Mo., and Sidney Robbins, commercial manager of WSBA, York, Pa., conferred with ABC execs in Chicago June 4.

Jack Armstrong began a new series June 2, titled "Armstrong and the Sky Elevator."

Nat'l-Radio-Week Plans Told At RMA Convention

(Continued from Page 1)

an elaborate promotional campaign which will include special programs by all networks and local stations. NAB, which is co-sponsor with RMA of National Radio Week, will take an active part in working out the plans and the advertising committee has been assured of the co-operation of the National Retail Dry Goods Assn., the National Furniture Assn. and other retailer groups. It also has interested the advertising agencies and radio sponsors.

The committee has asked for a fund of \$20,000 to promote National Radio Week and it is expected to be given the approval of the RMA board of directors, to whom it will be submitted during the convention.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

IN CLEVELAND IT'S

WHK

Tele-Channel Sharing Draws TBA Opposition

(Continued from Page 1)

discuss possible sharing of television broadcasting channels with other services.

Thad Brown, Jr., TBA attorney, said that tele broadcasters not only opposed any cutting of video channels but "additional channels must and shall be requested at the earliest possible date."

"No compromise," Brown said, "cannot be afforded concerning the 13 channels presently assigned and further, additional channels must and shall be requested at the earliest possible date in order to effectively serve public interest, convenience and necessity."

Hits "Whittling Process"

TBA protested what was termed "whittling process" which "has been evident in recent FCC proposals concerning television relay bands."

Noting the large number of television stations now on the air and the even larger number scheduled to broadcast, Brown said the "reception tendered by the public to this new means of mass communication, in spite of present receiver scarcity and costs, has been overwhelming."

A proposal that 10 additional channels be allocated for tele broadcasting was presented to the Commission by Dr. Thomas T. Goldsmith, Jr., of the Allen B. DuMont Labs.

"The experience over the past years in selling television receiving sets," Dr. Goldsmith said, "indicates that the customer buying interest for sets will exist only in communities where several stations are operating simultaneously, thus providing a selection of programs."

Channel-Distribution Gradual

Dr. Goldsmith said those metropolitan districts which under the old allocation plan have less than four channel assignments should receive priority in allocation of the 10 new channels. After these smaller communities are provided with channels for competitive service, some further channels will be available for increasing the number of assignments in larger areas, he declared.

The 10 new requested channels fall between 108 and 174 megacycles, filling the gap between the lower and upper groups of television channels now assigned. These further assignments were originally contemplated when the present 13 channels were allocated. They are to be made available gradually to television within two years, as vacated by other services. Dr. Goldsmith recommended a full band be retained for assignment to the amateurs. Thus television broadcasting can use the spec-

Technical Standards Revised To Allow 30-Kc. Separation

(Continued from Page 1)

entitled to "decent broadcast service."

Under the new rules adopted by the Commission, no station separated by less than 40 kc. from another in the same area will be licensed if the 25 MV/M ground wave contours of the two overlap.

In addition, the FCC said: "Frequency separation of 20 kc. and 10 kc. are considered inappropriate for stations with the same general urban coverage and therefore no station will be licensed for operation with less than 30 kc. separation if the area enclosed by the 25 MV/M ground wave contour of either one overlaps the area enclosed by the 2 MV/M ground wave contour of the other."

Pointing out that there was considerable conflict among experts as to proper band separation, the FCC emphasized that studies into the matter will continue. In addition, the Commission said a study should be undertaken of the "many new types" of radio receivers on the market since the end of the war.

"In the meantime," the FCC said, "the Commission believes that relaxa-

tion of the standards should not be undertaken in the absence of a showing that radio service will not be deteriorated thereby. The Commission intends to continue its studies in the matter and will reopen the matter for further consideration when new data have been collected."

"Interference to listeners resulting from assignments on adjacent channels in the standard broadcast band," the FCC said, "is caused by non-selectivity of receivers, external modulation and internal cross-modulation. Although testimony adduced at the hearing indicated that only a relatively small proportion of the radio receivers in use by the general public were so non-selective that undesired station 30 kilocycles apart could not be tuned out from the desired station, it appears that a sufficient number of the general public owned such receivers and were entitled to decent broadcast service which they could not get if stations were too closely assigned in the standard broadcast band in the same general ground wave service area."

RCA Will Have Exhibit At Milan, Italy, Fair

Plans to exhibit an American television system at the Milan international fair at Milan, Italy, were announced yesterday by Meade Brunst, vice-president of RCA and managing director of the RCA International division. The equipment which includes mobile pickup units, studio equipment and receivers was flown to Italy for the opening of the fair on June 14.

The demonstration will be a part of the observance of the 50th anniversary of the invention of radio by Marconi. It was also disclosed that Dr. V. K. Zworykin, vice-president and technical consultant of the RCA Laboratories division, has accepted an invitation to deliver a paper on television before the Academy of Science in Rome as a later phase of Italy's celebration.

trum between 44 megacycles and 216 megacycles, except for small regions retained for FM, amateurs and miscellaneous services, making a total of 23 channels assigned to commercial television.

U. S. Rubber To Sponsor Pro Tennis On WCBS-TV

National Professional Tennis Championships at Forest Hills stadium, June 16-22, will be covered both live and film by WCBS-TV, under sponsorship of U. S. Rubber Co. Vinnie Richards, commissioner of the World Professional Tennis League and former holder of all major net titles, will describe the play-by-play activity.

Stanton will cover the latter part of the tourney on a live basis, omitting the early rounds, but will film the entire seven-day play for later showing. Forty-two pros will participate, including Bobby Riggs, Frank Kovacs, Don Budge, Fred Perry, and Welby Van Horn.

Stork News

Jack O'Reilly, WOR staff announcer, became the father of a girl born to Mrs. O'Reilly in Doctors Hospital in Manhattan June 7. Child is named Marguerite Georgette.

Marshall Makes Plea For State Dept. Radio

(Continued from Page 1)

to be made to utilize private resources. The Government should only fill in where private interests do not or cannot undertake these programs.

"As to the broadcasting, it should be continued as at present until Congress has had an opportunity to consider and decide on the permanent legislation which has been introduced. Regardless of the merits of the charges that have been made concerning poor administration in the past, I assure you that the program will be carefully administered in the future. Possibly the program has been ineffectively administered in some respects, but this would be but characteristic of all new programs."

Marshall asked for the restoration of the full budget of better than \$31 million for the operation.

Resigns Research Post With Brit. Broadcasting Co.

Dr. Henry David, research director of the British Broadcasting Corporation's New York offices since 1942, has resigned that post in order to return to his former profession as professor of history at Queens College, Flushing, N. Y., it was announced by the BBC.

For several years, Dr. David worked in Britain during the war in the American Section of the Ministry of Information, the OWI, and in the BBC North American Intelligence section, where he helped formulate the broadcasting policy of projecting America to Britain, and vice versa. While head of American research for the BBC, he was responsible for initiating public opinion surveys and radio research, travelling extensively for this purpose in Britain and the U. S.

WBAL Breaks Ground

Ground was broken last week for WBAL's television transmitter in the northwest section of Baltimore. Station hopes to be televising experimental programs by October of this year.

IN CLEVELAND IT'S

WHK

Send Birthday Greetings To —

June 11

Douglas Craig	Ruth Lewis
Hazel Scott	Hal Simms
Gene Stafford	Rise Stevens
Bill Sutherland	

4 more days

WGBS goes CBS

MIAMI, FLA. • 10,000 WATTS

Baltimore's Listening Habit

WCCB

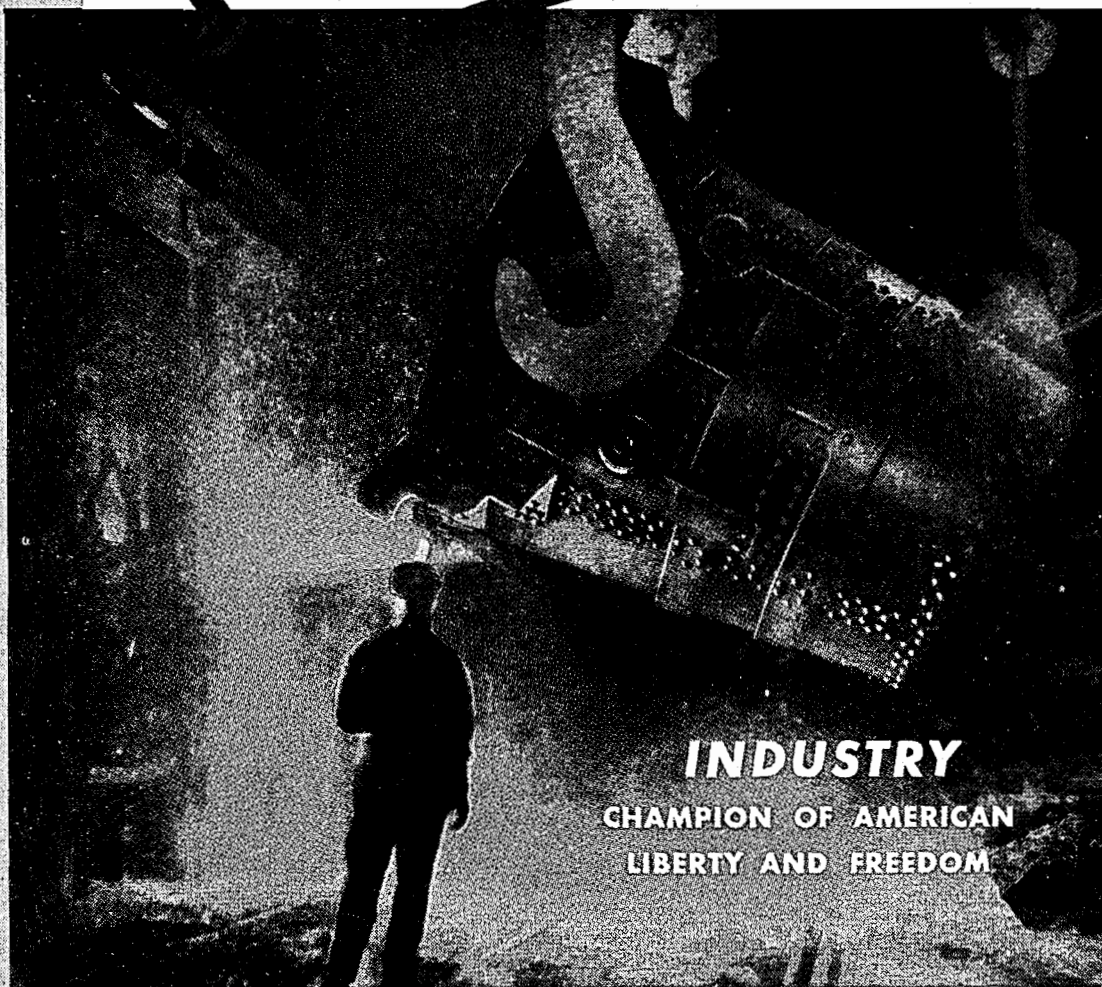
MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

**LET'S GO
AMERICA**



INDUSTRY
CHAMPION OF AMERICAN
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST
ADVERTISING MEDIUM



WJL

50,000 WATTS

C. B. S.
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Represented by
PETRY

OWEN F. URIDGE
V. P. and Gen. Mgr.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 39, No. 52

NEW YORK, THURSDAY, JUNE 12, 1947

TEN CENTS

Mfrs. Progress Reported

Louisiana Competitor Filed At FCC Only To Delay

Washington Bureau, RADIO DAILY
Washington—A serious attempt to establish a precedent for the recognition of so-called "strike" applications in papers filed with the FCC by the Litchfield County (Conn.) Radio Corp. Through its attorney, Nathan David, the Litchfield County Corp., claims that a competing application for Louis Lasaponara of New York City was inspired by another applicant for facilities in Litchfield County, Conn. was intended "primarily for the

(Continued on Page 8)

Amer. Marketing Assoc. Opens 10th Annual Meet

Various means to dissect and overcome the problem of marketing in America's changing economy came under the close scrutiny of top executives of industry yesterday as the 10th Annual Convention of the American Marketing Association opened at the Commodore Hotel. Theme of the three-day meeting, which has scheduled speakers from all phases of business and government, is "Marketing in Action."

Specific marketing problems related.

(Continued on Page 6)

BMB Future Dependant On Long-Range Financing

Any future continuation of Broadcast Measurement Bureau beyond July 1 is most likely to come from a long range financial plan, it appeared yesterday following a two-day session of the BMB finance committee which also discussed the problem with a NAB special committee;

(Continued on Page 6)

ITC Meeting

Atlantic City—Heads of delegations of the 70 nations represented at the International Telecommunications Conference in this city met yesterday with Charles R. Denny, FCC head and chairman of the radio conference of the gathering, in an effort to get a major part of the radio work accomplished by July 1. To date the conference has been lagging, according to Denny who a few days ago asked special permission to call the meeting in order to push the work.

Inter-Amer. Leaders To Meet In New York

Dr. Justino Jimenez de Arechaga, director of the permanent office of the Interamerican Broadcasting Association with headquarters at Montevideo, has called a meeting of the association's councillors to be held at the Waldorf Astoria Hotel in New York on June 28.

The meeting will bring together such Latin American radio leaders as

(Continued on Page 5)

Microwave Relay Circuit Developed By Gen. Elec.

General Electric revealed yesterday the development of a one-way microwave radio relay circuit for use in commercial television operations between New York City and Schenectady, N. Y. The service will also

(Continued on Page 5)

U. S. BMI Radio Licenses 100% Burton Tells CAB Convention

Jasper, Alberta — Addressing the third day of the annual convention of the Canadian Association of Broadcasters being held here, Robert J. Burton, general manager of BMI Canada, Ltd., yesterday told the assemblage that the broadcasters of the U. S. and Canada have one great common interest in the music organization, and that it is a permanent interest and tie between the radio men of both countries.

Burton, who is also legal manager

RMA's President Sees Record Output Of 18,000,000 Home Receivers And Auto Radios In '47

Kate Smith Signed As Platter Spinner

Newest arrival to enter the platter spinner sweepstakes is Kate Smith, who along with Ted Collins, was signed yesterday by WOR to do a quarter-hour daily show, using her own collection of records, starting July 7. The record show will be aired from 12:45-1 p.m., Monday through Friday, just one-half hour after her MBS co-op broadcast. Both programs

(Continued on Page 5)

10 Hearing Examiners Appointed By Commission

Washington Bureau, RADIO DAILY
Washington—Following through on its action last month establishing an independent hearing division responsible directly to the Commission to carry out provisions of the admin-

(Continued on Page 2)

Novel Spot Campaign Prepared By Decorators

Painters and paper hangers union is conducting a one week spot radio campaign over four New York independent stations urging house and

(Continued on Page 4)

By NAT GREEN

Staff Correspondent, Radio Daily

Chicago—Radio is one industry that is back to normal, according to R. C. Cosgrove, president of the Radio Manufacturers Association, in annual session at the Stevens Hotel. The industry is in a healthy condition, President Cosgrove told the 800 delegates assembled here, production is at a

(Continued on Page 6)

State Association Formed In Louisiana

New Orleans—James E. Gordon, general manager of WNOE, was elected president of the newly formed Louisiana Broadcasters Association as a sequel to an organizational meeting held here last week.

Other officers elected included Roy Dabadie, WJBO, vice-president; Fred Weber, WDSU, New Orleans, secretary.

(Continued on Page 8)

Mutual Planning Salute To Web's 400th Station

Mutual will wind up a week of saluting its more than 400 affiliated stations on Saturday with a special program entitled, "400 Party" which will be heard 9-9:30 p.m., EDT. New-

(Continued on Page 2)

Dad's Day Doin's

Four fathers of Quiz Kids will participate in the weekly quiz program over NBC on Sunday from 4:00 to 4:30 p.m., EDT. The fathers are S. J. Kupperman, Francis Mulen, Arvid Lunde and F. Patrick Conlon. They will appear opposite their sons during the broadcast from Chicago. Joe Kelly will, as usual, be master of ceremonies on the program.

Seafaring Service

Weather forecasts written especially for yachmen on the Atlantic coast are now prepared and broadcast by WOR, New York, seven nights a week during the station's regular weather report at 11:25 p.m. Early morning forecasts are also broadcast Mondays through Saturdays at 6:40 a.m., as a special service from the U. S. Weather Bureau.



★ COMING AND GOING ★

Vol. 39, No. 52 Thurs., June 12, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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JAMES D. SHOUSE, president of Crosley Broadcasting Corp., and ROBERT E. DUNVILLE, vice-president and general manager, arrived yesterday to participate in the festivities at WINS.

JAMES H. KLEIN, night manager at WHN, is honeymooning with his bride in the West Indies. Mrs. Klein is the former Bernice Brown, of Ansonia, Conn.

CONSTANCE HOPE, director of Red Seal artists relations for RCA-Victor Records, is in Hollywood on company business. She'll return to New York around June 16.

J. F. McLONEY, account executive in the Chicago offices of CBS Radio Sales, is back in the Windy City following a short trip to New York.

HENRY UNTERMYER, special events director at WCBS, is in New Brunswick, N. J., for the opening session of the state's Constitutional Convention.

ART FORD returns to his turntables at WNEW today after having attended the Chicago convention of the National Assn. of Music Merchants.

CARTER RINGLEP, sales manager of KMOX, St. Louis, paid a call yesterday at the headquarters of CBS. WENDELL CAMPBELL, manager of the station, left New York the same day for the home offices.

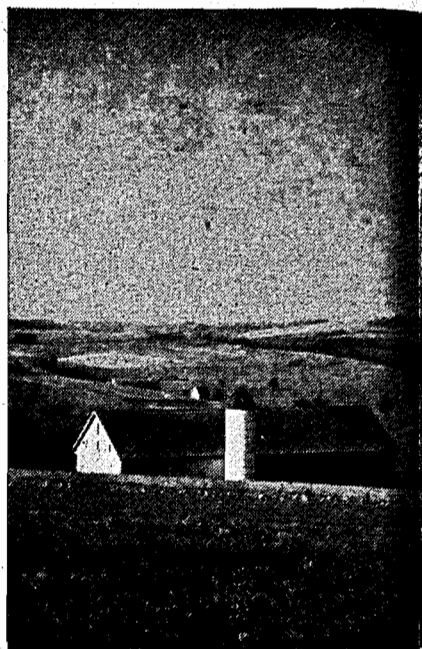
J. HAROLD RYAN, vice-president of WSPD, Toledo, Ohio, in New York this week. Conferred Tuesday at the headquarters of the Broadcast Measurement Bureau.

RUTH BRADEN, president and general manager of WBSR, Pensacola, Fla., was a caller this week at the offices of the American network, with which her station is affiliated.

WALTER EVANS, president of Westinghouse Radio Stations, Inc., is in Chicago for the convention of the Radio Manufacturers Assn. He is a member of the RMA directorate.

EDWARD L. BERNAYS, public relations counsel, has returned from Princeton, N. J., where he delivered an address at the Institute on Hotel Public Relations conducted by Westminster Choir College.

CLARENCE WHEELER, vice-president of WHEC, Columbia network outlet in Rochester, N. Y., is in Gotham on station and network business.



PEACEFUL

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States . . . this is a 5-station network town.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Reed

FINANCIAL

(Wed., June 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Du Mont Lab., Finch Tele Comm., Stromberg-Carlson.

10 Hearing Examiners Appointed By Commission

(Continued from Page 1)

Administrative procedure act, the FCC yesterday announced appointment of 10 hearing examiners. The appointees are:

Jack P. Blume, Jay D. Bond, Joseph Brenner, James D. Cunningham, Walter E. Emery, Robert W. Hudson, Hugh B. Hutchinson, J. Fred Johnson, Edward F. Kenehan, and Leo Resnick.

The appointees have been members of the Commission's legal staff and are "especially qualified" by their specialized experience in the broadcast and common carrier fields to preside at hearings, prepare and recommend decisions to the Commission, and otherwise effectuate the new hearing procedure which became operative on June 11th. They will operate under civil service rules.

Hartley On WMCA Friday

Rep. Fred Hartley, co-author of the Taft-Hartley labor bill, will be heard over WMCA Friday, June 13, at 9:15 p.m. speaking from Washington. Broadcast is a follow up on a talk made over WMCA last night by Mayor O'Dwyer in which he attacked the bill.

Mutual Planning Salute To Web's 400th Station

(Continued from Page 1)

Best affiliate to join is WMID, Atlantic City which became part of the web during the current week.

Feature of the special Saturday program will be the new BMI song, "The Feeling's Mutual," and messages will be heard from top radio and stage personalities. Origination point will be WMID Washington and New York.

Throughout the current week, MBS listeners are hearing two new network cues which are being alternated: "This is the only network with stations in every state of the nation," and "this is the world's largest network, serving 400 radio stations."

Philco Dividend

Philadelphia—Philco Corporation's quarterly dividend on common stock amounts to 37½ cents per share, payable June 12, 1947, to stockholders of record May 29, 1947. Net income of the company in the first quarter of 1947 totaled \$1,609,754, after provision of \$1,617,900 for federal and state income taxes and \$1,300,000 for inventory reserves. This was equivalent to \$1.10 per share of common stock after allowing for preferred dividends.

WEVD advertisement: 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES IN ENGLISH, JEWISH, ITALIAN. 3 RESPONSIVE AUDIENCES. 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA. Send for WHO'S WHO Among Advertisers on WEVD. WEVD 117-119 W. 46 St. HENRY GREENFIELD, Mgr. Director N.Y. 19

WDAS advertisement: FOR RESULTS IN THE Philadelphia MARKET. WDAS PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION.



...now

5 Times

More Powerful

ONE OF AMERICA'S FINEST!

With its new 5,000 watts power and beamed signal, KQV delivers a daytime audience, (in the five millivolt area) five times as great as previously. Night-time audience is up over 60% too. The new transmitter site and directional antenna were chosen after careful consideration and engineering analysis to include, within the five millivolt area . . . the most thickly populated areas of the greater Pittsburgh district. This means a stronger signal in this area than any other Pittsburgh station. The outstanding local and Mutual Network programs make KQV, "Pittsburgh's Aggressive Station," a real radio buy.

★ Increased power means daytime audience up 500% in the five Mv/m district.

★ Blanketing 1-1/3 million people in Pittsburgh's rich industrial area.

★ Low cost-per-family coverage within Allegheny County.

★ Advertisers are assured of a responsive audience.

KQV

Basic Mutual Affiliate

1410 ON YOUR DIAL

NATIONAL REPRESENTATIVES... WEED & CO.

LOS ANGELES

By RALPH WILK

TACK ROURKE PRODUCTIONS announces it is now handling exclusively the new comedy program, "Leo and the Blonde," starring Lionel Stander and Florence Lake, produced and directed by Frank K. Danzig, with script by Robert Libott and Frank Burt. "Leo and the Blonde" is an unusual comedy five-a-week strip, featuring Stander as a Hollywood press agent with more gas than petroleum.

Walter Tetley has been set for "Somerville Band Concert" which will replace the "Great Gildersleeve" show on Wednesday nights.

Bob McAndrews of Young & Rubicam Hollywood publicity department back from San Francisco, where he was re-elected director of St. Mary's College Alumni Association at annual homecoming.

Bill Anson, conductor of "Hollywood Bandstand" heard daily over KFWB has completed a screen original, "We Three Grew In Brooklyn," for PRC. The situation comedy involves a prize fighter and his triplet brothers.

Gordon Jenkins, maestro of the Dick Haymes show, has peddled two of his new tunes to publishers, "Write Me a Letter" and "Indian Giver." The latter is a romantic thing Jenkins introduced last year.

Lorry Raine, recently nominated by Orchestra World magazine as the "outstanding new singer of 1947," will be guest songstress with Mark Warnow's orchestra on "Sound Off With Mark Warnow," June 13th.

Phil Baker is now back on "Take It Or Leave It," starting Sunday, June 8th, with show originating from Hollywood. The \$64 question is whether Baker will continue and has he won his victory.

Novel Spot Campaign Prepared By Decorators

(Continued from Page 1)

apartment owners to redecorate their homes during the slack season. The one-half and one-minute commercials state that plenty of painters and paint are available and that under government regulations landlords are still required to repaint their property at fixed intervals.

The local union which has purchased air time is District Council No. 9, Brotherhood of Painters, Decorators & Paper Hangers. Several announcements daily are broadcast over WOV, WLIB, WEVD and WMCA. Contracts were signed through the Walter W. Wiley agency, which serves the account.



Windy City Wordage...!

● ● ● Kate Smith's charge that CBS censorship caused her to leave the network for her new Mutual co-op deal made in an interview here Tuesday was a verbal bombshell that brought her heavy

Chicago wordage in the Chicago press and a pickup by the wire services. . . . Along with this comment came word from Kate that she plans her own disc jockey show on a New York station and will feature her own recordings . . . the platter show will be groomed for WOR presentation.



● ● ● Chicago newsmen are having a real radio workout this week. . . . The Radio Manufacturers' Association Convention at the Stevens Hotel has received heavy coverage with today's interest centering on the address to be delivered by Brig. General David Sarnoff, president of RCA . . . Gen. Sarnoff, 'tis said, will make some predictions on the subject of electronics with special emphasis on television. . . . A late arrival for the convention was Paul Raibourn who heads the television operations of Paramount Pictures . . . Raibourn came direct from the Washington FCC conference on tele channel allocations.



● ● ● In an effort to hypo Chicago radio, a get-together of radio people and radio editors has been set for next Tuesday, June 17 at Riccardo's. . . . The third annual Purple Heart cruise for 500 hospitalized veterans on June 14 will be broadcast by WBBM with announcer George Guyon interviewing vets. Cruise is sponsored by Irving Kupcinet, Times columnist. . . . The new summer sked on WGN will include three new programs, Monday through Friday. Starting June 16, WGN will air songs by Merv Griffith with Lyle Bardo and orchestra; "Songs of Praise" and Jackie Hill show featuring the 19-year-old baritone with Joe Schirmer and the Roughies and the Jack Connor trio. The Jackie Hill show will also be heard on Mutual on Saturdays.



● ● ● Chicago's 14 radio stations will combine their facilities and personnel to present a spectacular pool broadcast of a simulated attack on the city on Saturday, June 28 when 200 planes from Glenview Naval Air Station, and Wold Chamberlin Field, Minneapolis, sweep over the city's lake front.

Juke-Box Bill Opponents Testify In Washington

Washington—Sidney H. Levine, for the Automatic Music Operators, Inc., and Ralph E. Curtis for the Associated Tavern Owners of America, yesterday registered their unalterable opposition to House Bills 1269 and 2570, which would extend copyright protection to the performance of recorded music in juke-boxes. They appeared before the House Judiciary Committee sub-committee sitting on these measures, and will be followed by other opponents of the bill Monday.

Heard in support of the bill yesterday was Louis Frohlich of Ascap. Levine and Curtis also declared themselves opposed to HR 1270, which would give performing artists copyrights in records. Adoption of this bill would not affect them, however, unless 1269 or 2570 were also adopted. Also to be heard next Monday are

Will Originate Concert For Disabled Veterans

Los Angeles — The "Music for Wounded" concert July 2 in the Hollywood Bowl, sponsored by the Musicians' Association of Los Angeles, will be broadcast direct from the Bowl stage by Armed Forces Radio Service to 290 hospitals overseas and veterans' hospitals in this country, and to ships at sea. This is the third "Music for Wounded" concert given to raise funds to provide for professional musical entertainment through the year for hospitalized veterans. Al Armer is producer, and John Le Groen, Association vice-president, is general manager of the event.

Maurice Speiser for the National Association of Performing Artists and John Schulman for the Songwriters' Protective Association.

SOUTHWEST

JOE H. TORBETT named director of operations of a new group of southwestern stations which are owned and operated by a group of well known Texas theater circuit operations. Stations include KDLR, Del Rio; KXEP, El Paso, and KXSA, San Angelo. Applications are pending for stations in Corpus Christi, Houston, Parsons, Kansas and Norman, Oklahoma. Torbett has been Washington bureau chief for the Press Assn., radio division of the Associated Press.

Program tests are being made at KWHI, Brenham which will operate on 1280 kilocycles with a power of 1000 watts. Station is owned and operated by Tom S. Whitehead, publisher of the Brenham Banner-Press. Station manager is Ernest T. Jones formerly with KNOW, Austin and KPLT, Paris.

Aubrey H. Escoc, general manager of KAND, Corsicana resigned from the station on June 1. He will be succeeded by Less Harris, Dallas advertising man.

The Sabine Area Broadcasting Co., at Orange has been granted license to operate a new standard broadcast station to be operated on 1600 kilocycles full time with 1000 watts power. President of the group is J. Jacobs, local jewelry store operator who has 17 per cent interest; W. J. Godsey has 25 per cent interest and is secretary while M. L. Jacobs is treasurer with 17 per cent interest. Directors include H. Plettman with 16 per cent and Arthur P. Kay, Jr., with 25 per cent. Kay is chief engineer of KPAC, Port Arthur.

"City Hotel" is the title of the first professional produced serial which is being heard for a quarter-hour Monday through Friday over KYFM, San Antonio. Programs feature Hamilton Branch, Angeles Lee, Jerald White, Madeline Lee and Miriam Leahy.

"Were You Listening?" is the title of a new half-hour Saturday morning program being aired from the studios of WOAI, San Antonio. Programs give away to the studio audience merchandise prizes for answering questions pertaining to programs, spot announcements and station personalities. Jerry Lee, Perry Dickey, Mel Winters and Jack Foster are heard on the program.

Marvin Broyles, program director of KCOR is making available to San Antonio youngsters a full hour each Saturday for the opportunity of being disc jockeys for the station's regular daily "Tippin' In" program. Auditions are held each week and four are selected to preside for the four 15-minute sessions each Saturday afternoon.

HOUSE FOR SALE

Beautiful 9 room, 3 bath Colonial; Choice North Queens Community on Water, Boating. 20 minutes from Manhattan; available immediately. Open to Offer. Flushing 9-4529

NOW AVAILABLE

Top calibre salesman with excellent network and agency contacts—broad over-all knowledge of all phases of show business including publicity and promotional background. Write Box 371,

RADIO DAILY,
1501 BROADWAY, NEW YORK 18, N. Y.

BMI Is In Good Shape CAB Convention Told

(Continued from Page 1)

which have not yet opened their out-
s. This total of radio licensees now
lands at almost 1100 AM commercial
enses in the U. S. and over 1220
nmercial broadcasting licenses in
U. S., and Canada. Also some 1100
tels, cafes, restaurants and wired
usic services in addition to the ra-
licenses.

Has 1,200 Facts

BMI at the present time, stated Bur-
n, has agreements with more than
10 affiliated music publishers and
performing rights societies through-
out the world, making it one of the
world's leading licensing organiza-
tions of its kind. Its radio licenses,
Burton revealed, are 40 per cent more
in any other performing rights so-
ciety, while the combined perform-
ances of BMI plus public domain mu-
sic accounts for over 75 per cent as
many performances of any other so-
ciety. Station cost per performance,
Burton said, is lower on BMI despite
payments to authors and publishers at
an increased rate.

Burton reviewed the history of
BMI as the radio industry-owned or-
ganization and brought its progress
up to date. He concluded that the fu-
ture of BMI is dedicated to the ren-
dering of an ever-increasing service
to radio and "what is more important
towards itself as the champion of new
composers and publishers."

Arney a Speaker

The NAB's secretary-treasurer and
cabinet minister of the Alberta
Provincial Government urged the
CAB to continue its efforts for estab-
lishment of legal right to freedom
of speech on the air.

NAB secretary-treasurer C. E.
Arney congratulated the Canadian
organization on its "valiant fight for
the freedom of the air," and said a
principle of international preserva-
tion of free speech is essential to the
solution of present-day problems, and
the continued growth of democracy.
Radio, he said, is either wholly free
or not free at all, there is no middle
position.

J. A. Fallon, Minister of Public
Works in the Alberta cabinet, fol-
lowed Arney, and said:

"I agree with everything your pre-
vious speaker has said, 'all monopoly
is vicious but Government monopoly
is the most vicious of them all.'"

A joint liaison committee of Cana-
dian, United States and Mexican
broadcasters to act together in de-
fending freedom of speech on air is
proposed by John Gillin, Jr., presi-
dent of WOW, Omaha, Nebraska.
Gillin was speaking to a special
conference meeting of the Canadian
Association of Broadcasters.

Gillin Urges Vigilance

Mr. Gillin pointed out that in the
United States there was in fact con-
stitutional guarantee to right of free
speech (which is not the case in Can-
ada so far as radio is concerned). In
view of this, he said, there is con-
stant danger of encroachment from
entrenched bureaucracy feeding on
town power. Said Mr. Gillin, "eter-

Kate Smith Is Signed As WOR Platter Spinner

(Continued from Page 1)

will originate from Miss Smith's sum-
mer home at Lake Placid, N. Y.

Kate Smith records will be used
exclusively on the WOR local pro-
gram with the singer and Collins
tossing in sidelights, anecdotes, and
stories about how the records
came to be made. There are
about 1,000 records in the collection,
enough to sustain the program for an
estimated 15 months without any re-
peats.

Amount paid by WOR to Miss
Smith and Collins has not been re-
vealed but it is known not to be as
much as the pair will get, on a local
basis, from the network co-op. This
holds true even if a sponsor moves in.
The record show is not being offered
by WOR on a participating basis but
the sales department is after at least
one sponsor per broadcast.

Gives Chicago Interview

In Chicago, meanwhile, where Miss
Smith received an award from the
National Conference of Christians
and Jews, the singer said that the
switch of her network show from
CBS to Mutual was a result of re-
strictions and censorship imposed by
Columbia. She claimed that "you
don't have freedom of speech" on
CBS and that the program depart-
ment was always demanding that cer-
tain lines be cut from her script.
Pointing out a specific incident, Miss
Smith said that when Lucky Luciano
was shipped out of Cuba CBS cen-
sors would not allow her to mention
the case on her program.

Her manager, Ted Collins, however,
was quoted as saying, "I don't believe
Columbia does any more censoring
than anyone else. I think Miss Smith
is leaving Columbia because she has
a better contract."

An official answer to Miss Smith's
claim from CBS headquarters in New
York said the only reason the singer
was off Columbia was because the
sponsor, General Foods, did not re-
new its contract but took another
program. The statement did not deny
Miss Smith's scripts had been re-
viewed before going on the air, the
same as all other such programs over
the network. It was stated that while
her abilities as an entertainer were
respected, the network was forced to
make final judgment when she aired
news items.

Engagement Announced

Engagement of Mildred Russell,
supervisor of writers, announcers, di-
rectors and theme musicians at Air
Features, to William Steisel of Glen
Cove, L. I., was announced yester-
day.

nal vigilance is the price of liberty."

Morning session of the convention
was devoted to discussion of radio
sales, especially in relation to post
reconstruction era problems. Discus-
sion was led by G. Douglas Scott,
CAB director of broadcast advertis-
ing, assisted by agency men and
representatives. Questions from the
floor showed a lively interest in fu-
ture selling problems, and confidence
in radio's power to sell effectively.

Microwave Relay Circuit Developed By Gen. Elec.

(Continued from Page 1)

be extended to Syracuse if plans are
approved by the FCC.

Details on the G. E. development
came as result of the testimony be-
fore the FCC by C. A. Priest, man-
ager of the company's transmitter
division at Syracuse which built the
microwave relay equipment.

An application for commercial
usage of the circuit by WRGB of
Schenectady is now pending before
the FCC. The application asks au-
thorization to replay programs orig-
inating in New York City to the
Troy-Albany-Schenectady area.

The new relay operates in the 2,000
megacycle region. Extremely direc-
tional, the microwaves are beamed
from a transmitter atop the G. E.
office building at 570 Lexington Ave-
nue in New York City to a relay
station on Beacon Mountain 55 miles
north of New York. From there they
travel 55 miles to Round Top Moun-
tain where another relay tower trans-
mits them 29 miles to the Helderberg
Mountains. Picked up by the third
relay tower there, the signals are sent
14 miles to the Schenectady station.

Frances Scott Back For Anni.

Frances Scott, radio and television
femcee also known as Frankie Basch,
is back in the trade following a short
illness, and on Friday, the 13th, will
celebrate her 16th year in radio.

Inter-Amer. Leaders To Meet In New York

(Continued from Page 1)

Emilio Azcarraga of Mexico, Goar
Mestre, Cuba; Marco a Gandasegui,
Panama, and Eneas Machado de Assis
of Brazil. Felix Muguerza, secretary
of I.B.A., is also expected to attend.

Closer relationship between NAB
and IBA will be discussed with Jus-
tin Miller, president of NAB, and
network leaders participating in the
conference.

Royal Sees No Need Of "Makeup" On Video

Political figures will not have to
"go in for makeup touches" to look
their best on television, despite re-
ports to the contrary, according to
John Royal, NBC vice-president in
charge of tele, who described such
remarks as "completely erroneous
and misleading."

Royal stated that NBC had never
required any political figure to use
makeup before its cameras, and added
that it has no intention of doing so.

Among top political leaders who
have been televised by the network
are: President Truman, Gov. Thomas
E. Dewey, Harold E. Stassen, Sen.
Arthur H. Vandenberg, and Sen.
Robert A. Taft.



4000 Letters A Month

64,190 Letters in 16 Months

WGY Schenectady, N. Y.
GENERAL ELECTRIC

Radio Set Production Strong Cosgrove Tells Convention

(Continued from Page 1)

high peak, and the practices current before the war—promotions, special displays and heavy advertising, are coming back.

This year's RMA convention is strictly business, with the meetings highly specialized. Some ten or twelve committees, each representing one particular segment of the association, hold separate meetings daily to work out the problems of their sections, and all get together for the informal noon luncheon.

At a get-together held prior to the Tuesday luncheon, President Cosgrove gave the press a brief of the present status of the industry, as reflected in the various committee discussions. Cabinets, tubes and other equipment are now obtainable in quantities sufficient to take care of the public's needs, Cosgrove said, and, on the average, prices for sets are lower than they have been. Last year the industry produced 15,000,000 home receiver and auto radio sets. This year, at the present rate of production, the total probably will reach 18,000,000.

FM Production Improves

While a comparatively few FM sets are being produced, there has been a substantial increase over last year, Cosgrove said. The figure for April is 115,000 sets. In a comprehensive study made to determine approximately how many FM sets would be constructed this year, it was indicated

that about 2,000,000 radio sets will include FM bands, but that the number of straight FM sets manufactured will be small. Cosgrove said many engineering problems remain to be worked out. Of the FM sets now being made, most of them are of the larger models.

Manufacturers of television receivers also are confronted with many engineering problems, Cosgrove stated, but he said that rapid progress is being made. In the first three months of this year about 25,000 tele sets were manufactured. President Cosgrove estimates that about 250,000 sets will be the total for the year, but said that was strictly a guess.

5% Going Abroad

About five per cent of the total production of radios is now going for export, but indications are that it will rise to ten per cent by the end of the year. Cosgrove said membership in RMA has substantially increased in the last few years. In 1944 there were 210 individual manufacturing firms who were members. Today the membership is 347. While there was no registration at the convention, the attendance of members, delegates and guests is estimated at more than 800.

Annual election of officers will be held Thursday at 2 p.m. and the convention will close with the industry banquet at 7 p.m.

California Station Sets New Public Service Series

Santa Maria, Calif.—A new type of community service program has been introduced here by KCOY called the "Santa Maria Spectator," a fifteen minute program devoted to community happenings and heard Mondays through Fridays, 1-1:15 p.m., Frank B. Weltmer, manager of the station, announced yesterday. Duane Johnson, staff announcer, handles the interviews which include daily chats with city officials, civic leaders, clergy and press.

Two other programs of the public service type have also been launched. They are "Our Town" with Dale Gates, program director, giving a daily resume of various activities Monday through Friday at 6 p.m. The third series is "Teen Age Platter Party" emceed by Don Holt, local high school senior, on Monday through Friday 10-10:30 p.m. Platter requests are confined to local high school students.

All Negro Cast

The "Harlem Hospitality Club" will air its first program in the new series this Saturday, June 14, 2-2:30 p.m., over WOR-MBS, featuring an all negro cast, including Ethel Waters, Mary Lou Williams, Amanda Randolph and Billy Daniels. Program will be heard thereafter each Saturday at the same time.

BMB Future Dependant On Long-Range Financing

(Continued from Page 1)

without revealing details of the plan, the BMB finance group was said to have drawn up a long range finance recommendation which it will make to the BMB board of directors on June 20. Under such a plan, presumably, stations would not be on a lump sum fee basis to participate and back BMB for a year-long project but would be assessed a certain amount at fixed intervals.

In working out the recommendation, members of BMB's financial committee studied the organization's whole financial structure for the last three years and made note of the renewal subscriptions to date. Finance committee members present were Roger Clipp, WFIL, Philadelphia, chairman; Leonard T. Bush, Compton agency, and Lowrey Crites, General Mills. NAB special committee members in attendance were Paul Morency, WTIC, Hartford, and Richard Shafto, WIS, Columbia, S. C. Also present were Hugh Feltis, BMB president, and John Churchill, research director.

New Console Radio Set

Plans to produce a new 10-tube radio-phonograph that will sell for less than \$100 was announced yesterday by Electronic Laboratories, Inc., of Indianapolis.

AGENCIES

RUTHRAUFF & RYAN, Inc., have named Marvin Young as Hollywood radio office manager. A colonel in the army during the war, he was officer-in-charge as chief of the entertainment branch for the War Department of the entire entertainment activities of the army, both domestic and overseas. Prior to the war, Young was assistant program manager, western division, NBC.

WEED & COMPANY, national station reps, have named B. W. Randa as manager of the organization's office in Atlanta, Ga.

SEIDEL ADVERTISING AGENCY has promoted Ann Stell to the post of Space Buyer. Prior to this appointment, Miss Stell was assistant production manager.

DAVID O. ALBER ASSOCIATES, Inc. have been retained by the Benrus Watch Company to handle publicity, promotion and public relations.

BILL TREADWELL, publicity director of Fawcett Publications, Inc. announces that his department has been moved to the Fawcett Building at 67 West 44th St., New York.

HUGH FELTIS, president of Broadcast Measurement Bureau, will be guest speaker and present a sound Kodachrome movie entitled "BMB—A Uniform Measure of Radio Station Audiences" before the Media Men's Assn. of New York, tonight, June 12th at the Hotel Sheraton.

EDWARD ROYAL, formerly a partner in Royal & deGuzman, has joined the staff of The Advertising Council, as a campaign executive. Royal first went into public relations with Pan American Airways. Later he became advertising manager of the Jordanoff Corp. and with Paul deGuzman founded the Royal & deGuzman agency.

New Dallas Station Begins Broadcasting

Dallas — Dallas' newest broadcast station took to the air here Sunday, June 8 and will operate with a power of 1,000 watts on 1040 kilocycles daytime hours only. Station is owned and operated by the Variety Broadcasting Co., of which Lee Segall is president, and Tyrone Power, the film star, is one of the financial partners. Call letters will be KIXL. Studios, reception rooms and offices are located in a building which will be known as Radio Town. There will also be an FM affiliate to be known as KIXL-FM scheduled to take to the air in several months.

Segall is well known in radio circles having headed his own advertising agency and was the originator of many top network programs among them being the "Dr. I. Q." and "Sing For Dough" programs.

BEHIND THE MIKE

By SID WEISS

PHIL SPITALNY, who usually plays the Strand or the Capitol, switched to the Paramount in the first week of July with his all-gal orchestra and choir.

Lissen Records to platter footba coaching album by Sid Luckman of Wingdale Country Club.

Mutual planning a gigantic party for Kate Smith and Ted Collins when they switch to that web June 23rd.

The 10 weekly sponsored air shows gained by the torrid Modernaires the talk of Radio Row.

Big radio deal brewing for rapier-witted emcee Bill (Winner Take All) Cullen.

Tenor Brian Sullivan rates a no for his excellent work in the "Street Scene" album, especially "Lonely House."

Several bankrollers interested in new package featuring the chirping of Carol (Going Nowhere) Ames and Glen (Manhattan Merry-Go-Round) Cross.

How important a narrator is to dramatic airtel can be seen (or heard) Wed. nites when Berry Kroeger takes over on "The Big Story." The versatile Kroeger, who has portrayed practically every conceivable type of the air, turns in a top-flight performance.

Seems every time we pick up a mag there's an article in it penned by Paul Gardner. Now we notice that the current Collier's has had "Beauty in the Bull Ring" article.

Amer. Marketing Assoc. Opens 10th Annual Meeting

(Continued from Page 1)

ing to distribution channels, sales management, small business, public relations, advertising, including radio as well as other major media price and product planning, will be discussed by leading execs at the various sessions.

Yesterday's opening luncheon, which Mayor William O'Dwyer was the welcoming speaker, winners of the Annual AMA Awards were presented for leadership in marketing. Keynote address was presented by Ernest A. Breech, executive vice-president of the Ford Motor Co. Included among occupants of the dais were: William Hedges, NBC vice-president; Dorothy Lewis, co-ordinator of listener activity for NAB and vice-president of the Advertising Women of New York; Eugene Thornas, president of the Advertising Club and sales manager of WOR; Frederick Gamble, president of the American Association of Advertising Agencies and Robert Elder, vice-president of Lever Bros.

Scheduled among discussion speakers in panel sessions today and tomorrow are Don Francisco, vice-president of J. Walter Thompson, Lemuel R. Boulware, vice-president of General Electric; Marion Harper, Jr., McCann Erickson, and C. E. Hooper.

PROMOTION

"Bo-Bo Ske Deeton Dotten"

"Bo-Bo Ske Deeton Dotten," is the name of "Buddy Baer," who is the author of a new transcribed program being promoted and distributed by Kasper-Gordon, Inc. This new series of 78 programs of "The Adventures of Buddy Baer" in the first unit, will be used on a three-times-weekly or four-times-weekly basis will begin on September 8. Programs are open to transcriptions, one sponsor to a program, with each sponsor acting as the local headquarters for the "Buddy Baer" Safety Club distributing membership cards, buttons, premiums,

probably never before in the history of transcribed radio programs such advance promotional work has been done, nor the tremendous amount of tie-ins to promote this new series. A major motion picture company will make "Buddy Baer" color cartoon shorts, and subsequently release 13 color shorts each year for the next five years; one every four weeks. At the same time, 100,000 record albums are being produced, and New York manufacturer, Richard Krueger, is now in the process of manufacturing a 13-inch "Buddy Baer" plush-children's toy made of velvet with face, arms and legs in pink, white, royal blue overalls, bright yellow buttons, red tongue, and black eyes.

Boston Junior Deb Co., is manufacturing authentic "Buddy Baer" premiums for little girls, which won first prize in an exhibit sponsored by the Apparel Industry of New England. New Ashford Industries are marketing "Buddy Baer" pulltoys out of wood and a chocolate covered candy bar will soon be on the market, called "Buddy Baer Candy Bar." "Buddy Baer" drawing sets, paint sets, sweaters, soap, greeting cards, plastic cereal bowls, etc., are also in the process of manufacture. In short, it would appear that "Mickey Mouse" is a serious rival. Even a newspaper cartoon strip of "Buddy Baer's" adventures will be released.

Kasper-Gordon, Inc., as exclusive world-wide distributors of the new series has gone all-out in their promotion efforts of the program and have come up with an attractive kit which explains the entire nationwide promotion that is now in work and which is being planned. Cover letter which accompanies the kit from Kasper-Gordon, Inc., is written in first person as "Buddy Baer," might write himself.

Press Luncheon

The "Ask Ella Mason" program (11:30-12:30 p.m.) played host to food sponsors, press and some 400 ladies from in and around the New York Metropolitan area yesterday at the Iceland Restaurant, New York, N. Y., where the program is broadcast Mondays through Fridays each week. Feature of the broadcast is the special 9-cent luncheon which is served to press and all on which all foods served are sponsored products on the "Ask

WHO'S WHO IN RADIO

WILLIAM S. HEDGES

TWO years ago William S. Hedges, newly elected president of the Radio Executives Club, was named vice-president in charge of planning and development for NBC. The new sign on Bill's desk was a perfect description of what he had been doing in the radio industry for nearly 25 years. Now it was official.

It is not primarily the passage of time which has given Hedges an elaborate background in radio but his various assignments. He was the fourth president of the NAB, first elected in 1928 and re-elected in 1929. He authored the industry plan adopted by NAB and RMA for compliance with the Davis Amendment to the Radio Act. The Chicago Daily News named him president of WMAQ, Inc., when it set up that station as a subsidiary corporation along with its experimental television outlet. As an old time planner and developer in radio, Hedges can also point to his one time vice-presidency in the Crosley Broadcasting Corp., when he managed WLW, and his three years as secretary of Press Wireless, Inc. Small wonder that today when you ask Bill what his hobby is he answers radio.

Bill Hedges was born in 1895 in Elmwood, Ill., but he grew up on his father's fruit ranch in Colorado. Following World War I, during which he served in the army air service, he went to work as a reporter for the Chicago Daily News. He had previously supported himself by writing campus news for the paper while he was a student at the University of Chicago. The Daily News decided to give space to the growing importance of radio news in 1922 and Hedges set up its radio department. Shortly afterward he helped establish the paper's own station, subsequently called WMAQ, and acted as Walter A. Strong's personal representative in handling all broadcasting matters in Washington and at NAB meetings.

NBC bought WMAQ in 1931 and Hedges continued as manager, moving two years later to the managership of KDKA, Pittsburgh. The boy from Elmwood, Ill., hit New York in 1934 as manager of NBC's owned and operated stations. Since that date he's only been away from New York once, professionally speaking, when he went out to Cincinnati for a year to hook up with Crosley. In the transition he picked up a vice-presidency at NBC, returning in 1937 as vice-president in charge of station relations and traffic.

Hedges and his wife have a home in Scarsdale, N. Y. They have two daughters, Mrs. Donald M. Kidder of Chicago, and Margaret Ann who graduates from Skidmore College this month.



"Able Veteran"

EQUIPMENT

Bendix Distributor Open House

The F. B. Connelly Co., newly appointed Bendix Radio distributors, will hold open house for all radio dealers in the Seattle territory on June 16-17. The Bendix Radio merchandising plans and its current line of radios and radio-phonographs will be given to the dealers attending a gala meeting at the company's newly opened headquarters in Seattle, with its spacious meeting room. Included in the presentation will be a preview of the new Bendix training films, geared to enable the dealer and his salesman to come back to efficient selling more quickly and easily. Also detailed for the attending dealers will be Bendix Radio's proposed sweeping FM promotion.

Joins Stromberg-Carlson

C. J. Hunt, radio and television sales manager of Stromberg-Carlson has announced that William J. Kelly, for nine years eastern district manager of the McGraw Electric Company, has joined the radio sales division of Stromberg-Carlson. Kelly will cover the metropolitan area and the eastern seaboard as far south as Virginia.

FCC's Approval Given To 19 Requests For FM

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday took favorable action on 19 applications for new FM stations. The approvals include 10 FM conditional grants and 9 construction permits. Awarded grants were the following:

Rome Radio Broadcasting Co., Rome, Ga.; South Central Broadcasting Corp., Evansville, Ind.; The McPherson Broadcasting Co., McPherson, Kans.; Peoples' Broadcasting Corp., Columbus, Ohio; Capital Radio, Inc., Columbus, Ohio; Northwest Broadcasting Co., Fort Dodge, Iowa; KFNF, Inc., Shenandoah, Iowa; Elmer A. Benson, St. Paul, Minn.; Mid-Continent Broadcasting Co., Sioux Falls, S. D.; Fanny B. Wilson, Memphis, Tenn.; The Hartford Times, Inc., Hartford, Conn.; Ashland Broadcasting Co., Ashland, Ky.; Enterprise Pub. Co., Brockton, Mass.; Leon Podolsky, Pittsfield, Mass.; Bay Broadcasting Co., Inc., Bay City, Mich.; Harry M. Bitner, Manchester, N. H.; The Radio Voice of New Hampshire, Inc., Manchester, N. H.; Mercer Broadcasting Co., Trenton, N. J., and WICA, Inc., Ashtabula, Ohio.

Deny Rumor About WLIB

The Voice of Freedom committee yesterday denied a report that the committee was preparing a petition to the FCC seeking a denial of WLIB's application for full time operational status. The protest had been reported brewing because of WLIB declining to accept the Johannes Steel newsletter on a 13-week commercial basis.

KBS Announces Addition Of Seven New Affiliates

The Keystone Broadcasting System announces the addition of the following affiliates: WTRR, Sanford, Fla.; WTOM, Bloomington, Ind.; KTTR, Rolla, Mo.; KWIN, Ashland, Ore.; KTLT, Tillamook, Ore.; WMMT, McMinnville, Tenn., and KTRM, Beaumont, Texas. The addition of these 7 affiliates brings the number of KBS outlets to 265.

New Tele Firm

Philadelphia—Robert L. Jawer, announced this week the opening of a television program production and consulting service for advertisers, agencies and stations. Firm name is Jawer Television Productions.

Ella Mason" program. As many helpings as you desire of any one dish may be had for the asking. Prizes are offered all contestants as well as many products being given to lucky ticket holders. Yesterday's luncheon featured some 15 foods of sponsors who air on the program. A menu each day gives the various products on the lunch fare. Guest comedians appear on each daily program. Frances Kaye played host to press and sponsors.

WBKB's Tele Relays Being Installed This Week

Chicago — Television station WBKB's new 1850 megacycle equipment has arrived and is being installed this week in the new 125-foot experimental tower at Michigan City, Ind., to record reception phenomena. The new triple tower at Michigan City is nearing completion, and foundations have been laid for the New Carlisle, Ind., structure. Capt. Bill Eddy, director of WBKB, is confident that the station's relay link to Michigan City and South Bend will be completed in July.

Reinald Werrenrath, Jr., WBKB special events director, is conferring with civic committees from the two cities to plan the celebration program to inaugurate use of the link. The opening show is expected to be followed by televising the LaPorte County Fair at LaPorte, Ind. Engineers directed by Bill Kusack are now making surveys and tests to prepare for these events.

Increased activity at WBKB has resulted in Don Meier being named sales manager. In his new post he takes over part of the work previously handled by Reinald Werrenrath, Jr., who now devotes full time to his work as special events director.

Says Competitor Filed At FCC Only To Delay

(Continued from Page 1)

purpose of delaying a grant of the application of the Litchfield County Radio Corporation."

Competitive applications for facilities in Torrington, Conn., are on file from the complaining corporation and from Louis Lasaponara, trading as the New City Broadcasting Co. The Litchfield County application was filed last November 20 for the 1170 band with 1,000 watts. The Lasaponara application was filed January 17 of this year.

Engineering for the Lasaponara application was done by the same consulting engineer who had prepared the application for the Torrington Broadcasting Co., which has long been seeking facilities in Torrington and whose application for the 1490 band the Commission has only recently proposed to grant.

J. Richard Dobbins, and Frederick Bieber, officers of the Litchfield County Radio Corp., seek the opportunity to argue before the Commission that the Lasaponara application was inspired by Joseph Schifini, head of the Torrington Broadcasting Co.

Both Schifini and Lasaponara have denied the allegation, and have denied further that they even knew each other until recently.

In an affidavit filed with his petition, Dobbins relates that last winter, prior to the date the two competing applications were set for hearing (the hearing is now cancelled because Dobbins has amended his application to seek the 990 band) he and Bieber went to see Lasaponara in New York "to suggest that he consider withdrawal of his application." the affidavit continues.

"Mr. Lasaponara replied that he would consider the suggestion and said that as a matter of fact he was not sure whether he wanted to operate a radio station in Torrington or open a night club in New York City. In the course of the discussion I asked him how he happened to choose Torrington as the site for a proposed broadcasting station and he stated that one of the reasons was that he was born in Torrington. According to his application, however, he was born in New York City.

"Since both Mr. Lasaponara and Torrington Broadcasting Co., Inc., had the same consulting engineer, I asked Mr. Lasaponara whether there was any further connection between

COAST-TO-COAST

— CANADA —

EDMONTON—Ruth Zietke and Lorraine Butchart are the two youthful winners of CICA scholarships which they received at the 40th Alberta Musical Festival. The awards, valued at \$50.00 each are given annually by the station as part of its policy to promote and encourage the development of talent in Alberta. . . . **PEMBROKE**—Honey-dipped doughnuts, ice cream and samples of bread to take home are being given to the junior league on CHOW's Children's Party, sponsored by Porkman's Bakery. . . . **VANCOUVER**—Vernon Groves, formerly assistant production manager of CJVI, Victoria, has joined the announcing staff of CKWX.

— MASSACHUSETTS —

PITTSFIELD—Joseph R. McMahon, Pittsfield high school teacher, has been selected as a member of Boston University's summer workshop in radio in education. He was nominated by the superintendent of schools, Edward J. Russell, and the choice was approved by the state education commissioner's office. The course, extending from July 7-25, will be conducted in collaboration with four major networks. . . . **BOSTON**—It's happening in reverse at WCOP—instead of band leader turning disc jockey, disc jockey Bill Hickok has got himself a 12-piece band, which opened recently at the Ocean View in Revere Beach. . . . **WORCESTER**—WTAG's commercial manager, Herbert L. Krueger, a past president of the Worcester Advertising Club, was re-

him and Joseph Schifini, who with his son, daughter, and son-in-law owns substantially all of the stock of the Torrington Broadcasting Co. Mr. Lasaponara replied that he did not know Mr. Schifini.

"I have investigated this matter further and I have been informed, and I believe that there is a very close connection between Mr. Lasaponara and Mr. Schifini, that Mr. Schifini has been in Mr. Lasaponara's home in New York City and that they have been in constant communication with each other for some months. I further believe that Mr. Lasaponara's application was inspired by Mr. Schifini primarily for the purpose of delaying a grant of the application of the Litchfield County Radio Corp."

cently elected first lieutenant-governor of the First District, Advertising Federation of America, at the federation's 40th annual convention sessions held in this city.

— NEW YORK —

BUFFALO—Sports director Jim Wells will broadcast over WBBN from the studios of WWJ, Detroit, when he covers the National Professional Golfers Association tournament at the Plum Hollow Country Club on June 22 and 23. A golfer of no mean ability himself, Jim is expected to get in a few strokes and also plans to interview some of the country's ace golfers. . . . **NEW YORK CITY**—"Try and Stump Us," a racy audience participation show which stars comedian Jeff Sparks, will be showcased on WOR's "For Your Approval" on June 14th. The format consists of a panel of mimicry experts who will defy contestants to do anything that the panel cannot duplicate, such as trick whistles, imitations, playing two saxophones simultaneously and similar stunts.

— TEXAS —

Corpus Christi—Bill McRae is the new program director at KEYS, here. Bill was former special events and sports editor for KRIC in Beaumont and announcer narrator for the University of Texas School of The Air Broadcasts. Other recent additions to the KEYS staff are Lorraine Barry, promotion director, Ralph Davis news and sportscaster and Rosamay Minnich, traffic manager.

— NORTH CAROLINA —

ASHEVILLE—WWNC recently increased its power from 1,000 to 5,000 watts. The increase in wattage does not affect the station's frequency, which remains at 570 kilocycles.

State Association Formed In Louisiana

(Continued from Page 1)

tary-treasurer and the following board members: T. B. Lanford KRMD, Shreveport; B. Hillma Bailey, Jr., KSIG, Crowley; an George Thomas, of KVOL, Lafayette; James M. Le Gate, general manager of WIOD, Miami and past president of the Florida Association of Broadcasters, aided the Louisiana broadcasters in the formation of the new organization. He spoke at the organizational meeting and outlined the advantages of the Florida group giving a thorough and interesting report on their activities.

Web Sales Head To Aid Vet Hospital Program

Fred Thrower, ABC sales vice president, this week accepted an invitation to become a member of the Veterans Hospital Programs' advisory board, a non-profit organization which sends network radio talent into hospitals and also makes free distribution of radios to war convalescents. At the luncheon in the Waldorf-Astoria, an invitation to join the board was also extended to Clarence L. Menser, NBC program vice-president.

Church-Supported

The Veterans Hospital Program sponsored and financially assisted by the Protestant Churches of America, is sending free radios, which it purchases, at the rate of 25 a week to veterans hospitals. It also averages sending one entertainment unit comprised of paid radio talent, to a hospital every week.

Send Birthday Greetings To —

June 12

Frank Burke Al Donahue
Roger Forster Gloria Ramson
Glenn Snyder Donald Weeks

3 more days
WGBS
goes **CBS**
MIAMI, FLA. • 10,000 WATTS

WEED
gives
"SERVICE"
plus

"... thank you for the swell service and fine cooperation which you have extended me during the past year," writes R. A. Moss, of Campbell-Ewald's Media Department.

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target"

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RADIO STATION REPRESENTATIVES



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



The National Daily Newspaper of Commercial Radio and Television

DL. 39, NO. 53

NEW YORK, FRIDAY, JUNE 13, 1947

TEN CENTS

Brand Names Are Steady

NBC And CBS Suggest Web-Gov't OIC Co-op

The commercial broadcasting industry is not prepared to assume the burden of international shortwave broadcasting, NBC and CBS officials told the State Department sub-committee of the Senate Appropriations Committee in Washington yesterday. William F. Brooks, NBC vice-president in charge of the international division, and CBS Shortwave Director Edmund A. Chester appeared separately yesterday, with fuller discussion of the "Voice of America" and other parts of the OIC scheduled for today.

Brooks presented a plan worked out (Continued on Page 3)

Theater Guild Program Renewed By U. S. Steel

Renewal of the U. S. Steel Corporation's "The Theater Guild of the Air" on ABC for the fall and winter season was announced yesterday by Mark Woods, president of ABC. The program will be heard at an earlier time, 9:30 to 10:30 p.m., when it returns to the air in September. At present the dramatic series is heard on Sundays from 10 to 11 p.m.

Davis Outlines Prospects For London Theater Tele

London—(By Cable)—Prospects of theater television in Great Britain were explained by John Davis, managing director of J. Arthur Rank, Ltd., following his return from the United States.

Commenting upon the Rank television deal with the E. N. Rauland (Continued on Page 8)

73,000,000 Radios Forecast for 1947

With 17,000,000 new radio receivers predicted by RMA for 1947, it is estimated that around 73,000,000 radio sets will be in use in the United States before the end of 1947.

Broadcast Measurement Bureau, basing their figures on the 1946 survey, reports that 61,000,000 sets were in use around January, 1947. Of this number 53,500,000 were in the homes and 7,500,000 in automobiles. No BMB figures are available on the number of new sets sold since January 1.

While many of the new sets being sold this year will be used as replacements for outdated receivers, RMA officials believe their campaign for "A Radio in Every Room" will increase the number of receivers in use in 1947 to around 73,000,000.

New receivers, according to reports, are selling at the rate of a million a month.

16 New AM CP Grants Announced By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted construction permits to 16 applicants for new AM stations. As in most cases, the overwhelming majority went to applicants in small cities scattered throughout the nation.

Granted CP's were the following: (Continued on Page 5)

Summer Web And Station Advertisers Indicate 100 First Line Brands Use Commercial Time

Spots In 10 Cities Set By National Airlines

Increasing competition between airline companies is pointed up in the spot radio campaign just started by National Airlines, Inc., over 17 stations in 10 different cities, mainly along the Eastern Seaboard. This is not the first use of radio by the sponsor but it is by far the most extensive campaign National Airlines has ever set.

The operation makes use of one- (Continued on Page 2)

Petrillo Strike Threat Okayed By Members

Detroit—Members to the annual convention of the American Federation of Musicians in one of their first business sessions gave vigorous acclamation to a resolution prepared

(Continued on Page 5)

Transfer Of 3 Stations Approved By The FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday approved sale of WSAU and WSAU-FM, Wausau, Wis., to the Journal Co., publishers of the Milwaukee Journal (Continued on Page 2)

While the usual number of name acts and stars will be off the air during the coming 10 to 14 weeks, summer listening is still expected to average five-hours per day, which allows for the seasonal drop in audience due to outdoor and other hot-weather activity. With the exception of the strictly sea- (Continued on Page 5)

Elect Weiss Chairman Of Mutual Directorate

Chicago—Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, was elected chairman of the board of the Mutual Broadcasting System at a meeting of the board of directors here yesterday. He succeeds Alfred J. McCosker who had been board chairman since Mutual was founded in 1934.

J. R. Poppele, vice-president in (Continued on Page 3)

Urges Congress Scrutiny Of Use Of Frequencies

Washington Bureau, RADIO DAILY
Washington — Congress should scrutinize government use of frequencies to determine whether such widespread use is "justified," TBA told the FCC at the windup of the (Continued on Page 6)

Industry's Outlook Is Bright, Sarnoff Tells RMA Meeting

Chicago — Unlimited opportunities for expansion of the radio industry was pointed up by Brig. Gen. David Sarnoff, president of RCA, who last night addressed the annual convention of the Radio Manufacturers Assn. Sarnoff stated that television, FM and industrial electronics are on the verge of broad advances. He also saw standard broadcasting continuing in a healthy state. Television alone with its vast pos-

sibilities, Sarnoff said, not only applies to the home but to theater and industrial uses as well, which will enable the industry to achieve new records "on an unending road to progress." He saw the time that the present 36,000,000 radio homes will also be equipped with video, which he said would come through the air and free to the owner of the tele receiver. He estimated that a minimum (Continued on Page 3)

Campaign Echo

Suit has been filed in the Supreme Court of New York by William H. Rankin, New York radio agency executive, seeking an accounting and payment of \$15,948.49 from the Democratic National Committee of 1940 for services rendered in dispensing the committee's radio budget of \$612,000. Action centers around radio aspects of the 1940 Presidential Campaign.

FCC Appointment

Washington—Appointment of Mrs. Fanny N. Litvin to its staff of hearing examiners was announced yesterday by the Federal Communications Commission. She is the first woman named to that Commission post. At present she is chief of the motions and hearings section of the Law Department's broadcast division. She has been with the FCC during its entire existence.



★ COMING AND GOING ★

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DR. JAMES ROWLAND ANGELL, public service counsellor for NBC, leaves today for Lakeville, Conn., where tomorrow he will deliver the Commencement address at the Hotchkiss School.

ELINOR INMAN, director of religious broadcasts at CBS, off to Berkeley, Cal., where she will serve as co-chairman at the Religious Radio Institute to be conducted June 15-20 at the Pacific School of Religion.

SYD GAYNOR, general sales manager of Mutual-Don Lee, is planning to leave by plane shortly for Portland and Seattle, where he will visit with Pacific Northwest clients and stations.

JOSEPH KATTEN, general export sales manager of Emerson Radio and Phonograph Corp., has left New York for Central and South America, where he'll visit with distributors of the Emerson line.

AL UNGER, sales manager of Frederic W. Ziv Co., Cincinnati transcription firm, is back at the home offices after spending a week at the firm's Chicago branch.

BILL HENRY and WINSTON BURDETT, Columbia network newsmen, off to Atlantic City to attend the "Headliners Award" luncheon, at which Burdett will receive a citation.

WILLIAM DAWSON, commercial manager of WARM, American network outlet in Scranton, Pa., is in town for conferences with officials of the network.

MORRIS NOVIK, radio consultant, returns today from the West Coast, where he supervised arrangements for the final broadcast of the AFL series.

L. E. SEPTER, assistant sales manager of the Westinghouse home radio division, is in Los Angeles to discuss the West Coast radio market with Westinghouse distributors in that area. Also scheduled are stopovers at Chicago and Kansas City.

E. POWER BIGGS, organist heard on CBS, yesterday completed a three-day visit in Gotham and returned to Cambridge, Mass., his home town and originating point of his broadcasts.

SYDNEY ROBBINS, commercial manager of WSBA, affiliate of ABC in York, Pa., is in New York on station and network business.

BEN BRADY, producer of "The Ginny Simms Show," leaves Young & Rubicam following today's program and will start from Hollywood for New York on Sunday. He has a play scheduled for Broadway in the Fall.

RICHARD CRANS, program director at WKIP, American network affiliate in Poughkeepsie, N. Y., paid a call yesterday at the New York headquarters of the web.

MILTON BACON, assistant to the general manager at WCBS, has left for Lake Placid, where he will attend the convention of New York State Lions Clubs.

FINANCIAL (Thurs., June 12)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg., and various stock symbols like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

Spots In 10 Cities Set By National Airlines

(Continued from Page 1) minute ET's aired over the stations once or twice daily. Initial campaign has been set in 10 of the 28 cities serviced by National Airlines which operates flights between New York and Miami, New Orleans and Havana. Stations signed to date are WJZ, WOR, New York; WGBS, WQAM, WKAT, WIOD, Miami; WFLA, Tampa; WCOA, Pensacola; WJAX, WMBR, Jacksonville; WWL, New Orleans; WTOG, Savannah; WCSC, WTMA, Charleston, S. C.; WTAR, Norfolk; WCAU, WIP, Philadelphia. The airline account is handled through Platt-Forbes agency in New York. Contracts placed with stations vary as to length and amount of time purchased. WJZ received a 52-week contract calling for six announcements a week while WOR's agreement calls for three spots a week for a period of 13 weeks.

WNBT's '46 Billings Neared Million \$ Mark

Gross billings for WNBT, NBC television station in New York, approached the million dollar figure for the year 1946, according to trade reports this week, thereby becoming the first commercial outlet to draw close to six figures. Station was on the air 802 hours, of which about 292, or 36 per cent, came under the heading of time sold. Reynold Kraft, station sales manager, declined to confirm the figure, but did indicate that billings would have reached that figure had WNBT been in operation the full 12 months of the year. Station was off the air from March 1 to May 9, slightly over two months while channel switch, new equipment installation, etc., was completed. Kraft asserted, however, that billings for this year would exceed that figure, in view of heavy commercial activity shown in recent months. He added that WNBT sponsors are spending about two per cent of their respective radio budgets for television, a not insignificant figure at the moment when compared to the overall amount spent for network shows by each. Reflecting the optimism provided by agencies and sponsors in video, Kraft declared that "television is coming to the point, and it is not far away—when it can stand on its own feet." WNBT exec added that tele's ability to provide "circulation" will be unrivaled, pointing out that "100 thousand television homes will be equal to 1,000,000 radio homes" in this respect. Furthermore, he does not include those sets in bars, clubs, etc., in this figure.

Transfer Of 3 Stations Approved By The FCC

(Continued from Page 1) for \$200,000. Previous owner was the Northern Broadcasting Co. The Commission approved the sale, however, on the condition that the Journal will sell one of the two FM stations it will have. The Journal Company is licensee of WTMJ and WTMJ-FM, both in Milwaukee. In other actions sales or transfers of stock, the Commission granted consent to transfer of affirmative control over Sweetwater Radio, Inc., licensee of KXOX, Sweetwater, Texas, from Mittie Agnes McBeath and Lolita McBeath to J. S. McBeath for a consideration of \$60,000. Granted consent to transfer of control over Florence Broadcasting Co., licensee of WOLS, Florence, S. C.,

from M. F. Schibben to Melvin H. Purvis, representing 50 per cent of licensee's stock, for a consideration of \$40,000.



KEEP SWIMMING!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities. They had one tough assignment, though. In order to keep open water between the ice, the ducks had to take turns swimming constantly! Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over... is Station W-I-T-H. W-I-T-H, is the successful independent that delivers more listeners-per-dollar-spent than any of the four other stations in town. If you're trying to reach Baltimore... the 6th largest city... W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

Roy Rogers Thrill Show Set For NBC Tele Cover

Full proceedings of the Roy Rogers Thrill Circus at the Polo Grounds will be televised by WNBT in two specially scheduled programs Sunday, (2:30 p.m., and 9 p.m., EDT.) Web will use three cameras with one mobile unit to record the 19 events on the program. Garry Simpson, of the NBC tele field staff, will direct, and Bob Stanton will handle the description of events as they occur.

IN CLEVELAND IT'S WHK

NBC And CBS Suggest Web-Gov't OIC Co-op

(Continued from Page 1)
NBC and CBS for co-operation with the State Department in 35 years of broadcasting daily compared with a current daily schedule of 50 hours. Chester and Brooks both registered their companies strongly in favor of continued operation of the Office of America."

Sees Propaganda Opposed
Straight-forward, honest presentation of the story of the United States of America," Chester said, "is the most efficient and most appropriate manner of offsetting anti-American propaganda," and he added:

"Our experience in the field has led us to believe that shortwave broadcasting is an extremely valuable instrument for the dissemination of information directly to the peoples of the world. Our day-by-day operations in the war demonstrated that shortwave broadcasting is the only medium that delivers the message directly to the peoples of the world."

Announce Guest Speakers For Chi. Radio Institute

Chicago—Plans for the sixth annual NBC-Northwestern University Summer Radio Institute, opening June 23, are under way and Judith Miller, NBC public service director and co-director of the institute, announces that 11 of 12 speakers who will address the students in the series of lectures have been chosen. The lectures will be presented twice a week in the NBC Chicago studios during the six weeks covered by the course in advanced, professional radio training. Speakers and the dates of their appearances are as follows:

Speaker List Impressive
June 24, Don Feddersen, acting chairman of the radio department of Northwestern's School of Speech and co-director of the institute; June 27, Russell Winnie, manager of WTMJ, Milwaukee; July 1, C. E. Hooper, president of C. E. Hooper, Inc.; July 4, Clifton Utley, NBC news commentator; July 8, Arno Huth, of the New School of Social Research, New York, and former radio consultant to the U. S. legation at Berne, Switzerland; July 10, Frances Farmer Wilder of CBS; July 15, Thomas Compere, NBC central division attorney; July 18, Walter Emery, FCC attorney; July 22, Dr. Franklin Dunham, chief of the radio branch of the U. S. Office of Education; July 24, speaker to be announced; July 29, Noran Kersta, manager NBC New York television department; July 31, Ken R. Dyke, NBC vice-president in charge of broadcast standards and practices.

Sarnoff Is Speaker At RMA; Balcom New Prexy Of Assn.

(Continued from Page 1)
of 50,000 tele sets were now extant. Regarding tele programming, he did not see why a continual flow of "Hollywood extravaganza" was necessary, since tele is timely, and seeing the event as it was actually happening is more important to the viewers. Ultimately, he saw the fusion of sound and pictures, as natural, as sound and pictures in the movies, but, this he opined, was years away. Intra-store tele and in other plants was a natural, Sarnoff stated, because the executive could see what was going on in the entire place at a glance.



DAVID SARNOFF

Theater tele is on the way, the General said, but he decried those of the motion picture industry who were waiting for it to be handed over on a silver platter. He saw tele as an art form on its own and not competitive to the movies.

Sarnoff encouraged the small tele licensee to go ahead on a small scale and branch out as more sets were sold and the audience grew.

Optimistic Regarding FM
As to FM, technical and other difficulties which held it back after the war are now removed, he stated, and the outlook appears bright for this end of the industry.

The radio manufacturing industry generally, having had its production facilities greatly expanded during the war, must now also expand to foreign markets, Sarnoff warned. He urged manufacturers to encourage new research and constantly create new methods, new devices and new services.

In conclusion, the General stated that the radio industry, along with others, is naturally affected by political, social and economic conditions, both at home and abroad, but believed that the radio industry could

Represent Mex. Stations

Universal Publishers Representatives, Inc., New York, has set up a radio division and has been appointed U. S. representative for Radio Mil and its 80-station network in Mexico. The network is affiliated with Radio Programas de Mexico. This is the first client lined up by UPR's new radio division and it expects to add more.

Telephone Demonstration

Pittsburgh—A sound-slide demonstration of radio's application to mobile telephone service will be presented at the June 17 luncheon meeting of the Pittsburgh Radio & Television Club in the Keystone Hotel, Pittsburgh.

look to the future with extreme confidence.

The annual RMA membership luncheon meeting, election of officers, and the RMA industry banquet wound up the twenty-third annual convention Thursday. The retiring president, R. C. Cosgrove, told the assembled delegates he was well pleased with what had been accomplished and predicted that the industry has bright days ahead.

In his annual address at the luncheon meeting, President Cosgrove declared that the association and the industry as a whole are in excellent shape and he believes that the growing demand for radios and television sets presages a profitable year for manufacturers, distributors and dealers. He outlined the various accomplishments of the association during the past year, the substantial growth in membership, and thanked the officers and committees for their cooperation.

Hon. Charles R. Denny, chairman of the FCC, was to have been the luncheon speaker, but was unable to attend, so the luncheon meeting was devoted largely to routine committee reports.

Max F. Balcom, vice-president and treasurer of Sylvania Electric Products Corp. of Emporium, Pa., was elected president of RMA.

Two new vice-presidents were elected. They are Ray E. Carlson, vice-president of Tung Sol Lamp Works, Newark, N. J., and William P. Barkley, executive vice-president, Collins Radio, Cedar Rapids, Iowa.

Three vice-presidents re-elected were: Paul V. Salvin, Motorola Corp.; J. K. Kahn, Kahn Standard Transformer, and Allen Sharp, all of Chicago. Bond Geddes was re-elected executive vice-president and secretary. Leslie Muter, president of Muter Corp., Chicago, was re-elected treasurer for his 13th time. He also has served four terms as president.

Elect Weiss Chairman Of Mutual Directorate

(Continued from Page 1)
charge of engineering of WOR, succeeds McCosker as a member of the board, thus permitting the latter to devote his time primarily to duties as consultant and advisor to the New York station.

Theodore C. Streibert, president of WOR, was elected vice-chairman in charge of the Mutual board. E. P. H. James was elected v.-p. in charge of advertising, promotion and research.

Re-elected as officers were: Edgar Kobak, president of the Mutual network; Robert Swezey, vice-president and general manager; Phillips Carlin, vice-president in charge of programs; Z. C. Barnes, vice-president in charge of sales; Robert Schmid, vice-president in charge of station relations; Ade Hult, vice-president in charge of Midwest operations; A. A. Schechter, vice-president in charge of news, special events and press; James E. Wallen, treasurer, and Elbert M. Antrim, secretary.

"Doorway To Life" Set For Network Debut July 2

With the departure of "Information Please" which Parker Pen Co. is not renewing on CBS, the network has set a new program for the spot for the summer which will originate from the Coast. Titled, "Doorway to Life," it will dramatize and bring to life case histories and problems in the care of children.

Each program script on child-rearing will be supervised and approved by a noted psychologist and sociologist. New program starts July 2, Wednesdays 10:30-11 p.m., EDT, and is a network package.

Commons Group Sets Hearings

Montreal — The Canadian Daily Newspapers' Association and the Canadian Advertisers' Association will be heard before the Radio Committee of the Canadian House of Commons on June 18 and 19.

VPDQ's
TIME-BUYERS JACK POT
THIS WEEK'S WINNER
HARRY PARNAS
CECIL AND PRESBREY
Next Week ? ? ? ?

EDDIE CHASE
... Super Salesman!
on his "MAKE BELIEVE BALLROOM" ... now on
CKLW
5,000 WATTS • DETROIT • MUTUAL

LOS ANGELES

By RALPH WILK

DAVE ORMONT hoisted the "Gag Bag" over KFVB, starting June 9th. Armed with a bag of gags, Dave nightly goes into a five-minute marathon of voices and dialects with amazing dexterity. Listeners are invited to contribute gags to the bag.

Bill Anson is to have a new theme tailored to fit the "Hollywood Bandstand's" new time slot, 1:00 to 4:00 p.m. daily over KFVB. The Starlighters are recording "Have A Happy Afternoon," written especially for Anson by Walt Farrar and Al Ganaway.

Tony Martin will entertain handicapped children at Widney High School, Los Angeles, Wednesday night.

Frances Scully interviewed Jay Dratler, whose novel "The Pitfall" has been bought by Dick Powell-Sam Bischoff, on her program over KECA, the other day.

A new variety show, designed to stimulate Army recruiting, makes its bow as a Summer series, with Dorothy Lamour as regular mistress of ceremonies. The program starts July 6, on NBC. The National Broadcasting Company will donate time for the show, and all talent will receive merely token payment. The initial commitment is for 13 weeks.

Radio songstress Jeannie McKeon returned home over the week-end, after emergency appendectomy at California Hospital.

Dick Haymes' mother, who toured Europe a few years ago as an operatic soprano, is set to take over the emcee spot on a new show called "Dreams Do Come True." Unique idea back of the dramatic stanza is to help persons actually achieve worthwhile ambitions. Mrs. Haymes, who trained both Dick and her other son, Bob Stanton, also operates a voice school.

Barry Sullivan, star of "Rogue's Gallery," will have as his studio guest next Sunday at NBC members of his sandlot baseball team, "The Sullivan Terrors."

The first of a thirteen-week 'teen age show, "Hail The Champ," gets under way June 14th over KGER, at the Tracey Theater in Long Beach. Tony Pereira, member of the Los Angeles City Recreation Commission, emcees this a la "Queen For a Day," for kids up to 17 years of age, sponsored by Arden Farms new "diced cream" product. If show goes over on 13-week Long Beach tryout, the program will then go coast-to-coast.

"Life With Father" Stars Set For "Party Line" Sun.

Dr. James F. Bender, word specialist who compiled NBC's handbook of pronunciation for the network's announcers, and two stars from "Life With Father" will appear on Bristol-Myers' "Party Line" Sunday (June 15) over WNBT.

Gene Fuller and Kathleen McLean will represent the "Life With Father" cast.



