

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 23

NEW YORK, MONDAY, NOVEMBER 3, 1947

TEN CENTS

Music Comm. Meets Wed.

NAB Lists Personnel Of 2 Top Committees

Washington Bureau, **RADIO DAILY**
Washington—The NAB on Friday announced the new membership of two top committees—the FM Executive and the Small Markets Executive. Also listed were the board liaison members of the two committees.

The FM executive committee for 1947-48 includes: Leonard Asch, WBCA, Schenectady, N. Y.; chairman; Matthew H. Bonebrake, KOCY-FM, Oklahoma City, Okla.; Wayne Coy, WINX-FM, Washington, D. C.; Everett Dillard, KOZY, Kansas City, Mo.; Clarence Leich, WMLL, Evansville, Ind.; Cecil D. Mastin, WNEF-FM, Binghamton, N. Y.; Lester F. Nafziger, WELD, Columbus, O.; Edward A. Wheeler, WEAW, Evanston, Ill.; and Harry C. Wilder, WSYR-FM, Syracuse, N. Y.

The board liaison members are: Willard D. Egoif, WBCC-FM, Bethesda, Md.; and John Shepard, III, WGTR, Boston, Mass.

The new board liaison members of the committee are also new board of directors members, elected at the recent NAB convention, to represent

(Continued on Page 5)

Junior Achievement Prize Awarded By CBS' Stanton

Presentation of the Junior Achievement Annual Radio Award was made Friday by CBS Prexy Frank Stanton to the Big Four Broadcasting Co., teen-age group which was selected the winner for its 13-week series over CBS affiliate WMBD, Peoria, Ill.

In addition to Stanton, speakers on the program, which was carried by

(Continued on Page 2)

No Sale

The following cablegram was received by WNEW, local indie, in response to a request to George Bernard Shaw that he broadcast a commentary on the forthcoming wedding of Princess Elizabeth. Signed by the great man's secretary, the cable to the station read, "Only a very high fee could induce Mr. Shaw to broadcast as desired, if at all."

No Paper Tomorrow

Election Day, a legal holiday throughout the nation, this year falls on Nov. 4, tomorrow. In observance, **RADIO DAILY** will not be published.

WKBW Transfer OK'd; Simon General Mgr.

Transfer of WKBW, 50-kw., ABC affiliate in Buffalo, N. Y., from Buffalo Broadcasting Corp., to Broadcasting Foundation, Inc., has been approved by the FCC, it was announced over the week-end.

President of the Foundation, Dr. Clinton H. Churchill said terms of the transfer included the surrender of all claims against Buffalo Broadcasting and payment of \$375,000.

Arthur Simon, general manager of WLIB, New York, was named vice-

(Continued on Page 6)

FM-Tele CP's Approved, Permits Renewed At FCC

Washington Bureau, **RADIO DAILY**
Washington—The FCC yesterday granted a CP for a new commercial television station to the Empire Coil Co., Inc., Parma (Cleveland), Ohio. The new video station will operate on Channel No. 9, 188-192 mc.

Also authorized were CP's for new FM stations to Enid Radio-Phone Co., Enid, Okla., and York County Broadcasting Co., Rock Hill, S. C.

The Commission also took action

(Continued on Page 6)

WSAY Files \$12,000,000 Suit Against Four Major Networks

A \$12,000,000 suit charging the four major networks with conspiracy and monopoly was filed in Federal District Court, New York City, Friday by Gordon P. Brown, president and general manager of WSAY, Rochester, N. Y., and the Federal Broadcasting System, Inc. Plaintiff also asks for an injunction against ABC and CBS to prevent the two webs from "boycotting" WSAY later this month when they are scheduled to change

Industry Unit Formed As 'United Front' In Negotiations With Petrillo-AFM Will Convene In Washington

Shackelford, RCA Exec, Elected IRE President

Benjamin E. Shackelford, assistant to the vice-president in charge of RCA Laboratories, and manager of the license department of RCA International division, has been elected president of the Institute of Radio Engineers for the year 1948. It was announced over the week-end. Dr. Reginald L. Smith-Rose, of England, was elected vice-president.

Shackelford, a Fellow of the IRE

(Continued on Page 3)

Radio Giving Support To Vets Entertainment

Formation of the Veterans Hospital Camp Shows, Inc., as the successor to USO-Camp Shows, for the purpose of bringing entertainment to permanently disabled veterans in

(Continued on Page 3)

Networks, Stations Set Heavy Election Coverage

Plans were completed over the week-end by New York web and indie outlets for coverage of tomorrow's off-year election.

Two special shows were set for to-

(Continued on Page 6)

Washington Bureau, **RADIO DAILY**
Washington—The industry music committee, formed 10 days ago for the purpose of presenting a united front in the critical negotiations ahead with James C. Petrillo and the AFM, will meet here next Wednesday.

Walter Rivers, of Capital Records, has been added to the committee, it was announced last Friday. Rivers is the 34th member of the NAB-spon-

(Continued on Page 3)

World B'casting Sets ET Feature Library

A new transcribed feature library designed to provide stations with low cost name talent programs of wide variety was announced over the week-end by World Broadcasting System, Inc., subsidiary of Decca Records.

A service distinct and apart from the existing World library, the new feature will consist of over 2,100 in-

(Continued on Page 5)

Tube Sales In September Above Totals For August

Washington Bureau, **RADIO DAILY**
Washington—Sales of radio receiving tubes in September totaled 16,385,547, an increase of 1,838,896 over August, RMA reported over the week-end. September sales by RMA

(Continued on Page 2)

Heavy Acclaim

Impact of CBS' documentary, dealing with problems of persons over 40, and titled "Fear Begins at 40" aired last Tuesday, was the greatest in the web's documentary series, according to Robert Heller, unit chief. Switchboard was jammed with over 100 calls within 15 minutes after the show and public and welfare groups lauded the web's performance.

(Continued on Page 5)



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1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2232

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★ COMING AND GOING ★

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., left Cincinnati late last week for Miami Beach, Fla., to address the International Assn. of Ice Cream Manufacturers on the subject, "Reaching Consumers by Radio."

J. W. WRIGHT, Columbia network's chief engineer, left Saturday for Havana. Upon his return to New York tomorrow, he'll leave on another trip to Washington, D. C.

FRED WARING and his Pennsylvanians, now on a three-week concert tour, are appearing today, tomorrow and Wednesday in Detroit.

LOUELLA PARSONS, Hollywood columnist for ABC, broadcast her program of last night from Radio City and then left for the West Coast. She had been visiting in New York for the past three weeks.

HERBERT CHILLER, of the U. S. Television sales force, has just completed a business trip to Scranton, Pa. Ordinarily, he covers Brooklyn for UST.

WALLY GRIFFIN has arrived in New York to fill an engagement of one week on WMCA's "Doorway to Fame."

RAYMOND SWING, American network commentator now on a Coast-to-Coast lecture tour, will be heard today in Ventura, Cal. In his absence his quarter-hour ABC news spot is being filled by Stewart Alsop.

SALVADOR "TUTTI" CAMARATA, musical director of London Records, has arrived in London to do some recording work.

ROBERT SAUDEK, director of public affairs for ABC, is back in New York following a three-day visit to Chicago, where he participated in panel discussions of the Association for Education by Radio and visited Central division offices of the network.

BILL HENRY, Columbia network newsmen with offices at WTOP, Washington, D. C., is expected in New York today.

HELEN CLAIRE, feminine lead on ABC's "The Sheriff," is back from a week in Danville, Va., spent mostly golfing and horseback riding.

MARSHALL ROSENE, manager of WSAZ, American network affiliate in Huntington, West Va., is in Gotham for conferences with officials of the web.

Tube Sales In September Above Totals For August

(Continued from Page 1) member-companies brought to 145-540,732 the total number of tubes sold in nine months of 1947 and compared with 14,548,551 tubes sold in August. Of the September total 10,904,827 tubes were sold for new set equipment; 3,538,737 for replacements; 1,828,742 for export and 113,241 sold to government agencies. A breakdown of the nine months' figures shows 93,997,110 tubes sold by RMA member-companies for new sets; 32,734,888 for replacements; 18,212,126 for export, and 596,608 to government agencies.

Kasper Gordon To Release 26 "Buddy Bear" Episodes

Kasper Gordon, Inc., Boston transcription firm, is releasing 26 episodes of the "Adventures of Buddy Bear" out of the 78 originally planned. Production on the series was temporarily interrupted because of the serious illness of Betty Barrie's mother, Miss Barrie is the creator, producer and owner of the "Buddy Bear" series.

Junior Achievement Prize Awarded By CBS' Stanton

(Continued from Page 1) CBS, were J. P. Spang, Jr., president of Gillette Safety Razor Co., and vice-president of Junior Achievement, and Edgar L. Bill, WMDB presxy. Scroll presented to Calvin Nullmeyer, youthful sports announcer who represented the winners, bore the signatures of the four major web presidents; Justin Miller, NAB presxy, and George O. Tamblin, Jr., National Executive Director for Junior Achievement.