Mainly About Manhattan. . . !

● ● ● Mel Torme reported signed by Toni (permanent wave outfit) for a network show through Foote, Cone & Belding. . . . American Tobacco Company's six-week spot campaign for Luckies said to have boosted sales 25 per cent. Camels and Chesterfields are now considering similar campaigns. . . . If the Post Office hikes rates, as planned, many newspapers are saying they'll cancel their mail subscription departments. . . . Despite reports to the contrary, Milton Berle will give radio his complete concentration and is nixing all nite club offers. (Latest, we hear, was 15 G's). . . . 39 advertisers now using television regularly. . . . Sammy Kaye buying into the Cleveland Indians? . . . Gullible young femmes are being taken by a new kind of racket—a group representing themselves as "television talent scouts." They charge fees for "coaching video technique" and for "television tests," but nothing, of course, ever happens. (Heard of three different cases this week). . . . Now that the Sinatra-Mortimer slugfest has been settled, it might be apropos to note that when Frankie was just a band vocalist with T. Dorsey, he kayo'd an AGVA official for making a derogatory crack about a racial minority. At that time, it didn't even rate a line in the gazettes—but won him a host of friends. . . . Overheard at the Fireside Inn: "Wotta face. She's the perfect candidate for televi-shun!"

★ ★ ★

● ● ● New approach in selling air time to retailers has been made by WOR, which is running four-line ads in the "Public Notices" dept of the Herald-Tribune. One ad reads: "Think Radio's Expensive? It isn't. Let Bill Crawford show you how it can work wonders for your store. His number is Pe-6-8600." Ad itself makes no mention of the station.

★ ★ ★

● ● ● **SMALL TALK:** Aside to Fred Allen: Radio Row is buzzing about your many references to Jackie Eigen on your stanza and is betting that you're thinking of sneaking him in on your fadeout show as a surprise guest—adding another door to your famous Alley, prob'ly. . . . Cartoonist Rube Goldberg's entry into the song-writing field, "Two Arms, Two Lips, Too Late," will be introduced today by Bea Wain and Andre Baruch on their Mr. and Mrs. Musings. . . . Walter Batchelor has signed up west coast comic, Jack Kirkwood, and is readying him for an air show here. Insiders are touting Kirkwood as a definite "comer" in the comedy division. . . . Marty Goodman, who already handles Jean Sablon, Jay Jostyn and Arlene Francis, has taken Bill Cullen under his wing. . . . Aaron S. Bloom, of Kasper-Gordon, Inc., all excited with what he calls "the hottest and most original disc jockey show idea in the country". . . . Nite club owners will complain to the union if band leaders persist in being late for shows. . . . Sen. Ford celebrates his 60th birthday today. . . . Barbara Leeds, the thrush, and Al Borodkin, the talent agent, to be merged Sunday. . . . Gail Meredith picked as "the most promising newcomer of the year" by convention of broadcasters. . . . Geo. Carson-Putnam got one of his old sponsors back—Bond Clothes, who started a Sunday ayem series on WOR this week. Prior to the war, George had been known as the Voice of Bond Clothes. . . . Current B'way gag is that nite club creditors are running into each other so often at closings—they're forming car pools.

★ ★ ★

● ● ● **LOVE 'n KISSES:** Phil Regan's Big Time click at the Waldorf. (Watch for his Decca platter of "Peg of My Heart"). . . . Herb Sheldon's wise-crackitivity via "Honeymoon in N. Y.". . . . Louis Prima's version of "Chi Ba Ba". . . . Florence Robinson's lively "Louella Pitkin" character on Robert Q. Lewis' "Little Show". . . . Bill Gernannt's high-rated "County Fair" series. . . . Jan August's Satdee nite piano wizardry. . . . WHN's Mary Jane Walsh, who takes over the Ethel Merman role in "Annie" come Aug. . . . Jack Smith's personality. . . . Jackie Miles' clowning at the Riviera.

AGENCIES

QUENTIN McDONALD, director training for the Benton & Bowls Inc., "On The Job Training Course" wherein some 75 youngsters are constantly being trained in a complete advertising course, will appear Saturday afternoon on WOR's "On The Swing Side." He will speak on aspects of the B&B course.

HARRY WOODWORTH, former with Erwin Wasey in Minneapolis and Batten, Barton, Durstine & Osborne in New York, has joined the Chicago office of Compton Advertising, Inc. He will be agency producer for a new "Welcome Travelers" radio program going on the air June 30th.

HAL ROACH, veteran producer motion picture comedy, announces appointment of Buchanan & Compagnoni, Inc., to handle the radio national magazine, and co-operative newspaper advertising campaigns for a new feature-length, comedy, the "Hal Roach Comedy Carnival." Scheduled for early Fall release by United Artists, "The Hal Roach Comedy Carnival" inaugurates a Roach studio program devoted to comedy exclusively.

BETTY BARRETT, formerly with Donahue & Coe, Inc. has joined C. E. & Presbrey, Inc. as time-buyer.

HOOT ADVERTISING AGENCY, New York, announces the appointment of Charles Warren as director of the Hoot Script Service, which offers independent broadcasters this country and abroad, "second rights" privileges on the radio work of well-known scripters.

BEATRICE BERKE, formerly radio time buyer for Huber Hoge & Son is now associated with Charles Michelson, Inc., radio transcriptionist.

INKOGRAPH COMPANY, Ink manufacturers of fountain pens, has engaged Lester Harrison, Inc., to place its radio advertising. Sydney Rubin is account executive.

CONVENTION of the American Marketing Assn. being held this week at the Hotel Commodore, New York.

Five Boston Stations Carry Institute Series

Five Boston stations are now carrying public service programs originating with the Lowell Institute Co-operative Broadcasting Council. The programs are adult educational programs planned by the Lowell Institute in co-operation with Boston College, Boston University, Harvard University, Massachusetts Institute of Technology, Northeastern University and Tufts college.

"Our Weather" featuring meteorologists from M.I.T. made its debut on WBZ and WBZA this week. Other programs include "Our Children" on WMEX, "Crossroads of the Future" on WEEI and "We Humans" on WCOP.

6 New AM CP Grants Announced By FCC

(Continued from Page 1)

Taylor-Jacobsen, Montpelier, Vermont, to operate on 1240 kc., 250 watts, unlimited; Laporte County Broadcasting Co., Laporte, Ind., to operate on 1540 kc., 250 watts, unlimited; Sky-Park Broadcasting Corp., Front Royal, Va., to operate on 1450 kc., 250 watts, unlimited; Deland Broadcasting Co., Deland, Fla., to operate on 1490 kc., 250 watts, unlimited; Demopolis Broadcasting Co., Demopolis, Ala., to operate on 1400 kc., 250 watts, unlimited; North Missouri Broadcasting Co., Kirksville, Mo., to operate on 1450 kc., 250 watts, unlimited; Stuttgart Broadcasting Corp., Stuttgart, Ark., to operate on 1400 kc., 250 watts, unlimited.

Also Yaquina Radio, Inc., Newport, Ore., to operate on 1230 kc., 250 watts, unlimited; Sidney H. Tinley, Jr., Essex, Md., to operate on 1570 kc., 1 kw., daytime; Abbeville Broadcasting Service, Inc., Abbeville, La., to operate on 960 kc., 1 kw., daytime; Blackhawk Broadcasting Co., Waterloo, Iowa, to operate on 1320 kc., 1 kw., daytime; Goodland Broadcasting Co., Goodland, Kans., to operate on 730 kc., 1 kw., daytime; Top of Texas Broadcasting Co., Amarillo, Texas, to operate on 1010 kc., 1 kw., daytime; Texas City Broadcasting Service, Texas City, Texas, to operate on 920 kc., 1 kw., daytime.

Also Music Broadcasting Co., Grand Rapids, Mich., to operate on 1410 kc., 1 kw., daytime; Steel City Broadcasting Corp., Homestead, Pa., to be operated on 860 kc., 250 watts, daytime.

Discuss Future Of Radio In New Canadian Series

Montreal—Canadian Association of Broadcasters has launched a series of discussions on the future of radio in Canada, in the first of which it asks: "Are Crystal Set Radio Laws Good Enough for Canadians?" and develops the subject as follows:

"Canada's radio laws date back to the early days when radio 'pioneers' would tremble with excitement when the 'cat's whisker' picked up some squeaks on their crystal sets. Today Canadian listeners can hear a quiet voice speaking from the other side of the world. Radio has come a long way. But Canada's radio laws have not kept pace.

"Canadian radio today is handicapped by a jumble of hand-me-down legislation—an accumulation of laws, regulations, amendments and addenda. As a result of this tangle, the full

100 First Line Advertisers Using Radio This Summer

(Continued from Page 1)

sonal advertiser such as winter cold remedies, etc., advertisers are virtually all maintaining their brand names before the radio public.

As a further instance of the sizeable audience during the summer months as compared to the rest of the year, the NAB has pointed out that about 80 per cent of all urban radio families listen at some time during each day in the summer, at a rate only slightly lower than at any other time of the year. Program promotion by nearly all of the network and spot advertisers is being maintained through the summer, according to tie-ups and co-operation requested of stations. That summer no longer indicates inferior radio fare is a fallacy long discarded. From the merchandising angle, it is also pointed out that the shopper in summer is no less responsive to the advertising message than in the winter.

Tobacco Companies Active

No less than 11 brands of cigarettes and tobacco are continuing to advertise via radio this summer, the brands being: Camels, Chesterfield, Old Gold, Kools, Lucky Strikes, Pall Malls, Philip Morris, Raleighs, Raleighs-903, Prince Albert Tobacco, Revelation tobacco and others.

In all there are more than 100 first line advertisers on the leading networks and as many in all on the lesser webs carrying on through the summer, principally soaps, soap products and allied toiletries. In this category the brand names are many, and include: Camay soap, Colgate dentifrice products, their shave creams: Double Danderine, Dreft, Drene, Duz, Halo shampoo, Ivory snow, and other Ivory products made by Procter & Gamble; Dr. Lyons toothpaste and paste; Fitch shampoo and other products; Jergens lotion and other Jergens or Woodbury products; Koly-

benefit and enjoyment which a Canadian radio listener has a right to expect, is being curtailed.

"To take one example—there is no legal right for freedom of speech on the air in Canada. As matters stand, any 'government-of-the-day' could prevent expression by radio of any opinion other than its own. Obviously, no one of the governments responsible for various Acts or regulations had this intention in mind. The situation has arisen simply because the laws made from time to time are like a patchwork quilt. Many of these laws were passed without any idea of what radio would grow into.

"The independent commercial radio stations of Canada believe the Canadian radio listener will take a lively interest in the suggestion that Canada's radio laws should be overhauled. Radio broadcasting in Canada is something which affects every home. It is important to you and to your children that Canadian radio should be free from the restrictions of 'crystal set' radio laws."

nos toothpaste and powder; Lifebuoy soap; Lustre cream; Mennen's products; Molle and shave cream, Multisified Coconut Oil shampoos; Oxydol. Palmolive products, Pepsodent toothpaste, Philips Creams, Portrait Cold Wave, Prell, Ravey's Creme Shampoo, Rinso, Spic and Span, Solitair Makeup, Super Suds, Sweetheart Soap, Teel, Trushay, Vel, Veto, Wildroot products; Ingraham's cream, and various others.

Many Proprietary Accounts

Proprietary medicines, drugs etc., are also well in evidence both on network and spot. Among the brands carrying on during the summer are: Bromo-Seltzer, Philips Milk of Magnesia and other products, Anacin, Alka-Seltzer; Bayer aspirin, Bisodol, Cal-Aspirin; Campho-Phenique, Cuticura Ointment, Dr. Pierce's Golden Medical Discovery; Four Way Compound, Freezone, Hill's Cold Tablets; Ironized Yeast, Luden's cough drops; Minit-Rub, Nutrex, One-A-Day vitamins, Sal Hepatica, Serutan, Stanback, St. Joseph's aspirin, Tums, Vicks Vatronol and others.

With the sugar shortage eased, candy advertisers are many, including gum manufacturers as well. These include: Adams Clove Gum, Beechnut gum, Chiclets, Brock Candy Bars, Charcoal Gum, Dentyne, Fifth Avenue Candy Bar, Hy Crest Boxed Candy, Mars Candy Bars, Mounds, Whiz Candy Bars, Bunte Candies, and others. Soft drinks are also benefited by the additional sugar available.

Citrus fruit products, dairy products, particularly ice cream, are going full blast as well as the many staples usually advertised over the air.

Added to the whole picture are the daytime serials continuing as usual for solid blocks of time, selling home products and various foodstuffs.

CBC Sets Deadline For CFRB Frequency

Montreal—Toronto's radio station CFRB must inform the Federal Department of Transport before July 1 what frequency it wishes in substitution for its present spot on the dial, 860, according to documents put before the Canadian House of Commons Radio Committee.

Previously CFRB had been ordered to vacate the 860 spot by June 1 in order that the Canadian Broadcasting Corporation might take over this frequency. A minute of the CBC Board of Governors filed with the committee stated that CFRB had not forwarded the required technical brief to the Department of Transport stating which of certain proffered substitute frequencies it would take.

The minutes stated that no other radio station would be disturbed if CFRB switched to 1010 kilocycles. Another month was given the station to make a choice and the deadline set back to July 1.

Petrillo Strike Threat Okayed By Members

(Continued from Page 1)

by President James C. Petrillo that the executive board be given power to stop members from making records after their contracts with major recording companies expire next Dec. 31. The proposal made by Petrillo stated: "If the international executive board decides that the further making of recordings of any kind by federation musicians is detrimental to the interests of the federation, they may order federation members to refrain from rendering services for any or all types of recordings."

The AFM boss told the musicians the resolution was designed to give the union a weapon to combat the Taft-Hartley labor bill, should it become law. Petrillo said the bill would make present AFM contracts unrenegotiable because of a clause that forbids an employer from paying a union any money for work not done by his own employees.

"Just as an example," Petrillo said, "RCA-Victor gives us a percentage for every record made. Under the new setup RCA-Victor by law could give a percentage only on those recordings made by some of our members who actually work for RCA-Victor." At one point Petrillo suggested to his musicians that maybe the union itself should go into the record business and reap all the profits.

Meanwhile, in another AFM session, a one-time union member set some sort of a precedent when he rebuked the AFM executive board before 1,000 of his fellow musicians meeting in Moose Temple. He was George O. Rigby, an orchestra leader of Lynn, Mass., who had been fined \$500 by his local union and expelled, a ruling upheld by his area council and partially sustained by the executive board. Making an appeal which lasted for more than one hour, Rigby asked the AFM delegates to by-pass the decision. It was the first rebuke to the executive board in all history.

Wakely Gets ET Contract

Los Angeles—A five year pact between Jimmy Wakely and Selected Radio Features covering a radio transcription series has just been signed. The new musical feature is a quarter hour program starring Jimmy Wakely, his orchestra, the Sunshine Girls Trio, and vocalists, and is styled and billed as "Jimmy Wakely's Western Song Parade." Thirty-nine programs are already available and more are in production.

Extra Special Event At WHLS

WHLS, Mutual outlet in Port Huron, Mich., will rack up a new high in special events this week-end, as the windup of the annual Great Lakes festival. Jane Thornton, selected as beauty queen and "Goddess of the Sky Blue Waters" will make a trip to NY, meet Mayor O'Dwyer, and appear on MBS shows. Trip will be wire-recorded for broadcast over WHLS next week.

IN CLEVELAND IT'S

WHK

PROMOTION

CHML Contest Winner

CHML, Hamilton, Ont., Canada conducted a contest recently when it increased its power from 1000 to 5000 watts. Contest was open to all Canadian Advertising Agencies and to the American Advertising Agencies placing Canadian business. Contestant had to guess the projected number of radio homes that would be reached by station's 5 kw. of power increase against its 1 kw. power.

Winner of the contest was Clarence Edward Schloemer, now employed in the media department of the Federal Advertising Agency, New York, who came within 1.84 of the correct number of radio homes covered by the station's new power boost. Prize was a 1947 Chevrolet car which was presented to Schloemer by Jack Benny at the stage door of the Roxy Theater in New York last week.

WHBC Country Club Posters

"Don't Suffer A Stroke If Your Stroke Suffers!" reads the caption on large attractive posters placed in country clubs in the Canton, Ohio area by WHBC, to publicize its new weekly feature, Golf Clinic of the Air. Heard Tuesday evenings from 9:15 to 9:30 p.m., program features one amateur and two professional golfers who offer advice to novices. Panel, headed by Sportscaster Jim Muzzy, is changed weekly. Special insert cards on the poster make it possible to list the new guests each week.

Airlines Tieup

To tie in with the current Eastern Air Lines spot advertising campaign on KABC, San Antonio, featuring: "Fly to Famous Vacation Areas . . . Rich Industrial Centers" the merchandising and promotion department of KABC is distributing free to business offices in the city two color blotters which stress the main copy theme of the campaign, giving sample fares to various resort and metropolitan centers, and have imprinted on them for ready reference the current month's calendar.

KMYR Sportsmen's Memo

KMYR, Denver, Colo., has mailed out a double fold throwaway memo to all sportsmen. Captioned "All Your Listening In One Basket," front fold contains cartoon drawing of basketball player dropping ball in a basket. Player has cartoon head of KMYR mike. Memo gives highlights of all sports coverage by the station and complete home game schedule of the Denver Bears ball team as well as exclusive sports coverage aired by the outlet.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY OOPS:**—A top-ranking orchestra leader, under whose direction fellows including Benny Goodman, Tommy and Jimmy Dorsey, Harry James and other top-notch bandmen served, is making a pitch for a comeback . . . Jean Goldkette has just formed a sixteen-piece orchestra, opens at the Million Dollar Pier at Atlantic City June 27 for the entire season with several WOR-MBShots weekly . . . we predict half of the music publishers in town will be there for the opening. . . ● **New half-hour comedy with music.** "Meet Marty Dale" MBS starts tonight at 10:30 starring aforementioned M.D. with orchestra conducted by Emerson Buckley. . . ● **Spent a half hour with Norman Cloutier, MBChief of its musical Thesaurus . . . Norm's knowledge of radio's musical problems as regards to Ascap, BMI, P.D. and what's more important, HOW TO SOLVE THEM, amazed us. . .** ● **Harry Link back from Culver City with the ballad "You're Not So Easy To Forget," featured in the MGM movie "Song of the Thin Man" . . . written by Herb Magidson and Ben Oakland and published by Feist.**

☆ ☆ ☆

● ● ● **If Crawford Music should decide to revive the jingly "Walkin' My Baby Back Home" it would have a positive Hit Parade . . . written by Roy Turk and Fred Ahlert, writers of "I'll Get By" which was a hit for the second time only two years ago. . .** ● **Art Mooney and his orchestra open an engagement at the Capitol Theater in Gotham July 17. . .** ● **Beaux Arts Music, publishers of the current hit "Two Weeks With Pay" has been elected to Ascap membership . . . ditty by Joan Whitney and Alex Kramer. . .** ● **Milo Boulton's son, ex-GI Gail Boulton, now a student at Champlain College, has been added to the WMFF announcers staff. . .** ● **Julie Stern has resigned from Mayfair Music to head the BMI professional department . . . another addition to that organization's contact staff is Harold Wald, formerly with Robbins. . .** ● **Mayor Herbert H. Baxter of Charlotte, N. C., proclaimed last Friday "Weems-Webster Day" . . . in recognition of Kurt Webster's responsibility in "enhancing the city of Charlotte's prestige in the world of popular music" . . . Kurt is nationally credited with having "jockeyed" the Ted Weems' recording of "Heartaches" onto the Hit Parade. . .** ● **Francois Grimard, regular on "Light Of The World" appears as a French prisoner of war in the Columbia flicker, "The Story of Micklos Gafni."**

☆ ☆ ☆

● ● ● **Radiolites will get a kick out of Dubonnet's latest ballad, "Ev-ry-body's Buying My Love Song" (just to get a picture of you) . . . ditty, written by Jack Rollins, Lou Shelley and Perry Alexander, its up-to-the-minute lyrics set to a bright bouncy tune. . .** ● **Mayfair Music is reviving the top hit of 1929, "S'Posin'," written by Paul Denniker and Andy Razaf . . . it can't miss repeating. . .** ● **CBSongstress Patti Clayton, about whom we've often raved leaves next week for the coast where she's been signed to sing with Bob Crosby's Orchestra on the new "Campbell Soup" series which starts June 30. . .** ● **Tune-House Publications have a fine and timely novelty in "It's So Nice To Be Nice" (to your neighbors) written by Buddy Sheppard and Murray Semos. . .** ● **Ray Heatherton's opening last week at the Biltmore Hotel in Gotham is the talk of the town. . .** ● **Jackie Miles reports that Esther Williams is now doing so well in Hollywood she's just added a home to her swimming pool. . .** ● **Kirby Walker, heard several times on Mutual's "Harlem Hospitality House," doing a swell job at the Swank Flying Tigers Club in Brooklyn. . .** ● **G. Schirmer will publish the music which won for John Alden Carpenter the 1947 Gold Medal Award of the National Institute of Arts and Letters. . .** ● **Have you heard Linda Barclay? . . .** ● **Frank Carbon and Carl Nutter have placed their ballad "I Know It's Love" with Radio-Recording Songs . . . Frances Scott starts her 16th year today as radio femcee.**

☆ ☆ ☆

BEHIND THE MIKE

By SID WEISS

CHARLIE IRVING will supplement his radio chores by co-producing a new play titled "Three Mothers" the fall. Casey Allen is in with him on the setup.

Peggy Fitzgerald, of RCA publicist staff, and Jerry Cotter, mag writer and former play reviewer on WIN and WAAT, have set the date.

Steve Martin (formerly with CBS television) has joined Television Radio Enterprises as staff director.

Rudy Vallee will donate his famous megaphone and sax to the Smithsonian Institute. Now they probably call it the Insti-toot.

Jack Smith will display his collection of antique furniture in a Madison Ave. gallery.

Flamingo Lounge negotiating for a wire to air the Jack Kelly "Conceal for Short Hairs" Saturday nite sessions.

Women have invaded the field of television cameramen, too. First girl to handle such chores is Irine Petrof, member of the Television Caravan now appearing in Boston, Mass.

Urges Congress Scrutiny Of Use Of Frequencies

(Continued from Page 1)

tele-channel sharing engineering conference.

Raymond Guy of NBC who represented TBA at the conference, told the Commission that Congress should explore the whole question to see if use of various channels by government agencies was justified.

It was brought out that government agencies are not required to justify use of frequencies in any manner approaching that demanded of private broadcasters.

Guy pointed out that it may be possible that television and other services could use some of the frequencies now used by various government agencies.

In addition to military uses, the following government agencies, for instance, have frequencies within the 162 to 174 mc. band:

Department of Commerce, four; CAA, six; Department of Justice, 13; Interior Department, 14; War Department, three; FCC, one; Department of Agriculture, five; Treasury Department, three.

Mills Bros.' ET's

The Mills Brothers have been signed to do a series of transcriptions as part of a spot radio campaign in behalf of Joe Louis Punch, new soft drink business venture of the world's heavyweight champion.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY
LOVE SONG"

(just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

IN CLEVELAND IT'S

WHK

PROGRAMMING PROBLEMS

WILL BE CLARIFIED
IN THE 1947 EDITION

of

SHOWS OF TOMORROW

when

*1,200 of the Nation's Working Program
Directors present their views on
TODAY'S and TOMORROW'S
SHOWS.*



Published July 30

Advertising Forms Close July 10

Wire or Write In Your Reservation NOW

COAST-TO-COAST

COLORADO

DENVER—"Little Red School House," a quiz show offering merchandise totaling \$1,000 in value at each broadcast, was recently inaugurated by KLZ. The show, emceed by "schoolmaster" Frank Harden, is the highlight of square dance night at Lakeside Amusement Park's El Patio Ballroom. . . . Bill Foulis, with the commercial department of KFEL, has been decorated by the Netherlands government for giving the Dutch people their first free, outside news service after the German occupation. Governor Knous of Colorado and the British consul witnessed the awarding of the Gold Medal of Honor of the Order of Orange-Nassau to Foulis by the vice consul of the Netherlands.

INDIANA

FORT WAYNE—Twenty-two Hoosier cities were represented in a single studio audience at WOEO the other day when a quick poll was taken before the broadcast of Modern Home Forum. All were demonstrators for Stanley Home Products, client of the Forum and the group of more than sixty, represented a combined total of 2,000 miles traveled to view the show. . . . WARSAW—Darrel Dunham, high school band instructor in this city for the past four years, has resigned to become program director of WRTC, Elkhart, and also to be a staff musician.

KANSAS

EMPORIA—Jack Mickey, KTSW announcer and music librarian will aid in the production of Radio Classroom, a 15-minute, five-day-a-week show, slanted for rural school children. The series will be headed by former KTSW chief announcer, Duane Tucker, who now is a member of the Emporia State Teachers College faculty in the radio department. . . . KANSAS CITY—"Prom," the city's teen-age magazine, recently began a crusade for an "All Jazz" record show whose response was so overwhelmingly favorable that KCKN responded with a quarter-hour "Jazz-Made In America" program. Platter jockey, Eddie Clark christened the show with personal interviews with the city's nationally famous jazz artists including Jessie Price, Julia Lee, Ernie Henderson and Bus Moten.

OHIO

CINCINNATI—La Vonne Bond, "Miss WCKY Cincinnati" of 1946, has been selected "Queen of the 1947 Grand Promenade" of the Ohio State American Legion Convention which will be held here August 1-4. A score of finalists of the 1947 "Miss WCKY Cincinnati" contest will be guests of honor for the event, each under the sponsorship of Greater Cincinnati Legion Posts. . . . AKRON—

PICTURE OF THE WEEK



John Shepard, III, chairman of the board, Yankee Network, Boston, was the recipient of a scroll signed by the managers of 23 affiliated stations as a testimonial to his leadership. The presentation was made by Earle Clement, manager of WEIM, Pittsburgh.

SOUTHWEST

FCC has granted Plains Empire Broadcasting Co., at Amarillo, license to operate a new standard broadcast station on 940 kilocycle with 1000 watts full time. C. I. Copeland is president of the group and has 6.6 per cent interest in the station. Bickford Slack is vice-president with 6.6 per cent; secretary treasurer is Lonnie J. Preston with 24 per cent interest; he is major owner and general manager of KASA, Elk City, Okla.; L. L. Preston is director and is commercial manager of KASA; Alice Howenstine is a director with 24 per cent interest and is part owner and program manager of KOSA and V. M. Preston is a director with 5 per cent interest.

Inland Station Group Formed In Nebraska

Omaha—Formation of a new regional network to be known as "The Inland Group" was announced here yesterday by Paul R. Fry, vice-president of the Inland Broadcasting Company.

The stations comprising the group include KORN, Fremont, Nebr., KBON, Omaha, and KOLN, Lincoln which will be on the air in July with 2500 watts on 1400 kc.

Other executives who will be associated with Mr. Fry in the group operation will be E. H. Dahlgard, business manager; R. E. Welton, KBON station manager; H. E. Bader, KOLN station manager; William Baldwin, KORN station manager and Percy Zeigler, chief engineer.

Stork News

New television executive put in appearance last Monday, June 9, at St. Peter's General Hospital, New Brunswick, N. J. Second child, a son seven pounds nine ounces, was born to Mr. and Mrs. Will Baltin. Father is secretary-treasurer of the Television Broadcasters Association.

"Author Meets Critics" Bows On WNBT Tele Show

"The Author Meets the Critic" book program heard on WNBC, made its debut on television last night over WNBT (8 p.m., EDT). Program replaced "Juvenile Jury" for General Foods in the first half of that company's full hour on the NBC station Thursday nights.

Program of the show, which offers a critique of new books, changed slightly to evaluate any subject of new endeavor. John K. M. McCaffery, moderator of the radio show, continues in the same capacity in the video version.

Gray Hospitalized

Barry Gray of the WOR staff entered the Park East Hospital Tuesday for an adjustment operation on his nose which was broken about five years ago.

"As They Like It," a show based on the old food forum idea with glamour treatment added, has begun over WADC. Betty Lockhart, who has conducted the station's "Society News" period, is emcee and originator of the show which will tie in the food interests of celebrities, revealing what some of America's most famous people have told her about their table preferences, with a peek into their private lives.

Davis Outlines Prospects For London Theater Tele

(Continued from Page 1) Corp., of Chicago, Davis said that it was strictly for the interchange of patent ideas.

It is possible, Davis stated that Rank in the next 12 months will equip one or two London West End houses experimentally with large-screen television.

Davis who with Rank studied U. S. television development said that he considers Britain as far advanced in video as is the United States at the present time.

Send Birthday Greetings To

June 13 Bob Bailey Don Dixon Ralph Edwards Jack Fulton Arthur L. Forrest Bill Lipton

June 14 Elaine Stern Carrington Christopher Cross Hilton Lamore Mort Lewis Ken Lyons Robert A. Litzberg Nannette Sargent Jerry Stone John Scott Trotter

June 15 Roger Bowman Jacques Renard Stella Roth

IN CLEVELAND IT'S WHK

2 more days WGBS goes CBS MIAMI, FLA. • 10,000 WATTS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 54

NEW YORK, MONDAY, JUNE 16, 1947

TEN CENTS

Suggest FCC Fund Cut

Commission Planning Editorializing Review

"An overall review" of the question of editorializing by broadcasters is scheduled for this fall by the FCC, Chairman Charles R. Denny told the House Appropriations Committee last month, testimony released in Washington on Friday reveals. Denny told the committee he thinks "some licensees, through their selection of commentators, are today engaging in what amounts to editorial policy, and that is one reason I think the overall policy ought to be reviewed." Hearings will be called, he said.

Asked about his own stand on editorializing, Denny said:

(Continued on Page 8)

100 Women Broadcasters Attend 1st Dist. Meeting

Hartford, Conn.—Some 100 members of the Association of Women Broadcasters in the New England States, representing the first district, were guests of Gov. Charles E. McNonaughty during the two-day AWB conference over the week-end. Following a luncheon welcome at the Grand Hotel on Saturday women

(Continued on Page 2)

BMB Sets Special Program For Independence Day

BMB will air a special program on July Fourth in co-operation with the American Legion consisting of pick-ups from five historic sites and climaxed with an address by Commandant Paul H. Griffith from Independence Hall, Philadelphia. "The Spirit of Independence," to be aired from 1:15-2:45 p.m., EDT., will include a re-

(Continued on Page 8)

Pin-Up Gal

Jasper, Alberta—Gail Meredith, New York vocalist, appearing here at the Canadian Association of Broadcasters' annual convention as the BMI Pin-Up Girl, scored a big hit with the Canadian radio men. CAB officially named her, "Miss Canadian Radio of 1947." More than 300 delegates voted for her. Gail is Canadian born and started there with the Alan Young show.

Debut Date

Both NBC and RCA plan participation in the opening of the network's new Washington television station, WNBW, on Friday, June 27th. Present plans call for the origination of "salute" network shows from WNBT in New York and to present Washington government leaders as a part of the dedicatory program at the studios. Charles R. Denny, chairman of the FCC, and members of the commission will be invited to appear on the opening program.

Petrillo Re-elected To Head Musicians

Closing session of the American Federation of Musicians convention in Detroit on Friday re-elected James C. Petrillo as president for the eighth consecutive term and adopted resolutions, some of which were applicable to music and radio.

It was estimated that returns from the recording and transcription fees during 1948 would amount to \$2,000,-

(Continued on Page 8)

Film, Publishing Interests Invited To NAB Confab

Representatives of radio and motion picture industries and other media, including publishing, are expected to attend a one-day "freedom of expression" conference called by NAB President Justin Miller. The

(Continued on Page 3)

FCC Ends FM 'Reservation'; Revises Class B Allocations

Washington Bureau, RADIO DAILY
Washington—The FCC over the week-end said that the FM channel-reservation policy will be terminated on July 1. Abandonment of this policy after nearly a year will mean that approximately 100 additional FM channels will be made available to areas scattered throughout the nation.

In another important FM action, the Commission amended its FM

House Appropriations Committee Slices \$875,000 In '48 Recommendations; Urges Commission Efficiency

Washington Bureau, RADIO DAILY

Washington—A reduction of \$875,000 in the 1948 budget recommendation for the FCC was voted Friday by the House Appropriations Committee, with the independent offices bill carrying a proposal that the commission receive a flat six million dollars—\$211,900 below the current appropriation.

(Continued on Page 3)

RMA Elects Directors For Various Divisions

Chicago—Following the annual election of officers of Radio Manufacturers' Association on the closing day of the convention here, the board of directors met and elected directors of the various divisions. Paul D. Galvin, president of Motorola Corp., Chicago, was re-elected chairman of the set division. Seven directors were chosen. Five re-elected were E. Alschuler, president Central Radio

(Continued on Page 3)

34 More Broadcasters Sign For BMB Study

Thirty-four more subscribers to the proposed Study No. 2 of Broadcast Measurement Bureau were announced on Friday bringing the total subscriptions for the new study to 150. The

(Continued on Page 3)

Radio Stations Aiding Flood Stricken Areas

Reports reaching network headquarters in New York the past week-end indicated that radio stations in the Mississippi and Missouri valleys

(Continued on Page 2)

UN Dramatic Series Planned By Network

Thirteen weekly dramatizations on international issues will be presented on NBC's "Your United Nations," beginning Wednesday, June 18 at 11:30 p.m., EDT., and continuing through September 10. The dramatizations are based on material from the files of the U. S. State Department.

Series is designed to highlight U. S. (Continued on Page 2)

Miller, Denny Head List Called By Senate Group

Washington Bureau, RADIO DAILY
Washington—NAB President Justin Miller and FCC Chairman Charles R. Denny will lead a parade of witnesses testifying before the Senate Interstate and Commerce Committee which begins hearings tomorrow on

(Continued on Page 3)

Resourceful

Mona Fisher, part emcee on WWRL's daily "Doin' the Town," defied an age-old superstition last week when she wire-recorded a trip to the Manhattan-Brooklyn tunnel, now nearing completion. Sandhogs refused her entry, claiming it "unlucky," etc., but she donned worker's cap and overalls and sneaked through the gate. Show will be aired tonight at 10:30.

★ COMING AND GOING ★

E. B. "BUCK" LYFORD, assistant manager in the station relations department of NBC, has left on a trip to the Northwest to confer with officials of WOOD, Grand Rapids; WSAM, Saginaw; WEEK, Peoria; and KSD, St. Louis.

PAUL MOWREY, American network director of television, goes up to Boston Wednesday to confer with officials of WCOP, web affiliate, and to inspect the new A T & T relay tower. He'll return to New York Thursday.

ERNEST SHOMO, sales manager of WBBM, has returned to Chicago following conferences at the New York offices of CBS.

ROBERT E. KINTNER, executive vice-president of the American network, is expected back today from the West Coast, where he has spent two weeks conferring with affiliates of the web. He was accompanied by MRS. KINTNER.

ROBERT HOPE, program director of WSFA, Montgomery, Ala., is back at the station following a two-week vacation in Fort Walton, Fla.

ELEANOR McCLATCHY, owner of KERN, Bakersfield, Cal., who spent the major portion of last week in Gotham, has returned to the West Coast.

DON LERCH, director of agriculture at CBS, is in Roanoke, Va., for the four-day meeting of the American Plant and Food Council. He originated his broadcast of Saturday from that point.

DICK GILBERT, program director of Sun Country Broadcasting Co., Arizona, is expected in New York today by plane. He'll spend 10 days on company business.

EDWARD R. MURROW, vice-president and director of public affairs at CBS, is in Northampton, Mass., where today he will deliver the Commencement address at Smith College.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, who was elected board chairman of Mutual at the network's meeting in Chicago last week, now is en route back to his West Coast headquarters.

G. W. "JOHNNY" JOHNSTONE, director of the radio department, National Assn. of Manufacturers, drove down to Atlantic City over the week-end with MRS. JOHNSTONE. They attended the Annual National Headliners Frolic.

JAMES V. McCONNELL, director of national spot sales at NBC, is back from Chicago, where he held conferences with spot sales officials of the network's office in the Windy City.

JONAS WEILAND, president of WFTC, American network outlet in Kinston, N. C., paid a call Friday at the New York offices of the web.

RAY GUY, radio facilities engineer at NBC, is back from Washington, D. C., where he represented the network at FCC conferences. He also discussed with Washington executives of the network preparations for the official opening of WNBW.

C. P. PERSONS, sales manager of WAPI, Birmingham, Ala., who was a familiar figure last week in the Radio Sales headquarters of CBS, has returned to his home offices.

ROBERT R. FEAGIN, manager of WPDQ, affiliate of ABC in Jacksonville, Fla., was a visitor Friday at the offices of the web.



Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons . . . and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft! But there are other equally effortless ways of getting by . . . even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five station town. Put W-I-T-H on your next list.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Reed

FINANCIAL

(June 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/4	7 1/4	7 1/4	+ 1/4
Am. Tel. & Tel.	159 1/4	157	159 1/4	+ 1 1/2
CBS A	27 3/8	27 3/8	27 3/8
Farnsworth T. & R.	6 1/8	6	6 1/8	+ 3/4
Gen. Electric	35 5/8	35 5/8	35 5/8	+ 3/4
Philco	25 1/2	24 3/4	25 1/2	+ 3/4
RCA Common	8 1/8	8	8 1/8	+ 1/4
RCA First Pfd.	72 1/4	72 1/4	72 1/4	+ 3/4
Stewart-Warner	15 3/8	15 1/8	15 1/2
Westinghouse	28 1/8	27	28	+ 5/8
Westinghouse Pfd. B.	105 1/4	105 1/4	105 1/4	+ 1/8
Zenith Radio	16 3/8	16 3/8	16 3/8	+ 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	13 3/8	13 3/8
Nat. Union Radio	2 1/4	2 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont	5 3/4	6 1/2
Finch Tele Comm.	5	7
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	2	2 1/2
WCAO (Baltimore)	40
WJR (Detroit)	15

Radio Stations Aiding Flood Stricken Areas

(Continued from Page 1)

made an important public service contribution during the past week in issuing flood warnings and handling the announcements of relief agencies.

Stations in the Omaha and St. Louis areas were particularly active with Iowa stations in Dubuque, Muscatine, Davenport and Clinton devoting much time to flood announcements.

The broadcasters worked closely with the U. S. Weather Bureau and the Red Cross and aside from giving flood warnings gave considerable time to the marshalling of relief.

President Truman's Speech Reached 7,116,000 Listeners

President Harry Truman's address to the Canadian Parliament last week in Ottawa, in which he discussed America's role in leading the world to economic recovery, was heard by 7,116,000 adult listeners in the U. S., according to a survey made by C. E. Hooper for CBS. Hooper rating was 14.6 with Mr. Truman's share of the listening audience fixed at 80.9. Broadcast was carried by major networks and many independent stations.

Irene Beasley To Vacation

When Irene Beasley, a singing m.c. and producer of "Grand Slam" musical quiz on CBS daily 11:30 a.m., EDT., takes her first vacation in three years starting today, Dwight Weist will take over as m.c. while Diane Courtney will handle the songs. Irene returns to the air June 30 after two weeks, visiting her family in Tennessee and Texas.

100 Women Broadcasters Attend 1st Dist. Meeting

(Continued from Page 1)

broadcasters attended a reception at the executive residence of Gov. and Mrs. McConaughty.

Leaders and representatives of Connecticut women's clubs and women's organizations from the New England area attended the conference to meet the women broadcasters. Speakers at the Saturday luncheon included Harold E. Fellows, general manager WEEI, Boston, and chairman of the NAB 1st district; Dorothy Lewis, AWB veepee; Frances Farmer Wilder, AWB president, and Mrs. William G. Dwight, president of WHYN, Holyoke, Mass. Saturday evening WTIC and its staff members hosted the women broadcasters with a cocktail party at Pettibone Tavern in Simsbury, Conn.

Following Sunday brunch in the Hartford Times Tower as guests of Francis S. Murphy, publisher, AWB members held a closed business session. Keynote speaker was A. N. Armstrong, Jr., commercial manager, WCOP, Boston, and NAB advisor to the 1st district AWB.

Sponsoring Football Game

Wilson Sporting Goods Co., Chicago, Ill., will sponsor the All-Star Football game when the College All-Stars and the Chicago Professionals meet at Soldier's Field, Chicago on Friday, August 22. Program will be heard over the full Mutual net with 430 MBS affiliates expected to participate in the hookup. Game will be broadcast at 9:30 p.m., EDT., through midnight. Ewell Thurber & Associates, Chicago is the agency.

UN Dramatic Series Planned By Network

(Continued from Page 1)

government activities in support of the United Nations. Andrew Cordier, assistant secretary general of U.N., will speak at the close of each program and on many occasions will have State Department representatives as his guests.

The United Nations series of NBC is supervised by Sterling Fisher, director of the University of the Air, and is directed by James Harvey, Jr.

IN CLEVELAND IT'S
WHK

RMA Elects Directors For Various Divisions

(Continued from Page 1)

Corp., Evanston, Ill.; G. M. Gardner, president Wells-Gardner Co., Chicago; Joseph Gerl, president Sonora Radio Corp., Chicago; Dr. Ray H. Hanson, president Stromberg-Carlson, Chicago, and Harold G. Mattes, executive vice-president Belmont Radio Corp., Chicago. Two new directors are Harry G. Sparks, Jackson, Mich., and H. L. Hoffman, president Hoffman Radio Corp., Los Angeles.

"Tube division"—S. P. Taylor, Westinghouse Electric, New York, chairman; H. L. Hoffman, vice-president Machlett Laboratories, Springdale, Conn., re-elected director, and two new directors, E. N. Wendell, executive vice-president Federal Telephone & Radio Corp., and W. A. MacDonald, president Hazeltine Corp., New York.

"Parts Division"—J. J. Kahn, re-elected chairman; Ernest Sering, president International Resistance Corp., Philadelphia; Ray F. Sparrow, of R. Mallory & Co., Indianapolis, and R. C. Sprague, Sprague Electric Corp., Chicago.

"Amplifier and Sound Division"—W. D. Wilson, Operadio, Chicago, chairman; Allen Shoup, re-elected director.

Luncheon On Thursday

At the Thursday luncheon, Bond Addes, secretary, was presented with a silver set in recognition of 20 years' service to the association, and J. W. Allen and Anna M. Chase, each of whom has completed 20 years' service, were each given a watch as a token of the association's appreciation of their services.

Max F. Balcom, newly elected president, has been an active leader in RMA affairs for the past 12 years. He has been a member of the RMA Board of directors for five years, a vice-president for two separate two-year terms, and chairman of the tube division also for two separate two-year terms. During the war and through the reconversion period he represented RMA in numerous contacts with government agencies in an effort to expedite production. During and following the war he served the industry as chairman of the OPA Radio Tube Manufacturers' Industry Advisory committee, and as chairman of the RMA Surplus Disposal committee.

FRANK W. BROCK'S

famous racket-exposé show

"SPECIAL INVESTIGATOR"

now sponsored by

Commercial Credit Corporation

Mutual—Tuesdays—8:15 P.M.

A Proved Hit—Low Budget

Available after June 17th

James Stevenson Productions

133 E. 54th St., N. Y. 22—PL 8-0928

Exclusive Representative

House Appropriations Group Slashes 1948 Budget Of FCC

(Continued from Page 1)

tion. The committee feels that greater efficiency in the utilization of funds made available to it will enable the Commission to take care of the huge volume of work now before it. Recalling in its report that additional funds were given the Commission in its current budget to provide help to process the huge backlog of applications, the committee recalled that the Democratic-controlled committee had last year said in its report that it was of the opinion that 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."

GOP Opinion Cited

The current GOP-controlled committee is of the opinion, it reported, "that with proper utilization of staff and facilities the Commission should soon catch up in large measure with the backlog of work and that it is highly improbable that the recent work load of new applications will continue throughout the fiscal year 1948. In fact, the record indicates that the saturation point for AM licenses has already been reached in New York and New England. This opinion of the committee is substantiated by the testimony of representatives of the Commission during recent hearings in which it was pointed out that there recently had been a marked speed-up in action on applications of all types due to the increased efficiency of personnel and improvement in methods of handling such applications.

"For instance, it was stated that during the past year, from January 1, 1946, to January 1, 1947, the Com-

34 More Broadcasters Sign For BMB Study

(Continued from Page 1)

second study is tentatively set for 1949.

Those signing up for Study No. 2 are: KERN, Bakersfield, Calif.; KICO, Calexico, Calif.; KMJ, Fresno, Calif.; KWSD, Mt. Shasta, Calif.

KFBK, Sacramento, Calif.; KWG, Stockton, Calif.; WGPC, Albany, Ga.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; WTOG, Savannah, Ga.; WPAX, Thomasville, Ga.; KRLC, Lewiston, Ida.; KANS, Wichita, Kan.; WLAP, Lexington, Ky.; KSIG, Crowley, La.; KOH, Reno, Nev.; WISE, Asheville, N. C.; WBT, Charlotte, N. C.; WEGO, Concord, N. C. WAYN, Rockingham, N. C.; WSJS, Winston-Salem, N. C.; WFMJ, Youngstown, O.; KORE, Eugene, Ore.; WBIR, Knoxville, Tenn.; WMC, Memphis, Tenn.; KFDA, Amarillo, Tex.; KTRM, Beaumont, Tex.; KVAL, Brownsville, Tex.; KRIS, Corpus Christi, Tex.; KRGV, Weslaco, Tex.; KSL, Salt Lake City, Utah; KUJ, Walla Walla, Wash.; WBTH, Williamson, W. Va.; KPOW, Powell, Wyo.

mission had authorized 532 new AM stations as compared to a total of 469 issued during the 11-year period prior to that time, 1934 through 1945. Furthermore, it was stated that the FM backlog had been reduced from 773 to 494 in a nine-month period, and that the amateur backlog had been recently reduced from 11,500 to 4,000 in a period of eight months. Applications for aviation licenses are now handled at the rate of 2,100 a month as compared with 600 a month previously."

Denny Gives Views

Early in May, however, in testimony before the Appropriations sub-committee released Friday, FCC Chairman Charles R. Denny told the Congressmen the Commission definitely does not apologize for its still large backlog. "Indeed, we point with considerable pride to the great amount of work that we have been able to do with the limited staff available to us . . .

"In 1934, when the Commission was established, 594 standard broadcast stations had therefore been licensed by the Federal Radio Commission. During the next 11 years, through 1945, this Commission licensed 469 new AM stations. During the past year, January 1, 1946, to January 1, 1947, the Commission authorized 532 new AM stations and during the first three months of this year the Commission authorized an additional 100 new AM stations.

"Thus there were as of April 1, 1947, 1610 standard broadcast stations licensed or authorized. And during April the Commission authorized still an additional 103 new standard broadcast stations, bringing the grand total up to 1713."

Denny pointed out that of 1114 applications pending April 1 of this year, 537 (48.2 per cent) are in hearing. "A hearing inevitably means a very substantial amount of work for the Commission and there is no way it can be avoided. There are no short cuts to a fair and full public proceeding conducted in accordance with the principles of fair procedure."

In the budget requested, it was developed during the hearings, \$1,162,000 was for broadcasting. According to figures, this represented an increase over the current appropriation of \$340,515. Of the total, \$638,175 would be for AM broadcasting, \$199,699 for FM, \$77,412 for tele, \$180,599 for general regulatory work and \$66,750 for other obligations.

Buys Hour on WNEW

Walgreen drug chain has bought the 9-10 p.m., hour on WNEW for June 19 as a part of its regular anniversary celebration aired over independent stations throughout the country. The transcribed fiesta of comedy and music features Bob Hope as emcee and includes Groucho Marx, Dennis Day, Cass Daley, Art Linkletter and Lud Gluskin's orchestra.

Miller, Denny Head List Called By Senate

(Continued from Page 1)

the White bill. Hearing is expected to last about a week.

In addition to Judge Miller, other NAB officials expected to appear before the committee are A. D. Willard, Jr.; Don Petty, general counsel; Robert K. Richards, director of public relations; Frank E. Pellegrin, director of broadcast advertising and Harold Fair, director of the program department.

Six broadcasters also have told NAB they will appear before the committee: Campbell Arnoux, WTAR, Norfolk, Va.; Harry Bannister, WWJ, Detroit; Don Elias, WWNC, Asheville, N. C.; Wiley P. Harris, WJDX, Jackson, Miss.; J. Harold Ryan, the Fort Industry Co.; Fred Weber, DSU, New Orleans.

House Hearings Deferred

Also expected to be represented are the networks, FMA, RCA and various groups, including PCA, the National Temperance and Prohibition Council, American Council of Christian Churches and others.

The new radio sub-committee of the House Interstate Commerce Committee met Friday afternoon for an organization session and decided to call no hearings now on any of the four radio bills pending before it, Chairman Evan Howell, (D., Ill.), said after the meeting.

"We want to see what happens in the Senate, where they start hearings next week on the White-Wolverton bill," he declared.

Film, Publishing Interests Invited To NAB Confab

(Continued from Page 1)

conference will be held at NAB headquarters on June 26. A. D. Willard, Jr., NAB executive director, will lead the discussion. Expected to attend are David Howe, president of the American Newspaper Publishers' Assn.; William Chenery, publisher of Collier's and chairman of the editorial committee of the ANPA; Kenneth Clark, director of information. MPAA; Melville Minton, chairman of the board, ANPA; Col. J. Hale Steinman, Pennsylvania publisher and broadcaster. Also invited is Donald Nelson, president of the Society of Independent Motion Picture Producers.

Paging Mrs. Briggs

Burlington, N. C.—Sergeant J. L. Craven of the Burlington police department asked WBBD to help him locate Mrs. Eunice Briggs for some relatives who came from Topeka Kansas. The sergeant's wish was granted and an announcement over the station brought Mrs. Briggs to the telephone three minutes later. Radio, the sergeant opines, is a wonderful sleuth.

25th ANNIVERSARY



FIRST BROADCAST—JUNE 8th, 1922.
SETS IN USE—BALTIMORE: 2,560



THE STATION LISTENERS BUILT **WFBR**



WFBR TODAY—BALTIMORE
RADIO MARKET HOMES: 405,270



SOUTHWEST

A NEW 15-minute program is being heard each Saturday over KTRH, Houston, titled "Houston Speaks." Program is designed to give the local listeners a better understanding of the city's past, present and future. Features include news headlines of the week concerning the city, colorful and significant bits of the city's past and an outline of the Houston of tomorrow, mingled with musical entertainment.

Ira Cook is being heard in a five-minute daily transcribed program over KVET, Austin, KONO, San Antonio, WRR, Dallas, under sponsorship of the Pacific Citrus Fruit Co. Transcription is made in Hollywood and features a name personality in the popular music field. Following the interview the individual station plays a recording of the star.

Lucille Peters, secretary to George Johnson, general manager of KTSA, San Antonio, off on her vacation to the state of Colorado. Freed Teed, head of the accounting department also off on his vacation.

Conditional FM grants have been given by the FCC to the Frontier Broadcasting Co., of Waco and Austin operators of WACO and KNOW. Also the Alamo Broadcasting Co. of San Antonio, operators of KABC, an outlet of the Texas State Network.

"Strictly Off The Record" is the title of a new series of two hour programs to be heard each Saturday evening over KYFM, San Antonio. Programs will have two, not one, disk jockeys. They are Bud Lutz and Lou Candy, who will comply with the requests of San Antonio listeners for the tunes of the day.

Raymond Gram Swing, veteran network correspondent has been booked by the Community Course for a lecture to be delivered in Dallas on November 12.

Dr. Waldo E. Stephans of Oklahoma City was chief speaker at a Memorial Day meeting in Dallas. For the past four years he has been airing his views on foreign policy and international affairs on WKY, Oklahoma City, Okla.

Fremont Joins KFEL As Promotion Director

Denver—Leo M. Fremont, has been appointed director of promotion, for station KFEL, coming to the outlet from Mutual Broadcasting System offices in Chicago. He has served in various executive capacities at stations in the Middle West. Miss Vivian Blanken, continues as Fremont's assistant.



California Commentary. . . !

● ● ● Ed "Archie" Gardner stepped into a new role when he played an exhibition set of tennis at the Beverly Wilshire "tavern" courts, losing to Mickey Rooney, 7-5. The match was played in connection with the pro debut of Pauline Betz and Mrs. Sarah Palfrey Cooke.

Los Angeles and Jack Benny was on hand to present the winner, Miss Betz, with a trophy on behalf of the "tavern" . . .

Don Searle, ABC vice-president in charge of the Western division, Frank Samuels, division sales manager, and Robert E. Kintner, ABC executive vice-president from New York, have returned from a few days' visit with network officials in San Francisco. . . Frank Sinatra is busy, to say the least. Last Tuesday night he left MGM's "The Kissing Bandit" set to fly to Chicago to appear at a benefit show staged by the Catholic Youth Organization on behalf of Bishop Shield's Underprivileged Youth Fund. Then he flew back to the Coast, so that he could appear in Long Beach Thursday night at a benefit for the Damon Runyon Memorial Cancer Fund. On Friday he flew to Sonora Pass in the High Sierras for outdoor scenes in his picture!



● ● ● A novel twist in the recording field was recently introduced by the new Lampson Transcription Co., of Hollywood, which offers five-minute transcribed interviews with top name music personalities. Entitled "Who's Who In Music," the show was originated by KFAC disc jockey Ira Cook, and C. Lampson. Packages are shipped to radio stations, where they can be used to provide personal and authentic touches with artists' waxings or can be sold as five-minute features. Artists already pressed on the ailer include Tommy Dorsey, Stan Kenton, Jerry Colonna, Benny Carter, Helen Forrest, Phil Moore, June Christy and others. . . Lon Amick, W. R. "Bob" Moreland and R. J. "Bobbie" Black have formed a public relations firm, and radio exploitation and promotion will be in charge of "Bobbie," long active in West Coast radio and network show production and promotion. . . Barry Sullivan is not a politician, but in his spare time is building a fence at the Valley home of Larry Berns, producer of the Jack Carson show. Sullivan now has his own show, "Rogue's Gallery."



● ● ● Martin Work, Young & Rubicam Hollywood production supervisor, addressed UCLA radio advertising class June 11 on "What Will Commercial Radio Be Like Tomorrow?" Incidentally, he will take over production of "What's Doin' Ladies" June 23, instead of going to the New York office for the summer, as previously announced. . . Marjorie Hunt temporarily forsakes duties as producer on the daily Hunt Foods half-hour over ABC to become assistant director at the Laguna Beach summer theater. Visitor on the set of RKO Radio's "Memory Of Love" was Hoagy Carmichael's mother, who watched her famous son go through his paces with Dana Andrews and Merle Oberon. Mrs. Carmichael, a talented pianist herself, gave Hoagy the impetus to go on to a musical career. This was the first time she'd ever seen Hoagland (which she still calls him) before the cameras.



● ● ● "Queen For A Day" will have its annual Father's Day broadcast later than usual this year. The special show which crowns a "King For A Day" will be held July 4 in order that more men can be present in the audience from which to pick an all-male candidate roster. Helen Forrest has been spending some time at Palm Springs to acquire a tan she can show her folks back in New Jersey. The songstress, who's slated to hit Atlantic City's Pier next month, explained that the home folks are a little disappointed when she arrives from California looking pale.

AGENCIES

FEDERATION OF SWISS WATCH MANUFACTURERS has appointed Foote, Cone & Belding as advertising counsel. The agency has opened office at Macolin, Switzerland, and will shortly establish the firm's Swiss headquarters at Bienne.

STANDARD BRANDS, Inc., has appointed the New York office Dancer - Fitzgerald - Sample, Inc., to handle the advertising for V-8 Vegetable Juice, V-8 Catsup and Saratoga Pork and Beans, effective September 1st.

RENAULT CHAMPAGNES account will be placed by the Charles Hoyt Company, Inc., New York City effective July 1st.

WALTER KANER ASSOCIATES have been named to handle publicity and promotion for the Lions Club New York all-star show for the blizzard at Carnegie Hall, June 27. Spot announcements and program interviews will be used to promote the show in addition to coverage by WWRL and WEVD the night of the affair.

SIDNEY ASCHER ASSOCIATES have been engaged by the All American Drinks Corporation to handle publicity, promotion and public relations for Joe Louis Punch, the new soft drink line.

HELEN J. CRABTREE has been transferred from Chicago to the New York office of The Advertising Council. Miss Crabtree, who has served as staff manager-liaison executive for the joint campaign of The Advertising Council and the National Safety Council, will continue as staff manager for this public service project.

LOWELL E. JACKSON, of the Chicago office of The Katz Agency, Inc., national station reps, has resigned and will form his own organization.

Wedding Bells

Marriage of Sam Elfert, WLIB publicity director, and Dena Eisner, New York Post editorial assistant, is scheduled for Sunday, June 22. The couple will spend a two week honeymoon at Cape Cod, Mass.



"No, madame, our WFDF Flint didn't include husbands."

IN CLEVELAND IT'S
WHK

THE WEEK IN RADIO

Two Copyright Bills In House

By JIM OWENS

Two new bills dealing with rights of performers on records were discussed in the House by BMI, ASCAP, and ASCAP representatives. Bill granting performers copyright protection was strongly opposed while other, calling for royalties from jukeboxes, received split support. . . . Legislators voted AFM executive committee and prexy J. C. Petrillo, order to stop members from making records. Contracts with major recording firms ends next December. Radio Manufacturers' Association held its annual convention in Chicago. R. C. Cosgrove, Association prexy, said production is at a high level, predicted output of 18 million records, plus 250,000 tele sets this year. . . . Kate Smith signed with WOR for daily quarter-hour platter. She'll use only her own records, of which some 1,000 are available. . . . Inter-American Broadcasters Association will meet at the Waldorf-Astoria June 28, with NAB participating. . . . Big Gen. David Sarnoff, RCA prexy, forecast a bright future for radio industry. He was the principal speaker at the RMA banquet. . . . For 50,000 persons witnessed the RCA-Allied Stores television demonstration at a Long Island department store. . . . FCC Commissioner Charles Denny urged completion of the International Telecommunications Conference (Atlantic City) by July. . . . End of excise taxes on radio receivers urged on House Ways and Means Committee by manufacturers and NAB. . . . Brand names will continue to dominate choice web time this summer; top advertisers are set for the next months, with cigarette and soap companies leading the list. . . . Sun Drug Co. bought WPMN, Philadelphia (Evening Bulletin) for \$800,000. Deal is subject to FCC approval. . . . FCC adopted revisions of engineering standards to allow for a 30 kc. separation of stations under "certain conditions." Commission refused suggestions of 10 or 20 kc. separation. . . . Glette Safety Razor Co., renewed "Cavalcade of Sports" on NBC for another year. . . . TBA flatly proposed any "slicing" of video channels, arguing that the present 13 will be sufficient for future growth of the industry. . . . Future of BMB will probably depend on a long-range financing, it was indicated following a two-day session of the Bureau's finance committee. . . . NBC and CBS went on

FCC Ends FM 'Reservation'; Revises Class B Allocations

(Continued from Page 1)

FM facilities whose application has been denied, or may hereafter be denied in a comparative hearing (where the applicant was not found to be disqualified), to permit the applicant to file an application for any reserved Class "B" FM channel prior to the expiration of one year from the effective date of the Commission's order or decision denying his prior application.

Under the FM channel-reservation policy, one out of every five Class "B" channels tentatively indicated as available to an area to which at least five Class "B" channels have been assigned, has been withheld from assignment since July 17, 1946, and Class "A" channels Nos. 297, 298, 299 and 300 have been withheld from assignment, since April 3, 1947.

On July 1, 1947 all of these reserved channels will again become available for assignment to qualified applicants. Since the Commission will consider and act upon applications for such reserved channels as promptly as possible after July 1, persons desiring to make application for either Class "A" or Class "B" reserved channels should file their applications promptly, and if possible, should have them on file on or before July 1, 1947. In this connection, it was pointed out that under Section 1, 304, of the Commission's rules, all FM applications filed on or after July 1, 1947 must specify the particular channel desired.

Commissioner Durr took the position that the Commission should take steps looking toward further extension of reservation of FM channels. The amended rules and engineer-

record as strongly in favor of continuing the State Department's "Voice of America." Webs suggested a plan for co-operation with the OIC regarding daily broadcasts. . . . Kaiser-Frazer distributor "Madman Muntz" buying heavy spot on N. Y. stations. . . . Business leaders told the American Marketing Association's 10th annual convention little hope is held for a quick drop in prices of durable goods. . . . James E. Gordon, general manager of WNOE, was elected president of the newly formed Louisiana Broadcasters' Association. . . . Painters and paper hangers' union opened a unique spot drive on N. Y. stations. Messages urge apartment dwellers to redecorate during "slack" season. . . . Canadian Association of Broadcasters held its annual meet in Jasper, Alberta, with discussion of relations with CBC uppermost. Robert J. Burton, BMI Canada exec., told the confab BMI has licensed all U. S. stations. . . . Lewis Allen Weiss elected chairman of the board of Mutual. He's also vice-president and general manager of the Don Lee web. . . . U. S. Steel renewed "Theater Guild" on ABC for another year. . . . National Airlines started a spot campaign in 10 different cities, indicating heavy competition in the airlines business.

ing standards, and the revised tentative allocation plan, were made effective immediately.

The amendments to the rules affect Sections 3, 203 (A), (B), and (D) and 3, 204 (B). The amendments to the standards affect Section 1-M; A-A, B, C and E, and 4.

The amendments to the rules are identical with those proposed on April 10, 1947. The amendments to the standards are identical with those proposed on April 10, 1947, except that a change has been made in proposed Section 4. The change modifies Section 4 by adding provision to provide that pending the determination by the Commission of interference ratios for 400 kc., and 600 kc.:

"Stations normally will not be authorized to operate in the same city or in nearby cities with a frequency separation of less than 800 kc., provided that stations may be authorized to operate in nearby cities with a frequency separation of not less than 400 kc., where necessary, in order to provide an equitable and efficient distribution of facilities, and provided further that Class 'B' stations will not be authorized in the same metropolitan district with a frequency separation of less than 800 kc."

Studying FM Receivers

The change also explains that the Commission is studying various types of present FM receivers to provide data for determining such interference ratios.

The revised tentative allocation plan is the same as that proposed on April 10, 1947, except that a relatively few changes in the particular channels allocated to certain cities or areas have been made to provide a better use of the frequencies in those cities and areas. No change has been made in the total number of Class "B" channels allocated to any city or area. The changes in channel assignments affect the following cities:

- California—Fresno, Los Angeles, Salinas, San Diego, Santa Barbara and Stockton.
- Connecticut—Hartford, New Britain.
- Florida—Fort Lauderdale, Orlando, Palm Beach.
- Georgia—Savannah.
- Illinois—Aurora, Carthage, Chicago, Waukegan, Galesburg.
- Indiana—Hammond, Evansville.
- Iowa—Burlington.
- Kentucky—Bowling Green.
- Massachusetts—Fall River, North Adams.
- Michigan—Ann Arbor.
- Minnesota—Albert Lea.
- Nebraska—Grand Island, Hastings, Norfolk.
- West Virginia—Berkley, Charleston.

Termination of the FM reservation policy will mean that a total of 12 more channels will be available in New York State. This includes four more channels for New York City, two for Albany, two for Buffalo, and one each for Rochester and Syracuse.

PROMOTION

Intensive Adv. By Esso

The car-service functions of more than 24,000 Esso dealers throughout the 18-state area will get a concentrated push via a four-point intensive advertising program to be initiated by Esso Marketers just prior to Independence Day. Series is designed for simultaneous exposure in newspapers, billboards, sales promotion and radio and will run from Independence Day to Labor Day. Some ads will include reference to the Atlas tire. Ad-messages will point out to motorists the ways in which Esso dealers can insure their holiday pleasure by careful pre-trip car servicing. Strong-selling sales promotion material and an especially attractive outdoor poster headlined "When the Open Road Beckons" are other features in the campaign line-up. "The Esso News Reporter" broadcast on 40 stations throughout the territory will help herald the "Happy Motorizing" campaign keynote.

WOR Special Edition

A Special Kate Smith Edition entitled "Kate Smith News," from WOR is latest promotional piece to be circulated by this MBS key station. Consisting of one page in three folds, paper contains a number of cuts of Miss Smith "then and now" as well as several of Ted Collins and copy of her past performances. Miss Smith and Ted Collins will be heard on WOR and the Mutual network starting June 23.

Spot Campaign

A warning that dirty oil filters may be causing permanent engine damage, printed in big, bold type, is given on handbills being placed in automobiles in San Antonio by the KABC merchandising and promotion department to merchandise a current A C Oil Filter spot campaign. Copy goes on to state how much trouble may be prevented by use of A C Oil Filters and gives the identifying mark of retailers stocking the product. Tie in with station spot campaign comes in line at bottom: "Advertised on KABC, 680 on your radio dial."

Giant Messenger

A giant helped to promote and publicize WINS' increase to 50,000 watts on Sunday, June 15. Eight-foot Dave Ballard delivered press releases to editors, and messages to ad agencies from the station. Special envelopes are being used, imprinted with—"Big Things Are Happening At WINS."

GUEST STAR TROUBLE?

Radio writer can get you guests for your program, complete with script. Hollywood and Broadway "names," interesting personalities, smiling, healthy delivery of guests guaranteed. Write RADIO DAILY, Box 372, 1501 Broadway, New York City.

IN CLEVELAND IT'S
WHK

Commission Planning Editorializing Review

(Continued from Page 1)

torializing, Denny replied, "I would like to beg off answering that, because we are thinking of holding this hearing and I do not want to shoot from the hip on it. I could not say. There are so many facts to it and so many sides to it that I do not know what to answer. I think it is something that does have important implications from the point of view of the over-all good of American radio which has, under the present policy, gained a pretty good reputation for fairness. People generally, I think, regard radio news as fairer and less biased than what they get from the newspapers. Radio has gained an enviable reputation, and I am anxious to see that radio should not move precipitously and may do something that will mean radio will lose that reputation.

"As the chairman points out. There are exceptions and certainly this business of editorializing can be gotten around by the selection of the commentators on that station."

MBS Sets Special Program For Independence Day

(Continued from Page 1)

enactment of the signing of the Declaration of Independence during special ceremonies at the famed spot in Philadelphia.

The remote pickups, aimed at showing the vivid story of freedom as it swept across this country, will be made from Concord, Mass., Yorktown, Va., Flagstaff, Ariz., Pearl Harbor, and Philadelphia.

'Necco' Signs Year On Yankee

Boston—New England Confectionery Co., for "Necco" candies, has signed with the Yankee Network for a 52 week series of transcribed "package plan" station breaks and one-minute announcements. Schedule calls for four announcements per day, Monday through Saturday, over WNAC, key station of the Yankee web, Boston; WEAN, Providence; WICC, Bridgeport; WAAB, Worcester; WONS, Hartford; and WMTW in Portland. Agency is La Roche and Ellis, Inc.

San Juan Broadcaster Here

Orlando Parga who broadcasts two daily news shows over WAPA, San Juan, P. R., is now in New York and for the first time will air some of his news programs direct to P. R. from Mutual's New York studios. Parga will be in New York through June 20.

COAST-TO-COAST

—CALIFORNIA—

OAKLAND—The first broadcast of a wheel-chair basketball game was recently made over KLX when the Corona Naval Hospital "Rolling Devils" met the Oakland Bittners, National AAU basketball champs. The "Rolling Devils" are paraplegic veterans (disabled from the waist down) and former college athletes who were wounded during the war. . . . **SAN JOSE**—KEEN will go on the air June 21st with a gala program celebrating the opening of this 1,000-watt independent AM station which operates full time on 1370 kc. . . . **SANTA BARBARA**—Thomas Finlay (Fin) Hollinger has resigned as station manager of KDB to join KIST in the same capacity.

—IOWA—

DES MOINES—A homeless woman and her four children recently moved into a brand new home, constructed in one day by a large volunteer corps of carpenters. The house resulted from a "Good Neighbor" promotion by Gene Emerald, widely known KRNT entertainer and disc jockey. . . . **DAVENPORT**—A. M. McGregor, former part owner of WJBC, Bloomington, Illinois, has resigned from that station to devote full time to the management of KSTT in which he owns a slice. . . . **SIOUX CITY**—Newest twist out here in the musical-quiz line is "Stump The Stoop" as used by Shel Singer, KTRI program director on his Rhythm Room disk show. On the theme that turn-about is fair play, Singer asks the listener to phone in questions on any song or orchestra recorded in the past five years. If the listener stumps the stoop, two tickets to a local ballroom are awarded him.

—PENNSYLVANIA—

PHILADELPHIA—The Navy Bureau of Personnel Certificate of Achievement has been awarded to WCAU by Admiral J. L. Kauffman, Commandant of the Fourth Naval District. The presentation was made at a ceremony in the station's offices. Dr. Leon Levy, WCAU's general manager received the certificate, which was inscribed "To WCAU in grateful recognition of outstanding services to naval personnel during World War II". . . . A two-week, expense-paid vacation for two at the Baldwin Hotel, Beach Haven, N. J.; has been added to the long list of prizes to be awarded to the best amateur disc jockey in this area to be selected in the current contest conducted by WFIL and RCA-Victor record dealers. In addition, two one-week vacations for two will be awarded to the second and third place winners.

—WISCONSIN—

GREEN BAY—"Tiny" Croft, the Green Bay Packers 285-pound star tackle, has joined the staff of WDUZ as sales representative. He will receive a leave of absence this Fall in order to play on the 1947 Packer team. . . . **MILWAUKEE**—As a public service feature and a means of acquainting Milwaukeeans with television, WTMJ-TV, which expects to go on the air during the latter part of the year, set up cameras and receivers in two hotels to televise recent speeches

made by Harold E. Stassen, Republican aspirant for the Presidency, and Mrs. Eleanor Roosevelt. . . . **JANESVILLE**—The fact that small local stations are often the best means for doing a regional job was aptly demonstrated by Career For Youth, a series of 21 programs just completed by WCLO, 250-watt station in this city. Eighty outstanding young Southern Wisconsin musicians took part in auditions and concerts in which they competed for 10 musical scholarships, and the winners were presented in an hour-long broadcast performance at the Janesville High School, as part of the 31st annual state convention of the Wisconsin Federation of Music Clubs.

—NEBRASKA—

OMAHA—WOW is staging a 4-H Soil Conservation recognition program. A contest will be conducted in co-operation with the State Soil Conservation Service and the extension services of Iowa, Nebraska, South Dakota and Kansas. Sixteen hundred dollars for awards has been provided by the station, which will award trips to sixteen Nebraska winners to the Nebraska 4-H Club Week in Lincoln and one trip to the state winner to the National 4-H Club Congress in Chicago. . . . **KOIL** and **KFOR** will feed the American network the National AAU track and field championships which will be held at the Nebraska Memorial Stadium in Lincoln on July 4th and 5th. Ace sportscaster Bob Steelman will air this important pre-Olympic track and field event in collaboration with Harry D. Peck, manager of KFOR and his sports staff.

—MISSOURI—

KANSAS CITY—Hiram Kigsby, widely known veteran radio performer, today returns to KMBC as emcee of the station's Dinner Bell Roundup and of the Brush Creek Follies. Higsby got his start in radio on this station 20 years ago. . . . **ST. LOUIS**—A certificate of honorable mention in recognition of outstanding creative advertising produced in St. Louis in 1946, was presented to KXOK by the Women's Advertising Club. The certificate was awarded, during the Third Annual Exhibit of St. Louis Advertising, for promotion of the Rush Hughes Disc Jockey shows. . . . Stars and selections from the well-known St. Louis Municipal Opera are currently being featured on CBS, originating from KMOX.

—ALABAMA—

ALEXANDER CITY—WRFS, the Piedmont Service Corporation's 1,000-watt radio station, recently went on the air in this city to give East Alabama its mightiest station except in the state's three largest cities, Mobile, Birmingham and Montgomery. It operates on 1050 kc. . . . **BIRMINGHAM**—An "Atomic Boogie Hour," which runs 120 minutes, has been inaugurated on WJLD. . . . **HUNTSVILLE**—WBHP celebrated its 10th anniversary with Weston Britt, of WCOV, Montgomery, emceeing a program featuring U. S. Senators and Congressmen from Alabama and staff personnel. Britt was WBHP's first program director.

Petrillo Re-elected To Head Musicians

(Continued from Page 1)

000 as compared to \$1,700,000 for 1946. In this connection Petrillo asked for an extension of time to distribute fund to musicians' locals for "the betterment of the musical art."

Another important step taken was the adoption of a resolution calling for the establishment of a public relations bureau. It is proposed, according to Petrillo, to utilize public relations and radio "to present AFM material in a better light and to correct false impressions about the musical union."

The organization rejected a resolution which called for the establishment of a uniform nationwide rating scales for arrangers and copyists.

Charles L. Bagley of Los Angeles was re-elected vice-president without opposition. Likewise Leo Chermak of Newark was re-elected recording secretary.

K & E Sets Heavy Drive On Ford, Borden Shows

An intensive drive aimed at Ford Motor Co., and Borden Company dealers throughout the country got under way last week in connection with new network shows debut for both sponsors this week. Headed by Kenyon & Eckhardt, 160 promotion pieces were mailed to Borden dealers and food trades, plus its new show, "Arthur's Place" set to bow on CBS June 20, (9-9 p.m., EDT.) New Ford show on same web is "The Ford Showroom" with Meredith Willson, start Wednesday, June 18, (9:30-10 p.m., EDT).

Both promotion drives were started with letters to respective dealers from J. R. Davis, Ford advertising chief, and Stuart Peabody, assistant vice-president at Borden. Material will be written and mailed on a regular weekly basis.

Bingham Joins WBT

Charles H. Crutchfield, general manager, WBT, Charlotte, N. C., has appointed Bob Bingham to head station's new department of sales service. Bingham comes to WBT from the general manager's post at WFLA, Miami Beach, Fla., with a prior record of radio experience dating from 1927, when he first became affiliated with the NBC and CBS as a announcer, newscaster and producer.

Send Birthday Greetings To —

June 16

Stuart Allen Tom Howard
Al Llewellyn Ona Munson
John Paul Weber

IN CLEVELAND IT'S

WHK



White Bill Hearing Today

Senate May Provide \$6,000,000 For OIC

Outcome of backstage maneuvering in Washington, D. C., to determine content of the State Department's International Cultural Program will be decided today, although it began to appear certain that the Senate will not rush to pass any version of the Mundt bill this month. Indications were that the Senate Appropriations Committee might provide six million dollars of the \$31 million requested—but whether it would be in the form of a stop-gap pending permanent legislation or

(Continued on Page 6)

15,000 See Tele Show Of "Caravan" In Boston

Boston—RCA-Allied Stores Television Caravan, completing the fourth in a series of nation-wide demonstrations of video as a merchandising and sales medium, set a new high attendance at the Jordan Marsh department store here as an estimated 15,000 persons witnessed a week-long schedule of programs. The five-day demonstration, which was widely supported and participated in by all the major radio stations, also

(Continued on Page 2)

Radio and Stage Leaders To Launch UJA Drive

More than 100 leaders in the field will attend a luncheon today at the Hotel Astor when the Radio and Stage Artists Division of the United Jewish Appeal of Greater New York, which their 1947 drive for funds. Dr. Frank Kingdon, commentator and

(Continued on Page 2)

AAAA Tomorrow
Press conference called for today at the Union League Club by the American Association of Advertising Agencies, has been postponed to tomorrow at the AAAA headquarters, instead. The confab change is due to the board meeting having done likewise, in setting up its schedule, and the forthcoming news hinges on this meeting.

FCC Okays 34 FM Pleas, 7 Conditional, 27 CPs

Washington Bureau, RADIO DAILY
Washington—The FCC has authorized a total of seven conditional FM grants and approved construction permits for 27 other applicants for new FM stations. Granted conditional grants were the following:
Keokuk Broadcasting Co., Keokuk, Iowa; WIBM, Inc., Jackson, Mich.; WKNE Corp., Keene, N. H.; Piedmont Carolina Broadcasting Co., Inc., Reidsville, N. C.; Western Oklahoma

(Continued on Page 7)

WHN To Devote Full Day To Runyon Cancer Drive

WHN will conduct an all-out drive for cash donations for the Damon Runyon Memorial Fund for Cancer Research Wednesday, July 2, when the station airs 20 hours of programs featuring top names in the entertainment field.

Virtually every program on the

(Continued on Page 4)

NAB Executives, Broadcasters Ready To Testify Before Senate Group; Many Witnesses Scheduled

Atomic Bomb-Theme Special WOR Program

"For Americans Only," a half-hour special event program was broadcast last night by WOR at 9:30-10 p.m., the show having been originally contemplated nearly two-years ago as a picture of what could happen in the event some foreign power wanted to drop an atomic bomb on one or more places in the United States. Fear of creating undue alarm delayed the

(Continued on Page 7)

New Coast Spot Campaign Inaugurated By Borden's

West Coast Bureau, RADIO DAILY
Los Angeles — Borden Company, through Young & Rubicam San Francisco, has embarked on campaign to promote "Four-Star Soda Fountains" through radio exclusively, using 91 transcribed jingles a week in Fresno,

(Continued on Page 6)

CAB Directors Elected At Convention Session

Jasper, Alberta—Directors of the Canadian Association of Broadcasters were elected at the closing session of the annual meeting. Directors for

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — The first full-scale series of hearings on the basic law under which broadcasters have operated since the winter of 1943 is scheduled to get under way this morning with FCC Chairman Charles R. Denny as the first witness to appear before the Senate Interstate Commerce Committee.
The hearings will be held on a new communications bill introduced last month by the committee chairman, Wallace H. White, Jr., Maine Repub-

(Continued on Page 7)

Microwave Relays Set To Carry Tele Program

First use of microwave relays to transmit television on the northern route between Philadelphia and New York will be made today when NBC in collaboration with Philco will pick up the Princeton University commencement exercises and the address of President Harry S. Truman from Princeton, N. J.

The television program will be carried

(Continued on Page 7)

Philco Corp. Opens Meet Of Dealers In Atlantic City

Atlantic City—Three-day meeting of the national sales and distributor organization of the Philco Corporation opened here yesterday with top company executives acting as hosts

(Continued on Page 4)

Many Summer Radio Courses Set By 11 Leading Colleges

Training in radio courses of a comprehensive nature, will again be in full swing this summer for the June-July semester, at least 11 outstanding colleges having set up new courses or planning to resume the usual summer teaching.
Added to the radio-educational tie is the movement toward "radio centers" in leading schools, with two prepared to be active between now and September 1. In this category are

North Carolina University whose Communication Center, will be ready September 1, and Syracuse U which dedicated its new radio training center recently.
North Carolina U's basic plan is to bring together in one place all "of the tools of communication"—radio, recordings, facsimile, television, even motion pictures and press. All of which is for the purpose of providing

(Continued on Page 8)

Production Gains
Montreal—Radio sales in Canada last March remained at a high level, with 63,339 units being sold at list prices for \$4,378,107 compared with 42,206 for \$1,675,988 in March last year, the Dominion Bureau of Statistics announced. In the first quarter this year 209,098 sets were sold with a value of \$13,018,610, compared with 109,708 for \$4,209,183 for the 1946 period.

Airminded
America's Town Meeting will be broadcast from a DC-6 American Airlines plane flying over Los Angeles on Thursday, July 3, when the topic for discussion will be "Has 20th Century Civilization Improved Mankind?" Three of the four speakers who will participate are Lin Yutang, philosopher; Lewis Browne, author, and Dr. Harlow Chapley, of Harvard University.



★ COMING AND GOING ★

Vol. 39, No. 55 Tues., June 17, 1947 Price 10 Cts.

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

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STERLING FISHER, assistant public service counselor at NBC and Mayor of Tarrytown, N. Y., leaves today for Albany, where he will attend the 38th annual meeting of the New York State Conference of Mayors and Municipal Officials to be held Wednesday, Thursday and Friday at the Hotel Statler.

JOHN H. NORTON, JR., vice-president of ABC in charge of stations, is back at the network following a short business trip to Chicago.

ALICE BREWER WHITE, women's director of WTAR, Norfolk, Va., is in town for her annual fashion-reporting trip. She'll interview style authorities on her WTAR program next week.

VICTOR SEYDEL, producer of the "Fishing and Hunting Club of the Air" on Mutual, is back in town following completion of a vacation tour through New England.

GERALD HIGGINS, commercial manager of WLAM, Lewiston, Me., an affiliate of ABC, is spending a few days in New York.

G. A. RICHARDS, president of KMPC, WJR and WGAR, is back at his Los Angeles headquarters following a two-month business trip through the East.

BILL HENRY and WINSTON BURDETT, Columbia network newsmen, have returned from Atlantic City, where they attended the "Headline Awards" luncheon.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back at the station after having conferred with members of the Mutual network directorate and station representatives in Chicago.

CLARENCE WHEELER, vice-president of WHEC, Columbia affiliate in Rochester, N. Y., who visited at station relations office of the web in New York last week, has returned to the station.

ELLIOTT M. SANGER, executive vice-president of WQXR, is vacationing in Virginia with MRS. SANGER.



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.

W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-Read

FINANCIAL

(Mon., June 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 1/2	157 1/4	157 3/4	- 1 1/2
CBS A	28	27 1/2	28	+ 1/8
CBS B	27 3/8	27 1/8	27 3/8	+ 1 1/8
Farnsworth T. & R.	6 1/8	6	6	- 1/8
Gen. Electric	36 3/4	35 3/8	36 1/2	+ 7/8
Philco	25 1/2	24 3/4	25	- 1/2
RCA Common	8 1/4	8	8	- 1/8
Stewart-Warner	15 5/8	15	15 3/8	+ 1/8
Westinghouse	28 3/8	27 5/8	28 1/8	+ 1/8
Westinghouse Pfd. B	104 7/8	104 1/8	104 1/8	- 3/8
Zenith Radio	16 3/4	16 1/2	16 3/4	- 1/8

NEW YORK CURB MARKET

Hazeltine Corp.	14	14	14	+ 3/8
Nat. Union Radio	2 3/8	2 1/4	2 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Telc Comm.	5	7
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	2	2 1/2
WCAO (Baltimore)	40
WJR (Detroit)	15

125,000 See Tele Show Of "Caravan" In Boston

(Continued from Page 1)

marked the first time a radio program was seen and heard simultaneously.

Prior to the arrival of the Caravan, which previously had been shown in three major Eastern cities including New York, Jordan Marsh and Caravan execs completed arrangements for extensive radio coverage and participation in the actual demonstrations in the store. As a result, three special radio shows were aired each day in connection with the tele demonstrations, with top local radio, sports and entertainment figures featured.

Participating in the radio tribute to the Caravan were: WBZ and WBZA, Westinghouse stations in Boston and Springfield; WHDH, WCOP, WEEL, and WNAC. Programs, which ranged from audience participation to household hints, etc., emanated direct from the television studios in the Jordan Marsh store, and were televised throughout the establishment in the same manner as the Caravan demonstrations.

Upwards of 60,000 persons saw the five-day show on the studio floor itself, according to store officials, with a slightly larger amount recorded at the 10 individual tele-stations located in various departments.

In addition to the "highly encouraging" reaction from the public, Jordan Marsh wrote over 500 appli-

CAB Directors Elected At Convention Session

(Continued from Page 1)

the ensuing year are: Harry Sedgwick, Toronto; K. D. Soble, Hamilton; Ralph Shelgrove, Owen Sound, Ont.; Lt. Col. K. S. Rogers, Charlottetown; Malcolm Neil, Fredericton; Phil Lalonde, Montreal; Narcisse Thivierge, Quebec; A. M. Cairns, Calgary; G. S. Henry, Edmonton; G. R. A. Rice, Edmonton and A. M. Murphy, Saskatoon.

BMI Canada Is Host

Vancouver—BMI Canada, Ltd., will tender a reception tonight to Canadian and British-Canadian broadcasters here, highlighted by a full hour broadcast titled "Songs of Canada",—all BMI music.

Nagy And Ethridge On ABC

Ferenc Nagy, deposed Premier of Hungary who now is in this country, will be heard today on the American network's "Headline Edition," 7-7:15 p.m. Last night's program in this series featured a talk by Mark Ethridge, American delegate to the United Nations board investigating the Balkan situation.

cations for video sets when delivery can be made. Since there is no television station in this area, store does not carry receivers at the moment.

Caravan opens tomorrow at the Dey Brothers' Store in Syracuse.

Radio and Stage Leaders To Launch UJA Drive

(Continued from Page 1)

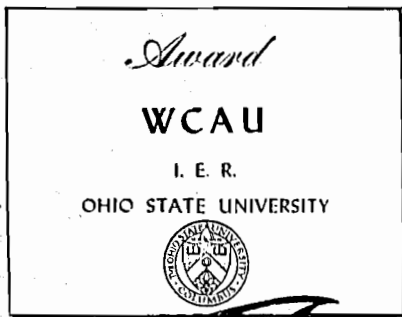
author will be one of the guest speakers. George Heller, of AFRA, is serving as honorary chairman of the division. Henry Jaffe of Jaffe & Jaffe is chairman.

Part of the program will include a five-minute film entitled, "We Must Not Forget," with Eddie Cantor as the narrator.

COMPLETE TRANSCRIPTION SERVICE STATE 5635

Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
Amb. 2142 • Chicago 6 Sta. 5635

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



*Another first award
for WCAU-*

The 17th Institute for Education by Radio at Ohio State University added another FIRST to a long list of citations won by WCAU when it awarded first prize to "IT'S UP TO YOU!"

"It's Up to You!" dramatized

the necessity for community action to combat the civic problems that beset America's third largest city.

Broadcast in the public interest, this series is another example of the civic consciousness displayed by WCAU in its services to the community.

WCAU

50,000 WATTS * CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

LOS ANGELES

By RALPH WILK

JOAN DAVIS, who co-stars with Eddie Cantor in RKO Radio's "If You Knew Susie," leave June 23rd for a two weeks visit with her parents, Mr. and Mrs. LeRoy Davis, at St. Paul, Minn. She will then go on to New York to discuss fall radio affiliations before returning here for her next picture.

After a two weeks vacation in Honolulu, Edgar Bergen returned to Hollywood and checks in at RKO Radio to start his role in "I Remember Mama."

Allan Jones and his wife, Irene Hervey, will wax a breakfast show program titled "Keeping Up With The Joneses" within the next 10 days. Allan and Irene are one of Hollywood's happiest married couples and the series will emanate from their Bel Air home.

Besides singing on NBC's "Sealtest Village Store," Bob Stanton will have his own show on that network beginning July 2. It will be a coast-to-coast sustainer, with Henry Russell's orchestra, in the half-hour vacated by Kay Kyser.

David Street's recording of "The Old Chaperone" will be released on the new Avon label this week.

Shirley Martin, secretary to Don Lee radio network secretary-treasurer A. M. Quinn, and Ernest King, property master of RKO Radio Pictures, will be married June 28th.

Philco Corp. Opens Meet Of Dealers In Atlantic City

(Continued from Page 1)

to 1200 visitors from all parts of the United States, including field and wholesale representatives. Meeting was called to introduce 38 new radio, radio-phonograph models and television receivers in the 1948 line of Philco models.

Among the Philco executives presenting the company's future plans, its sales and advertising program, as well the new line of sets, are: Larry E. Gubb, chairman of the board of directors; John Ballantyne, president; William Balderston, executive vice-president; Thomas A. Kennally, vice-president, sales; James H. Carmine, vice-president, merchandising; Larry S. Hardy, vice-president, radio division; W. Paul Jones, vice-president, refrigerator division; David B. Smith, vice-president in charge of engineering; Robert F. Herr, vice-president, service division; and John M. Otter, vice president and general sales manager.

Also greeting the Philco sales and distributing representatives are several stars featured on the company's radio shows, including Don McNeal and the entire cast of the "Breakfast Club"; Burl Ives and Paul White-man. Tomorrow morning, closing day of the meeting, McNeil and his group will present the first "Breakfast" show ever to originate from this coast city.



Broadway Bulletin Board...!

● ● ● If you're interested in high finance, they say that when the Bing Crosby show returns to the air in the fall, the overall 'nut' (including promotion and advertising) will be in the neighborhood of 70,000 bucks a week. Kale-lossall . . . Camay, which drops "This Is H'wood" shortly, is dickering for a new fall airer with Dinah Shore. . . . Margaret Whiting and Patti Clayton will share billing on the Bob Crosby series, the former taking over three spots weekly. . . . George Carson Putnam and Edwin C. Hill filling in for Gabe Heatter 'til June 30th. . . . BBC is doing its own version of Twenty Questions by arrangement with the Ronson Co. and Mutual. They'll prob'ly call it "A Score of Inquiries". . . . Walter Gorman appointed Director of Prod. (newly created post) at Kenyon & Eckhardt. . . . Fred Allen, who is used in ads endorsing Maine for vacations, spending his own at Cape Cod, Mass. . . . No depression over at Wynn Wright Associates who will soon have three stanzas on the air over Mutual. Starting June 24th they'll bring back "Official Detective." They already had "Stephen Graham, Family Doctor" on the air, and "Under Arrest" returned Sunday. . . . Herb Landon, Kenyon & Eckhardt's live wire radio press chief, starts his own radio col'm in the Manchester, N. H., Leader July 1st. It's the largest rag in the state. . . . Milo Boulton off "We the People" as of August 5th, with no replacement set as yet.



● ● ● According to a top network official, there's an ulterior motive behind the sudden rash of web disc jockey shows. For some time, the nets have been disturbed about the fact that local stations are gaining higher daytime ratings and since they've been unable to stop this trend, they've hopped aboard the disc jockey bandwagon with hopes the bubble will burst. Several web officials have already expressed belief that their new disc shows will last barely six months.



● ● ● AROUND TOWN: Percy Faith's cancer slogan—Any person who thinks he's immune to cancer is suffering from rumortism. Incidentally, if you haven't sent in your slogan (and dollar) to the Damon Runyon Fund yet, you've got till the end of the month to get a crack at winning that completely furnished Celotex house (and plot of ground). Address your contributions to Walter Winchell, c/o Damon Runyon Cancer Fund, Columbus Circle, N. Y., 19, N. Y. . . . Ted Corday and Wilfred Roberts the first to come up with a half-hour dramatic show based on the life of a platter spinner. It's tagged "Mr. Midnite" and stars Fred Robbins, himself a disc jockey of no mean repute. . . . Harry S. Goodman's new transcribed series with Kay Lorraine (previewed last week in N. Y.) is a sweetheart of a show. . . . Leonard Feather, music critic, and Hal Halpern, formerly of WNEW, have joined Louis G. Cowan's staff. They'll help assemble and coordinate the transcribed Tommy Dorsey show skedded for Sept. 8th. . . . Lyle Stuart's huckster-type of novel (due off the presses soon) will lift the lid off every phase of show biz except radio—so the execs can breathe easier now. . . . Herb Sheldon claims one of the outstanding distinctions in radio. Says he's the only personality not rumored to be replacing Phil Baker on "Take It or Leave It."



● ● ● MAIN STREET SCENERY: Johnny Mize, the slugger, and Bert Lahr, the mugger, exchanging small talk at Madison & 53rd. . . . Wishful-thinking GI's in the audience of "Call Me Mister." . . . Nancy Walker, re-living "Best Foot Forward" memories as she listens to Tommy Dix's platter of "Buckle Down Winsocks!" at a 42nd street music mart. . . . Ruth Etting still drawing the autograph fans outside of Sardi's. . . . Helmut Dantine chewing gum (Dantine chewing gum) amongst the 5th avenue strollers.

AGENCIES

JACK R. LITTLE and FORD SIELEY have been named vice presidents of Foote, Cone & Belding. Little has been account executive of the All-Year Club, Salsbury Motors, Northrop Aircraft, Cole of California and the California Apparel Creators while Sibley handles Lockheed's Constellation and the Purex accounts.

THE KATZ AGENCY, national station representative has named Donald Staley manager of its San Francisco office, effective June 23rd, replacing Richard S. Railton resigned. Staley until recently was on the network staff of CBS in San Francisco handling many of its principal accounts.

GEORGE SCHECK, president of Telecast Corp. of America, has become associated with Alber-Dahlman Productions as co-producer in their television ventures. Current Alber-Dahlman packages now on the air include "Birthday Party" and "Doorway to Fame," both showing on WABD-DuMont.

RUTHRAUFF & RYAN, Inc., announces the appointment of Ben L. Moyer as media manager and the addition of Norman J. D'Esterre, Jr. to the media department as space buyer. Moyer has been with the agency for nine years. D'Esterre formerly was with Newell-Emmett.

WHN To Devote Full Day To Runyon Cancer Drive

(Continued from Page 1)

station, starting with "Newsreel Theater of the Air" at 6 a.m., to the "Bee Kalmus Show" at 2 a.m., the next morning, will be devoted to the Fund. Latter show will originate at the Riviera, in Fort Lee, N. J.

One of the highspots of the day's campaign will be a special edition of "Ted Husing's Bandstand" from 1:05 to 4 p.m., during which the best of the contemporary recording artists currently in New York will appear on programs featuring their own recordings and take pledges from listeners via telephone. Each guest artist will act as disc jockey for 15 minutes. Husing will appear as emcee on this special segment of air time as well as conduct his regular shows from 10 a.m., to 12 noon and 5 to 6:30 p.m., with emphasis on the purpose of the Runyon drive. Another highlight will be the Red Barber and Connie Desmond "campaign" during their play-by-play account of the New York Giants and Brooklyn Dodgers at Ebbets Field, a night game.

Among other WHN staff artists who will devote their time and energy to the cause will be Tedd Lawrence, Ward Wilson, Carlton Fredericks, Ella Mason, Joel Herron, Jack Teagarden, Ruth Etting, George Hamilton Combs, Yvette, Larry Douglas, Morey Amsterdam, Bert Lee and Marty Glickman.

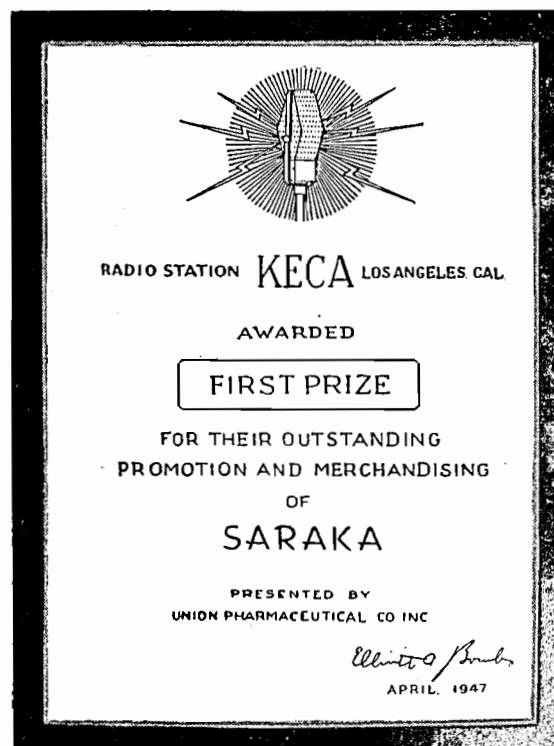
CONGRATULATIONS

KECA

LOS ANGELES

for winning **FIRST PRIZE** for the best promotional job
in the **SARAKA-DOROTHY DIX** Limerick Contest

The overwhelming evidence
you supplied... courtesy
announcements, broadcast
publicity, newspaper ads,
radio column space, feature
stories, outdoor advertising,
direct mail to dealers and
station house organ
write-ups... made our
judges' job easy!



Senate May Provide \$6,000,000 For OIC

(Continued from Page 1)

a budget designed to carry over for a full year could not be determined. Rep. Karl Mundt (R., S. D.) was confident the six million dollars is intended as a stopgap, but his confidence was shaken when he was told that Sen. Joseph Ball (R., Minn.), chairman of the State Department sub-committee of the Senate appropriations group, had indicated that a sum for liquidation of a major part of the agency would also be provided. Further, Ball is reported determined to recommend to the full committee that of the six million dollars, five million be ticketed for the international broadcast activities of NBC, CBS, and other private broadcasters.

"Sen. Vandenberg told me this morning," Mundt said yesterday afternoon, "there is no desire or decision on the part of the Senate to pigeon-hole the Mundt bill."

Mundt said Vandenberg told him also that "paralleling this action there have been discussions by the Republican members of the appropriations and policy committees on the Senate side about the possibility of approving a stop-gap appropriation to maintain standby operations of the Benton office until the Senate has had ample opportunity to determine what fundamental changes might be desired in the program before final action is taken on this question in this session of the 80th Congress or the next."

Mundt said Sen. Vandenberg declared: "Far from being maneuvers to side-track or pigeon-hole the so-called Mundt bill when it reaches the Senate side, I consider these proposals as being constructive steps to help 'The Voice of America' from dying at the very time we are trying to strengthen its tone and improve its quality through the enactment of H. R. 3342. The announcement by the Senate Republican policy and appropriation members should help reduce opposition to this legislation in the House."

Presto Product Added

Lydia Jarantow, emcee of several of the RCA-Allied Stores Television Caravan, now in Syracuse, adds another product demonstration on June 18th, Presto cooking equipment. Product is included among the four shows presented each day by the Caravan.

Anniversary

Don McNeill and the "Breakfast Club" will celebrate the program's entry into its fifteenth year with their broadcast over ABC on Monday, June 23. Transcribed greetings of such breakfast club alumni as Fibber McGee and Molly, Bill Thompson, Gale Page and Johnny Johnston will be included in the anniversary program. McNeill has been with the program continuously since its inception.

NETWORK SONG FAVORITES

The top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of June 6-12, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Across The Alley From The Alamo.....	Capitol
Almost Like Being In Love.....	Sam Fox
Anniversary Song.....	Maod Music
As Long As I'm Dreaming.....	Burke and Van Heusen
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
Dreamer's Holiday.....	Bregman-Vocco-Conn
Heartaches.....	Leeds
I Believe.....	Sinatra Songs
I Do, Do, Do Like You.....	Harms
I Wonder Who's Kissing Her Now.....	E. B. Marks
I Wonder, I Wonder, I Wonder.....	Robbins
If This Isn't Love.....	Crawford
Illusion.....	Pemora
Linda.....	E. H. Morris
Mam'selle.....	Feist
The Man Who Paints The Rainbow In The Sky.....	Mutual
Managua, Nicaragua.....	Encore
Midnight Masquerade.....	Shapiro-Bernstein
My Heart Is A Hobo.....	Burke and Van Heusen
My Adobe Hacienda.....	Southern
Old Devil Moon.....	Crawford
Peg O' My Heart.....	Robbins
Possum Trot (In Tennessee).....	Campbell Porgie
Say No More.....	Advanced
That's My Desire.....	Mills
That's Where I Came In.....	Robbins
Time After Time.....	Sinatra Songs
We Knew It All The Time.....	Melrose
Would You Believe Me.....	Remick
You Can't See The Sun When You're Crying.....	George Simon

Second Group

After Graduation Day.....	T. B. Harms
As Years Go By.....	Miller
Ask Anyone Who Knows.....	Witmark
Deep Down In Your Heart.....	Triangle
Feudin' and Fightin'.....	Chappell
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy
I Wish I Didn't Love You So.....	Paramount
It Takes Time.....	London
June Is Bustin' Out All Over.....	T. B. Harms
Mahzel (Means Good Luck).....	Feist
My Pretty Girl.....	Republic
Passing By.....	Chappell
Roses In The Rain.....	Barton
Santa Catalina.....	Spina-Green
Spring Isn't Everything.....	Harry Warren
Stella By Starlight.....	Beverly
You Should Have Told Me.....	Jefferson
You'll Know When It Happens.....	Bourne

Atomic Bomb-Theme Special WOR Program

(Continued from Page 1)

actual execution of the program, all precaution was taken to avoid such a situation, such as music bridges being injected to remind newcomers among the listeners that it was only a broadcast. Suitable for word was also used and an editorialized piece at the conclusion stressed the need of atomic control.

Mutual Affiliates Refused Show
Although Mutual station affiliate of WOR refused to take the program the station decided to do it anyway and installed a considerable number of wires to other cities where supposedly foreign agents were located. Also mysterious packages were mailed out which could have been the equivalent of an atomic bomb, to various important cities, even to stations not affiliated with MBS. None of the was challenged en route. Pickups were made from several outside cities as well as the Grand Central Depot and a plane.

Script was written by Howard Merrill and according to Dave Driscoll, head of WOR's news and special features division who planned the entire production, there was no expectation of panic or adverse reaction to the broadcast. Four questions were put to the listener at the conclusion of the program relative to the courses of action for control of atomic power for peace.

New Coast Spot Campaign Inaugurated By Borden

(Continued from Page 1)

Sacramento and San Francisco. Spot plug drug fountains which adhere to specified standards and agree to use identical recipes and ingredients. Display material, provided by Borden identifies subscribing stores, who do nothing for campaign but do use Borden ice cream. Aimed originally at building dealer acceptance and goodwill, campaign minimizes Borden name and emphasizes build-up "Four-Star Fountain." Borden retains Glenn Hurlburt, blind pianist-composer, in quarter-hour daytime music-and-chatter strip in KFFB San Francisco, KFBK Sacramento and KMFJ Fresno for direct selling of Borden products. Show is being exploited with heavy schedule of personal appearances by Hurlburt throughout Northern California.

Tele Mail Puller

Commercial response to offer of the pipe cleaner kit for children's use in fashioning miniature figures brought 147 dollar bills as a result of an announcement on Bob Emery's "Small Fry Club" on WABD, Du Mont television station in New York. The announcement made in behalf of the American Pipe Cleaner Company, sponsor, was heard last Monday.

Okays 34 FM Pleas, Conditional, 27 CPs

NAB Leaders, Broadcasters To Testify On White Bill

Microwave Relays Set To Carry Tele Program

(Continued from Page 1)

roadcasting Co., Clinton, Okla.;
 eton Broadcasting Service, Inc.,
 eton, Pa.; Radio Anthracite,
 Shamokin, Pa.
 The following were authorized con-
 tention permits:
 SPR, Inc., Springfield, Mass.;
 ngfield Broadcasting Co., Spring-
 field, Mass.; Regional Broadcasting
 Co., Chicopee, Mass.; Pynchon Broad-
 casting Corp., Springfield, Mass.;
 Tribune Pub. Co., San Diego,
 Balboa Radio Corp., San Diego,
 Liberty Broadcasting Corp., At-
 lanta, Ga.; Atlanta Journal Co., At-
 lanta, Ga.; Atlanta Broadcasting Co.,
 Atlanta, Ga.; Wilson and Cope, At-
 lanta, Ga.; Regents of the University
 of Georgia for and on behalf
 of Georgia School of Technology,
 Atlanta, Ga.; General Broadcasting
 Co., Atlanta, Ga.
 Also WDEL, Inc., Wilmington,
 Delaware; Wilmington Tri-State Broad-
 casting Co., Inc., Wilmington, Del.;
 Outlet Company, Providence,
 R. I.; Wherry & Webb Broad-
 casting Co., Providence, R. I.; The
 Wake Network, Inc., Providence,
 R. I.; Colonial Broadcasting Co., Prov-
 idence, R. I.; Pawtucket Broadcasting
 Co., Pawtucket, R. I.; The Wm. H.
 Clark Co., Indianapolis, Ind.; Scripps-
 Howard Radio, Inc., Indianapolis,
 Ind.; Indiana Broadcasting Corp.,
 Indianapolis, Ind.; Capitol Broad-
 casting Corp., Inc., Indianapolis, Ind.;
 Indianapolis Broadcasting, Inc., In-
 dianapolis, Ind.; Universal Broad-
 casting Co., Inc., Indianapolis, Ind.;
 WBM, Inc., Indianapolis, Ind.

(Continued from Page 1)

lican, and co-author with former Sen.
 Burton K. Wheeler of the bill which
 served as basis for the 1943 hearings.
 Sweeping changes in the proced-
 ural and administrative sections of
 the Communications Act are provid-
 ed, as well as definite limitations
 on broadcasters' responsibilities re-
 garding political broadcasts and the
 airing of controversial issues. The so-
 called chain broadcasting rules sanc-
 tioned three years ago by the Supreme
 Court will be written into the law.
 Current Commission regulations
 limiting station ownership will be
 eliminated in favor of a new formula
 to provide a limit on the coverage of
 stations commonly owned. Another
 section of the bill provides for the
 splitting of the FCC into two separate
 divisions, one to handle broadcast
 and one common carrier matters, with
 the chairman to be elected annually
 by the Commission membership.
Much Like White-Wheeler Bill
 In general the bill follows the out-
 line of the White-Wheeler bill. Some
 broadcasters are unhappy, in that,
 while it would rule out publication
 of something like the FCC's "Blue
 Book," it would not prevent the FCC
 from ruling on renewal applications
 on the basis of program service as
 a matter of public interest.
 Scheduled to be heard tomorrow
 in addition to Denny is Judge Frank
 Roberson of the FCC Bar Associa-
 tion.
 Witnesses for Wednesday include
 six NAB officials—President Justin
 Miller, Jess Willard, Don Petty, Rob-

ert K. Richards, Frank Pellegrin and
 Harold Fair.
 Also to be heard are six broad-
 casters whose appearance is sched-
 uled through NAB—Harry Bannis-
 ter of WWJ, Detroit; Campbell Arn-
 old of WTAR, Norfolk, Va.; J. Har-
 old Ryan, of the Fort Industries, To-
 ledo (former NAB president); Don
 Elias of WWNC, Asheville; Fred
 Weber of WDSU, New Orleans, and
 Wiley P. Harris of WJDX, Jackson,
 Miss.
 Another broadcaster, Maurice
 Lynch of WCFL, Chicago, will also
 be heard Wednesday if time permits.
 WCFL is the station of the Chicago
 Federation of Labor.
 Thursday is planned now as net-
 work day, with the presidents of the
 four major nets and at least one other
 witness from each of the four ex-
 pected to take the stand.
 After that, witnesses are expected
 from FMA (probably executive di-
 rector Bill Bailey and Counsel Leon-
 ard Marks), The Co-Operative League
 of America, The Radio Correspond-
 ents Association, The Progressive
 Citizens of America, radio division
 (probably Peter Lyon), The Voice of
 Freedom, The National Temperance
 and Prohibition Council (Rev. Sam
 Morris), The American Council of
 Christian Churches (former Rep. Wm.
 S. Bennett), the National Religious
 Broadcasters and Richard J. Hubbell,
 television consultant.
 Other broadcasters have indicated
 they might desire to be heard, but
 nothing has been settled yet.

(Continued from Page 1)

ried by microwave from Princeton
 sent to the relay station at Mt. Rose,
 N. J., and then by relays to WNBT,
 New York, and WPTZ, Philadelphia.
 The program will then be sent by

On Major Webs

*The address of President Harry
 S. Truman at the Princeton com-
 mencement exercises will be
 broadcast by the four major radio
 networks from 12:30 to 1 p.m.,
 EDT. Independent stations in
 the New Jersey area will also
 carry the address.*

coaxial cable from New York to
 WNBW, new NBC television station
 in Washington, operating on an ex-
 perimental license. The televising
 will begin with the commencement
 exercises at 10:55 a.m., and will con-
 tinue throughout the 1 p.m., EDT.
 A mobile television crew with
 three cameras will make the trip to
 Princeton. Burke Crotty will be
 in charge and Bob Stanton will do
 the commentary.
Pete Canova
 Los Angeles—Pete (H. L.) Canova,
 43, brother and business consultant
 for Judy Canova, died of a heart at-
 tack June 11th. He is the only mem-
 ber of the four Canovas who was not
 an entertainer. He is survived by his
 wife, Florence, and a two-and-half-
 year old daughter. Body will be flown
 to Jacksonville, Florida, where he
 was born, for burial.

SMIPE Semi-Annual Meet Scheduled For N. Y. Oct. 20-24

Society of Motion Picture Engi-
 neers have scheduled their 62nd,
 semi-annual convention, featuring
 theater television, to be held October
 20-24, at the Pennsylvania Hotel, New
 York. Conference will dwell on as-
 pects of theater engineering gen-
 erally. There will be actual demon-
 strations of theater tele.
 Royce Nemeck, engineering secre-
 tary of the SMPE, has been appointed
 executive secretary to succeed Harry
 Smith, Jr., who resigned effective
 July 1, to go into business for him-
 self.

Wedding Bells

George Monohan, WOR disc jock-
 ey, and Norah May, English actress-
 model, announced their engagement
 yesterday. Miss May arrived with
 her family from England on the S. S.
 Eury.

Abram Chasins Named WQXR Music Director

Abram Chasins has been named
 musical director of WQXR, and in
 this capacity he will continue to su-
 pervise all music programs present-
 ed over the station.
 Chasins joined the New York sta-
 tion as music consultant in 1943 and
 his promotion to musical director
 gives him wider jurisdiction over pro-
 grams and talent appearing on
 WQXR. He will report directly to
 Eleanor N. Sanger, program director.
 In the re-alignment of positions in
 the music department, Leon Barzin
 becomes music consultant and Ann
 Cornish and Alfred Simon continue as
 directors of recorded and transcribed
 music respectively.

WLOL

minneapolis

st. paul

We're glad to announce
 C. T. "Swanee" Hagman
 as executive vice-president.

WLOL is going places!

German Boggs, Pres

*Send Birthday
 Greetings To —*

June 17

Joan Benny Joe Haigh
 Grace Gibson Eloise Kummer
 Igor Stravinsky Gean Orlin

LUXURIOUS OFFICE SUITE FOR
 RELIABLE TENANT AVAILABLE.
 CLOSE TO RADIO CITY. CALL
 CI 6-5047 FOR APPOINTMENT.
 FURNITURE OPTIONAL.

COAST-TO-COAST

CONNECTICUT

HARTFORD—The twenty-fifth anniversary of the founding of Skidmore College, Saratoga Springs, N. Y. was observed by Connecticut alumni members in this city with a broadcast over WONS. Mrs. Marion Kanna, wife of station manager Ralph D. Kanna, and a graduate of Skidmore, acted as hostess. . . . Eighteen radio sets are the prizes offered in a farm safety suggestion contest, announced by WTIC's general manager, Paul W. Morency, vice-president of the Travelers Broadcasting Service Corporation. The contest is part of the station's National Farm Safety Week Observance which is held in July. . . . MERIDEN—WMMW, the new 1 kw. daytime regional station, which is licensed for this city but maintains studios in Middletown as well, last week commenced broadcasting, and has announced that approximately half of its availabilities had been sold before it took the air.

INDIANA

FORT WAYNE—When WKJG, new 1380-kc. licensee, goes on the air at the end of the summer, it will be a full-time affiliate of the Mutual Broadcasting System. Announcement of this was made recently by W. A. Kunkel, Jr., president of the Northeastern Indiana Broadcasting Co., Inc., which will operate the 5-kw. station and an FM outlet as well. . . . TERRE HAUTE—A special anniversary broadcast and program, presented in the Student Union Auditorium of Indiana State Teachers College, before an audience of about 1800 persons, commemorated the 20th anniversary of WBOW. Aside from station entertainers, an orchestra, radio performers from the college and the nationally famous Elks Chanters of this city, were heard. Mayor Vern R. McMillan read a proclamation declaring the week of June 15-22 WBOW 20th Anniversary Week in Terre Haute.

MASSACHUSETTS

BOSTON—A new 13-week series of weekly programs designed to show the development of civilization thru dramatization of books of special interest to children will be inaugurated June 30th over WBZ and WBZA. Entitled "Books Bring Adventure," the series will be presented by the stations through the co-operation of the Division of Public Libraries, Massachusetts Department of Education; the New England Committee on Radio in Education, and the Round Table of Children's Librarians of the Massachusetts Library Association. . . . SPRINGFIELD—George Townsend, WSPR control engineer, has been given a leave of absence in order that he might serve as a special radio operator with a transport owned by Bruning Airlines, in a trans-Atlantic hop carrying bulls to Milan, Italy.

GUEST STAR TROUBLE?

Radio writer can get you guests for your program, complete with script. Hollywood and Broadway "names," interesting personalities, smiling, healthy delivery of guests guaranteed. Write RADIO DAILY, Box 372, 1501 Broadway, New York City.

Many Summer Radio Courses Set By 11 Leading Colleges

(Continued from Page 1)

ing a wider educational and cultural opportunity for more people through the effective use of communications and also provide the opportunity for research into the effectiveness of the media available for the purpose as well as provide the means for training and education in this field.

University faculty has approved the establishment of a Department of Radio offering a Bachelor of Arts Degree with a major in radio, to become official after September 1. Equipment being installed is modern and complete, and the possibility is that plans will be studied for the establishment of an FM network for educational purposes. The stations would be located in schools and colleges, libraries and various school systems.

Syracuse U's Radio Center, now a going concern, finds that the campus radio curriculum has become one of the most progressive in the country. Students operate FM outlet WJIV and they plan and operate all phases from writing to engineering. Apart from broadcasting several hours a day, the students via the Radio Workshop use AM and FM facilities of NBC affiliate WSYR and CBS affiliate WFBI. The 2½ watt transmitter installed by General Electric is capable of carrying a campus show several miles.

Summer Courses

Summer Radio Courses set at 11 colleges are fairly comprehensive in all respects. The New York University course scheduled to start in July is the most ambitious in the school's history and will include all angles from publicity, production, surveys, scripting, etc. Bob Landry of CBS will direct the setup and the faculty includes other New York station officials as well as well-versed-in radio N. Y. U. men. Prof. Warren Bower of the University supervises for the school.

Also in New York there is the Juilliard School of Music summer school which starts June 30. Courses will be offered in training singers, instrumentalists and music educators in radio and television techniques. Finch Junior College will have the City College Workshop from July 7, through August 15. Courses will include techniques of radio writing, producing and acting taught by specialists working in radio.

In California, the KALW Summer Workshop, San Francisco, begins a six-week series July 7 to August 15, with classes conducted by this FM educational outlet. Preparation of professional programming, production, acting and experimental work in radio education will hold forth. Teachers and others will be admitted on a special basis which assumes that the admittee is willing to meet professional standards. KALW is owned and operated by the San Francisco Public Schools and there are no fees or charges.

Stanford University, in conjunc-

tion with NBC of San Francisco (KPO) starts June 19 and ends August 16. Thirteen courses available, different from preceding years. Registration is limited.

University of California, Los Angeles, has an extension course, also in co-operation with NBC and offers a six week series in advance radio broadcasting, June 23 to August 2. Ten courses have been designed of comprehensive nature and held in NBC Hollywood studios. Limited enrollment of 100 students, with tuition fee of \$90.

Colorado State College, pre-season course, audio-visual aids in education, started June 9, ends June 20, and regular sessions start June 21, ending August 15. University of Denver, Radio Education Workshop, began June 16, to July 18. Subjects will include, how to evaluate radio programs, how to organize a community workshop etc. Full academic schedule provides 7½ hours credit. Limited enrollment, tuition fee \$60.

Northwestern University, Evanston, Ill., Summer Radio Institute, June 23 to August 1. In co-operation with NBC Central Division. Full course, tuition fee \$100. Classes held both at NBC and campus.

North Adams State Teachers College, Pittsfield, Mass., July 7 to August 15, sponsored by New England Committee on Radio In Education in co-operation with the College and station WBRK. Open to teachers, principals, supervisors, etc., librarians and others interested in radio in education.

Michigan State College, East Lansing, Mich., June 12 to July 25. Three courses for which 12 hours credit is given, Introduction to Radio, Radio Speaking and Radio Workshop; practical experience provided in announcing, acting, writing and directing.

National Music Camp, Interlochen, Mich., June 22 to August 18. Regular radio course as well as other study in the various arts.

University of Wisconsin, Madison. Public Service Radio Institute, from July 28 to August 6, designed to serve all persons concerned with public service broadcasting, etc. Starts June 23 and runs eight weeks. Other courses are available by writing for particulars, such as for those interested in electronics of radio communications, to: Dean, College of Engineering.

Additional summer courses are available on smaller scale in various parts of the country and intended for local students.

Four Web Renewals

Four renewals were announced yesterday by CBS. They are "Blondie" and the Mel Blanc show for Colgate-Palmolive-Peet Co.; "The Jack Smith Show" for Procter & Gamble and "Arthur's Place" for Borden and Company. All renewals are on a 52-week basis.

PROMOTION

"WOAI Merchandiser"

Merchandising and promotion department of WOAI, San Antonio has issued a six page 9 x 12 booklet which will be issued periodically as the WOAI Merchandiser. A copy will be sent to all merchants in the WOA trade area and contains a listing of all advertisers using the facilities of WOAI. This is broken into program and those using spots and lists the product, title of program, day and time heard. Pictures of NBC and Texas Quality Network program personalities as well as the local WOA personalities add to the booklet. Interesting personal sidelights of the various artists are also included in the story of the programs. New programs coming on the station are given special boxes for information of merchants handling the products.

FM Schools

A nation-wide series of schools conducted by Zenith Radio Corp. Chicago, to teach correct servicing of FM radio receivers started in Milwaukee on June 9. Classes in that city were sponsored by the Morley-Murphy Co., Zenith distributor, and attended by dealers' radio service men from four Wisconsin counties. The series of FM schools, originated under the supervision of Frank Smolek, Zenith's general service manager, will bring to distributors' and dealers' technicians throughout the country up-to-the-minute methods of servicing FM. Present plans provide for identical meetings to be held in 21 cities from New York to San Francisco. The additional FM service schools are tentatively scheduled for the following cities: Detroit, Buffalo, Williamsport, Pa., Boston, New York, Norfolk, Cincinnati, Memphis, Atlanta, Jacksonville, New Orleans, Dallas, Kansas City, Minneapolis, Billings, Spokane, Seattle, San Francisco, Los Angeles, Denver.

WEVD 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD HENRY GREENFIELD, Mgr. Director N.Y. 19

Denny Gives Testimony

BMB Board Meeting Will Decide Course

The future of Broadcast Measurement Bureau will be settled by the BMB board of directors when they meet at the New York headquarters on Friday to formulate plans for further industry research activities.

Two important questions are on the agenda of the board. One is the method of financing BMB organization during the interim between the first study and the second study which is scheduled for 1949 and the other deals with continuation of sur-

(Continued on Page 5)

Radio Reps. Turnout To Aid UJA Fund Drive

Network and local station officials and representatives attended in force yesterday the luncheon at the Hotel Astor of the Radio and Stage Artists Division of the United Jewish Appeal of Greater New York, a considerable sum of money being raised by those present in addition to that pledged by those not attending. Speakers included Dr. Frank Kingdon, commentator; Pat O'Brien, film actor, and Henry Jaffee, theatrical attorney and

(Continued on Page 5)

Movie Company Tieup With ABC Web Programs

ABC has made a tieup with Universal-International Pictures whereby the web program, "Bride and Groom" and seven other ABC programs will include a six-week promotional plan for the new film, "Ivy." Promotion starts next Monday.

"Bride and Groom," will start off

(Continued on Page 2)

Fellowships Awarded

Six fellowships, given co-operatively by NBC and the Joint Religious Radio Committee, have been awarded for the fourth consecutive year by a committee headed by Dr. James Rowland Angell, network's public service counselor. Fellowships make it possible for appointees to study at any one of three NBC summer radio institutes at Chicago, Los Angeles and San Francisco.

New Recorded Shows By Kermit-Raymond

Three new transcribed programs to be produced and syndicated by Kermit-Raymond Corp. were set yesterday by Ray Green, general manager of the firm when final details on the "Eddie Bracken Show" were completed. Two others, deals for which were in the works, are also now available, in Dave Elman's "Hobby Lobby," and another in a five-time-a-week quarter-hour romantic type show starring Francis Lederer.

(Continued on Page 3)

FCC's Phila. FM Grants Fill 3 Out Of 4 Channels

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted applications of Unity Broadcasting Corp., Independent Broadcasting Co., and Franklin Broadcasting Corp., for three of Philadelphia's four Class B FM channels now available.

(Continued on Page 4)

FCC Chairman Called As First Witness As White Bill Hearing Opens In Washington

Washington Bureau, RADIO DAILY
Washington—The free competitive licensing system of today will be "out the window" if Section 9 of the White bill is adopted, FCC Chairman Charles R. Denny told the Senate Interstate Commerce Committee's radio sub-committee yesterday. This section calls upon the FCC, when awarding

(Continued on Page 7)

Georgia Files Action On CBS Station Deal

Atlanta — The State of Georgia Monday took steps to prevent the transfer of CBS affiliation from the state-owned radio station WGST to the chain-owned WAGA through a temporary injunction in Federal Court charging the network with conspiracy in restraint of trade.

Eugene Cook, attorney general of

(Continued on Page 5)

"Mad Masters" Readied For NBC Summer Run

Monty and Natalie Masters will head a new situation comedy program over NBC as a summer filler until "Truth or Consequences" returns. Titled, "Mad Masters," program will originate in San Francisco

(Continued on Page 2)

Radio And Tele Planning Fall Football Schedules

Both radio and television figured in commercial sponsorship of fall football schedules in the midwest the past week-end.

Through terms of a deal consum-

(Continued on Page 5)

Radio and Press Group To Discuss 'Freedom'

Washington Bureau, RADIO DAILY
Washington, D. C.—A one-day conference in Washington on June 26th will be held on freedom of expression which will be attended by leading representatives of all U. S. media.

Justin Miller, president of NAB has arranged the conference, to be held at NAB headquarters, 1771 N Street, N. W.

Among those who have accepted in-

(Continued on Page 2)

WOR Promotion Started For Kate Smith's Show

Extensive promotion drive to herald the arrival of Kate Smith on WOR got under way this week to be climaxed next week-end with heavy

(Continued on Page 5)

504 Program Heads Report In Survey By RADIO DAILY

Exactly 504 questionnaires completed by program directors of the nation's AM stations had been processed by RADIO DAILY statisticians at 6 p.m., yesterday and returns in the special programming survey for the 1947 Shows Of Tomorrow edition continued to roll in from every section of the United States.

The survey, representing the first comprehensive effort to get the opinions of program directors on what

constitutes good live and transcribed programming, will reveal some surprising trends. The results will also give broadcasters, program producers and transcription companies first hand information on what broadcasters believe constitutes good entertainment.

Sampling of some of the answers to questions asked gives an insight into what the program directors are

(Continued on Page 6)

Plea For Peace

Members of the Radio Council of Greater Cleveland in a resolution directed to the U. S. State Department urged immediate use of radio and other media of mass communications in building for world understanding and peace through the UNESCO organization. They further urged adequate provision of funds in the budget to carry out the plans of the program.

ABC Films Truman

President Harry S. Truman's address to governors and officials from the 48 states at the President's Highway Safety Conference today at the White House, will appear on the tele film being prepared by ABC for the American Safety Foundation which will sponsor it. Film on two reels is scheduled for release in late summer and depicts safety progress in the U. S.



★ COMING AND GOING ★

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

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RALPH DENNIS, manager of national spot sales at ABC, is in New England on a short business trip. He'll return tomorrow, following visits to Boston and Springfield.

EDGAR KOBAK, president of MBS, and ROBERT SWEZEY, vice-president of the network, are in Washington for the hearing on the White-Wolverton bill.

HARVEY MARLOWE, of the American network's television department, is in Washington to supervise the filming for television of President Truman addressing governors and other officials from 48 states at the Highway Safety Conference, which will be held in the White House today.

DICK CHARLES, staff director at ABC, has returned from a two-week vacation at Miami Beach.

BURT ADAMS, co-ordinator of co-operative programs at NBC, has returned from a two-week trip to the Northwest, in the course of which he conferred with several affiliates of the network.

CRAIG EARL, "Professor Quiz," having visited 12 states and originated his program in 30 cities, is now back in New York, where he will reveal for the remainder of the Spring and Summer.

FRANK HAZELTON, vice-president of WRHP, American network outlet in Tallahassee, Fla., and ED LEBARBERA, commercial manager of the station, are in Gotham for conferences with officials of the web.

SID EIGES, press department manager at NBC, left last night for Washington in connection with the hearings on the White-Wolverton bill. He'll return when the hearings are over.

HENRY UNTERMYER, special events director of WCBS, is back at the station after having attended the New Jersey State Constitutional Convention.

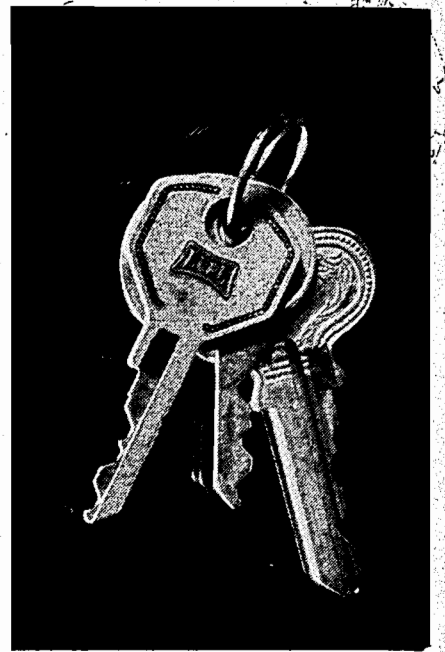
MAURICE DREICER, commentator on WWRL, will speak today before the faculty and student body of State Teachers College in Kutztown, Pa.

MILTON BACON, assistant to the general manager at WCBS, is back at his desk after having delivered an address at the district convention of the New York State Lions Clubs held at Lake Placid.

CHARLES GODWIN, director of station relations at Mutual, has left on a quick flying trip to Dayton, Ohio.

THOMAS VELOTTA, news and special events director at ABC, is back from St. Louis, where he spent the week-end supervising the network's broadcast of the 1947 National Open Golf Tournament.

DANIEL R. GOODMAN and ART SILVERSTEIN, associated with Harry S. Goodman, radio productions, and formerly operating out of the New York office, are on their way to Hollywood, where they will open a branch office and will handle all company business west of the Rockies.



FINANCIAL

(Tues., June 17)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Admiral Corp.	7	7	7	1/4
Am. Tel. & Tel.	157	156	156 1/4	- 1 1/2
B.S. A.	28 1/2	28	28	
Carnsworth T. & R.	6 1/8	6	6	
Gen. Electric	36 1/4	35 7/8	36	- 1/2
Hilco	24 1/2	24 3/8	24 1/2	- 1/2
Hilco Pfd.	92 1/2	92 1/2	92 1/2	+ 2
CA Common	8 1/8	8 1/8	8 1/8	+ 1/8
CA First Pfd.	73	73	73	- 3/4
Stewart-Warner	15	15	15	- 5/8
Westinghouse	28 3/4	27 3/4	28 1/8	
Westinghouse Pfd. A.101	100 1/2	100 1/2	100 1/2	- 3/4
Lenith Radio	16 3/4	16 3/8	16 3/8	- 3/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 1/4	2 1/4	2 1/4	
OVER THE COUNTER				
	Bid	Asked		
Mont Lab.	5 3/4	6 1/2		
Inch Tele Comm.	5	7		
Tromberg-Carlson	12 1/2	13 3/4		
J. S. Television	2	2 1/2		
WCAO (Baltimore)	40			
WJR (Detroit)	15			

Radio And Press Group Will Discuss 'Freedom'

(Continued from Page 1)
Invitations to attend are David Howe, president of the American Newspapers Publishers Association and publisher of the Burlington (Vt.) Free Press; William E. Chenery, chairman, Editorial Committee of the National Publishers Association and publisher of Collier's Magazine; Kenneth Clark, director of information of the Motion Picture Association of America; Melville Minton, chairman of the board, American Book Publishers Association; and Col. J. Hale Steinman, Pennsylvania publisher and broadcaster, who is chairman of the ANPA Federal Laws Committee. A. D. Willard, Jr., executive vice-president of NAB will participate in the conference.

Also invited are Donald Nelson, president of the Society of Independent Motion Picture Producers; and J. Leonard Reinsch, managing director, WSB, Atlanta, and special radio adviser to the President.

"Mad Masters" Readied For NBC Summer Run

(Continued from Page 1)
and be heard over the network, Saturday July 12, to September 6. Music will be by Tony Freeman's orchestra, with Paul Waltie, tenor, doing the vocals.

Bob Stanton Signed For Film

Bob Stanton, featured baritone on NBC's "Sealtest Village Store," has been signed by Walt Disney to narrate and sing for a new color feature titled "How Dear To My Heart." Film will combine live action and cartoons.

Movie Company Tieup With ABC Web Programs

(Continued from Page 1)
with a young couple being married on the show and gifts received from Joan Fontaine and Sam Wood, star and director of the film; couple will also receive a honeymoon on the first flight of the Clipper sent around the world by Pan-American, June 27. Other programs in the tieup are: "Breakfast in Hollywood," Don McNeill's "Breakfast Club," "Ted Malone," "Art Baker," "Zeke Manners," "Galen Drake" and "Welcome Travelers." In addition there will be news flashes of the progress of the couple taking the world flight, with the picture coming in for a plug.

KMLB
MONROE, LOUISIANA
HAS MORE Listeners THAN
ALL OTHER STATIONS COMBINED
IN NORTHEASTERN LOUISIANA
AND REACHES A \$103,629,000
BUYING POWER
AFFILIATED WITH AMERICAN BROADCASTING CO.
TAYLOR HOPE INDEPENDENT Radio Sales

Look, Richard...

Maybe we ought to be ashamed of ourselves for riding that gag too . . .
But it's such a natural we couldn't pass it up!
Our point, as you know if you read these W-I-T-H ads, is that "the way to open the door in Baltimore radio is W-I-T-H, the successful independent."
That's the way to get yourself sales in this 6th largest city . . . because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.
Smart lists carry 4 important radio call letters.
W-I-T-H!



W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-Reed

IN CLEVELAND IT'S
WHK

New Recorded Shows By Kermit-Raymond

(Continued from Page 1)

Lederer in the format, will narrate and play the lead in original and famous love letters of the past. A minimum series of 156 platters of this and the other two half-hour programs are planned. Audition records of all three will be available by the end of the week.

Bracken show will be the same format as heard on CBS for Texaco and will have William Demarest and Ann Rutherford and the original web orchestra in the cast. It will be offered for local and regional sponsorship. Green stated that this will not only be one of the highest priced transcribed shows offered from a production budget standpoint, but it was one of several which will maintain the same high calibre as live web shows.

In "Hobby Lobby," the firm believes it has the first transcribed audience participation program. One of the features will be the origination of the program in cities and localities where it is sponsored. Various merchandising tieups will be arranged along this line.

According to Green, the new programs are merely in keeping with the policy established by the firm in 1940 of doing only big-name star transcribed shows. Among these name shows since produced are: "Life with Father," "Famous Fathers," and such personalities as Eddie Cantor, Lowell Thomas, Deems Taylor, Lauritz Melchior, Otis Skinner, Ozzie Nelson and Harriet Hilliard, etc. have appeared as guests on this program. Another in this category is "The Woman," a half-hour series of famous names in all walks of life as well as the program, "Hollywood Open House." This latter show features Ray Bloch's orchestra with Jim Ameche as emcee and uses a wide variety of stage, radio and screen stars as guests.

In keeping with this policy, additional new shows are being set within the coming 10 days, Raymond stated, with the names involved hitting a new high as to stardom status.

Record Firm Names Sales Head

Anthony Dillon has just been appointed sales manager of Continental Record Distributing Co., filling the position vacated recently by Emery Rosza, who is now in charge of the company's export and manufacturing operations abroad. Dillon was sales manager of Maguire Industries, and previously sales manager of the New York division of RCA Victor Bruno. During the war, he filled a special airborne radar assignment with the Signal Corps, U. S. Army.

IN CLEVELAND IT'S
WHK

Broadcasters Aid Stricken In Midwest Flood Areas

While high, muddy swirling waters of the Iowa rivers and tributaries in nearby states made some 20,000 people homeless, caused \$40,000,000 in crop failures and other damage throughout the flood area, independent and network affiliated stations in the Midwest zone continued to render yeoman service to both the listeners and the government as well. Rescuers everywhere along with those being rescued or seeking relief were largely dependent upon

Sees Snakes

Jim Dickens, chief engineer of KFJB, Marshalltown, Iowa, MBS affiliate station, found a lake forming around the transmitter, plus a torrential rainfall in progress. He had removed his family by boat earlier in the day and retired to hold the fort. For the next 48 hours he was completely isolated, but the real trouble was snakes.

Reptiles began to seek refuge in the transmitter house and Dickens, being from Kentucky, grabbed a 22 rifle and killed 13 snakes, including water moccasins by noon, adding four more later. Final box score still unknown.

radio until such time as either power gave out or the respective radio sets were put out of commission due to other contributing causes.

All parts of Iowa were affected where the Des Moines, Cedar, Iowa and other rivers overran their banks and reached the unprecedented flood stages. In four adjacent and lower states where the Missouri and Mississippi rivers are on a rampage, the stations are standing by and co-operating with the government and Red Cross as well as other rescue crews.

KVAK, Mutual affiliate in Atchison, Kansas, remained open extra hours and until 1:30 a.m., Manager David Roberts, and his program director covered the levee situation of the Missouri River, warning residents and aiding in rescue work.

Farm Dept. to the Rescue
WMT, MBS-CBS affiliate in Cedar Rapids, Iowa, has its Farm Dept., act as clearing house for farmers, issuing warnings on how the flood stages stood and where to guard against it. Also how to save livestock and various other information.

KBIZ, at Ottumwa, Iowa, continuously met numerous emergencies, while Jim Borman, news director, reported continuously with his staff by flying over inundated areas; station handled requests for boats, gave health warnings and precautions, as well as informed listeners that certain factories were closed and that help was needed via more sandbags at the levees, etc.

WTAD, Quincy, Illinois, provided a complete service to flood areas since the beginning of the high water. Factual information, as well as bulletins, calls for help from patrol areas were expertly handled. U. S.

Coast Guard carried radios tuned to the station constantly in order to attend levee weaknesses and other necessities. Station also battled to remain on the air as its transmitter ground was being threatened. One tower with 11 feet of water at its base went out of commission and co-operation of the Gates Radio Co., of Quincy kept it on the air. Earlier KSO, CBS affiliate in Des Moines, went into action and more recently sent crews to Ottumwa where broadcasts were originated and co-operated with the authorities.

KBUR, Burlington, Iowa, ABC affiliate gave both (separate) floods such intense coverage that Manager G. B. McDermott, was appointed by the mayor as chairman of the Mayor's Disaster Committee, and as such was responsible for organizing relief and sums of money raised for the purpose. Radio's role generally was terrific and all schedules were cleared for flood coverage exclusively. Men were in the field for as much as a week at a time and wherever possible, special lines were installed to distant points. George Suderman, for the station, covered Ottumwa, Keosqua, Farmington, Keokuk and Eddyville. He also did one show over the ABC network. Additional broadcasts by KBUR, were originated in several other towns also.

All stations in the states involved breathed a sigh of relief when the highwater mark subsided somewhat and the over-tired staffs were enabled to take much needed rests.

Hightower Joins Panel

John Hightower, sportsman and outdoor writer returns to MBS' "Fishing & Hunting Club of the Air" as a regular member of the panel of experts, beginning Monday, June 23, 10-10:30 p.m. Hightower was on leave of absence and has been making a tour of Southern gameland sections. Dave Newell, roving editor of Sports & Field Magazine; Jim Hurley, outdoor editor of the New York Daily Mirror and actor-sportsman, Roland Winters, will make up the panel of experts.

Baltimore's Listening Habit
WCCB
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, Inc.
Exclusive National Representatives
JOHN ELMER
President
GEORGE H. ROEDER
General Manager

TO REACH THIS
RICH MARKET
ECONOMICALLY-
BUY



W R A W

READING, PA.

(Established 1922)

"A Steinman Station"



Represented by

**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco



LOS ANGELES

By RALPH WILK

MMUTUAL-DON LEE'S "Queen For a Day" show will have its annual Father's Day broadcast later than usual this year. The special show which crowns a "King For a Day" will be held on July 4th in order that more men can be present in the audience from which to pick an all-male candidate roster.

After having completed six years with the Red Skelton show, Wonderful Smith, the negro comedian, is now free-lancing. Having done a prominent straight part with the last "Amos 'n' Andy" show, he is now doing comedy for the new "Beulah" program which is heard on ABC, Wednesday nights at 8:30.

Dick Whittinghill, announcer on KIEV, has a new gimmick. Instead of giving prizes away, he gives himself away as a "baby sitter." The program, which is "Guess the Vocalists," is heard three times a week, and any mother who calls in the correct answer has the privilege of requesting Whittinghill to sit for her. He has already been a "baby sitter" twice.

"Riddles In Rhythm," a unique and entertaining record program, written by Pat Kelly, has itself a sponsor. Starting this week on KFI, the Oxnard District Realty Corporation will sponsor the program for 13 weeks (1-a-week).

FCC's Phila. FM Grants Fill 3 Out Of 4 Channels

(Continued from Page 1)

able. Two other channels will become available on July 1, however, when the Commission ends its FM reservation policy.

Continued in a hearing status in the proposed decision was the application of Patrick Joseph Stanton, general manager of WDAS, Philadelphia. Stanton was to resign to take over operation of WJMJ, Philadelphia for which he now holds a construction permit. The U. S. Court of Appeals for the District of Columbia, however, issued an order temporarily staying the effective date of the CP pending the outcome of the appeal of L. B. Wilson, Inc., licensee of WCKY, Cincinnati, from the FCC's action refusing to set aside the grant to Stanton.

Turned down in the Commission's proposed FM decision was the application of WDAS, now owned by William Goldman Theaters. The Commission ruled that Goldman did not apply for the FM station within the specified time. The denial, however, the Commission said, was "without prejudice."

GUEST STAR TROUBLE?

Radio writer can get you guests for your program, complete with script. Hollywood and Broadway "names," interesting personalities, smiling, healthy delivery of guests guaranteed. Write RADIO DAILY, Box 372, 1501 Broadway, New York City.



Mainly About Manhattan. . . !

● ● ● Following the successful airing of its special documentary program, "For Americans Only," WOR will prob'ly release the script to other stations around the country (who ask for it) so that they can build a similar show around the need for control of atomic bombs and energy. Requests poured in before the show was over. . . Y & R looking for an across-the-board series geared for the kiddie trade. (Why not call Aaron Bloom, of Kasper-Gordon, in Boston? He's got an out-of-the-world idea). And the "We the People" emcee job is also wide open to the right guy. . . Mad scramble on for Percy Faith's spot on the Carnation Hour. Faith, as you know, quits to do the new Coca-Cola series. . . Joe Franklin has resigned as head of the WMCA record department to work with Paul Whiteman on his ABC disc jockey ainer. He'll continue with his nitely "Echoes of the Big Time" for WMCA, however. . . Mildred Fenton starts recording a new musical show for Bendix Radio & Phonographs this week—a three-time-a-week series with Earl Sheldon's ork and Johnny Thompson. Narrator spot still open. Show will be aired over some 150 stations. . . DeSoto starting new CBS series on Sunday nite at 10—an Ed Byron package called "Reporter At Large". . . Hedda Hopper comes back in the fall with new type of show—neither gossip nor interviews. . . Jimmy Atkins subs for Jack Berch on NBC during latter's vacation.



● ● ● Paul Denis, whose N. Y. Post radio col'm has been tossing around its Sunday punch of late, took quite a poke at soap operas the other ayem, in quoting Clifford Spiller, sales and advertising manager of Calumet-LaFrance division of General Foods. Spiller's opinion of soap operas was short, if not sweet. In sum, he said "Soap operas, as an advertising medium, are perfect. But as a social force, they stink." Wanna argue with him on that?



● ● ● Hear that CBS has finally settled l'affaire Como and has given him his unconditional release. . . Deal percolating for Dennis Day to do an additional ainer in the fall—this one a musical stanza. . . Emily Davie (whose new book "Auditions for Radio and School" is due off the presses any day now) maintains that too many radio performers fail because of the wrong type of audition material. Her forthcoming tome contains original material for diversified use. . . Arthur Godfrey uncorked a corking tenor last nite on his "Talent Scouts." The lad's name is Richard Allen and he ought to go far and fast. . . Newbold Morris, former president of the N. Y. City Council, bats for LaGuardia on WJZ this Sunday. The former Mayor is back at Mt. Sinai Hospital continuing his checkup. . . Street Scene: Earl Mullin's lovely sec'y, Connie Meade, being besieged by the autograph hunters around Radio City, who took her for Martha Tilton. . . Phil Spitalny building his largest glee group to date for his July opening at the Paramount. . . Juke boxes throughout the met area, which have been in a slump since Nov., have started to attract the cash customers back in normal volume. The plan to up the cost to a dime is definitely out.



● ● ● Radio may not cuddle up to the film version of "The Hucksters" any more than they did to the original book—but few will deny that Metro did a magnificent job with Freddie Wakeman's best-seller. The original thread of plot wasn't changed as much as most of us had been led to believe, with most of the actual advertising sequences and dialogue faithfully reproduced. (For instance, that famous scene where Evans hawks and spits right on the table to demonstrate a point). Clark Gable's characterization of the agency exec who was introduced to fear for the first time in his life must be counted among his better screen portrayals. In sum, we think Metro made a first-rate film out of a second-rate novel.

AGENCIES

WILLIAM F. ("Frank") SCHNEIDER, who recently resigned as assistant advertising manager of Paramount Pictures, has joined Donahue & Coe, Inc. as assistant to Lloyd Seidman, vice-president in charge of the local theater dept.

HOLLYWOOD ADV. CLUB has appointed 12 new committee heads and a new system of liaison between these committees and the executive board of the club, it has been announced by Tom Lewis, president of that organization. New committee heads and their corresponding board members are: Publicity, Irving Rubine and David Lipton; Publications, Frank Ford, Dan Gann; Public Relations, Milton Samuel, John M. Kemp; Attendance, Ethel B. Mack, David Glickman; Legislative, S. S. Spencer, Jr., Harry Witt; Reception, Walter Neill, Homer Griffith; Women's Caroline Leonetti, Helen Murray Hall; Membership, Clark Ramsay, Henry Gerstenkorn; Social, Byron Nelson, Homer Boelter; Public Service, Leon Wray; Educational, Bob Richards, Walter Van De Kamp, and Program, Ralph Tichman, Jack O'Mara.

ADVERTISING FEDERATION OF AMERICA has elected to membership in the Federation: Duofold, Inc., Mohawk, New York; The Hartford Courant, Hartford, Conn.; Farm Implement News Co., Chicago; Richmond Newspapers, Inc., Richmond, Virginia; Ohio Tavern News, Columbus, Ohio, and K. E. Shepard Advertising Company, Chicago.

JOHN F. WHITEHEAD & ASSOCIATES, Los Angeles, have been appointed to direct the advertising and public relations program for National Flight System, Los Angeles—headquartered firm which has developed a "packaged flight instruction" plan and is setting up sales distribution in 17 Western states prior to expansion nation-wide.

Wedding Bells

Margery Hawkinson, continuity acceptance reader in New York for ABC, today will wed Edward Rice, a free-lance writer, of Bay Ridge, Brooklyn, in the Rectory of St. Patrick's Cathedral. After a honeymoon on Long Island, the bride will return to her duties at the network.

1906 1947

Lem's
CONFEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 57th St
AIR CONDITIONED

B Board Meeting Will Decide Course

(Continued from Page 1)

service to subscribers during that period.

During the past few weeks Hugh Egan, president of BMB, and John McMill, research director, have had a series of committee meetings for the purpose of crystallizing opinion regarding BMB's future course. The

NAB as BMB's 'Angel'

NAB, according to reports, may be asked to finance Broadcast Measurement Bureau temporarily when the present budget runs out in July. It is known that several board members subscribed to such a plan and the subject will be discussed on the Friday board meeting.

Minutes of these meetings will be prepared in the form of a report to members of the board.

Egan Kobak, president of Mutual, went out last week as a supporter of BMB and its plans for a second year. In the New York agency field rival time buyers continued to praise the service rendered by the broadcast measurement report.

In Chicago, however, and on the West coast the supporters seemed to be in the minority. Opposition came from Chicago independents and independents in both Los Angeles and San Francisco. It was pointed out that many important subscribers in the first report were not of record having volunteered subscriptions in the projected 1949 survey.

Cantor & Bowles Revamps Duties In Radio Dept.

Realignment of duties in the radio department of Benton & Bowles, providing wider opportunity for client contact and program supervision, for Peter Craig, vice-president, was discussed over the week-end.

Ed Steele, vice-president and manager of the department, has been appointed director of radio, and will handle program production, script writing, casting, etc. He will be in charge of all directors and producers of the agency. George Kern, who has been a time buyer, has been named business manager of the department. Latter will continue to supervise time buying activities. However, Natalie Newbery has been appointed head of radio traffic, and will supervise processing of all spots and program commercials and spot announcements, including television.

IN CLEVELAND IT'S

W H K

Georgia Files Action On CBS Station Deal

(Continued from Page 1)

Georgia, representing the State Board of Regents which operates WGST for the university system, charged that CBS had violated federal anti-trust laws. He alleged CBS had conspired with Liberty Broadcasting Co., operators of WWVA at Wheeling, W. Va., and WGBS in Miami, Fla., to terminate affiliation of WGST next December 15 when the present two-year contract expires.

It is charged by the state that the network sought a 50,000 watt outlet in Wheeling and that the Liberty Broadcasting Co., originated "a package deal" in which Wheeling, Miami and the chain's Atlanta station, WAGA, were to become CBS affiliates. The Wheeling and Miami stations joined the network last Sunday, June 15.

Charging the agreement was a violation of the anti-trust laws, Mr. Cook told the court the network was guilty of restraint of trade in closing the door to competitive bidding by WGST and WAGA for the CBS contract. The state asserted that WGST would lose \$1,500,000 in contract cancellations if it lost network affiliation.

U. S. District Judge E. Marvin Underwood granted the temporary restraining order and set June 26 for hearing on Georgia's application for a permanent injunction.

CBS officials in New York last night declined to comment on the action pending receipt of full information on the current injunction proceedings.

Radio Reps. Turnout To Aid UJA Fund Drive

(Continued from Page 1)

chairman of the Division. A five-minute film narrated by Eddie Cantor was also shown, depicting the plight of the displaced persons in Europe and other countries.

Among those present were: Larry Lowman, CBS television vice-president; Jack Katz, attorney for the Radio Directors Guild; C. L. Menser, NBC vice-president in charge of programs; Syd Eiges, NBC press department head; Bud Barry, ABC program director; George Heller, of AFRA, Honorary Chairman of the Division; Jerry Danzig, WINS program director; Dick Pack, WOR publicity director; John Hayes, WQXR station manager; Manny Sachs of Columbia Recording Corp.; Irving Mansfield of CBS; Lester Gottlieb, Fred Wyle and Harry Ackerman, of Young & Rubicam, Inc.; Manny Sachs of Decca; Ben Grauer, Elsie Dick, of Mutual; John Hade, of WJZ; Larry Puck, CBS; Bill Fineshriber, CBS; I. S. Becker, CBC, and others. Several tables represented the music publishing industry.

Bill Leonard, of "This is New York," recorded a piece at the luncheon in advance, among those interviewed being Pat O'Brien, Myron McCormick and Henry Jaffe, which Leonard will play over WCBS this morning.

Radio And Tele Planning Fall Football Schedules

(Continued from Page 1)

Completed yesterday all regular season National Football League games involving the Chicago Bears will be heard over WIND under the sponsorship of the Standard Oil Company of Indiana. In addition to WIND, the oil company will use WQUA, Moline, Ill., and WDZ, Tuscola, Ill., for the broadcast of these games.

Officials of Standard Oil Company also indicated that the company would commercially sponsor other midwest football games this fall.

Commercial television sponsorship of the Chicago Rockets' football team over WBKB by the Keeley Brewing Company through the Malcolm-Howard agency was also announced. Brewery in addition sponsors telecasts of boxing and wrestling three days a week over the Chicago station.

Other commercial commitments for fall football in the middle west include the sponsorship of the home games of Notre Dame and Northwestern over WBKB by the U. S. Rubber Company.

WOR Promotion Started For Kate Smith's Show

(Continued from Page 1)

newspaper and car card advertising. New show, "Kate Smith Speaks," debuts as a Monday through Friday noon feature on WOR-Mutual next Monday, June 23.

Station performers Stan Lomax, Joe Bier, John Gambling, Alfred McCann, Jr., Dorothy and Dick, Martha Deane, and Barbara Wells are "welcoming" Kate and Ted Collins on their various shows throughout the week. Sylvan Levin, director of music for WOR, is completing a special "Kate Smith Overture," arranged from a selection of her favorite music, to be introduced next Sunday on "The Mutual Music Show" (1 p.m.) Added to this is an extensive lineup of station-break spots scheduled through Monday.

Campaign is being handled by Joseph Creamer, advertising and promotion director; Gene King, manager of program operations, and Richard Pack, publicity director.

Only WTAG covers Central New England.

When you buy time—buy an audience.



IT TAKES ALL KINDS OF PEOPLE ... to run a radio station

caricature by
BASIL WOLVERTON
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



● Many-faceted Homer Welch sparks the shows that have given KGW its wide-spread reputation for superlative showmanship. Singing MC of last year's National CCNY Award Winner, "Name Your Music", which KGW fed to the NBC Western Network, Homer's background in radio runs the gamut from A to Z (Actor to Zound effects). As a radio advertiser you may never have the pleasure of meeting Homer face to face, but if you're on KGW you can rest assured Homer's working for YOU!

Next Week: BOB THOMLINSON, Chief Announcer



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

PROMOTION

Newspaper Series

A series of unique advertisements, 39 in all have appeared in 21 Texas newspapers promoting the various programs, personalities heard on WOAI, San Antonio. The series of ads have now been compiled into a brochure which is being distributed by the merchandising and promotion staff of WOAI headed by Fred Perry. Each ad dealt with one type of program. Among these were the various programs devoted to children, news, education, quiz shows, sports-casts, religious programs, hillbilly music, farm and ranch airings, variety, serials and musical programs. The individual ad called attention to the amount of time devoted to each program each week and then outlined the program or artists featured. Unique signature cut stated that "Everybody listens to—Dial 1200—WOAI of the Southwest—50,000 watts Clear Channel . . . in San Antonio, Texas."

CJCA Silver Anniversary

A colorful lithographed booklet is being sent out by CJCA, Edmonton, Alberta, Canada, commemorating the station's Silver Anniversary, 1922-1947. Cover is cut in the form of the old family album and the 16 pages are devoted to illustrations and copy telling of station's progress, increased market, gross manufacturing income in CJCA listening area, BBM report, rates, etc., including drawing of station's new transmitter building at Ellerslie. Booklet is carried out in colorful motif of coral, grey, black and white.

Disc Jockey Contest

Craig Harris, platter-turner on KLX, Oakland, Calif., concluded his "Mystery Voice" contest. Final mail count showed Harris as the recipient of more than 2,000 cards and letters. Contest, in conjunction with the Capitol Records' campaign for their new album, "Somebody Loves Me," featured as its "Mystery Voice," Alan Ladd. Craig asked Alan to do a series of transcribed hints as to his identity, to be played one a day during the nine days of the contest. Ladd told about his wife, Sue Carroll, one day, and on following days mentioned his San Fernando Valley home, and pictures he starred in, the hints growing easier as the contest progressed. On final day of contest, Craig drew names from among contestants and started phoning. First one to give identity of the "Mystery Voice" correctly received a Capitol portable beach phonograph. Runners-up received copies of the "Somebody Loves Me" album.

504 Program Heads Report In Survey By RADIO DAILY

(Continued from Page 1)

thinking. On the subject of 'giveaways', Russ C. Coughlin of KROW, Oakland, Calif., registered his disapproval with:

"It is a cheap form of merchandising and is underselling radio as an advertising medium. Radio must maintain a high standard of advertising to keep good faith commercial when the advertising dollar is harder to get."

Joy Approves 'Giveaways'

Dick Joy of KCMJ, Palm Springs, Calif., approves of giveaways on local

Analysis Planned

A complete analysis of the Program Directors Survey together with a table based on tabulations of answers to the questions will be an editorial feature of the 1947 Shows of Tomorrow edition of RADIO DAILY which will be published July 30. Completed questionnaires must be mailed to RADIO DAILY before June 30 if the program directors opinions are to be included in the survey.

programs by national concerns but not by prospective local advertisers. He thinks also that stations should definitely limit giveaways per day.

An emphatic "No" is registered by John Cleghorn of WMC, Memphis, in answer to the question: "Do you approve of giveaways on programs where commercial credits are required?" Homer Welch of KGW, Portland, however, answers "Yes" to the same question.

Notes Musical ET Shortage

A shortage of recorded symphonic material especially for use on FM stations is noted by Richard E. Fischer of WHAS, Louisville, Ky. Mr. Fischer also sees the need of more quarter hour mystery shows, more straight dramatic shows in the ET field.

Conrad M. Brown of KVOR, Colorado Springs, Colo., has definite views on whether or not listeners have a preference for either live or transcribed shows. Mr. Brown expresses himself on this question as follows:

"It makes no difference as long as it's a good show—it's worth listening to. Proof in our case is the Crosby show, which was extremely popular; however, other similar cases could be cited."

Marvin Broyles of KCOR, San Antonio, believes there is more interest in live shows and says 'giveaways' are okay if presented 'in moderation'.

Music 1st at KRNT

In answer to the question, "What types of programs bring you the greatest listening audience?", Charles D. Miller, program director of KRNT, Des Moines, lists: Music, 1st; News, 2nd and Variety, 3rd. M. M. Marget of KVOX, Moorehead, Minn., answering the same question places Music, 1st, News, 2nd and Dramatic, 3rd.

Jerry Danzig, program director of

WINS, New York, thinks that "listeners prefer live shows if well done, but doubt if they realize when a show is transcribed." He doesn't approve of 'giveaways' and says "but it's an evil forced on us by competition."

More musical comedy and novelty transcribed shows are needed, according to Reginald P. Merridew of WGAR, Cleveland. Mr. Merridew expresses the opinion that "musical and quiz" are the most popular of locally originated shows.

Beverly Brown of WNOE, New Orleans, believes "the prejudice against transcriptions has faded and listeners have no preference if the show is good." He adds there is need for more novelty and musical comedy transcriptions.

Cutting Commercials Cited

Cutting down the length of commercials is chronicled by M. F. Harris, Jr., WFVA, Fredericksburg, Va., as the best new program idea which has contributed to the success of the station the past year. Harris explained as follows:

"We have inaugurated a policy of cutting down on the length of commercials . . . using more music on our shows. We have also sold many clients the idea of less talk and more music on 1/4 and 1/2 hour shows, and much to their surprise, they have found the listeners like this better, and results are greater. We have at least a half dozen weekly shows now in which commercials have been cut down from 40 to 60 per cent, and the sponsors are very well pleased with the shows."

Rodger L. Mueller of WHPY, Appleton, Wisc., picks Comedy Shows as No. 1 with the station's listening audience. He rates Dramatic, 2nd and News, third.

Gunn Gives Opinion

Buckingham W. Gunn, program director of WGN, Chicago, rates Dramatic Mystery shows 1st with Quiz shows, 2nd and News, 3rd. Gunn also finds that "mystery, quiz and news"

BEHIND THE MIKE

By SID WEISS

LAURENCE HAMMOND and L CHAEL CARR put on a spe show over WNEW Friday (the 18) debunking many of the more 80,000 superstitions that bedevil humans.

Lisa Kirk's low pitched ear ling thrushing at the Versailles sh be a natural for a record label.

Kate Smith and Ted Collins ready to switch to Mutual next M day and start their noon-day sh It'll be sponsored by one thous different concerns and stores.

The Modernaires off to H'wood start their ten sponsored weekly shows.

J. Scott Smart, radio's Fat M growing a beard to prep for his su mer stock roles.

Eddie Newman, WOR's all-ni spends half his air time trying land jobs for vets. He's placed 12 date and is building up a lot good-will, both for himself and station.

Anne Marleau, the Canadian thru back in town after a Miami book at the Blackamoor Room.

Blues singer Carol Ames heard contestant on a quiz show name horse as the most humane of anim "because he gives you the bit out his mouth and listens to every w

Burton Holmes denies having sig ed an exclusive contract making film library available for televisi as reported in the trade press.

are the most popular of locally or inated shows.

Qualifying his answer on the qu tion of the popularity of shows, E. Pieplow of KARB, Aberdeen, S by saying that his opinion "will o fer with the various networks se ing stations," he selects News, 1 Variety, 2nd and Quiz, 3rd.

Raymond Katz, program direc of WHN, New York, in classifiy transcription needs believes should have more mystery sho and more dramatic shows. He at that the record industry is now s plying enough variety in the musi category.

IN CLEVELAND IT'S WHK

HOTEL STRAND Atlantic City's Hotel of Distinction. The Ideal Hotel for your Spring Vacation. Beautiful Rooms. Beautiful Salt Water Baths. Glass enclosed Sun Porches. In the heart of Activities. Delightful Cuisine. Garage on premises. FIESTA Grill & Cocktail LOUNGE. An added feature of this complete hostelry. EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK

Denny Gives Testimony

Expresses Objections Of Commission To White's Bill

(Continued from Page 1)

...es, to "give effect to the needs requirement" of communities for applications are made. The Commission is making every effort to its engineering standards—has no other means of limiting beyond present restrictions ownership and the limit on of tele and FM stations.

Chairman White Heard

Chairman Wallace H. White of the committee, author of the bill, stated strong support for the competitive... At the same time, he added, "I have definitely turned my face against too concentration of ownership." Chairman White added that he definitely expects to report a radio bill from his committee to the Senate floor this summer, although he did not say what will happen to later that. This promise came as complained that he could not see NAB needed six witnesses to its story at the hearing.

NAB General Counsel Don Petty tried to explain, but White was very decided in his opinion that "stringent testimony" would mean, whether intentionally or not, delay in completing action on the bill. Earlier had remarked he was sure network officials present would be most pleased if everything after the ending clause were to be stricken from bill.

"No Pressing Need" Now

Denny told the committee that he felt "no pressing need" for new legislation during this session of Congress, and would prefer to see consideration of new legislation go over until next year. In a two-and-one-half-hour session of the White bill, however, he outlined FCC objections on a number of points, including sections providing for mandatory divisions of the Commission into two divisions, limiting the FCC powers to make and enforce "special regulations" (including such things as the chain broadcast regulations), providing for hearings on practically every application, setting up new limitations on station ownership, altering the procedures to be followed in case of station transfers, and setting up va-

rious standards for political and controversial broadcasts.

Denny made it clear that his statements represented basically the opinions of a majority of the Commissioners.

Commissioners Durr, Hyde, Wakefield, and Walker were on hand yesterday.

Also heard yesterday was Chairman Frank Roberson, of the legislative committee of the FCC Bar Association.

NAB officials will be heard today, as well as a group of broadcasters sponsored by NAB, if time permits.

Denny objected to the proposal in the bill, that the Commission power to promulgate rules and regulations be limited to the "physical and technical phases." At the same time, he said he doubted that the amendment as written would succeed in cancelling the Commission's authority to come forth with such promulgations as the chain broadcasting regulations. In the absence of other findings, he said, there is strong likelihood the Supreme Court would have upheld the Commission in the network case "on the basis of the Commission authority to promulgate rules and regulations which are necessary to carry out the provisions of the act."

Defends FCC Authority

Denny said, "it would be unfortunate if Congress did remove the Commission's authority in this field. It is not logical to assume that the Commission or Congress, having once legislated on these problems, will have necessarily done a perfect job. Actual operation under the present rules or changing conditions may demonstrate need for amending or even repealing some of the provisions, or for the promulgation of new rules covering other aspects of chain broadcasting. In fact, the existing rules have been amended on several occasions by the Commission, since they were first adopted and the Commission has announced that it stands ready at any time to make necessary changes. Moreover, since the chain broadcasting rules apply to new services, like FM and television, as well as standard broadcasting, it is not unlikely that experience will show that some modifications are necessary for either FM, television, or both.

"If the Commission were to be required to come to Congress for each of the changes as they become necessary, I am afraid that both the public and the broadcasting companies directly affected might very well be injured by the consequent unavoidable delay."

Decries "Rush Into Radio"

If the committee is determined that the chain broadcasting regulations must be written into the law, Denny continued, they should be adopted "in precisely the form in which the Commission has enacted them."

"Too many people are today rushing into the radio business on the assumption that there is an inexhausi-

ble supply of wealth in radio," Denny said. "Many of the newcomers are finding it tough going; they're not doing as well as they had hoped." He added that increasingly stiff competition will force some broadcasters to resort to competitive practices which some of us would regard as cheap.

Senator Magnuson, D., Wash., suggested that there are already instances of cheap program practices. Denny smilingly remarked that he is forbidden by law from discussing programs. "But yes," a few minutes later he added that, while that is true in some communities, he feels broadcasters generally are doing a fine job and improving its programming. He said public distaste will force changes in offensive programming.

Suggests Controlled Competition

Senator Johnson, D., Colorado, suggested that some sort of "middle ground" between controlled competition and the "jungle competition" of unregulated licensing. Denny said he has never been able to figure out a formula and doubts that a formula to consider the financial prospects for success can be worked out.

The FCC chairman said the proposed section is not needed to insure that the Commission considers the service needs of two communities from which competing applications are before it.

On the other hand, he said, the possible interpretation that the FCC must consider the ability of a community to support an additional station when there is no competitive application from another community is undesirable.

"The Commission has felt that since radio broadcasting is designed to be operated on a basis of free and competitive private enterprise, and is neither a common carrier nor subject to rate and other financial regulations, it was not and should not be part of the Commission's job in licensing radio stations to consider the effect of the licensing of such station on the economic position of existing stations in the same community, or, conversely, the possible impact of such existing stations on the financial position of the applicant. "We have insisted that all applicants demonstrate that they have sufficient financial resources to construct and operate a station to insure that the limited number of available radio frequencies will be adequately utilized to give the listening public maximum radio service. We do not go beyond that to consider the possible economic effects of competition, and I should like to point out that if you do require the Commission to take such factors into consideration, you will be going a long way towards vesting existing stations with a property right in their licenses," Denny said.