Fields On RCA-Victor Show Irving Fields, pianist - composer, was heard yesterday as guest on the RCA-Victor show over NBC at 2 p.m.

Wedding Bells John W. Vandercook, newscaster formerly heard via NBC, was married yesterday to Iris Flynn, actress.



Here's that hurricane's eye

You probably have seen a picture like this before in the newspapers, but this seems to be the best we've run across yet. The "eye" appears right in the center of the photo. That's the plane's stabilizer on the top.

Incidentally, they say you can see the eye from the ground as well as from above. The thing that appealed to us, however, was how the Army Air Force found it. They've been looking for that "eye" for a year, and the recent hurricane gave them just the weather they wanted.

It made us think of radio time buying. Sometimes you'll look all over the lot for a buy in a market . . . and if you look long enough and you get the breaks, you'll find the bargain.

It was about six years ago that time buyers found W-I-T-H in Baltimore. Then, as now, it was the successful independent that was the buy. For W-I-T-H delivers more listeners-per-dollar spent than any other station in this big 5-station town.



AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally by Headley-Reed

FINANCIAL

(Oct. 31)

NEW YORK STOCK EXCHANGE

Table with columns: Adm. Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco pfd., RCA Common, RCA First pfd., Stewart-Warner, Westinghouse, Zenith Radio, and their respective High, Low, Close, and Net Chg. values.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio and its Bid and Asked values.

OVER THE COUNTER

Table with columns: DuMont Lab., Finch Tele. Con., and Stromberg-Carlson and their Bid and Asked values.

10 YEARS AGO TODAY

(From the files of RADIO DAILY)

"Crusader" Gerald L. K. Smith signed a 26-week contract for a 30-minute weekly show over 75 lines throughout the country. James D. Shouse, g. m. of KMOX, resigned to join WLW in executive post vacated by William S. Hedges, who moved to NBC in New York. "Remember Me" (Witmark & Son) led the field in network plugs with 33 airings.

IN CLEVELAND IT'S



Recording?



on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS - REFERENCE RECORDING

WEVD advertisement featuring a microphone and text: 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 of WEVD. WEVD 117-119 W. 46 St. N.Y. 19. HENRY GREENFIELD, Mgr. Director

Hackelford, RCA Exec, Elected IRE President

(Continued from Page 1)

Since 1938, joined RCA's radiotron manufacturing department in 1930, and in 1934 was named manager of the patent department. After serving as manager of the company's foreign license department he became assistant to the director of research and later chief engineer. Since 1944 he has held his present post, with particular responsibility in the field of international activities. Smith, an IRE Fellow since 1944, is superintendent of the radio division, National Physical Laboratory, Teddington, England.

For director-at-large, for the 1948-1950 term, the following members were elected: James E. Shepherd, research engineer of the Sperry Gyroscope Company, Inc., New York; Dr. Julius A. Stratton, Fellow of the IRE since 1945, professor of physics and director of the Research Laboratory of Electronics, Massachusetts Institute of Technology, Cambridge, Mass.

ABC's Breneman Attracts \$18,275 To Mad. Sq. Garden

Feminine New York, represented by 18,275 enthusiastic fans of ABC's "Breakfast in Hollywood," offered a warm welcome to Tom Breneman Friday morning when the show originated in Madison Square Garden.

Climaxing a cross-country tour, Breneman staged the first New York appearance of his millinery and orchid-laden ABC broadcast as a benefit for the Damon Runyon Memorial Cancer Fund. Sportswriter Dan Parker, president of the Fund, was on hand to receive the net proceeds of \$12,500, of which \$7,500 was the result of the Garden ticket sale. The remaining \$5,000 was a contribution from Breneman.

The two oldest ladies in the audience were Mrs. Frances Lewandoski, an even 100 years old, of Jersey City, N. J., and Mrs. Mary Frances Gallo-way, 103, of New York.

Chicago Tele Set Survey

Chicago—Statements that an overwhelming percentage of television sets in the Chicago area were in taverns were refuted in an analysis of the set census for the area by WBKB. This census showed that 7-273 receivers tune in programs from WBKB, the Balaban & Katz tele station. Of these, 56 per cent are in homes, 29 per cent in restaurants and taverns, and 15 per cent are used as demonstrators in dealers' stores.

IN CLEVELAND IT'S

WHK

Tele A Magnet

Debut of Du Mont's new television-FM table model last week at a special showing at the Park Lane Tapestry Room drew one of the heaviest turnouts of top trade execs in some time. Unveiling of new set, which has a 12-inch direct view tube (plus a complete FM band) was the "pleco de resistance" of a cocktail party hosted by Du Mont execs.

Radio Giving Support To Vets Entertainment

(Continued from Page 1)

Army, Navy and Veterans' Administration hospitals throughout the nation was announced last week. Sponsors of the new organization include NBC, CBS, ABC and Mutual as well as NAB, AFRA, Equity, ASCAP, BMI and other organizations allied with the entertainment business.

The VHC organization will assume the responsibility of providing a steady program of entertainment for the discharged and permanently disabled veterans who will be localized in 80 hospitals under the Veterans Administration. In addition it will serve Army and Navy hospitals with entertainment. Approximately 95,000 patients will be served in the two groups of hospitals in 1948 and 115,000 thereafter.

Following the pattern set up by USO-Camp Shows in serving nearly 200 hospitals regularly since March, 1946, units of paid professional performers will be organized. This entertainment will be supplemented with a continual flow of name personalities from radio, movies and the stage who will make appearances on a voluntary basis.

Huber Gen. Mgr. Of WGIL

Galesburg, Ill.—E. J. "Mike" Huber, partner in Schoenfeld, Huber & Green agency, has been appointed general manager of radio station WGIL, Mutual outlet in Galesburg. Before entering the agency field Huber was advertising and sales promotion manager of ABC, prior to that with BBD&O in Minneapolis, and for many years with the Kellogg Company, Battle Creek, Mich., as assistant advertising manager.



"I hate to cash in, boys, but WFDR has 'Break the Bank' on tonight."

RMA-NAB Liaison Units Meet In Capital Thursday

Washington Bureau, RADIO DAILY

Washington—The RMA-NAB liaison committees will meet here on Thursday to discuss mutual problems and plans for joint industry promotion programs. A preliminary report on the observance of radio broadcasting's 27th birthday will be made.

Ray C. Cosgrove, past president of RMA, of the Crosley Division of the Aviation Corp., Cincinnati, is chairman of the RMA committee, while Justin Miller, NAB president, heads the NAB group.

Other members of the liaison committees are:

For RMA—Paul V. Galvin, Motorola, Inc., Chicago; Benjamin Abrams, Emerson Radio & Phonograph Corp., New York; Dr. W. R. G. Baker, General Electric Co., Schenectady, N. Y.; H. C. Bonfig, Zenith Radio Corp., Chicago; Walter Evans, Westinghouse Electric Corp., Baltimore, Md.; Frank M. Folsom, RCA-Victor Division, Camden, N. J.; L. F. Hardy, Philco Corp., Philadelphia; Fred R. Lack, Western Electric Corp., New York; Dr. Ray H. Manson, Stromberg-Carlson Co., Rochester, N. Y., and E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Ind.

For NAB—T. A. M. Craven, WOL, Washington; Gordon Gray, WSJS and WMIT, Winston-Salem, N. C.; James D. Shouse, WLW, Cincinnati; Carleton Smith, WRC, Washington; William Fay, WHAM, Rochester.

Industry Music Comm. Will Meet Wednesday

(Continued from Page 1)

sored group, which includes representatives not only of the association itself, but also of the four major webs, the Continental (FM) Network, TBA, transcription companies and record manufacturers.

Formation of the committee was ordered by the NAB membership at its recent convention held in Atlantic City, N. J. It was resolved there that "American broadcasters are convinced that a constructive and amicable solution to the problem created by the American Federation of Musicians would be a major contribution to the welfare of the American public, and are earnestly determined to make every effort to reach such a solution."

Radiotelephones For Peru

Radiotelephone circuits between Iquitos, Cuzco and Piura, using RCA equipment, will be installed in the immediate future as part of a new five-city radio communications network in Peru, Meade Brunet, Managing Director of the RCA International Division, announced last week. The installations, he said, are part of the program of the Peruvian Government to stimulate and improve international communications.



5,433,574 People REMEMBER what they hear on . . .

PHILADELPHIA'S PIONEER VOICE

WIP

Basic MUTUAL

Represented nationally by EDWARD PETRY & CO.

AGENCIES

FRED B. MANCHEE, vice-president in charge of research and marketing, Batten, Barton, Durstine & Osborn Inc., will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, today, November 3rd. His subject will be "Methods of Market Research." The meeting will be held at the Engineering Societies Building at 6:15 p. m.

GEORGE P. HOLLINGBERRY COMPANY, national station representatives, have just announced the appointment of Knox LaRue as manager of the San Francisco office. LaRue had been an account man in the Hollingbery New York office for the past three years.

CASLER, HEMPSTEAD & HANFORD, Chicago, are preparing a campaign for Williams Oil-O-Matic, describing that company's new method of installing oil burners. The system will be explained to dealers and distributors at a meeting to be held next Wednesday at New York's Hotel Astor.

RADIO'S THRILLING
HALF-HOUR TRANSCRIBED
DETECTIVE SHOW!

"BOSTON
BLACKIE"

Radio's greatest point-per-dollar buy!

14.0
IN PORTLAND, ME

(Hooper—Oct.-Feb., 1946-7)

Consistently Beats All Competition
on Stations From Coast-to-Coast!

WRITE

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
Hollywood • Chicago
New York



California Commentary . . . !

• • • A solo star since the 1937 Ziegfeld Follies, Judy Canova joined with sister Anne and brother Zoke to revive their old threesome act for the postmasters' convention in Los Angeles. The ovation was so tremendous that the three Canovas are now working out a hospital tour, to help entertain disabled veterans during the holiday season. . . . At a recent meeting called by KMPC's Bill Loydon, secretary of the National Disc Jockey Association, Los Angeles platter pilots discussed plans to form a local chapter of the national organization. Loydon explained the functions of the group and pointed out the advantages of combined action in charity drives, etc. Gene Norman was elected temporary president and Bob McLaughlin secretary-treasurer. . . . Dennis Day, star of "A Day In The Life Of Dennis Day" and singer-comedian with Jack Benny, is studying opera intensively and doing his own English translations of Rudolph's arias from "Manon." . . . Tony Martin and Dick Haymes will appear in each other's motion pictures, now being filmed at Universal-International. Dick will play the role of an Arab in Martin's starrer, "Casbah," and Tony, in turn, will play a ward-healer in the Haymes' film, "Up In Central Park West."

Los Angeles

• • • Those gags Bob Hope and Bing Crosby toss around about their baseball teams will take on a real meaning next spring. The Pittsburgh Pirates, of whom crooner Crosby holds a sizable financial chunk, will meet the Cleveland Indians, in which Hope has invested in four exhibition games during the 1948 spring training junket. . . . With "Breakfast In Hollywood," "Luncheon At Billingsly's," new on KMPC, and "Midnight At Sardi's" on the air, members of Radio Row, are expecting "Coffee Klatch At Coffee Dan's," new Hollywood eatery, to be broadcast. . . . All that talent and the gift of prophecy, too! When thrush-acress-songwriter Dale Evans picked "When The Roses Bloom" for a Majestic recording a couple of months ago, it wasn't even a dark horse on the song lists. Now, just as her record hits the shops, it's headed for the No. 1 spot on the Hit Parade! . . . Matty Malneck, "Duffy Tavern's" musical director, received critical kudos on his opening at Hollywood's Chanticleer.

• • • Robert V. Brown, program manager of NBC's Western Division, is walking around with a broken collar bone—the result of too much team spirit. Brown raced for home plate during the NECAA baseball game held as a part of a day-long outing, and, in trying to avert an out, broke the bone. Another casualty during the outing was Dan Lindquist, mail room clerk, who was spiked during the football game. Five slitches were required on his leg; however, he is back at work on crutches. . . . Harry C. Kopf and Ken R. Dyko, NBC home office officials, have been conferring with Sidney R. Strotz, NBC's Western division vice-president. Their swing around the country also included a visit to San Francisco.

• • • At a recent party, Jack Meakin, baton-wayer on "The Great Gildersleeve," asked a young starlet about her newest sweetheart—and was floored by the reply, "He's a perfect darling, of course—but I'm not sure I want to start marrying just yet." . . . George Morrison, advertising manager of the International Silver Co., and Bert Tilt, Young & Rubicam New York account executive, are due in town Nov. 5 for a week's stay. . . . Jay Stewart, announcer on "Duffy's Tavern," was master of ceremonies at a parade and celebration in Pasadena Oct. 23, marking the opening of the living Christmas Tree Lane in Altadena. . . . Art Linkletter is first personality featured by Hollywood Star Records, Inc., in two-minute plastic recordings for home use.

CHICAGO

By NAT GREEN

FLETCHER WILEY retained as general manager of the Housewives' Protective League, acquired last week by CBS, it is announced by Howard S. Melghan, CBS vice-president. Wiley will report to J. Kelly Smith at CBS headquarters in New York. Main HPL office will remain in Hollywood.

WGNB broadcast a four-hour and forty-five-minute salute to "FM Day" Wednesday as a tie-in with the celebration of "FM Day" advocated by the national FM association.

Engagement of Ann Carley of the WBBM transcription department to Bob Chisom, former Navy lieutenant, was announced this week.

Send Birthday
Greetings To—

- | | | |
|------------|--------------------|------------------|
| November 3 | Donald Dickson | Gus Haenschen |
| | Morgan L. Eastman | Milton Herth |
| | M. B. Hudson | Ed Smalley |
| November 4 | Joan Britton | Helen Dumas |
| | Samuel Stewart | Hayes Al Wilde |
| | George Barclay | George Schattler |
| November 5 | Tom Fitzsimmons | Evelyn Ames |
| | Forrest Lewis | Henry M. Noely |
| November 6 | Mary Louise Anglin | Ole Olsen |
| | Selena Royle | W. I. Hamilton |
| | Elizabeth Jones | Frank Roadick |
| | Geno Sullivan | |

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AMERICA!
WGTA ANDALUSIA
ALABAMA
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Box 413 — c/o RADIO DAILY
1501 Broadway, New York 18, N. Y.

IN CLEVELAND IT'S
WHK

World Broadcasting Sets ET Feature Library

(Continued from Page 1)
 tional selections and 1,800 scripts, including 1,404 15-minute continuing and enough musical programming for another 468 quarter-hour shows, according to A. J. Kendrick, World's general manager.

ET's will be available on either optical or lateral recording and will be supplied with scripts, disc file cabinets and index file pockets. Cost is added according to market size, Kendrick said, and in most markets it compares favorably with phonograph records.

Series features more than 100 lists, and is divided into 12 main features, each made up of 156 fifteen-minute shows. The 12 programs are: Postier Hot Shots, Sagebrush Serenade, Chapel Hymns, Songs of Beautiful Hawaii, Vibraphona, Accordiana, Golden Bantam Revue, Jam Session, A Call From Les Paul, Here Comes Louis Jordan, Polka Holiday and Fiesta Grande.

Tom Flynn To WOR Publicity

Thomas C. Flynn has joined the publicity department of radio station WOR. He was formerly writer and publicist for CBS, the Safety Research Institute, and the War Prisoners Aid of the National War Fund.

WSAY Files \$12,000,000 Suit Against Four Major Networks

(Continued from Page 1)
 vember. Upon filing of the suit Friday, Judge Edward A. Conger issued a temporary injunction against affiliate changes by ABC and MBS and set Nov. 5 as a date for the argument.

WSAY asks the court, among other things, to cancel licenses of stations owned by ABC, CBS and NBC under Section 313 of the Federal Communications Act of 1934. The plaintiff charges that it has continuously and futilely sought free access to network programs since WSAY went on the air in 1936 but that the defendants "have consistently refused such network programs even in cases where their local Rochester affiliates would not carry the programs."

WSAY also alleges that the webs refused to make programs available "unless the networks retained the power to dictate the price at which the station sold its time to advertisers." In the suit the plaintiff claims damages of more than \$4,000,000 but asks that the defendants be ordered to pay treble the amount of damages.

Counsel for WSAY is William L. McGovern, formerly special assistant to the Attorney General and Seymour Krieger, former senior attorney with the FCC who wrote the Report on Chain Broadcasting of 1941

and subsequently assisted Charles R. Denny in sustaining the regulations.

Mark Woods, ABC president, denied there was any foundation for the allegations of price fixing on the part of the networks, as set forth in the WSAY suit Friday.

Woods pointed out that the individual contracts between ABC and its affiliated stations, contain a price, agreed upon by the network, and the independent station, at which the station's various time periods may be offered to advertisers for use in carrying network commercial programs.

"The affiliated station and the network each share in the total amount of sales according to a sliding scale based on the amount of network commercial traffic broadcast by the station each month," Woods said. "The network has no control over what the station charges in selling its time for use for local programs or for commercial programs of any other network," he pointed out.

FJP Luncheon

The 1947 fund-raising drive of the Federation of Jewish Philanthropies of New York will get under way with a luncheon meeting of the amusement division at the Astor on Nov. 5.

NAB Lists Personnel Of 2 Top Committees

(Continued from Page 1)

Class A and B FM stations respectively.