Does Not Fear Business Outlook

Denny remarked that the Commission does not share the fears held by some broadcasters of the dangers of increased competition. "Of course

Executives Of NAB Are Scheduled For Today

new competition brings with it some changes; it always does. It brings in men with new ideas, new ways of doing business and new ways of programming. To meet this competition the existing stations will have to find new and better ways of serving the public, and it is, of course, possible that in the process some of the less progressive broadcasters will fall by the wayside. But by this very competition to find new and better ways to serve the public, the public interest should be advanced. And we do not subscribe to the idea that a new station entering the field can only secure business and listeners at the expense of stations already in existence. There are vast opportunities in radio and large reservoirs of both listening audiences and sources of revenue which are as yet untapped.

"We feel that the theory of free competition in broadcasting upon which the present law is based has worked well. We urge that this basic theory be left unchanged. But, if the committee feels that it should be changed then the precise formula to be applied for restricting competition in the broadcast field should be written into the bill so that we will know just how much of the present theory of free competition is retained and how much is discarded. In other words, please do not simply tell us to give effect to the needs and requirements. Give us the yardstick to apply in determining how many stations a particular community can properly support."

FCC Chairman Denny proposes that Congress might well relieve broadcasters of responsibility for libel, at the same time depriving them of the right to censor material which they fear is libelous. "The greatest number of complaints that the Commission receives concerning unfair censorship arises in cases where the licensee maintains that the material he desires deleted is libelous," he explained.

The proposal that broadcasters must announce the name of speaker, subject, sponsorship and detail on who paid for time when public or political questions are to be discussed drew Commission support.

Charmed Circle

James Mason, currently the hottest personality on screens from Hollywood Boulevard to Piccadilly, will be Fred Allen's guest on the latter's final broadcast of the season June 29. British film star recently wrote an article in which he selected the 10 best things in America. Allen ranked high with New Canaan (Conn.) and Radio City.

Send Birthday Greetings To —

June 18

Ray Baudac Clayton Collyer
William R. Goodhart
Russ Hodges Kay Kyser

Orders! Orders! Orders!
and NO WONDER

"BEHIND THE SCENES"

Narrated by KNOX MANNING

IS EASY TO LISTEN TO
AND EASY TO SELL

5 minutes . . . 5 days a week . . . transcribed series of human interest stories. Fascinating facts and fables about the great and near great—story gems that hold audiences spellbound.

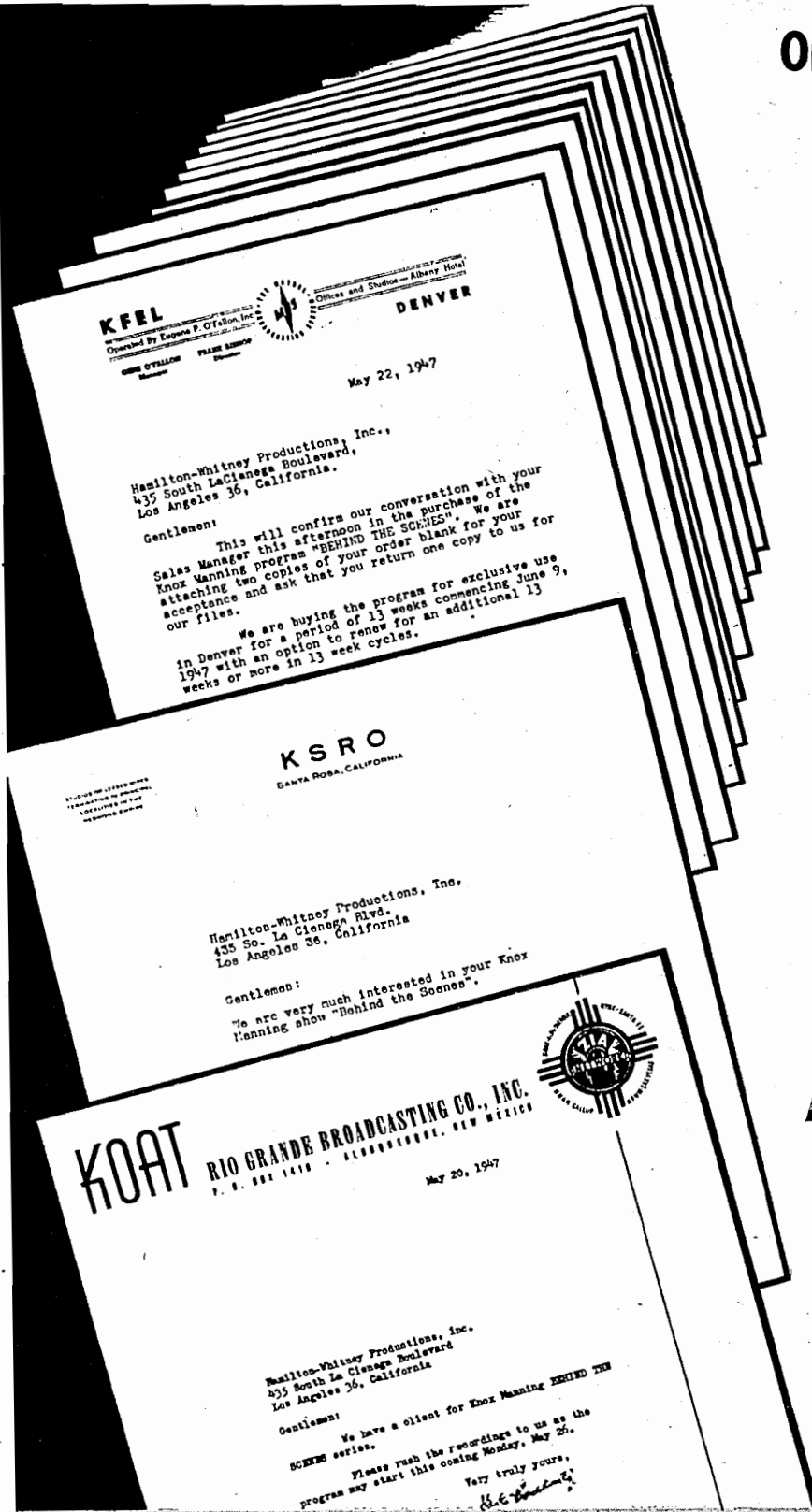
Knute Rockne once boxed with Dwight D. Eisenhower. They were youngsters then, and the story had never been told—until Knox Manning poured it out.

He has a million like that, in "BEHIND THE SCENES."



ABOUT KNOX MANNING

He narrated the best documentary made in 1945—"Hitler Lives." It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," best one reeler of 1946. "Facing Your Danger"—the best two reeler of 1946 was backed with the Manning voice and charm. It won an Oscar award for its producer. Plus some 500 other movie credits. He has announced the Sherlock Holmes series; "Ann Scotland" and "Hollywood Preview." His voice is recognized across America.



Look at these typical LOW PRICES

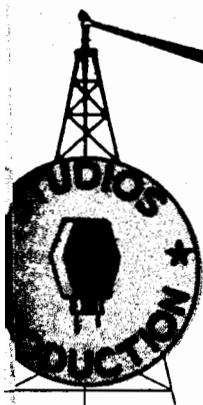
(We can ship 13 weeks [65 shows] at one time to save you money on transportation costs)

	per week (5 shows)		per week (5 shows)
Sandusky, Ohio	\$7.50	El Paso, Texas	\$10.00
Vicksburg, Miss.	7.50	Springfield, Ill.	10.00
Lockport, N. Y.	7.50	Troy, N. Y.	10.00
Jefferson City, Mo.	7.50	Johnstown, Pa.	10.00
Norwich, Conn.	7.50	Fort Worth, Texas	12.50
Charleston, S. C.	7.50	Salt Lake City	12.50
Springfield, Ohio	7.50	Tulsa, Okla.	12.50
Portland, Me.	7.50	Albany, N. Y.	12.50
Topeka, Kan.	7.50	Bridgeport, Conn.	12.50
Fresno, Calif.	7.50	Toledo, Ohio	15.00
Shreveport, La.	10.00	Omaha, Neb.	15.00

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

Miller Heard At Hearing

Truman Names Jones To Replace Wakefield

Industry circles here and in Washington last night were stunned when it was announced that President Truman has withdrawn the name of Ely Wakefield to succeed himself as a member of the FCC. The Chief Executive substituted the name of Ebert F. Jones, Ohio Republican, for the seventh seat on the Commission. Wakefield had been nominated for another seven years last month and had no indication yesterday that his name would be withdrawn. He

(Continued on Page 6)

College Enrollment Drive Ends On N. Y. Stations Fri.

Utica—Extensive "volunteer" spot and program campaigns by stations throughout the northeastern states in the half of the summer and fall enrollments at the Associated Colleges of Upper New York, closes tomorrow with an additional enrollment of 1,000 students expected. Three schools of the group, Champlain College in Plattsburg, Mohawk College in Utica, and Sampson College near Geneva, presently have a student body of

(Continued on Page 3)

Six Cities To Be Included In NBC News Roundup

Scheduled pickups from six cities will be included in the "World News Roundup" of NBC beginning next Monday, June 23, at 8:00 a.m., EDT. The pickups, each of two minutes duration, will be heard as follows: Chicago, Mondays; Atlanta, Ga., Tuesdays; Cleveland, Wednesdays;

(Continued on Page 4)

Good Signal

WNBW, NBC Washington tele station set to begin regular operations on June 27th, has been receiving calls from Baltimore set owners who are receiving a good signal, of WNBW test programs. Proof positive came from ad by Bar & Grill in Baltimore paper inviting patrons to come in Friday night to see boxing matches televised from Madison Square Garden.

Judge As Witness

Justin Miller, president of NAB, read a 50-page prepared statement during his three hours of testimony before the members of the Senate Interstate Commerce Committee discussing the White bill in Washington yesterday. Despite frequent interruptions, Judge Miller appeared calm and collected as he answered questions and picked up the continuity of his statement.

4A's Report Adoption Of Discount By 17 Sta.

Acceptance of the two per cent cash discount to advertisers by individual radio stations has gained sharply as the result of an intensive "educational" campaign launched by the American Association of Advertising Agencies last fall. In the past two months alone, 17 stations have adopted the discount, and 22 have indicated they will do so when new rate cards are issued. Approximately

(Continued on Page 6)

Truman's Address Heard By 6,571,000 On Webs

A total of 6,571,000 adult radio listeners heard the address of President Harry S. Truman at Princeton University on Tuesday, according to a survey of network listening made by C. E. Hooper, Inc., for CBS. The rating for the address was 13.5 with

(Continued on Page 2)

Hooper's Proposed BMB Deal \$1,000,000; 10 Years To Pay

Although not on the original agenda, board meeting tomorrow of Broadcast Measurement Bureau, Inc., is expected to show which way the wind is blowing in the preferred deal of C. E. Hooper to sell his organization's services and the firm itself to BMB for \$1,000,000. Sum would be payable over a 10 year period in quarterly installments of \$25,000 plus three per cent interest on unpaid amounts due Broadcast Measurement

NAB's Prexy Finds Sen. White Hostile At Session On Communications Bill; Petty And Willard Also Testify

Five-Yr. FM Permits, More Channels Urged

Washington—Extension of the FM license to five years and provision of an additional 20 or 30 FM channels below and contiguous to the 88 MC band were proposed yesterday in testimony before the Senate Interstate Commerce Committee by J. N. "Bill" Bailey, FMA executive director. Bailey said low-band tele is suffering from interference anyhow, and

(Continued on Page 3)

Accept 110 Students For Coast Radio Institute

Hollywood — Enrollment for the NBC-University of California (at Los Angeles) annual Radio Institute for 1947 has been completed with 110 students accepted into the six-weeks course, Jennings Pierce, director of

(Continued on Page 2)

WNEW-CBC 'Exchange' Will Make Debut Sunday

What is considered to be the first international exchange feature by the Canadian Broadcasting Corporation with an independent American

(Continued on Page 2)

Washington—Flatly terming the White radio bill unconstitutional as now written, NAB President Justin Miller yesterday ran into a stone wall of opposition from members of the Senate Interstate Commerce Committee to any changes in the measure taking from the FCC the power to re-

(Continued on Page 7)

Producer Sues CBS; Charges Pact Breach

Hollywood—The Columbia Broadcasting System is object of a \$150,000 law suit filed in California Superior Court Monday by Arthur Kurlan, radio producer, charging breach of implied contract, breach of trust and plagiarism. The name of the screen actress, Lucille Ball, entered into suit when it was revealed she was star of a radio program about which

(Continued on Page 3)

WGN's New Tele Station Expects To Test In October

Chicago — WGN's new television station, WGNA, is expected to have a test pattern on the air by late October and to be ready for limited commercial operation by January

(Continued on Page 3)

Student Operation

Worcester, Mass.—High school students who have been taking a radio course as members of WTAG's Radio Club will take over the entire program operations schedule for one day July 2. The students will take over the announcing and programming chores as well as writing and enacting all local shows. Three hundred and fifty have attended the classes.

(Continued on Page 5)



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

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★ COMING AND GOING ★

C. L. MENSER, vice-president of NBC in charge of programs, is leaving for Bloomington, Ind., where tomorrow he will address the National Dramatic Arts Conference sponsored by the National Thespian Society of the University of Indiana.

EDWARD R. MURROW, vice-president and director of public affairs at CBS, has returned from Northampton, Mass., where he delivered the Commencement address to the graduates of Smith College.

R. A. PORTER, vice-president of Roche, Williams & Cleary in charge of the agency's New York office, is in St. Louis making a market survey. He'll be back in New York tomorrow.

ROBERT T. MASON, general manager of WMRN, Marion, Ohio, was welcomed yesterday at the headquarters of ABC, with which the station is affiliated, and a little later at the offices of the Broadcast Measurement Bureau.

WALTER SCHEFF, baritone of the "Jack Bundy Show" on WINS, goes up to Mt. Vernon tomorrow to do a hospital benefit show.

JOHN DERR, assistant sports director at CBS, leaves tomorrow for Detroit, where he will cover the National P. G. A. Tournament.

HARRY WISMER has arrived in New York to cover the Poughkeepsie Regatta on Saturday. His American network co-op program of that day will originate at WKIP, the ABC affiliate in the regatta city.

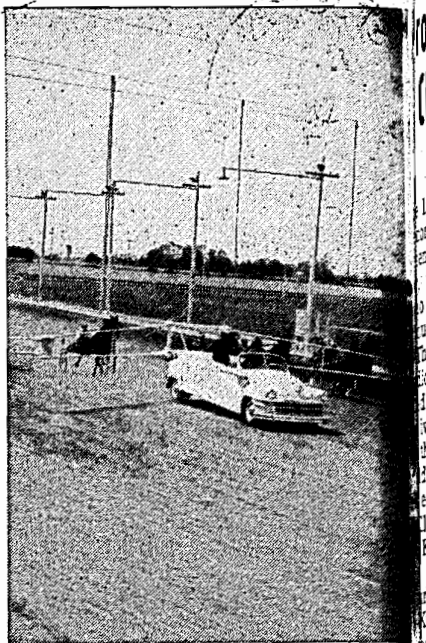
BRIAN SULLIVAN, radio, stage and operatic tenor, leaves today for Central City, Colo., where he will sing Florestan in the production of Beethoven's "Fidelio." Following the close of the season he will appear with the St. Louis Municipal Opera Co.

DOROTHY MILNE, of the WHN promotion department, and BILL BIRD, of the station's copyright department, leave Monday on their vacations.

HENNY YOUNGMAN, left last night for Atlantic City, where he will headline a special show for Philco dealers at the Claridge Hotel.

DON LERCH, director of agricultural broadcasts at CBS, has returned from Roanoke, Va., where he attended the convention of the American Plant and Food Council.

VIVIEN DELLA CHIESA, lyric soprano of radio, concert and opera, leaves tomorrow by plane on a four-month tour of the principal cities in Australia and New Zealand.



Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you... even if you've seen it in the newsreels... it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start... the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar-spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!



W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

FINANCIAL

(Wed., June 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

Will Air Canadian Band

On June 23, 6-6:30 p.m., Mutual will carry the Canadian Youth Band, now touring on the West Coast of the U. S. This is the first tour to be undertaken by the band since the war. Pickup for the MBS net will be from KHJ, Hollywood.

Stork News

Concord, N. H.—Robert A. Kelley, station manager of WKXL, Concord, and his wife, Evelyn, announced the birth of a daughter, Kerry, born June 12th.

Accept 110 Students For Coast Radio Institute

(Continued from Page 1)

public service and station relations for NBC's Western Network, announced yesterday.

The Institute, an intensified period of schooling in the various phases of advanced radio broadcasting, opens June 23 and ends August 2. For the first time in the five successive years it has been offered, entrance requirements demand that students have at least one year of practical experience in radio. As a result, Pierce said, the present student body is the most advanced group ever enrolled.

Registration for classes will be held on the UCLA campus Saturday, June 21 between 8 a.m., and 2 p.m. Following registration a reception will be held in Kerckhoff Hall for students, instructors and members of University and NBC administration.

Truman's Address Heard By 6,571,000 On Webs

(Continued from Page 1)

the President's share of the listening audiences 76.0.

The rate for the President's previous address before the Canadian Parliament on June 11 was 14.6.

WNEW-CBC 'Exchange' Will Make Debut Sunday

(Continued on Page 7)

station, gets under way Sunday, June 22, when WNEW picks up the first of a series of drama programs aired direct from Toronto under the title "It's a Legend," 9-9:30 p.m.

Series, which replaces "Stage 47" one of the more successful CBC offerings, is a full scale production with orchestra and Canadian actors. "Legend" will dramatize traditional stories of 14 different countries, with scripts prepared by CBC writers. Some of these have had their work produced over the CBS Workshop.

Original scores have been composed by Arnold Walter, director of the Senior School of the Toronto Conservatory of Music and will be conducted by Samuel Hershoren, conductor of the Buffalo Pops Orchestra.

Regatta On ABC

Varsity crew race, a highlight of the 45th Annual Poughkeepsie Regatta, will be described over ABC and affiliated stations Saturday, June 21, at 7:15-7:45 p.m., EDT. Several sports writers and commentators will handle it for the network. Crews from several colleges will participate in the race.

Within Your Reach



Philadelphia's

WDAS

covering the largest cross-section of the buying public in the Philadelphia area... at lowest cost.



Producer Sues CBS; Charges Pact Breach

(Continued from Page 1)

Law suit centered. Miss Ball may become a key witness. Kurlan is represented by Attorney Harold Fendley, who represented Jack Stanley, who won a \$35,000 action from CBS two months ago.

The law suit has grown out of a radio program which Kurlan originated last year, based on further activities of characters created by William McKenney and subsequently made famous in a play and movie called, "My Sister Eileen." Lucille Ball was under contract to star in Kurlan's program and did appear in the audition production, which Kurlan produced in New York.

Kurlan alleges that CBS copied his program idea and brought it forth as the current show, "My Friend Irma." He also avers that CBS approached Miss Ball to star in "Irma" show.

Kurlan further states he submitted recording of his program to CBS at the request of William S. Paley, chairman of the CBS board. After weeks of negotiations, claims Kurlan, Paley's assistant, Guy Della Spina, informed him CBS would purchase his radio "package" and the legal department had informed him CBS could re-produce it by making only minor changes. In filing suit, Kurlan, former lieutenant commander in the U. S. Navy and once national radio production director for the OEM in the executive office of President Roosevelt, stated that CBS had not only copied characters of his radio comedy, but they also reproduced his producing techniques, format and programming ideas. "My Sister Eileen," first appeared as a series of stories in the New Yorker magazine. Later it was dramatized on the stage. Columbia studios produced it as a motion picture, starring Rosalind Russell and Art Blair.

Prof. Quiz Back In N. Y. After Long Road Tour

Professor Quiz, who spends six of every 13 weeks during the winter season visiting cities where his Saturday night ABC program is heard, returned to New York to broadcast from here for the remainder of the summer. During the last year the professor has entertained members of 84 clubs, schools, colleges, army posts, navy stations and veterans hospitals, sometimes making as many as 10 benefit appearances a week. He acted host on his air program to 10 Governors and 23 Mayors.

GUEST STAR TROUBLE?

Radio writer can get you guests for your program, complete with script. Hollywood and Broadway "names," interesting personalities, smiling, healthy delivery of guests guaranteed. Write RADIO DAILY, Box 372, 1501 Broadway, New York City.

Bangtail Salute

WNBC, WNBT and Maggi McNellis will help to make today's opening of the Monmouth Park Race Track a memorable occasion. Miss McNellis will do her 12:30-1 p.m. broadcast from the track's grandstand in Oceanport, N. J., and later will preside at a fashion show. The latter feature will be filmed and the pictures shown by television over WNBT next Monday at 9 p.m.

WGN's New Tele Station Expects To Test In October

(Continued from Page 1)

It is announced by Carl J. Meyers, director of engineering. Meyers states that orders for television equipment costing nearly \$300,000 has been placed by WGN, Inc.

"No television system that exists today can match the installation we plan for WGNA," Meyers said. "We will have the latest and best equipment, including some newly developed items not yet announced to the trade. In addition, we will be set up so that any technical improvements made in the next five years can be easily incorporated."

General Electric will supply a five kilowatt transmitter (Type TT-6-B) which, through a special G-E antenna will increase the output to the 18.4 kw., allowed the station under its FCC construction permit. G-E also will supply the camera control desk, the program console, and the distribution console. Also on order are three G-E image orthicon studio cameras and additional equipment to outfit one large television studio, and two iconoscope film cameras to be used in the telecasting of motion picture films. To project the film to the television camera WGNA will have two 35-millimeter syncro-lite projectors, a type new to the market; one 16 mm. projector of the same kind, and one special slide projector for station identification and other announcements.

WGNA will be equipped with two complete sets of RCA portable remote equipment to use in televising sports and other special features. One of the field outfits will be housed in a special trunk which in effect will be a self-contained small television station, capable of transmitting via radio link to the main Tribune Tower transmitter for relay to the television audience.

Delivery of the newly ordered equipment will begin in July, Meyers said. After getting the test signal on the air in October, WGNA expects to devote the next two months to experimental work, during which the station will telecast a variety of special feature programs.

Broadcast Time Change

Pet Milk Sales Corporation's "Saturday Night Serenade," on CBS currently heard Saturdays at 9:30-10:00 p.m., switches to 10:00-10:30 p.m., also Saturdays, starting July 5. Gardner Advertising Co., is the agency.

College Enrollment Drive Ends On N. Y. Stations Fri.

(Continued from Page 1)

over 6,000 men and women, 90 per cent of whom are veterans.

Among the larger stations carrying public service spots are WBZ, Boston; WIBG, Philadelphia; WTOP, Washington, and WCBS and WJZ in New York.

Herbert M. Golden, director of radio publicity for the three colleges, recently returned from a tour of stations participating in the campaign and local offices of the Veterans Administration. Also co-operating in the drive was the N. Y. State radio bureau which provided kits to stations in the area.

Evans Joining WHLI-WHNY

Clifford Evans, veteran newspaper and radio news editor, has been appointed vice-president and director of public affairs at radio stations WHLI and WHNY (FM), Hempstead, New York, it was announced by Elias I. Godofsky, president. Mr. Evans currently is program director of station WLIB, New York, and has submitted his resignation effective July 1, when he assumes his post at WHLI-WHNY.

Jostyn In "Trial Of Mary Dugan"

Jay Jostyn, NBC's "Mr. District Attorney," has been signed for a leading role in "The Trial of Mary Dugan" during the week of July 21 in Mount Kisco, N. Y.

Lewis Going To Salem

Fulton Lewis, Jr., will air his June 23, 24 and 25 program from WESK, Salem, Mass., via the Yankee network.

Five-Yr. FM Permits, More Channels Urged

(Continued from Page 1)

will eventually "find its home in the upper frequencies, above 400 megacycles." He said a five-year license would stimulate investment in FM. Present legal maximum is five years, with a one-year license now the rule for FM.

Extension of the FM band was also urged, on the ground that "already the northeastern section of the United States, designated by the Commission as Area 1, is suffering a shortage of FM channels."

Bailey recorded FMA as opposed to the so-called "25 per cent rule" in the White bill, which would permit a single license to serve up to 25 per cent of the population. He said he supported the position taken a day earlier by FCC Chairman Denny, adding that "although we (FMA) may not agree that a strict limitation of six FM stations should be placed arbitrarily on any licensee, we would much prefer to see a limit of six stations, rather than the limitation on population."

He also supported Denny's opposition to proposals opening up the right of appeal against Commission actions to a variety of persons affected in a variety of ways. Sections 11 and 12 of the proposed bill, he said, would mean "great hardship" for persons desirous of entering FM.

Likelihood of frequent "delaying actions" was mentioned. Origin of these actions would be "those with large financial stakes in lucrative AM operations who do not want to face the competition that FM will offer," said Bailey.



WEED
gives
"SERVICE"
plus

"... thank you for the swell service and fine cooperation which you have extended me during the past year," writes R. A. Moss, of Campbell-Ewald's Media Department.

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target"

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES



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

AGENCIES

RUTHRAUFF & RYAN, Inc., announces the appointment of Gertrude Wilkinson as Home Economist. Mrs. Wilkinson was Food Editor of the New York Journal American and prior to that Home Economist for the Francis H. Leggett Company and Director of Home Making at the Pratt Institute.

ALDEN JAMES has been named advertising manager of P. Lorillard Co. He formerly was associated with the magazine "This Week," and previously had been eastern manager for the "Atlantic Monthly." He is the author of "Careers in Advertising."

MISS FASHION UNDERGARMENT CO., maker of "Miss Fashion" pajamas and negligees, has placed its advertising account with Hicks Advertising Agency, New York.

SEIDEL ADVERTISING AGENCY, Inc., has been appointed to handle the following three accounts: Roberts Fashions, Pickett Shirt Co. and Greeley Square Co.

THOMAS PENFIELD has been engaged as market analyst of the Crosley Division—Avco Manufacturing Corp., it has been announced by S. D. Mahan, director of sales and advertising. Prior to joining Crosley, Penfield was research director of the Grit Publishing Co., Williamsport, Pa., for three years. He was research editor of the Western Printing and Lithographing Co. of Racine, Wis., from 1941 to 1944.

DICK LINKE, formerly in charge of promotion and publicity for the "Chesterfield Supper Club" (NBC) for Newell-Emmett, has been appointed director of promotion and publicity in New York City for Capitol Records, it was announced this week. Linke was with Newell-Emmett for two years.



Windy City Wordage. . . !

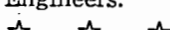
• • • Lowell Jackson, number one salesman of the Cass Agency, has resigned and is planning to open his own station rep office. . . Paul Barnes is doing the signature on the new Jim Ameche Tele-Radio transcribed series. . . Walter Koessler, manager, and John Dickson, program manager, of WROK, Rockford, Ill., are in Chicago this week conferring with ABC execs. Last week Chester L. Thomas, manager of KXOX, St. Louis, and Charles Stuart, president of KOIL, Omaha, and KFOR, Lincoln, Neb., were local ABC visitors. . . Debut of "Wee Wags," new ABC program featuring witty sayings of children, has been delayed a second time because Fran Allison will be in New York all this week with the "Breakfast Club." . . Harold Stokes, ABC program director, left Monday for a three-week vacation in Mexico. He will travel by auto to Acapulco and Tampico.

Chicago

• • • Condolences to Frank Chizzini, manager of the NBC Chicago radio recording division, whose wife, Mrs. Miranda Chizzini, 33, passed away at her Chicago home June 11, of a heart ailment. Burial was in Brooklyn. . . Jack and Gretchen Sharp are being complimented on the excellent scripts they are turning out for the WBBM-CBS program "The Adventurers' Club". . . Harry Wismer will be at the mike to handle the play-by-play description of the All-Star football game at Soldiers' Field, Chicago on August 22, when it is broadcast over the full Mutual network of 430 stations. Broadcast is sponsored by Wilson Sporting Goods Co. . . Wendell Campbell, general manager of KMOX, St. Louis, in town on business for several days. . . Seel Wiegand, for 14 years a WBBM engineer, has been elected president of Local 1220 of the International Brotherhood of Electrical Engineers.



• • • Jerry Baxter, assistant publicity director of ABC, back at his desk after a two-week vacation spent in Guatemala. . . "Invitation to Learning," popular CBS program, will be broadcast from the WBBM studios here for three weeks, July 6, 13 and 20. . . Bud Thorpe, NBC special events announcer, vacationing in the Southwest. . . It's Baby Month for two WIND announcers. On June 5 Van Haften's wife presented him with seven-pound Patricia Carole at St. Luke's Hospital, and on June 10 Stanley Lonergan became the proud papa of Carol Lee, born at Illinois Masonic Hospital, and also weighing in at seven pounds. . . ABC's central division athletic association has elected Lou Perkins, president; Andy Murphy, vice-president; Dorothy Olsen, treasurer, and Larry Bakula, secretary. . . Ernie Shomo, WBBM sales manager, back from a business trip to New York.



• • • Jack Drees, well-known turfcaster, this week began broadcasting the actual fifth, sixth, seventh and eighth races at Arlington Park, and they are being transcribed for rebroadcast in the evening, Monday through Friday. Drees, formerly on WBBM's sports staff, served in the navy and since his return has been associated with the Arlington Park Jockey Club.

KPAS Building Under Way

Banning, Calif. — Construction of KPAS, Banning-Beaumont twin cities radio station, has been started, Carl Phillips, general manager of the Pass Broadcasting Co., announced. The station is licensed to the Pass Broadcasting Co., a partnership, including Rep. John Phillips and his two sons, Carl Phillips of Banning and Robert W. Phillips.

Agency Man Joins ET Company

Chicago—Ed Deuss has been named treasurer and general manager of the Republic Recording and Transcription Corporation, it has been announced by William F. Currie, president of the company. In addition to this activity, Deuss stated that he would continue to operate the Midland Advertising Agency of which he is the head.

SOUTHWEST

MANUEL LEAL, the well known announcer and emcee of the Spanish language programs on various San Antonio stations, has been elected president of the Mexican Chamber of Commerce in San Antonio. Raoul Cortez, owner and operator of KCOR, San Antonio, was elected second vice-president.

A host of radio western stars will highlight a "Western Jamboree" which is to be presented on the stage of the Municipal Auditorium in San Antonio on June 28 under the auspices of the American Legion 40 and 8 for the benefit of the Child Welfare Fund. Among the group will be Del Dunbar, Bill Lister, The Texans and Jim Wiggins, all of KABC.

"Hackberry Hotel" observed its fourth anniversary of daily quarter-hour programs last Monday over WFAA-570 Dallas. Programs feature Mr. Hack, proprietor of the hotel, and Little Willie. Willie is portrayed by Ben McClesly who also writes the airings while Hack is played by Elmer Baughman.

"America's Town Meeting of the Air," popular ABC network discussion forum, will originate from Dallas for the broadcast of Sept. 23. The program which will move to Tuesday in the fall, will originate from McFarlin Auditorium at that time, with George V. Denny, Jr., moderator, his complete staff and the speakers to be announced later. Program will originate through WFAA-570 Fort Worth.

Six Cities To Be Included In NBC News Roundup

(Continued from Page 1)

Boston, Thursdays; and Hollywood and San Francisco on alternate Fridays.

In Chicago, Clifton Utley will report from WMAQ; from Atlanta's station WSB Wright Bryan and Walter Paschall will be heard; in Cleveland, Edward Wallace at WTAM; C. G. Morris from WBZ, Boston, and NBC staff newsmen from KPO, San Francisco, and NBC Hollywood.

In addition to these regularly scheduled pickups, the program will continue to call on NBC correspondents for reports as news developments at home and abroad warrant.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

Marlin Blades • Adam Hats
Buchanan & Co.
for their client
ESKIMO CAKE
has chosen
Lanny & Ginger
to sing their jingle for the 1947 Summer Campaign
★ ★ ★ ★
DO YOU HAVE OUR ATTRACTIVE SUMMER RATES?
LANNY & GINGER GREY
Radio Productions & Jingles
1350 Madison Ave., N.Y. AT 9-4020
• Circular on request •

LOS ANGELES

By RALPH WILK

Hooper's Proposed BMB Deal \$1,000,000; 10 Years To Pay

PROMOTION

(Continued from Page 1)

is not yet known. General feeling is that anything can happen.

Hooper submitted his plan or basis upon which his organization would supply program measurements to BMB for distribution, to the BMB research committee and in a letter to Hugh Feltis, president of BMB. Feltis, according to Hooper's letter, had unofficially asked him to outline a basis upon which Hooper could supply the measurements, etc. Research committee of course took no action.

Highlights of Hooper's letter to Feltis are:

New Company Suggested

1. A new company to be formed by Hooper and his associates to be called "Hooper Company" or similar name, and it would enter into a 10-year contract with BMB to do field work, tabulating, computing, etc., for such services as network program ratings, comprehensive Hooperatings, City Hooperatings and Pacific Network Program Hooperatings. This would be delivered to BMB printed, for cost plus 10 per cent.

Hooper Stock to Be Purchased

2. All proceeds from such reports accruing after the date of the contract will be assigned to BMB.

3. BMB (guaranteed by ANA,

AAAA and NAB) will agree to purchase all of the capital stock of C. E. Hooper, Inc., as per terms mentioned above, and the stock will be canceled and liquidated upon the final payment.

No Subscriber Burden

4. Payment of the \$1,000,000 is extended over 10 years, will impose no additional burden on the subscribers as the subscriptions which BMB will assume should provide adequate income to pay the Hooper service fees and the quarterly installments of \$25,000. Hooper in his letter also indicates that BMB sales staff should be able to augment the income considerably, and raise the annual income from the current \$433,500 to \$600,000. In fact it is indicated that an excess sum of \$300,000 annually should be available to either hasten the outright purchase of the Hooper company; purchase additional Hooper information for subscribers; give subscribers a rate reduction; or, create more funds for research, administrative expenses, including sales and services.

Reasonable Assurances

5. Hooper states in part that the contract would provide reasonable limitations on salaries to Hooper personnel; also that data supplied would

Station Folder

A neat four page folder 8 1/2 x 11 has been issued by the merchandising and promotion staff of KTSA, San Antonio, headed by Owen Johnson. Folder is titled "BMB Report of KTSA, San Antonio, Texas," on its front page together with a listing of the station's manager, sales manager, program director and merchandising director. The two inside pages contain the daytime and nighttime audience map. The back page is devoted to a rate card showing the scale for all periods and the name of the national sales representative of the station, the Taylor-Howe-Snowden Radio Sales, and where the various sales offices of the organization are located.

permit Hooper Company to use the field of data for purposes not competitive with the reports furnished to BMB subscribers.

In closing his letter, Hooper points out that the proposal which puts BMB into the field of measurement of actual radio program audiences, does so without financial investment; without immediate increase in organization; no change in structure; no increase in cost of ratings to subscribers and without creating duplication in audience measurement.

There are some extras

that WOR hasn't made any extra noise about

While radio stations, newspapers, magazines and other media throughout the nation have consistently increased their rates during the past 10 years we know one large advertising medium that has not (WOR has not raised its day-time rate one penny since Nov. 14, 1937) ...

1. WOR has not raised its day-time rate one penny since Nov. 14, 1937!

2. WOR's discounts to sponsors have shown no decrease during

this same period. In fact, in many instances they have been liberalized 25 to 30%!

3. WOR's nighttime rate has shown no change since Nov. 1, 1943. At that time it was upped to conform to twice the day rate!

4. WOR has maintained the second lowest cost-per-thousand rate of any station in the United States!

Year after year for the past ten years, WOR has consistently waged war on the high cost of selling. WOR has always believed in the old American tradition of competitive volume sale. WOR knows that healthy economic rivalry cannot completely exist in the face of growing manufacturing, distributing and selling costs.

WOR is keeping rates down and sponsors' sales up. It's another reason why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

WOR—that power-full station at 1440 Broadway, in New York

AAA's Report Adoption Of Discount By 17 Sta.

(Continued from Page 1)

0 per cent of all stations now allow the discount, as do the four major networks.

At a press conference yesterday following a board of directors meeting Tuesday, Frederic R. Gamble, president of the AAAA, announced that results of the campaign were gratifying, and that of some 200 letters received by the organization only a "very small" percentage opposed the plan.

On the other hand, stations not presently taking steps in the direction of the discount displayed a "wait and see" attitude, indicating they would follow the pattern set by the industry as a whole.

Gamble also announced that AAAA membership is at an all-time high, with 198 agencies in the fold,—an increase of nine major firms since last February. In addition, there is a total of 30 "inactive" agencies on the AAAA list and the number continues to grow, he added.

AAAA's examinations for young people, designed to attract high-caliber youth to the agency business and conducted by the various chapters in major districts throughout the country, attracted 544 candidates, with New York leading the list at 81. Of the total amount, 167 were men and 27 were women, a large number of whom were college graduates or held degrees.

AAAA's 1948 national meeting, Gamble announced, will be held at White Sulphur Springs, and the next board meeting will coincide with a conference of the Pacific council at Yosemite Park from October 12 to 15.

WNBC Sets Brokenshire For New Daily Series

Norman Brokenshire, one of the first microphone personalities in radio, begins a new series of daily light-commentary and recorded music programs on WNBC, Monday, June 23. Show will be heard Monday, Wednesday and Friday from 12:30 to 12:55 p.m., and Tuesday and Thursday from 12:30 to 12:45 p.m.

Brokenshire, who is currently heard on U. S. Steel's "Theater Guild of the Air" and others, broke into radio in 1924 as a staff announcer on VJZ. He was heard on most of the major shows of early network radio, including numerous special event broadcasts such as the Lindbergh reception, presidential inauguration of Coolidge, Hoover and Roosevelt.

New Whodunit

Mutual will try out a new program today, June 19, and again July 3, titled "Manhunt," a new type detective game with audience participation. Program will replace "I Was A Convict" ailer. New program will originate from the Mutual studios in N. Y.

WORDS AND MUSIC

By HERMAN PINCUS

Tin Pan Alley Goes A-Callin' . . .

● ● ● KNOXVILLE, TENN. . . . For the past several years we've been spotlighting the doings of Tin Pan Alleyites . . . their foibles (and fables) efforts and results . . . it occurred to us that it might be interesting to see for ourselves how the products of their rhyming brains were utilized by the users of their product in other parts of the country and so we took leave of Leo Lindy's herrings, matzo ball soup and Toots Shor's delectable prime roast beef (free plug) and headed for Nashville, Tenn., the home of the "Grand Ole Opry" . . . we'll get back to that wild and woolly radio program, but first we want to thank Jack Draughon and "Gene" Tanner of WSIX, F. C. Sowell of WLAC and Harry Stone and Bill Graham of WSM, for their kind aid in helping us get around Nashville.

★ ★ ★

● ● ● We arrived in Andrew Jackson's home town at 6 p.m. and phoned Fred Rose, president and general manager of the Acuff-Rose Publications, who immediately arranged to take us to the Rhyman Auditorium at Fifth and Broad whence the aforementioned w. and w. doin's of the "Grand Ole Opry" gang originates . . . first to welcome us was house manager James Denny who sashayed us over to Producer Jack Stapp . . . if you've ever witnessed the rush of cowhands at the chow call, multiply that by about fifty and you'll get an idea of the backstage tableau. . . . Back in 1925 when George D. Hay (who still calls the turns as the Solemn Old Judge) first started his idea of a hillbilly version of OPERA, he didn't even dream that his idea would grow into a national institution featuring top names of the field of hillbilly and folk artists from all parts of the country.

★ ★ ★

● ● ● There are at least 100 artists on the show which is co-sponsored by several local and national advertisers, the program opening at 8 p.m. with Eddy Arnold's gang and closing at midnight. . . . Folks from all of the neighboring states start lining up at 6:30 p.m. with their admission fees (30 cents for children and 60 cents for adults) and at least 5,000 pack the theater each Saturday nite . . . the audience knows every performer and his bag of tricks, songs, etc., and feel as "part of the act," clapping their hands or stamping their feet to the rustic rhythms of their beloved performers . . . at 8 p.m. the show went on. At 8:05, among the original musical quartet was a young blonde lad, Harold Bradley (brother of WSM staff ork pilot Owen Bradley) who, while at the microphone, nonchalantly removed a wad of chewing gum from his mouth, parked same on his guitar and then upon completion of the bit, again resumed his interrupted mastication of the spearmint.

★ ★ ★

● ● ● Another who appeared in the show when it started was Doc Humphrey Bates, whose li'l daughter, Alcyone, jes' growed right into the program and offers weekly piano music to the festivities . . . the show progresses along with Roy Acuff and Pee Wee King and their respective groups bringing the cash customers stamping and clamoring for more . . . along about 9:30 Red Foley takes over the emcee role as the network portion of the festivities (sponsored by Prince Albert Tobacco). . . . His guests included Texas Ruby and Curley Fox, whose reputation as the world's fanciest fiddler is nationally conceded.

★ ★ ★

● ● ● Tingling with the excitement of the four-hour stint, we stagger to the hotel for some shut-eye and to say, "Grand Ole Opry" is well named . . . in fact we'd say "Great" Ole Opry. . . . So long, and on to Charlotte . . . but first thanks to S. E. Adcock and Claude Frazier, president and commercial manager, respectively, of WROL for their kindness in loaning us the use of their new Royal . . . and thanks also to R. B. Westergaard, vice-president and general manager of WNOX, who gave us some info on the history of radio in Knoxville.

★ ★ ★

Truman Names Jones To Replace Wakefield

(Continued from Page 1)

had no comment last night. Jones could not be reached.

Jones, with other parties, is an applicant for a new station in Lima, Ohio. One of the other parties associated with him is Ed Cooper, former FCC secretary long associated with former Sen. Burton K. Wheeler, and at the present time adviser on radio matters to Sen. Wallace White, sponsor of the bill currently undergoing Senate hearings.

It will be recalled that two years ago, Commissioner Norman Case had believed he was to be re-appointed to the Commission following conversation at the White House. Instead of Case, Rosel Hyde was appointed to the Commission.

WHN Sets Summer Series Of "Books On Trial" ET's

WHN's "Books On Trial," will be continued through the summer months on a transcribed broadcast basis, beginning Monday, June 23.

Outstanding programs heard throughout the past season will be used with Rex Stout's "The Silent Speaker," leading off the series, (8-8:30 p.m.) Will Cuppy, New York Herald Tribune mystery story reviewer and Paul Gallico, author and columnist, will be heard as prosecutor and defense attorney, respectively, on the first show. Stout's book was originally "tried" last November 11.

Other outstanding book trials set for the summer series include: O. John Rogge-Hamilton Fish clash over John Roy Carlson's "The Plotters"; Margaret Bourke-White's "Dear Fatherland, Rest Quietly," discussed by Orville Prescott and John W. Vandercook; and the Pulitzer Prize winner "All the King's Men," by Robert Penn Warren as argued pro and con by Dawn Powell and Prescott.

Starting Monday, September 16, show will resume regular schedule from the Barbizon Plaza Hotel with Sterling North as the presiding "judge."

Radio Reports, Inc. Issues Book

"A Clipping Bureau of the Air," Radio Reports, Inc., has published a 12-page booklet which explains the many services offered by this organization. Cover contains the reproduction of a monitor's program notes with entire booklet being carried out in blue and black printing on white background. Copy is comprehensive in scope, and tells an accurate story of what Radio Reports, Inc., does for their clients.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

Miller Heard At Hearing

NAB's Prexy Cites First Amendment To Constitution

(Continued from Page 1)

programming in license renewals. Clashingly sharply with Chairman Wallace White and other members of the committee, Miller said provisions of the bill denied freedom of speech to broadcasters and gave the FCC unconstitutional control over radio.

Senator White bluntly told Miller that if the committee followed some of NAB's recommendations "we might as well scrap the radio laws and go back to where we were in 1926."

Observers at the hearing agreed that the committee attack was the sharpest seen in recent years.

Chairman White said he was "irritated" because neither NAB, the networks or any broadcaster offered a single helpful suggestion while the bill was being prepared.

Queried Regarding Wires

He also questioned Miller closely whether NAB was responsible for numerous telegrams calling on the committee to postpone hearings until NAB can build a case. Miller denied that either he or any member of NAB were responsible.

Stating that "I haven't yet found who originated these wires," White criticized the view that NAB or anyone else should be given time to "make up a case" against the bill. Senator Ernest McFarland, (D., Arizona), said that Miller's opposition to granting the FCC power to renew program content would mean turning licensees loose to do as they please.

"I can't believe," McFarland said, "that you're afraid that Congress will take away the constitutional rights of broadcasters. Maybe you're afraid to go to court."

Miller, however, contended that under the White bill and the present

law broadcasters do not have full redress to the courts.

Pinned down by committee members, the NAB head admitted that the present law is "more satisfactory" than the White bill as now written.

Miller's strong position that radio should be given the same protection under the first amendment as newspapers also ran into sharp committee comment.

Virtually every member of the subcommittee present said that radio broadcasting cannot be properly compared with newspapers as far as government regulation is concerned.

Stating that Congress "won't stand for" this comparison, Senator White told the NAB that he was "indulging in dreams."

Many Interruptions

Miller was constantly interrupted by committee members as he read a prepared statement. He testified for well over three hours. Apparently irked by the time taken by NAB, Chairman White, following the morning session, said the other NAB witnesses would be limited to 20 minutes for their presentation.

Committee members firmly rejected Miller's contention that the FCC should not survey the programming of any broadcaster seeking a renewal of license. For more than three hours, little attention was given to other sections of the bill as Miller and the committee members clashed over the right to review programming.

"I don't see," White said, "how the FCC can determine what the public service, convenience and necessity is unless it takes into account the character of the broadcasts of licensees."

White said programming was the "outstanding factor" in determining public service record of broadcasters applying for license renewals.

"You might as well throw the basic radio law into the deep sea unless you can appraise, evaluate and look at the programs of the radio stations," White said.

Senator Johnson said the programming question was "fundamental" and the FCC should be given the right to scan the programming record of broadcasters.

Defends His Position

Staunchly defending his position, Miller said "I cannot apologize for fighting any legislation which I think is a violation of the Constitution." He reiterated NAB's position, that broadcasters had not been given time to prepare a proper analysis of the White bill.

Committee members rejected this position, with White stating that the bill was largely rewritten from the Wheeler bill, on which extensive hearings were conducted several years ago.

Miller's principal fire was aimed at proposed changes of Section 326 of the Communications Act (Section 16 in the White bill.)

The NAB opposed elimination in

the White bill of the words "of free speech by means of radio communication."

"In my estimation," Miller said, "this section of the bill seriously endangers the right of free speech by radio in the following respects:

"(A) It eliminates language now in the Act which expressly prohibits interference with the right of free speech by means of radio communication. As the Communications Act now stands, the inclusion of these words clearly indicates legislative intent that the provisions of the first amendment shall apply to radio broadcasting and shall limit the power of FCC in its administration of the Act. Elimination of the words will suggest to the FCC that it should no longer consider itself restricted by the Constitutional amendment. It will suggest to the courts—if the courts ever get an opportunity to examine the point—that Congress has changed its mind concerning the applicability of the First Amendment to radio broadcasting. As it now stands, the First Amendment applies to radio broadcasting, and the Act, itself, makes freedom of speech as guaranteed in the First Amendment applicable to radio broadcasting. I am satisfied that if and when the question reaches the courts, the courts will decide that radio broadcasting does come within the guarantee of free speech as set out in the First Amendment. However, no court can help being concerned by the apparent change in intent upon the part of Congress in this respect if the words of free speech by means of radio communication had not been included in the Communications Act originally, there would be less danger from its elimination.

"Many Complaints"

"Many complaints are made against radio broadcasters on the theory that they are not entirely 'cleaning up their own house'.

"As a matter of fact, the broadcasters are making very strenuous efforts in that direction and have accomplished a great deal in the improvement of radio broadcasting programs. But the important point which I wish to emphasize, here, is that no self-respecting body of men can be expected to assume responsibilities of the kind called for in professional controls and in self-discipline, when they are being subjected, constantly, to interference, reprisals and intimidation from a government agency. Such activities of government have always been destructive of human freedom and of the assumption of responsibility and self-discipline by an independent people. In fact that is one of the main reasons for insisting upon freedom of speech and freedom of the press according to American concepts.

"It is of great importance that Congress should seriously reconsider present trends in legislation and in administrative activities, respecting the media of free speech and the press, especially the cause of the situation which has developed with respect to free communication of ideas on the international scene. We are not in a very consistent position when we demand that other countries lift the 'iron curtain' and subscribe to our concepts of free communication, when we are, at the same time engaged in a steady process of encroachment upon freedom of speech and the press in this country."

NAB General Counsel Don Petty, in response to questioning by Sen. Ernest McFarland, said yesterday that, personally, he sees no crying need for new radio legislation at this time. This admission came during Petty's sharply abbreviated testimony before the committee.

Once he had won that admission from Petty, McFarland suggested that the NAB, the networks and other interested parties might draft bills they would like to see adopted and submit them to the committee for study. Petty said he would be happy to work with members of the committee, but McFarland said that was not what he was seeking.

"Just let us see a bill which you

Willard And Petty Offer Objections To Measure

think should be adopted," he said. NAB President Justin Miller, having concluded his testimony arose from his seat in the audience to say he would be "happy to see that our general counsel prepares a bill."

"But he says he doesn't think any bill is needed," replied McFarland, "so you'll have to do it yourself."

Laughing, Petty interrupted, "Oh, no, Senator—you don't know the judge."

Willard Appearance Brief

Jess Willard, assistant to the NAB president, spoke briefly, highlighting parts of a fairly lengthy prepared statement in which he attacked the FCC for incursions on programming and business prerogatives of broadcasters. And, he said, "it is a source of great dissatisfaction to broadcasters that the authors of the (White) bill, having shown every intent to remove the Commission from the control of the program structure of American radio should, in the last sentence of Section 16, hand it back to the administrative agency in the very words which the Commission itself uses to claim that control now."

The sentence he referred to stipulates that regardless of other regulations, the FCC must determine whether applicants for license renewal have operated "in the public interest."

Denny Concludes Testimony

Chairman Charles R. Denny of the FCC in winding up his testimony on Tuesday covered several sections of the bill with comment varying from approval to disapproval of the proposed legislation.

Okaying without enthusiasm the proposal that the Commission's dual ownership regulations be made a part of the pact, Denny registered "serious objection" to the ban on regulations fixing the number of broadcast stations which may be licensed to any individual, and providing instead that "a person shall not be permitted to have stations in a single broadcast band which provides primary service in the aggregate to more than 25 per cent of the people of the United States."

Send Birthday Greetings To —

June 19

Pat Buttram	Emil Coleman
Martin Gabel	Guy Lombardo
	Charlotte Harriman
Mildred Murray	Virginia Payne
	Ed Thorgersen

Return Requested

Washington—The Senate Appropriations Committee will be asked by the FCC to restore \$875,000 stricken from the Commission's budget proposals for 1948 yesterday by the House. The House passed, by voice vote, the Independent Offices' Appropriations Bill trimming the 1948 budget for the FCC to an even six million dollars. FCC Chairman Charles R. Denny, in testimony before the Senate Interstate Commerce Committee on Tuesday said the Commission strongly urged the Senate to restore these funds on the ground that they are needed if the Commission is to keep up with its work load.

WHY

"THE UNEXPECTED"

THE BRAND NEW SHOW IS SPREADING LIKE WILDFIRE!

KRUX—"You have a product you can well be proud of"
 WKOB—"Sounds like top drawer production"
 KOAT—"I am enclosing contract"
 WNEW—"Please airmail contract"
 WDNC—"Accept once weekly 26 weeks"
 K I T—"We like your program very much"
 WJLS—"Unexpected sold series 13 weeks"
 WCHS—"The show is of excellent quality"

NOW AVAILABLE
ONCE OR TWICE WEEKLY

THE GREATEST 15-MINUTE
SHOW NOW ON THE AIR.

EVERY SHOW PACKED WITH
SUSPENSE. . . .

SOME MYSTERY, COMEDY,
ROMANCE, DRAMA, VARIETY.
A GREAT MIXTURE, WITH TOP
STARS:

Jack Holt
 Barry Sullivan
 Marsha Hunt
 Binnie Barnes
 Lyle Talbot
 Tom Neal

Sample Prices:	Per Show
Sandusky, Ohio	\$ 7.50
Vicksburg, Miss.	7.50
Lockport, N. Y.	7.50
Jefferson City, Mo.	7.50
Norwich, Conn.	7.50
Charleston, S. C.	7.50
Springfield, Ohio	7.50
Portland, Me.	7.50
Topeka, Kan.	7.50
Fresno, Calif.	7.50
Shreveport, La.	10.00
El Paso, Texas.	10.00
Springfield, Ill.	10.00
Troy, N. Y.	10.00
Johnstown, Pa.	10.00
Fort Worth, Texas.	12.50
Salt Lake City, Utah.	12.50
Tulsa, Okla.	12.50
Albany, N. Y.	12.50
Bridgeport, Conn.	12.50
Toledo, Ohio	15.00
Omaha, Neb.	15.00

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 39, NO. 58

NEW YORK, FRIDAY, JUNE 20, 1947

TEN CENTS

Would Curb Restrictions

Expect Strong Protest Over Naming of Jones

Washington Bureau, RADIO DAILY Washington—White House withdrawal of the nomination of Ray Wakefield as FCC member in favor of Rep. Robert F. Jones, Ohio Republican, is expected to arouse a storm of protest, it was indicated yesterday. While at this point no one should be quoted by name, Congressional and trade source indicated that Wakefield was caught in a political cross-fire.

Jones is a close political friend of

(Continued on Page 5)

Dramatic Shows Lead Early June Ratings

Two dramatic shows are the first in the leading 15 programs covering the early June period in the Hooper ratings, with average daytime sets-in-use up 0.7 from a year ago, although down slightly from the last report. Also, average daytime rating while slightly off from the last report, is up 0.2 from a year ago.

Lux Radio Theater leads with a

(Continued on Page 2)

Women's Club Leaders Plan Radio Luncheon

Radio will be the subject of a symposium which will be the feature of a Radio Luncheon of the General Federation of Women's clubs on Friday, June 27th, at the Hotel Commodore. The title of the symposium will be "Radio's Prides, Prejudices and Fears."

Grace M. Johnsen, continuity ac-

(Continued on Page 5)

Addendum

In reporting the proposed BMB-Hooper deal in yesterday's paper, it was stated that the Hooper gross was \$433,500, which of course excluded station, network, talent and miscellaneous revenue. To which should be added, that the revenue from all sources, actually exceeds \$800,000. First figure applies to advertiser and agency revenue only.

Sweet News

Lifting of sugar restrictions is expected to bring increased revenue to radio from soft drink manufacturers and confectionery companies, RADIO DAILY learned yesterday. Both Coca-Cola and Pepsi-Cola are reported considering increasing spot budgets and candy bar manufacturers have upped spot campaigns in key center cities.

Preliminary Planning For NAB Convention

Preliminary information on the 25th annual convention of NAB which will be held at Atlantic City, September 15-18, was mailed to the broadcasters yesterday by NAB headquarters in Washington.

The meeting of the NAB board of directors is scheduled for Sunday, September 14, with the opening day of the convention, Monday, being set aside for clinics on broadcast advertising, employee-employer relations, engineering and programming. In ad-

(Continued on Page 3)

BMB Executive Committee Holds Meeting in New York

Executive Committee of Broadcast Measurement Bureau held a meeting yesterday at the organization's headquarters in New York, preparatory to the full board meeting scheduled for today. The meeting, as expected,

(Continued on Page 3)

200 Stations Get Sponsors For Kate Smith Show On MBS

"Kate Smith Speaks," Mutual Broadcasting System co-op news program, scheduled to start Monday 12-12:15 p.m., EDT., with 200 of the web's outlets having sold the show commercially, will take the air with close to 300 sponsored stations on the network list. Wires from stations stating that the show is sold are coming into Mutual's co-op sales department continuously, but the additional information as to who etc., is tagging

ABC Prexy Gives White Bill Opinion At Washington Hearing; Other Witnesses Also Testify

"Guest Star" ET Series Continued By Treasury

Series of 18 transcribed programs, "Guest Star" produced by the Treasury Department for U. S. Savings Bond sales has been extended indefinitely, Brent O. Gunts, Director of Radio for Savings Bonds, announced yesterday. The series is now heard on 1256 stations weekly as a public service feature.

Ethel Waters and the Herman Chit-

(Continued on Page 2)

Chicago ET Company Suspends Operations

Criterion Radio Productions, Chicago transcription firm, has suspended operations, according to United Broadcasting Co., who did the recording work for the company. The company became known in 1946 by

(Continued on Page 2)

Raskin Is Golf Champ In REC Tournament

Paterson, N. J.—Irving Raskin, WHN account executive, placed first in initial series of annual Radio Executives Club golf tournament con-

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—Declaring that it was his view that Congress should not, as a matter of policy, establish detailed rules governing the business conduct of licensees or the program broadcasts by them, Mark Woods, president of ABC, testified yesterday in the hearing on the White bill before the Senate

(Continued on Page 6)

New Tele Antenna For Apartment Houses

First public demonstration of a master television antenna system to serve apartment house dwellers, whereby an unlimited number of receivers may operate from a single installation, was offered yesterday by the Telicon Corporation, manufacturers of receivers and allied equipment.

System, known as the Intra-Vi-

(Continued on Page 3)

CP's For 10 FM Stations In Chicago OK'd By FCC

Chicago—The FCC yesterday made final its decision in the Chicago FM cases, granting construction permits for 10 Class B stations here. They include: Amalgamated Broadcasting

(Continued on Page 3)

Anniversary

Commemorating the second anniversary of the signing of the United Nations Charter at San Francisco, ABC will carry a special program from 4-4:15 p.m., tomorrow, June 21. Screen actor Robert Montgomery will appear on the special program, introducing Charles Boyer, radio and motion picture star, who will read the preamble to the Charter.



★ COMING AND GOING ★

MARK WOODS, president of the American network, is expected back momentarily from Washington, where he appeared at the Senate hearing on the White-Wolverton bill.

CHARLES P. HAMMOND, director of advertising and promotion at NBC, has returned from a short trip to Washington, D. C.

LYMAN BRYSON Columbia network counselor on public affairs, off for Europe, where he will spend three months in Paris on assignment with Unesco.

ARTHUR GAETH, Mutual network commentator, has arrived from Washington, D. C., and will originate several of his broadcasts from this city.

KATHERINE FOX, director of special broadcast services at WLW, Cincinnati, is attending the Zonta International Convention at Mackinac Island.

HUGH TERRY general manager of KLZ, Denver outlet of CBS, is here from Colorado for conferences at the headquarters of the network.

MARGARET WHITING, vocalist heard on the Eddie Cantor program and other shows, is in town and will guest tomorrow on Dolores Craig's program over WINS.

JAMES HURLBUT, Columbia network newsman, leaves today for two weeks of fishing in Maine.

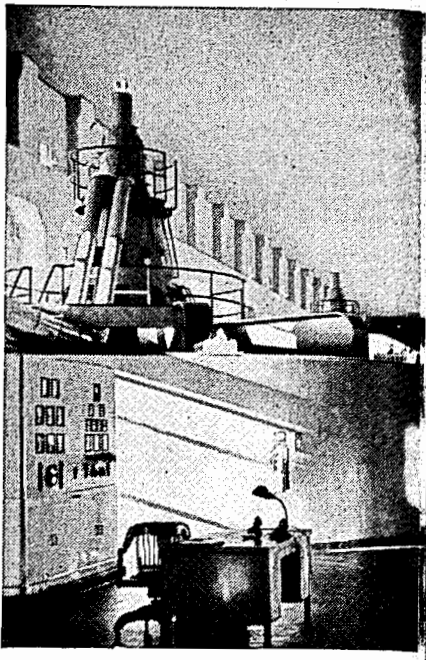
MRS. A. H. SMITH, director of women's programs at WHOO, American network outlet in Orlando, Fla., is spending a few days in New York.

BEN WILLIAMS, commercial manager of WTOG, Savannah, is here from Georgia for talks with officials of CBS, with which the station is affiliated.

JOHN McTIGUE assistant manager of special events at ABC, is leaving for Poughkeepsie, where tomorrow he will be in charge of the network's coverage of the collegiate regatta.

J. ARTHUR DUPONT, president and general manager of CJAD, Montreal, is in Gotham on a short business trip.

GEORGE HERMAN, editor of the CBS Weekly News Review, leaves today on a vacation of three weeks in Europe.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon. One flick of the wrist sends both giant generators into action. We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power. Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales. For this successful independent in Baltimore is the station that delivers more listeners-per-dollar spent than any other station in town. And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.

W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

Raskin Is Golf Champ In REC Tournament

(Continued from Page 1) ducted at Aldecrex Country Club, Alpine, New Jersey, of which Donald Flamm, former owner of WMCA, now chairman of board of WPAT, is president. Shooting a 78 despite inclement weather that prevailed, Raskin reached the 18th hole in neck-to-neck competition with George H. Frey, NBC's sales manager who evened gain before it was over and made it necessary for a "sudden death" playoff which was won by Raskin. Second place went to George Frey with "Buzz" Chapin of WABC earning third place with a hot 85. Beautiful cups awarded the three by Flamm who sponsored the event, which, according to participants, gives every indication of becoming one of annual highlights of REC.

Dramatic Shows Lead Early June Ratings

(Continued from Page 1) 23.4 and Screen Guild Players second with 19.6. Bob Hope and Red Skelton, now both off for the summer, were in third and fourth place respectively. Others in succession are: Fibber McGee & Molly, Walter Winchell, Fred Allen, "Mr. District Attorney," Bing Crosby, Bob Hawk, "Take It Or Leave It," Joan Davis, Eddie Cantor, Manhattan Merry-Go-Round and Hit Parade. Daytime listening reveals "Our Gal, Sunday," on top with 6.8 and scales down to 5.6 for "Young Dr. Malone," all soap operas with the exception of "Breakfast in Hollywood" (Kellogg), which is at 5.9.

Typographical Error In yesterday's story on "Hooper's Proposed BMB Deal" the opening sentence characterized the offer as "the preferred deal of C. E. Hooper." The use of the word "preferred" was in error. The original copy read: "proffered." RADIO DAILY regrets this error.

Chicago ET Company Suspends Operations

(Continued from Page 1) syndicating the sports feature "Tom Harmon's Football Predictions" and was currently syndicating, "Bob Elson's Sports X-Rays." Robert Hanson was president and sales manager of the company.

Milton Cross Recuperating

Milton Cross, ABC announcer, is recuperating from a gallstone operation at St. Luke's Hospital, New York City. Cross is heard regularly on ABC's "Coast-To-Coast-On-A-Bus," "The Doctors Talk It Over" and "Saturday Symphony," among other programs.

Brewer Signs Year On WMT

Minneapolis — The Minneapolis Brewing Co., (Grain Belt Beer) began sponsorship on June 9 of WMT's 11 p.m., to midnight disc jockey show featuring Dean Landfear. Contract includes six nights a week for 52 weeks.

Vol. 39, No. 58 Fri., June 20, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL (Thurs., June 19)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

"Guest Star" ET Series Continued By Treasury

(Continued from Page 1) tison trio are scheduled to make cuttings for the Treasury series today and next week Ozzie Nelson and Harriet Hilliard will record for the "Guest Star" program. Last week recordings were made by Hildegard and Basil Rathbone. Kenny Delmar continues to act as emcee for the series with Denes Agay as musical director. Scripts are by Carroll Moore, Jr., and Morton Friedman.

IN CLEVELAND IT'S WHK

New Tele Antenna for Apartment Houses

(Continued from Page 1)

Tele master antenna system, is considered to be the answer to realtors' objections to numerous individual installations on rooftops, which have been variously described as "unsightly" and "dangerous." Objection by realty groups later developed into an unofficial ban that presented a serious problem to the industry, with slight relief coming a few weeks ago when the City Investing Company okayed a plan suggested by the Television Broadcasters Association. A similar situation is developing in Chicago, according to trade reports.

Reception Ghost-Free

The Telicon master system is designed to provide ghost-free reception for residents in apartment buildings, etc., from all transmitters in the area. Video signals, picked up from a roof top antenna installation (one antenna for each station) are relayed to an amplifier which strengthens and "cleans up" the picture, fed through a coaxial cable and distributed to as many outlets as desired. This situation, according to a Telicon exec, will eliminate one of the major objections of realtors to television installation today, that of several individual antennas on rooftops. In addition, the system will give each set owner the advantage of a "completely accurate" installation, where in the best reception can be obtained from all stations. At present, it was pointed out, best reception of all stations is not possible due to the element of "compromise" necessary in setting up the antenna. Under the Telicon system, each antenna is adjusted to one station to provide for maximum reception.

Installation of the system can be made on an unlimited basis, it was explained, with cost to the individual user ranging from \$40 to \$100, about equal to a single installation today, depending upon the physical requirements of the building. System is presently in use in the General Motors building at Columbus Circle, but several realtors have asked for estimates, Telicon execs said yesterday.

Eight Receivers Used

Yesterday's demonstration on the second floor offices of the 12-story Telicon building on Madison Ave., at 71st Street, employed eight video receivers representing all current manufacturers. Sets were arranged within a few feet of each other in a single line, all operating simultaneously. Stations were switched from time to time to pick up a baseball game from Yankee Stadium via WABD and special film programs aired for the demonstration by WNBT and WCBS-TV. Picture brightness and definition was of good quality at all times and appeared to verify the claim that no ill effect or interaction between receivers exists under the new system. Entire undertaking was significant in that it went off without the mechanical mishaps that have so often marred an

Tele Showcase

Chicago—In an effort to sell television to the Union Pacific railroad, Caplos Advertising Agency of Chicago, in co-operation with WBKB, local video station, has launched a series of sustainers originating on the "City of Los Angeles," coast bound UP train. First program was televised Tuesday night with General Mark Clark as one of the travelers interviewed.

BMB Executive Committee Holds Meeting in New York

(Continued from Page 1)

was for the purpose of making recommendations to the board on matters which include future financing of a permanent nature and the recent NAB's request that the 1948 survey be deferred until 1949. Committee is comprised of J. Harold Ryan, of Fort Industry stations; Roger W. Clipp, WFIL; Frederic R. Gamble, President of the AAAA; Paul West, president of the ANA; and Hugh Feltis, BMB president who is ex-officio on all BMB committees. Those who attended yesterday were: Ryan, Gamble, West and Feltis. Kenneth Baker, research director of NAB attended, presumably for Justin Miller, detained in Washington due to the White Bill hearings.

Matter of the proposal made by C. E. Hooper was not discussed it was said, since it is a matter for the full board of 21 which meets this afternoon.

Don Lee Network Adds Group Of Arizona Sta.

Los Angeles—Radio network of Arizona joins Don Lee Network, effective, June 22nd, when Radio Station KOOL in Phoenix, and Radio Station KCNA, Tucson, begin regular services of Mutual-Don Lee programs. KOOL is the key station of the network which will eventually make four stations servicing Arizona. KOOL and KCNA will make the 44th and 45th to be affiliated with Don Lee, which in turn gives Mutual 431 as of this date.

"The Sheriff" Renewed Over ABC For Next Year

Pacific Coast Borax Co. has renewed for one year the time used by its program, "The Sheriff," over ABC network, Friday, 9:30-10 p.m., EDT. Effective date is Oct. 3, 1947, and signed through McCann-Erickson agency. Sponsor has had the show on ABC since June 29, 1945.

otherwise successful demonstration. Engineering committee of the TBA witnessed the demonstration on Wednesday, and is expected to issue a statement at its next formal meeting. Robert E. Shelby, acting chairman of the committee and NBC exec, said members "expressed themselves as being highly gratified at the progress which has been made since the last demonstration."

CP's For 10 FM Stations In Chicago OK'd By FCC

(Continued from Page 1)

System, Inc., Channel No. 290; American Broadcasting Co., Inc., Channel No. 234; Balaban and Katz Corp., Channel No. 242; Chicago Federation of Labor, Channel No. 282; Drivers Journal Publishing Co., Channel No. 278; UAW-CIO Broadcasting Corp., of Illinois, Channel No. 286; National Broadcasting Co., Inc., Channel No. No. 266; Radio Station WGES, Channel No. 230; WJJD, Inc., Channel No. 262; Radio Station WSBC, Channel No. 270.

Commissioner Durr voted to deny the application of Drivers Journal Publishing Co., National Broadcasting Co., Inc., and Radio Station WGES.

LaGuardia Hospitalized; Radio Substitutes Set

Fiorello H. LaGuardia, heard over the MBS net Saturday nights, 7:45-8 p.m. will be off the air for a period of three weeks, having recently undergone an operation. As replacements for the three Saturdays, Sen. Tobey of New Hampshire will be heard on June 21. On June 28, Sen. Wayne H. Morse of Oregon will be featured and on July 5, Major General Lowell Brooks, director general of UNRRA will be heard. All three speakers will broadcast from Mutual Broadcasting System's Washington, D. C. studios.

Preliminary Planning For NAB Convention

(Continued from Page 1)

dition all the NAB standing committees will hold their meetings.

First general session of the convention will be held on Tuesday and will feature the keynote address of NAB President Justin Miller. That evening the broadcasters will hold their annual banquet in the ballroom.

General sessions will continue from Tuesday to Thursday with the NAB board holding its post-convention meeting on Friday, September 16. At this meeting six newly elected District Directors will take over the duties as members of the board.

In planning for a record breaking crowd, NAB has contracted with nine leading Atlantic City hotels to house the delegates. Members are asked to pre-register for the convention on the forms being sent out as it will give them a priority in the processing of hotel registration requests.

Judge Miller and the staff of NAB will have rooms and offices in the Convention Hall and in out-of-convention hours will stay at the Ambassador Hotel. The networks are also considering establishing headquarters in Convention Hall for day-time operations.

An NBC affiliates convention has been scheduled for September 12 and 13 at the Claridge Hotel. Other webs are also planning special meetings.

IT'S CLEVELAND'S

Chief

STATION!

In baseball or radio—you've got to be on the ball to be big league. You must excel . . . you must be a showman—and give the public what it wants.

In the recent Cleveland Press Radio Poll, WJW stars—for the second consecutive year — won more *firsts* in popularity than any other Cleveland station.

BASIC

ABC Network WJW 5000 Watts

CLEVELAND, O. 850 KC

DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

LOS ANGELES

By RALPH WILK

JACK MELVIN, FOOTE, CONE & BELDING'S Director of Publicity, was in Houston and New Orleans for kick-off of Sunkist's Orange Juice stunt on Ralph Edwards' "Truth Or Consequences" show last Saturday.

Ben Alexander is preparing a new syndicated strip titled "It Is So True," based on hundreds of little-known facts about American history and politics which Ben has unearthed as material for his morning Monday through Friday show over Mutual.

Red Nichols credits Walter Tetley with "scooping the nation" in connection with his new hit recording, "Temptation" and "For Sentimental Reasons." Months ago, Tetley, in his column in the Encino Community News, forecast the recording would be a smash hit.

Arthur J. Daly has been appointed by the Rogers and Smith Advertising Agency to head its motion picture department. Daly was formerly with the Peck Agency. He formerly produced the Rudy Vallee and other radio shows.

Martin Block, ace disc jockey, has picked up two new sponsors since his debut over the Warner Bros. station KFWE on June 2. Bernie Wilkins, commercial manager of the station completed the deals with the Flotill Canned Products for a 15-minute six per week spot and the Enterprise Pictures for a one-a-day spot announcement plugging studio's films. Flotill deal was handled by Gullis Co. The Milton Weinberg Agency handles Enterprise account.

MGM Records has just released another composition by David Rose, who takes over the Pabst Blue Ribbon show after Eddie Cantor winds up the season on June 19th. Title of Rose's new tune is "Gay Spirits," patterned after his famous "Holiday for Strings."

Halpin Gets Alumni Post

Dan Halpin, television receiver sales manager for RCA Victor, has been elected to the board of directors of the Notre Dame Alumni Association, it was announced this week. Halpin was business manager of Knute Rockne's football team during the famous coach's last year at Notre Dame.

Joins Ziv Company

Jim Parsons has resigned from the writing staff of WINS to join the Frederick W. Ziv Company, for whom he will write the Barry Wood show, it was announced this week. Prior to his association with WINS, Parsons was writer-producer for WLW, Cincinnati.



Notes From An Aisle Seat . . . !

- ● ● BMB board is expected to table the offer of C. E. Hooper to sell out to the industry audience measurement organization when they meet in N. Y. today. Session promises to be plenty hot with NAB coming in for criticism for recommending postponement of the 1948 survey for one year. Some board members, according to reports, believe that NAB should underwrite BMB as a stabilizing influence pending completion of the second study. . . . Television stations have found a new source for films in N. Y. area. They're making use of the musical "Soundies" produced by coin machine manufacturers for bar room music boxes. Many name bands are featured on the movie shorts and all were made before the Petrillo ban on musicians appearing on or recording for television. . . . After ten years and eight months of tip-top tenoring, Bill Perry is leaving CBS' "Saturday Nite Serenade" to do summer stock and guest appearances, bowing off with the June 28th show. Vic Damone steps into the spot—exactly one year since he copped honors on Arthur Godfrey's Talent Scouts. . . . What's the story behind Louis Prima's split with Majestic? . . . Larry Finley, noting where the wages of comics are being lowered, cracks that the funnymoon is over. . . . Harry Wismer signed to do exclusive 'color' broadcast on Poughkeepsie Regatta over ABC tomorrow.



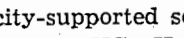
- ● ● DesQUIptions: Jack Benny—Milwaukee-Talky . . . Peter Donald—Dialectable . . . Judy Canova—Lark-aic . . . Louis Prima—Little Boy B-Lou . . . Max Baer and Slapsie—The Ugh and I . . . Herb Sheldon—Mike-nificent . . . Margaret O'Brien—Little Miss Moppet . . . Jackie Miles—Quip-tease . . . Lyn Gilmore—Well-stacked, well-steak'd . . . Phil Spitalny—Gal-a!



- ● ● SMALL TALK: "My Friend Irma," (Almost sold to Ford not so long ago) now being eyed by Lever Bros. . . . We're informed that the Carnation people have a year's contract with Percy Faith and that he'll remain with the show in addition to his new Coca-Cola airer. . . . Peter Donald knows a former disc jockey who is now an old has-spin. . . . Thos. Hayward, the Met star, heads a new musical summer show starting tonite via NBC. . . . Lido Beach Club, returned by the U. N. to its former owners, the Seidens, re-opens June 25th with Dick Gasparre's ork plus top B'way names. . . . Herb Sheldon will be a pop for the third time shortly. . . . Gordon MacRae taking over the Fannie Brice slot for five weeks on Aug. 1st. . . . Connie Haines huddling with Lee Sabinson re the lead in the London company of Finian's Goldmine. . . . Jack Smith starts a 6,000-mile vacation trek when his CBS airer takes a summer hiatus next month. . . . NBC has slotted their two Canadian 'finds', Johnny Wayne and Frank Shuster in the "Life of Riley" spot from July 12th to August 30th. . . . Sheila Barrett, now headlining Spivy's 'lucky seventh' ann'y at the Roof Top boite, is recording an album of her hilarious monologues for Gala Records. . . . Local hotels again accepting due-bills for the first time since the war. . . . Marilynne Towne, the WINSome canary, doing summer stock in Conn. . . . Shirley Temple lending an attentive ear to bids for a B'way play.



- ● ● Jessyca Russell, in her very informative Writers Newsletter, picks up an item that appeared in Actor's Cues to the effect that WNYC is looking for "volunteers" to learn radio from all sides, who will work for free while in training. This idea of wanting people to work for free has our Jess all hot under the collar. "This particular station," she writes, "is supposedly supported by New York City. If they feel so good about training 'novices' or 'volunteers,' why not set up a city-supported school in the field of radio, and then hire graduates for WNYC? Hmmm?"



AGENCIES

RALPH L. LINDER has joined the Biow Co. as vice-president in charge of the grocery products division. He formerly was associated with Kenyon & Eckhardt as a vice-president.

RUSSELL BIRDWELL & ASSOCIATES, Inc., New York City, has expanded its services to include sales promotion and radio publicity departments, through its president, W. Ware Lynch.

RUTHRAUFF & RYAN, Inc. has added Reginald V. Coghlan to the copy staff. Before joining R&R, he was copy supervisor for Compton Advertising, Inc., and in sales and advertising capacities with McKesson & Robbins, Inc., Beacon Chemical Corp. and Gulf Oil Corp.

PARIS & PEART has engaged Jack L. Szerlip as space buyer. Szerlip formerly was associated with Emil Mogul & Co.

PACIFIC BREWING & MALTING CO., San Jose, Cal., has named Honig-Cooper Co., San Francisco, to handle its account starting Jan. 1.

DICK HYMAN, publicity and public relations, has been engaged to handle publicity for Igor Gorin, concert, radio and screen baritone.

HAZEL THOMPSON has joined the copy department of William Esty & Company, Inc. Miss Thompson was formerly associated with Young & Rubicam and Lennen & Mitchell as a copywriter, and was at one time an advertising group head of R. H. Macy.

DONAHUE & COE, Inc. has been appointed advertising and merchandising counsel for Jana Handbags, Inc., New York.

Zenith Plans Discussed

Six of Zenith Radio Corporation's district sales managers, in Chicago for the National Association of Music Merchants convention, discussed the company's plans for the immediate future with H. C. Bonfig, vice-president and director of sales, when they spent June 6 at the plant. District managers reported to Bonfig that dealers from coast to coast are demanding more Zenith merchandise. Bonfig told them that the company has shipped more radios monthly since the first of the year than in any similar period in its history, and that the plant is operating at full capacity in an attempt to satisfy demand, especially for AM-FM combinations.

GUEST STAR TROUBLE?

Radio writer can get you guests for your program, complete with script. Hollywood and Broadway "names," interesting personalities, smiling, healthy delivery of guests guaranteed. Write **RADIO DAILY**, Box 372, 1501 Broadway, New York City.

WPDQ's
TIME-BUYERS JACK POT
 THIS WEEK'S WINNER
TUCKER SCOTT
COMPTON ADVERTISING AGENCY
 Next Week ? ? ? ?

Kate Smith Sponsored 200 MBS Stations

(Continued from Page 1)

Well-Lawrence; WSAR, Fall River; WYNY, Holyoke-Springfield; WBRK, Wakefield, and WETM, Fitchburg. Don Lee web of 43 stations, Wise Ripe Olives, sponsors Tuesdays and Thursdays beginning Monday, June 23, which time will be taken over September 2, by Fisher Flour; on Monday, Wednesday and Friday, Par Soap sponsors the program.

Many institutional sponsors such as banks are going on the air for the first time and are turning over the commercial credits to public interest groups of non-profit type, also civic and similar organizations, in their cities or counties. One instance is that of the National Bank of Auburn (N.Y.) which debuts in radio Monday with this plan, over station WBO.

Meanwhile, special promotion campaigns are the rule in the respective local territory carrying the show. Wakefield Network has set up Monday "Kate Smith Day," on its network and will seek to have it observed throughout New England. All outlets on the web will salute the show, and other stations on the web are carrying the program in addition to the seven sold so far. Don Lee web is also waging a hot promotional campaign as well as individual stations in the MBS network.

Actual number of commercially available outlets is expected to exceed 300 by the sound-off Monday and approximately 400 outlets will be carrying the program.

Will Carry Singers

On Sunday, June 22, 3-3:30 p.m., Mutual will air the 26th Annual North Carolina Singing Convention, originating from WRAL, Benson, N.C. A crowd of 100,000 is expected to attend the Convention.

Wilson Signs Red Grange

Harold "Red" Grange, considered one of the few top football players of all time, has been signed by Wilson Sporting Goods Co. to analyze the plays and give background color during the broadcast of the College All-Stars vs. Chicago Bears gridiron battle scheduled for August 22. The contest will be broadcast over Mutual, coast to coast.

Club Women ABC Guests

National officers of the General Federation of Women's Clubs will attend the Sunday, June 22, broadcast of ABC's "The Greatest Story Ever Told" at 6:30 p.m., EDT.

Expect Widespread Protest Over Appointment of Jones

(Continued from Page 1)

Senators Robert Taft and Bricker of Ohio. He is also a close personal friend and former business associate of Edward Cooper, special aide to the Senate Interstate Commerce Committee, which will consider the FCC nomination.

Rep. Jones is a director and minority (6 per cent) stockholder in the Northwestern Ohio Broadcasting Corp., which has been granted a CP for a new FM station in Lima, Ohio. The corporation also is an applicant for an AM station in Lima. The FCC already has conducted a hearing on this application and two other competing applications but no decision has as yet been announced. Cooper, up to a short time ago, was a minority stockholder in the corporation but has sold his interest, it was said.

Wakefield, who has long been a respected and popular member of the Commission, had no comment on the sudden withdrawal of his name.

Although Wakefield's nomination had been expected to meet with approval, Sen. Tom Stewart of Tennessee asked that a subcommittee be appointed to study the question. It was recalled that both Stewart and Sen. Kenneth McKellar, also from Tennessee, protested Commission

action in granting two stations over their protests. McKellar, said that the FCC "takes pleasure in turning down our recommendations." Stewart termed the Commission action a "most contemptible deal."

Although it is believed that neither Stewart nor McKellar are opposed to Wakefield personally, Congressional sources said that the entire Commission was in their line of fire.

It is also thought that some Democrats are anxious to have Representative Jones out of Congress because of his part in cutting Department of Interior funds. Jones is chairman of the sub-committee on Interior of the House Appropriations Committee.