The small market stations executive committee includes: Simon Goldman, WJTN, Jamestown, N. Y., chairman; C. O. Chatterton, KWLK, Longview, Wash.; Wayne W. Cribb, KIIMO, Hannibal, Mo.; DeWitt Landis, KFYO, Lubbock, Texas; Lee Little, KTUC, Tucson, Arizona; Edwin Mullinax, WLAC, LaGrange, Ga.; John W. Schultz, WMVA, Martinsville, Va.; A. E. Spokes, WJOY, Burlington, Vt., and Inglis M. Taylor, WEBQ, Harrisburg, Ill.

The board liaison members of the committee are: Robert T. Mason, WMRN, Marion, O., and William B. Smullin, KIEM, Eureka, Calif.

Heads KMOX Music

John Bambridge, former music arranger for the St. Louis Municipal Opera Orchestra, has become Music Director for the CBS affiliate KMOX in St. Louis. An accomplished pianist and bass and tuba player, Bambridge also arranged for the St. Louis Symphony "Pop" Concerts, and for symphony orchestras of Philadelphia, Washington, Denver and San Francisco.



Rod Hendrickson

For audition disc and rate for your city,
 telegraph our New York Office.

ROD HENDRICKSON

The voice that has moved a million hearts . . .
 WITH HIS FAMOUS PROGRAM

This Business of Living

HAVE YOU a client that insists on receiving mail as proof that he has a large audience hearing his commercial copy? Then *this* is your show.

Rod Hendrickson talks of people . . . and places . . . and things in so interesting a manner that once you tune him in, you do not tune out again—and you make a mental note to catch his broadcast the next time he is on the air.

From his book-lined library in New York Rod Hendrickson addresses your audience. His appeal is likened to that of the famous O. O. McIntyre whose newspaper column had the biggest audience in America. Rod Hendrickson's grip on his audience goes one step further—his listeners keep him in their hearts as well as their minds.

For the past two years he has been heard daily over NBC. We have just signed him on an EXCLUSIVE basis for fifteen-minute Open-end transcriptions. 156 Programs now available.

You can profitably use his programs on a once-a-week basis, two, three or even five or six broadcasts across the board at any time of your whole broadcast day from morning until late at night.

A large orchestra opens and closes Rod Hendrickson's broadcasts. There are 3 One-minute openings left in the show for your commercial client. You can sell the broadcast either to one client or put three clients on each broadcast at "premium" rates.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Building West, New York 20, N. Y.

Phone Circle 7-2236

Networks, Indies Set Heavy Election Skeds

(Continued from Page 1)

morrow night by WJZ. The first, at 9:30, will include pickups from Police Headquarters where proportional representation votes will be counted. ABC's "News of Tomorrow," at 11:05 will be devoted to national returns with pickups from key cities.

WOR-Mutual "Newscope" at 7:30 p.m., will cover early returns throughout the nation, with Wendell Noble at the mike in Hollywood. "All the News" at 11 p.m. will air late returns with web newsmen feeding local and national news.

NBC will air bulletins on news shows and station breaks from 8 p.m., to sign-off. A special edition of "Metropolitan News Roundup" will be carried by WNBC at 11:15 with pickups from newsrooms of metropolitan area newspapers.

In addition to CBS news shows and special bulletins, Joe Wersbha, news editor of WCBS, will broadcast incoming election news directly from New York Police Headquarters.

Two New York indies will present special election shows. "The Ballot Speaks," an impartial presentation of the major election issues, will be aired by WNEW tonight from 10 to 10:30 p.m. Written by Eldorous Dayton and Ray Barrett, program features George Brooks, with Jack Grogan directing.

'Ballot for Americans' On WLIB

"Ballot for Americans," based on importance of elections in democracy, will be broadcast by WLIB tomorrow, 1:05-1:30 p.m. Program features Harold Russell, star of "The Best Years of Our Lives," and songsters Hy Zaret and Lou Singer. Don Martin and Sam Elfert are co-producers.

Heaviest news coverage of returns will be aired by WNYC, which has FCC permission to stay on air beyond normal sign-off time until all returns are complete. Acting Director Seymour Siegel has condensed the evening program sked to provide full election news from wires and a line into Police Headquarters.

All other indies plan stepped-up news coverage. WHN program director Ray Katz plans airing of returns throughout the evening, with the 11 p.m., "Newsreel Theater" slot going in heavy for election news and color. Don Goddard will be in charge of WINS coverage, with Sydney Walton and John Broadford assisting in airing returns. Two local newspapers, the Times and Herald-Tribune, will feed news and returns to WQXR and WMCA, respectively.

Special spots urging New Yorkers to vote will be aired by WOV four

Airminded

Houston—A special state wide broadcast to celebrate the opening of the new Foley's Department Store took place from the store last Monday night. The program originated through KPBC and was carried by member stations of the Texas Quality Network, including WOAI, San Antonio WFAA, Dallas and WBAP, Fort Worth. Everett Mitchell, NBC network announcer, was the master of ceremonies.

Fire Prevention Jingles Distributed By Underwriters

The National Board of Fire Underwriters is planning to distribute the fire prevention jingles originated by WNEW, New York, to all stations in the country. About 100 of the recorded jingles have already been sent out by the Fire Protection Association of New York but the NBFU is expected to make blanket distribution.

The Fire Protection Association will make an award to Ted Cott, WNEW program director, who conceived and produced the jingles. They were written by Bob Stewart and Jeff Selden with Roy Ross providing the music.

Mrs. Florence Dittrich

Mrs. Florence Walton Dittrich, mother-in-law of Mark Woods, ABC president, died Oct. 30 at the Woods' home in Short Hills, N. J. Funeral was held Saturday in East Orange, N. J. Mrs. Dittrich is survived by a daughter, Mrs. Mark Woods; a brother, Charles Walton; and two grandchildren, Patricia and Albert E. Woods.

times an hour from sign-on until the polls close. They will be carried in both English and Italian. WHOM will bring returns to its Italian listeners from 8 to 11 p.m., airing news in English after that hour, interrupting scheduled programs if necessary.

FM-Tele CP's Approved, Permits Renewed At FCC

(Continued from Page 1)

on a number of license renewals as follows: General Newspapers, Inc., WGNH, Gadsden, Ala., period ending August 1, 1950; WSM, Inc., WSM-FM, Nashville, Tenn., period ending May 1, 1948.

The following stations were granted renewal of licenses for the period ending Nov. 1, 1950.

WWRL, Woodside, N. Y.; KXLF, Butte, Mont.; WSAY, Rochester, N. Y.; WQBC, Vicksburg, Miss.; WRBL, Columbus, Ga.; KLO, Ogden, Utah; KMLB, Monroe, La.; WIRE (and aux.), Indianapolis; KGCK, Sidney, Mont.; WHK, Cleveland; KIMA, Yakima, Wash.; WGES, Chicago; WHOM, Jersey City, N. J.; KIDO, Boise, Idaho; WEAM, Arlington, Va.; WACO, Waco, Tex.; WAKR, Akron, Ohio; KABR, Aberdeen, S. D.; KCMO, Kansas City, Mo.; KJII, San Jose, Calif.; KOTA, Rapid City, S. Dak.; KRIG, Odessa, Tex.; KTSS, Hobart, Okla.; WALA, Mobile, Ala.; WAWZ, Zarephath, N. Y.; WHCC (and aux.) Rochester, N. Y.; WMBG (and aux.) Richmond, Va.

Secure Operetta Rights

Chicago—The "Chicago Theater of the Air" has secured the rights to six favorite American operettas which have not been heard on the air for several years, and they will be broadcast over WGN and Mutual during the current season. "Rose Marie," scheduled for November 8, is first of the group. The others are "Firefly," "Student Prince," "Countess Maritza," "Blossom Time," and "Katinka."

W M F F

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

WKBW Transfer OK'd; Simon General Mgr.

(Continued from Page 1)

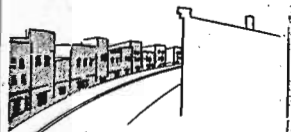
president and general manager of WKBW. He will leave for Buffalo within 10 days, when details of the transfer are expected to be completed.

Prior to his appointment by WLIEB, Simon, who will be retained by The Thackeray-owned indie as executive Thackeray, was manager of WFEW, Philadelphia, and before that, WOV, New York.

Six Judges Appointed In NAB-RMA Contest

Washington Bureau, RADIO DAILY
Washington—The NAB and RMA has revealed the names of the six national judges in the first annual nation-wide "I Speak for Democracy" contest, a feature of National Radio Week. They include Gen. Omar N. Bradley, Administrator of Veterans Affairs; Attorney General Tom C. Clark, Fr. Edward J. Flanagan, founder and director of Boys Town; Mrs. Oveta Culp Hobby, wartime director of the Women's Army Corps, now executive vice-president of the Houston (Tex.) Post and operator of KPBC; Sen. Warren G. Magnuson (D., Wash.), and Fleet Admiral Chester W. Nimitz, U.S.N., Chief of Naval Operations.