Slicing of Interior funds is strongly opposed by most members of the western delegation in Congress. Wakefield is the only FCC member from the west. A native of California, Wakefield had the full support of the Republican Congressional delegation from California.

Up to late yesterday, the White House gave no explanation for the sudden withdrawal of Wakefield's name and the nomination of Jones. Wakefield is also a Republican.

Another Recorded Series Is Planned By Mutual

Mutual will air a new recorded series across the board commencing June 30, 5-5:15 p.m., Mondays through Fridays. As yet no title for the program has been set, but format is slanted at children and their parents.

Series will feature recordings and dramatizations by a regular cast of radio actors and actresses, headed by Brett Morrison as Master of Melodies, who plays the "Shadow" which is now off the air for the summer, but returns in the fall.

Writers of the new program are Frederick Methot and Don Ager who write program notes for the Metropolitan Opera. Program will feature dramatization of operas, symphonies, and comedies, in simple language that teen-agers can understand. First will be Aida, Carmen and Pirates of Penzance.

Two Join Cowan

Leonard Feather, music critic, and Hal Halpern, formerly with WNEW, have joined the Louis G. Cowan organization in connection with the Tommy Dorsey syndicated record show. They will assemble and coordinate distribution.

Program Anniversary

On July 1, "The Adventures of the Falcon," WOR-Mutual, Tuesdays, 8:30 to 9 p.m., will celebrate its second year on the air. Program started two years ago as an experimental shot with James Meighan and has since become one of the most popular programs on any network.

Canadian Seeks Rights For Independent Stations

Montreal—Joseph Sedgwick of Toronto, counsel for the Canadian Association of Broadcasters, said he believed independent radio stations in Canada should be given the right to experiment in television and facsimile broadcasting.

Concluding testimony before the radio committee of the Canadian House of Commons, Mr. Sedgwick said several independent stations had applied to the CBC for permission to experiment with both television and facsimile, but the applications had not been acted upon.

McCann Points to U. S.

Hon. J. J. McCann, Minister of Revenue, under whose jurisdiction the CBC falls, said he presumed Mr. Sedgwick realized that millions of dollars had been spent in the United States and not very much progress had been made with television. Mr. Sedgwick disagreed and expressed belief that great progress had been made.

Mr. Sedgwick said television now would only be practical in concentrated areas in Canada.

M. J. Coldwell, C. C. F. leader, revealed that 39 of the private stations in Canada were owned by newspapers. He wondered if the development of facsimile would not allow newspapers to extend their monopoly across the country.

Mr. Sedgwick said that 39 newspapers owning radio stations were not controlled by one man. They were owned by men of various political views.

Women Club Leaders Plan Radio Luncheon

(Continued from Page 1)

Acceptance department of ABC will discuss Radio's "Prides"; Fannie Hurst, well-known author, has given the sub-title of "The Infernal Triangle" to her address on "Prejudices," as these relate to the public, the advertisers and the radio industry, while Mrs. Dorothy Dunbar Bromley, editor, Sunday Woman's Page, New York Herald-Tribune, will present Radio's "Fears."

Mrs. Eliot Is Panel Chairman

Following the symposium a panel of four women will analyze the comments of the preceding speakers from the viewpoint of "The Responsibility of the Listener." The participants will be: Mrs. Clyde E. Bickel, State Radio Chairman, Michigan Federation of Women's Clubs; Mrs. James M. Northrup, State Radio Chairman, Nebraska Federation of Women's Clubs; Mrs. E. G. McComas, State Radio Chairman, Oklahoma Federation of Women's Clubs and Mrs. Henry R. Christman, State Radio Chairman, Pennsylvania Federation of Women's Clubs. Mrs. George Fielding Eliot will be the Chairman of the panel.

"Kisses and Hisses for Radio," presented by Mrs. Clyde E. Bickel, will open the program, at which Mrs. Luella S. Laudin, Co-Chairman of the General Federation of Women's Clubs Radio Committee, will preside. Mrs. Bickel, in addition to her State Radio Chairmanship, also serves as Co-Chairman of the National Radio Committee.

Helen Hayes Heads Cast Of Final U. S. Steel Show

Helen Hayes and daughter, Mary MacArthur, will head the cast of "Alice-Sit-By-The-Fire," on the June 29th performance of "The Theater Guild On The Air," over ABC network. Program will be the final one of the season for U. S. Steel, which returns next season a half-hour earlier, at 9:30-10:30 p.m.

Motorola Console Displayed

Planning her own model home, Marjorie Negaard of Chicago admired a Motorola blonde "Golden Voice" console on display at the Home Show held in the Coliseum recently. One touch of her finger and the Motorola "Roll-O-Matic" phonograph slips out ready to play. The FM-AM set was a part of the decor at the model home in the Home Show.

Tele Firm Files In N. Y.

Albany, N. Y.—Charles J. Basch, Jr., of Basch Radio & Television Productions, New York, filed for the incorporation of Television Pics, Inc. The new firm will make film commercials for television and film programs, both custom-made and syndicated. Principals of the new firm are: Charles J. Basch, Jr., Frances Scott, Charles Miller and Clarence Schmidt.

IN CLEVELAND IT'S
WHK

Would Curb Restrictions

Radio Rights Same As Newspapers, Says Woods

(Continued from Page 1)

Interstate Commerce Committee. "There is no reason which I can see," Woods said, "particularly in view of the rapid growth in the number of broadcasting stations in operation, and soon to go into operation, and especially in the light of possibilities in the field of FM and television, why Congress should place any additional restrictions on broadcasting licenses which already go far beyond those which are applicable to publishers of newspapers or magazines and other media of expression."

Compares Two Media

Woods said that the newspapers and radio stations in each community discharge essentially the same functions in many ways. He added that he thought they should be equally free in their business operations and programming.

"Freedom of programming involves freedom to obtain programs from various sources as well as freedom with respect to the actual content of the programs themselves," Woods continued. "With respect to freedom of speech, there is a difference of degree only between censorship which entails combing over every word that is broadcast and censorship which consists of telling a broadcaster that he may obtain program material from certain persons only, or that he may obtain program material from others. I doubt that Congress would seriously consider passing a law which would define the sources from which a newspaper might obtain material for publication any more than it would pass a law under which censorship in detail of material would be practiced."



WOODS

The ABC president suggested as a practical matter because of the increasing number of stations that "we must raise our sights over those of 1927 and 1934 in considering this legislation."

Points to Changes

"In 1927 there were only 681 radio stations in operation in the continental United States. By 1934, this

number had decreased to 593 radio stations. Now, however, in 1947, we have 1751 AM stations and 854 FM stations, with 678 AM and 192 FM applications pending, and the probability is that within a few years there will be as many as 5000 AM and FM stations on the air in this country. Therefore, the scarcity of wavelength doctrine which underlay the original radio legislation of the United States has, through technical advances, lost much, if not all, of its validity. In 1927 there were 2280 daily newspapers in the United States but today there are only 1720. These figures give a very important indication of the relative freedom a man has in this country, as a practical matter, to engage in the business of disseminating information to the public in the newspaper field and in the broadcasting field respectively. The argument is often heard that anybody who wants to start a daily newspaper may do so. Apparently, there are some important practical reasons why no more than 1720 publishers see fit to do so. Right now—today—there are more broadcasting stations in operation in this country than there are daily newspapers and there soon will be twice as many broadcasting stations as there are daily newspapers.

Urges Limitation on Restrictions

"In the light of these figures, the need for special controls over the business practices and the program policies of broadcasters is obviously much less than it used to be. Even proponents of the scarcity theory would have to agree, it seems to me, that if the opportunity to engage in broadcasting were unlimited, there should be no restrictions whatever applicable to broadcast licensees beyond those which apply to newspaper publishers. Therefore, I feel our whole approach at this time should be not to introduce further restrictions on broadcasters but actually to re-examine the restrictions which are already on the books to determine which of them are still necessary."

Sen. Johnson Critical

Broadcasters are "selling free speech in the market place," Senator Ed Johnson, D., Colo., said yesterday during an argument with Frank Pellegrin, NAB advertising director. Pellegrin, testifying on the White bill before the Senate Interstate Commerce Committee, also drew from Chairman Wallace H. White, Jr.—a warning that Congress might finally have to put broadcasters in a "common carrier status."

Committee members continued their sharp questioning of NAB staff members, with Pellegrin being interrupted just about as frequently as was NAB President Justin Miller a day earlier.

Threat of 'Common Carrier'

At one point White, shaking his finger, told Pellegrin, "I have been sitting here for 25 years listening to you fellows coming in and attack

the Commission regulations and various Congressional attempts to amend the Communications Act. As sure as I'm sitting here today—if you people from NAB and the industry keep on like this, you're going to force yourself into a common carrier status with your books controlled, your rates regulated and all details of your business open to public inspection, with an authority to tell you how to run your business.

"I don't like it—but unless you change your attitude that's what will happen."

Pellegrin said that Section 16 of the FCC, stressing the obligation of the FCC to consider the public interest when a renewal application is before it, means that "the Commission will engage even more actively in regulating the business of the broadcaster."

Freedom of Speech Issue

Sen. Johnson broke in to accuse him of coming before the Commission with a "sanctimonious attitude." He spoke sharply about "trying to talk to us like radio salesmen." Pellegrin denied Johnson's charges and insisted that his persuasive powers were being employed on behalf of freedom of speech.

"You talk here about freedom of speech when what you do with freedom of speech is go out and sell it in the market place." Then he added that he did not want anyone to feel that he is scornful of the job radio has done.

"Radio has done a great job, rendering a service surpassed by no other—and I include newspapers."

White joined in on the discussion of freedom of speech, claiming that broadcasters do not and cannot offer freedom of speech over their facilities. Without going more deeply into the matter, he referred to the limitations of time and cost, remarking to Pellegrin that broadcasters, in stressing freedom of speech, are "insisting upon something that just doesn't exist."

So far as time is concerned, Pellegrin said, while it was difficult for an advertiser during the war he no longer finds it impossible to get time.

Arnoux Gives Testimony

A few minutes later, during the testimony of Campbell Arnoux of WTAR, Norfolk, Va., White volunteered that "my belief is verging toward the public utility concept for radio. I was responsible for the provision in the law that broadcasters are not common carriers—but that was many years ago and things are quite different today. I admit that this is something I'm not enthusiastic about, but that is definitely the direction of my thinking now."

Arnoux said he believed White was on the wrong track. When Senator Warren Magnuson, D., Wash., asked Arnoux if he did not think government regulation of time rates would be in order, Arnoux said competition is enough of a regulatory power in itself.

Johnson and Pellegrin duelled once

Morency, Arnoux, Pellegrin, Fair, Ryan Heard

again when Johnson asked if broadcasters make "any distinction between controversial advertising and advertising that is competitive but non-controversial." Pellegrin said it was difficult to determine hypothetically what would be controversial and what not, with Johnson implying that broadcasters are not always sufficiently broad in their views as to what is controversial and what not. And, he added, the public is powerless to correct.

Pellegrin disagreed sharply her claiming that one of the benefits of radio is that it has made the public more articulate. "If you were to sit in a radio station and watch the switchboard light up like a Christmas tree after something has gone on the air that people feel strongly about, Senator, you'd agree that broadcasters have every reason for trying to walk an even course." He referred also to protest mails against certain programs.

Interrupted Only Once

Only Senators Home Capehart, F. Ind., and Ed Johnson, R., Colo., were present to hear Woods, who was interrupted but once. Capehart asked how "fairness" is to be achieved in the handling of news if not through legislation.

"It must be up to the editor," Woods replied, adding that if a station did not provide fair treatment on new and controversial issues that something which should be considered by the FCC when the time for renewal of the station license came around.

Former NAB president, J. Harold Ryan, said the proposed section in the bill calling for identification of news sources "is harsher as an instrument of censorship than was the code of wartime practices issued by the Office of Censorship during the war."

NAB Program Director Harold Fair also objected to the provision calling upon the Commission to determine how well a broadcaster has served the public in connection with renewal applications. A definition of "public interest" is "difficult or virtually impossible to achieve," he said and declared that he was therefore unhappy to see that the proposed White bill "retains this ambiguity."

Morency registered serious practical objections to the sections of the White bill dealing with political broadcasting and the allocation of time for controversial questions. At the same time he stressed the fact that broadcasters today bend over backward to be as fair as they possibly can as a voluntary thing.

Morency, along with Campbell Arnoux of WTAR, Norfolk, Va., objected strenuously to granting the FCC further power over the broadcasting business.

IN CLEVELAND IT'S

W H K

TODAY'S

Program Directors' Opinions Will Shape The Future

Of

"SHOWS OF TOMORROW"

An avalanche of returns in RADIO DAILY'S poll of program directors throughout the nation reveal sound thinking and farsighted planning in the important field of radio programming.

Roll call of Texas program directors who have answered questionnaires to date are as follows:

Hal Thompson—WFAA—Dallas
Jim Hairgrove—KIOX—Bay City
John A. Mingus—KRBC—Abilene
Pellon R. Walker—KTEM—Temple
Kenneth B. Bishop—KAND—Corsicana
Ed Lally—WBAP—Fort Worth
J. Harley Hubbard—KXOX—Sweetwater
Conrad Vernon, Jr.—KNOW—Austin
Albert F. La Coste—KONO—San Antonio
Howard Edwards—KBWD—Brownwood
H. M. Shade—KCRS—Midland
Mildred Neubar—KVIC—Victoria

Frank Junell—KROD—El Paso
Jack Rye—KTSM—El Paso
Marvin Broyles—KCOR—San Antonio
Les Eugene—KTFS—Texarkana
Bill Chambers—KECK—Odessa
Tony Bessan—KMAC—San Antonio
Bill R. McRae—KEYS—Corpus Christi
Jack Hawkins—KIUN—Pecos
James R. Curtis—KFRO—Longview
William T. Kemp—KVOP—Plainview
Bob Hardison—KVWC—Vernon
19 others requested they remain anonymous

Published July 30

Advertising Forms Close July 10

Wire or Write In Your Reservation Now

★ ★ ★ COAST-TO-COAST ★ ★ ★

— MICHIGAN —

DETROIT—Although he's heard over a rival station each week, NBC comedian Bob Hope actually carried the WJR banner when the 50,000-watt CBS affiliate aired a special morning interview prior to his recent network feed from this city.

GRAND RAPIDS—WFRS-FM, in boosting its power from 2,100 to 10,500 watts, has become the most powerful FM station in the state and the most powerful radio station in Western Michigan. . . . **SAGINAW**—William J. Lefback has joined the staff of WSAM as program manager. He succeeds Robert R. Ritter who has resigned from the station to accept a position with WMJ-TV, the Detroit News television station.

— OHIO —

CLEVELAND—Louis Jordan, juke box star, in a recent visit to this city, informed the press that he plans to record for Decca "Light Up and Relax," a new tune written by WJW's staffers Bill Brownell and Dick Klaus. They are also the composers of "The Door Is Wide Open," released by Mercury Records and featuring Gay Crosse and his orchestra.

TOLEDO—WSPD-FM, new FM station in this city, will begin broadcasting from Oregon Road within 30-60 days. This locale is temporary, pending the building of a new combination television and FM transmitting station, by the Fort Industry Company, on South Superior Street. J. H. Ryan, vice-president of the company, said that it hopes to be transmitting television programs by the first quarter of 1948.

— WASHINGTON —

PULLMAN—Five prominent northwest professional radio men were initiated into the National Collegiate Radio Guild during KWSC's celebration of its 25th year of broadcasting. They are Burke Ormsby, KTBI, Tacoma station manager; R. C. Dunning, president of KHQ, Spokane; W. W. Warren, program manager of KOMO, Seattle; Loren B. Stone, KIRO, Seattle, station manager, and Wallace Brazeal, vice-president in charge of programming for KHQ, Spokane. . . . **OLYMPIA**—Cash and merchandise awards totaling more than \$2,300 have already been given out by KGY in connection with Thurston County's big tagged-fish contest which is sponsored by the station and the Thurston County Poggie Club. The contest has continued to gain interest with fishermen from all sections of the northwest striving for prizes and to date, 103 tagged-fish have been registered. The contest will continue until November 30.

— VIRGINIA —

ARLINGTON—Raymond W. Baker, 34-year-old radio executive, has been appointed station manager and assistant manager of WARL. Baker succeeds Frank Blair, who resigned from WARL to take over as station manager of WSCR in Scranton, Pennsylvania. . . . **RICHMOND**—Walter Hagen, Jr., son of golf's all-time great, "the famous Haig," has taken over Hugh Carlyle's Sports Album on WRVA. A great golfer, as well as sports announcer, Hagen replaces Carlyle who is now at KMOX.

— TENNESSEE —

MEMPHIS—Neel Murphy of this city recently was selected as "Miss Dorsa, Princess of Cotton," in a special contest held over WMPS in conjunction with Bry's Department Store. Miss Murphy enjoyed a week in St. Louis with all expenses paid by Dorsa dress designers as a result of her winning the contest. She will also be eligible to compete for the national title in the Fall. . . . **NASHVILLE**—Dean of Southern orchestra leaders, Francis Craig, went the way of Whiteman, Husing and Dorsey last week, when he swapped his baton for a disc jockey role on WSM. Before succumbing to the platter-spinning craze, Craig held the country-wide record run in a single spot—twenty years at Nashville's Hotel Hermitage.

— CALIFORNIA —

LONG BEACH—"Riders of the Purple Sage," a program of Western ballads, has just been inaugurated by KFOX. Starring Bob Lamb, the program is sponsored by the Audiophone Company of Long Beach, hearing aid distributors. . . . **OAKLAND**—Glen King, "The Rambler," emcee of KLX's Sunrise Scrapbook is the recipient of the first annual award by the Loyal Order of Quiet Risers, a half-serious organization of local business and professional men who "resent loud noises and other irritations early in the morning, and especially boisterously cheerful radio announcers". . . . **PALM BEACH**—Roland Vaile, formerly staff announcer, continuity editor and sportscaster of KCMJ has been promoted to program director of that station. Vaile however, will continue with his sports schedule, including a daily commentary and play-by-play of the Wednesday night games in the Palm Spring's Softball League.

— NORTH CAROLINA —

CHARLOTTE—Bob Bingham has been added to the staff of WBT. He will head the station's new sales service department. . . . **JACKSONVILLE**—On June 16, WJNC fed the entire Tobacco Network the mock invasion of Carolina Beach by the 2nd Battalion 8th Marines at Camp Le Jeune. This was the feature of the state convention of the North Carolina American Legion. . . . **RALEIGH**—WPTF has inaugurated a new teen-age series entitled, "Youth Takes A Stand." The program, featuring Ray Holder, rector of the Christ Episcopal Church, moderator of forum discussions held by local teen-agers, is designed to attack juvenile delinquency.

— CONNECTICUT —

HARTFORD—Walter Haase, WDRC station manager, has been appointed a member of the public relations committee of the local branch of the National Conference of Christians and Jews by Thomas J. Spellacy, local unit head. . . . **WTIC**, this state's only 50,000-watt station is in the process of replacing its transmitter with a new, streamlined model designed by Westinghouse. The new sixteen-ton transmitter is expected to make its official debut the first part of July, after several weeks of tests, in compliance with the rules of the FCC. . . . **NEW HAVEN**—"Music By The Sea" a new program which emanates from the cocktail lounge of Wilcox's Pier Restaurant, is being aired over WNHC. The show features Dick Betz ("The Wizard of the Organ") who will do his own announcing as well as his musical bit.

— MISSOURI —

ST. LOUIS—KMOX has installed direct line to Mayor Aloys P. Kaufmann's office in City Hall, interrupting programs to bring listeners latest developments on conciliation efforts to end the transit strike which started last Friday morning. . . . "Radio Featuring Programming," described as "a radio educational first," will be offered during the summer session of St. Louis University beginning June 24th, according to the Rev. Robert Johnston, director of the department of speech. Taught by Louise Munsch, women's feature editor of WEW, the course will comprise the purpose and function of feature programming, preparation of the script, requirements of the interview, commendation, and public relations.

— PENNSYLVANIA —

PHILADELPHIA—Ginny Brown, last year's winner of the "Miss Greater Philadelphia" title, who represented this city in Atlantic City's "Miss America" pageant, has been appointed to the post of co-director of the 1947 contest. The appointment was announced by WPEN, official franchise holder for the local competition. . . . WCAU has inaugurated "The Bugle Call," new morning disc jockey show, featuring Hal Moore, former Army man as emcee. He will be reminded daily of his Army days when the theme of the program is played; it being "Oh, How I Hate To Get Up In The Morning."

— NEW YORK —

BUFFALO—"Command Performance" is the title of a unique program which has been inaugurated by WEBR and which devoted itself to the airing of the pet tunes of prominent men in the local business, social and religious life of the city. In addition to the playing of his favorite song, the public will be told why the outstanding citizen prefers the music selected, and a brief thumb-nail sketch of the one saluted on the show will be given. . . . **HEMPSTEAD**—Frank E. Knaack, technical director of WHLI and WHNY, has been elected a vice-president of both stations. Mr. Knaack was formerly chief engineer of WLIB and WMCA, New York.

— UTAH —

SALT LAKE CITY—Carrying on her campaign to persuade Utah drivers to remove the keys from their automobiles in order to aid in reducing auto thefts, Reva Beck Bosone, this city's woman police judge, made radio history in this state when she carried a KDYL portable recorder into the Utah state prison to interview a convict serving time for auto theft. The recorded interview with the prisoner who said that he got into state prison by stealing a car in which the driver had carelessly left the keys, was released on Judge Bosone's regular public service feature, "Her Honor, the Judge. . . . Carl Greyson, ace KALL newscaster, has been given a summertime leave of absence to play a leading role in "There's Always Juliet" opposite Judith Evelyn in a season of summer stock at East Hampton, Long Island, N. Y., and at Pawling, N. Y.

— ALABAMA —

BIRMINGHAM—Industrial health is the theme of a new public service program aired by WBRC with J. K. Williams, director of health education, in charge. . . . **MONTGOMERY**—Lt. Owen F. Alexander, WSFA staffer, who served as assistant director of the local Naval Reserve, went back to inactive status to devote full time to radio work. . . . **TUSCALOOSA**—The University of Alabama has under construction a 3,000-watt FM station which plans to go on the air in the fall. \$35,000 is said to be the anticipated cost.

— NEW HAMPSHIRE —

CLAREMONT—Clayton J. Boddy, WLOB's sales manager, has been named station manager by Lincoln O'Brien, president of the Claremont Eagle, Inc., owner of the station. Boddy will continue to handle sales in addition to his new duties as manager of the FM station. . . . **MANCHESTER**—William C. Engel is leaving WFEA to become commercial sales manager of WCCM in Lawrence, Massachusetts, which starts operations August 1st. "Uncle Eddie" Fitzgerald of WMUR is asking his Good Neighbor Club to write to a less fortunate youngster, chosen by the station, each week.

Send Birthday Greetings To —

June 20	Matthew D. Crowley	Bob Howard
	Ginger Grey	William Burke Miller
		Kenny Stevens
June 21	Ruth Allen	Jack Arthur
		Gail Laughton
June 22	Thomas B. Roach	Herbert Spencer
		Stephen Wilhelm

IN CLEVELAND IT'S

WHK



BMB Board Takes Stock

Inside Story Told On FCC Nomination

Washington Bureau, *RADIO DAILY*
 Washington—White House nomination of Ray Wakefield to succeed himself as FCC member was made without prior approval of President Truman, according to one authoritative version of the political mixup. According to these sources Charles Ross, White House press secretary, denied the Wakefield nomination to the Senate following a plea by FCC chairman Charles R. Denny.

This explanation was given of the sudden withdrawal by President Truman.
 (Continued on Page 4)

Set Frequencies, Channels For N. Y. FM Stations

Washington Bureau, *RADIO DAILY*
 Washington—The FCC on Friday specified frequency and channel assignments to five proposed grantees for new FM stations in the New York area. Assignments were as follows:

WMCA, Inc., Channel No. 222, 92.3 mc.; News Syndicate Co., Inc., Channel No. 286 and 105.1 mc.; Unity Broadcasting Corp., Channel No. 278 and 103.5 mc.; ABC Channel No. 238
 (Continued on Page 2)

Rubber Co. Sponsors Coast Fights On Tele

Los Angeles—U. S. Rubber Co., will sponsor the fight card at Gilmore Stadium tonight over KTLA, Paramount television station. In addition to the Maxim-Wolcott heavyweight bout, KTLA, will carry a four-round exhibition match between Joe Louis and Mexico's heavyweight champion, Francisco de la Cruz.

Tele Planning

Tentative call letters, WNBX, have been assigned to the projected television station of NBC in Chicago. The network has signed a 10-year lease on three floors of the Chicago Civic Opera building to house television and FM equipment and the tele station expects to be in operation early in 1948, said I. E. Showerman, general manager of the NBC central division.

Radio Centro

Goar Mestre, president and general manager of the CMQ Network, Havana, Cuba, in New York last week on business, said that the new Radio Centro under construction there would cost approximately \$2,000,000. It is expected that the new building which will include a theater, bank, seven stores and other recreational quarters will be ready for opening in October.

4-Month Web 'Profile' Issued By GNG Agency

A graphic story of radio listening, covering all national network programs on the basis of their Hooper ratings for the first four months of this year, was made public over the weekend by Geyer, Newell & Ganger, Inc. The one-page outline is presented in a large wall chart tracing the overall record of audience listening for nationally sponsored web and sustaining programs, day and evening.

B. B. Geyer, president of the agency.
 (Continued on Page 6)

Staff Changes Announced In Commission Law Dep't

Washington Bureau, *RADIO DAILY*
 Washington—The FCC yesterday announced several staff changes in the Commission's law department. They include Edward F. Kenehan who has relinquished appointment as a hearing examiner to become chief

(Continued on Page 5)

Two Web Presidents Heard At Hearing On White Bill

Washington Bureau, *RADIO DAILY*
 Washington—Urging consideration of radio on equal footing with the press and emphasizing the need for a free and democratic radio in the United States, Frank Stanton, president of CBS, Edgar Kobak, president of MBS, and Joseph H. Ream, vice-president of CBS, were among the witnesses heard at Friday's hearing on the White bill before a Senate Interstate Commerce sub-committee. "There is no question in my mind

Tri-partite Unity Prevails At Meeting Which Urges Long-Range Plan; Hooper Deal Is Precluded

N. Y. Indies' Biz Good According To Survey

Despite an anticipated drop in billings with arrival of the warm weather season and reduced promotion activity of some major advertisers, local New York independent and network stations have maintained an encouraging sales peak in recent weeks, with the month of May producing a marked upturn in many cases. Spot business

(Continued on Page 4)

Radio Editor Survey In Midwest By ABC

Needs, likes and dislikes of radio editors throughout the midwest, surveyed during the month of May by the ABC Central Division publicity department, resulted in a breakdown by percentages in each case by ABC with the result that more than half

(Continued on Page 5)

Balcom, New RMA Prexy, Names Year's Committees

Washington Bureau, *RADIO DAILY*
 Washington—Max F. Balcom, newly elected RMA president, over the week-end announced appointment

(Continued on Page 7)

Annual meeting of the board of directors of Broadcast Measurement Bureau, held in New York Friday at the organization's headquarters, unanimously approved a long-range plan to keep BMB in business and become a permanent Bureau for the industry in its line of endeavor. Principles approved are to be submitted to the NAB board by the special

(Continued on Page 7)

Small Cities Favored In 17 Grants Of CP's

Washington Bureau, *RADIO DAILY*
 Washington—The FCC on Friday granted CP's to 17 applicants for new AM stations. Most of the grants went to applicants in small cities. Granted CP's were the following:

Ernest H. Warnock, Middletown, N. Y. to operate on 1400 kc., 100 watts, unlimited; Randall County Broadcast-

(Continued on Page 6)

WINS Aided By WOR During Power Failure

In an impressive demonstration of co-operation in time of emergency, WOR made its auxiliary transmitter available to WINS, New York, for

(Continued on Page 2)

Half A Loaf?

Washington—The sum of \$6,387,000 for the "Voice Of America" shortwave broadcasts was recommended Friday to the full committee by a Senate Appropriations Sub-Committee sitting on the U. S. State Department budget for the fiscal year beginning next month. It was stipulated that a major part of this appropriation will go to the networks for contractual services.

(Continued on Page 6)



★ COMING AND GOING ★

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

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WILLIAM SCHUDT, eastern division manager of CBS, and J. KELLY SMITH, director of station relations for the network, leave tomorrow for Atlantic City, where they will make arrangements for Columbians' attendance at the September convention of the NAB.

SIR NOEL ASHBRIDGE, deputy-general of BBC, left for Europe Friday aboard the S.S. Mauretania.

H. C. ROBBINS LONDON, music correspondent of the Intercollegiate Broadcasting System, left Saturday morning by plane for London. He'll cover music festivals at Glyndebourne, Canterbury and Edenborough, then will cross to the Continent for a series of interviews with prominent figures in the world of music.

KEN GORDON, general manager of KDTH, Dubuque, Iowa, is in Gotham for conferences with the national representatives of the station. He'll be here for the remainder of this week.

BEN WILLIAMS, commercial manager of WTOG, Savannah, has returned to Georgia following a few days in Gotham.

HUGH TERRY, manager of KLZ, Denver outlet of CBS, who was in town during the latter portion of last week, left Friday for the home offices.

EDNA HERBST, assistant to the president of the Iowa Tall Corn Network, with headquarters in Des Moines, is spending some time in New York on business and pleasure bent.

THOMAS VELOTTA, American network director of news and special events, leaves today for Cleveland, where he will supervise tomorrow's broadcast of the Ray Robinson-Jimmy Doyle welterweight title bout.

GYPSY MARKOFF, accordionist, has left for Mexico City, where she will fill an engagement at the Hotel Reforma, and will be heard in a series of broadcasts over XEQ and the Radio Pan-Americana network.

MAURICE CHEVALIER, in the United States for the past three months, left for Europe last Friday aboard the S.S. Mauretania.

WILLIAM TREVARTHEN, staff engineer at ABC, has returned from Poughkeepsie, where he assisted in the network's coverage of the intercollegiate regatta held on the Hudson River last Saturday.

MAURICE BERGMAN, eastern advertising and publicity director for Universal-International, tomorrow will discuss present trends in motion picture promotion at the midsummer convention of the Associated Theater Owners of Indiana, meeting at Wawasee.



Cutting Edge

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

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

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

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

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

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



W-I-T-H

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

FINANCIAL

(June 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7	7	7	- 1/8
Am. Tel. & Tel.	154 3/4	152	154 3/8	+ 2 7/8
CBS A	28 7/8	28 3/8	28 1/2	+ 3/8
CBS B	27 7/8	27 3/4	27 7/8	+ 3/8
Farnsworth T. & R.	6 1/2	6 3/8	6 3/8
Gen. Electric	35 7/8	35 1/4	35 1/2
Philco	26 1/8	25 7/8	25 7/8	+ 3/4
Philco Pfd.	93 3/4	93 1/2	93 3/4	+ 1 1/4
RCA Common	8 1/2	8 1/8	8 1/2	+ 3/8
RCA First Pfd.	73	73	73	- 1/4
Stewart-Warner	15 7/8	15 3/4	15 3/4	- 1/8
Westinghouse	28 3/4	28 1/4	28 1/2	+ 1/4
Zenith Radio	17	16 3/4	16 3/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 1/2	15	+ 1
Nat. Union Radio	2 1/4	2 1/4	2 1/4

OVER THE COUNTER

Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	5	7
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	2	2 1/2
WCAO (Baltimore)	40
WJR (Detroit)	15

Set Frequencies, Channels For N. Y. FM Stations

(Continued from Page 1)
 and 95.5 mc.; North Jersey Broadcasting Co., Channel No. 282 and 104.3 mc.

Also assigned were the following: Bridgeport-Danbury, Conn., Bridgeport Herald Corp., Channel No. 248, 97.5 mc.; Harold Thomas, Channel No. 260, 99.9 mc.; Harry F. Guggenheim, Channel No. 268, 101.5 mc.

Philadelphia: Franklin Broadcasting Corp., Channel No. 291, 106.1 mc.; Unity Broadcasting Corp., of Penna., Channel No. 279, 103.7 mc.; Independence Broadcasting Co., Channel No. 287, 105.3 mc.

Four Program Renewals On WGN In Chicago

Chicago—Four renewals were reported last week by the WGN sales department. They are: Peter Paul, Inc., sponsorship of the 6:45-7 p.m., news three times weekly for 52 weeks, effective June 17; General Cigar Co. Inc., "The Answer Man," Sunday and Wednesday nights, for 52 weeks, effective July 2; the Joseph Dixon Crucible Co., "Ticonderoga Musical Notes," Monday through Friday, for 52 weeks, effective June 30, and Rubin's Women's Apparel, "Stars of Tomorrow," Sunday evening, for 52 weeks, effective June 29.

The Ward Baking Co., has contracted for sponsorship of the 7:20-7:30 a.m., period of "Record Reveille," Monday through Saturday, effective June 17 until further notice, and the Tam O'Shanter Country Club will sponsor "Musical Scores," 15-minute recorded music program, over WGNE, FM station, June 29 through July 5.

C. W. Henderson Joins Clarostat
 C. W. Henderson has joined Clarostat Mfg. Co., Inc., manufacturers of resistors, controls and resistance devices as sales engineer in the Philadelphia area.

WINS Aided By WOR During Power Failure

(Continued from Page 1)
 usage Thursday when their new 50,000 watt transformer burned out.

WINS went off the air at 1:50 p.m., Thursday and remained silent until 8:30 p.m., when the WOR transmitter took over. Earlier in the afternoon thousands of baseball fans bombarded the WINS switchboard for information on the Yankee baseball game scheduled for presentation during the afternoon.

Normal service was resumed by WINS with its 10,000 watt transmitter at 12:30 a.m., Friday. The station will remain on 10,000 watts until a new 50,000 watt transformer can be obtained.

New Program Director

Saginaw, Mich. — The Saginaw Broadcasting Company last week announced the appointment of William J. Lefback as program director of WSAM, succeeding Robert P. Ritter. For the past 10 months, Mr. Lefback has headed the WSAM News Bureau and prior to that his background includes 15 years of newspaper and radio experience. Mr. Ritter resigned from the WSAM staff to accept a position with WWJ-TV, the Detroit News television station.

KOCS
 DELIVERS ONE OF
 SOUTHERN
 CALIFORNIA'S
 IMPORTANT
 MARKETS

New MBS Sustainer Set For Debut On July 6

A new sustainer will be aired by MBS beginning July 6, 3-3:30 p.m. Titled "Reunion," program deals with real stories and reunions between real people, including outstanding personalities in all fields. MC for program has not as yet been decided upon, but choice will be either Milo Boulton or Edwin C. Hill. WOR will carry the program live at the same time as the full net. Program is produced by H. Barnes with continuity by Tom McDonald.

IN CLEVELAND IT'S
WHK

THANKS WOR!

At 1:56 p.m. last Thursday, June 19th, WINS was forced to cease broadcasting when a power line transformer failed.

Fourteen seconds of the Yankee baseball game had been broadcast . . . our telephone switchboard was hopelessly jammed . . . an early return to the air was impossible without help.

We appealed to J. R. Poppele and Charles Singer of WOR and immediately received full attention and cooperation. The combined engineering staffs working under Paul Von Kunitz of WINS and Singer of WOR readied WOR's auxiliary transmitter to broadcast our programs. Service was resumed at 8:45 p.m. and continued on WOR's auxiliary until 12:30 a.m. Friday, when normal service was again established.

Thanks, WOR, for help that was sorely needed . . . your reputation for cooperation, know-how and real service to New York listeners is well-earned.

WINS

Crosley Broadcasting Corporation
50,000 Watts **New York**

N. Y. Indies' Biz Good According To Survey

(Continued from Page 1)

has been largely accountable for the increase.

Included among the latter is WINS which had an increase of 30 per cent over the same period last year, with an over-all gain for the first six months of 20 per cent over '46. According to William P. Robinson, WINS sales manager, record showing came almost entirely from new business from the entertainment field. Station added 26 hours from the new

Daytime Sellout

ABC will mark the complete sell-out of all commercial daytime periods on Tuesday, July 1, when the Toni Company, for Toni Home Permanent Wave, St. Paul, Minn., expands its sponsorship of the last quarter-hour of "Ladies Be Seated," to a five times weekly basis, Monday through Friday.

business plum, with 22 going to the Copacabana night club. Latter, incidentally, on WINS seven nights from 12:30-4 a.m. is said to have almost doubled its business in the lounge bar, from which its broadcasts originate. Additional new accounts here included the Roy Rogers Thrill Circus, Larry Sunbrooke Rodeo, and Old Country Trotting Association, Midget Auto Races, Star Dust Ballroom and Peerless Camera Stores.

Also high on the list of May sales activity was WQXR with an over-all increase of 35 per cent over the like period in 1946. The Roy Rogers and Larry Sunbrooke Rodeos figured strongly here with movies and summer seasonal advertisers prominent in spot buying.

WOR Shows Increase

WOR was "definitely ahead of last year" during May and for the five month period of this year, according to Gene Thomas, sales manager, who described the situation as a "healthy one." Tobacco and entertainment companies headed the list of new accounts on the Mutual flagship, such as Alligator Cigarettes, Kools, Palisades Park, Roosevelt Raceway, in addition to the Newark Star Ledger, Curtis Publishing Company and Oldsmobile.

While no figures were disclosed, WHN reported a "considerable increase in May over last year," with spot sales heavy and other business of a varied nature. WNEW reported May as its "biggest" month in the history of the station. WMCA was 5 per cent over May of '46, with a general increase for the first half of this year up to 10 per cent over '46. Station said that most of the business



California Commentary . . . !

● ● ● Don't shoot, but Harry Lang, popular radio character actor, has suggested that the theme song for ABC's new dog program, "The Story Of Lassie," be "Won't You Be My Melan-'collie' Baby". . . . Walter

Los Angeles

Bunker, producer of "Baby Snooks Show" for Young & Rubicam, is on a two-months' trip to Glenbrook, Lake Tahoe and Jasper National Park. . . . For his 23rd birthday recently, Bob "Beulah" Corley received a bouquet of magnolia blossoms from a fan in Macon, Georgia. Bob certainly appreciated the gift, but it upset his whole day. It made him homesick, inasmuch as Macon is his home and he hasn't been back home for more than two years. . . . Zeke Manners claims that nowadays a man is known by the company he—pickets. . . . Gaylord Carter, popular organist of the "Bride and Groom" program, will make a personal appearance and give an organ recital at the San Diego county fair June 27-28-29.



● ● ● NBC actress Peggy Webber has been signed to play Lady MacDuff, the second feminine lead in the forthcoming Orson Welles production, "Macbeth," at Republic. . . . Gag of the week goes to announcer Fort Pearson and producer Jim Morgan of the Mutual-Don Lee "Queen For A Day" staff, who plastered Vine Street with postage stamp pictures of Emcee Jack Bailey. Ash trays, waiters' foreheads, the radio script and even contestants on the show appeared with the junior size pictures of "Muscles Bailey" stripped to the waist. . . . Mr. and Mrs. Gene Baker have adopted a two-and-a-half month old baby girl, Karen Keith, by name. Baker announces the "Lum and Abner" ainer. . . . Louella Parsons usually sits at her desk and "mike" during her Sunday evening broadcasts, but for the first time in her radio history—she stood at a stand-up "mike" all through the June 15 broadcast. Maybe it could be attributed to the effervescence of her guest, vivacious Betty Hutton.



● ● ● Tommy Dorsey will help 8,000 underprivileged children celebrate the Fourth of July week-end by playing host to them at three theaters, aided by Allan Lane, "Red Ryder" of the screen. . . . Frank Bull, in Stockholm, as a member of the U.W. Olympic Games committee, was guest of honor at a party given by Scandinavian sports writers and radio commentators. . . . With their love ballad, "When I Write My Song" and "The Loveliness Of You" getting a big play, Bill Anson and Ted Mossman have switched tempo and penned "Baa Boo Baa—the Lamb Song."

increase came from national advertisers.

WOV's May billings were 14 per cent better than April, station reported, with heavier activity coming from food and cosmetic accounts, although the Rogers-Sunbrooke circuses figured strongly. Other new business came from Kaiser-Fraser automobiles, motion picture spot campaigns.

Bulk of new business at WNBC for May, which racked up a 12 per cent gain over last year, came from program sales, whole or in part. Schedule was topped by the debut of "Author Meets the Critics" sponsored by Book-of-the-Month Club, and followed by Gulf Oil Corp's two quarter-hour segments of Gordon MacRae on Tuesday and Thursday (12:45-1 p.m.). Other new and renewal business included Metropolitan Life Insurance Company's renewal of

the Ed Herlihy news segment Sundays (1:30-1:45 p.m.) and sponsorship of Charles F. McCarthy and the news Tuesday, Thursday and Saturdays (7:30-7:45 a.m.) Company also renewed its participation on Mary Margaret McBride program. Also entering the WNBC fold in May were: Alligator cigarettes, Skol sun tan lotion, Roy Rogers Thrill Circus, F. G. Vogt dog food and Colgate-Palmolive-Peet's Halo Shampoo.

WJZ Maintains Pace

Sales activity of WJZ in May and the five month period this year maintained the level set last year, with spot business holding a formidable position. New accounts on WJZ during the 30-day period were: Garden State Publishing Company, Steeplechase Park, Horton Ice Cream, Coast Fishing Company, San-Nap-Pak, Peter Paul Candy and Silex, glass coffee makers.

Inside Story Told On FCC Nomination

(Continued from Page 1)

man of the Wakefield nomination in favor of Rep. Robert F. Jones, Ohio Republican and close political friend of Senators Robert Taft and John Bricker.

The Wakefield nomination was sent from the White House last month during the period when President Truman was in Missouri because of the illness of his mother.

Authoritative sources said that the Chief Executive already was committed not to renominate Wakefield for a second term on the Commission. It is presumed that the President at that time was contemplating the nomination of Rep. Jones.

Whatever the reason for the White House switch however there appeared little doubt that Wakefield a Commission member since 1941 landed in the middle of a political snafu. There is little question too that the nomination of Jones will not have smooth sailing despite his strong backing from influential Republicans. In addition some Democrats would like to see Jones out of Congress where he has swung the economy action Department of Interior appropriations.

It was also learned on good authority that Chairman Wallace White of the Senate Interstate Commerce Committee did not know of the Jones substitution until it was announced. Wakefield, it was understood, has yet to be notified of the switch by the White House.

Also kept in the dark until the last minute, it was learned, was Chairman Denny. Authoritative sources said the White House called Denny's office to notify him of the nomination of Jones. Denny, who was in Atlantic City, was told of the Jones nomination by his own office. These sources said Denny called the White House but was not able to speak to the President. Denny, it was learned, offered to fly down and discuss the matter with President Truman. He was told, it was said, that further discussion would be fruitless.



"But WFDF Flint said to ask for the large economy size."

IN CLEVELAND IT'S
WPK

★ THE WEEK IN RADIO ★

Hearings Open on White Bill

By JIM OWENS

ALL-SCALE discussion of the White bill, which provides for sweeping changes in the Communications Act, got under way in Washington with government and industry officials geared for a major battle. Wallace White, author of the bill and chairman of the Senate ICC committee, and FCC chairman Charles Denny took firmly opposing stands during the opening. Latter warned the bill would curtail the competitive licensing system of today. NAB lawyer Justin Miller flatly termed the bill "unconstitutional" as now written. Frank Woods, ABC head, said Congress had no right to establish rules to govern business conduct or broadcasts of licensees.

House Appropriations Committee allocated \$875,000 from the '48 budget recommendation for the FCC. Group urged greater "efficiency" of operation, etc. Commission, meanwhile, ended the FM channel reservation policy and revised allocation rules on class "B" FM stations. Frequency Modulation Association urged extension of the FM license to five years, with provisions for new channels. Eleven leading colleges have set up summer radio courses. WOR aired a special documentary on the atomic bomb and its effect based against the U. S.

Outcome of the State Dept's OIC controversy was still in doubt, although Capital sources opined a \$100,000 okay from the Senate. Original request was \$31,000,000. President Truman's speech at the Princeton University Bi-Centennial was televised to New York, Washington and Philadelphia, via Philco-NC micro-wave and coaxial cable. EA-Allied Stores Television Caravan attracted 125,000 during its four-day stay in Boston. Show was held at the Jordan Marsh department store.

E. E. Hooper offered to sell his firm and its services to Broadcast

Measurement Bureau for \$1,000,000. Sum would be payable over a 10-year period in quarterly installments. BMB, meanwhile, met Friday to discuss plans for long-range financing on a permanent basis. American Association of Advertising Agencies reported that 17 more stations have adopted the 2 per cent cash discount. In addition, 22 others have indicated they will do so with issuance of the next rate card. President Truman's broadcast from Princeton (Tuesday) had a total audience of 6,571,000, a Hooper of 13.5. WGN's new television station, WGNA (Chicago) expected to take the air by late October.

White House appointment of Rep. Robert J. Jones to the FCC vacancy replacing Ray Wakefield stunned the industry. Capital circles expected a strong protest over naming of the Ohio Republican. Arthur Kurlan, West Coast producer, filed a \$150,000 suit against CBS. He alleges the network used an idea of his for its current show "My Friend Irma". WNEW debuted a new dramatic series yesterday originating from Toronto. Show is an exchange with CBC.

Over 500 program directors have thus far filed info for RADIO DAILY'S "Shows of Tomorrow," with widespread opinions on programming fare of the future. James C. Petrillo re-elected president of the American Federation of Musicians. This year marks his eighth term in office. RMA elected directors of its various divisions following the annual meeting in Chicago. Paul Galvin, president of Motorola, was re-elected chairman of the set division.

"Kate Smith Speaks" starts co-op on Mutual today with close to 300 sponsored stations on the list. NBC started a series of 13 weekly shows dramatized around international issues. A review of the "editorializing" question will be made by the Commission this fall.

Radio Editor Survey In Midwest By ABC

(Continued from Page 1)

The editors wanted news-angle features of the "inquiring reporter" type. This would be in the nature of a question based on news activities of the day, discussed by the radio personalities themselves.

One-fourth of the editors who answered the questionnaires and letters, replied favorably for guest columns, which might be used during vacation or periods of illness. Otherwise the actual running order of preferences, was: News-angle, human interest, humorous, technical and holiday. Also, over 50 per cent of the editors wanted additional stories concerning hobbies, unusual incidents, outside activities, impression of radio personalities by individuals closely associated with him.

Some 40 per cent of the editors wanted more humor, gags, items, etc. About 25 per cent wanted more tech-

Staff Changes Announced In Commission Law Dep't

(Continued from Page 1)

of the AM section of the broadcast division. Walter Z. Emery has also relinquished appointment as a hearing examiner to become chief of the renewals section of the broadcast division. Bernard Koteen has been promoted to be chief of the review section of the same division. Bernard Strassburg is promoted to be chief of the domestic wire section of the common carrier division. Benito Gaguine is promoted to be chief of the emergency experimental and miscellaneous section of the safety and special services division.

nical features, such as behind-the-mike scenes notes, material concerning producers, music directors and sound effects men. A little over 20 per cent wanted features for holidays such as Christmas, New Year's, Fourth of July, etc.



Fulton Lewis, Jr.

available now* on the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

***Offered Subject to Prior Sale**



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

4-Month Web 'Profile' Issued By GNG Agency

(Continued from Page 1)

which developed the study more than two years and prepared periodically for agency and client's confidential use, declared the survey an example of "taking the guesswork out of advertising." He added that "the daytime shift of predominant listening through three networks, at different hours, is forcibly illustrated. So also are the difficulties in successfully increasing an inherited audience after a given hour in the evening," Geyer said.

Covering daytime and nighttime shows for January, February, March, and April of this year, the study shows that eight of the top 10 rated shows were on NBC, the other two on CBS. Bob Hope (NBC-Tues.) had the highest average rating with 31.4, with the following programs in order: Fibber McGee and Molly (NBC-Tues.) 29.2; Jack Benny (NBC-Sun.) 27.6; Fred Allen (NBC-Sun.) and Red Skelton (NBC-Tues.) tied at 25.2; Amos and Andy (NBC-Tues.) 24.7; Charley McCarthy (NBC-Sun.) 24.5; Lux Radio Theater (CBS-Mon.) 24.1; Screen Guild (CBS-Mon.) 22.2; and Mr. District Attorney (NBC-Wed.) 20.7. Walter Winchell, (ABC-Sun.) had an average rating of 21.5 for the four-month period followed by the Fitch Bandwagon (NBC-Sun.) with 19.6 and Duffy's Tavern (NBC-Wed.) with 19.5. Bing Crosby (ABC-Wed.) followed with an 18.6 average, among the nighttime shows.

Highest average rated daytime show Monday-through-Friday during the quarter-year period just ended was "When a Girl Marries" (NBC) with 8.2 followed by "Widder Brown" (NBC) and "Ma Perkins" (CBS) tied with 7.8. "Portia Faces Life" (NBC) followed with 7.6, "Aunt Jenny" (CBS) 7.4 and "Right to Happiness" (NBC) with 7.3.

Chart, copies of which are being released for the first time to advertisers as a part of the agency's service, covers audience ratings for all web day and night programs for each day in the week together with the sets in use in 33 key cities for all program periods over the week. "Increases in advertising costs have caused us, in each department of our agency, to intensify our study to develop better means for appraising advertising expenditures," Geyer said in explaining the use of the profile study in placing radio advertising.

Sheldon Has 'Jockey' Idea

Herb Sheldon has an idea for a disc jockey show called "Platter Up."

Two Web Presidents Heard At Hearing On White Bill

(Continued from Page 1)

originally conceived in order to prevent technical interference among radio stations, the role of government has continued to expand, with respect to broadcasting until today there are regulations for business practice and recently for program content. This inching-up process, by government, if continued, will become a regimental march. This is not unusual; it is the normal concomitant of government regulation, and is generally accompanied by the highest motives on the part of men in the government who do the regulating."

Defines Radio's Function

In making the point that radio should be as free as the press, Stanton said: "Radio addresses the mind through the ear, the newspapers and magazines through the eye, but both communicate information and entertainment to the minds of the people. With the dissemination of news by facsimile broadcasting, even this difference will disappear. There is no doubt today that a free radio is as vital to a free press as the newspapers and the magazines. Having gone through its birth and adolescence these past few decades, radio is ready to claim its majority—equal rights with the press under the law."

Elaborating on the radio comparison with the press, the CBS president said: "To be as free as the press, radio must be equally free from government controls of program and business. As long as necessary, the government should allocate frequencies and grant licenses to broadcast, just as the government allocated scarce newsprint supplies to the printed press while necessary. Anything more is contrary to public interest in furthering the free expression of ideas, free from governmental interference."

Wants Equal Consideration

Stanton expressed belief that the proposed legislation should be measured by the same standard as the press. He said it called for a new approach of the Communications Act—"certainly as the act has been recently interpreted and administered by the Federal Communications Commission."

Declaring that the proposed Section 326 (b) should be the cornerstone for the foundation of a free radio, Stanton charged that it had one fundamental flaw. He said that after providing that the Commission shall have no power to affect and control material to be broadcast, the section concludes with the proviso: "that nothing herein contained shall be construed to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest."

Would Change Section

He said that he strongly recommended that the proposed Section 326 (b) be changed by eliminating the

proviso and by including appropriate additional language to make certain, beyond the peradventure of a doubt, that there shall be no governmental interference with program content.

Kobak Gives Views

Edgar Kobak, president of Mutual Broadcasting System, declared that "Freedom to speak and to listen is no less sacred to the American than freedom to write and read," in continuing the presentation of the industry's general theme that radio is entitled to 'and now demands' the same protection under the First Amendment as enjoyed by the press.

Kobak also joined in the widespread criticism of the proposal to require radio reporters to disclose their news sources. Terming the protection of news sources as "one of the firmest and most revered tenets in the reporter's creed," he declared that it is only through newsmen observing this precedent, even to the point of facing imprisonment, that the public "receives important news that otherwise would be concealed."

The network head classed himself as among the critics of radio programs but contended that the constant and expensive effort of the industry to improve program standards is producing positive results. "I believe the American people know what they want and that they will see that they get it," Mr. Kobak said in speaking of those who "cannot wait for the public to make its own decisions and enforce them."

The MBS president was critical of those who "brush aside the known likes and desires of the listening public and arrogate to themselves the omniscient power to determine what the public should want." In this vein, he praised the daytime serials, declaring that they occupy a place somewhere between the newspaper cartoon strip and the magazine serial and that "the stories they unfold are listened to with interest by shut-ins and by the busy housewife."

Mr. Kobak likes many of the so-called "singing commercials" and reminded the senators that, despite denunciation, public opinion polls show that those jingles that are clever and amusing are unobjectionable to the majority of listeners. Concerning music programs, he pointed out that most of the great symphonies now are heard regularly and took issue with those who consign anything that is not "Brahms or Beethoven to the realm of second rate."

The broadcaster concluded by declaring that the White-Wolverton bill, in its present form, may be dangerous in many aspects when studied "in the light of preservation of constitutional freedoms."

Ream Makes Statement

Mr. Ream, speaking as a CBS executive, complemented the remarks of President Stanton by saying "It is our position that radio should be treated on an equal footing with the press, and that any provisions in the

Small Cities Favored In 17 Grants Of CP

(Continued from Page 1)

ing Co., Canyon, Texas, to operate on 860 kc., 250 watts, daytime; Alaska Broadcasting Co., Seward, Alaska, to operate on 1340 kc., 250 watts; Newton Conover Broadcasting Co., Newton, N. C., to operate on 1230 kc., 250 watts, unlimited; Hickory Hill Broadcasting Co., Thomason, Ga., to operate on 1230 kc., 250 watts, unlimited; Charles W. Ingersoll, Ely, Minn., to operate on 1450 kc., 250 watts, unlimited; The Voice of Fallon, Fallon, Nev., to operate on 1400 kc., 250 watts, unlimited.

Additional Grants

Also the Snowy Range Broadcasting Co., Laramie, Wyo., to operate on 1340 kc., 250 watts, unlimited; Columbia-Monitor Broadcasting Corp., Bloomsburg, Pa., to operate on 930 kc., 500 watts, daytime; Stephens County Broadcasting Co., Breckenridge, Texas, to operate on 1430 kc., 500 watts, daytime; Bloom Radio, Inc., Bloomsburg, Pa., to operate on 1430 kc., 500 watts, daytime; Western Maryland Broadcasting Corp., Norfolk, Va., to operate on 860 kc., 1 kw. daytime; Gastonia Broadcasting Service, Gastonia, N. C., to operate on 1370 kc., 1 kw. daytime; Mid-Carolina Broadcasting Co., Salisbury, N. C., to operate on 1280 kc., 1 kw. daytime; Radio St. Louis, St. Louis, Mo., to operate on 690 kc., 1 kw., daytime; Radio Associates, Biloxi, Miss., to operate on 570 kc., 1 kw., daytime.

In addition, the Commission authorized three conditional FM grants. They were made to Continental Broadcasting Co., Atlantic, Iowa; Evangelical Broadcasting Co., Inc., Lafayette, La., and Western Carolina Radio Corp., Shelby, N. C.

Act or in S. 1333 which are inconsistent with such equality should be eliminated or revised." He then offered comments on certain sections of the bill with recommendations for revising.

Differing sharply with NAB General Counsel Don Petty, FCC Chairman Denny and other witnesses who preceded him, Harry Bannister of WWJ, Detroit, pleaded for "a new law governing radio" as soon as possible.

Marshall Pengra, of KRNR, Roseburg, Ore., stressed the theme that radio should be as free as the press, with competition and public approval to serve as the important regulatory factors.

NBC President Niles Trammell is scheduled to be heard by the committee this morning, as hearings on the White bill resume. He will be the final network chieftain to address the Senators on the legislation.

SUMMER HELP?

Available now until August for vacation fill-in work, experienced announcer-copywriter, familiar all phases working radio. Capable, college graduate. Will consider anything New York City.

BOX 373

RADIO DAILY, 1501 Broadway, N. Y. C.

IN CLEVELAND IT'S
WHK

Long-Range Plan To Continue BMB Proposed By Directorate Of Bureau

Balcom, RMA Prexy, Names Committees

(Continued from Page 1)

and re-assignment of committee chairman for the new fiscal year.

Former RMA President R. C. Cosgrove will continue active in the RMA organization. In addition to being added to the association's finance committee, which is headed by Treasurer Leslie F. Muter as chairman, Cosgrove has been appointed chairman of the RMA-NAB committee for liaison with the NAB on major industry problems. Cosgrove also has been added to the executive committee of the set division.

Director L. F. Hardy continues, by re-appointment, as chairman of the RMA-FMA liaison committee.

Dr. W. R. G. Baker continues as director of the RMA engineering department, under re-appointment by President Balcom, and also continues his membership on the association's board. Dr. Baker has re-appointed Virgil M. Graham as associate director of the RMA engineering department, and L. C. F. Horle as RMA chief engineer and manager of the RMA data bureau.

money in the bank, and any funds received for the 1949 survey would be segregated accordingly. But, it was still up to the stations to finance and keep BMB going as per the wishes of the 4-A's and ANA.

Officers Elected

Further remarks by Feltis were to the effect:

"It was definitely determined not to engage in the measurement of program audiences at this time. This closes the door on the possibility of the purchase of C. E. Hooper, Inc. by BMB.

"The entire slate of officers was re-elected, with Harold Ryan, chairman; Justin Miller, Paul West and Fred Gamble as 1st, 2nd and 3rd vice-chairman respectively; Roger Clipp, Secretary and Hugh Feltis, President.

"The Executive Committee was enlarged by the election of Joseph Allen, vice-president of Bristol-Myers and Leonard Bush, treasurer of Compton Advertising, Inc. to give AAAA and ANA two representatives each. The other members of the Committee consist of the officers.

"Board members present included: J. Harold Ryan, Fort Industry Co.; Paul West, ANA; Roger Clipp, WFIL; Frederic R. Gamble, AAAA; Leonard T. Bush, Compton Advertising; Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson; C. Burt Oliver, Foote, Cone & Belding, D. E. Robinson, La Roche & Ellis; Joseph M. Allen, Bristol-Myers; Lowry Crites, General Mills.

(Continued from Page 1)

B committee appointed for the purpose by President Justin Miller. Most important item is the fact that all business up for consideration passed upon, was done so unanimously, which means that the American Association of Advertising Agencies and the National Association of Advertisers were at one with the National Association of Broadcasters on the BMB, keeping intact the association and backing for the BMB of the advertiser, the agency and the broadcaster. The promise to keep intact a service to sellers and buyers of radio time, was at all times a matter of continuous agreement. Board started its meeting at 10 a.m., until luncheon time and resumed thereafter to nearly 5 p.m.



GAMBLE

Research Recommendations
Recommendations of the research committee called for the study of the relationship of BMB and other research, to be undertaken jointly by the BMB and a university, to be named by the Research Committee. Future research activity, evidently the most important feature of the future of BMB and the Board spent most of its time working out these angles. As Hugh Feltis said following the meeting, the BMB was wide open to the proposition of a better method than it now was carrying out at the event one was found and deemed worthy of adoption. Also the matter of finance was up to the industry, and if stations went with the new long-range proposals, all well and good; if not then the BMB would eventually go out of business. However, this was not deemed possible in view of the optimistic viewpoint and actions of the board, and the factions represented.

Hooper Deal Off

It was pointed out by Feltis that since the BMB had decided not to engage in the measurement of pro-

gram audiences at this time, it closed the door to the possibility of the purchase of C. E. Hooper, Inc., by BMB. This information was forwarded to Hooper Friday in the following letter, to Hooper by Feltis:

"At its meeting on June 20, 1947, the Board of Directors of the Broadcast Measurement Bureau, decided not to undertake the measurement of program audiences.

"In view of this decision, we are not in a position to consider your proposal that BMB purchase C. E. Hooper, Inc., as outlined in your letter of June 17, 1947."

Research Report

The all-important report of the Research Committee and the Annual Report on BMB Research is contained in the following paragraphs which actually set the picture:

PAST PERFORMANCE: Study No. 1 having been completed with

respect to the measurement of station and network audiences and the publication of findings — although not with respect to the internal analysis of those findings — the organization Committee has examined the entire project in the light of the original directives on authority of which Study No. 1 was undertaken.

The Committee finds that Study No. 1 meets the terms and specifications embodied in the instructions.

PRESENT SITUATION: BMB having completed Study No. 1 and being now engaged in the internal analysis of its findings, the time is appropriate for a re-appraisal of the directions which BMB research should take.

The Committee has considered several possible broad fields of research as well as specific elements relating to Study No. 2. It makes the following recommendations:

FUTURE ACTIVITIES: Study No. 2:

1. That "total weekly audience" be retained as the basic BMB measurement.

2. That "total weekly audience" be supplemented with data on more frequent listening, such as "average daily audience."

3. That the Research Committee, with the advice of other BMB committees, be empowered to determine how these supplemental data are to be collected and reported.

RELATIONSHIP BETWEEN BMB AND OTHER RESEARCH: 1. That the relationship between BMB and

other radio research should be studied. It was felt that such studies would lead to a better understanding of BMB, its development and its co-ordination with other radio research.

It is proposed to study, evaluate and report on radio audience measurements with respect to their purposes, techniques and proper uses. The Committee recommends that these studies be undertaken as soon as possible under the joint auspices of BMB and a university to be selected by the Committee.

The Committee recommends that a 2-year university fellowship be established, not to exceed \$5,000 per year. The cost of special field work shall be borne by the regular experimental research budget.

2. That BMB should not undertake at this time to study the relationships between BMB and research on other media or to interpret such research in terms of BMB.

ESTABLISHMENT OF RADIO RESEARCH STANDARDS: 1. Because evaluation of other measurements must precede the establishment of standards, the Committee recommends that BMB refrain from seeking to establish standards of radio research for the entire industry at this time.

PROGRAM AUDIENCE MEASUREMENT: 1. Prior to undertaking program audience measurements BMB would have to evaluate present program audience measurements and establish standards, as discussed in the preceding paragraph. Therefore the Committee recommends that BMB should refrain from measuring program audiences at this time.

In summary, the Committee feels that BMB should concentrate on the refinement and improvement of station and network audience measurements.

Feltis in answer to queries at the press confab following the board meeting, made no bones of the fact that the BMB battle was all up-hill, but that the main factor was that the AAAA and ANA plus others, were in accord with the NAB and the BMB principles and this was most of the battle.

Feltis said that the stations which were entitled to rebates on the original promise that the first rates were tentative in some cases and those "overcharged" would be recompensed, had not squawked to date and all these things would be ironed out. He said that BMB still had a little



MISS NELSON



CHURCHILL

Send Birthday Greetings To —

June 23

Maxine Keith Claude Reese
Mary Livingstone

IN CLEVELAND IT'S
WHK

KATE SMITH Starts

A New Phase of Her Brilliant Career

June 23 on MBS



This April, Kate Smith celebrated her Sixteenth Radio Anniversary. Through the years, Kate has become not only a radio star, but the "first lady of radio"—a great personality whose listeners are numbered in the tens of millions. More than that, Kate is a friend and an influence in countless lives—she is an "institution".

On June 23, Kate Smith starts a new phase of her brilliant career. On that day, Kate's daytime commentary "KATE SMITH SPEAKS" begins its five-year engagement on Mutual. And Mutual raises more than 400 voices in welcome.

"KATE SMITH SPEAKS" first went on the air in 1938—and almost immediately became the sensa-

tion of daytime programs. The show's popularity increased steadily and today "KATE SMITH SPEAKS" is one of the top daytime shows. It is frequently in first place.

"KATE SMITH SPEAKS"—with Kate and Ted Collins, in their daily discussion—will be heard Monday through Friday at 12:00 noon to 12:15 p.m. EDST—the time which has been Kate's for nearly ten years.

The program is a Mutual Co-op. For full information concerning rates and markets in which the program is still available for local sponsorship, write, wire or telephone your local Mutual affiliate or Mutual's Cooperative Program Department.

Mutual Broadcasting System

World's Largest Network



LEA BILL DECLARED 'CONSTITUTIONAL'

Taft-Hartley Bill Passage May Aid Industry

Readers To Study Benefits Of New Labor Law

Implications in the Taft-Hartley bill as it may affect the broadcasting industry are being studied by attorneys for the networks and some of the large and small stations as well. Relative to specific statements, officials queried preferred to have radio remain "non-editorial" and any statement for
(Continued on Page 14)

Forecasts New Era In Communications

Washington Bureau, RADIO DAILY
Washington—Forecasting a new era of radio transmission which will make many of today's broadcasters the electronic publishers of tomorrow, Niles Trammell, president of the NAB, urged that Congress proceed with caution in writing a new radio law. Mr. Trammell, testifying as an industry spokesman at the hearing of the White bill, besides disclosing
(Continued on Page 15)

Plans For FMA Convention To Be Set At Wash. Meet

Washington Bureau, RADIO DAILY
Washington—Plans for the first annual convention of the FM Association will be formulated here Thursday at the initial mid-year meeting of the board of directors at the Hotel Sitter, it was announced yesterday.
(Continued on Page 2)

WEB COVERAGE AT NEW HIGH

Radio's consistently good on-the-spot coverage of major political and news events in the last two decades reached a new high yesterday with nation-wide reporting of the Senate approval yesterday of the embattled Taft-Hartley bill over President Truman's veto by a vote of 68 to 25.

Setting new records for all-inclusive coverage and thorough planning for airing of the Senate action, the four networks participated in a new radio "first"—the actual broadcast of a Senate vote within the chamber. Harold McGrath, press chief of the Senate gallery, called the action vote-by-vote, his words being relayed via telephone to the network booths and microphones. Senate rules forbid actual broadcasts from the Chamber. Interspersed with the roll call and

McGrath's voice was the description and background information by various web news analysts and correspondents, all of whom had been close to the labor tussle these past weeks.

NBC turned the full network over to the Senate spot at 2:45 yesterday, 15 minutes prior to the voting time, with a full preview and review of events following the President's veto.

Dropping "Light of the World" and "Life Can Be Beautiful" (2:45-3:00, and 3:00-3:15) NBC devoted 45 minutes of solid time to climax of one of the most significant political developments in some time. Network also set aside the 4:30 p.m., slot for a special news and summary show. Richard Harkness handled the NBC
(Continued on Page 15)

Anti-Petrillo Law Declared Legal By High Court

Washington Bureau, RADIO DAILY
Washington — The United States Supreme Court yesterday declared the Lea Act—generally known as the Anti-Petrillo bill—constitutional.

Industry circles and Rep. Clarence Lea, author of the bill, hailed the decision as a victory for their legislation while counsel for James C. Petrillo and the
(Continued on Page 14)

Public Service Aims Of Council Revealed

Sun Valley, Idaho—Public service advertising was both advocated for the future and lauded for its past services to the American public, in a speech here made by Charles G. Mortimer, Jr., chairman of the Advertising Council. He told the convention of the Advertising Association of the West, that business is already contributing \$100,000,000 worth of radio time and publication space
(Continued on Page 15)

Crosby To England In '48; Will Record Over There

Bing Crosby will make part of his next season's Philco recordings in England as a result of a deal concluded yesterday by Crosby and J. Arthur Rank whereby he will go to England
(Continued on Page 4)

Plight Of FM-Tele Told By McDonald

How FM and television are "being crippled," and how the future of both can be saved by prompt FCC action, is the subject of a letter to FCC Chairman Charles R. Denny, written to him by E. F. McDonald, president of Zenith Radio Corp. Copies are currently being distributed to all members of the Congress.

McDonald states in his letter to the Congressmen that he wants the farmer to have FM and this would be so if the Lemke bill H. J. Res. 78, is passed. Also television will come into its own, says McDonald, if the White
(Continued on Page 13)

FCC Releases Data On Radio Employees

Washington Bureau, RADIO DAILY
Washington—Networks and stations employed a total of 34,831 employees in the first week of February, the FCC reported yesterday. Figures are for seven networks and 924 stations.

This was an increase of 18 per cent above the 29,405 employees of nine networks and 846 stations in October, 1945. The February, 1947 employees include 30,100 full-time staff employees and 4,731 non-staff employees.

The new figures are based on data
(Continued on Page 2)

ASCAP Named Defendants In U. S. Gov't Anti-Trust Suit

Civil action charging the American Society of Composers, Authors and Publishers with engaging in a world-wide cartel and conspiracy to "monopolize music performing rights in violation of the anti-trust laws," was filed yesterday by

Attorney General Tom C. Clark, in the U. S. District Court for the Southern District of New York. Interpretation of "music performing rights" according to the Attorney General, are "the exclusive rights granted
(Continued on Page 13)

Russian Audience

A broadcast from Moscow yesterday revealed that 5,500,000 Russians have radio sets in their homes. The broadcaster explained that the figure was more than before the war, but gave no comparative figure. The population of Russia is slightly under 197,000,000. In the past it has been virtually impossible to get information regarding Russia's sets-in-use.

Plenty Of 'Em

Ted Malone will interview 197 disc jockeys and Paul Whiteman simultaneously, to celebrate the addition to the ranks of the King of Jazz. Malone will do the interview on his own program, Tuesday, July 1, at 11:45 a.m., EDT over ABC. Malone and Whiteman in New York will ask questions of all the jockeys at the same time and each will reply locally.



★ COMING AND GOING ★

Vol. 39, No. 60 Tues., June 24, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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H. R. BAUKHAGE, commentator on ABC, is in Ithaca, where tonight he will address the graduates of Ithaca High School. He will originate his network broadcasts of today and tomorrow from the upstate city and will return to Washington Thursday.

BERNARD L. SCHUBERT, radio package producer, off to Hollywood, where he will spend three months on business.

CLARENCE J. DEVLIN, station manager of WRUF, Mutual network affiliate in Gainesville, Fla., sat in for a while yesterday at the offices of the web.

MORRIS B. MITCHELL, sales manager of WTOP, Columbia's owned-and-operated station in Washington, D. C., visited yesterday at the web's Radio Sales offices.

BUNNY COUGHLAND, Foote, Cone & Belding director, left over the week-end by plane for the West Coast, where he will handle and direct "The Hit Parade" during the forthcoming Summer months.

MILTON BACON, assistant to the general manager of WCBS, goes up to New Rochelle today to deliver an address at a meeting of that town's Kiwanis Club.

JOHN DERR, assistant sports director at CBS, has returned from Cleveland, where he covered and broadcast the national tournament of the P. G. A.

ARTHUR VAN HORN, announcer and producer on WOR, is back from a three-week vacation spent at Delaware Water Gap and Lakewood.

JACK KAPP, president of Decca Records, has returned to his New York office following a series of conferences with company executives on the West Coast.

BERT BANK, general manager of WTBC, Tuscaloosa, Ala., is in town. Chatted for a while yesterday at the headquarters of the Mutual network.

W. D. MAULDIN, station manager of KPAC, Mutual network outlet in Port Arthur, Texas, has arrived in Gotham on a short business trip.

ALLEN JACKSON, Columbia newsman in London, is visiting for a while in the States. He'll return to England shortly.

NORMAN BOGGS, station manager of WLDL, outlet of CBS in Minneapolis-St. Paul, is spending a few days in Gotham.



Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up."

Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

We thought that was a honey. Now they tell us of one taken later. The same way, this time at 100 miles up.

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do—what heights you attain—if you don't stay in there working, competition will outstrip you in no time.

It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reed

FINANCIAL

(Mon., June 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/8	7 1/8	7 1/8	+ 1/8
Am. Tel. & Tel.	155 1/4	154 5/8	155 1/4	+ 7/8
CBS A	28 3/4	28 1/4	28 3/4	+ 1/4
CBS B	28	27 7/8	28	+ 1/8
Farnsworth T. & R.	6 1/2	6 3/8	6 1/2	+ 1/8
Gen. Electric	36 1/8	35 1/2	36	+ 1/2
Philco	26 1/2	26	26	+ 1/8
Philco Pfd.	93 5/8	93 1/2	93 1/2	- 1/4
RCA Common	8 3/8	8 3/8	8 1/2	- 1/4
RCA First Pfd.	74 1/4	74 1/4	74 1/4	+ 1 1/4
Stewart-Warner	15 7/8	15 1/2	15 3/4	- 1/4
Westinghouse	28 1/2	28 1/8	28 1/4	- 1/4
Westinghouse Pfd. A.103	103	103	103	+ 1 1/2
Zenith Radio	17 3/8	17	17 3/8	+ 5/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	5	7
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	2 3/8	2 5/8
WCAO (Baltimore)	40	42
WJR (Detroit)	14	16

Plans For FMA Convention To Be Set At Wash. Meet

(Continued from Page 1)

day by J. N. Bailey, executive director. Roy Hofheinz, president of the FMA, will preside.

On Friday, June 27, the board will be guests at a joint meeting between liaison committees of the Radio Manufacturers' Association and the FMA, also scheduled for the Statler. At that meeting, second in a series between the two organizations, FMA will unfold promotion plans to the manufacturers.

At the FMA meeting Thursday important matters relating to accelerated activities of the organization will be discussed, as well as the Association's part in National Radio Week, October 26-November 2, sponsored jointly by the RMA, NAB, FMA, TBA and other organizations interested in all phases of radio.

Members of the FMA board are: Leonard L. Asch, WBCA, Schenectady; Wayne Coy, WINX-FM, Washington; W. R. David, General Electric; Everett Dillard, WASH, Washington; Gordon Gray, WSJS-FM, Winston-Salem, N. C. Frank A. Gunther, Radio Engineering Labs., N. Y.; Ira A. Hirschmann, WABF, N. Y.; E. J. Hodel, WCFC, Beckley, W. Va.;

FCC Releases Its Data On Radio Employment

(Continued from Page 1)

acquired through use of the Commission's new and more comprehensive form for reporting of broadcast employment. Because of substantial changes made in the report forms, detailed data and those for earlier years are not possible. As indications of trends, however, the Commission said, such general comparisons are "probably not misleading."

Excluding executive, supervisory, and non-staff personnel, the 24,513 broadcast employees report in February, 1947 were scheduled to receive an average of about \$61.00 weekly, as against average compensation (in some cases including overtime and other non-scheduled payments) of about \$58.00 to the comparable 26,151 employees reported in 1945. In 1947, the total of 30,100 staff employees were scheduled to receive an average about \$71.50 weekly, while the 4,731 non-staff program employees averaged about \$51.50 weekly.

Roy Hofheinz, KOPY, Houston; C. M. Jansky, Jr., Jansky & Bailey, Washington; Raymond F. Kohn, WFMZ, Allentown, Pa.; and Stanley W. Ray, Jr., WRCM, New Orleans, La.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
HENRY GREENFIELD, Mgr. Director N.Y. 19

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



WEED
gives
“SERVICE”
plus

“... thank you for the swell service and fine cooperation which you have extended me during the past year,” writes R. A. Moss, of Campbell-Ewald’s Media Department.

Plus service for the country’s leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently “On Target.”

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES



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

LOS ANGELES

By RALPH WILK

KMPC entertained executives and the sales reps of Piuma Wines in the KMPC Studios, June 17th. Short addresses were given by Robert O. Reynolds, Herbert H. Wixson, Larry Buskett and Bob Kelley. Meeting was climaxed with the witnessing of Bob Kelley's "Parade of Sports," currently sponsored by Piuma Wines, who also sponsor Bob's "Sports Review."

A new high in royal broadcasts was set when "The Quiz of Two Cities" presented ten "Ex-Queens For a Day" as contestants. The show, which is emceed by Stu Wilson and heard over Mutual, was broadcast June 21. The program featured four Los Angeles ladies who have been crowned "Queen For a Day" on the program of that title and four ladies from San Francisco who have received the same honor in the past.

Four new writers have been signed for the summer period on NBC's "Sealtest Village Store," starting July 3 when Eve Arden returns from vacation. They are Elon Packard and Stanley Davis, along with Larry Klein, who was with Bob Hope for two years, and Jackie Ellison, who was with Durante and Moore.

Jim Backus, heard on the Alan Young show, and the Mel Blanc show, will make a flying trip to Buffalo to attend a special Fourth of July celebration.

Reception to the Hamilton-Whitney Production series "The Unexpected" has been so excellent that President Al Gershenson announced plans to cut an additional 50 in the series of 250 within the next few weeks. Talent line-up includes Binnie Barnes, Marsha Hunt, Barry Sullivan, Tom Neal, Lyle Talbot, Lon Chaney, Jr., Jack Holt and Virginia Bruce.

At the close of the police show, which he has been emceeding for two weeks, comedian Alan Young goes to Buffalo, New York and Canada for personal appearances before returning to Hollywood in August to start in the production of "Chicken Every Sunday."

Don McKay, owner of station CJCJ, Calgary, Alta., and vice-president of the Chamber of Commerce of America, is visiting Los Angeles.



Broadway Bulletin Board . . . !

● ● ● Word was received today that Tom Lewis, Vice-President, Director of Radio, member of the Plans Board and stockholder of Young & Rubicam, Inc., has served notice of his intention to resign immediately upon contacting President Sig Larman, who is now in Europe. (It was only a few weeks ago that Larman personally wired this desk ridiculing widely-circulated reports of Lewis' leaving the organization). Lewis' statement to the press revealed no definite future plans, adding that they would be announced upon his return from a two-month vacation. . . . New Republic working on a story covering the careers of Frank and Anne Hummert—king and queen of the soap opera industry. Radio industry, by the way, had several things break, all having wide potentials—the Lea Bill upheld and the Ascapi government suit. . . . Ed Begley leaving "All My Sons" for H'wood commitments later on in the summer. . . . Dick Gilbert (complete in frontier outfit, vaquero tie, cowboy boots, etc.) dropped into town from Arizona the other day to line up talent, transcribed shows, announcers, engineers, etc. for the Sun Country Broadcasting Co., where he's program director.



● ● ● THOUGHTS WHILE DIALING: For the work he's been doing to prevent juvenile delinquency, you might refer to Jay Jostyn as "Mr. D. Aid". . . . After years of speling, Knox Manning has really come into his own with his recent commercial mikings—proving that every Knox is a boost, for his sponsor. . . . Rochester, playing a Detroit nite club last week, prob'ly forgot all about his ciggie sponsor. He was passing out cigars to one and all. L. S. M. Tee Hee. . . . List For Future Files: Most brilliant musical talent in a radio studio—Sylvan Levin. . . . Most improved mike manner for handling contestants—Bill Cullen. . . . Gal with the most honey in her voice—Beryl Davis.



● ● ● Ed Byron may not realize it, but he's a bit of a trend-maker in this radio biz. In the ten or so years he's been around producing, each one of his shows either set the pattern for a new trend—or else was one of the early settlers. When his "What's My Name" teed off in '37, there was only one other quiz idea on the air—Prof. Quiz. In '38, when "Mr. D. A." bowed in, only three other crime shows graced the air at the time—Gangbusters, Sherlock Holmes and Bar X Days. His "Pot o' Gold," in '39, was the first of the giveaway stanzas. Now Ed is turning toward a different direction—the field of adventure yarns. On Sept. 28th, his "Reporter at Large" starts on CBS for DeSoto, with Myron McCormick in the lead. Ed feels that adventure stuff will be the next big kick on the airwaves, with crime stuff fading off. What's more, he's even willing to back up this opinion with some hard cash.



● ● ● SMALL TALK: Harriet Van Horne named her twin Angora kittens—Hedda and Louella. Ouch! . . . Aside to agency publicity dep'ts: Betty Lee Hunt, one of the town's crack femme publicists, has quit the Will Yolen office. Any exploiter would be lucky to get her services. . . . Alun Williams will pinch-hit for disc jockey Art Green while latter vacations. . . . Pete Donald sez that meat prices are so high that butchers are blowing their chops. . . . Piano wizard Jan August a big click at the Roxy. . . . Lou Quinn back from coast picture commitments and gonna settle in little old N'Yawk permanent-like. . . . Mort Nusbaum, who produced singing commercials for 20th Century-Fox, is now commercial manager of WQQW in Washington, D. C. Station is famous for its policy. They won't accept singing commercials.



AGENCIES

GREY ADVERTISING AGENCY Inc., announces that E. B. Weiss has rejoined the organization as director of merchandising. He has been merchandising consultant to group of agencies since 1941.

MCCORMICK & CO., Inc., has appointed Sullivan, Stauffer, Colwell Bayles, Inc. to handle advertising of their spices, extracts, teas, insecticides and condiments. Plans for the balance of 1947 call for an expanded program on all McCormick products in radio, newspapers, billboard, street car and trade journal advertising. Plans are also currently being developed for 1948.

MILES A. WALLACH has joined Kastor, Farrell, Chesley & Clifford Inc., as assistant research director.

SKIP HANNAFORD, formerly with the Hannaford Agency, has been appointed executive accountant for The Raisbeck Advertising Agency, Hollywood. Accounts are The Knox Co. makers of Shontex; Song Hit Guild and National Pictorialamp.

SOUTHWEST FOODS' advertising campaign in the Pacific Northwest will include newspaper ads in Yakima, Longview and Kelso, Wash. to supplement the radio show, "Dude Ranch," starring ballad singer Dallas Turner. Account is handled by Garfield & Guild advertising agency, San Francisco.

SEIDEL ADVERTISING AGENCY Inc. has been appointed to handle all advertising for Globe Distributing Company.