Here's what's in store . . .



when
Good Neighbor Mike
Delivers your message to the
BEST BALANCED MARKET
IN THE UNITED STATES

Retail Stores	21,019
Retail Sales	\$882,316,223
Food Sales	\$318,972,000
Drug Sales	\$33,194,000
Gen. Mdse.	\$155,455,000

5000
WATTS
DAY AND NIGHT

whbc
BASIC MUTUAL Plan ABC Features
Basic ABC Fall Schedule 9-1-48

REPRESENTED by Rembrandt
CANTON, OHIO
The Best Balanced Market in the United States

IN CLEVELAND IT'S
WHK

WTA-g SHEET

Every night, our Show-Units make personal appearances throughout Wisconsin.

WTAQ GREEN BAY

5000
CBS
1360

Indeed! WEED'S our speed.

CHIMES of CHRISTMASTIME

The outstanding series of Christmas scripts

- ★ 25 half-hours
- ★ one-man production
- ★ exclusive in area
- ★ five sponsors
- ★ \$35.00

Cancel-at-will contract
Wire collect

RADIO WRITERS LABORATORY

RWL Scripts Bldg.
Lancaster, Pa.

★ THE WEEK IN RADIO ★

NAB Industry Music Committee Set

By VAL ADAMS

THIRTY-THREE names complete the membership of NAB's industry music committee, designed to face a showdown with Petrillo. Represented on the committee are NAB, MA, networks, TBA, broadcasters, primary transcription companies, open-end transcription firms and record manufacturers. BMB \$105,000 short of goal of \$500,000, Hugh Felts, president, revealed. Addressing the 18th annual Pulse luncheon, Felts made outright pitch to Mutual to come into fold, implying present plans cannot go through without CBS participation. Other major networks have signed on a provisional basis only and are withholding final say until Mutual comes in. BMB has 448 station subscribers to date. Four radio sets per family is the merchandising goal of Radio Manufacturers Association, said President Max Balcom, in National Radio Week address before Radio Executives Club in New York. Potential market is \$10-million sets, he estimated. Balcom figures this year's production will be 15,000,000 receivers, including 200,000 television sets.

Television seems certain to get over the hump next year when it attracts a possible 10,000,000 voters face to face with politicians at GOP and Democratic national conventions in Philadelphia. In the works are plans for an eastern and mid-western network of 20 stations, maybe going as far west as St. Louis and Milwaukee. What will be done by radio relay. All that takes to do the job is money. Both Associated Press and United Press announced plans for television newsreels. AP's idea is based partly on exchange of film between its member radio stations which have video outlets. Hugh Waggon, veteran UP newsmen, heads the project. United Press plans to issue a five-minute newsreel six days a week from Washington. UP said the service will "be ready shortly."

Testimony in clear channel hearings piled sky high in final week. Need for additional clear channel service in South and West was related by Gov. James Polson of Alabama and C. Richard Evans, chief engineer of KSL, Salt Lake City. National Association of Educational Broadcasters asked FCC to open clear channels for nighttime use by educational stations. CBS continued

to ask FCC not to make any ruling on CBS super power request (750 kw.) until FM is thoroughly considered as a means of serving rural listeners.

Annual School Broadcast Conference in Chicago named FCC member Clifford J. Durr as "man of the year" in educational radio. Durr's efforts were credited by SBC with getting additional FM frequencies for educators. Other SBC awards went to CBS, KLZ, Denver and Louis Stark of Westinghouse whose staff produced a transcribed series on electronics. Kenneth Banghart of NBC given H. P. Davis National Memorial Announcers' Award for 1947. Victor M. Ratner is new vice president and director of advertising and sales promotion for CBS.

Business is looking up for FMs, according to a check with stations, exclusively FM, in New York. WABF with 15 new sponsors showed biggest gain within last year. Sponsors mostly local but WGHF carries Henry J. Taylor commentary sponsored by General Motors. WGYN has five new sponsors. 20th Century-Fox bought 600 spots on six New York City stations to be aired in a four-day period to publicize "Gentleman's Agreement." Campaign is record-breaking. RCA Victor-Allied Stores television caravan wound up its nation-wide tour, playing to 1,500,000 persons in 22 cities. Sales increased 15 to 33 per cent during caravan's stay in department stores.

Michael Sillerman, president of Keystone Broadcasting System, says NAB is too limited for current day problems in radio. He envisions a super trade organization with NAB at top level to supervise. Sillerman proposes a federation with all phases of the radio industry represented. RCA's nine-month income revealed as four million dollars above same period last year.

BMI Pick-up Sheet

Hit Tunes for November
(On Transcriptions)

A GIRL THAT I REMEMBER (DMI)

LANG-WORTH—Four Knights
LANG-WORTH—Frankie Masters
CAPITOL—Aimee Gray
NBC-THESAURUS—Novatine Trio

AS SWEET AS YOU (Regent)

NBC-THESAURUS—George Wright
LANG-WORTH—Arlaine Trio
MacGREGOR—Johnny White Quartet

COME TO THE MARDI GRAS (Peer)

NBC-THESAURUS—Sweetwood
Serenaders
LANG-WORTH—Frankie Carle
STANDARD—Curt Massey
ASSOCIATED—Vic Damone

FORGIVING YOU (Mellin)

ASSOCIATED—Vic Damone
CAPITOL—Skitch Henderson
LANG-WORTH—Tommy Tucker

HILLS OF COLORADO (London)

WORLD—Lec Brown
ASSOCIATED—George Towne
LANG-WORTH—Lenny Herman

I WONDER WHO'S KISSING HER NOW (Marks)

NBC-THESAURUS—Music Hall
Varieties
THESAURUS—Kaickerboker Four
STANDARD—Claude Sweeten
STANDARD—Lawrence Walk
ASSOCIATED—George Towne
WORLD—Frank Freiba
WORLD—Ray Blich
LANG-WORTH—Chuck Foster
LANG-WORTH—Randy Brooks
MacGREGOR—Ernie Feller Quartet
MacGREGOR—Artie Wayne

JUST AN OLD LOVE OF MINE (Campbell-Pergle)

LANG-WORTH—Frankie Carle
LANG-WORTH—Arlaine Trio
WORLD—Nat Brandwynne
ASSOCIATED—Phil Brito
NBC-THESAURUS—Novatine Trio
NBC-THESAURUS—Music of Manhattan
MacGREGOR—Anita Boyer

MADE FOR EACH OTHER (Peer)

LANG-WORTH—Al Trace
WORLD—Irene Morgan
NBC-THESAURUS—Sweetwood Serenaders

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)

STANDARD—Lawrence Walk
Tex. Williams—Cap. 4000
Lawrence Walk—Dec. 24113
Phil Harris—Vic. 20-2370
Deuce Spriggs—Coast 263
Johnny Bond—Cal. 3781

THERE'LL BE SOME CHANGES MADE (Marks)

CAPITOL—Buddy Cole's
Four-of-a-Kind
CAPITOL—Dot Porter
LANG-WORTH—Jack Lawrence
MacGREGOR—Red Nichols
STANDARD—Lutello Norman
NBC-THESAURUS—Slim Bryant
LANG-WORTH—Joe Sedja

THE STORY OF SORRENTO (Pemora)

LANG-WORTH—Lenny Herman
MacGREGOR—Robert Maxwell
STANDARD—Lawrence Walk

ZU-BI (Republic)

MAJESTIC—Victor Lombardo
VICTOR—Sammy Kaye

Coming Up

- FOOL THAT I AM (Hill & Range)
- LET'S BE SWEETHEARTS AGAIN (Campbell-Pergle)
- MIAMI BEACH RHUMBA (Marks)
- MY RANCHO RIO GRANDE (Harwell-Criterion)
- NINA NANA (Encore)
- RHUMBA FANTASY (Pemora)
- THE JUNGLE RHUMBA (Duchess)