Crosby To England In '48; Will Record Over There

(Continued from Page 1)

land next year to make a picture for the Rank Organization. Agreement specifies that Crosby may continue his American broadcasting activities while abroad.

Deal was initiated by Wesley Rugles, who will direct the film for Rank Organization, and was negotiated by Everett Crosby and John O'Melvaney, Crosby's manager and attorney, respectively. Robert S. Benjamin, president of the J. Arthur Rank Organization, acted for the British interests.

Strong likelihood that in making his Philco-ABC program abroad Crosby will introduce music hall and other talent not generally nor heretofore heard on American radio.

STUDIO SPACE
—Bright— Rehearsal Area
For
Television, Radio or Stage Shows
One Floor
Size 88'2" x 77'2" x 16 ft. high
Immediate Occupancy—Midtown—
Contact J. M. Flynn—OR 4-7400

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

NOW
 and from now on
THE BEST
 in transcribed shows

the
SMITHS
 of
 Hollywood

**RED
 RYDER**



Joe
McCarthy



Barber
 Shop
 Harmonies



**THEATRE
 OF
 FAMOUS
 RADIO
 PLAYERS**



MURDER

at

MIDNIGHT



TOMMY

DORSEY
 DISC JOCKEY SHOW
 ON TRANSCRIPTION



**LOUIS G. COWAN
 INC.**

NEW YORK:
 485 Madison Ave., New York 22, N. Y. Plaza 9-3700

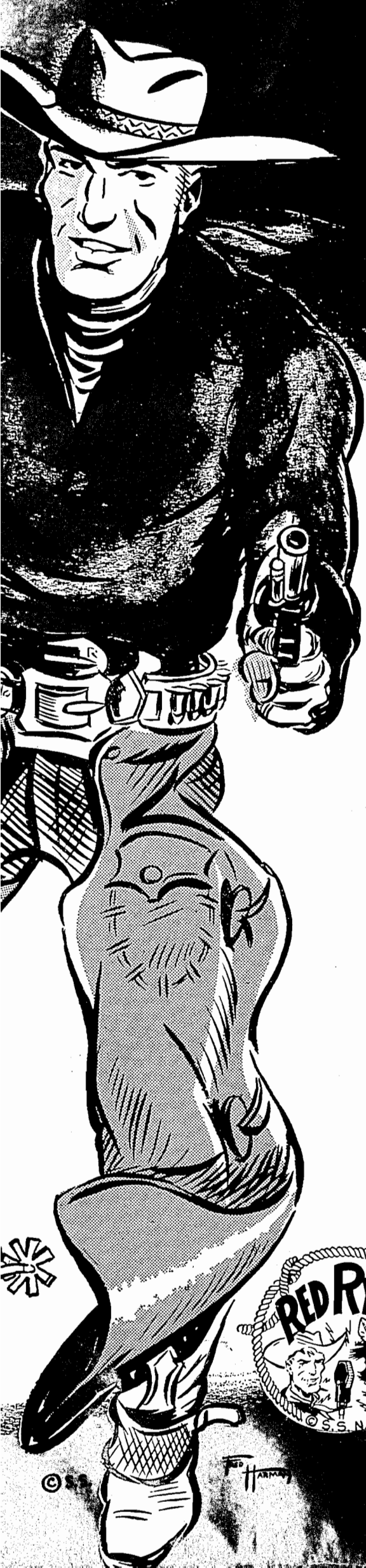
CHICAGO:
 8 So. Michigan Ave., Chicago 3, Ill. Randolph 2022

HOLLYWOOD:
 Guaranty Bldg., 6331 Hollywood Blvd.
 Hollywood 28, Calif.

It's all up there in the headline—and on those billboards. The Cowan organization offers you seven of the hottest shows in the business . . . and they *mean* business. Every program gets big-budget results on small-budget terms. Every show is tops in its field—disc jockey, situation comedy, mystery, drama, sports, music. To stations these shows offer a programming opportunity to meet and beat competition. To advertisers and their agencies these transcribed programs mean network quality at extremely low cost.

The next seven pages (they might be the most important reading you've ever done!) are stamped with the Cowan kind of showmanship.

Cowan transcriptions turn the tables on competition!



Reach for the Sky!

GREATER PER DOLLAR
THAN YOU EVER PULLED OUT OF ANY SKY WITH

RED RYDER ON TRANSCRIPTION

People like to buy from salesmen they know, and everybody knows "Red Ryder."

"Red Ryder" is more than a radio show—he's an American institution!

45,000,000 men, women and children read this popular comic-strip feature in 750 daily and Sunday newspapers.

65,000,000 people see "Red Ryder" in the 8 feature motion pictures shown annually in more than 8,000 theatres.

12,000,000 "Red Ryder" comic magazines are sold yearly.

1,000,000 "Red Ryder and Little Beaver" Big Little Books are sold yearly.

"Red Ryder" is the most promotable program ever! And we've got everything ready for you: radio's greatest fan club, self-liquidating premiums, giveaways, tie-ups galore.

After five sensational years of live broadcasting and successful selling for Langendorf Bakeries, "Red Ryder" is now available for the first time on transcription.

Both sponsor and agency give great credit to this program for its contribution to a spectacular sales increase in recent years. "Red Ryder" is ready to ride for you—in one or hundreds of markets, at an amazingly low cost. Get the facts today!

series of 52 half-hour surefire transcriptions



NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK

CHICAGO

HOLLYWOOD

www.americanradiohistory.com

WOW!

TOMMY DORSEY

DISC JOCKEY SHOW ON TRANSCRIPTION



All we did was announce the new Tommy Dorsey Disc Jockey show. We explained that Tommy on transcribed bands emcees the show, personally selects and introduces hit phonograph records, and interviews top-drawer guest stars.

Wow! You should have been here to see what happened! Wow is about as close as we can come to a description. The wires hummed, the phones jangled, the postman staggered under his load. Non-cancellable, 52-week orders on just one advertisement!

Regardless of broadcast time, Dorsey will capture and hold the major share of the available audience for any station five full hours every week. Here's your chance to dominate — *really* dominate — *any* area at an extremely low talent cost.

Buy the whole five-hour strip, or any part of it on as many stations as you want. It sells as full-, half- or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Write, wire or phone us today for names of stations carrying the show in the markets you are interested in.

(**ASIDE TO STATION MANAGERS:** Better find out right now if the Tommy Dorsey Disc Jockey Show is still available in your market. Only one station in any market can own this valuable franchise. *Remember, if you don't book it, you'll have to buck it . . . five full hours every week!*)

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK www.americanradiohistory.com CHICAGO

HOLLYWOOD

the all-time

the SMITHS

AN ANDRE

Starring

brenda MARSH

Jan FORD

Jan FORD

Ever wished you could sponsor "Henry Aldrich" "Dates with Judy" "Life of Riley" "Ozzie and Harriet" or any other high-cost, high-rating situation comedy show on the networks today?

Then here's the show you've been waiting for. "The Smiths of Hollywood" has every bit of the audience-attracting appeal of these top shows. And it has *Big Star Names!*

"The Smiths of Hollywood" will take the play away from anything

NOW AND FROM NOW ON

LOUIS GO



transcription top!

of Hollywood

FOX PRODUCTION

THE PICK OF MOTION PICTURE NAMES AS GUEST STARS!

ann SHERIDAN

lucille BALL

william HOLDEN

marsha HUNT

and others... many others!

on the dial! Each half-hour cost \$10,000 to produce... but share-the-cost transcriptions spread the expense among hundreds of advertisers. There's never been a better show. No station or sponsor ever had a better deal. It's surefire and the low cost is one of its best features! Half-hour shows ready now!

Matchless music by Charles Hathaway and his 15-piece orchestra. Brilliantly written by Dick Nossaman and Robert Presnell, Jr.

BEST IN TRANSCRIBED SHOWS

OWAN, INC.

CHICAGO HOLLYWOOD



Punch... Power... Payoff!

52 HALF HOUR TRANSCRIBED HIT SHOWS

The proof of any radio program's value lies in its ability to produce SALES—and in city after city contract renewals for additional cycles are *proof* that "Murder at Midnight" does just that! (Ehret Beer just renewed for the fourth 13-week cycle on WJZ New York the other day).

Ratings, too, tell a success story:

No. 1—13.2 in San Francisco on KFRC

No. 1— 6.7 in New York on WJZ

No. 1—10.2 in San Diego on KFSD

No. 2— 7.6 in Chicago on WGN

and so they go . . . all against the toughest kind of competition.

All this proves once and for all that outstanding stories by the authors of radio's high rating network mysteries, outstanding musical treatment, leading radio players, add up to true network quality programs.

Yes, "Murder at Midnight" takes the gamble out of program selection because week after week, in big markets and small markets, for big companies and small stores, "Murder at Midnight" is proving over and over again that it is a whale of a salesman for all kinds of merchandise and services. Put "Murder at Midnight" on your sales staff and watch your sales soar!



NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK

CHICAGO

HOLLYWOOD



THEATRE
FAMOUS
RADIO PLAYERS

RADIO'S GREATEST TALENTS
IN RADIO'S GREATEST
DRAMATIC TRANSCRIPTIONS

AN AMAZING RECORD
OF SUCCESSFUL SELLING
AT LOWEST COST
FROM COAST TO COAST

PRODUCED BY LES MITCHEL

HALF HOURS

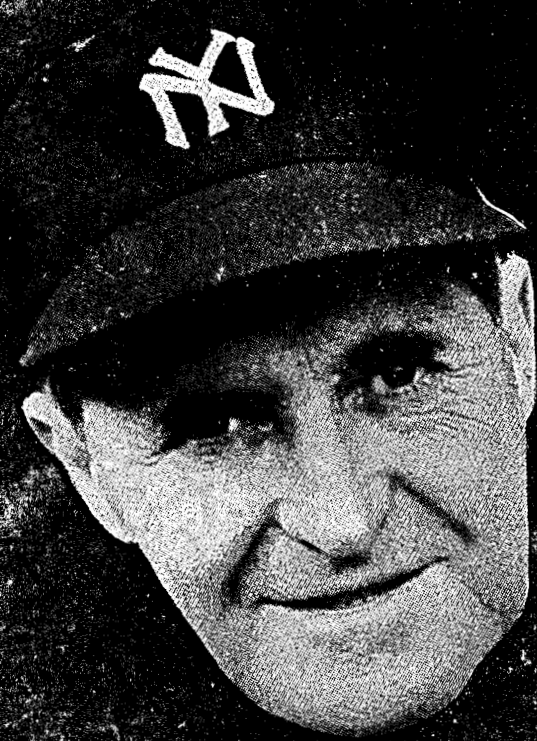
NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK

CHICAGO

HOLLYWOOD



Joe McCarthy

humorous!
informative!
exciting!

the one and only!

Barber Shop Harmonies

by the gaslight quartette



The only Barber Shop Quartette series available today on transcription. Scores of advertisers on station from coast to coast are proving its merit every day.

156 fifteen-minute transcribed programs!

Produced by Robert Mendleson

heartwarming!
irresistible!
saleable!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK:	485 Madison Ave., New York 22, N. Y., Plaza 9-3700
CHICAGO:	8 So. Michigan Ave., Chicago 3, Ill., Randolph 2022
HOLLYWOOD:	Guaranty Building, 6331 Hollywood Blvd., Hollywood 28, Calif.

Night Of FM-Tele Told By McDonald

(Continued from Page 1)

suitably amended, was made law. McDonald's letter to Denny, reads in part: "At the FCC television interference conference you held this week it was obvious that a serious mistake was made in placing television in the 50 mc. band, even temporarily. Witnesses after witness testified that television, sandwiched in between police, amateur, mobile phone and FM channels was being interfered with by all these services. The testimony indicated that television can not render a good temporary service on the 50 mc. band." McDonald then cited the situation now plaguing telecasters in different cities assigned to identical channels. Television being more vulnerable than FM, McDonald foresaw chaos when more tele outlets take to the air. McDonald further stated: "When FM was moved from the 50 mc. band to the 100 mc. band on the authority of one FCC engineer that it would eliminate long range transmission. The 100 mc. band is now demonstrating, even with stations still on the 50 mc. power, that long range transmission here is equal to that on the 50 mc. band." McDonald then says that television being practically immune to interference, transmission on either of these bands causes it no trouble, but the chief difficulty is that rural FM owners find it less efficient on the 100 mc. band than on the 50 mc. McDonald's reply also states while the 100 mc. tele assignment is only temporary, only a small section of the buying public knows this. New tele outlets are being purchased daily, says McDonald, with the public believing that their investment is safe and that it will remain on the 50 mc. In conclusion, McDonald strongly urges that the injustice done to both radio and video be rectified and the "switch back to tele in "its permanent home" in the higher frequencies. In so doing, McDonald looks for tele to become the great medium and service which everyone has been "dreaming for so many years."

Canadian FM Licenses

The Canadian House of Commons Radio Committee has approved the granting of FM licenses to seven Canadian stations as follows: CFCF, Montreal; CFRB, Toronto; CKWS, Kingston; CHSJ, St. John, N. B.; CKSO, Sudbury, Ont.; SKCR, Kitchener; and CKGB, Timmins, Ont.

Feeling High

Mrs. Edith Morecroft, informed yesterday by WABD that she was winner of the diamond ring for her "gag of the month" sent in to Dennis James for tonight's "Cash and Carry" television show, replied that she would have to phone her doctor and cancel her appointment for an examination this afternoon. Her blood pressure, she will tell the medico, is too high.

ASCAP Named Defendants In Gov't Anti-Trust Suit

(Continued from Page 1)

authors and composers under copyright laws to play or sing their music in public for profits."

Basis of the complaint is the tie-up between Ascap and foreign rights societies banded together under the International Confederation of Performing Rights Societies (La Confederation Internationale des Societes d'Auteurs et Compositeurs) located

Now Convening

The Confederation of Performing Rights Societies which is attacked by the U. S. Attorney General's office is currently holding an annual convention in London, June 23-28. Deems Taylor, president of Ascap and other officials of the organization are in attendance there. For the first time since pre-war days, the Confederation held a meeting in Washington, last year.

in Paris, France, and of which Ascap and some 25 foreign societies are the sole members.

Complaint sets forth an outline of Ascap's setup and some background on the organization which was formed as a voluntary organization in 1914 and growing since into the world's largest society of its kind. Complaint further charges that Ascap has conspired with similar societies in principal countries of the world, to exclusively cross-license each other under all music rights, and to prevent other societies from having access to such music. Further, it is alleged, that the illegal restraints have been carried out through an International Confederation.

Clark's Statement

Attorney General Clark stated yesterday that, "The control of musical performing rights which Ascap has acquired is of tremendous commercial value. Thousands of businesses, such as radio stations, teachers, dance halls, wired music services, hotels, restaurants, lounges and taverns, perform copyrighted music. It is apparent from the investigation that the cartel has prevented such users from getting music from abroad excepting through Ascap, and has hindered composers and authors of music in the United States, who are not members of Ascap, from getting their music played abroad.

Societies Per Se Okay

"This complaint does not question the rights of authors, composers or publishers to band together for the joint protection of performing rights," Clark continued, "nor does it in any way seek to hamper the legitimate activities of musical performing rights societies such as Ascap. On the contrary, the suit aims to increase the opportunities for the performances of the musical compositions of authors and composers, and to make possible a wider dissemination of American music compositions abroad."

Assistant Attorney General John

F. Sonnett, in charge of the anti-trust division, declared, "this worldwide combination has acquired a virtual monopoly of performing rights to practically all of the world's musical compositions not in the public domain. This includes most of the popular, as well as symphonic music, which is today played over the radio, at theaters, and in places of entertainment. The investigation conducted by the FBI shows that the cartel has prevented other American societies from having access to such music, thus seriously affecting their ability to enter into or remain in business."

"A further effect," Sonnett continued, "has been the retarding of the introducing of foreign musical compositions into the United States. We must remove these private business arrangements which hamper the international exchange of music and cultures."

In the complaint information is contained which states Ascap has 225 publisher and 1,675 author and composer members; that it licenses more than 29,000 music users in the U. S. In 1946, Ascap's income from licensing musical performing rights was \$11,000,000.

Under the rules of the Confederation charged with being a co-conspirator, members are not permitted to deal with non-members; only a single society is permitted for a country and societies violating the rules of the Confederation may be fined or expelled.

Says Directive Essential

Main purposes in the suit, said Sonnett, is to obtain a directive from the court requiring Ascap to withdraw from membership in the illegal foreign Confederation. It also seeks to enjoin the Confederation unless the foreign societies also make their music available to other U. S. societies. The suit also seeks to cancel the existing illegal agreements.

Some 25 foreign performing rights societies are named in the complaint. Government's case was prepared by Joseph Rand and Bertram C. Dedman, special attorneys, under the supervision of Robert A. Nitschke, chief of the cartel and patent section of the Anti-trust Division.

Unofficial statements from Ascap were to the effect that the society was a voluntary organization, non-profit and not an incorporated business. As a non-taxable office, it merely acted as a collection agency, and in the foreign agreements, there was a reciprocal arrangement. Also it was pointed out, Ascap was already operating under a consent decree, of several years standing. Under these circumstances, the suit was regarded with considerable surprise.

Stork News

A son was born yesterday morning at St. Vincent's Hospital, New York, to Mrs. Franklin H. Small, wife of the manager of "Prof. Quiz" show.

New Jersey's 1st Station
WAAT
 970 ON THE DIAL
 NEWARK-NEW JERSEY

FIRST
 IN
 AM

First commercial broadcast in New Jersey in 1920 over 2IA, the original WAAT.

FIRST
 IN
 COMMERCIAL
 FM

Will be on the air as WAAW, on or before July, 1947.

Soon FIRST
 IN
 TELEVISION

CP granted April 8, 1947. Will be on the air as soon as construction is completed.

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

New Jersey's 1st Station
WAAT
 970 ON THE DIAL
 NEWARK-NEW JERSEY

Lea Bill Constitutional; Next Moves Pondered

(Continued from Page 1)

AFM pondered over their next legal steps.

The decision of the U. S. Supreme Court returns the case to the United States district court in Chicago for trial on its merits. The original action grew out of negotiations of WAAF, Chicago, for the employment of musicians.

Attorney Henry Kaiser, associate of the AFM attorney, Joseph Padway, who was out of town, said the ultimate decision of the Court must be on the question of whether the AFM

Disappointment

The United States Supreme Court decision declaring the Lea Bill constitutional came as a shock to AFM labor leaders who in recent convention in Detroit expressed optimism over the prospects of the bill being declared unconstitutional. James C. Petrillo, president of AFM, had said in Detroit that he was withholding labor negotiations on the recording industry, television and FM radio, pending the outcome of the U. S. Supreme Court decision. At that time he indicated he thought the decision would be favorable to the AFM.

can legally seek to achieve by a peaceful strike, objectives which it is within the province of the employer legally to grant.

It was a 5 to 3 decision with Justice Hugo Black writing the majority decision and with Justice Felix Frankfurter concurring in a separate decision. Justice William O. Douglas did not participate, while Justices Murphy, Reed and Rutledge dissented, holding the act as written so vague as to be invalid.

The majority based its decision remanding the case to the district court on four grounds. District Judge Labuy was reversed in his findings that (1) the words "number of employees needed by such licensee" are unclear and unintelligible and, (2) the act is unconstitutional because it is classification. The Court refused to rule on the merits of the district court finding that the law abridges freedom of speech by holding peaceful picketing to be a crime and that it violates the Thirteenth Amendment, which prohibits slavery and involuntary servitude. Both these questions go back to the district court—whence it is likely they will go to the Circuit Court of Appeals and then back to the Supreme Court for determination.

"Ordinary Intelligence" a Factor

On the first point the majority said "we could not sustain this provision of the act if we agreed with the contention that persons of ordinary intelligence would be unable to know when their compulsive actions would force a person to hire against his will employees he did not need.

... "Clearer and more precise language might have been framed by Congress to express what it meant

HISTORY OF THE LEA BILL

The Lea bill, fostered by Rep. Clarence F. Lea was designed to outlaw "certain coercive practices affecting radio broadcasters." It was passed by the House of Representatives in February, 1946, and later passed by the Senate.

In December of last year, James C. Petrillo and the American Federation of Musicians, were named defendants in a criminal action brought by the United States Government in behalf of WAAF, Chicago radio station, in which it was charged violations of the Lea bill occurred in labor negotiations with the station.

Original Charges

The information filed charged that the licensee of WAAF, for several years to or about May 26, 1946, employed an adequate number of persons to perform all the actual services needed by the station in connection with the operation of its broadcasting facilities; that notwithstanding the premises, the defendant, Petrillo, president of the Chicago Federation of Musicians, on or about May 28, 1946, "wilfully, by the use of force, intimidation, duress and by the use of other means," attempted to coerce and compel the station to employ and agree to employ three additional persons "by directing and causing three musicians, members of the Chicago Federation of Musicians, theretofore employed by said licensee in connection with the conduct of their broadcasting business, to discontinue their employment with said licensee"; by directing the three musicians and other persons employed by the station not to accept employment by the station, and by placing a picket in front of the station. The alleged violations referred to subsec-

tion (A) (1) of section 506, of the Lea Act, making it unlawful to coerce, compel or constrain a licensee by the use of force, violence, intimidation or duress to employ persons in excess of the number needed for actual services, and providing a penalty of imprisonment for one year or a fine of not more of \$1,000, or both, for violation.

Petrillo's attorneys moved for dismissal of the action on the grounds that section 506 of title V contravenes, the first, fifth, 10th and 13th Amendments of the Constitution of the United States.

Judge Labuy Decision

On December 3, 1946, Judge Walter S. Labuy in U. S. District Court in Chicago dismissed the action against Petrillo and AFM and ruled that portion of the Lea Act is unconstitutional. Steps were taken shortly afterward by U. S. Attorney J. Albert Woll to appeal the decision to the United States Supreme Court.

Judge Labuy, in declaring portions of the Lea bill unconstitutional said the law and its application violated the Fifth Amendment of the Constitution "because of the indefiniteness and uncertainty in the definition of a criminal offense."

The court also found that the Lea Act also violates the fifth Amendment by its restriction upon freedom of speech, as shown, by peaceful picketing; violates both the fifth and 13th Amendments by its restriction on the employment of labor, and violates the fifth Amendment by an arbitrary distinction between employers, and between broadcasting and other communications industries.

"It seems to me that this vice exists in this section of the challenged Act. How can a man or a jury possibly know how many men are 'needed' to perform actual services' in broadcasting? What must the quality of the program be? How skillful are the employees in the performance of their task? Does one weigh the capacity of the employee or the managerial ability of the employer? Is the desirability of short hours to spread the work to be evaluated? Or is the standard the advantage in take-home pay for overtime work?"

Rejects Court Contention

The majority also upheld the constitutionality of the Act in the face of the District Court contention that it would deny radio employees equal protection of the law, and stated:

"In support of this contention it is first argued that if Congress concluded that employment by broadcasting companies of unneeded workers was detrimental to interstate commerce, in order to be consistent, it should have provided for the punishment of employers, as well as employees, who violate that policy.

Sees Due Process Violated

"Secondly, it is argued, the Act violates due process because it singles out broadcasting employees for regulation while leaving other classes of

Webs Study Impact Of Taft-Hartley Bill

(Continued from Page 1)

the industry, if any, should come from the National Association of Broadcasters.

Opinion by Actors Equity

There will be many developments concerning radio in the carrying out of the provisions of the measure and a specific instance, comes from the labor side rather than that of radio or radio television. Thus, according to Actors Equity Association, the campaign to organize video, under way for some time, is now considered impossible. For, if the various talent unions "sit down together" on the matter, it will come under the head of a "conspiracy."

Thus it is pointed out that television more so than radio runs across jurisdictional lines in the entertainment field. Concerned in the matter is Equity, AFRA, AGVA, AGMA and the SAG. Whether the Taft-Hartley bill will now result in at least four unions combining to form one big talent union is problematical. Exchange of cards it is held, will solve problems not only for the talent but the users of talent in television stations and by producing firms.

General Benefits Studied

As to the general aspects of the bill, the broadcasters feel that they will ride in on the general benefits accruing to the average industrial organizations, but so far their own jurisdictional strikes have been comparatively few. There were instances of AFM and NABET on platter spinners in certain areas; and possibly such items as motion picture camera men in television as well as the IATSE in video studios, may be amicably adjusted.

employees free to engage in the very practices forbidden to radio workers. But it is not within our province to say that because Congress has prohibited some practices within its power to prohibit, it must prohibit all within its power. Consequently, if Congress believes that there are employee practices in the radio industry which injuriously affect interstate commerce, and directs its prohibitions against those practices, we could not set aside its legislation even if we were persuaded that employer practices also required regulation."

"Not Yet . . . in Issue"

As to the third and fourth points, the Court said, "we are asked to rule on constitutional questions that are not yet precisely in issue. The question, as it was decided by the District Court, was not the question raised by the motion to dismiss—whether the statute is invalid on its face—but whether it is invalid as it is proposed to be applied.

"And even if our decision could be evoked upon a showing that the statute certainly, but for our intervention, would have punished respondent for peaceful picketing, there is no such certainty here. No final issue has been drawn."

ets Set New High n Cover Of Labor Bill

(Continued from Page 1)

le in the Senate booth, with over-
supervision by William R. Mc-
drew.

Top Men Assigned

lmer Davis, Martin Agronsky and
Coffin, veterans of many major
s events in the Capitol in recent
s, handled ABC coverage of the
ful 30-minute action in the Sen-
Cutting into "Ladies Be Seated"
3:30 p.m.), network presented the
s of each commentator with the
e of roll caller McGrath in the
ground throughout. Network also
oted additional news periods to
elopments and nation-wide reac-
to the new labor law throughout
afternoon and evening.

BBS had three top newsmen, Eric
areid, Bill Henry and William
dette, in the radio room of the
ate gallery, each man analyzing,
orting and discussing develop-
ats of the vote as it came from the
mber. In addition to spotlighting
Senate vote on regular network
s shows throughout the day, web
eduled a review of the Taft bill
mits "CBS Footnotes" at 11:25 last
at.

Ball Interviewed

Mutual, in addition to airing the
o-by-vote description, snared Sen-
E. Ball (Minn), one of the more
iculate participants throughout the
ior group's discussion of the bill,
ian exclusive interview with Al-
t Warner, Washington news bu-
head, and Charter Heslep, web
mentator. In addition, Mutual
up a special news and review pro-
m at 11:15 last night with Arthur
Gath, celebrated Nuremburg corre-
spondent, reporting nation-wide re-
sponse to the most controversial po-
litical issue in years.

Enita Hume On Ziv Show akes Debut On ET Series

enita Hume, film actress and wife
of Ronald Colman, has cut her first
n end transcription, "Mary, Queen
of Scots," taking the title role in the
ld W. Ziv Company's syndicated
f-hour dramatic series, "Favorite
Story." Colman is permanent-star
narrator on the series. Edna Best,
British actress, appears on the same
show as Miss Hume in a major sup-
porting role.

isk is now en route to the Ziv
ces.

Send Birthday
Greetings To —

June 24

S. Kirby Ayers Harry M. Baldwin
Frank Bastone Lois Ravel
Tom Wildman

Trammell Sees Broadcasters As 'Publishers' Of Tomorrow

(Continued from Page 1)

a new high speed communications
process, urged the Senate Interstate
Commerce sub-committee to give ra-
dio equality with the press in fram-
ing a new radio law.

The new high speed communica-
tions system, tentatively referred to
as ultrafax is a development of the
RCA Laboratories and is the out-
growth of television, Trammell ex-
plained. He said that this revolution-
ary system could transmit twenty
50,000-word novels from New York
to San Francisco in 60 seconds.

"In effect," he told the committee,
"It is a radio mail system which will
surpass radio-telegraphy, wire tele-
graphy, cables and air mail in the
speed of operation. Here, television is
used for communications instead of
entertainment.

Tests Revealed

"Preliminary tests through the air
have revealed that this new system,
which utilizes microwave relays, is
practical, and that it has a potential
for handling more than a million
words a minute.

Through the transmission system
each printed page
is treated as a
frame of a televi-
sion picture, and
each page is
flashed in rapid
succession. At the
receiving end, the
pages are repro-
duced by a new
high-speed photo-
graphic process
for quick deliv-
ery.



TRAMMELL

The new sys-
tem can be util-
ized in the transmission of letters,
business documents, checks, photo-
graphs, newspapers and magazines.
In addition the microwave relay cir-
cuits, Trammell disclosed, can simul-
taneously carry ordinary telephone
speech and telegrams, and also pro-
vide intercity network for television
as well as standard and FM broad-
cast programs.

Trammell said public demonstra-
tions of the 'ultrafax' system are
scheduled during the summer of
1947 and these demonstrations will
"reveal the details of this remark-
able advance in the evolution of
communications."

Turning to discussion of the pro-
posed White bill he declared that such
stars as Bob Hope, Jack Benny, Ed-
gar Bergen, Fred Allen and Fibber
McGee and Molly, are threatened
with the loss of their broadcasting
time by the proposed bill. Some or
all of these stars, he explained, might
have to give up their network time
because the bill would reduce the
amount of time available on local
stations for the broadcast of their
programs.

"A free press," Mr. Trammell said,
"is one of the basic guarantees of
a free society. Recognition of the

same freedom for radio will place
a powerful ally at the side of the
press. Together they will be able to
withstand any assault upon democ-
racy.

"With the coming of television and
facsimile, broadcasting has embraced
the written as well as the spoken
word. Where is the line to be drawn
between a newspaper publisher who
delivers news, information and opin-
ion, and public discussion by a news
broadcaster who puts the same ma-
terial into the home via the electronic
delivery route?"

Warns Against Gov't Control

If present restraints are retained
or new ones imposed, an autocratic
or dictatorial government could de-
termine what the people shall see
as well as what they shall hear when
television becomes an established
service. When newspapers are de-
livered into the home by radio fac-
simile the cycle will be complete, for
then such a government would be
able to control what the people shall
read as well as what they shall see
and hear.

"The only way to meet the prob-
lems thus posed is to enact legisla-
tion which will prevent the exercise
of any restrictive control over pro-
grams and other material transmit-
ted by radio, whether it be broadcast-
ing by sound, television or facsimile.

"No agency should ever be per-
mitted," he told the Senate subcom-
mittee, "by the threat of revocation
of a license or denial of renewal, to
intimidate broadcasters as to the
kind of program service they must
render to the public."

Cites Canada's Plight

Mr. Trammell told the subcommit-
tee of the situation now confronting
broadcasters in Canada who are fight-
ing in the Canadian House of Com-
mons for a free radio such as is now
enjoyed by American listeners. He
explained: "In a recent presentation
to the Canadian House of Commons,
the broadcasters had this to say, and
I quote: 'During the past year, this
association (Canadian Association of
Broadcasters, representing 89 to 103
independent stations in Canada), has
given serious study to the urgent
need for a radio "Bill of Rights,"
that would establish and guarantee
for radio the constitutional freedoms
and safeguards which should prevail
in a democratic country. Today, ra-
dio in Canada is under complete con-
trol of any "government-of-the-day"
that is in power—not direct control
by the elected representatives of the
people assembled in Parliament . . .
Canadian radio has now passed its
evolutionary stages. Today, it en-
joys an importance similar to that
of the press. Yet it does not have
any of the established rights and
safeguards associated with freedom
of the press. Radio has a voice, but
no legal right to use it. It is con-
trolled by laws and regulations which

Public Service Aims Of Council Revealed

(Continued from Page 1)

to advertisements which support im-
portant national educational pro-
grams.

Mortimer reviewed this service in
the past in various national crises
and asked West Coast business men
to further support the plan through
local action. He outlined the Coun-
cil's basic objectives as follows:

"To coordinate the advertising con-
tributions of business in the public
service. To use the advertising chan-
nels of the broad mass media of com-
munications to achieve a better in-
formed, and therefore better integ-
rated American public. This in turn
will provide a better, more perma-
nent market for American busi-
ness, thus repaying the original con-
tributions."

Other Items Treated

Among other items Mortimer stated
that through the Advertising Coun-
cil's radio plans, safety messages
were spoken by stars who worked
them into radio scripts or carried
as non-commercial announcements.
Figuring a listener impression as one
radio message heard once by a lis-
tener, Mortimer said that safety mes-
sages were heard last year by radio
audiences to the amount of one and
three-quarter billion listener impres-
sions.

Two Webs Clear Time For Truman Labor Talk

With President Harry S. Truman
and Senator Robert A. Taft, both re-
questing time Friday night, relative
to talks on the veto by the President
of the Hartley labor bill, webs sought
to divide the chores, although in
some cases not all webs were asked
for time as in the case of Taft.

Truman was carried on Mutual
(10-10:15 p.m., EDT., as scheduled)
and shifted "Meet the Press" to
10:15-10:45 p.m. At 10:45-11 p.m.,
Senator Taft's talk was carried.
Philip Murray (CIO) was a guest on
the MBS show.

NBC did not carry either Truman
or Taft and CBS carried Truman
only. ABC carried the President's
talk, but did not have a request from
Taft for a pickup, the Senator appar-
ently being satisfied with the Mutual
setup.

are outworn, discriminatory and un-
just."

"Gentlemen, in Canada the broad-
casters are fighting for a freedom
they have never possessed. In the
United States the free radio we have
enjoyed is threatened by the con-
tinued encroachment on the rights
of the public to receive a broadcast-
ing service free from federal regu-
lation. In the legislation which we
hope that Congress will enact, we
ask for equality with the press un-
der all the laws that govern our so-
ciety. We reaffirm our previous re-
quests for legislative safeguards to
protect the freedom of this great
medium of mass communication."

M. T. LANSER, Pres.
R. M. ZERBE, Sec.-Treas.
JOSEF CHERNIAVSKY, Vice-Pres
In Charge of Prod.

TELE-RADIO CREATIONS^{INC.}

"WE SELL The SHOWS That SELL!"

proudly presents *It Really Happened!*"

*An exciting . . . intriguing . . . dramatic 15-minute
open-end transcription series now available
for local, regional and national sponsorship.*

STARRING **JIM AMECHE**

who becomes America's newest exciting Story-Teller . . . with
IT REALLY HAPPENED!!!

Telling intense, absorbing, educational stories based on the least-known facts of the most well-known people, Jim Ameche comes to a large loyal audience with entertainment at radio's best . . . **IT REALLY HAPPENED!!!** . . . An Open-End Transcribed 15-minute show.

Available now . . . for local, regional or national coverage . . . a program designed to please and to pull . . . **IT REALLY HAPPENED!!!**



TELE-RADIO CREATIONS, INC. is an organization of leading radio producers, directors, writers and artists equipped to meet all your radio needs . . . musical, variety and dramatic . . . live and open-end transcribed productions.

FOR AUDITION RECORD: WRITE — WIRE — PHONE

TELE-RADIO CREATIONS^{INC.}

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CHICAGO 11, ILLINOIS • Phone SUPERior 5121



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

Evaluate Gains Of Lea Act

ASCAP Resignation Does Not Halt Suit

Although Ascap resigned its membership in the International Confederation of Authors and Composers Societies less than two-hours before U. S. government suit was filed, the action instituted by Attorney General Tom Clark will continue with a consent decree sought which will provide for a change in the exclusivity contracts in force between the society and some of the foreign organizations. Ascap resigned at the confederation convention now in progress in London.

Since the action is a civil one and
(Continued on Page 8)

KFI Has 'Showcase' Plan for Coast Talent Agencies

Los Angeles—An innovation in entertainment selling will be inaugurated by KFI with the station placing 13 half-hour periods on Tuesdays at 8 p.m., effective July 1, for the purpose of allowing agencies to present live package shows. The station will furnish the orchestra as well as air and rehearsal time at no cost while talent agencies will pay the artist and writer fees.

Charles B. Brown, program director
(Continued on Page 7)

Philco 1948 Tele Output Will Reach 250,000 Sets

The Philco Corporation has the manufacturing facilities to produce 50,000 television receivers and over 1,000,000 radio sets during 1948, and will do so if its dealers throughout the United States are capable of moving this amount, James H. Carmine, vice-president, told a meeting of the
(Continued on Page 8)

Radio Roundtable

Mutual's "Opinion-Aire," heard Wednesday nights, 10-10:30 p.m., will feature as its topic tonight, "Is Radio Doing Its Best Possible Job?" Upholding the affirmative will be Carl Haverlin, president of BMI. Haverlin's counsel will be Sydney Kaye. For the negative, Llewelyn White will be heard, who was in charge of the radio phase of the report made by the Commission for freedom of the press. White's 'attorney' on the airer will be Ben Gross, radio editor of the New York Daily News.

'All Media' Leaders To Visit President

Washington Bureau, RADIO DAILY
Washington—Participants in the all-media "Freedom of Expression" conference called by NAB President Justin Miller, will meet tomorrow with President Truman, it was learned yesterday.

The chief executive is expected to give his official blessing to the basic
(Continued on Page 2)

Radio Directors Guild Authorizes Strike Vote

Radio Directors Guild, affiliated with the AFL, at its meeting late Monday night at the Waldorf-Astoria Hotel, agreed to poll its members on the question of taking action against the networks et al and if they were
(Continued on Page 7)

Radio To Pay Tribute To U. N. On Its Second Anniversary

Major networks and many independent stations as well as web affiliates will participate in a well rounded series of programs to mark the second anniversary of the signing of the United Nations Charter in San Francisco, two years ago tomorrow. In addition to special UN programs, tonight and all day tomorrow, numerous sustaining shows will carry UN messages; also a great number of commercial programs will insert

Broadcasters Weighing Supreme Court Decision Declaring Anti-Petrillo Bill To Be Constitutional

Admiral Hooper Heard During White Hearing

Washington Bureau, RADIO DAILY
Washington—"Some formula" must be worked out to give the public a voice in determining whether broadcasters have merited renewals, Admiral S. C. Hooper, retired Naval Communications chief, told the Senate Interstate Commerce Committee yesterday. He also suggested classifying stations for entertainment or "unlimited service."

One means of enlisting public aid
(Continued on Page 6)

NBC Sets Gala Program For WNBW Opener Friday

Opening of WNBW, NBC's television station in the Capital this Friday, June 27, will comprise an elaborate gathering of top industry and government officials and special pro-
(Continued on Page 7)

Confirmation Of Jones Under Study Thursday

Washington Bureau, RADIO DAILY
Washington—The question of confirming Rep. Robert F. Jones, (Rep., Ohio), for a seven-year term as a member of the FCC will go before
(Continued on Page 6)

Network and, for the most part, station officials, are marking time on seeking quick advantages of the Lea Act provisions which have been held constitutional by the Supreme Court. Due to contracts in existence as to musicians employment, with network and some key stations having agreements

(Continued on Page 5)

House Aids OIC 'Voice' By Passing Mundt Bill

Washington Bureau, RADIO DAILY
Washington—The House yesterday passed by a vote of 272 to 97 the Mundt bill, which, for the first time, provides direct Congressional authority for "The Voice of America" broadcasts and other segments of the international information program. The bill now goes to the Senate, where there is no likelihood of early action. Significance of the move,
(Continued on Page 2)

Music Protective Group Issues Licensing Policies

Detroit—American Federation of Authors and Publishers, Inc., music copyright protective group, recently reorganized with Robert Seibert of
(Continued on Page 4)

Flying Instructor

"So You Want to Be a Flyer?" is the name of a new program aired every Sunday afternoon on KABC, San Antonio. Idea for program is credited to KABC announcer, Alec Chesser, who recently started taking flying lessons. On each 15-minute program, Chesser describes his progress; features interviews with other student pilots, instructors and flyers.

"In Year Or Two"

Atlantic City—Dr. Allen B. Du Mont, president of the video laboratories bearing his name, yesterday told members of New Jersey Allied (film theater operators) that television probably will be introduced into movie theaters within a year or two. He described the primary methods of producing large-size tele pictures suitable for theater use.



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

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★ COMING AND GOING ★

FATHER PATRICK PEYTON, of Hollywood, who produces the "Family Theater" program on KHJ-Mutual Thursdays, is in New York for visits with radio friends.

ROBERT J. DEAN, manager of KOTA, Rapid City, S. D., is spending a few days in New York on station business.

MORRIS MITCHELL, sales manager of WTOP, Washington, D. C., is back in the Nation's Capital following conferences at the New York headquarters of CBS.

VIRGINIA LEE COMER, national representative of Video Associates, Inc., has left on an extended tour of the West in the interest of Tele-Pac, the organization's new mail-order program service.

CHESTER THOMAS, manager of KXOK, American network affiliate in St. Louis, is in New York for a series of conferences with executives of the web.

WALLACE WALKER paid a call yesterday at the New York headquarters of the American network. He's general manager of WFCI, Pawtucket, R. I.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF, of the RCA-Allied Stores "Television Caravan," are putting on their exhibition today in Paterson, N. J.

WILLIAM M. O'NEIL, president of WJW, American network affiliate in Cleveland, is in town for conferences at the headquarters of the network.

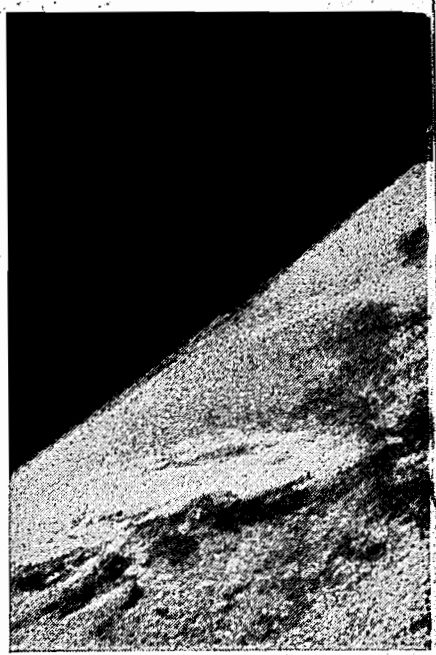
S. G. HENDERSON, manager of WGUY, is in Gotham. The station is the American network outlet in Bangor, Me.

L. L. HILLIARD, owner and manager of KOLT, Scotts Bluff, Nebr., is in town on business. He plans to remain here for about 10 days.

GEORGE HERMAN, Columbia web program news editor, is back from his vacation.

LOFTON W. HENDRICK, manager of KRRV, Sherman, Tex., was a visitor yesterday at the offices of the Mutual web, with which the station is affiliated.

ARTHUR PADGETT, general auditor of CBS, leaves today on a short business trip to Boston.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar-spent than any other station in town!



W-I-T-H

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

"All Media" Leaders Will Visit President

(Continued from Page 1) objectives of the conference—to assure full freedom of expression to all media.

Morning session of the one-day conference will be held tomorrow at NAB headquarters. Afternoon session will be held at the Statler Hotel. Expected to sit in on the afternoon meeting is former Secretary of State James F. Byrnes, now special counsel to the motion picture association.

Following the exploratory meeting, the group will hold a reception. Invited are members of the U. S. Supreme Court, the U. S. Court of Appeals, FCC, and Press and Radio Correspondent Associations and White House newspaper and radio staff.

Spot Sales And Renewals Brisk At WMAQ, Chicago

Chicago—Spot sales and renewals were brisk for WMAQ last week. Renewals for 65 one-minute announcements and 26 station breaks were announced by Oliver Morton, central division manager of the national spot sales department. Jumptown, Chicago restaurant, renewed a direct schedule of one-minute announcements on Dave Garroway's 11:60 Club for 13 weeks starting June 17. Capper Publications ordered six one-minute announcements to be aired on the "Early Bird" program on Mondays, Wednesdays and Fridays for two weeks starting June 16, and the Beech-Nut Packing Co., renewed a schedule of 26 station breaks to be aired for one a week for 26 weeks starting July 3.

Colgate - Palmolive - Peet Co., through Ted Bates, Inc., ordered 86 station breaks, to be aired between June 16 and December 31. Federal Savings and Loan Council of Illinois ordered seven station breaks, and Mandel Bros., Department Store, ordered four one-minute announcements on the 11:60 Club.

House Aids OIC 'Voice' By Passing Mundt Bill

(Continued from Page 1) however, is that the House is now certain to accept Senate proposals that funds be provided for the present operation of the broadcasts and other parts of the program pending passage of the bill by the Senate. Once this bill is passed, the State Department then will have to go to Congress for funds, since the bill does not stipulate what might be sent on the program.

Opera On WLW, WINS

Cincinnati — Arrangements for broadcasts of the summer opera originating in the Cincinnati Zoological Gardens by WLW, the Crosley station, were completed here this week, it was announced by James D. Shouse, president.

WLW and WINS, Crosley outlet in New York, will air the operas in their entirety.

FINANCIAL

(Tues., June 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7	7	7	— 1/8
Am. Tel. & Tel.	155 5/8	154 3/4	154 7/8	— 3/8
CBS B	28 1/2	28	28	—
Farnsworth T. & R.	6 1/2	6 1/4	6 1/4	— 1/4
Gen. Electric	35 5/8	34 5/8	35	— 1
Philco	26 5/8	26 1/2	25 1/2	— 1 1/2
Philco Pfd.	94 1/2	94 1/2	94 1/2	+ 1
RCA Common	8 1/2	8 1/4	8 1/4	— 1/4
RCA First Pfd.	74 1/4	73 1/2	73 1/2	— 3/8
Stewart-Warner	15 7/8	15 1/8	15 1/8	— 5/8
Westinghouse	28 1/2	27 5/8	27	— 1 1/2
Westinghouse Pfd. A.102 1/2	102 1/2	102 1/2	102 1/2	— 1/2
Zenith Radio	17 3/8	17	17	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	— 1/2
Nat. Union Radio	2 1/4	2 1/8	2 1/4	— 1/8

OVER THE COUNTER

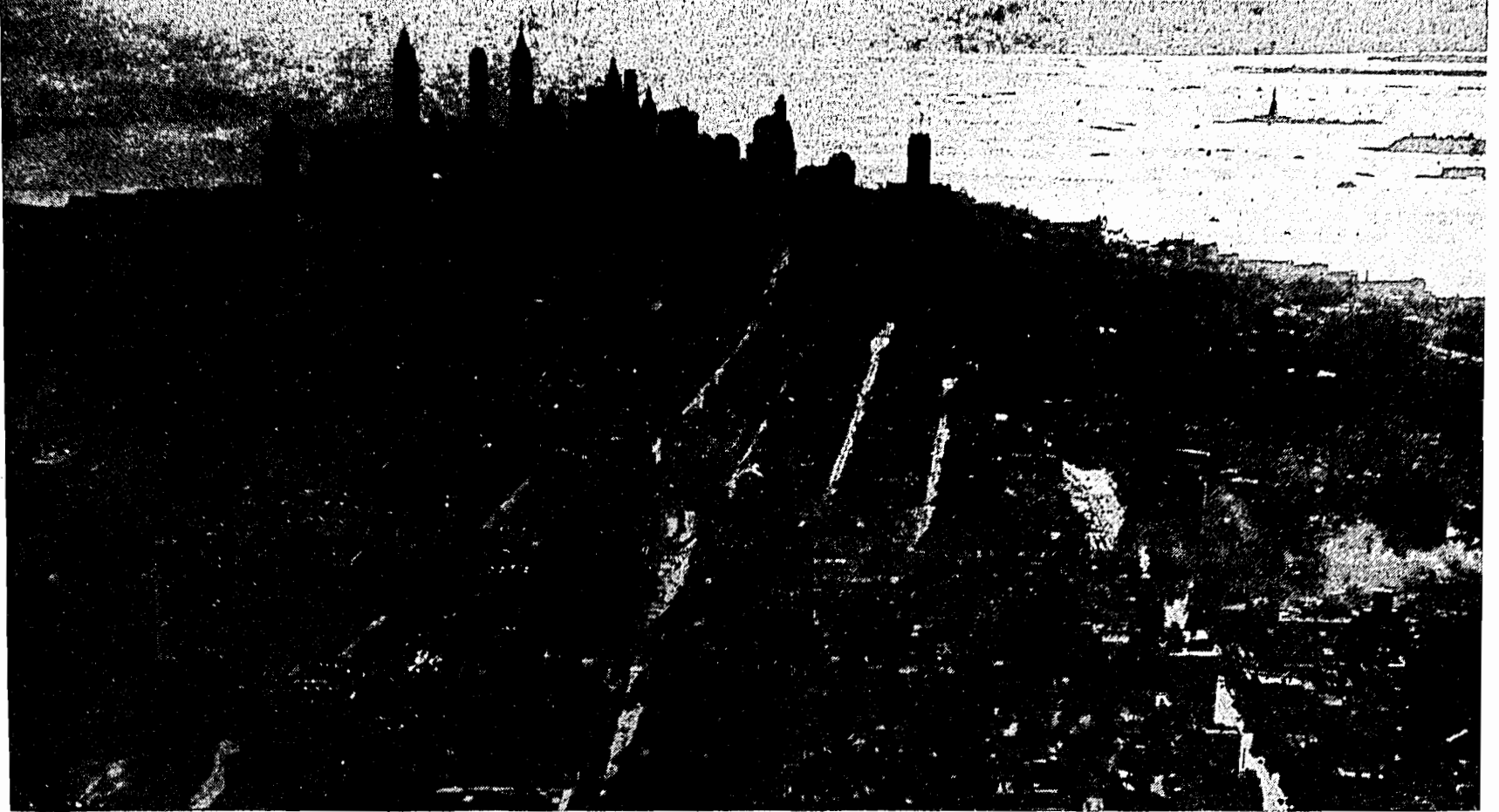
	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	5	7
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	2 1/8	2 5/8
WCAO (Baltimore)	38	42
WJR (Detroit)	14	16

\$9,250,000 In New Business

Claiming a total of \$9,250,000 in new business in the past two months, CBS yesterday announced the sale of an additional 10 minutes of "Hint Hunt" to Armour and Company beginning July 21. Packing firm now sponsors the first 15 minutes of the show and the additional time will cover the full 25 minutes of the audience participation program. Program is broadcast from Chicago, Monday through Friday, 4:00 to 4:25 p.m.

IN CLEVELAND IT'S
WHK

THERE'S POWER IN NUMBERS



WINS NOW 50,000 WATTS

Over the most densely populated area of New York City, WINS now has a clear, powerful directionalized daytime signal equivalent to 240,000 watts non-directional.

With its five-fold increase in power, WINS for the first time will deliver to metropolitan New York listeners a signal thoroughly comparable with the very best now available in that market.

And even though daytime power goes up, no immediate rate increase is contemplated. Any rate adjustment either up or down will, in the future as in the past, reflect our long standing over-all company policy of selling a demonstrated listening audience at the lowest possible cost-per-listener consistent with sound and constructive operation.



CROSLEY BROADCASTING CORPORATION

WINS

NEW YORK

SOUTHWEST

KGKL, San Angelo marked its increase in power on June 12 with a two-hour stage show from the stage of the City Auditorium with the entire affair broadcast, minus all commercials. Increase in power was from 50 watts to 5,000 watts daytime and 1,000 watts nighttime.

Cedric Foster, Mutual network commentator is making a series of talks in the southwest with his broadcast originating in the Mutual station nearest his speaking engagement. He is to be heard at the Hardin-Simmons University at Abilene also. Ray Bried has replaced Sam Sloan in the news staff of WOAI, San Antonio. Bried will cover the local news for the station.

New series of programs being heard over WFAA-820 Dallas, is titled "This is It" and is heard for a half hour each Sunday afternoon sponsored by the Southland Corp., operators of the Eleven Food Stores. Programs feature Claudine Shannon as "Peggy," George Stevens as "George" and music by Allen Roth and his orchestra with songs by Karen Kemple and Bob Hannon. Mack Newberry is producer. The sponsor also airs a quarter hour newscast over WFAA three times weekly.

While making preparations to observe its 25th Anniversary on the air this fall, staff of WOAI, San Antonio has found Mrs. Fred P. Jones of South San Antonio who remembers the first broadcast from WOAI. Further she has in her attic the set which received the first show.

Music Protective Group Issues Licensing Policies

(Continued from Page 1)

Detroit as president, will not impose a location tax, in sharp distinction to Ascapi policy, Seibert pointed out here. Group, he stated, will issue licensing privileges gratis to both locations and entertainers, with members depending upon royalties or their income.

Policy falls in line with the objective sought by numerous exhibitor groups in both association and legislative activity for several years. Seibert reports the AFAP now has 138 writers and four publishers on its membership roster. Membership at present includes independent composers and publishers but current negotiations look to independent record groups in connection with disc tie-ups.

AFAP was incorporated in Massachusetts in February, with Seibert becoming president last month, after some internal reorganization.

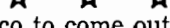
COMPLETE TRANSCRIPTION SERVICE
STATE 5635

Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
Amb. 2142 • Chicago 6 Sta. 5435



Mainly About Manhattan. . . !

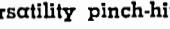
● ● ● Revere Copper and Brass (now sponsoring "Exploring the Unknown") will invade the daytime across-the-board field in the late fall or winter. . . Mutual trying to work out a deal with Abbott & Costello, we hear. . . Jolie's reported take on the new Kraft Music Hall setup will be around 15 G's weekly. . . Several inquiries on who was responsible for that eye-catching 8-page insert of Louis G. Cowan's in Tuesday's RADIO DAILY. The lad's name is Budd Getschal, acc't exec and veepee of Stuart Bart Advertising Agency, who worked it out with Ed Rosenwald, of the Cowan office. . . Phil Spitalny will bankroll his own recording firm—Charm Records. . . It's a girl at the Marvin Coles. Pop is WINS's star salesman. . . Time mag. doffs its lid to Rob't Q. Lewis in its current issue tagging him as having "real comic flair." Aided, of course, by Goody Ace's high-class scripting. . . Two of the nation's leading safety razor manufacturers are waging a behind-the-scenes battle about each other's newspaper advertising copy. One of the companies has gone so far as to register a complaint with the American Newspaper Publishers' Association. . . A concentrated 20-hour drive for donations to the Damon Runyon Memorial Fund for Cancer Research will be held on WHN July 2.



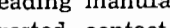
● ● ● Watch for Philco to come out with a new popular-priced television set which promises to give other manufacturers plenty of competition. It'll be a seven-inch direct image table model, with no price as yet set. Jimmie Carmine, merchandising veepee, disclosed plans for the new set at a dealers' pow-wow at the Waldorf Monday nite and said it would come off the production line in July or August. Philco is geared to produce 250,000 video sets in '48, according to Carmine.



● ● ● ONE MAN'S POINT OF (RE)VIEW: It was a busy day-time schedule for radio on Monday. "Wendy Warren and the News" replaced K. Smith on CBS and turned out to be just another soap opera with a worn plot. (Wendy, a news reporter, is faced with the problem of her original fiance, believed to be killed in the war, returning just as she's about to marry someone else. Very original). News portion is brief and not easy on the ears. . . Norm Brokenshire, NBC's contrib to the disc jockey lineup, hasn't lost any of the old Broke style, but he hasn't much to pin it on, spinning the same records we hear all over the dial. . . Don McNeill's 15th ann'y Breakfast Club program made up in nostalgia what it lacked in customary brightness, with transcribed messages from the old members reminding us how long it's been since we heard Fibber McGee and Molly, Nancy Martin, Gale Page, Jack Baker, etc., on the Club. . . Dwight Weist proving his versatility pinch-hitting for the vacationing Irene Beasley on "Grand Slam."



● ● ● Here's an opportunity for ex-service gals (with some skill with a drum or brass musical instrument) to get an all-expenses-paid vacation in August at a private school just outside New York City. A salary plus bonus goes with the offer, what's more. The project—an all-girl drum and bugle corps—is sponsored by one of the country's leading manufacturers, who prefers to remain anonymous. If interested, contact Bill Maloney at BBD&O.



● ● ● LOVE 'n KISSES: Al Roth's exciting new album, "Spirituals in Rhythm"—his first for MGM. . . Jimmy Atkins' subbing for the vacationing Jack Berch. . . Connie Haines' melodies via the Alec Templeton show. . . Lloyd Shaffer at the Paramount. . . Ann Hathaway's big time warbling via WNEW. . . Melba Welch's highlighting of the Icetime of '48. . . Thrush Marion Kingsley, currently at the Wardman Park Hotel in Washington. . . Art Green's WMCantics.

CHICAGO

By NAT GREEN

JACK PAYNE'S "Let's Face It" WBKB tele show in which the audience guesses the identity of masked celebrities, has been sold to Terman Television Sales, retailers of receivers.

The Chicago Social Work Publicity Council has cited Ben Park, producer of the council's WBBM radio series "That Men May Live," and Elizabeth Wolcott, of the WBBM department of education, for their contribution to the success of the council's 40 radio programs.

Betty Kobald, former employee of the WGN operations and programming department, has been appointed sales service manager of KHJ-Don Lee in Hollywood.

Joe Kelly, Jr., 23, son of Quizmaster Joe Kelly, has started his radio career at Station WELL, Battle Creek, Mich.—the same station on which his dad started 14 years ago. Young Joe is starting as staff announcer.

The CBS "Church of the Air" was broadcast from the WBBM Chicago studios Sunday, June 22, with Martin Crane, first reader of the Christian Science Church in Glencoe, Ill., as speaker.

Departure of the Northwestern railroad's crack train City of Los Angeles from Chicago Tuesday, June 17, was televised by WBKB.

Jerold Saxon, formerly of WJJD, has joined the announcing staff of WIND.

Lionel Hampton, noted Negro orchestra leader, and his band will be heard from the WBBM studios during the broadcasts of CBS's "Treasury Bandstand" on June 28 and July 5. The programs will be broadcast before audiences of underprivileged Negro children through arrangements made by Mrs. Lionel Hampton.

The NBC-Northwestern University Summer Radio Institute was officially inaugurated Monday, June 23, with a reception for students, faculty members and university officials.

Joey Rumoro, guitarist on WBBM's "Party Time," will be married on June 28 to Catherine Chiaro.

Robert Morton, superintendent of the NBC mail and messenger department, will become assistant supervisor of the transcription department July 15.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT
! UNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

Kansas City Ponders Over Its Role In Radio

...llas, Tex.—The future of the
owned broadcasting station,
and the City Radio Commission,
has plans for putting the city
in the radio business on a big time
is hinging on three separate
aspects of the station's operations.
The investigations, under way by
the City Council, the City Council
advisory committee, and
Manager Roderic B. Thomas,
designed to answer these ques-

Should WRR's \$400,000 reserve
be tapped for expansions? 1. Should
the loss of city income resulting
from repeal of the garbage
collection fee? 2. Should the city stay
in the radio business? 3. If so, to
what extent? 4. Should WRR con-
tinue to be operated under the radio
commission as an independent
agency of city government, or should
it be under jurisdiction of the city
manager? 5. Should a larger share
of WRR's income go to general city
purposes than the \$60,000 a year it now
contributes through operation and
maintenance of the police radio sta-

Three-Way Investigation

The three way investigation of
WRR's operations was brought about
by the recommendations of several
city officials to the City Council that
operation be placed under the City
Manager and that its income be made
available for general fund use. Those
officials have been critical, among
other things, of salaries and commis-
sions paid WRR personnel. Station is
managed by Charles Jordan.

Since 1939 when WRR was placed
under the radio commission its income
had been allocated solely to radio
purposes. In 1939 WRR was in debt.
Since then the reserve fund of more
than \$400,000 has been built up and
is increasing monthly.

Expansion Plans Discussed

The radio commission and station
executives have plans for use of the
reserve fund and a considerable
amount of future income for expan-
sions and changes that would total
\$35,000 or more.

One of the changes is a mandatory
one for the police radio station which
would cost an estimated \$100,000.
Change involves switching from the
present police band to a high fre-
quency band of 156,000 kilocycles.

The other proposed changes, how-
ever, are for expansions of WRR in
the entertainment field. These in-
clude:

1. Construction of an FM station
which the FCC has approved calling
for start of construction June 17. The

Industry Is Studying Lea Act; Report Capital Calls Petrillo

(Continued from Page 1)

in effect until Feb. 1, 1948, it is not
expected that the matter will be dis-
cussed with James C. Petrillo, AFM
head, until such time as negotiations
come up again.

At that time, with attorneys having
fully studied the decision, broad-
casters will be in a position to bargain
as they see fit. Some radio officials
point out that they preferred to re-
main out of the picture until the

Postponement Likely

Washington — The decision of
the U. S. Supreme Court validat-
ing the Lea Act may cause a post-
ponement of the investigation of
James C. Petrillo, president of the
AFM, by the House Labor Com-
mittee, it was stated here yesterday
by Fred A. Hartley, Jr., (R., N.
J.), chairman of the committee.
The Supreme Court, in upholding
the Lea Act yesterday, ordered a
lower court to try Petrillo on a
charge of violation of the law. It
is the latter action which probably
will bring postponement of the
House committee's probe of the
AFM head.

WAAF action is finally adjudicated.
For this reason, no comment is forth-
coming from web executives.

Before the musician agreements
run out in February, the contract be-
tween the AFM and recording com-
panies comes up for renewal or what-
ever Petrillo has in mind about re-
cording. He has recently gone on
record as stating that the AFM would
again refuse to make disks and it is
figured that all angles of broadcasting
will have to be taken into con-
sideration since recordings are need-
ed. Also that networks and large
stations at least, do not contemplate
doing away with live musical talent
because of the Lea Act.

FM More Hopeful

Immediately upon receipt of news
that the Supreme Court had held the
Lea Act constitutional, J. N. (Bill)
Bailey, executive director of the FM
Association, wired the presidents of
the four major radio networks asking
how quickly they would make net-
work musical programs available to
the country's 241 FM stations already
in operation in the United States.

Nine hundred and one other FM

station and the FM studio would cost
from \$100,000 to \$125,000. 2. Placing
WRR into the national picture with
a 50,000-watt transmitter instead of
the present 5,000-watt local coverage
station. This would cost about \$200,-
000. 3. Adding facsimile transmission
to its FM station when that service
is available. 4. Entering the televi-
sion field when television becomes
available. That would cost another
\$200,000 or more.

Both Mayor Jimmie Temple and
City Manager Thomas frown upon
the city being in business, but recog-
nize that it has an investment to
protect in WRR.

stations have been authorized by the
FCC and most of these are in various
stages of construction.

Network music has been denied FM
stations since December 31, 1945, un-
der edict of the AFM, which notified
networks that any music duplicated
for FM stations necessitated duplicate
musical staffs. The networks, rather
than pay double for music, declined
musical programs to FM stations.

Under the Lea Act, double pay for
services rendered or requiring a
broadcaster to employ more personnel
than needed are unlawful.

First mid-year meeting of the FMA
board of directors gets under way
in Washington today, with the impact
on FM of the Supreme Court's deci-
sion expected to take the play away
from plans for the association's annual
convention.

Many FM broadcasters believe that
the Supreme Court decision may be
the "turning point" in FM. If net-
works make their musical programs
available to FM stations, FM may
overcome its greatest obstacle to full
acceptance by the public, one broad-
caster said.

Chicago Men Reticent

Chicago—Local radio men are
happy over the Supreme Court rul-
ing holding the Lea Act constitu-
tional, but are withholding comment
for the present. An attempt to reach
James C. Petrillo, president of the
AFM for comment was without re-
sult. At his home there was no re-
sponse to phone calls, and local fed-
eration executives said they had been
unable to get in touch with Petrillo
during the day. It was reported
shortly after noon that Petrillo had
been called to Washington.

An inquiry as to the likelihood of
the WAAF case being called to trial
elicited the information from the
office of Judge Labuy of the Federal
District Court that the case had not
been returned here from the Supreme
Court and it was unlikely that it
would come to trial before the fall
term of court, as the court term is
closing and only emergency meetings
will be held during the summer
months.

In a newspaper interview late Mon-
day, Petrillo stated "No one will ever
say Jim Petrillo fought his country
or the Supreme Court. I thought I
had the law on my side and I made
the best fight I knew how. The
Supreme Court has spoken and I
bow to its dictates pending the out-
come of my trial."

The WAAF case against Petrillo
was filed June 14, 1946.

STUDIO SPACE
—Bright— Rehearsal Area
For
Television, Radio or Stage Shows
One Floor
Size 88'2" x 77'2" x 16 ft. high
Immediate Occupancy—Midtown—
Contact J. M. Flynn—OR 4-7400

For Profitable Sales
Advertise in these
**5 PROSPEROUS
MARKETS**

WGAL

Lancaster, Pa.

Established 1922

WRWA

Reading, Pa.

Established 1922

WKBO

Harrisburg, Pa.

Established 1922

WORK

York, Pa.

Established 1932

WEST

Easton, Pa.

Established 1936



STEINMAN STATIONS

Available individually to
suit your needs. Write:
Sales Representative

**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco

IN CLEVELAND IT'S

WHK

Admiral Hooper Heard During White Hearing

(Continued from Page 1)

might be the taking of a poll to let the public register its feeling "about the relative standing of each station as compared with the others in the same zone, with regard to its efficiency in serving the public interest," he proposed. Admiral Hooper also suggested two separate classifications which would be submitted to the FCC and "given due weight" when renewal is considered—with the weight determined by Congress. Discussing his proposal that stations be classified into two groups, Admiral Hooper suggested that applicants for "entertainment licenses" must detail what type of entertainment they intend to present "in some detail." Declaring that freedom of speech would be a minor issue here, he said these stations would correspond to theaters and specialty newspapers for public entertainment.

Supports FCC Division

Admiral Hooper also supported the plan to divide the Commission — a plan he had himself advanced in 1933 and again in 1939. Support for the division plan was recorded also by Aeronautical Radio, Inc.

Strong support was registered for sections of the White bill spelling out just how the question of controversial and political time must be handled by broadcasters. The committee was told broadcasters themselves cannot be depended upon to do this job, and that the government must therefore do it.

Rolf Kaltenborn, son of H. V. Kaltenborn and a political scientist in his own right was the first to support these provisions.

Other testimony was presented by Rev. Sam Morris of the National Temperance and Prohibition Council, who thundered, "I challenge any man in this room to name as much as one radio station or network that has ever offered to sell our people time for a regular temperance broadcast at a choice evening period on equal footing with the beer and wine advertisers."

Morris said he had listened to industry witnesses all last week declaring their desire to be free as newspapers. "It reminded me of a broken phonograph where the needle slips and it goes round and round and round."

Speaks At 'Hometown' Club

Val Adams, staff writer of RADIO DAILY, vacationing in his hometown, Cochran, Georgia, was invited to address the Cochran Rotary Club on "Radio and Television" at their noon-day luncheon scheduled for today.

NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of June 13-19, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Across The Alley From The Alamo.....	Capitol
Almost Like Being In Love.....	Sam Fox
Anniversary Song	Mood Music
As Long As I'm Dreaming.....	Burke & Van Heusen
As Years Go By.....	Miller
Beware My Heart	Feist
Chi-Baba Chi-Baba	Oxford
Deep Down In Your Heart.....	Triangle
Feudin' and Fightin'	Chappell
Heartaches	Leeds
I Believe	Sinatra Songs
I Can't Get Up The Nerve To Kiss You.....	Santly Joy
I Do, Do, Do Like You.....	Harms
I Wonder, I Wonder, I Wonder.....	Robbins
If I Had My Life To Live Over.....	General Music
It Takes Time	London
Ivy	Burke & Van Heusen
Linda	E. H. Morris
Mam'selle	Feist
Midnight Masquerade	Shapiro-Bernstein
My Adobe Hacienda	Southern
My Heart Is A Hobo.....	Burke & Van Heusen
Passing By	Chappell
Peg O' My Heart.....	Robbins
Red Silk Stockings and Green Perfume.....	E. H. Morris
Roses In The Rain.....	Barton
Stella By Starlight	Beverly
That's My Desire	Mills
Would You Believe Me.....	Remick

Second Group

After Graduation Day.....	T. B. Harms
Alexander's Ragtime Band.....	Berlin
Ask Anyone Who Knows.....	Witmark
Beside You	Famous
Dreamer's Holiday	Bregman, Vocco, Conn
I Want To Be Loved.....	Melrose
I Wonder Who's Kissing Her Now.....	E. B. Marks
I'll Close My Eyes.....	Peter Maurice
I'm So Right Tonight.....	Leeds
Illusion	Pemora
June Is Bustin' Out All Over.....	T. B. Harms
Kate	Berlin
Mahzel (Means Good Luck).....	Feist
The Man Who Paints The Rainbow In The Sky.....	Mutual
Old Devil Moon	Crawford
Say No More	Advanced
There's That Lonely Feeling Again.....	Mellen
We Could Make Such Beautiful Music.....	Broadcast Music
We Knew It All The Time.....	Melrose
You Can't See The Sun When You're Crying.....	George Simon
You Should Have Told Me.....	Jefferson

Confirmation Of Jones Under Study Thursday

(Continued from Page 1)

the Senate Interstate Commerce Committee tomorrow—with an attempt to delay the appointment seen as a certainty. It was doubtful, however, that sufficient strength will be shown by those Senators opposed to the appointment.

In the meantime, nearly a week after the White House dramatically withdrew the name of Commissioner Ray Wakefield to substitute the name of Jones, speculation as to the motive behind the switch was still rife at the Capitol. Not the least interested were the members of the Senate Committee, whose chairman, Sen. Wallace H. White, was as much surprised by the development as any one.

Called Doubly Political

More than one member of the committee was disposed to look upon it as a matter of Republican politics as well as Democratic politics. While among the Democrats at the Capitol there has long been an undercurrent of dissatisfaction that the Commission has not been as "co-operative" on some matters as might be, these complaints have not been directed at Wakefield or any other individual Commissioner. So far as the Democrats are concerned the withdrawal of Wakefield's name was interpreted here as a broadside warning to the FCC that it might be more helpful—the same thing could have happened to anybody else, had his term been up this year.

But on the Republican side it was recalled that Wakefield is a friend of the California governor, Earl Warren. Wakefield has not been considered by some GOP Senators as the most regular Republican—in a recent meeting of the Interstate Commerce Committee, Sen. Owen Brewster of Maine referred to him as a "pseudo Republican" and held forth at some length against White House appointment of pseudo-Republicans.

NBC Renewal Announced

Chicago—Paul McCluer, manager of the central division NBC network sales department, announces that the Kraft Foods Co., has started a 52-week renewal of the "Kraft Music Hall" period on the full NBC network, effective July 24. Plans for the fall program have not yet been announced. On the summer program series starting July 3, baritone Nelson Eddy will be the star. Leonard Pennario, young concert pianist, will be regularly featured on the all-music program.

Playback-Recorder

FOR SALE — Presto Portable Recorder and Phonograph. New model Sept., 1946, in excellent condition. Price reasonable. Inquire

Box No. 374, RADIO DAILY
1501 Broadway New York 18, N. Y.

IN CLEVELAND IT'S

WHK

BEHIND THE MIKE

By SID WEISS

SHAPIRO, Sophie Tucker's accompanist, is the most popular around town these afternoons. Everybody at his hotel flocks into the room to watch the ball games on the video set—one of the few installed in a local hotel. The Flamingo Lounge negotiating for a program (WOR) to air pianist Jack Pines Saturday nite "Concerts for the Hair."

Radio Row has found a summer outlet at Sam Schafer's Green Lodge in Central Valley, N. Y., which is run by radio producer, Sam Schafer's brother.

Require color-full study of cafemme Gilmore in their current issue that she'd be swell in sweaters, believe you us.

Did believe-it-or-nots: Bob Ripley fired from the San Francisco picnic when he demanded a \$2.50 fee. He was earning eight bucks a week at the time as a sports columnist!

Disc jockeys Ray Carroll and Anthony Sid are trying to line up disc jockey golf tournament at the side, L. I.—if they can get any of them up that early.

NBC Sets Gala Program for WNBW Opener Friday

(Continued from Page 1)

Programs from the three cities on the new video "network"—New York, Philadelphia and Washington. Inaugural program is scheduled to go on air at 7:30 p.m., EDT.

Charles R. Denny, chairman of the NBC Brig. Gen. David Sarnoff, president of RCA, and Niles Trammell, executive, will head an impressive list welcoming the new outlet of NBC television network. Opening of WNBW marks the first new station, wholly owned by NBC, to be added to the video web since WNET received a commercial license in July, 1941.

Programs originating from WNBW Friday night include talks by Denny, Sarnoff, Trammell, Frank M. Russell, NBC vice-president in charge of the Washington office, and Carleton D. Smith, manager of the new station. From New York WNBW will originate several special "welcome" messages to the station, including an hour-long segment with stars of the stage, screen, radio and television participating. All of NBC's regular Friday night programs will salute

Friendly Salute

Milwaukee—Novel recognition of WISN's 25th anniversary on June 2nd was series of congratulatory station breaks on WEMP every hour throughout day and evening. It was a friendly birthday surprise from WEMP manager Hugh Boice and WISN manager Gaston Grignon.

Radio To Pay Tribute To U. N. On Its Second Anniversary

(Continued from Page 1)

picked up by the BBC for England and then rebroadcast to its Dominions and other points. UN will also beam the show to various parts of the world. Program will feature President Harry S. Truman, Andrei Gromyko, Premier Clement Attlee of England; Premier Paul Ramadier, of France; Trygve Lie, secretary-general of the UN; Orson Welles (opening the show from Hollywood) and others. This program will be heard tomorrow at 10:30-11 p.m., EDT. In addition at 4 p.m., tomorrow a special one-minute show originating in San Francisco by an ABC reporter who witnessed the signing of the charter will recall the incidents taking place at the time. Apart from this, some 22 sustaining and commercial shows on ABC will carry UN messages in the ensuing week.

CBS will mark the anniversary of the UN by 11 programs over the seven-day period, the principal one being a special broadcast entitled, "The United Nations, Two Years Later." This will be heard tomorrow at 11:15-11:30 p.m., EDT. Four CBS newsmen who covered the signing of the charter in San Francisco in 1945—Ned Calmer, Bill Henry, Larry Lesueur and Eric Sevareid—will survey what UN has accomplished, its present status, and its hopes for the future. Ten other CBS programs will devote portions of their broadcasts to short reviews of UN work, aims and presenting material supplied by the Advertising Council. These programs include, "House Party," "Oklahoma Roundup," "Invitation to Learning," Red Barber's show and others.

Mutual's Documentary

Mutual has scheduled for tomorrow at 10:30-11 p.m., EDT., a special documentary broadcast which will trace the progress of UN from San Francisco to date and will include transcribed excerpts of the original speech by President Truman in San Francisco; the voices of the original "big-five" UN signers and speeches by American UN delegate Warren Austin; Mrs. Eleanor Roosevelt and others. Arthur Gaeth is preparing the show. Report by Dr. Karl T. Compton, chairman of the President's

WNBW, including "Campus Hoopla," "The World in Your Home" and the boxing bouts from Madison Square Garden.

All of WNBW's Monday, Friday and Sunday programs will be fed to WNBW for broadcast on Channel 4 to tele receivers in the Nation's Capital on a regular basis. In addition, an agreement was announced over the week-end by the NBC station and Catholic University for televising of future dramatic productions from the University. Agreement also includes establishment of a television workshop in the University, with first production to be aired on Sunday, July 6. Initial offering will be John McGiven's "All Gaul Is Divided," an original farce about occupation activities in France.

Advisory Committee on Universal Military Training, has been moved back for the above broadcast. Other WOR-Mutual programs will carry UN messages.

NBC Plans

NBC devoted its regular scheduled program, "Your United Nations," 11:30-12 midnight last night to the Charter anniversary. The network otherwise scheduled some 22 sustaining and commercial programs to carry the UN messages and other material.

Reports indicate that most New York stations are giving full co-operation to the Charter anniversary, which also holds true for hundreds of stations in other parts of the country. Examples in New York include: WNEW tomorrow will use special call letters throughout the day: "This is WNEW, N. Y., U. S. A., one of the United Nations." In addition the station is using spot announcements all day, furnished by the UN.

WMCA is devoting its regularly scheduled program by Raymond Walsh to the anniversary, and outlet will also use the recorded messages by film stars, furnished by the UN. WEVD will also use the spots and add a special show at 9-9:30 p.m. WOR will carry special announcements on such shows as John Gambling, Marian Young, Alfred McCann, Barbara Welles, Jack Barry, Tiny Ruffner and others.

Philadelphia—WPEN, here, is devoting complete day of Thursday, June 26th, as a salute to the second anniversary of the signing of the United Nations Charter. Station schedule, beginning at 6 a.m. and concluding at 1 a.m. the following morning, will be completely given over to all day dedication of the anniversary. Live station breaks and one-minute announcements will be spotted throughout the day.

Transcribed voices of Hollywood stars supplied by the U. N. public information branch will be used. Three forum broadcasts will be heard during the day. Even disc jockey programs during the day will salute United Nations.

Radio Directors Guild Authorizes Strike Vote

(Continued from Page 1)

amenable to calling a strike. This action by the New York group follows failure to reach an accord with the networks.

According to officials of the RDG. the 400 members of the New York chapter voted in favor of taking a referendum which means that about 10 days to two weeks will elapse before the results are known. There are a possible two hundred members in Chicago and about 300 or more in the Hollywood area, who will also take a vote on the decision.

George Zachary, is president of the RDG.

AGENCIES

LOUIS G. COWAN, Inc., producers of network and transcribed radio shows, has appointed Stuart Bart Advertising to handle its account. Budd Getschal is account executive.

ADVERTISING FEDERATION OF AMERICA has elected to membership: The National Acme Company, Cleveland; Brown & Bigelow, St. Paul, Minn.; The Stewart-Jordan Co., Philadelphia; L. W. Wendt Company, Great Falls, Mont.; Asbury Park Press, Asbury Park, N. J., and Sea—The Pacific Yachting Magazine, Los Angeles.

NORMAN D. WATERS & ASSOCIATES, Inc. will be located in new and larger quarters at 6 East 39th Street, New York 16, after June 30th.

RICHARD MANVILLE ASSOCIATES, consultants on advertising and research, have moved to larger quarters, at 15 West 45th Street, New York, N. Y.

HAROLD HARTOGENSIS has joined the Olian Advertising Co., in St. Louis. Since 1941 he has been head of the editorial section of the Rural Electrification Administration, U. S. Dept. of Agriculture, in charge of features, publications, exhibits and motion picture informational activities. Prior to that he was with Williams & Saylor, Inc., and publisher of Tempo Magazines, Inc., both of New York. He will direct rural marketing activities for the agency and will work with Olian clients in its Chicago and New York offices as well as St. Louis.

KFI Has 'Showcase' Plan For Coast Talent Agencies

(Continued from Page 1)

tor of KFI, is credited with "showcase" idea and at a meeting at the Hollywood Brown Derby this week the stations and talent agencies agreed on the plan.

The following agencies unanimously agreed on the project: Berg Allenberg, Inc., General Amusement Corporation, Sam Jaffe, Lyons & Lyons, William Morris, and National Concert Artists Corporation.

By mutual agreement between agencies and KFI, the order of appearance of talent on the air will be determined by lottery method with each talent firm allotted two half-hour periods through the series.

Representing Station KFI at the meeting were: W. B. Ryan, general manager; Charles B. Brown, program director; and Ron Oxford, FM and television director. Talent Bureau representatives included: Harmon Nelson and Keith Brown of Berg Allenberg, Inc.; John Mulvahill of General Amusement Corporation; Robert Longenecker and Warner Toub of Sam Jaffe; Helen Ainsworth of Lyons & Lyons; Charles Wick of William Morris, and Norma Rinehart and Fred Hamilton of National Concert & Artists Corporation.

Philco '48 Tele Output To Reach 250,000 Sets

(Continued from Page 1)

company's dealers at the Waldorf-Astoria this week. Stating that the job is up to the dealers, Carmine declared he saw "no reason" why the television industry could not ultimately equal the automobile industry in production, the task being limited "only by the imagination." He added that few can imagine "what can happen in television."

The Philco exec spoke to 1,000 dealers from New York and northern New Jersey who witnessed a showing of the firm's 1948 line of radio and radio-phonographs.

Highlight of the showing was a display of the new television projection model, an item long discussed and awaited by the industry since its unofficial debut at the FCC color video hearings at RCA's Princeton Laboratories last January. New set, said to provide a picture brightness four times that of the average projection model, has a picture of 15 by 20 inches. Priced at \$795 plus installation of \$85, the new Philco set embodies an entirely new projection system developed in the company's laboratories. According to Carmine, the new set is so bright that it may be seen in daylight with good definition and contrast.

Philco also showed two direct-view table model video sets, one of which was introduced in Philadelphia recently. Latter, having a 10-inch picture, is priced at \$395. Second table model, with a seven-inch picture, will be ready for delivery this summer, it was said, at which time a price will be announced. The projection set and 10-inch table model are available for immediate delivery.

Tele-Receiver Production Set Highest Mark In May

Television set production last month topped all previous figures, the RMA has reported. Total radio set production, including FM-AM receivers, however, dropped in May from the high level maintained during the first quarter.

Television production last month reached 8,690, compared with 7,886 for the five-week April period. Total for the five months is 34,895.

May production of all types of radio receivers by RMA member-companies dropped to 1,316,373 from the April total of 1,548,540 sets. The slight drop was called a seasonal trend.

FM-AM receivers in May totalled 84,507 including: 13,035 table models, 3,001 consoles and 68,471 radio-phonograph combination consoles.