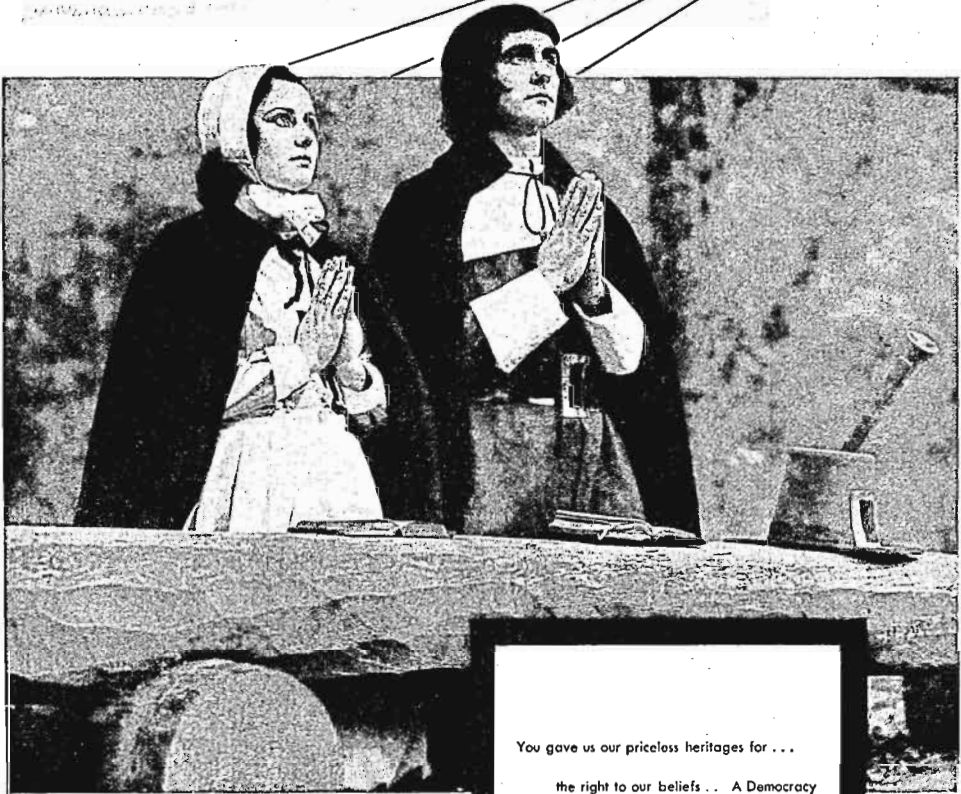
BROADCAST MUSIC INC. 580 FIFTH AVE. NEW YORK 19, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD

Cinefects
INC.
THE PRODUCERS' AID

OUR SPECIALTY
35 M/M/ COLOR
DUPLICATIONS

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-O951

Thankful . . .



WJR

50,000 WATTS

Michigan's Greatest
Advertising Medium



You gave us our priceless heritages for . . .

the right to our beliefs . . . A Democracy

the right to worship as we please . . .

the right to freedom of speech . . . the

right to an uncontrolled radio . . . We

Americans cherish these freedoms . . .

We are thankful.

CBS

THE GOODWILL STATION, INC., FISHER BLDG. DETROIT

G. A. RICHARDS
Pres.

Represented by
PETRY

HARRY WISMER
Mkt. to the Pub.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 24

NEW YORK, WEDNESDAY, NOVEMBER 5, 1947

TEN CENTS

Walker, Acting FCC Head

NAB Sub-Committee Studies Code Criticism

Washington Bureau, RADIO DAILY
Washington—A three-man sub-committee of the NAB board of directors yesterday pored over nearly 100 separate suggestions for changes in the new standards of practice proposed for adoption by the board at Atlantic City in September. Most of the changes recommended by broadcasters deal with the sections regarding commercial time limitation, it was learned.

The three-man group yesterday put the proposals in order for presentation to the full board November 13. Duplicate suggestions were collected and simplified, with a tabulation made of the number of broadcasters who might have suggested the same changes.

In addition to the proposal from individuals, there were rather detailed suggestions from the NAB's NPM committee and the special committee of independents which met last month to discuss the code.

The trio which met yesterday to screen the proposals included Willard Egolf of WBCC, Bethesda, Md.; Harold Fellows of WEEI, Boston, and John Meagher of KYSM, Mankato, Minn.

Maxwell House To Sponsor 'Meet The Press' On WNBT

Maxwell House Coffee will assume sponsorship of "Meet the Press" on WNBT television effective Nov. 6 (Thursday, 9-9:30 p.m.), for a five-week period, it has been announced. Program is produced by Martha Rounfree, and directed by Herb Leder. Benton & Bowles is the agency handling the account.

Commendable

Acting on the premise that you don't have to scare children to doath to entertain them, DeLancy Provost, program manager of WNBC, has set up a new series of "Story Teller" children's shows that have been phenomenal mail pullers. First program "Selfish Giant," drew 2,000 pieces of mail a week ago. Last night was presented "The Elephant's Child."

Statistical

Washington — There are 321 commercial FM stations in operation today and another 684 hold CPs or conditional grants. Officials of the FMA forecast that within the next six months there will be 400 or more FM stations going on the air.

WSYR, NBC Affiliate Sold For \$1,200,000

Syracuse—Samuel I. Newhouse, publisher of two of this city's daily newspapers, the Post-Standard and the Herald-Journal, in addition to a chain of papers in the East, has bought WSYR, 5,000-watt affiliate of NBC, for \$1,200,000, it was disclosed yesterday. Station was bought from Harry C. Wilder, owner and operator since 1934.

Newhouse operates over 20 daily and weekly newspapers in the New York-New Jersey-Pennsylvania area, including the Newark Star-Ledger, the Long Island Press, and the Staten Island Advance.

Ford Dealers Sponsor Fred Allen in January

Ford Dealer Associations, comprising 33 individual dealer groups throughout the U. S. will assume sponsorship of the Fred Allen Show on NBC on January 4, following completion of the current 13-week cycle sponsored by Standard Brands. Lat-

(Continued on Page 2)

Pres. Truman Names Veteran Member Of Commission To Post Of Acting Chairman

Assn. Of Station Reps. Votes \$50,000 Budget

The National Association of Radio Station Representatives is now a full-fledged organization following the voting of an initial budget of \$50,000, to cover early phases of its operation, and the electing of officers for a term of one year. During a two-day session in which the Association's by-laws were presented and adopted by 28 individual firms in attendance, the executive committee was instructed

(Continued on Page 7)

Electronics Conference Under Way In Chicago

Chicago—"We cannot escape from science and technology," Dr. George D. Stoddard, president of the University of Illinois, told some 450 scientists gathered Monday at the Edge-water Beach Hotel here for the Na-

(Continued on Page 3)

New Color Tele Tube Undergoing Experiments

A new, all-electronic color television viewing tube capable of receiving black-and-white as well as polychrome images is being devel-

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—President Truman on Monday named Paul A. Walker, veteran vice-chairman of the Federal Communications Commission, to the post of acting chairman succeeding Charles R. Denny, Jr., resigned. Commissioner Walker, whose term as a member of the commission expires on June 30, 1953,

(Continued on Page 3)

Stanton Backs BMB, Urges 4-Web Co-op.

Support of BMB by the four major networks "is essential to its continuing success," and it is only on this condition that CBS will become a subscriber, Frank Stanton, network's president, said Monday in making public a letter to Hugh Feltis, BMB prexy, dated September 29.

"If one of the four major networks refuses to support BMB," Stanton said, "and instead promotes a com-

(Continued on Page 3)

Commission Sets Dec. 15 For Hearing On WORL

Washington Bureau, RADIO DAILY
Washington—The FCC has set for hearing in Boston Dec. 15 all pending applications for the facilities of WORL, in that city. In the meantime,

(Continued on Page 2)

FCC Releases Findings On AM Economic Study

Washington Bureau, RADIO DAILY
Washington—The FCC on Monday released a 112-page report titled, "An Economic Study of Standard Broadcast Stations" which contained statistics both favorable and unfavorable on the current trends of AM broadcasting. In general, the report indicated that radio will continue to get a healthy cut of the advertising "pie" as compared with other media. Fac-

tors favoring radio in competition with other media were listed as follows:
(1) A wide popularization of the advantages of radio advertising during the last few years.
(2) The continued shortages of newsprint limiting the extent to which newspapers can expand in the immediate future.
(3) The large amount of radio time

(Continued on Page 7)

Public Service Plus

Philadelphia—Benedict Gimbel, Jr., president of WIP, was heard in a special program over the station yesterday in which he inaugurated WIP's "Hunger Fighters" a group setting up food collection points throughout the city for loading aboard the Friendship Train. Gimbel formed the campaign a "Service to humanity" from birthplace of our freedom."



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

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WEST COAST OFFICES
Ralph Wink, Manager
8425 Hollywood Blvd. Phone: Granite 8607
WASHINGTON BUREAU
Andrew H. Older, Chief Managing Claggett
5417 Dabollona Rd. 2122 Decatur Pl., N.W.
Phone: Wisconsin 3571 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	8	8	+ 1/8
Am. Tel. & Tel.	156 1/2	156	156 1/2	+ 1/4
CBS A	25 3/4	25 1/2	25 1/2	- 1/8
CBS B	25	25	25	- 1/8
Farnsworth T. & R.	7 1/2	7 3/8	7 1/2	- 1/8
Gen. Electric	36 1/2	36 1/4	36 1/4	- 1/8
Philco	30 1/2	30	30	- 1/8
Philco pfd.	92	92	92	- 1/8
RCA Common	8 3/8	8 1/2	8 1/2	+ 1/8
RCA First pfd.	70 1/2	70 1/2	70 1/2	- 1/8
Stewart-Warner	28 1/2	28	28	- 1/8
Westinghouse	29 1/4	28 1/2	28 1/2	- 1/8
Westinghouse pfd.	101 3/4	100 3/4	101 3/4	+ 1/8
Zenith Radio	20 1/2	20 1/8	20 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8 1/4	9
Finch Tele Conn.	13 1/2	14 1/2
Stromberg-Carlson	2 1/2	2 3/4
U. S. Television	37	39
WCAO (Baltimore)	13	13 3/4
WJR (Detroit)		

10 YEARS AGO TODAY

(From the files of Radio Daily)
Dorothy Thompson, sponsored by Pall Mall cigarettes, was announced by CAB as the top one-a-week quarter-hour show on the networks. . . . The three-week-old Arrangers Guild disbanded on orders from AFM officials. . . . Charles Luckman was named President v. p. in charge of advertising. . . . R. top web alert was "Once in a While" (Miller Music, Inc.)