COAST-TO-COAST

— COLORADO —

DENVER—Jack Fitzpatrick, KFEL news manager, has been elected president of the Denver Radio News Editors' Association, recently organized by the news editors of the five Denver radio stations to act in concert in making news coverage arrangements. . . . Ceremonies commemorating the first trans-mountain diversion of water in history will be aired today over KLZ by a direct broadcast from the East Portal of the Alva B. Adams Tunnel, three miles above Estes Park. Lowell Watts, the station's farm reporter, will act as emcee.

— INDIANA —

FORT WAYNE—"Dance Time," new transcribed musical program, recently made its debut over WGL. The two-hour show is sponsored by the Arthur Murray Dance Studios in this city. . . . WOWO continuity supervisor, Cale Mahlock, will become program director of WKJG, new station in this city, about June 28.

— TEXAS —

SAN ANTONIO—Grace Ellis has joined the staff of KYFM as music librarian. She replaces Mary Kay Hubbard who resigned to enter another state (matrimony). . . . Bill Lister, billed as "radio's tallest singing cowboy," has been signed by the Alamo Livestock Commission Co., for a new series of 15-minute programs to be broadcast over KABC. Airings will also feature Roy Rogers, KABC farm editor, in a compilation of the day's livestock market reports.

— NEW JERSEY —

NEWARK—WAAW, frequency modulation station of the Bremer Broadcasting Corporation, has begun its broadcasts on a frequency of 101.9 megacycles. The schedule of programs will parallel that of New Jersey's first station, WAAT, and will include newscasts on the hour, every hour. . . . **TRENTON**—James P. O'Brien, WTTM sales executive, has been promoted to the post of executive assistant to Paul Alger, the station's general manager. Mr. O'Brien, active in local affairs, was recently appointed to the board of governors of the Trenton Symphony.

— MASSACHUSETTS —

PITTSFIELD—Four staff members of WBRK are among specialists participating in the Radio Workshop to be held in this city July 7-August 15 under the sponsorship of the station, the New England Committee on Radio in Education and North Adams State Teachers College. They are: John Parsons, station manager; Peggy Holmes, radio actress and conductor of the "Tales for Tots" program; program and sports director, Dan Healy and Ted Holmes, production director. . . . **WORCESTER**—In the interest of the summer-stock-minded, WTAG is planning a series of interviews with members of stock companies who will appear in summer theaters in this vicinity as well as Hollywood and Broadway stars who are coming to act in some of the productions.

— MASSACHUSETTS —

BOSTON—WNAC is airing a new series of programs which will take the form of a discussion on the importance of teeth and health and the effect of teeth on personality. Four of the most prominent dentists in the Northeast will be featured. The series, sponsored by the Yankee Network Institute, will be heard over the 26 stations of the Yankee Network in New England. . . . The Commencement Day address of the Laconia, (N. H.) Business College, will be delivered by Colton G. "Chick" Morris, WBZ director of special events, on June 27. Morris is a former lieutenant commander in the U. S. Naval Reserve. . . . **PITTSFIELD**—W. Wendell Budrow, commercial manager of WBEC, will head a Committee to stimulate Christian financial participation in the Pittsfield quota of the United Jewish Appeal.

— CANADA —

NEW WESTMINSTER, B. C.—Vick Chemical Company, through Morse International, Inc., has contracted for 130 five-minute programs on CKNW, commencing September 1947. They will take the form of a five-minute segment of "Bill Rea's Roundup". . . . **ORILLIA, ONT.**—There are two additions to CFOR's announcing staff. They are Jack Harvey and Dick Mungham, both from the Re-establishment School in Toronto. . . .

VANCOUVER—The recent visit of the Goodyear blimp "Volunteer" to CKWX led up to the climax of a most spectacular advertising stunt when the station presented an experimental broadcast from air to ground, using frequency modulation equipment. During the half-hour that Program Manager Laurie Irving, Feature Mikeman Bob White and Charlie Smith, assistant chief engineer, were up in the blimp, four telephone calls were made, from numbers taken at random and three of these were completed, one failing to get an answer. The two-way conversations were loud and clear and the blimp's motors were little more than a background whisper.

— IOWA —

DES MOINES—Stan Widney, who recently resigned from WHO to do free-lance radio work in this state, this week introduced his second KRNT children's show, sponsored by Supreme Baking Company. Entitled "Tell Me Who I Am," the show is a combination quiz contest and party game of audience participation nature. . . . **CLINTON**—The latest addition to KROS's announcing staff is John Terry, formerly affiliated with the script department of the National Broadcasting Company in Chicago.

ASCAP Resignation Does Not Halt Suit

(Continued from Page 1)

not on criminal grounds, it is expected that the decree will be worked out so that such organizations as BMI may have access to the foreign catalogs. BMI has long objected to the type of setup between Ascapi and its foreign affiliates, and it is no secret that Sydney Kay, vice-chairman of the board of BMI had sent an emissary to Europe some time ago to arrange a deal for use of some of this music.

It is apparent, however, that the more recent deal Ascapi set up with Latin American societies did much to bring the suit to a head.

Just what effect the government suit will have on the future negotiations between the broadcasters and Ascapi is not yet indicated. If BMI is enabled to obtain certain foreign music now licensed through Ascapi, it is possible the broadcasters may ask that this be taken into consideration in effecting a new pact.

CBC Announces Series Of Public Interest Shows

Toronto—A new series of 13 programs, planned by the Canadian Broadcasting Corporation under the title "Labor and Business Take Stock," will give representatives of labor and business an opportunity to express their views on current problems to a nation-wide audience. Series will be heard on the CBC Trans-Canada network, beginning today, at 8:4 p.m., EDT in Eastern Canada and at 10:15 p.m., CDT in Western Canada.

The first broadcast, dealing with the question of prices will feature Percy Bengough, Ottawa, president of the Trades and Labor Congress and Courtland Elliott, economist of Toronto as speakers.

Other programs in the first group of four will deal with profits, wages and purchasing power. Each 15-minute program in the series will be divided between representatives of business and labor, expressing their own ideas on the subject. Attempts will be made to obtain speakers from various points across Canada.

The new series has been planned by the CBC in consultation with the Trades and Labor Congress, the Canadian Congress of Labor, and the Canadian Chamber of Commerce. On alternative weeks, labor speakers will be chosen from members of the two Congresses.

IN CLEVELAND IT'S
WHK

25th YEAR
KGW
QUARTER CENTURY OF COMMUNITY SERVICE

Send Birthday Greetings To —
June 25
Martin Gosch Cliff Soubier
Smiley Whitley

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 39, NO. 62

NEW YORK, THURSDAY, JUNE 26, 1947

TEN CENTS

JN-N.Y. Radio Plan Told

Radio Devotion To UN Re-Affirmed By Miller

Washington Bureau, RADIO DAILY
Washington—Commenting on the second anniversary today of the signing of the United Nations Charter, NBC President Justin Miller yesterday re-affirmed for the broadcasting industry "our devotion to the principles of world peace for which that document stands." Writing to Secretary General of the United Nations, Trygve Lie, Judge Miller said:

The philosophy, expressed in the
(Continued on Page 7)

FCC Commission Announces Boston Class B-FM Grants

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced its final decision, granting seven class B FM stations in the Boston, Mass., area. They are: Columbia Broadcasting System, Channel No. 252; Matheson Radio Co., Inc., Channel No. 289; The Yankee Network, Channel No. 253; Unity Broadcasting Corp., of Mass., Channel No. 254; Templeton Radio Mfg. Corp., Channel No. 281; Mass. Broadcasting Co., Channel No. 294; Harvey Radio Laboratories, Inc., Channel No. 245.

Pulse Measures 4 Cities; May Listening Falls Off

The Pulse, Inc., is now measuring the radio audience regularly in four metropolitan areas, New York, Philadelphia, Boston and Chicago, it has announced this week, cities in which the Broadcast Measurement Bureau estimates there are 5,846,790 radio families or 17 per cent of the
(Continued on Page 6)

Hearing Postponed

Washington—The House hearing on the activities of James C. Pettillo, AFM president, has been postponed until July 7. It was announced yesterday. The investigation by a sub-committee of the House Labor Committee had been set tentatively for Monday.

Strengthening Radio Defense In Debate On Network

"Is Radio Doing a Good Job?" was broadcast both pro and con last night on Mutual-WOR's "Opinion-Aire" program, 10:10:30 p.m., EDT., with Carl Haverlin, president of BMI backing American radio to the hilt and Sydney Kaye, attorney and BMI vice-chairman of the board acting as his "counsel." On the negative side was Llewelyn White, author of "The American Radio," recently published by University of Chicago Press, under auspices of a special grant. Ben Gross, radio editor of the New York Daily
(Continued on Page 8)

See Tele Coverage Area Of 35,000,000 In 1948

Washington Bureau, RADIO DAILY
Washington—Television today reaches eight major metropolitan markets having a total population of 25,000,000 people, and by next year will extend its coverage another 10,000,000, Dan Halpin, RCA-Victor television receiver sales manager told
(Continued on Page 2)

FM-Tele Arguments Heard At White-Wolverton Session

Washington Bureau, RADIO DAILY
Washington—Political and news sections of the White Bill were strongly opposed by two witnesses before the Senate Interstate Commerce Committee, while two others sought special consideration for the problems of FM and telecasters. One of the latter, the television consultant, Richard Hubbell, urged 17-year licenses for telecasters and other licensees.
Maj. Edwin H. Armstrong, father

Broadcasting Equipment, Techniques Shown To The Industry And Press; Follows Lake Success Method

Midwest Stations Continue Flood Aid

Des Moines—Midwest areas continue to be plagued with flood waters as a result of the heavy rain-falls of the past two weeks and radio stations continue to render public service to the cities, towns and rural areas in the pathway of the swollen rivers.

A graphic appraisal of the damage done and the service rendered by
(Continued on Page 7)

Standard Oil Buys Time On Gas Conservation

Chicago—NBC finds itself in the unusual position of programming other network stations as a result of an interview last week on WMAQ's "News On the Spot," in
(Continued on Page 2)

Plans Special Survey To Supplement BMB

Commenting upon the rejection of his plan BMB had asked him to submit, C. E. Hooper yesterday indicated he would prepare listener coverage measurements, by counties and cities,
(Continued on Page 7)

Extensive plans for the construction of radio facilities in the new permanent headquarters of the United Nations in midtown New York, on the East River, were outlined yesterday to the world press and radio at a meeting held under the auspices of the Foreign Press Assn.

Under direction of Brig. Gen. Frank E. Stoner, chief of the U. N. communications engineering section, and Benjamin Cohen, assistant secretary general for the department of public
(Continued on Page 7)

Press Protests To CBC On License Grants

Montreal—Discontinuance of discrimination against daily newspapers in the issuing, or transfer, of radio broadcasting licenses was demanded by the Canadian Daily Newspapers Association when a brief was presented to the Parliamentary Radio Committee which charged that present regulations threaten freedom of the press in Canada.

Revealing that within a few
(Continued on Page 8)

'Frisco Chronicle's KRON Starts FM B'casts July 1

San Francisco — San Francisco Chronicle's FM station, KRON, is expected to begin regular operations on or about July 1, it was announced here yesterday by the newspaper
(Continued on Page 4)

Merchandising

Centaur Company division, Sterling Drug Company, are offering bargain packages of razor blades on the "Molle Mystery Theater" on NBC and the "Zeke Manners Show" over ABC as an audience survey gimmick. Listeners must mail a panel from a Molle shaving cream package to the program producers to get five razor blades for 10 cents.

President to Speak

President Harry S. Truman's address before the closing session of the 38th annual conference of the National Association for the Advancement of Colored People will be broadcast by the major networks on Sunday from 4:30 to 5 p.m., EDT. President Truman's address will originate at the famous Lincoln Memorial located in the Nation's Capital.



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

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FINANCIAL

(Wed., June 25)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

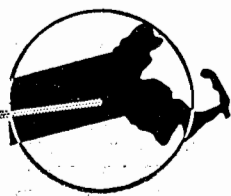
Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

August On 'Contented' Show

Pianist-bandleader Jan August will be the guest of Percy Faith on the 'Contented' program Monday, June 30, 10 p.m. on NBC.



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



COMING AND GOING

DR. JUSTINO JIMINEZ DE ARECHAGA, of Montevideo, Uruguay, director of the Permanent Office of the Inter-American Assn. of Broadcasters, and DR. ANEAS MACHADO DE ASSIS, member of the association's directorate, will arrive in New York today from South America. The board will meet in this city on Saturday and Sunday of this week.

NORMAN LIVINGSTON, director of commercial program operations at WOR, has returned from a three-week vacation in Florida.

CARL DOZER is in town. He's the commercial manager of WCAE, Pittsburgh affiliate of the American network.

ELDON PARK, vice-president of WLW in charge of programming, will spend the coming week-end in New York.

VIC DAMONE and his manager, LOU CAPONE have left for Chicago on a Mercury Records assignment.

CHARLES A. ROEDER, station manager of WCBM, Baltimore outlet of Mutual network, is in New York on business.

LOU NURKO, of Alpha Records, has left for Washington, D. C., where he will arrange a concert for the Pan-American Union.

WAYNE W. CRIBB, manager of KHMO, Hannibal, Mo., is in town on a short business trip. The station is a Mutual network outlet.

A. J. MOSBY, president of KGVO, Missoula, has arrived from Montana for confabs with officials of the Columbia network.

MILTON BACON, assistant to the manager of WCBS, is back in town after having addressed the Rotary Club of Mahopac, N. Y.

JAMES V. McCONNELL, national spot sales director of NBC, returned yesterday from Boston, where he conferred with spot sales officials of the network.

GLENN MARSHALL, JR., secretary, treasurer and sales manager of WMBR, Columbia network affiliate in Jacksonville, Fla., a visitor yesterday at network headquarters.

C. E. GATCHELL, station manager of WGAN, Columbia network affiliate in Portland, Me., was welcomed yesterday at the station relations department of the web.

W. P. WILLIAMSON, JR., president and general manager of WKBN, Youngstown, is back at his Ohio headquarters following conferences at the New York offices of CBS.

GEORGE TRENDLE, of Trendle-Campbell Productions, Detroit, is back in the automobile city following completion of a business trip to New York.

PETE WASSER, station manager of KQV, chatted for a while yesterday at the headquarters of the Mutual network, of which KQV is the Pittsburgh outlet.

BERT LOWN, station relations chief for Associated Program Service, is making a series of good-will calls on eastern and midwest stations. He'll be back around Aug. 14.

J. A. DUPONT, president and general manager of CJAD, Montreal, who spent the early part of this week in Gotham, has returned to his Quebec offices.

GEORGE F. BISSELL, general manager of WMFF, Plattsburg, N. Y., and president of the Sacandaga Broadcasting Corp., is visiting this week at WENT, Gloversville, N. Y.

See Tele Covering Area Of 35,000,000 In 1948

(Continued from Page 1)

a meeting of the Electric Institute this week. Stations going on the air between 1948 and mid-1949 will bring video service to "conservatively, 15 additional cities," the RCA-Victor executive added.

Halpin described the importance of establishing economical network facilities for broadcasters as soon as possible to improve program quality and extend the variety of material available to broadcasters. Halpin cited, as an example, the way WBKB, Chicago, will televise the Notre Dame football games next fall from South Bend to the Chicago area. He indicated that Notre Dame will welcome this "because every seat in their 55,000 capacity stadium is already allocated and they could sell 100,000 more if they had them." Halpin is a Notre Dame alumnus.

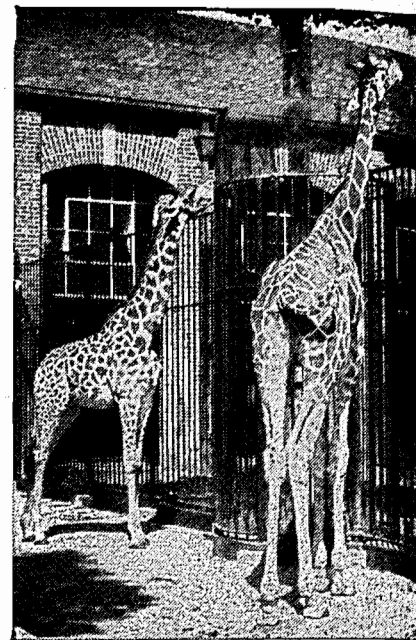
One of the most important factors

Standard Oil Buys Time On Gas Conservation

(Continued from Page 1)

which Dr. Robert E. Wilson, chairman of the board of Standard Oil Co., of Indiana, made some observations and recommendations on gasoline conservation. Standard Oil was so pleased with the talk that they requested NBC to make 22 recordings of the interview for use on other stations. First of these recordings was used on WBBM, a Columbia station, on Thursday evening. WCCO, Minneapolis, KMOX, St. Louis, and other stations were to use them later.

contributing to the sale of television receivers, the RCA exec said, is the entertainment value of programs. "Our experience to date indicates that the caliber of programs is more important, by far, than program quantity."



The long and short of it

That's such an obvious picture . . . and such an on-the-nose caption . . . maybe you won't have to read this ad all the way through.

But the sales points in Baltimore radio are just about as quick as that headline. And here they are:

Baltimore is the sixth largest U. S. city.

It contains five radio stations . . . four networks.

Of the five stations it is the independent, W-I-T-H, that delivers more listeners-per-dollar spent than any of the other four stations in town.

Facts are available that prove W-I-T-H is the buy.

Sorry . . . that took a little longer than we thought.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

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

"Shopping by Radio"*

sells your product in the Hartford Market!



Among other things, "Shopping by Radio" encourages Hartford women to shop early. WDRRC's Mobile Unit cruises 'round the downtown area each morning to pick up an early riser and take her to the studio, where she is rewarded with an armful of prizes, all purchased by the station.

A NEW IDEA CREATES A NEW AUDIENCE . . .

LAST YEAR, WDRRC originated the "Market Basket" program (now sold out and doing a big selling job for early morning advertisers). Now WDRRC presents "Shopping by Radio", another successful morning show 9:15 to 9:45 a.m. Monday through Friday.

"Shopping by Radio" is already one of the most widely-heard morning programs in Hartford, built on the sure-fire formula of live local color. It is available for 1-minute participations or blocs of time. Write William F. Malo, Commercial Manager, WDRRC, Hartford 4 Connecticut, for details.

WDRRC

HARTFORD 4 CONNECTICUT

BASIC CBS • 5000 WATTS • Represented by Raymer • Copyright 1947 WDRRC Inc.

CONNECTICUT'S PIONEER BROADCASTER SINCE 1922 • WDRRC - FM SINCE 1939

SOUTHWEST



SAN FRANCISCO

THE TEXAS TOPHANDS well known western band, have made their debut in a new Monday through Friday series of 15-minute programs over KABC, San Antonio. Group is being sponsored by the Crowley Feed Co.

Robert Taylor, the movie star, appeared on KIXL, Dallas last Sunday during the opening day celebration. Taylor flew in to Dallas in his own plane. Lee Segall is the owner and operator of the new station.

Louise Aldrich is the first girl disc jockey on the air in the southwest according to the staff of KCOR, San Antonio. Miss Aldrich is heard daily in her own program titled "Rise and Shine" for a half hour each Monday through Saturday.

Ray Lewis has been named commercial manager of KIXL, Dallas according to an announcement made by Lee Segall, owner and operator of the new daytime station which operates on 1040 kilocycles with 1000 watts power. Station started its operations last Sunday at 10:40 a.m.

Complete coverage was made by all San Antonio stations in the recent run-off in the city election. For the first time in the history of local radio KYFM, voice of the San Antonio Express and Evening News was given full credit for the final results prior to any other local station as well as being given full credit for use of the results in the newspapers here and elsewhere in the state.

'Frisco Chronicle's KRON Starts FM B'casts July 1

(Continued from Page 1)

which owns and operates the outlet. Station will be heard on 96.5 MG on Channel 243, and will start with 12,000 watts.

Site of the KRON studios, and tentatively, its transmitter and antenna,—is the Chronicle building in downtown San Francisco. Studios are fully sound-proofed, however, providing complete "isolation" from the noise of presses, etc.

KRON's program schedule will consist chiefly of classical and semi-classical music, with 10-minute news programs based on the newspaper's coverage. Initial programs are scheduled from 2 to 9 p.m., Monday through Friday.

In charge of KRON's programs is A. H. Constant, while Phil Stearns is news chief. R. A. Isberg is chief engineer and Robert E. Heller assistant engineer.

OFFICE MGR.

Available

Experienced advertising agency man; accountant; good correspondent; college graduate; have also assisted substantially in media-buying (space and time); familiar with radio station and representative sales and billing procedures; conversant with all sources of media-and-market information. Box 375, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Windy City Wordage. . . !

● ● ● Maggie O'Flaherty, Chicago girl who was one of the \$350 winners in the sixth annual Dr. Christian Award contest, has been writing radio script shows for nine years, six years of which she has been on the staff of the Wade Advertising Agency. Her winning script, "His Father's Son," will be presented as one of the forthcoming "Dr. Christian" plays on WBBM-CBS. . . .

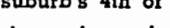
WBKB's new tele show "Streamliner Parade," got off to a good start last week with the telecasting of the Northwestern-Union Pacific streamliners City of Los Angeles and City of San Francisco, when General Mark Clark, picture stars Lloyd Nolan and Peggy Cummins, and sundry other interesting people were interviewed. Show, originated by the Caples Co., ad agency, is under direction of Kit Carson. . . . Pat Milbank, who was featured singer with the Chittison Trio on their ABC program, is singing at the Buttery and attracting favorable notice. . . . Ben Lockridge, Mutual account exec, has sold his home and now is wondering where he can find an apartment. . . . Val Sherman, WBBM program exec, and his family leave Friday for a two-week vacation at Lac Vieux, Wisconsin.



● ● ● Capt. Bill Eddy, director of tele station WBKB, doesn't agree with the conclusions of E. F. McDonald, head of Zenith Radio Corp., as to the success of television in the present frequencies. No major interference problems have been encountered in many years of operation in the present spectrum, Capt. Eddy said, "We find Chicago televiewers are reasonably happy, even with only one station," he declared. "What we need most is several additional stations to provide a more varied program fare. There is ample room for them in the present spectrum. I hope there will be five by next year."



● ● ● Virginia Travers, publicity director for Compton Advertising Agency, New York, was in Chicago for a couple of days conferring with local ABC execs on publicity matters pertaining to the new "Welcome Travelers" program which starts June 30. . . . "Wee Wags," the new ABC show originated by Mary Lou Link, finally got under way Tuesday after a couple of postponements. . . . Representatives of the four networks were in Springfield, Ill., this week fighting the repeal of the daylight savings bill, which has already passed the State Senate and is now in House committee. . . . Norman Ross, Jr., is creating considerable interest with his new "Critics Corner" program on WEAU, Evanston, Ill., FM station. . . . Chuck Wiley of Mutual's office has been getting some returns on his hospitalization insurance the past week in Passavant Hospital, where he went for a thorough checkup. . . . Jack Ryan, manager of the NBC press department, has the enviable job of picking the most beautiful girl in North Evanston, Ill., to reign as queen of the suburb's 4th of July celebration.



● ● ● Cliff Johnson, former WBBM announcer and recently heard on CBS's "House Party" as a sub emcee for Art Linkletter, returns as a WBBM staff member July 5. . . . The WGN "Stars of Tomorrow" special show given for vets in Veterans Hospital, Downey, Ill., recently, netted a citation from the Veterans' Administration, presented by Brooks Connally, midwest radio director of the V. A. . . . As a result of Mutual's fashion pictures of Angelyn Orr Neblett, which the Chicago Fashion Industries featured in their Spring-Summer digest, the "Captain Midnight" actress received a letter from Naiiu Joseph Saleh of Baghdad, Iraq, telling her he would like to exchange letters, as she reminded him of an Iraqi beauty. . . . Jonathan Cole, WBBM announcer, left early this week for a two-week trip to New York and other eastern cities.

WITH street car and bus service in Oakland tied up in a transit strike, station KROW is giving station break and newscast time throughout the day for information and stories in the public interest.

Wayne Edwards, KQW announcer is the proud papa of a new 9-pound boy.

Mr. & Mrs. Wm. B. Pabst celebrated their 25th wedding anniversary June 15th at the Palo Alto home. Pabst is general manager of KFRC. KFRC's program "Merv Griffin Sings" gave its one hundredth consecutive Mutual network broadcast June 20th. This is said to be a record for a TC broadcast from San Francisco.

Ted Malone gives his regular ABC broadcast next week from the City of Paris department store here. A luncheon is being given in his honor by local representatives of his sponsor, the Westinghouse Electric Corp.

KGO's Les Malloy pulled a Tinker-to-Evers-to-Chance play recently in order to broadcast an interview with Jane Russell. Miss Russell was playing at the Golden Gate Theater. The only remote line in service from the theater went to San Jose, so the interview went from the theater to the San Jose phone Toll Office thence to station KYA and was switched from there to Sound Recorder's where it was recorded and played back on KGO the following day.

KPO's "All Out" safety campaign during the month of May has won a commendation from the National Safety Council. During the month in support of the safety program KPO broadcast about 800 spot announcements, and safety appeals were given on practically every KPO-NBC program.

New FM equipment is now being installed by KLX-Oakland, and the station expects to add FM broadcasting to its schedule in July.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St
HENRY GREENFIELD, Mgr. Director N.Y. 19

Arguments For FM And Television Presented At White Bill Hearing

(Continued from Page 1)

... today—over 11 years later—it is doubtful that more than one per cent of the population of the country enjoys its benefits.

The situation is without parallel in the history of radio. Never before in all my years experience in the art have I known of a case, where a new and useful radio system was not put to work promptly. If FM had been received on its merits originally, there would today be no need for legislation on the basis of scarcity of figures. Instead of going ahead at that time when the radio frontier was wide open, the leaders of the industry stood by and permitted the FM system to be boxed in by the Commission, the border closed and an artificial shortage of channels created."

Only one of the four FCC chairmen since 1935 has been friendly to FM, Armstrong said, obviously referring to James Lawrence Fly.

Decries Raising of Bands

Bitterly he called upon the committee to review the FCC action in moving FM upward in the spectrum from the 42-50 megacycle band. "At the same time a year and a half ago," he said, "the Commission proposed to shut down the FM stations then operating on the old band because some receiving set manufacturers who genuinely wanted to help the FM system along proposed to do the only thing they could do to meet the chaos they foresaw coming as a result of the shift in frequencies. They proposed to build, and did build, receivers capable of receiving signals from stations operating either on the old or new band.

"Yet because these manufacturers did the thing which enabled FM to survive during the past year, the former chairman of the Commission, in a public statement, threatened to close down the stations then operating and to cut off the existing service, although no new band transmitters were in operation, nor in fact could they be obtained, and receivers for the new band did not exist. At the time 10,000 receivers for the old band were in operation. Today, a year and a half later, we still have not produced this number of receivers for the new band. Fortunately, by great effort, we have succeeded in getting off the dead center on which FM has been resting since the frequencies were changed.

Lauds GE and Zenith

"Credit for this accomplishment goes principally to the efforts of the General Electric Co., in the transmitter field, and to the Zenith Radio Corp., in the receiver field. With Zenith's FM set production getting into high gear, the other large-scale manufacturers who had been busily engaged in the sale of hundreds of millions of dollars worth of obsolete AM sets to the public were, with obvious reluctance, forced into produc-

tion of FM sets by the danger of losing their position in the field. That in brief is the story of the last obstacle."

Hubbell called for 17-year licenses on the grounds that such security is needed if the investment needed to develop television as a nation-wide service is to be forthcoming. "Much of the substantial new capital earmarked for the development of television is being withheld," he said, "because of fear and uncertainty over the basic problem of the relationship between government and the licensee. Every economic factor for success of tele seems to be present, yet the service is not expanding as rapidly as it should.

"The general public will not buy television sets until it can use them. Advertisers will not spend money on television until substantial numbers of receivers are in use. Television set manufacturers cannot lower the prices of receivers until they can foresee volume production . . .

"The answer is investment. The crux of the entire situation is the investment of dollars in television transmission and the development of station and network program services. This will enable the set manufacturer to gamble on low prices and volume sales. It will stimulate the extension of network facilities either through radio relay or coaxial cable. All this will in turn attract advertising revenues by which the television program services will be supported . . . the short term license is blocking investment in tele . . .

Urges "Long-Term Planning"

"The responsible long-range investor is naturally skeptical of any venture whose lease on life does not exceed three years. It is no criticism of the FCC to say that the power to renew is also the power to destroy" . . .

"Television development, if for no other reason than the magnitude of the investment required, needs long term planning. Short term licenses are conducive to short term planning.

"To me, the investment of time, skill, creative ability and money in building station good will and service is exactly the same as the time, skill, creative ability, and money devoted to invention. I see no reason, therefore, why station development should not be considered on the same basis as invention and given at least a semblance of the protection extended under the present patent laws."

Bill Henry, CBS commentator, president of the Radio Correspondents Association, told the committee for the association and for himself, personally, that he is opposed to Section 18 of the White bill on the ground that it is unworkable and that no additional regulation is needed.

Stanley Faulkner, for The Voice of Freedom, Inc., condemned the bill for various curbs on FCC power. It

would curtail freedom of speech through its political and controversial question sections—particularly in its erecting of additional barriers for minority groups and parties and write-in candidates for public office to hurdle before getting on the air. Committee Chairman Wallace White indicated his agreement with Faulkner that this section needs revision.

Faulkner opposed also sections altering the FCC organization, and diminishing the FCC's "authority over program content," saying bill would go so far in this direction that the FCC "could not safeguard the people's rights and interests in broadcasting." It would "vest perpetual rights in radio ownership to private persons and corporations by governmental permission."

Henry told the committee newscasters rarely have available to them the actual source of news reports—the reporter, the editor, the re-write man, etc. For the association he termed the proposed Section 332-A, requiring identification of sources, as "meaningless and, if applied literally or harshly," destructive of the continuity and listenability of programs, he said.

AGENCIES

WKJG AND WKJG-FM, five kw., Mutual affiliate now under construction at Fort Wayne, Ind., have signed with the Paul H. Raymer Co., Inc., for national representation. Announcement was made this week by W. A. Kunkel, Jr., president of the Northeastern Indiana Broadcasting Co., Inc., and Hilliard Gates, manager of the new stations.

MEL STRAUSS, foreign publicity contact of the Selznick Releasing Organization, will handle radio publicity in connection with the New York showing of David O. Selznick's "Portrait of Jennie" which resumed here the 23rd.

EDWARD KRASOW, newly appointed account executive for the Robert B. Raisbeck Agency, Hollywood, has taken over advertising for The Myrons' Dance Studios, Grand Ballroom, The Durneck Co., and The Don Martin School of Radio Arts. Radio and newspaper advertising will be used.

HARRY WAXMAN CO., Inc., maker of "Magic Form" Slips, has placed its advertising and publicity account with Hicks Advertising Agency, New York.



CHANTICLEER

4000 Letters A Month

64,190 Letters in 16 Months

WGY Schenectady, N. Y.
GENERAL ELECTRIC

PROMOTION

RCA Booklet

A handsome 44-page book, entitled "RCA—What It Is—What It Does," has just been published by the Radio Corporation of America. The cover design, is carried out in brilliant orange, fading to deep grey, containing the RCA symbol and picture of a television antenna. Starting off with a "Foreword" which briefly explains the various activities of RCA, the book goes on to reveal in detail the multitude of equipment that RCA manufactures and the many uses such equipment is put to. Numerous photographs are contained throughout the 44-page publication, each captioned with an explanation. In addition, one full page is devoted to cuts of the Board of Directors of RCA and several pages to some RCA 'firsts' in the radio field. Book is comprehensive in scope and will materially aid in helping anyone to better understand the vast field of electronics that RCA has been and is constantly engaged in.

FM Quiz

Charles Lutz, manager of KYFM, San Antonio is running a series titled "FM Quiz" each Sunday in the comic section of the San Antonio Express. The 1" x 14" ad gives one answer each week to some of the various questions asked by the listeners or new set buyer. For example the first question of the series was "Are your ears better than your radio?" The answer was: "Yes! The human ear can hear sound vibrations ranging from 30 to 16,000 vibrations per second. Present day radios bring you less than one-half of the sound range you can hear. Only FM can bring you full range of sound within the scope of human hearing." The ads rounded out with the legend: "Radio at its best! KYFM 101.5 megacycles . . . FM Channel 268."

Novel Reminder

A cute promotion gimmick comes from WAAT, Newark, N. J. in the form of a page from a desk calendar, dated Thursday, June 26 with mimeographed copy across its face reminding listeners to "keep your dial set at 9-7-0 at 10:15 p.m. on this date . . . for The Premiere of Roberts' Record Room . . ." Note is signed by Ira Y. Hecht, Jr., Press Relations, WAAT. In addition, a little string tag is stapled to the calendar sheet with a similar reminder and an added note on the page "Why not insert this page in your desk calendar . . . if you prefer the string system, please use the enclosed on your dialing finger," which refers to the attached string tag.

REWARD!

"WHERE IS SAM?"

Communicate:-

JEWEL MUSIC, 1674 B'way, N. Y. C.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● YES! It's True What They Say About Dixie. . . Well, here we are home again, but before taking up the doin's along Ballad Boulevard and Radio City, we're going to chronicle the story of the things we saw and people we met en route from Nashville to Broadway . . . there wasn't room for the entire story last week of the "Grand Ole Opry" gang so we'll list two important items of the Nashville visit before writing about the rest of the journey . . . during the proceedings at Grand Ole Opry, Judge Hay introduced 84-year-old Uncle Dave Macon, who, with his son brought the house down with a spell of hot and fancy guitar strummin . . . then a gal named Minnie Pearl took over and her clowning and fine sense of timing leads us to regard her as the female Bob Burns . . . about a year ago a thin-faced lad named Rod Brasie'd from Smithville, Miss. joined the "Opry" and to us he's the closest comic to the late Will Rogers, we've ever seen or heard.

★ ★ ★

● ● ● Arriving in Knoxville, we spent several pleasant hours with Claude Frazier, commercial manager at WROL and R. B. Westergaard, vee-pee and gen. mgr. of WNOX who introduced us to Lowell Blanchard, emcee of "Mid-Day Merry-go-Round," featured on the latter station for the past 11 years . . . thence on to Asheville, N'oth Ca'lina . . . this town, located in the heart of the Great Smoky Mts., is easily one of the garden spots of the country and we can readily understand the pride in the voice of Don Elias, prexy and gen. mgr. of WWNC, as he unfolded its history to us . . . while there we spent an unexpected and entirely happy bit of reminiscing with program director Bill Melia, who for many years had been staff announcer at WMCA in New York . . . then C. B. Hoskins and Jimmy Hagan dropped in to say 'howdy' after which we headed for the Biltmore Hotel to greet our old partner Eddy Brandt (formerly on the air as "Eddy Brandt and His Rhythm Boys") now commercial mgr. at WNCA. . . While chatting with Bob Lambe, mgr. of the station, in walked Linton Baggs, prexy and also owner of WPDQ, Jacksonville, Fla. . . L. B. invited us to lunch with his charming wife and son Linton, Jr., and it was four o'clock ere we realized how swiftly tempus did fugit . . . couldn't leave Asheville, however, until we had a chat with Charlie Britt, mgr. of the new MBStation there, WLOS, which begins operations in September.

★ ★ ★

● ● ● Arrived in Charlotte at 5 that evening and Audrey Summers, publicity director at WB took us in hand and brought us to Kurt Webster, the disk jockey responsible for the popularity of "Heartaches" . . . Kurt looks like Kenny Baker and after listening to his chatter, we could ascertain the lad's great popularity in that part of the country . . . Charles Crutchfield was in Washington and we went in to chat with Bob Covington, whose friendliness made us feel 'right to hum' . . . it was great again meeting up with Larry Walker, whom we remember as a vaude headliner, before becoming program director at WBT . . . Larry introduced us to the Johnson Family, Ma, Pa, Red, Bob, Jean and Betty, a fixture on the local airwaves . . . that night, emcee Fletcher Austin of the "Briarhoppers" program, took us to Bill Cartledge's El Morocco Club on Wilkinson Blvd., the equal in elegance to any we have in Gotham . . . next day, we visited the "Briarhoppers" show and after an earful of the songs and music by Fred Kirby, Claude Casey and Whitey & Hogan and the breezy chatter of emcee Austin, it was a cinch to recognize why this program has been a WBterrific daily feature for the past 16 years . . . a new lad, Joe Given has just been added to the announcing staff and if Joe doesn't land in the big time within six months, it'll be because the top execs are asleep . . . Joe has one of the finest radio deliveries we've heard in many a year . . . we wound up the trip that evening with a look-see at the local prize-fight ring, escorted by the top sportscaster of the locale, Lee Kirby . . . yep, Gerald Marks, Sammy Lerner and Irving Caesar who asked, via song, "Is It True What They Say About Dixie?" can now relax in the knowledge that the answer is most emphatically, affirmative.

EQUIPMENT

New Marine Telephone

Robert C. Berner, president of Jefferson-Travis, Inc., announced that his firm is releasing to the trade, a new marine radio-telephone. In response to the demands of thousands of small boat owners throughout the country who have heretofore been denied the safety, convenience and pleasure accorded by radio-telephone because their boat lacked an electrical system or adequate space, the Jefferson-Travis engineers have designed a 5-watt radio-telephone to operate from its own self-contained-portable, rechargeable-power supply housed in the same compact unit as the transmitter-receiver. The new Model 52 is priced at \$165 complete with self-contained power supply.

District Rep. for Motorola

Virden E. Scranton has been appointed to the post of Eastern District Representative of Motorola, Inc. It was announced by William H. Kelly, general sales manager of Motorola. Scranton will make his headquarters at the Motorola-Philadelphia Co.

Pulse Measures 4 Cities; May Listening Falls Off

(Continued from Page 1)

total radio families in the United States.

Sets in use for the months of May and June was down from the March-April level of this year, Pulse reports, a drop which followed the expected seasonal trend. Chicago, included in the survey for the first time, had the highest listening level of the four areas studied. "At this time it is not known whether this is true generally the year round," Pulse said.

"Lux Radio Theater" topped evening listening during the May-June period with a quarter-hour rating of 26.9, Bob Hope following with a figure of 23.1. Remainder of the top 10 shows were in the following order: Fred Allen, Fibber McGee & Molly, Screen Guild, Red Skelton, Mr. District Attorney, Duffy's Tavern, Walter Winchell and The Inner Sanctum.

"Kate Smith Speaks" led the top 10 daytime shows with a 15-minute rating followed by "Helen Trent." Other shows were: "Aunt Jenny," "Our Gal Sunday," "Big Sister," "Ma Perkins," "Young Dr. Malone," "Rosemary," "Young Widder Brown," and "My True Story."

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY LOVE SONG"

(just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

Plans Special Survey To Supplement BMB

(Continued from Page 1)

to avoid such a coverage vacuum until 1949, should individual stations, or groups of stations "covering" common counties desire them. At the same time Hooper took time to characterize BMB's 1946 survey using "the lowest standard of measurement ever applied in all advertising." In part Hooper stated: "The plan I drafted for BMB to take over the publication of Hooper ratings could have kept them in business while they were solving other problems. Furthermore the acceptance by them would have made it unimportant to radio if C. E. Hooper personally turned up in any given airplane.

Considers Hooper Superior

"We were satisfied that, if we continued to produce them, BMB could have sold, distributed and ultimately learned to service program rating reports—but what is this standard sitting on program ratings? You have to know more than the horse to drive the horse." After mentioning the wide range of BMB measurements, Hooper thought the "converse is an accurate description of the program ratings we are furnishing. No subscriber should consider the substitution of BMB for Hooper standards of progress."

"Now to the subject of 'coverage'. A simple technique is being perfected to produce listener coverage measurements, by counties and cities, which are (1) of higher standard and (2) more economical than BMB. We had already informed BMB's technical committee that we could make it available for the 1948 study, if it had been authorized. We expect this one survey to produce the material for both 'coverage' and area (profitable) ratings for the price of one. Individual stations, or groups of stations 'covering' common counties will shortly be able to secure them through us, thus avoiding a 'coverage vacuum' until 1949."

Women Broadcasters Meet

Members of the Association of Women Broadcasters of Washington, D. C., held a luncheon at the National Press Club last week to hear a presentation of the Voice of America programs, by William H. Benton, assistant secretary of state. Elinor Beane of WTOP, D. C., chairman of the AWB, presided at the meeting and Esther Van Waggoner Tufty, WWDC, acted as program chairman.

Educational Grant

Atlanta—The Board of Regents of the University System of Georgia, on behalf of the Georgia School of Technology, has been granted a construction permit for an FM transmitter which will operate on 345,000 watts effective radiated power. The transmitter will be located on top of Burnt Mountain, near Jasper, and the studios will be in Atlanta.

Officials Of UN In New York Demonstrate Radio Facilities

(Continued from Page 1)

information, a series of several radio experiments were demonstrated showing the latest techniques and equipment under consideration for installation in the new headquarters site.

Assisted by Sidney Sparks, vice-president and traffic manager of RCA Communications, Inc., Stoner demonstrated a new radio teletype service between New York and Geneva, Switzerland, in which messages were projected simultaneously with their reception and transmission on a large illuminated screen. The Geneva end of the circuit was supervised by U. N. officials and Radio-Swiss, the Swiss radio telegraph operating agency. This particular service has been in use between Lake Success and Switzerland to co-ordinate the work of the Geneva Economic Conference, it was said, and is easily adaptable to business and government activities.

Radio Devotion To UN Re-Affirmed By Miller

(Continued from Page 1)

Charter, that truth shall be spread throughout the world, and that through truth we will find understanding, is one by which broadcasters in a free system of radio live from day to day.

"I hope that Charter Day may become an international observance which will keep alive in all lands the continuing struggle we must wage for world accord.

"Certainly you can be assured that all broadcasters will lend their facilities generally on Charter Day, and every day, to the spirit of this universal proclamation."

Charter Day, which Mr. Lie hopes will become a world-wide annual observance, will be celebrated today, June 26.

Cincy Reds' Mgr. MBS Guest

MBS's director of sports Paul Jonas has negotiated for the appearance of Ewell Blackwell, Cincinnati Reds outstanding pitcher to appear on MBS's "Sports Parade," 3:30-4 p.m., Saturday, June 28 over the Mutual net. This will be the first time that Blackwell has appeared on any radio program. He will be heard speaking from KWK, St. Louis and in addition, his family will be heard speaking from California.

Air-Reserve Salute On WNBT

Comdr. Roland Bosee, USNR, who on Saturday will lead a flight of 100 planes and blimps over New York, will be interviewed by Ben Grauer tonight on "In Town Today" over NBC's tele station, WNBT, at 9:30 p.m. The special program, as well as Saturday air parade, will salute the first anniversary of the Navy and Marine Air Reserves.

Joan Leslie On WINS Today

Joan Leslie, film star, will guest today on Dolores Craig's "Celebrity Corner" over WINS at 6:15 p.m.

Participating in the demonstration was WGHF, facsimile station operated by Finch Telecommunications, which had installed similar equipment for the U. N. at Lake Success for transmission of Arabic and Hebrew during the recent Palestine hearings. Capt. W. G. H. Finch explained to newsmen how copy and news pictures could be flashed to distant parts of the world at a rate of 500 words per minute.

H. H. Buttner, vice-president of IT&T, demonstrated a receiver for multiplex broadcasting developed in the firm's laboratories, which transmits eight programs simultaneously from a single station. This technique he said, may be applied to educational broadcasting, state-owned and municipal broadcasting installations and other uses where multiple channels are desired.

'Luxembourg' Business Up During 18 Mo. On Air

Addition of Colgate to the list of advertisers buying time regularly on Radio Luxembourg extends the sponsor number to 55 during the 18 months station has resumed commercial operation, it was announced this week.

Colgate, latest of American "name" advertisers among the pre-war group who bought time on Luxembourg, is sponsoring a five-minute "gossip" commentary at 8 a.m. six days a week. "Baril," French dentifrice, also returned to the air last week with a quarter-hour music and variety show Mondays at 7:30 p.m. Renewal business on the Luxembourg outlet includes: "Estree" a five-times weekly music show on which it conducts a special summer contest.

New program features on the station are "For Men Only," half-hour show heard Wednesdays at 9:45, and "Good Husbandry," quarter-hour program daily at 7 a.m., offering "hints and help" for the benefit of farmers and gardeners.

Renew Sam Hayes Series

Sam Hayes recorded football series produced by the NBC Radio-Recording division has been renewed for this fall, Willis B. Parsons, syndicated sales manager for NBC announced. The series consists of 13 quarter-hour programs designed for once a week broadcast.

FCC Names Hearing Examiner

Washington—Appointment of Elizabeth C. Smith to be a hearing examiner has been announced by the FCC. Miss Smith is the second woman named by the Commission to the recently created post.

She has been an attorney in the common carrier and broadcast divisions of the Commission's law department since 1934. Previously, from 1931 to 1934, she was legal assistant to the chairman of the Oklahoma State Corporation Commission.

Midwest Stations Continue Flood Aid

(Continued from Page 1)

radio was given by Frank Stubbs, general manager of KFNF, Shenandoah, Ia.

"There have been three floods here in two weeks," Stubbs reported. "All main streams and tributaries out of banks. Crops on thousands of rich acres have been ruined. The damage to properties, nursery stock and livestock run into the millions.

"Twenty dead have been reported in this area the past week from floods and tornadoes. At least a dozen towns inundated. Railroads and highway traffic crippled in a four state area. It is the greatest damage since the historical floods of 1881."

Stubbs reported that KFNF turned over its equipment entirely to the stricken area. The station has been broadcasting weather, river stage and flash flood warnings every 15 minutes. Comparable service was also rendered by other stations in the Iowa, Illinois and Missouri areas affected.

Radio Aid Commended

Radio's role in the emergency has been most helpful, according to Red Cross and Iowa state officials. With many towns and cities nearly isolated for days at a time stations carried a running account of highway conditions and washout warnings. Livestock, truck, freight and railroad warnings and other emergency information was broadcast. At KFNF, Shenandoah, augmented service included the broadcasting of food and drinking water hazards hourly and police bulletin warnings at all hours.

Personal notices from isolated towns were also included in the broadcasts. The Shenandoah station had a special plane in the air making reconnaissance of surging waters and for special flood warnings.

WHN Marks UN Charter

WHN will broadcast a special program today marking the second anniversary of the United Nations Charter, at 3:45-4 p.m., EDT. Show will be in the form of a salute to the U. N. for its efforts to promote lasting peace and security. Program will include a transcribed reading of the Preamble to the U. N. Charter by Charles Boyer. Station will also carry messages for the U. N. on a number of programs throughout the day.

Vet Statistics

Figures released by National Broadcasting Co. indicate that 23.5 per cent or 588 of the network's 2,510 employees throughout the country are veterans of World War II. In New York, 397, or 25.4 per cent of the 1,562 employees are vets. Of the total figure of 588 veterans in all offices, 358 are former employees who returned to the company following military leave.

Strong Radio Defense In Debate On Network

(Continued from Page 1)

News", acted as "counsel" for White.

Haverlin paid due credit to White and his sincerity in doing his study, but stoutly maintained the premise that the U. S., is a democracy and while minorities were entitled to their share of programming in their behalf, the major portion was naturally produced for the great majority. The majority, said Haverlin, must be served first as against the wishes of the lesser group. Haverlin's paradox was to the effect that while a certain few people had to use a certain milk train to travel a short distance, there was no need to absolutely sidetrack the 20th Century Limited to accommodate the few because they wanted it so.

White stuck pretty much to the premise and findings of his book, in part contradictory, including some of the recommendations offered in his book. While it was not held that American radio was absolutely perfect, it was pointed out that whatever most listeners want, they usually get and if they wished nothing but madrigal singers of centuries ago, they could probably have them because even the most hardened advertiser still wants an audience.

In format, the program followed general court procedure, with each "attorney" privileged to fire leading questions at his own "client" in order to bolster his case, and in turn, to cross-examine the client of his opponent. The "jury" consisted not only of the 12 men picked for the purpose in the studio, but also the great listening audience, which was invited to phone in its votes, which were duly tabulated in Pittsburgh and announced (as many as had by then been received) at the end of the program.

Haverlin "Takes Stand"

Haverlin opened the "case for radio" by pointing out that the Hooper program ratings point out the types of programs which are popular with the public and added that other radio polls revealed that 82 per cent of the American people feel that the general average of radio programs is high. Haverlin said that he, personally, considered the general average excellent.

Gross, cross-examining Haverlin, sought to bring the admission that public service programs are heard at a time when most of the people are not listening. The people, however, it was stated, will get their public service programs at a convenient time if they will but demand them.

White admitted that radio does a good job, but added that it is not as good as it should be. He also took the opportunity to oppose Government control, also a set up such as exists under CBC in Canada. He declared that he sees many good programs, and plenty of others which are only so-so, but added that he sees nothing very new just now. Answering Gross, White declared

COAST-TO-COAST

—ARIZONA—

PHOENIX—Five persons, long-prominent in the radio industry and whose backgrounds in broadcasting total some 45 years, have become staff executives of KOOL, new 5,000-watt, Mutual-Don Lee radio station, which took the air June 22. They are: Owen J. Ford, chief engineer; Verne Sawyer, program manager; Edith Watson, traffic manager; Randall Decker, continuity chief, and Dorothy Mellen, music librarian. . . . **PHOENIX-TUCSON**—Nicki Kennedy has joined the staff of the Sun Country Broadcasting Company as secretary to J. R. (Dick) Heath, the company's president and general manager.

—OHIO—

AKRON—A new two-story brick building at the corner of Mill and Main streets will house WADC, the city's oldest radio outlet, which hopes to move into the new quarters early in 1948. Now located in suburban Tallmadge, the station will occupy the second floor of the building, and studios will be equipped for eventual FM and television facilities. . . . **CLEVELAND**—Saul Glantz has joined the sales staff of WHK, having served as station publicity director since 1944. . . . **WARREN**—WRRN news editor, Chuck Cleaver, has been elected to the Board of Directors of the newly formed Ohio Association of Radio News Editors. The group was formed recently in this city in connection with the Education By Radio Conference.

—MISSOURI—

ST. LOUIS—The British Empire medal and a citation for "meritorious achievement in the performance of outstanding services" in wartime radio broadcasting was presented to Syl Binkin, director of St. Louis University's radio programs. The presentation was made by the British consul in St. Louis, A. S. Fordham, at the consulate residence. . . . Hildegarde, the radio and supper club star, whose CBS radio program series has come to an end, recently re-created her famous show over KMOX for one broadcast, when she inaugurated "Saturday Afternoon at the Chase," a new show, originating in this city, where she is currently starring in the Chase Hotel. The show will present radio, movie and theatrical stars appearing at the same spot.

that radio drama is "not too good." It depends too much, he said, on the stage and the screen.

Again replying to Gross on the subject of "soap operas," White declared that women are under no obligation to listen to them.

Kaye pointed out that millions seem to like the "soap operas," whereupon White emphasized that his stated opinion was distinctly his own.

Each speaker was allowed a 60-second summation toward the end of the program. Haverlin expressed his confidence that radio will continue to improve and will find new sources for service and entertainment.

White reiterated the sentiments expressed in his recent book and ex-

—PENNSYLVANIA—

PHILADELPHIA—Johan A. Morrison, Jr., graduate of the University of Pennsylvania, where he was program director of the university's radio station, WXPN, during his senior year, has joined the news staff of WFIL and WFIL-FM. . . . The Coo Coo Ranch Show, a Western musical, featuring the Coo Coo Ranch Hands, is now appearing on WPTZ, Philco's television station in this city. The series is written and produced by the Stewart-Jordan Advertising Agency. . . . **PITTSBURGH**—KQV general manager G. S. "Pete" Wasser, has been appointed radio chairman of the Community Chest Campaign Publicity Committee by Edgar J. Kaufmann, chairman of the public relations department for the Community Fund.

—CALIFORNIA—

LONG BEACH—Roy Dial, veteran used car dealer on this city's American Avenue "Automobile Row," is airing the new record show, "Roy Dial Varieties". . . . **PALM SPRINGS**—Hal Davis, KCMJ announcer and disk jockey de luxe on the RadiOasis nocturnal stanza, "Music for the Party," has been named account executive. He succeeds Jack Donahue, who has entered agency work in Los Angeles, and will also continue his record-spinning as well as doing a newscast on the Desert Roundup. . . . **ONTARIO**—To help curb juvenile delinquency, KOCS and KOCS-FM, is airing a new "Kids on the Street" broadcast, during the summer months. A group of junior high school students will handle the microphone, and will interview fellow students each Monday, under the supervision of the regular "Man on the Street," announcer Al Kiersey.

—FLORIDA—

MIAMI—Gene Rider, CBS engineer, correspondent, producer-director and director of special events, has returned to WQAM and his former position as chief engineer. . . . "Amateur Parade," a 13-week series of amateur talent contests will be inaugurated today, June 20th, over WIOD. Cash prizes totaling \$200 will be awarded winners during the first ten weeks with two semi-final contests following from which six finalists will compete, on September 12th, for grand prizes totaling \$205. . . . **JACKSONVILLE**—Frank Taylor, Jr., assistant manager of WPDQ, has recovered from illness.

pressed the fear that the people don't know what they want.

The program then switched to Pittsburgh for the phone-call vote, which averaged highly in favor of radio today. The "yes" vote from Miami was 67 per cent, from West Virginia, 95 per cent; from Pennsylvania, 95 per cent; from Kansas, 98 per cent, and from another state area, 87 per cent.

The studio jury voted eight for radio today, four against.

The moderator announced that the general average of jury and listening audience thus far reported shows today's radio the winner by 11-1.

The final vote, including all telephone tallies, will be announced next week.

Press Protests To CBC On License Grant

(Continued from Page 1)

months facsimile reproduction of printed news will become available to anyone acquiring a facsimile receiver, the brief pointed out that for a small sum a facsimile broadcasting transmitter can be operated, thus providing both serious competition with newspapers in which millions of dollars are invested and also creating an adjunct which will become more important in the future operation of present newspapers. In this respect the brief states at one point: "It is evident that the newspapers in Canada have a vital interest in facsimile, as a potential mechanism in newspaper production, and perhaps even for the very preservation of their existence."

Because of this increasing close relationship between printed and broadcast news, the brief submits present radio regulations, apart from policy which prevents newspapers from acquiring broadcasting licenses, will affect a complete control on printed as well as spoken news distribution. To this effect, the brief states, ". . . present regulations if applied to facsimile, will strike at the very basis of freedom of speech and the press, and place the press under the domination of those who for the time being control the agencies of government."

Wants New Governing Board

Because other submissions had been made to the committee outlining the present conditions which constitute the Canadian Broadcasting Corporation an operator, as well as licensee and mentor of radio in Canada, the brief states it does not elaborate on that factor. However, the brief declares, the Canadian Daily Newspapers Association associates itself with those who believe that control of radio should be transferred to a board appointed and financed by Parliament, answerable only to Parliament and removable only by Parliament.

The Association of Canadian Advertisers, representing 145 companies advertising on a national or regional basis, telegraphed a plea to the same effect. "It would seem to us," declared the advertisers, "to be more equitable to CBC and to independent stations, and in the best interest of advertising and the general public if a separate regulatory body, independent of CBC, were set up to govern broadcasting in Canada."

Send Birthday Greetings To —

June 26

Bert Briller	June Marshall
Arthur Pryor, Jr.	
Robert J. Ross	John M. Sayre
Fred Weber	William Wirges



CHANCES FOR WHITE BILL NOW SEEN FADING

Radio-Films-News Plan 'Freedom Committee'

New Group Would Fight Move For Censorship

Washington Bureau, RADIO DAILY
 Washington — A special all-media committee, including representatives of the radio industry, to wage an all-out battle for freedom of expression may soon be formed, it was learned yesterday. The proposals grew out of a conference called by NAB's president, Justin Miller, and participated in by repre-

(Continued on Page 5)

Plays New Labor Laws Add To FM's 'Rights'

Combined sweep of the Lea Act and the Taft-Hartley labor bill clearly grants FM stations the right to broadcast both local and network programs from their AM outlets without employing additional program personnel, Leonard Marks, general counsel of the FM association, said yesterday. Marks said that the Supreme Court

(Continued on Page 7)

Tele By Remote Control Installed By N. J. Firm

What is considered to be the first production and installation of a remote control system of operating television receivers in hotel lobbies, clubs, taverns or other public places has been launched by Industrial Television, Inc., a new firm with

(Continued on Page 6)

Army Budget To Ayer Agency

The U. S. Army recruitment budget, which is expected to aggregate \$4,500,000 for all media for the fiscal year from July 1, 1947 to July 1, 1948, has been awarded to the N. W. Ayer & Son, Inc., RADIO DAILY learned yesterday. Word of the award came to the agency officials yesterday from the War Department. N. W. Ayer first took over the administration of the Army budget in the fall of 1945.

UJA Commends Radio For Campaign Series

Officials of the United Jewish Appeal of Greater New York, yesterday paid tribute to and expressed extreme appreciation of the co-operation given the drive for funds by both the independent and key stations throughout the city. In addition to carrying spots for the past few months, special efforts to aid the June "Crisis" period of the campaign were made by each station which set up programs directed at their respective audiences.

Resume of some of the activities
 (Continued on Page 7)

NAM Summer Show Set; Features "Long Spinners"

Plans for a second 13 week series on ABC was announced yesterday by the National Association of Manufacturers in New York. The new series, titled "NAM Summer Show," will be heard on the network starting Saturday, July 5, from 7 to 7:15 p.m., EDT. New program will feature business

(Continued on Page 2)

Lewis Very Optimistic Re Radio Fall Business

Sun Valley, Idaho—Despite the abundance of rumors which held forth in recent weeks as the result of cancellations of top shows, the four networks are "several hours a week ahead of last year" in total commercial time, and the fall outlook offers optimism, Tom Lewis, vice-president and radio director of Young & Rubicam, told the 44th annual convention of the Advertising Association of the West yesterday.

Lewis pointed out that many top
 (Continued on Page 8)

Jones FCC Membership Seen Near Confirmation

Washington Bureau, RADIO DAILY
 Washington—The Senate Interstate Commerce Committee came within a hair of confirming Rep. Robert F. Jones, Ohio Republican, for the FCC during yesterday's closed session. With Senators Hawkes of New Jersey and Brewster of Maine pushing the nomination, it was ready for a vote

(Continued on Page 2)

Report Committee Ready To Drop Hearing

Washington Bureau, RADIO DAILY
 Washington — Members of the Interstate Commerce Committee of the Senate do not look for passage of any important new labor legislation by the 80th Congress, and feel that hearings on the White Bill now nearing their end may be of value to Congress at some future date—but they're not quite

(Continued on Page 5)

Inter-Amer. Directors Meeting In New York

Dr. Justino Jimenez de Arechaga, director of the permanent office of the Inter-American Association of Broadcasters, arrived in New York yesterday from Uruguay for a board meeting of the directors this weekend.

All directors of the Association are expected to be on hand for the con-

(Continued on Page 2)

300 Accept Invitations For Capital Tele Debut

Three hundred invited guests will participate in the formal opening of WNBW, Washington television station of NBC, at the Wardman Park Hotel tonight. The guests will include Chairman Charles Denny and

(Continued on Page 8)

Indiana Univ. Radio Survey Reveals Hoosier Preferences

Bloomington, Ind.—Patterned after similar work at the University of Texas, Indiana University here, under the supervision of its Radio Director, H. J. Skornia, has revealed the results of a fairly comprehensive survey of program preferences and a study of radio personnel of Indiana stations. While Skornia states that this is the school's first attempt at such a project and possibly incomplete from their point of view, con-

siderable data believed to be of interest to the trade has been developed.

Some 44 pages of data is available revealing the methods of the survey, both questionnaire and telephone, the questions asked, as well as a breakdown of the educational levels of the population; also information is brought out on sets and their average usage, stations near and far

(Continued on Page 5)

Hometown Welcome

H. V. Kaltenborn will receive a civic welcome when he returns to his hometown—Merrill, Wisconsin, on Thursday, July 3. The day has been officially proclaimed "H. V. Kaltenborn Day" with the fanfare of a brass band welcome, a community picnic and speeches by the NBC news commentator and Merrill civic leaders. It will be Kaltenborn's first visit since 1939.

FM-N. Y. Hearing

Nearly 20 AM stations and organizations seeking FM licenses in the New York City area are scheduled to be represented at the hearing today before the FCC in Washington which will hold oral argument. Commission will sit en banc. Included are churches, newspapers, current broadcasters and individuals planning FM outlets in New York and nearby New Jersey.



★ COMING AND GOING ★

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

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IRVIN (MONTE) JOHNSON, formerly with the Minneapolis office of McCann-Erickson, sailed this week aboard the Santa Olivia for Lima, Peru, where he will join the staff of the agency's office in that city. He'll be in charge of art and production.

WELLS CHURCH, Columbia network director of news broadcasts, is in Utica to attend the NAB news clinic which will be held today in the Hotel Utica.

JOHN GRIFFIN, president of KOMA, Oklahoma City, and JOE BARNARD, commercial manager of the station, are in town for conferences at CBS.

BRUCE DODGE, in charge of production for the Biow Co., and EDITH OLIVER, writer and supervisor of Eversharp's "Take It or Leave It," have left for Hollywood to audition candidates for the role of quizmaster on the program.

DON DUNPHY and STAN LOMAX this Sunday go up to Lakeville, Conn., where they will give their all for the "Sports Stars" in the softball game against the Cedars Country Club.

J. H. BRINKLEY, vice-president and general manager of WILM, Mutual network outlet in Wilmington, Del., is in town on a short business trip.

MARGOT GAYLE, free-lance radio writer, leaves today for a week in Atlanta, Ga.

JOE BURWELL, president and general manager of WMBS, Uniontown, Pa., paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

JUDY CANOVA will leave Sunday by plane for South America. There she will join her husband, Chester England, and will make a number of personal appearances to aid the launching of his new chain of cosmetic shops in South America.

EDGAR KOBAK, president of the Mutual network, will leave this week-end for a vacation of three weeks at Pine Orchard, Me.

LESTER LEWIS has been signed by ABC to handle advance arrangements for the network's broadcasts of the "Paul Whiteman Club, which debuts June 30, and has left for the West Coast to start the job. Whiteman leaves for the Coast July 3.

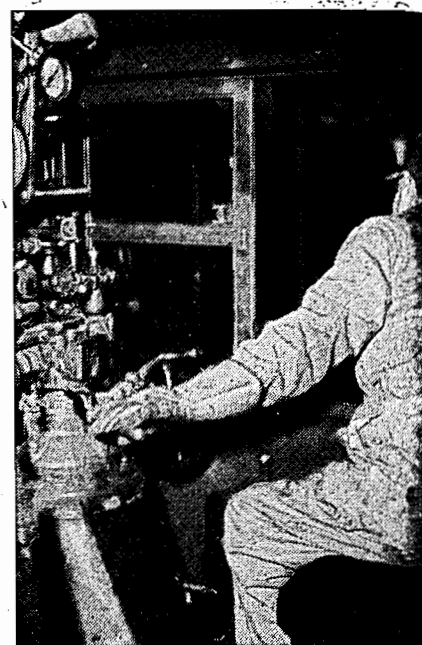
CEDRIC FOSTER, Mutual network commentator, is leaving for Denver. He'll broadcast from the Colorado capital during the week June 30-July 4.

WILLIAM SCHUDT, eastern division manager for CBS, and J. KELLY SMITH, director of the network's station relations department, have returned from Atlantic City, where they spent a few days in connection with the forthcoming convention of the NAB.

MILTON BURGH, news director of Mutual, who has been in Wisconsin on a business trip, will return to New York Monday.

CONNIE HAINES, vocalist, has returned from the West Coast and will make a guest-appearance tonight on the Dolores Craig program over WINS.

LARRY LESUEUR, Columbia network newsman, is visiting in Washington, D. C.



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

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

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

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

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



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

FINANCIAL

(Thurs., June 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	63/4	63/4	63/4
Am. Tel. & Tel.	157 1/2	156 1/2	156 1/2	- 1
CBS A	29 3/4	28 3/4	29 3/8	+ 3/4
CBS B	28 3/4	28 3/4	28 3/4	+ 1/4
Farnsworth T. & R.	6 1/4	6 1/4	6 1/4
Gen. Electric	35 1/2	34 3/4	35 1/2	+ 3/8
Philco	26 3/4	26 1/4	26 1/2	+ 1/2
Philco Pfd.	94 1/2	94 1/2	94 1/2	+ 1/4
RCA Common	8 3/8	8 1/4	8 1/4	+ 1/8
RCA First Pfd.	74 1/4	73 1/4	73 1/4	- 1/4
Stewart-Warner	15 1/4	15 1/4	15 1/4
Westinghouse	27 3/4	27 1/4	27 1/2	+ 1/4
Westinghouse Pfd. A	102 1/2	102 1/2	102 1/2	- 1/2
Zenith Radio	17	17	17

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5 3/4	6 1/2
Finch Tele Comm.	6	7
Stromberg-Carlson	12 1/4	13 1/2
U. S. Television	2 1/4	2 3/4
WCAO (Baltimore)	38	41 1/2
WJR (Detroit)	14	16

"Strike It Rich" Set For Net Debut Sunday

"Strike it Rich," a new quiz show wherein contestants can win as much as \$800 bows in at CBS Sunday at 10:30 p.m., EDT. Walt Frammer is the producer and director and Todd Russell is master of ceremonies. Larry Puck is supervisor.

Mrs. Frieda Haenschel

Mrs. Frieda Haenschel, 81 years old, mother of Gus Haenschel, musical director of the Pet Milk program on CBS, died Monday in St. Louis. Mr. Haenschel went to St. Louis to attend the funeral.

Jones FCC Membership Seen Near Confirmation

(Continued from Page 1)

when Sen. Ed. Johnson of Colorado mentioned that the columnist-commentator, Drew Pearson, had some information on Jones, which the committee ought to have. Result was that a special sub-committee of Brewster, Johnson and Sen. Homer Capehart of Indiana was named to hear Pearson this morning.

Pearson informed RADIO DAILY that he will charge that Jones has spoken from the same platform as Gerald L. K. Smith, widely-known as a rabble-rouser and exponent of philosophies considered un-American by the bulk of American citizenry.

Committee confirmation of Jones, therefore, is to be looked for without delay.

Inter-Amer. Directors Meeting In New York

(Continued from Page 1)

fab with exception of Goar Mestre, of Cuba, and Emilio Azcarraga of Mexico, who will send representatives. Others on the board are: Lorenzo F. Balerio Sicco, also of Uruguay, chairman; and Dr. Eneas Machado de Assis, Brazil.

Dr. Jimenez will also represent the Association at the Atlantic City telecommunications conference.

Will Carry President's Address

WAAT, Newark, will carry the address of President Truman on Sunday June 29th from 4:30 to 5 p.m., at the 38th annual conference of National Association for Advancement of Colored People which will be held in Washington.

NAM Summer Show Set; Features "Long Spinners"

(Continued from Page 1)

facts and the songs of the "Song Spinners." Series will be produced by the Radio Department of the Public Relations Division of NAM. Holcombe Parks is vice-president in charge of public relations and G. W. (Johnny) Johnstone is NAM radio director.

The program is the fourth of a series of 13 week programs in which ABC permits gratis time for business and labor to air their views on the networks. In January, 1946, the network opened up a half hour period 6:45 to 7:15 p.m., to be shared by labor and management.

Dorothy Day Sub Set

Dorothy Day, WINS women's commentator, (10:30-11 a.m., Mon.-Fri.) leaves for a month's vacation starting today, and will be replaced during that time by Jean Stewart, former editor-reporter for New England newspapers. Miss Stewart is the wife of Roger Bower, WOR producer.

Soiree For 'Bride And Groom'

The American network played host last evening to Mr. and Mrs. Richard Fortune at a reception held in the Perroquet Suite of the Waldorf-Astoria. The Fortunes were married last Wednesday on the ABC program, "Bride and Groom." They will depart tonight on the first regularly scheduled Pan-American trans-world passenger flight.

Writes Book On Radio

Charles E. "Ned" Midgley, Jr., CBS sales service manager, has written a book, "Business Side of Broadcasting." Prentice Hall will publish.

IN CLEVELAND IT'S
WHK

"Through Truth We Shall Find Understanding"

"With the approach of the Second Anniversary of the United Nations Charter, I want to re-affirm in the name of the American broadcasters, our devotion to the principles of world peace for which that great document stands. The philosophy expressed in this Charter that truth shall be spread throughout the world, and that through truth, we shall find understanding, is one by which Broadcasters in a free system of radio live from day to day. I hope that Charter Day may become an international observance which will keep alive in all lands, the continuous struggle we must wage for world accord. Certainly you can be assured that all Broadcasters will lend their facilities generously on Charter Day and every day to the spirit of this universal proclamation."

JUSTIN MILLER, President
National Association of Broadcasters.

"Business requires peace and stability, and the United Nations can ensure this world-wide political and economic stability as essential to the expansion of all trade."

Trygve Lie, Secretary-General
of the United Nations.

"Obviously it is sound policy for American Radio to continue to devote its enthusiastic resourcefulness to the undying principles of the United Nations in its mighty march toward world wide political and economic stability."

JACK ALICOATE
Publisher Radio Daily

LOS ANGELES

By RALPH WILK

WALTER WHITE, JR., and SHIRLEY THOMAS, both of Commodore Productions, returned last week and after five weeks in New York, Washington and Chicago, both reporting that the outlook for the fall is truly much brighter in radio than in past years. Miss Thomas reports big interest in specialty programs that have strong appeal to women. Glenhall Taylor will produce the new U. S. Army-sponsored variety series "Front and Center," which will star Dorothy Lamour. Show which premieres July 6th over NBC, will present outstanding personalities in the world of entertainment.

John Brown, a regular on the Thursday night Abbott & Costello show and featured comedian on several other top-flight comedy programs, may head up his own airwave offering next year. Several producers have evinced interest in Brown "package."

The Canadian Broadcasting Corporation paid "The Whistler," a unique tribute when it announced recently it would waive a long-standing rule against U. S. mystery shows and air the program over its facilities for 52 weeks.

Phil Baker, genial quizmaster of "Take It Or Leave It" \$64 questioner, has volunteered to be host to the 15 winning boys entered in the Los Angeles Associated Boys Clubs hobby competition which will be staged late in June. Baker plans to give them a trailer party at Malibu Beach.

Bernard Dudley is serving as Chairman of the show committee for the All-Western Open Model Aircraft Championship which will be staged at the Los Angeles Coliseum, June 28th. Hedda Hopper, Bill Goodwin and Bill Thompson will be among those who will participate at the entertainment.

Victor Borge this week was named Honorary Mayor of Chatsworth, where he lives, and on Saturday the people of that town are giving a picnic on his ranch. Among those who will be present will be Bob Burns and Lauritz Melchior, neighbors of Borge.

Al Gershenson, President of the Hamilton-Whitney Transcription Co. has announced the appointment of Robin Black as Executive Producer of all Hamilton-Whitney transcriptions. Mr. Black was producer of the General Mills Hour and prior to that was a writer-producer at M-G-M.

Goddard Substitutes For Walsh On WMCA Show

Don Goddard, veteran network commentator, will substitute for Dr. Raymond Walsh on latter's nightly news commentary on WMCA (7:30-7:45, Monday through Friday) from June 30 to July 25, it was announced yesterday. Walsh will vacation during this period.

Program is sponsored by Sachs Quality Stores.



Notes From An Aisle Seat . . . !

● ● ● FCC facing a thorough shakeup in the fall when Congressmen from the middle west will ask for investigation of licensing and television procedures. . . . Swan Soap bought "My Friend Irma" as a Joan Davis replacement to start in August. . . . Margaret Truman now slated to take to the airwaves in October. . . . Alan Ladd going in the transcription biz with Bernie Joslin. Idea being to star himself in half-hour series. . . . A play is being written revealing the behind-the-scenes activities of a weekly news mag. . . . Nat'l Guard has allotted \$850,000 for a recruiting campaign in the coming fiscal year. . . . Milton Berle will be an added starter at Bill Miller's Riviera Monday nite—but for one performance only. The event is a benefit for N.Y.U.'s Rehabilitation Fund at Bellevue Hospital. . . . WOR's popular Norm Livingstone back from Miami vacation looking tall, tan and terrific. . . . After all these years of golfing (18 of 'em) Don Severn, manager of Kenyon and Eckhardt's talent dep't, finally managed to sink a hole in one. . . . Shirley Wolff off to a Wyoming dude ranch for a month. . . . Phil Silvers got off to a roaring start in the preem of his new ABC show Wed. nite, aided no little by a first-rate script by Sidney Resnick and John Cleary's deft direction. The show was boff from start to finish.



● ● ● HUCKSTEROTYPES: Confidential: Just between us, two. . . . Enemy: A guy who used to do you favors and whom you don't need anymore. . . . Loyalty: Sticking to someone in order to stick him for something. . . . Contact: The same on B'way as in Webster's book, meaning "to touch."



● ● ● Folks around WOR, from the page boys to the heavy brass, will be missing Bert Greene, who leaves the station this week after 18 years as executive sec'y to Alfred J. McCosker, who recently resigned as the station's Board Chairman. Now that Mr. Mac is no longer working for WOR on a full time basis, Bert has decided to check out too. She'll take a long summer vacation and announce her plans in the fall. One of the best-known and best-loved figures in the local radio scene, Bert joined WOR in '29 after several years on the air doing women's programs. She was referred to Mr. McCosker who told her "we don't hire women announcers," but offered her a month's trial as his exec sec'y. The month stretched into 18 years during which time she became Mac's Girl Friday and right hand. She was also active in the development of the McCosker-Hersfield Cardiac Home and is at present a vice-president of that organization. As good old Ben Bernie used to say, Bert, the mosta of the besta to you. Yowsah.



● ● ● MAIN STREET SCENERY: Vic Mature, Vic Damone and Happy Felton at Toots Shor's: Man about town, man about tune and man about ton. . . . Singer Marilynne Towne and four escorts at the same spot. Men About Towne. . . . Lucille Ball anklng into the Fireside Inn. . . . Larry Finley, Larry MacPhail and Larry Adler gabbing with lariat-throwin' Roy Rogers in NBC. . . . Mel Torme taking refuge in the Simplon from a horde of Tormaniacs. . . . Joan Bennett at the Flamingo listening to Jack Kelly's keyboard reet-ment of "Bubble-Gum Baby," a new zippy do ditty. . . . The Fredric Marches having a Gershwin special at the Chateau Briand—"Porgy and Bass."



● ● ● SMALL TALK: Father Patrick Peyton, of H'wood, producer of the "Family Theater" on Mutual, is being shepherded around town by Johnny Johnstone, a Protestant. The priest is using radio for a crusade to encourage home prayers and hopes such a spiritual revival among all races and creeds will aid the cause of Peace. . . . Herb Moss off to Chicago to take charge of Hildegard's theater date out there.

CHICAGO

By NAT GREEN

WBBM "Student Overture" will begin a special series of five programs on Saturday, July 5, telling the story of the discovery of gold in California. The series is an attempt to present by radio the complete story of a single event which had profound implications for the growth of the west.

Members of the cast of "Carousel" are setting a record for radio appearances. They have made more than a dozen appearances since the stage show opened here, and for the last ten days of June Jean Castro, Eric Matson, Betta Striegler, Jane McGowan and Ann Crowley are scheduled for one or more radio shots.

Harold "Red" Grange will analyze plays and do color on Mutual's broadcast of the All-Star football game at Soldiers' Field, Chicago, on August 22.

Lyle Barnhart, WBBM producer, is spending a two-week vacation in California.

Patti Page, who has been heard on WBBM-CBS's "The Chicagoans," is featured in a new musical variety program on WBBM which started Saturday, 6:30 to 6:45 p.m. Patti, who is 19, came to Chicago recently from Oklahoma and has made rapid progress as a radio and night club singer.

Herb Lateau, production-director, and Frank De Rosa, assistant local sales traffic manager, both of NBC, are vacationing.

Wally Holden of Mutual's midwest sales is on a fishing trip to Northern Wisconsin.

All-Star Game On Mutual

Mutual has set two pre-broadcasts to the All-Star game to be broadcast on July 7, when on July 6, several sportscasters will be heard and then again on July 7, prior to the regular All-Star broadcast, Albert B. Chandler, Commissioner of Baseball and league presidents together with various baseball people will be aired. Both these pre-broadcasts will be heard at 11:15-11:30 a.m.

Mr. & Mrs...

request the honor of your presence at an audition for a new "Mr. & Mrs." show by a couple with 50KW background in acting, announcing, writing, production and women's programs . . . in person or by transcription . . . at a time to be decided by you.

RSVP, RADIO DAILY
Box 376, 1501 Broadway
New York 18, N. Y.

Report ICC To Drop White-Bill Hearing

(Continued from Page 1)
when. On the other hand, they if leaders in the radio industry alert, they can profit considerably from the numerous expressions of Congressional attitude contained in sessions.

Chairman Wallace H. White, long-time specialist in communications who has announced his retirement following next year, does not expect anything to come of his according to associates, although still has some hope that by getting it out of committee to the floor some needed amendments to the Communications Act might result. It is questionable whether he will get the bill out of committee this year.

It is likely that he will get something out of the special radio sub-committee this year. Although the members of that body are, for the most part, only moderately interested in the bill and unconvinced that new legislation is needed, they are inclined to go along simply as courtesy to White.

Possible opposition within the sub-committee could come from GOP Senators Moore of Oklahoma and Cheadle of Indiana. Cheadle incidentally, was not originally on the radio sub-committee, being named only a week after the body was formed at his own insistence. White is reluctant to assign him to the group, but was unwilling to refuse a blank after once making it clear that the Hoosier radio manufacturer was not welcome.

Added To Council Staff

Robert W. Chase, formerly of the Omson Network at Harvard University, has joined the staff of the Lowell Institute Cooperative Broadcasting Council as production assistant. He is the son of Dr. W. Linwood Chase, Boston University professor and first moderator of the New England Junior Town Meeting on WBZ and WBZA.

New Tele Outfit Formed

National Video Guild, Inc., new television production firm, announced this week completion of organizational plans with three shows set for immediate production. Guild plans to "showcase" its offerings to video stations, agencies and prospective clients in the New York area.

MBS Replacement

MBS's "Smilin' Ed McConnell" airings will be replaced starting July 5, when Pauline Alpert, pianist will be heard, 11-11:15 a.m.

Indiana Univ. Radio Survey Reveals Hoosier Preferences

(Continued from Page 1)

tened to; percentages of urban and rural listeners, as for instance, approximately 98 per cent of both rural and urban homes with phones had radio, but 36.1 per cent of the rural homes were listening in when contacted and 32.2 per cent of city homes had their radios on when phoned.

Residential calls indicated that 24.2 per cent of doctors and dentists declined to give complete answers to the survey; 33.3 per cent of the lawyers declined, while professors and teachers, being more sympathetic to the work of the students conducting the survey, gave 100 per cent co-operation. Among business men, 19.8 per cent declined to give full information, possibly due to being too busy; farmers also gave 100 per cent co-operation; laborers with little exception, probably two per cent declined to give full answers.

Breakdown is given by Skornia on stations that were being listened to and percentages of listeners to the station at the time, also as to whether they knew the station, program, etc., to which they were tuned in.

Results of the survey also makes the observation that sample tests as to when to call revealed a great many farm and working families in the area, did not wish to be disturbed after 9:45 p.m. It is not stated whether this is daylight saving time or standard, although the study was made in May.

Favorite Programs

During a 10-day period, May 17-27, based on the recall rather than the instantaneous method, 2,350 Indiana University students out of 11,000 on the campus and the same number of Bloomington residents (out of a population of approximately 25,000) were interviewed. Students were personally interviewed and residents by telephone. Questions asked were: What are two of your favorite radio programs?; what two types of programs do you wish you could have more of?; do you enjoy daytime serial programs?; do you feel that radio reception is satisfactory most of the time in this area? and what do you object to most about radio?

Replies to these questions were tabulated separately as to students and townspeople and reveals an interesting choice of every variety of program, starting with the favorites at a top of 556 by the students and 283 by the townspeople scaled down to even one vote.

As to types of programs of which

AAU Meet On Tele

Metropolitan AAU Track and Field Championships, scheduled for Randall's Island tomorrow, June 28, will be aired by WCBS-TV, starting at 2 p.m. EDT.

Tom Greenwald, veteran track coach and trainer of miler Leslie MacMitchell, will describe the events. Herbert Bayard Swope, Jr., WCBS-TV staffer, will direct

more was wanted, both students and townspeople grouped comedy and music fairly close. Students wanted comedy, popular music, all music, drama, semi-classical music, classical music, mystery, variety, sports, news, quiz, etc., among their top choice, in that order scaling down to various other items. Townspeople wanted in consecutive order more music, comedy, news, popular music, drama, religious programs, semi-classical music, mystery and adventure, variety, quiz, etc., scaled down to numerous other items, but not in great force.

Daytime serials were enjoyed by 465 students as against 1,826 who didn't; townspeople to the extent of 1,557 liked the serials as against 697 who didn't.

As to satisfactory receptions: 465 students said yes, and 1,826 said no; 1,447 townspeople thought local reception good and 697 said no.

Commercials as usual came in for the item most objected to, although students decried it more than the townspeople nearly two-to-one. Poor reception was objected to as third squawk, in line, but most of the programs objected to was merely the reverse thinking of those all had already stated their program preferences.

Station Personnel Survey

Interesting figures were brought out on the status and educational aspect of the staffs of stations, average salaries, excepting in some higher brackets. Also some breakdown of the positions open in each category such as announcer, script writer, selling, secretarial, newscasting, engineering, etc. Kind of preparation for post as station manager, particularly educational, is also listed. Positions more difficult to fill than others are listed as per station manager information, and the comparative number of posts held by men and women in the field.

Info Groups May Form 'Freedom Committee'

(Continued from Page 1)

representatives of all the major media, including motion pictures and newspapers.

Threats to their fundamental freedoms and to individual rights under the First Amendment to the Constitution, which provides that "Congress shall make no law . . . abridging the freedom of speech or of the press," were reviewed by the top-level executives of the groups.

The individual members of the group agreed to report the result of their deliberations to the boards of directors of their respective associations.

KEX Breaks Ground For New Transmitter

Portland, Ore.—Ground was broken this week for the new 50,000-watt transmitter for KEX at nearby Clackamas, where the plant will be located by Westinghouse broadcasting in its expansion plan which will cost approximately \$1,000,000. According to C. S. Young, KEX manager, construction will begin at once and it is expected that the station will be operating at 10 times its present 5,000 watts by the end of the year.

Further KEX expansion calls for construction of an FM transmitter building on a four-acre plot overlooking the city and installation of a 10,000 watt transmitter. Site has been approved by the FCC. The AM installation will be on a 46 acre plot. Three 540-foot antenna towers will be located immediately in back of the transmitter building which will be a fully modern structure.

Feature of the ceremonies attending the groundbreaking was the use of a spade which Dr. Frank Conrad had used in breaking ground for the present KDKA transmitter in Pittsburgh. It is now owned by Si Steinhilber, radio editor of the "Pittsburgh Press."

EDDIE CHASE

... Super Salesman!

on his "MAKE BELIEVE BALLROOM" ... now on

CKLW

5,000 WATTS • DETROIT • MUTUAL

IN CLEVELAND IT'S

WHK

PROMOTION

Elevating "Soap Operas"

Benton & Bowles lent a hand in dispelling the popular belief that only housewives who toil listen to daytime serials when it co-operated with a Park Avenue and Palm Beach society leader, Mrs. Frank C. Henderson in giving a party for the cast of "When A Girl Marries." Occasion was the program's eighth anniversary.

Taking over the Tapestry Room at the Park Lane Hotel, the multimillionaire widow of an oil man based her party motif on incidents from the story's past. She had a jail cell erected and hired "policemen," a "judge" and a "bailiff" which tied in with Harry Davis, the hero, and his false arrest, in the story.

Mrs. Henderson merely stated that the reason for going all out on one of her famed parties was that she was a regular listener to the program and had no qualms about telling her friends about it. Also she wanted to entertain the cast on an appropriate occasion.

General Foods sponsors the show.

KTFS Contest

A novel "Queen For A Day" contest is being conducted by KTFS, Texarkana, Texas to gain new listeners to the program in this area and to create good will among local merchants and the Texarkana Bus Co. Selection of a "queen for a day," who will receive an all expense trip by plane to Hollywood for a four day stay at one of the leading hotels in Hollywood and an appearance on the regular broadcast of "Queen For A Day" will be made from the women audience of the station limited to those within the ages of 18 to 80. Contest will close on July 1.

"Whiffenpoof" Belts

The Boynton Company, New York, inspired by RCA Victor's current smash hit recording of "The Whiffenpoof Song," as sung by Metropolitan Opera baritone Robert Merrill, has manufactured a "Whiffenpoof" belt. Timed to tie in with the nationwide promotion of the song, the belt is fashioned in a collegiate motif, of sleek top-grain cowhide, in a choice of two buckle styles.

New Contest Gimmick

MBS's "The Better Half," (Saturday nights, 8:30-9 p.m.), will conduct a contest to find the most "hen-pecked" husband in the United States. Winner of the contest will get an all-expense paid vacation to Bermuda. Prominent national cartoonists will act as judges in the contest.

PICTURE OF THE WEEK



Benedict Gimbel, Jr., president and general manager of WIP, Philadelphia, leads his faithful in a noonday salaam to Kate Smith as the station inaugurated her new MBS series this week. Ben as chief Salaam-er, is seen in the lower left hand corner of the picture.

Tele By Remote Control Installed By N. J. Firm

(Continued from Page 1)
headquarters in Nutley, N. J., it was disclosed this week.

Company, which is headed by veteran television engineers and production men, is currently producing receivers with 20-inch and 15-inch pictures, which are controlled by a single unit similar to a small table-model radio. Unit is located in a central strategic point behind a tavern bar, or hotel information desk. Location of the remote control unit depends upon the operator's ability to see at least one set in operation, for minor adjustments, etc. Particular advantage of the system, it was explained by Horace Atwood, Jr., president of Industrial, is (1) there is no limit on the number of receivers which may be operated by the single control unit, and (2) it eliminates constant tuning and picture-adjustment on each individual receiver—since all sets are under one operation. Actual operation of the receivers under the remote system provides for a single cable installed beneath floors from the control unit to each set. All the power is located within the set itself, and the cable transmits no more current than the regular AC-DC amount needed for an electric light, etc. Concentration of power in the set, it was explained, eliminates danger of high voltage or fire passing through walls or floors, etc.

Price of the Industrial sets, with a picture-size of 20 inches, complete

RCA Develops Camera For Tele Studio Shows

Camden, N. J.—New studio television camera, said to reduce studio lighting requirements by as much as 90 per cent in addition to and "expected to revolutionize present day television studio operation," was announced this week by the RCA engineering products department. New camera employs a new type of image orthicon video pickup tube developed by the RCA tube department, and its use will eliminate the need for expensive lighting and air conditioning units, according to W. W. Watts, vice-president in charge.

with the control unit, is \$1995, covering installation and a six-month guarantee. With a 15-inch screen, price is \$1650. Additional 20-inch viewing unit is \$1495, and the smaller set \$1150. Price of the entire system is reduced according to the number of viewing units desired. All sets are equipped with an FM band and a microphone unit for public address service.

In addition to those systems already installed in New Jersey, New York, Long Island and Brooklyn, firm will shortly provide a complete unit to the Nutley High School as an experiment. According to Dr. Howard Spaulding, principal, the installation will remain a part of the educational program of the school for "at least one year," during which time students may witness major events as they take place.

BEHIND THE MIKE

By SID WEISS

JOHNNY THOMPSON, ABC bit tone, heads for the coast a his July 6th show for six weeks v the Paul Whiteman airer out there.

Patrice Munsel, Met Opera s back in N. Y. for guest shots here Lou Sposa's book on produc and direction of television sho (Television Primer) off the pres

Vic Diehm, manager of WA asked to do a guest col'm for sports editor of the Pottsville, Journal, had the twin pleasure seeing his article editorialized in same paper. What interests us abo the editorial is that the writer sa among other things: "that radio not a competitor of the press— supplements it." That's a heal point of view which we are hap to see both media adopt.

Baritone Igor Gorin set for more appearances on NBC's Firest program next month.

Gretchen Weaver's book on Mills Bros. devotes several paragraphs to Soph Tucker and her association with them in London ye ago.

Mrs. Henry Morgan will play opsite her famous hubby in "T Man Who Came To Dinner" at We port Country Playhouse the w of July 28th.

American premiere of the Domi cana (new West Indies dance sen tion) was held at the Sky Gard of the St. Moritz Hotel on June 2 with proceeds going to Nation Cancer Foundation and the Domin Red Cross.

Jo Lyons, ex-BBD&O tele and r writer, guest speaker at Mademoi Magazine Annual Career-Girl C ference at the Hotel Commodore.

Bobby Byrne the latest entry the Speed Homes for Veterans ca paign staged by the Columbus Cha ber of Commerce. Byrne, who op at Glen Island Casino July 3rd, is native of Columbus, Ohio.

Send Birthday Greetings To —

June 27
Seymour Heffer Milton Mable
Si Mann

June 28
William A. Abernathy
J. Leonard Reinsch
Margaret Arlen Buddy Basch
Frank Chase Ann Leaf
Richard Paige DeLancey Provost
Richard Rodgers Rosalie Allen

June 29
Jack Baker Nelson Eddy
Dorothy Gregory Loyal L. Lane
N. S. Livingston
Jim Nolan Roy Post
Adrian Rollini Ruth Warrick

IN CLEVELAND IT'S
WHK

UJA Commends Radio For Campaign Series

(Continued from Page 1)

the stations by the UJA follows: WQXR launched its part of the drive by dedicating a Symphony Hall broadcast and following through with a series of educational programs including a special half hour show "I am an American Day" as well as a forum on the problem of immigration. In addition, station personalities including Alma Dettinger and Charlotte Adams guested UJA representatives.

IWMCA has carried a number of dramatic broadcasts, each dedicated to a significant day with special dramas being aired on VE Day, "I am an American Day" and a final broadcast this week highlighting the current crisis facing the war survivors in Europe.

WINS Went All-Out

An intensive performance was done by WINS, which has been carrying UJA appeals for several months, with all its personalities dedicating at least one program to the drive—Dorothy Humphrey, featuring a sports star; Dorothy Day and Jack Lacey participating as well. In addition, WINS has carried a series of 15 minute recorded dramatizations over several consecutive Sunday nights, as well as featured spots on "Concert Hall" and "Trail Blazers".

WNYC has aided the Appeal with special broadcasts featuring prominent leaders in civic and public life including Fire Commissioner Frank Quayle, Judge Joseph M. Proskauer and Justice Meier Steinbrink. Station has also carried a Sunday night dramatic series on behalf of United Service for New Americans, one of the UJA's major agencies.

Gregory Peck on WOR

WOR aired a half hour drama starring Gregory Peck; Bill Berns did a UJA interview on his "While Berns Booms," and Barbara Wells dedicated an entire program to the campaign with James A. Farley as guest.

WNBC's co-operation started with a half hour dramatic presentation in April starring Sam Jaffe and ended with "Hi Jinx" delivering an important crisis message this last week of the drive.

WHN gave impetus to radio's help during the emergency period by giving

Armistice?

Washington—To avoid any further personal controversy with AFM Chief James C. Petrillo, Rep. Carroll D. Kearns, Pennsylvania Republican, yesterday refused to conduct at the Independence Day Festival of the National Music Camp, at Interlochen, Mich. Kearns is chairman of the House labor sub-committee which will open hearings on Petrillo and the AFM July 7. Kearns said he did not care to do anything which "might be interpreted as disqualifying him as an impartial chairman."

SOUTHWEST SIDELIGHTS

ALEX KEESE of Taylor-Howe-Snowden Radio Sales visiting KTSA, San Antonio, local affiliate. Keese recently moved his office from Amarillo to Dallas.

J. G. Long, veteran Texas theater circuit operator has been given another grant for a new standard broadcast station, this one at Texas City. Station will operate on 920 kilocycles with 1,000 watts power, daytime hours. Long was given approval last week for a station at Eagle Pass. He owns half interest in KIOX, Bay City and owns KVIC, Victoria and KSAM, Huntsville.

Roy Hofheinz, of KTHH and KOPY-FM Houston and president of the FMA will attend the meeting of the FM Association Board of Directors in Washington which is scheduled to meet there today.

Application has been filed with the FCC by Claudia T. Johnson, owner of KTBC, Austin for assignment of the station's license to the Texas Broadcasting Corp. of which Mrs. Johnson is president and with 99.5 per cent interest. Other officers listed are Paul Bolton, vice-president and Sam Plyer, secretary-treasurer.

George Roesner, farm and ranch director of KTRH, Houston has been presented a honorary Lone Star Farmer degree at a state FFA convention held at Sweetwater recently. Earl McMillian, disc jockey of an early morning hillbilly program also heard over KTRH was given a similar award.

The Circle Arrow program heard over the NBC network and through WOAI, San Antonio will inaugurate a new feature on the program. Each Sunday they will broadcast famous

ing intensive co-operation during the peak period when the campaign faced a crisis. The station featured spots on most of the popular shows with Ted Husing, Ted Lawrence pitching in, and Carlton Fredericks tying up the appeal with his "Living is Fun" program. Station's popular Wednesday night show "Mystery is my Hobby" was dedicated to UJA three successive Wednesdays in June. Sam Taub's "Hour of Champions" also dedicated entire show in June to the appeal.

"Language" Stations

Foreign language stations and their broadcasters did an all-out job with WHOM's Arnold Jaffee; WEVD's Chana Spector and Miriam Kressyn and WBNX's Abe Lyman interviewing various UJA leaders as well as using constant spots for the past several months. WEVD has, in addition, carried the recorded dramatic series as well as a special forum program on "Protection of Human Rights—A Job for All." WEVD also carried an original Yiddish drama in addition to its other programs.

Also carrying an intensive schedule of spots since the beginning of the campaign several months ago was station WLIB, which aired the dramatic series in addition to appeals by the Kingdons and Estelle Sternberger

church bells from various cities where the program is heard. In San Antonio the old San Fernando Cathedral bells will be broadcast. This is the oldest mission in San Antonio. A brief description and history of the church will also be aired. Another highlight will be the selection of a hymn to be played and sung on the program. The selection here will be made by Archbishop Lucy.

Rex Webster, former commercial manager for KYFO, Lubbock, has resigned his post to join the Buckner-Craig Advertising Agency in that city as a partner and head of the production department.

"The Constant Invader" a new series of radio dramatic programs sponsored by the Bexar County Tuberculosis Association will begin this week on KCOR, San Antonio and will be heard for a quarter hour.

The FCC has granted the Top of Texas Broadcasting Co., at Amarillo, license for a new standard broadcast station which will operate daytime hours on 1010 kilocycles with a power of 1000 watts. Principals of the new outlet include Hoyt Houck, vice-president and who has 30 per cent interest in KSEL, Lubbock; Robert O. Houck, secretary and also 30 per cent owner in KSEL; Walter G. Russell, president and also 30 per cent owner in KSEL and W. J. Dickerson, formerly manager of KTNM, Tucumcari, New Mexico. Each has 30 per cent interest in the new station with the exception of Dickerson, who has 10 per cent.

New additions to the staff of KTSA, San Antonio include Peggy Whiteside and Mrs. Bobby Parker. Both join the secretarial staff.

during the course of their daily broadcasts.

The campaign message was woven into the format of a number of other leading programs in this area including Bill Leonard's "This is New York," WCBS; "The Answer Man," WOR; Fred Robbins, "1280 Club," WOV; Phil Cook's morning WCBS show; WEVD's "The Forward Hour" and "Musical Caravan," WNYC.

Other personalities of stage, screen and radio who pitched in to help put the story across included:—Ed Begley, Myron McCormick, Ralph Bellamy, Victor Jory, Fredric March, Walter Abel, Ann Burr, Edith Atwater, John Howard, Harold Huber, Richard Widmark.

WABS-FM carried spots.

The many hours of public service programming which New York stations made available to UJA, served to highlight the drama inherent in the critical situation facing the war survivors. Emphasis throughout was on the broad, non-sectarian aspects of the work, hitting home the fact that this was a problem which concerned the whole community. Once again radio made it possible to do an important educational job in relation to world events, while at the same time arousing public sympathy and support for an important cause.

Says New Labor Laws Add To FM's 'Rights'

(Continued from Page 1)
ruling on the Lea Act indicates the following:

1. That FM broadcast stations can now broadcast the same programs. Whether local or network, that their AM stations carry without employing additional personnel. Since this duplication is solely a mechanical process, additional program personnel would not appear to be needed by the licensee to perform any additional service.

2. It is unlawful for a union to require a radio station to employ a greater number of persons than are needed to perform actual services. This can be construed to prohibit a union from forcing a station to pay "stand-by" fees.

3. The number of persons needed to operate a broadcast station becomes a question of fact for a judge or jury to decide in the event of a dispute with the union.

Marks emphasized that the number of employees needed by a station remains the "most troublesome question" still unanswered in the Supreme Court decision.

He said that this question requires—"careful consideration" be given to the following:

1. How skillful are the employees in the performance of their duties?

2. Shall the managerial ability of the station supervisors be considered?

3. Is it desirable that shorter hours be adopted for employees, or shall the advantage in take home pay for over-time work be used as a basis for deciding how many men are needed?

Marks recommended that FM licensees having AM stations affiliated with a national network to communicate "immediately" with the net representatives and request authorization to duplicate AM programs on the FM outlet.

Marks also suggested that operators of non-network stations notify the union that duplication of AM programs is desired "without hiring additional musicians."

Stassen to be Heard

Harold E. Stassen, candidate for the 1948 presidential nomination, will be heard on MBS's "Meet The Press" program this Friday night, June 27, 10-10:30 p.m. Stassen will be interviewed by four newspapermen and will be questioned on atomic energy.

New Barry Gray Show

The new Barry Gray show, "Scout About Town" will debut over MBS-WOR on July 1, 10:15-10:30 p.m., featuring the WOR orchestra conducted by Emerson Buckley with a guest star appearing on each program.

Microwave Telecast

A special telecast from Independence Hall, Philadelphia, will be presented jointly by Philco station WPTZ and NBC at 9:15 p.m., tonight and will be seen simultaneously by viewers in the three cities of Philadelphia, New York and Washington. The relay links connecting the Philco mobile television cameras at Independence Hall with the WPTZ transmitter at Windmoor, Pa. and WNBT, N. Y., include new microwave television relay equipment, developed by the Philco research laboratories and operating at extremely high frequencies, comparable to radar.

Lewis Very Optimistic Re Radio Fall Business

(Continued from Page 1)

network advertisers who have cancelled shows are retaining their time periods, however, with replacements of talent the only changes. In addition, several who have dropped out of radio are being replaced by newcomers, and old-timers. A few advertisers, not on the air last season but who will be in the radio fold in '47-'48 include Adam Hats, General Electric lamps, De Soto Cars, Nestle's Milk, and others, Lewis said. "With all the talk of recession," the Y&R exec, declared, "somehow I still can't find a good half-hour on NBC or CBS." ABC daytime schedule has "exactly" two quarter-hours for sale all week, he added.



LEWIS

Included 'Listener' Viewpoint
Heading his talk to the western ad execs "Commercial Radio Looks at Tomorrow," Lewis offered salient viewpoints as both a listener and as an agency representative. As the former, he felt that "the networks could well afford to tighten up on standards of good taste. As an agency man with plenty of comedies on the air, I'll go along with them." He made a plea, however, for "for something which thus far we have not received: a simple, clear-cut definite statement of continuity acceptance policies, and an interpretation of those policies which will not be based on individual caprice." Lewis pointed out that he still didn't know what is meant by "editorializing" and "controversial." He said that the networks differ among themselves on policy interpretation, and, at times, differ within their own organization "from city to city."

Lewis, who incidentally, recently made known his intention to resign from Y&R upon the return of Sigurd Larmon, president, praised the move toward "loftier social content in much of radio." Commercial sponsorship of public service programs, he noted, "pioneered in our own West by the Standard Symphony," has spread to transcontinentals like Goodyear's "Greatest Story Ever Told" and the Procter & Gamble revival of the Bible story "Light of the World."

The agency exec also lauded the "upgrading" of the "sorely belabored"

COAST-TO-COAST

—ALABAMA—

BIRMINGHAM—The Al DeMent Chevrolet Co. recently signed to sponsor all Birmingham baseball games to be broadcast over WAFM, the state's first and only FM station. Broadcasts will be handled by Maury Farrell, WAPI-WAFM sports director and will originate from the local ball park, Rickwood Field, when the Birmingham Barons are at home, and from the WAFM studios by Western Union when the team is on the road. . . .
MONTGOMERY—Dr. Clanton Williams' Sunday evening "Background of the News," high in popularity during the war, recently returned to WSFA with Montgomery Apothecary as sponsor. Dr. Williams is a University of Alabama faculty member.

—KENTUCKY—

LOUISVILLE—G. F. "Red" Bauer, sales manager of WINN, has been appointed secretary-treasurer of the Kentucky Broadcasters Association, the membership of which is composed of executives from all the radio stations in the state. . . .
PADUCAH—WKYB has adopted a policy of charging straight card rates for political broadcasts, in contrast with the premium rates frequently charged by other stations in that area. Said Ed Paxton, Jr., station manager, "We see no reason why a candidate for public office should be soaked double rates for time, simply because he must use radio today in order to reach the mass of voters. We regard that practice as, in a sense, restraining adequate discussion of important issues in which the public has an interest."

—NEW YORK—

PLATTSBURG—Norman Gero, formerly with KTUC, Tucson, Arizona, has joined the announcing staff of WMFF, where he started in radio several years ago. . . .
ROCHESTER—Lester W. Lindow, general manager of WRNY and WRNY-FM, has announced the appointment of Adam J. Young, Jr., Inc. as the station's national representative. . . .
SCHENECTADY—WRGB staff member, Ted

daytime serials, a few of which have gained high praise from outside cultural and religious groups, "not to mention the majority of the radio columnists." He asserted, however, that there is still room for improvement in radio's "moral standards without getting stuffy about it," adding that "we could stand a Legion of Decency in some phases of our industry in spirit if not in title."

Lewis warned the ad men about the widely publicized move toward cutting of program costs. He declared that it is not a universal trend, as portrayed, and the "cream of the Hoopers—Fred Allen, Edgar Bergen, Bing Crosby and Red Skelton, for instance—will operate on higher-priced new contracts next fall." He also pointed to other shows, like "Duffy's Tavern" and Fanny Brice, which have been renewed "gladly" with contract boosts for talent, and the new shows, like the Old Gold \$17,000-a-week combination of Frank Morgan, Don Ameche and Frances Langford, which "are being bought

Beebe, has received word that his original play, "The Eagle," produced over General Electric's television station, by Larry Algö, last May, has been selected by Margaret Mayorga for inclusion in her book, "Best One Act Plays Written in 1946." According to Beebe, this is the first time a television play has been chosen for this honor.

—MINNESOTA—

MINNEAPOLIS—Backed by eight social and cultural organizations and written and produced by WCCO, this city's first big radio drive against racial and religious bigotry started this week with Gov. Luther Youngdahl introducing the first program. Titled "Neither Free Nor Equal," the series will be made up of six programs, done in documentary style, each of which will deal with some phase of the over-all problem, including employment and housing discrimination, organized racism and "hate merchants," the problem of the Indian in Minnesota and finally, what is being done to fight discrimination. . . . C. T. Hagman, former general manager of ABC's central division with headquarters in Chicago and prior to that vice-president and general manager of WTCN, has been appointed executive vice-president of WLOL.

—MARYLAND—

BALTIMORE—Through arrangements with Robert Rodenberg, president of the Baltimore Professional Football Club, Inc., WBAL's television cameras will bring the Baltimore Colts' professional football games this fall into the homes of many of its listeners. The games will also be seen by Washington set owners, since the arrangement with Mr. Rodenberg includes their being televised over WNBW, NBC station in the Nation's Capital. . . . WFBR recently celebrated its 25th anniversary with an hour-long show and broadcast at the Lyric Theater. . . . Lonnie Starr, the "star" announcer of WFBR and more recently with WNEW, N. Y., is featured on a disc jockey show of his own over WITH.

in the upper price strata. You might call these luxury purchases, where an advertiser wants not only reasonable cost per thousand circulation, but the plusses of leadership and prestige," he said.

"Competing Newscasts"

Discussing varied types of programs on the air, Lewis felt that there are "too many newscasts and commentators competing," although this type show, with the proper man and time slot, is probably radio's lowest cost-per-listener expenditure. "Despite the end of the war news," he stated, "this class of program still showed an 8 per cent rise in average Hoopers in the season just past."

Although the audience participation show rates "as high in the Hoopers as ever," Lewis pointed out that the give-away technique "with the resultant excessive free advertising of donated prizes" has reached a "nauseous" peak. The more reputable programmers, he said, are now buying their prizes and premiums and "holding their number to sensible levels."

300 Accept Invitation For Capital Tele Debut

(Continued from Page 1)

members of the FCC, Niles Trammé president of NBC, and other prominent officials of the Federal and District government.

Those accepting invitations to attend the opening include:

- A—Abel, Jeffery; Archer, Gene; Arenberg, Leslie C.; Ayers, Eben.
- B—Babb, David; Baltin, Will; Beatty, James S.; Beatty, Morgan; Beckworth, R. Lindley; Bergman, Arthur J.; Bjornson, Bjorn; Brandt, Raymond P.; Breunings, Lewis T.; Brinkley, David; Brown, R. Clarence J.; Bulwinkle, Rep. Alfred I. Burke, Harold C.
- C—Capper, Senator Arthur; Chamberlain, Culver B.; Chapman, Rep. Virgil; Crisp, Bainbridge; Clark, Douglas; Clouser, Robert O.; Codel, Martin; Coe, Theodore I.; Cook, Arthur E.; Coperthwait, Hart J.; Cornin, Dr. Hobart M.; Cottone, Benedict.
- D—Denny, Charles R., Jr., Chairman, FCC; Denton, Robert H.; Dirksen, Rep. Everett M.; Dolliver, Rep. James I.; Dorsey, George M.; Douglas, Dr. Paul F.; Doyle, Mrs. Hen. Grattan; Duncan, Harry F.; Dunlap, Orr E., Jr.; Durno, George E.; Durr, Commissioner Clifford J.
- E—Ellsworth, Rep. Harris; Engel, Francis H.; Espey, Jack.
- F—Ferguson, Courtland D.; Folsom, Francis M.; Foskett, Admiral James W.; Francis, Warren B.; Fulbright, Senator J. W.
- G—Gatewood, Frank; Gillette, Rep. Willis D.; Gilmore, Captain M. D.; Gladston, Arthur; Graham, Philip; Grosner, Clarence; Grosner, Gerald; Grove, Harry C.; Guthrie, Frederick P.; Guy, Raymond F.
- H—Hahn, Gilbert; Hall, Rep. Leonard W.; Halpin, Dan; Harkness, Richard; Harde James; Harless, Rep. Richard F.; Harriman, Hon. Averill W.; Hasset, William D.; Havens, Wilbur M.; Hawkes, Senator Albert W.; Hayden, Jay G.; Hackert, George; Heintz, Robert; Howell, Rep. Evan.
- I—Ingle, Edward T.
- J—Jett, Hon. Ewell K.; Johnson, Hugo; Johnston, Ernest S.; Jones, Rep. Robert J.
- K—Kelly, Edward J.; Kem, Senator James P.; Keneipp, George E.; King, Art; Krotz, Henry; Krug, Hon. Julius A.
- L—Loeffler, Carl A.; Lynn, David.
- Mc—McCormick, Robert; McGrady, Edward F.; McKelway, Ben; McMahon, Senator Brian; McManus, William J.
- M—Mack, Charles; Maddox, H. Randolph; Magnuson, Senator Warren G.; Malone, James J.; Margraf, Gustav B.; Miller, Judge Justin; Miller, Paul; Mullen, Frank E.; Murphy, William C.; Myers, Senator Francis J.
- N—Nixon, Rep. Richard M.; Norfleet, William J.
- O—O'Eth, Alfred J.; O'Hara, Rep. Joseph P.; O'Laughlin, John C.; Osgood, Mrs. Nancy.
- P—Palmer, Maurice; Parker, G. B.; Plotkin, Harry; Priest, Rep. J. Percy.
- R—Rayburn, Rep. Sam; Reed, Senator Clyde M.; Reed, Pinkney; Rodenbergs, Robert R.; Rogers, Rep. Dwight L.; Rotto, James S.; Sadowski, Rep. George G.; Schlier, Ernie; Scott, Rep. Hugh D. Jr.; Shelby, Robert E.; Shulteis, Herman; Snyder, Hon. John W.; Stein, Sonia; Sterling, George E.; Steuart, L. P.; Synan, Edward M.
- T—Taishoff, Sol; Thomas, Actg. Supt. Walter H.; Trammell, Niles.
- V—Vandenberg, Hon. Arthur H.; Vandegrift, General Alexander A.; Veatch, James P.
- W—Wakefield, Commissioner Ray C.; Walker, Commissioner Paul A.; Watts, W. Walter; Weakley, Frank; West, John K.; Wheeler, Hon. Burton K.; Wiley, Senator Alexander; Willard, A. D., Jr.; Willoughby, John A.; Wilson, Lyle; Wolverton, Rep. Charles A.; Wright, James L.; Wilson, Richard L.; Wright, Leslie B.
- Z—Zurhorst, Mary.

WPDQ's
TIME-BUYERS JACK POT
THIS WEEK'S WINNER
MURRAY THOMAS
PARIS AND PEART
Next Week ? ? ? ?

IN CLEVELAND IT'S
WHK

White Bill Hearing Closes

Inter-American Radio Plans Are Revealed

The most important problem confronting international radio is that of freedom of speech, and only by its widespread establishment and adoption will any conception of international democracy prevail, in the opinion of Dr. Justino Jimenez de Arechaga, director of the permanent office of the Inter-American Association of Broadcasters. This is the substance of a proposal the IAB will make to the World Telecommunications Conference next month at Atlantic City.

In an interview with RADIO DAILY
(Continued on Page 6)

Jones' FCC Appointment To Reach Vote Thursday

Washington Bureau, RADIO DAILY
Washington—The Senate Interstate Commerce Committee will reach a vote on the nomination of Rep. Robert F. Jones (R., Ohio) to a seven-year term on the FCC Thursday morning. In the meantime, it was learned that Senators Knowland and Downey of California had called in person at the White House last week to protest the withdrawal of the name of the Californian, Ray Wakefield, for the post. Wakefield's term runs out today.

West Coast Manager Y & R Office Resigns

Hollywood—Bruce Eells, business manager, Young & Rubicam coast radio under Tom Lewis' submitted his resignation and asked to be relieved of his duties at the company's earliest convenience.

Program Innovation

KLPR, Oklahoma City, programs "RADIO DAILY" from 8:05 to 9 a.m., according to Walter Colvin, chief announcer of the station, Colvin gives listeners news from the Main Street column, also popular song trends and items about new shows and trends. Full credit is given RADIO DAILY in the broadcasts.

Webs Expand Cover With Station Additions

Expansion of coverage via additional markets will take place within the coming weeks on both Mutual and ABC networks which will add 15 affiliates between them, 12 going to Mutual and three to American.

Addition of the 12 new outlets by MBS will include a 10,000 watt station in Duluth, Minn.; a 5,000 watt station in Phoenix, Arizona and three 1,000 watt outlets in Idaho, Colorado and California. According to Robert A. Schmid, Mutual vice-president in charge of station relations, the new
(Continued on Page 7)

"Opinion-Aires" Going Off; Returning Early In Fall

Mutual Broadcasting System is taking "Opinion-Aires" off the network soon for approximately eight weeks, and in its place will be heard "Shadows of the Mind," Wednesdays 10-10:30 p.m., EDT., a new series program
(Continued on Page 2)

Eight Days' Testimony Ended Friday With Idaho Senator Among The Last Witnesses Heard

Says Set-Mfrs. Want Web Shows For FM

Washington Bureau, RADIO DAILY
Washington—Radio manufacturers have joined with the FM Association in efforts to get networks to make musical programs available to FM stations, it was pointed out here Friday.

This backing to the FMA drive was given by members of the special RMA liaison committee which met last week with FMA officials. Manufacturers stressed that full accept-
(Continued on Page 7)

IBEW Seeking New Scale For Sound Effects Men

Los Angeles—Roy Tindall, business manager of recently formed Local 45 of IBEW representing sound effects men in broadcasting, recording and television, who has been negotiating
(Continued on Page 2)

12 Conditional FM Grants; 3 AM CP's Announced

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday authorized 12 conditional FM grants and awarded three FM construction
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Hearings on the White bill were concluded Friday, after only eight days of testimony, and the Bill will now lie before the radio subcommittee of the Senate Interstate Commerce Committee. Chairman Wallace H. White, Jr., author of the bill, told RADIO DAILY Friday he is not espe-
(Continued on Page 3)

CCNY Aiding AMA In Leadership Awards

Business Extension Division of the College of the City of New York will handle for the American Marketing Association, the entries for its Leadership Awards, as a result of an offer made by the College and accepted by the AMA. CCNY will serve as the official reference depository for all such entries and winners in the contest.

City College offer includes: (1) To
(Continued on Page 6)

Power Increases Granted To 17 NBC Affiliates

Seventeen stations affiliated with NBC have been granted permission to increase their power between now and January 1, 1948, with one of them, KOMO, Seattle, going from
(Continued on Page 5)

Clubwomen Lampoon Radio At Convention Luncheon

By FRANK BURKE
EDITOR Radio Daily
It was "Ladies Day" in the west ballroom of Commodore Hotel in New York last Friday with a Radio luncheon featuring Fannie Hurst vying with a movie luncheon headlined by Jimmie Stewart for the patronage of the General Federation of Women's clubs. There were young ladies, matronly ones, tall ones, short ones, and hard working ladies of the press

moving about as they debated the entertainment merits of the two luncheons.
The ladies began gathering around 12:30 p.m., for the Radio luncheon. They waved to each other, chuckled as they recounted their Manhattan exploits, and commented critically about the mid-day dress of some of their smarter looking sisters . . . 12:45 and Fannie Hurst appeared on
(Continued on Page 6)

Lauds Commentators

At an American Legion luncheon in Denver last Thursday, Gov. Lee W. Knous of Colorado lauded radio commentators in general and paid particular homage to Mutual's Cedric Foster as a "distinguished leader" in his field. Foster is presently in Denver where he will remain through July 4, broadcasting from the state's capital.

To The Rescue

Boston—WCOP on Thursday found ample reason to bless the day it installed an auxiliary generator and emergency transmitter, originally done in case of an act of God, hurricanes, etc. Act of man did the trick when a felled tree cut off power and phone lines between studio and transmitter. Emergency outfit did yeoman service until lines were restored.



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W. ALICOATE : : : Publisher
ANK BURKE : : : : Editor
RVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York City, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Arsereau, Treasurer and General Manager; Ervin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone (Mcconsin 7-6336, 7-6337, 7-6338, Chicago (1), Nat Green, 1417 Ashland Bldg., 155 No. Park St., Phone State 2332, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., one Granite 6607, Washington—Andrew H. Der, 6417 Dahlonga Road, Wash. 16, D. C., one Wisconsin 3271. Manning Clagett, 22 Decatur St. N.W., Phone, Hobart 7627. Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(June 27)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., N. Tel. & Tel., MS B, Rnsworth T. & R., n. Electric, ilco, CA Common, ewart-Warner, estinghouse, estinghouse Pfd., nth Radio, NEW YORK CURB EXCHANGE, izeltine Corp.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include i Mont Lab., urch Tele Comm., romberg-Carlson, S. Television, CAO (Baltimore), JR (Detroit)

District Manager Appointed
Edgar G. Hermann, Westinghouse television sales manager has announced the appointment of A. Earle Fisher as Southeastern district manager for the Westinghouse Home Radio Division. Fisher will maintain headquarters in Atlanta and his territory will include North Carolina, South Carolina, Georgia, Florida, Alabama, Louisiana, and parts of Tennessee and Mississippi. Prior to joining Westinghouse, Fisher was sales manager for the Pacific Coast and Southeastern districts of the Emerson Radio and Phonograph Corp.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

E. B. "BUCK" LYFORD, assistant manager of station relations at NBC, will leave today for a week of conferences with officials of WWJ, Detroit, and WERC, Erie, Pa. He'll return to New York July 7.

IRENE BEASLEY, is back from a two-week jaunt to Tennessee and Texas, and has resumed her role as singing femcee of "Grand Slam," heard daily on CBS.

MORGAN BEATTY, Washington newsman of NBC, has left on a three-week survey of the flood areas in Missouri and Mississippi. He'll originate today's "News of the World" from KSD-NBC in St. Louis.

LILLIAN SCHOEN is expected back today from two weeks in Vermont, and will pick up where she left off on the scripting for the "Johnny Thompson" show and other stints.

DWIGHT WEIST, Columbia network newsman, is vacationing in Bermuda. It is his first absence from the microphone and teletype in eight years.

BEN LUDY, general manager of WIBW, Topeka, who was in New York last week on business, has returned to Kansas.

JOHN GIBBS, talent representative, has gone to Chicago for the opening of Tommy Bartlett's "Welcome Travelers," which starts on ABC today.

ROBERT KELLER, nomadic head of the radio sales promotion organization bearing his name, is business-visiting in New England.

RICHARD F. LEWIS, manager of WINC, American network outlet in Winchester, Va., is spending a few days in Gotham.

IBEW Seeking New Scale For Sound Effects Men

(Continued from Page 1)

with CBS-KNX to increase pay of its 14 sound effects men to CBS New York scale which ranges from \$85 to \$120 per week announced negotiations had reached a deadlock and CBS-KNX's counter proposal fell 20 per cent short of local 45 demands. Tindall said CBS-KNX sound effects men doing identical work as performed by sound effects men at CBS New York and that CBS-KNX makes identical charges to advertising agencies for sound effects services. He said that CBS-KNX is paying its sound effects men from \$57.50 to \$75 weekly.

WWRL Sets UN Series; Austin Is First Guest

Warren R. Austin, United States' representative to the United Nations, will be the first of a group of leading delegates to be heard in a new series of weekly public service programs titled "Let's Look at the UN," which debuts over WWRL tonight, 10-10:15. Program will present human interest interviews with leading UN delegates.

Austin will discuss "The UN as an instrument of peace." Brig. Gen. Carlos P. Romulo, Philippine representative to the UN, will appear as guest on the July 7 program. Meade Davidson, WWRL commentator and originator of the series, will act as moderator.

Lebow Gets Tele-fights

Guy Lebow, WHN sportscaster who is currently assisting Bill Slater on the WABD television coverage of the New York Yankees has been signed to cover the weekly fight-show from the newly constructed Jerome Stadium. Show will be sponsored by a dealer of DuMont video receivers, it's reported.

Barrere Opens Own Office

Claude Barrere, former NBC sales exec and member of the Radio Executives Club, has formed his own talent management office with headquarters in New York. First accounts include William Lang, and Frances Blaisdell.

12 Conditional FM Grants; 3 AM CP's Announced

(Continued from Page 1)

permits. Conditional grants went to the following:

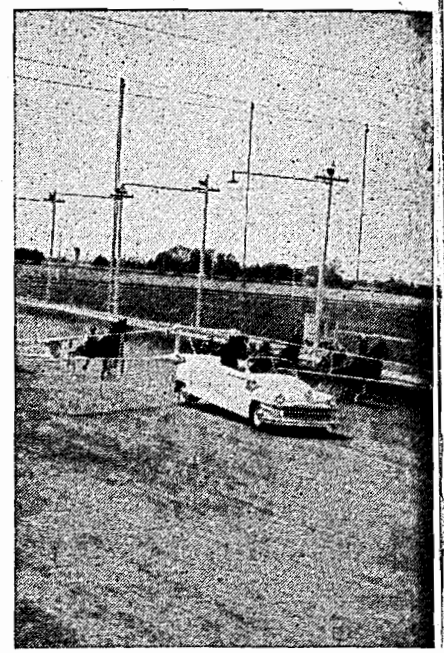
Seminole Broadcasting Co., Bell Glade, Fla.; Eurith Dickinson Rivers, Jr., Decatur, Ga.; Nonpareil Broadcasting Co., Council Bluffs, Iowa; Albert B. Pyatt, Garden City, Kans.; Cortland Broadcasting Co., Inc., Cortland, N. Y.; Empire Newspapers Radio, Inc., Endicott, N. Y.; Suburban Broadcasting Co., Cheviot, Ohio; Lebanon Broadcasting Co., Lebanon, Pa.; Radio Lebanon FM and Television, Inc., Lebanon, Pa.; the Sayre Printing Co., Sayre, Pa.; Beaumont Broadcasting Corp., Beaumont, Texas; Alvin E. O'Konski, Merrill, Wis.; Thomas N. Beach, Birmingham, Ala.; The Fort Industry Co., Miami, Fla.; Macon Telegraph Publishing Co., Macon, Ga.

"Opinion-Aires" Going Off; Returning Early In Fall

(Continued from Page 1)

duced by Sherman H. Dreyer, who also does "Exploring the Unknown." According to Jack Paige, MBS director of special events, the forum program is being taken off temporarily because national figures are on vacation and Congress will shortly recess. Leaving the air, he said temporarily, would be better than filling in with second rate talent on the program.

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO. Get Your Share By Using... WING The Dayton Station WEED & CO. National Representatives



Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you... even if you've seen it in the newsreels... it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start... the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar-spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!

W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

Hearings Concluded On White Radio Bill

(Continued from Page 1)

pecially concerned whether it is reported out by the committee this year.

White also said, for the first time to RADIO DAILY, that he is no longer certain there is much point to pressing the bill at all. He still believes some changes in the radio laws are needed, but he is not at all certain how extensive these changes need be.

First witness Friday was Senator Glen Taylor, D., Idaho, who stated his support for a provision in the bill to free licensees from libel suits in campaign broadcasts and to deprive them of censorship powers over these broadcasts.

Taylor referred to a radio speech he had made charging Idaho power companies with a shady deal and asserting that the Boise papers, close to the power company, had refused to carry the charges. Publisher of these papers, he said, brought suit against KIDO, Boise, and other stations which carried the speech, and these suits are now pending. At no time, he added, has there been any threat of suit against Taylor himself.

"The mere threat of suit against a radio station can be used to muzzle opposition," Taylor said. Even if the legal basis for the threatened suit is doubtful, filing of a suit can be so troublesome that broadcasters might, in some cases, cut off opposition to spare trouble, "or, if it so desired, a station can use the law suit or threatened law suit as a gilt-edged excuse for being partisan."

Lewis Gives Testimony

Commentator Fulton Lewis, Jr., followed Taylor and opposed provision of the bill requiring identification of news sources as unworkable. He also spoke sharply against the FCC's Blue Book. Heard next was broadcaster Ed Craney, licensee of four stations in the states of Oregon, Washington and Montana and part owner of two others.

Although a member of NAB, Craney differed from NAB president Justin Miller on the question of FCC powers over radio. "The effect is the same," Craney said, "whether free speech is abridged by government or limited by monopoly or private control."

Radio, he said, "almost never provides complete equality of access to the microphone for speakers of opposing views."

Craney struck out at both FCC Chairman Denny and NAB President Justin Miller, insisting that the FCC is already forming decisions of great economic importance while both Denny and Miller talk of the importance of completely free competition in radio.

WINS Promotions

Russell Amruster, former night supervisor of WINS, has been appointed executive producer of the station, effective today. Ed Bender will succeed him in the p.m. job. Joseph Durso, formerly of the staff of the Newark Evening News, has been named news editor of the station.

Stork News

Frederic Lynch, Jr., employment manager at ABC, and Mrs. Lynch, announced the arrival of an 8-lb., 11-oz. daughter, at Medical Center, last Thursday. Lynchs have a four-year-old son, Rickey.

★ FIRST SERVING TODAY

At 12 Noon

(THEME)

"LUNCHEON WITH MAGGI McNELLIS and HERB SHELDON"
at the Latin Quarter

Copyright by Carl Sigman

Have a lit-tle, have a lit-tle, Have a lit-tle lunch with Maggi Mc Nel-lis and Herb Shel-don. Come and meet the bunch with Maggi Mc Nel-lis and Herb Shel-don. We're at the Lat-in Quarter — You'll at-ways find us there — Our mike is ta-king — So you'd bet-ter stay at the air — You're staying home, we'd like to find there's lots of you're

Shel-

**"LUNCHEON with
MAGGI McNELLIS and HERB SHELDON"**
At the Latin Quarter
*On the Air—WJZ—2:00 to 2:30 p.m. EDST
MONDAY THROUGH FRIDAY

Personal and Package Representative
TED LLOYD, INC.
250 W. 57th St., New York

AGENCIES

GEORGE W. IRWIN and **PHIL D. McHUGH** have joined forces to form the **Irwin-McHugh Advertising Agency**, with offices at 6700 Sunset Blvd., Hollywood. The agency offers advertising service embracing the field of both visual and audio media, and includes a complete radio production department.

Irwin for the past two years was account executive with the **Robert Dennis Co.**, Los Angeles. An enlisted man in the Navy, he also was salesman for the owned-and-operated stations of **ABC**.

McHugh, who for the past two years has been associated with the advertising firms of **Darwin H. Clark** and **Robert F. Dennis** companies, started his radio activities at **W6XIA**, experimental station in **Bakersfield**, Calif., in 1936, and since then has been associated with **KHJ**, **KFI** and **KECA** as announcer-producer.

Accounts currently held by **Irwin-McHugh** include **Harris & Frank**, **Verley Hills Ford Co.**, **Washington Motors**, **Elkeles Blind Co.** and **Rich's Hip-Topping**, of **Buffalo, N. Y.**

H. C. COLE MILLING CO., of **Wheaton, Ill.**, has transferred its advertising account to the **Gardner Advertising Company**, of **St. Louis** and **New York**. The company has been milling soft wheat flour at the **Wheaton** location since 1839.

WALTER GORMAN has been named to the newly created position of **director of production** in the **Kenyon & Eckhardt, Inc.**, radio department, **William B. Lewis**, the agency's vice-president in charge of radio, has announced. **Gorman** will be responsible for all production phases of radio and television programs and will be in charge of radio and television production personnel. **Gorman** is coming to **Kenyon & Eckhardt** as production supervisor at **Ampton Advertising**, producer-director at **Young & Rubicam** and **ABC** and writer at **Warner Brothers** and **Columbia Pictures**.

CHARLES MICHAELSON, Inc., announces the addition to its staff of **Bert A. Cormier**, formerly of **WOV**, and **Beatrice Berke**, formerly of **MCA**. The former joins **Michaelson** as sales executive, the latter as executive secretary to the president.

UNIVERSAL RADIO SALES have appointed as national advertising representatives for **WHBL**, **Sheygan, Wis.**

Collyer On MBS Saturday
MBS experimental program, "For our Approval," aired **Bud Collyer** "Superman" fame last Saturday, June 28, 5-5:30 p.m., on a quiz program to end all quiz programs. **Collyer** did a good take off on quiz programs called "It's Murder," on which everything was exactly opposite to what is done on the usual quiz-type show and which featured take-off on everyone and everything on radio.



California Commentary . . . !

● ● ● **Alvin C. Gershenson**, proxy of **Hamilton-Whitney Prods.**, new transcription company, believes in action. Several months ago he engaged an architect to design two office buildings on **South La Cienga**, in **Hollywood**, but **Gershenson**, who is a graduate engineer, wanted to get the structures under way immediately, so he drew the plans himself. By the way, **Hamilton-Whitney** now has in production a series of five-minute transcribed programs, "Behind The Scenes," with **Knox Manning**, and a quarter-hour series, "The Unexpected," using top motion picture names. . . . Latch onto the name **Ken Carson**—featured baritone on **Jack Meakin's** **NBC** "Summerfield Bandstand," summer replacement for "The Great Gildersleeve." **Ken's** velvet voice and easy-going good looks set up such a tumult among the femmes in the studio audience that the lad, formerly with the **Sons Of The Pioneers**, bids fair to rival **Sinatra**, **Como** and **Russell** at the mike come next fall. . . . **Tom Wright**, of the **Young & Rubicam** office, has planned a novel vacation. He will drive up the Coast, playing a different golf course every afternoon with **Bernie Smith**, **Hollywood** representative of "We The People."

Los Angeles

● ● ● Top-drawer names of the music and radio industries assembled at the **Beverly Hills Club** to attend the cocktail party **Eddie Cantor** tossed in honor of **David Rose**, his summer replacement over **NBC**. **Milton Samuel**, **Young & Rubicam's** **Hollywood** publicity director, is vacationing in **San Francisco**, his old home town. **Patricia Norman**, warbler with leading orchestras and on the "Hit Parade" a few years back and history maker in the recording field with her "Old Man Mose," emerged from retirement **June 25** to sing on **Jack Meakin's** "Summerfield Bandstand." . . . "Home town boy comes back to **Palm Springs**" could well be the theme of **Gene Morgan**, who has joined the **KCMJ** announcing staff. **Gene**, whose family has long resided in **Palm Springs**, is a graduate of the resort's high school and a former Marine, who saw action on **Guam** and **Iwo Jima**; he was awarded the **Purple Heart**.

● ● ● The new "Record Of The Week" club is producing a series of 24 children's Bible stories at **International Recorders**, with **Archie D. Scott** as the producer and **Herbert Lytten** as director. "Daniel In The Lion's Den" is the initial subject, and the new organization is working closely with leading children's religious educators. **Herbert Rawlinson**, **Perry Ward** and **Paul McVey** are among the radio actors who will be used in the stock company, and the project is being financed by a prominent philanthropist, who's keeping his identity secret. . . . **Father Hugh F. Costigan** is raising funds for the purchase of a boat that he will use in his missionary work in covering 18 islands in the **Philippines** and the craft will be named "Dinty Doyle" in honor of the pioneer radio editor, who used to help the priest in his **Philippine** missionary work.

● ● ● **Doris Sharp**, who has extended her **Radio Registry** activities to **Hollywood**, tossed a housewarming party at her 23-room abode atop a **Hollywood** hill. She exchanged her four-room apartment in **New York** for the mansion, which includes a swimming pool and a grand view of **Hollywood**. . . . Members of the **NBC Western Division** press department are all smiles these days, because the **July 7th** issue of **Life** will carry a photo of **Dorothy Lamour**, wearing a recruiting bathing suit designed by **Rose Marie Reid**. **Miss Lamour** starts her **Army** recruiting show over **NBC** **July 6**. . . . **Dick Jones**, who was "Henry Aldrich" on the airlines during 1943-44-45, has been signed to support **Gene Autry** in "The Strawberry Roan" at **Columbia Pictures**.

EQUIPMENT

New S-W Appointments

N. J. Cooper, service manager of the radio division of **Stewart-Warner Corp.**, announces four more appointments under the firm's new mandatory installation and service plan for television receivers. Named as authorized **Stewart-Warner** television service stations for their various areas were **Los Angeles Radio & Sound Maintenance Co.**, **Los Angeles**; the **K. L. A. Laboratories, Inc.**, **Detroit**; **Siwy & Gomperts**, **Bridgeport, Conn.**, and **Albany Radio Service**, **Albany, N. Y.** Previously appointed to serve the **Greater New York** and **Greater Chicago** areas were the **Temco Service Corp.**, **New York City**, and **Television Engineers, Inc.**, **Chicago**.

RCA Dealer Aid

Camden—Newest of the aids to franchised **RCA Victor** television dealers is a large 20-page presentation book, especially designed for use prior to demonstrations of video to small, selected groups, and printed in four colors. New selling tool dramatizes the "Eye Witness" feature of **RCA** receivers, discusses and shows photographs of the various types of programs being broadcast and describes the position of **RCA** in the field. Presentation piece is provided on an easel and can be displayed for convenient exhibition in about 20 minutes.

Motorola Meeting

The new **Motorola 1947-1948** home radio and television line was viewed by 41 **Motorola** distributors at the **Grand Ballroom** of the **Roosevelt Hotel** in **New Orleans** last week. This was the third in a series of four sectional meetings which are being held throughout the country. Last of the meetings will take place in **San Francisco** at the **Mark Hopkins Hotel**.



"Isn't it wonderful, dear, **WFDF** **Flint** advertised these dresses were cut to almost nothing."

British Tele Plans Revealed By BBC

Montreal—Britain's plans to extend television under the sponsorship of the British Broadcasting Corporation are outlined in a Canadian Press cable from London. It says:

The BBC already is spending more than \$4,000,000 a year on television and will shortly be spending \$8,000,000—about one-fifth of the total license revenue.

Officials say the service has not only recovered ground lost during the war but has passed the point reached in September, 1939. The great difference is that whereas before the war there was public reluctance to buy television sets, today there are at least enough sets to meet the demand. Television sets are selling in the London area four or five times as fast as in pre-war years but, owing to the shortage of cathode ray tubes and other vital components, total production is limited to about 2,000 sets per month.

Official license fixture for London—10,000 in April—rises by approximately 2,000 every month and making allowances for "pirates" — viewers without licenses—the actual number of sets in use is probably between 20,000 and 30,000.

The present outlay of \$400 seems more practical to an increased number of potential buyers.

Reacting to public demand, the BBC has embarked on a long-promised extension to the provinces. Two more transmitters are being built and will be ready, it is estimated, by the end of 1948.

One will serve Birmingham. The site for the other still is undecided, but the repeated claims of the industrial north point to the probable choice of a site in the Pennines from which Huddersfield, Bradford, Leeds and Sheffield could be served by a single transmitter.

To facilitate television broadcasts from outside the studio, and to meet the increasing demand for televising of sports events, new and more compact mobile equipment is on order by the BBC.

Larger studio space is being sought for the production of television drama at the 70-foot studios at Alexandra Palace, North London, are inadequate for large-scale theatrical work.

Allen And Britt Set

The All-Star ball game which will be heard over the MBS net as well as the Canadian and Armed Forces Radio Service, commencing at 2:15 p.m., on July 8, will have Mel Allen and Tom Britt carrying the announcing chores.

Power Increases Granted To 17 NBC Affiliates

(Continued from Page 1)

5,000 to 50,000 watts, about August 1, 1947. Easton C. Wooley, network director of station relations, stated that the list of other outlets and power increases, concern the following affiliates:

WSFA, Montgomery, Ala., 1,000 daytime to 1,000 day and night; KGNC, Amarillo, Texas, 5,000 day to 10,000 and shifts from 1440 to 710 kc.; KTFI, Twin Falls, Idaho, 1,000 to 5,000 watts daytime; WROL, Knoxville, Tenn., 1,000 to 5,000 daytime; WCOA, Pensacola, Fla., 1,000 to 5,000 daytime; WGL, Fort Wayne, Ind., 250 to 1,000 watts and shift from 1450 to 1250 kc.; WHIS, Bluefield, W. Va., 1,000 to 5,000 watts daytime.

Also, WSAN, Allentown, Penn., 500 to 5,000 watts; WSAV, Savannah, 250 to 5,000 watts and switch from 1340 to 630 kc.; KSD, St. Louis, 5,000 day to 5,000 watts day and night; KOH, Reno, Nev., 1,000 to 5,000 watts; WLAK, Lakeland, Fla., 250 to 1,000 watts and change from 1340 to 140 kc.; KCRA, Sacramento, 250 to 1,000 watts, 1340 to 1320 kc.; Sioux Falls, 250 to 5,000 watts, 1230 to 1320 kc.; and WJAX, Jacksonville, Fla., 5,000 day to 5,000 day and night.

Dual-Application Cases Resolved By Commission

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday announced adoption of its decision granting the application of Robin Weaver, doing business as Grenada Broadcasting Co. for a new station in Grenada, Miss. to operate on 1400 kc., 250 watts, unlimited. At the same time the Commission denied the application of Birney Imes, Jr., seeking the same facilities as the Grenada organization.

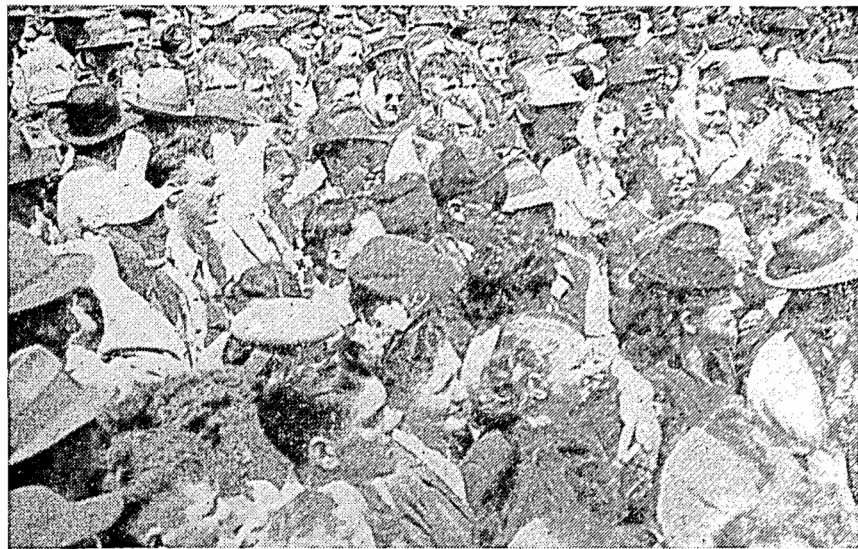
The Commission also announced its proposed decision looking toward the denial of the applications, in their present form, of James A. Noe to change operating assignment of WNOE, New Orleans, La., from 1450 kc., 250 watts, unlimited, to 1060 kc., 50 kw. power daytime, 25 kw. night time, and of Deep South Broadcasting Corp. for new station in New Orleans to operate on 1060 kc., 50 kw. day, 10 kw. night.

The Commission also announced its proposed decision looking toward the grant of the applications of Clarence E. Faulk, Jr., doing business as Ruston Broadcasting Co. and Hope Broadcasting Co. for new stations to operate on 1490 kc., 250 watts, unlimited at Ruston, La., and Hope, Ark., respectively.

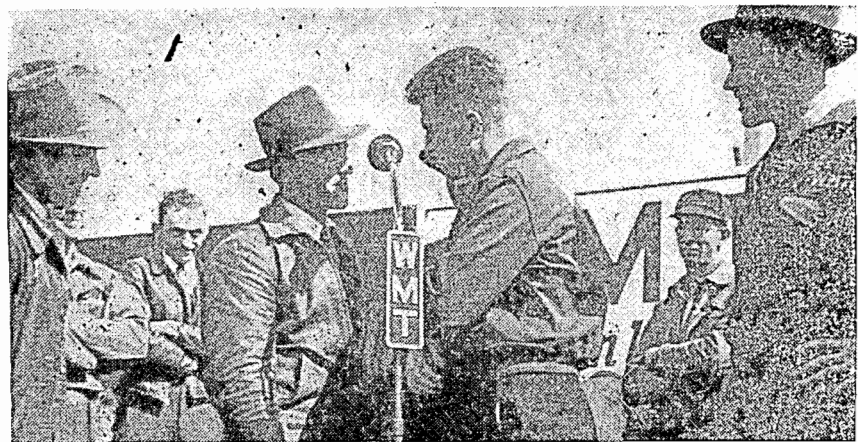
At the same time the Commission proposed to deny application of Magnolia Broadcasting Co. for new station at Magnolia, Ark., seeking same facilities.

Also announced was a final decision granting the application of W. Albert Lee for new station in Houston, Texas, to operate on 610 kc., 5 kw., and a denial of the application of KTHN, North Carolina, seeking the same facilities.

40,000 LISTENERS—Just Part of the Eastern Iowa Market You Sell with WMT



IOWA'S LARGEST CROWD turned out for WMT's 2nd Annual Clean Plowing Contest. 40,000 Iowa Farm Folks with money to spend for *your* products! But just a slice of the big farm audience WMT sells for you in Eastern Iowa.



CHUCK WORCESTER, WMT Farm Service Director, interviews a winner in the Farm Gadget Show — a feature of the National Plowing Contest.



The "world's richest agricultural audience" is only half the WMT-land story. For complete details on WMT's rich twin markets — rural *and* urban — see your Katz representative.

GET ON

WMT

CEDAR RAPIDS

BASIC COLUMBIA NETWORK
600 Kilocycles 5,000 Watts Day and Night

IN CLEVELAND IT'S

WHK

Inter-American Radio Plans Are Revealed

(Continued from Page 1)

over the week-end, Dr. Jimenez, who is in New York prior to attending the Conference at Atlantic City, outlined the objectives of the IAB and the proposals it would make to the world delegates at the conference. The Latin-American representative, who is professor of political science at the University of Montevideo, Uruguay and a former under-secretary of state for the Department of Interior, made it clear that the preservation of freedom of speech by radio is of the utmost importance since "it is indispensable to guarantee peoples the free use of the most adequate technical ways for the exchange of their proposals and opinions." Broadcasting, he declared, is the "most efficient technical way for the expression of such proposals and opinions. Thereby, by permitting free speech through radio means to contribute efficiently to the consolidation and expansion of democratic policy."

Reviews IBA Organization

The IAB, which was formed last October at Mexico City, had scheduled a directors meeting over Saturday and yesterday. Due to the absence of two members of the board, however, it was postponed to coincide with the Association's participation in the Atlantic City confab, July 6 to 14.

Dr. Jimenez, who recently huddled with the Brazilian Association of Broadcasters in Rio—a group he describes as "exemplary"—outlined several points regarding the IAB. It needs, first of all, he said, "active co-operation, not only a means of action, but suggestions and initiative. We ascribe a high importance to the World Telecommunications Conference since it provides us an opportunity to defend our principles,—especially freedom of speech by radio. Our proposal about freedom of speech and international responsibility of the state," he continued, "points out clearly our objectives and tendencies." The Latin-American executive added that the affiliation of the National Association of Broadcasters with IAB "represents a real guarantee of success."

Notes Radio Improvement

Dr. Jimenez regarded the condition of radio in his own country as one which is showing constant improvement, and not a little influenced by the American system and program standards. He explained, however, that the "same problem" facing broadcasters in the United States, and which the FCC Blue Book

Clubwomen Lampoon Radio At Convention Luncheon

(Continued from Page 1)

the scene with an ingratiating feminine escort . . . Miss Hurst with her statuesque dignity and personal charm eyed the gathering throng and autographed napkins, calling cards and match packs.

Mingled emotions greeted an outburst by one of the good ladies who said: "My God, isn't this the Jimmie Stewart luncheon?" and elbowed her way out of the room with three sisters . . . "Jimmie Stewart" said another and rushed to join her sister clubwomen.

About 1 p.m., Mrs. Luella S. Laudin took the microphone and called the "Radio Luncheon" to order . . . Mrs. Laudin, co-chairman of the Federation's radio committee, had the difficult task of introducing those for and against radio with equal consideration. As the luncheon developed there were three speakers AGAINST and one FOR radio.

A veteran newspaper woman's demands for buttermilk from her waiter furnished one of the comedy highlights . . . The buttermilk came as Mrs. Claud E. Bickel, state radio chairman of the Michigan Federation of Women's Clubs, got under way with her talk . . . The essence of Mrs. Bickel's talk was that radio was falling short in the fight for peace and the United Nations was worthy of greater coverage . . . This viewpoint was roundly applauded by all.

Grace Johnson of the ABC continuity acceptance department, ra-

dwelled upon, faces radio in Uruguay. At the moment, he explained, he and other officials are at work on a project providing for the establishment of a body similar to the FCC here, which, while it will exercise a certain control over radio, will attempt to offer "security" to broadcasters. There is in existence an "old law" concerning Uruguay radio, he explained, but it was written in 1928 when the industry was still in early stages, and henceforth is "not complete." Dr. Jimenez pointed out that, under the present system, broadcasters have no idea how long they may remain in business, since the government has the power to suspend licenses at any time. The new body, he hopes, will give the broadcasters the "legal security" they do not now have, and in addition, will specify the time limit on "broadcasting concessions." Dr. Jimenez would like to offer these concessions, he said, for a period of "at least 10 years."

Uruguay, which has approximately 36 privately owned stations in operation, plus one government outlet, is becoming an increasingly important market for American advertisers, the IAB exec pointed out, as indicated by the popularity of U. S. originated-radio programs, as well as those sponsored on local stations. Soap operas, he added, are very popular with the housewife, and in Brazil alone, comprise about 24 per cent of total programming.

dio's only outright representative in the role of formal speechmaker did nobly in espousing the public service role of radio . . . Miss Johnson stressed the need for freedom of speech in radio and the broadcaster's alert approach of his responsibilities.

Three women gossiping at a nearby table about the plans for the 3 p.m., style show enlivened the proceedings at this point . . . They carried on as the next speaker Dorothy Bromley, director of the Herald-Tribune forum, mounted the rostrum.

Miss Bromley, speaking from a manuscript, criticized radio for having daytime radio keyed to the 14-years-of-age level and said something about the advantages of a woman listener's boycott of cosmetics and drugs advertised on the air causing the 'hucksters' to improve their daytime programming . . . The speaker was against 'giveaways' on the air suggested good programs on divorce and birth control as something radio might well afford to consider.

"Radio Radiani"

Next came the star of the day—Miss Fannie Hurst . . . The authoress, who earlier had made an aside to a lone male member of the press suggesting "poor man, keep your chin up", was by far the most inspired of radio's critics . . . Miss Hurst who was going great guns at 3 p.m., really had very much more to say when she found herself ruled off the rostrum by the prospects of the 3 p.m., style show.

Characterizing radio as "radiant" in its self applause and criticism, Miss Hurst, called the radio advertisers "the life line and sugar daddies who foot the bills" . . . as if prescribing a cure for the broadcasters's programming ills, the speaker suggested buyer resistance to commercially sponsored daytime soap operas.

At 3 p.m., such talented ladies of radio as Frances Farmer Wilder, president of the Association of Women Broadcasters, Mrs. George Fielding Eliot and Mutual's Elsie Dick hadn't had their chance to get in radio's rebuttal . . . exactly at 3:05 p.m., the male contingent of the press elbowed their way out of the west ballroom as the bargain day rush for the programmed style show got under way.

Neblett Radio Productions Now Under Morton Label

Chicago—Morton Jacobson, partner of the late Johnnie Neblett of Neblett Radio Productions, announced last week that Neblett programs will be sold under his new company label—Morton Radio Productions, Inc.

New firm starts with three shows now playing in over 100 markets throughout the country—"So the Story Goes," "Louise Massey and the Westerners" and "Joe Emerson's Hymn Time."

CCNY Aiding AMA In Leadership Awards

(Continued from Page 1)

serve as the depository of the AMA Leadership award entries and exhibits.

(2) Entries and exhibits for the national awards will be made to any interested individual at one of the college centers (either at 23rd street and Lexington avenue, or at the Midtown Center, at 430 West 50th street).

(3) Arrangements will be made for the entries or winning awards to be withdrawn for use in any educational institutions, associations, business firms, or by other organizations and individuals under provisions whereby they take care of a nominal charge for mailing and shipping. The machinery for such distribution is already set up and in operation for distributing films and other visual aids used by such institutions and organizations.

(4) CCNY will undertake to make the list of award entries and winners known through regular educational channels, throughout the United States, with the aim that the contributions would be put to maximum use for promoting better marketing techniques throughout the nation.

(5) In addition to the service of circulation awards materials to other educational institutions and business firms, CCNY expects to put them to general use in the marketing, advertising, retailing, foreign trade and other educational divisions covering instruction in the fields involved in the several entries.

Step by CCNY and the AMA implements one of the original objectives of these national leadership awards sponsored by the AMA New York Chapter and backed by the Association of National Advertisers, American Association of Advertising Agencies, Sales Executives Club and other fields of distribution.

The move, it is believed, will make available details of upwards of 75 of the major contributions of 1945-46 to "advance the science of marketing."

Amer. Melody Hour Time Change

"The American Melody Hour," featuring baritone Bob Hannon, contralto Evelyn MacGregor, the Knightsbridge Chorus and American Melody Orchestra, will be heard at a new time—8 to 8:30 p.m., EDT., on WCBS beginning Wednesday, July 2. Program formerly has been heard Tuesdays at 7:30 p.m., EDT., on WCBS.

Send Birthday Greetings To—

June 30

Phillips Carlin Harry Wismer
Frank Gallop H. R. Gross
John Mayo George McCullough

IN CLEVELAND IT'S
WHK

Webbs Expand Cover With Station Additions

(Continued from Page 1)

Outlets will give to the network an additional coverage in top retail markets of a quarter million more radio homes, in strategic sales areas in the midwest and western sections of the country.

New Mutual affiliates are: WREX, Pluth, 10,000 watts daytime and 5,000 watts night and becomes a full-time affiliate on September 1, 1947; KOL, Phoenix, 5,000 watts, joined the web last week; KVNI, Coeur d'Alene, Idaho, 1,000 watts, joins as a member of the Don Lee Group; station is located 30 miles east of Spokane, Wash.; KCSJ, Pueblo, Colo., 1,000 watts, joins the web July 14; KCOB, 1,000 watts, Stockton, Calif., already joined the Don Lee-Mutual web as a full time affiliate; KEKE, Wichita, Kansas, 250 watts, will join July 15; KTOP, Topeka, Kansas, 250 watts, is set to become an MBS affiliate, July 1; KCNA, Tucson, Arizona, 250 watts, joined the Don Lee web last week.

Four in North Carolina

Four 250 watters in North Carolina, will join Mutual in December as supplementary stations in the Southeastern Group. These are: WFLX, North Wilkesboro; WJRT, Lenoir; WMNC, Morganton, and WVIC, Statesville. All of these outlets are located in one of the largest tobacco markets in the country.

ABC will shortly add three new affiliates in important retail markets and through a change in stations in Corpus Christi, Texas, adds full-time coverage in that area.

Effective September 1, KWRN, new station now under construction in Reno, Nevada, will affiliate with ABC as a member of the network's Pacific Coast group. Operating full time with 250 watts on 1490 kc., KWRN is owned by the Reno Newspapers, Inc., Merrill Inch will manage the station.

KFRE Joining ABC

Station WTHI of Terre Haute, Ind., joins ABC's North Central group on September 22. Owned by the Wabash Valley Broadcasting Corporation, WTHI, also a new station now under construction will operate full time with 1,000 watts on 1480 kc. Raymond Barns will manage the new ABC affiliate.

October 15 station KFRE of Fresno, Cal., will join ABC as a member of the Pacific Coast group. Owned by J. E. Rodman, KFRE operates full time with 250 watts on 1340 kc. Hul Bartlett is the manager of KFRE.

In Corpus Christi, Texas, station KXIX will affiliate with ABC on October 1 as a member of the South-Central group replacing KWBU. Owned by the Corpus Christi Broadcasting Company the new ABC affiliate now under construction will operate full time with 250 watts on 1230 kc. Vann Kennedy will manage KXIX.

Addition of these new stations brings to 258 the number of ABC affiliates.

★ THE WEEK IN RADIO ★

Supreme Court Upholds Lea Act

By JIM OWENS

RADIO has busiest "news" week since V-J Day. Supreme Court declared the Lea Act constitutional thereby referring the U. S. Govt.-Petrillo case back to the Chicago district court. Taft-Hartley labor bill was passed over the President's veto, and industry execs mulled its effect on radio. Networks, incidentally, set a new high in news coverage with airing of the vote by vote procedure in the Senate. Same day Atty-Gen. Tom Clark filed charges against Ascaph, accusing it of engaging in a "world-wide cartel."

Broadcast Measurement Bureau's directors approved a long-range plan to maintain the organization as permanent part of the industry. . . . Survey of New York stations showed gross billings generally up to the level of last Spring, with some reporting significant percentage jumps. . . . Entire industry joined in heavy tribute to second anniversary of the signing of the United Nations Charter. Co-incident with the anniversary, NAB's prexy, Justin Miller, reaffirmed radio's "devotion to the principles of world peace." . . .

Meanwhile, UN officials outlined radio setup in the new permanent headquarters on the East River in midtown New York.

WNBW, NBC's Washington television station, officially opened Friday night with a special program aired to New York and Philadelphia.

House of Representatives passed the Mundt bill, which provides for partial restoration of the OIC budget. Senate will now act on the bill. . . .

Philco Corp., debuted its long-awaited television projection model to dealers in the New York area. Company plans to turn out a total of 250,000 tele sets by the end of 1948. . . . Radio Directors Guild au-

thorized a strike vote. . . . A special "all-media" committee, including representatives of radio, is in formation to battle for freedom of expression. Execs of radio, press and motion pictures met with NAB's Justin Miller in the Capital Thursday.

Network and government officials argued pro and con the White bill, with the former warning Congress against "hasty legislation." Niles Trammell, NBC prexy, revealed development of a new high-speed communications process capable of sending 1,000,000 words a minute. Frank Stanton, and Edgar Kobak, CBS and MBS prexies, urged radio equality with the press. . . . Geyer, Newell & Ganger issued a four-month survey of network program ratings based on Hooper reports. . . . WOR came to the aid of WINS, both New York outlets, when latter went off the air during a mechanical breakdown.

Indiana University announced results of a survey of "hoosier" preferences. Data is available to the trade via a 44-page booklet. . . . Confirmation of Rep. Robert F. Jones' appointment to the FCC expected over the week-end. . . . Tom Lewis, Y&R veepee, told west coast ad execs he was optimistic about radio's fall business, despite rumors and cancellations. He pointed to scarcity of choice time spots on the webs as a basis for the healthy outlook. . . . Officials of the United Jewish Appeal of Greater New York lauded radio's co-operation on recent campaigns.

Midwest stations aided flood-stricken areas around Des Moines and Shenandoah, Iowa. . . . Mutual's "Opinion-Aire" (Wednesday, 10-10:30 p.m.) featured a debate with BMI's Carl Haverlin, Sydney Kaye, Llewlyn White and Ben Gross. Subject was "Is Radio Doing a Good Job?"

Name Martin Program Dir. At WLIB Succeeding Evans

Don Martin, for the past three years a producer-director with ABC and a former production manager of WFIL, Philadelphia, has been appointed program director of WLIB, it was announced last week by Arthur Simon, general manager of the New York station. He replaces Clifford Evans, who last week joined WHLI and WHNY-FM, Hempstead, L. I., as vice-president and director of public affairs, effective July 1.

Before joining WFIL in 1937, Martin was night supervisor of WIP, also in Philadelphia, in charge of special events and announcing. From 1933 to 1934 he was with WIBG and prior to that was on the announcing and writing staff of WTEL, Philadelphia.

WTAG Goes In The Air

WTAG, Worcester, Mass., will flash its night news bulletins from neon signs attached to the Goodyear Blimp as it flies over Worcester, today. Gil department will be aloft in the blimp to transcribe the broadcast.

Says Set-Mfrs. Want Web Shows For FM

(Continued from Page 1)

ance of FM by the public depends to a large extent on the programming available to FM stations. It was emphasized that FM set sales will be slowed unless networks make musical programs available to frequency modulation stations.

Manufacturers present also said every effort will be made to lower the prices of FM sets. Combination FM-AM sets now are priced above many pocketbooks. Returns to a questionnaire sent out by the FMA, indicated that 95 per cent of those queried called for lower-priced FM sets.

Representing FMA at the liaison meeting were Ernest Hall, Everett Dillard, Leonard L. Asch, Ben Strouse, Wayne Coy, Leonard Marks and C. M. Jansky, Jr.

Representing RMA were R. C. Cosgrove, former RMA president; H. C. Bonfig, and E. A. Nicholas.

Earlier, at a meeting of the FMA board of directors, first steps were taken to arrange a meeting with network presidents. FMA President Roy Hofheinz appointed a committee to request a meeting with the network heads to discuss the impact of the Lea Act decision on FM.

Web Heads in Capital July 21

Network presidents are expected in Washington around July 21. Efforts will be made, however, to arrange an earlier conference.

The committee appointed by Hofheinz includes J. N. "Bill" Bailey, executive director of the association; Sen. Gordon Gray, WMIT, Winston-Salem, N. C., and Leonard Marks, FMA general counsel.

Although FMA members refused to comment, there was considerable speculation here that at least some of the networks have signed contracts with the AFM prexy, James C. Petrillo, agreeing that musical programs will not be duplicated over FM stations. This would bring up the old charge, long denied by the nets, that some networks are delaying progress of FM. It was thought here that if the network-AFM contract speculation is true, a Government probe may be asked.

The FMA board agreed that the association's first national convention will be held on Sept. 11-12, either in New York or Washington.

New High Fidelity Amplifier

Electronic Sound Engineering Co., Chicago, announced that the first license for the manufacture of its new, high fidelity amplifier circuit has been granted to Universal Broadcast Equipment Corp. Licensing, announced by Bernard Sullivan, general manager, follows closely the introduction of the amplifier to the radio and music merchant trades at their recent conventions in Chicago. According to its inventor, Harry W. Becker, chief engineer of Electronic Sounds, the new amplifier minimizes distortion and allows recordings to be reproduced with the same tone quality that went into the original pressing.

WOV Launches New Series Re U. S. Marriage Problems

A vigorous attempt to outline and eliminate several of the present-day problems surrounding marriage and family life will be launched by WOV tonight via a new series of programs titled "The American Family" (9-9:30 p.m.).

First of the presentations, which come under the label of public service with the ultimate aim " . . . a happy family" is "Till Divorce Do Us Part." Written and produced by Arnold Hartley and assisted by Virginia Momand, series will offer drama, on-the-scene actuality, and documentary with attempt at constructively outlining the facts behind the high percentage of divorce and unhappy families in America. "Though some of the dramas may cause controversy," say station execs, "the reason for their presentation remains the same—public service to help the largest number of people."

Hartley has attained considerable stature in the field, and holds a Peabody citation.

COAST-TO-COAST

—IOWA—

DES MOINES—To speed up news and special events coverage, KRNT has contracted with the North-western Bell Telephone Company for two-way mobile radio-telephone service. The compact frequency short-wave transmitter-and-receiver unit is now being installed in the KRNT station wagon and will be ready for use on, or shortly after July 1. . . .

WATERLOO—KXEL is the recipient of a plaque "for exceptional and meritorious conduct in the performance of outstanding service for the Disabled American Veterans," presented by the organization during their state convention recently held here. Accepting the award for Joe DuMond, KXEL general manager was program director, Ed Owen.

—MASSACHUSETTS—

BOSTON—The Esmond Mills, Inc., has signed with WNAC, to sponsor a new series of transcribed musical programs entitled, "Bunny Esmond". . . . A new thought-provoking series of weekly programs based on the problems of juvenile delinquency will soon be aired over WBZ and WBZA. A half-hour dramatic and discussion-type broadcast, "It's Tough To Be Young," will deal with true juvenile delinquency cases, using fictitious names and places and changing some minor details. . . . NEW BEDFORD—This city's week-long celebration of its 100th anniversary as a corporate city, will be topped by a coast-to-coast broadcast from WNBH, dramatizing the history and activities of New Bedford.

—NORTH CAROLINA—

CHARLOTTE—WBT has been selected by the U. S. Army Recruiting Service, throughout western North Carolina, as radio training ground for a program of public relations orientation of Army personnel entering the recruiting service. . . . GREENSBORO—"Soil Conservation," a speech written by Otis McCallum, 11th-grade student of Reidsville High School, Reidsville, was recently presented on The Dinner Bell program aired by WBIG. The speech not only won first prize in the Rockingham County contest and fourth prize in the district contest, but has also been presented to various civic organizations in surrounding counties.

—PENNSYLVANIA—

PHILADELPHIA—The first Master of Science degree in Radio Education ever to be given by the University of Pennsylvania was received by Mrs. Ruth Weir Miller, educational director of WCAU, at the University commencement ceremonies recently held in Convention Hall. Before joining the WCAU staff, Mrs. Miller was first radio assistant for the Philadelphia School District. . . . Philadelphia's Better

Planning Exhibition will form the basis for a series of broadcasts to be presented by KYW in conjunction with their fifth annual summer Radio Workshop. Latest civic venture by the Quaker City, the Better Planning Exhibition envisions a new and greater metropolis, scale model of which will be shown in the Gimbel Brothers department store, during the fall.

—ARIZONA—

PHOENIX—The production staff of KTAR, members of which are celebrating their 25th year of broadcasting this month, has been doing a series of dramatizations as part of the station's anniversary activity. . . .

PHOENIX - TUCSON—Two newly-weds, Bill Lindsey, formerly with KUMA and KYUM, Yuma and Francie Waite who was with KMPC and International Recording Artists Studios in Hollywood, will join the staff of the Sun Country Network on July 1. . . . TUCSON—The first project of the newly-formed KVOA Radio Amateurs Club is the setting up of an amateur two-way short-wave communication system for the Boy Scouts, during the Mt. Lemmon encampment, June 1-27. The purpose of this project is to have a system of communication between the boys at the camp and their parents and friends as well as being prepared for any emergency.

—WEST VIRGINIA—

HUNTINGTON—WSAZ has been announced by McCann-Erickson, Inc. as the third place winner in the Ted Malone 20th anniversary promotion contest for class "B" ABC stations. Station manager Marshall L. Rosene and Lawrence H. Rogers, promotion manager have received Westinghouse "Little Jewel" radios for their effort. . . . WHTN has secured a station wagon jeep for the use of the engineering department. The engineers have a 930-foot hill to climb and the jeep seems to be getting them up and down without much effort.

—WISCONSIN—

MILWAUKEE—Frank Bignell has been named assistant program manager of WTMJ and WTMJ-FM. He comes to The Milwaukee Journal station from WIBA, Madison, where he served as program director and announcer for the last six years, except an interval of 19 months while in the Navy. . . . A silver mortar and pestle was presented to G. W. Crignon, WISN manager, by the Milwaukee County Pharmacists' Association at a dinner meeting recently held in the Pfister Hotel. More than six hundred retail druggists, drug and sundry manufacturers' representatives and mid-west drug wholesalers attended the affair to celebrate the fifth anniversary of the "Know Your Druggist Better" program held over the station and to mark WISN's 25th anniversary.

Stork News

Hal Arnoff, WHN scription, is the father of baby girl, Doren, born to Mrs. Arnoff June 20 at Queens Memorial Hospital. Daughter weighed 8 lbs., 11 ounces.



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