IN CLEVELAND IT'S

★ COMING AND GOING ★

KEN DYKES and HARRY C. KOPF, vice-presidents of NBC, the former in charge of programs, the latter heading network sales, will arrive in San Francisco today. They'll confer with R. J. TEICHNER, treasurer of the web, who has been on the Coast since Oct. 30.

DUD WILLIAMSON, once of Mutual's "What's the Name of That Song," leaves Hollywood today for a week in the East on business. He'll return to the Coast Nov. 12.

FRED ZIV, of Frederic W. Ziv Co., has arrived from his Cincinnati headquarters to confer with John L. Sinn and Charles Gaines in the New York office. He expects to be here all week.

J. L. BOWDEN, commercial manager and station director of WKBN, Columbia network outlet in Youngstown, has returned to Ohio following a few days in New York.

J. F. HOPKINS is in town. He's the manager of WHRY, the American network outlet in Ann Arbor, Mich.

JAMES L. SAPHIER left Los Angeles Monday for New York. He'll spend two weeks here on television business.

DR. FRANK G. BACK, inventor of the Zoomar lens, has left New York for California, where he will confer with purchasers of the lens. He expects to return to New York in about eight weeks.

HOWARD C. MEIGHAN, vice-president of the Columbia network in charge of station administration, spoke yesterday before the Advertising Club of St. Louis. Today he'll address the students of Washington University in the same city.

JOHN DONOHUE, manager of ABC's Detroit network sales office, is in town for conferences with officials of the network.

JOE B. CARRIGAN, owner and president of KWTI, Wichita Falls, has left New York for his home offices in Texas following confabs at the offices of CBS, with which the station is affiliated.

JIM SANDNER, director of grocery trade relations for WLW, Cincinnati, spent last week in Toledo attending the Ohio State Grocers Convention.

HAROLD STEIN, photographer well known in the amusement industry, and **MRS. STEIN**, have returned from Bermuda. He has been vacationing there since last Wednesday.

RAY D. WILLIAMS, radio director of Prater Advertising Agency, St. Louis, is in Chicago this week to produce a number of transcriptions for clients.

JAMES MURRAY, general manager of KQV, Pittsburgh affiliate of the Mutual network, is spending this week in Gotham on station business.

Commission Sets Dec. 15 For Hearing On WORL

(Continued from Page 1)
Harold Lafount appealed to the Federal Court the FCC refusal to renew the WORL license.

The Commission pointed out that any other parties interested in seeking the WORL assignment—the 950 band in Boston—should file at least 20 days before the date of the consolidated hearing.

Listed as applicants are the Continental Television Company, Joseph Solimeno, Bunker Hill Broadcasting Company, Boston Radio Company, Inc., Beacon Broadcasting Company, Inc., and Pilgrim Broadcasting Company.

Radio Writers Guild Completes Web Contracts

First contract ever negotiated between the four major networks and the Radio Writers Guild covering free lance writers has been signed by both sides. It's effective Nov. 15 and runs for six and a half years.

Contract grants recognition of RWG as bargaining agent for radio writers and requires a network to demand guild membership of nine out of ten writers. This covers free lance writers who are hired by a web to do a specific job. The scripter also may decide whether he wants to sell one-time rights or exclusive rights to his material.

Minimum fees on a 15-minute one-a-week script call for \$75, sustaining, and \$120 commercial. A quarter hour daytime strip will bring \$200 a week minimum, if it's sustaining, and \$250 if it's commercial. A half-hour weekly show is worth \$150 or \$250 if it has a sponsor. A full hour weekly program brings \$325 to the scripter, if it's sustaining, and \$500 if it has an advertiser.

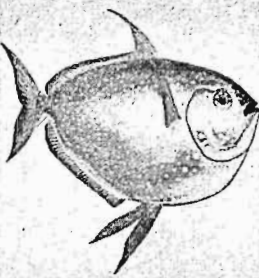
Ford Dealers Sponsor Fred Allen In January

(Continued from Page 1)
ter's exit of the Allen show and 8:30-9 p.m. Sunday slot on NBC which it held since October of 1945, is attributed to a slash in radio advertising due to rising food costs, etc.

Program will continue to be handled through J. Walter Thompson, also Standard Brands' advertising agency.

Evans Appointed Manager Of NBC Audience Prom.

Jacob A. Evans has been named NBC audience promotion manager, it has been announced by James H. Nelson, director of advertising and promotion. Evans has been assistant manager of network sales promotion. At the same time, Nelson announced that John K. Montmeat, advertising copywriter at the Remington Rand Company, will replace Evans in the network sales promotion post.



It's an Opah!

Don't let that baby face fool you. That thing grows to a diameter of six feet, almost circular in shape, and weighs up to six hundred pounds! It's also called a Moonfish. The Chicago Natural History Museum had it on exhibit. May still have it.

Actually we picked that picture because we wanted to make a point about "starry eyes." Notice how that fish is spotted, even in its eyes?

"Starry" is the look that comes into a sales manager's eyes when he sees the low cost sales results W-I-T-H turns up in Baltimore radio!

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

To keep down the cost of doing business in this 6th largest city. . . in radio, pick W-I-T-H!

In Worcester

WTAG delivers 147% more audience than Station B, 209% more than Station C, 298% more than Station D and 368% more than Station E.

* Hooper Index January '47 February '47

W-I-T-H

AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally by Headley-Red

Stanton Backs BMB, Urges 4-Web Co-op.

(Continued from Page 1)

ing plan for coverage measurement, the whole cause of uniform radio measurement is in serious trouble. Because we feel that substantial division within the industry could be fatal, CBS has executed BMB subscription contracts on the condition that each of the three other major networks shall also sign BMB network subscription contracts. We hope," he said, "that no effort will be spared to arrive at a formula which will make possible a system of measurement which can be solidly backed by the radio industry."

Text of Letter

In his letter to Feltis, Stanton said: "Columbia is solidly behind BMB and its general concept of adequate, uniform, nation-wide measurements of station and network performance." He pointed out that CBS' experience brought out this statement, in that the network "pioneered in the technique and principle" of uniform coverage measurements. "We gave unsparingly of our experience, information and personnel in the formative days of BMB," he said. "We were the first network to join BMB in its first study. And when you consider our overall participation, I suppose we have contributed more financial support to BMB than any other single subscriber."

Recalls Other Conversation

The CBS chief told Feltis he would like to make it absolutely plain where we stand at the present time with respect to the three-year plan." He recalled earlier conversations with Feltis in which he offered CBS' support—network and obligations as well—"just as soon as all four networks were set to join." Stanton added: "This is still our position."

Importance of the four networks' participation in BMB measurements have increased since the problem was first discussed, the letter continued. The principle of having all four

Greetings

Gov. Thomas E. Dowey sent the following message to WHNY, Long Island FM outlet which began operations last week: "... I am happy to welcome your station to the airwaves. I am sure that WHNY will bring to the people of Long Island the finest in entertainment, public service and the daily coverage of the news of our times. May WHNY long continue to flourish."

Electronics Conference Under Way In Chicago

(Continued from Page 1)

tional Electronics Conference, in his keynote speech at the opening session of conference. Electronics scientists from all parts of the United States and Canada are attending conference, which will offer three days of highly technical sessions.

Dr. Stoddard warned his listeners that there are those who are trying to return to a non-scientific civilization, but, he declared, return is impossible.

Researcher Talks

Dr. L. V. Berkner, of the Joint Research and Development Board, in his talk on "Electronics Comes of Age," elaborated on the giant strides made in electronics and the great potentialities it holds for good and evil. Luncheon speaker was Walter Evans, vice-president of Westinghouse Electric Co.

Four afternoon technical sessions were held.

The opening day closed with an elaborate banquet in the hotel's Marine Dining Room.

In connection with the conference there are 42 exhibits covering the entire field of electronics.

networks participating in a uniform nation-wide coverage measurement strikes me as being absolutely basic to the long-range success of BMB," Stanton wrote. "If three of us—NBC, ABC and Columbia—come in and Mutual, with its engineering philosophy on coverage measurements, stays out, I think we will end up with a divided industry.

"BMB Will Go Ahead"

"BMB will go ahead with its plans because it will probably have enough money and enough important stations to float it without Mutual. But Mutual will go ahead with its plan too because it has much to recommend it to smaller affiliates, to non-network stations, to new stations regardless of affiliation, and to salesmen generally who will seize upon it as a tool which makes a station or network appear almost as good as the next one.

"If this happens, uniform measurement is in trouble."

CBS' offer still holds, Stanton asserted. "Columbia will join BMB if it is a truly industry-wide job insofar as the networks are concerned. I am not interested in going in on any other basis. I do not think our position is unrealistic or uncooperative," he said.

New Color Tele Tube Undergoing Experiments

(Continued from Page 1)

oped in the DuMont Laboratories at Passaic, N. J., it was revealed yesterday.

Professor Arthur B. Bronwell, of Northwestern University invented the tube, which has been named the Chromoscope. Dr. T. T. Goldsmith is in charge of its development at DuMont.

Still in the experimental stage, the tube will not be available commercially for at least two years, Dr. Goldsmith said. He added that public demonstration is "at least six months, perhaps a year away."

The chromoscope differs from other color tubes in that it is the only system with a composite viewing tube and a single electron gun.

"By coating three screens with a different color phosphor which corresponds with the three primary colors," Prof. Bronwell said, "we have a composite image screen which enables the viewer to see the television programs in natural color. The three screens are optically superimposed upon each other but are separated by a microscopic distance and electrically insulated from each other."

Although a five-inch tube is being used in experiments, the chromoscope may be produced in any size up to and including 20 inches, Dr. Goldsmith said. He added that the system also may be adapted to a projection-type receiver.

Walker, Acting Head Of the Commission

(Continued from Page 1)

will serve as FCC chairman until a permanent appointment is made by the President.

The appointment of Commissioner Walker as temporary chairman was interpreted here as indicating that President Truman would not nominate a permanent chairman for some time. It is expected, however, that the President's choice will be presented to Congress when it convenes in regular session in January.

GOP Against Coy

GOP National Chairman Carroll Reece was believed by some observers here to have persuaded Wayne Coy, director of WINX and WINX-FM in this city, not to accept a proffered appointment as FCC chairman when he blasted at Coy last week and threatened a battle in the Senate to block confirmation. In the meantime, no name was announced by the White House, and the FCC, after a few brief months, is once again a six-man body.

Coy, one time adviser to the late President Roosevelt, has been hesitating about accepting the job because he does not know how long he could hold it. A GOP election victory next year would mean, he believes, that a Republican should become FCC head.



THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

Blessed Event in New Jersey



There's a **WELCOME** on the mat

in a million North Jersey homes for this husky offspring of the Newark News. He's due to arrive in a couple of weeks. That same welcome goes for you, too, Mr. Advertiser, if his new voice sings the praises of your product.

5000 watts 1430 kilocycles
Market 3-2700

WNJR
91-93 HALSEY ST.
NEWARK 2, N. J.
OTIS P. WILLIAMS, General Manager
The Radio Station of the Newark News

It's As Simple As

THE network owned and controlled division of the Columbia Broadcasting System, Radio Sales, has made some extravagant claims about their achievements in Spot Radio to some CBS affiliated stations.

Specifically, they've claimed prowess in selling locally produced programs to national advertisers and chose their performance on WEEI, Boston, as the classic example.

We compete with Radio Sales in Boston. We checked the logs for WEEI and for WNAC for a recent random week. The FACTS show:

- We sold more Single Sponsored programs (21% more) to more National advertisers (11% more) using more time (40% more).
- We sold more Multiple Sponsored programs (126% more) to more National Advertisers (113% more) using more time (119% more).
- We sold, altogether, 79% more programs to 75% more National advertisers for a total of 94% more total program time.

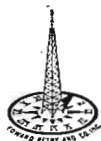
Reading Off A Log...

WE believe that the sale of local shows is important but it is only one of many important responsibilities we conceive ourselves to have. Representing radio stations means representing their best interests — ALL of them.

In short, we continue to follow the policies which have governed our successful operation for some 15 years. We will continue to present the many advantages of Spot Broadcasting to national advertisers and to represent the best interests of our stations, even when they conflict with those of the networks. We will continue to sell advertisers whatever facilities the stations have available to move their merchandise most effectively.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON



COAST-TO-COAST

—ALABAMA—

BIRMINGHAM—The Theater Guild of the Air will originate its November 23 program from WSGN with Mary Anderson, former Birmingham girl, and Robert Mitchum playing the title roles in Eugene O'Neill's "The Straw." . . . Helen Jepson will be interviewed on all local stations in this city when she arrives here to be honor guest at the annual football game for the Crippled Children's Clinic, sponsored on Thanksgiving Day by the Birmingham-News-Age-Herald and WSGN. Miss Jepson will be heard as she opens the "color parade" before the game and over a statewide network at the half. . . . **MOBILE**—WKRQ-FM recently took to the air on 99.9 megacycles. It is the first FM station in this city.

—CONNECTICUT—

HARTFORD—Alicia Rothwell, formerly in Buffalo radio, has taken over the "Claire Gibson," women's commentary program on WONS. . . . **NEW HAVEN**—With John B. Kennedy, nationally known news commentator as moderator, WELI presented its third annual "Town Meeting" program to an audience of 800 people in the Grand Ballroom of the Hotel Tolt last Monday night. As in previous years, the Democratic, Republican and Socialist candidates appeared personally to state their campaign platforms and to answer questions on pertinent municipal problems from the floor.

—NEW YORK—

BUFFALO—Six WBEW personalities and announcers served as emcees on Halloween night when the station, with the Council of Social Agencies, co-operated with Buffalo neighborhood businessmen's and civic groups in sponsoring Mardi Gras celebrations in every section of the city. Station emcees were Les Barry, Fred Keller, Budd Tesch, Gordon Redding, Ed Wegman and Woody Magnuson. . . . Ed Tucholks, WBEW staff announcer, will emcee Quizdown, a program designed for youngsters of the 4th, 5th and 6th grades. Show will be broadcast from the Grosvenor Library and is being backed by WEBR and the Buffalo Courier Express.

—OHIO—

MARION—As a salute to Pittsburgh's newest radio station, WPGH, the WMRN staff wrote, produced and acted in a 15-minute, transcribed program titled, "Salute to WPGH." Written by Madge Cooper, the narrative script, which was broadcast recently over the new Pittsburgh station, treated each division of a radio station and gave WPGH an idea on some of the problems, humorous and otherwise, a station meets.

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 October 24-30, 1947

TITLE	PUBLISHER
Ain'tcha Ever Comin' Back	Sinatra Songs
All My Love	Harms
Almost Like Being In Love	Sam Fox
An Apple Blossom Wedding	Shapiro-Bernstein
—And Mim!	Shapiro-Bernstein
Ballerina	Jefferson
Christmas Dreaming	Leeds
Civilization	E. H. Morris
Foudin' And Fightin'	Chappell
The Freedom Train	Berlin
How Lucky You Are	Peter Maurice
How Soon	Supreme
I Have But One Heart	Barton
I Still Get Jealous	E. H. Morris
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. B. Marks
Just Around The Corner	Broadway
Kate	Berlin
Lady From 29 Palms	Martin
Let's Be Sweethearts Again	Campbell-Porgle
Love For Love	Witmark
Naughty Angelina	George Simon
Near You	Supreme
On The Avenue	Leeds
Papa Won't You Dance With Me	E. H. Morris
So Far	Williamson
The Stanley Steamer	Harry Warton
You Do	Bregman-Vocco-Conn
You're Not So Easy To Forget	Feist
What Are You Doing New Year's Eve	Famous
Whiffenpoof Song	Miller

Second Group

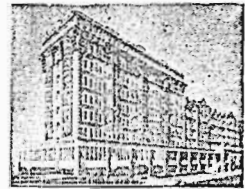
All Of Me	Bourne
Best Things In Life Are Free	Crawford
Come To The Mardi Gras	Southern
Cumana	Martin
Don't You Love Me Anymore	Oxford
The Echo Said "No"	Lombardo
For Once In Your Life	Droyer
Fun And Fancy Free	Sanley-Joy
It Happened In Hawaii	Remick
Just Plain Love	E. H. Morris
Kokomo, Indiana	Bregman-Vocco-Conn
Peg O' My Heart	Robbias
Peggy O'Neil	Feist
Put Yourself In My Place Baby	Burke & Van Heusen
Smoke, Smoke, Smoke	American
The Stars Will Remember	Harms
The Story of Sorrento	Pemora
There'll Be Some Changes Made	E. B. Marks
Two Loves Have I	Miller

Copyrighted 1947 Office of Research, Inc.

BEHIND THE MIKE

By SID WEISS

JOHN PARIS under 30-day option to Foote, Cone & Belding who want to set him with Bourjois. New deal with Victor also places him on the pop label now. Jimmy Monks has joined the cast of "Young Dr. Malone." Petrillo notwithstanding, Buck and Bubbles are readying their own recording company. Arlene Francis will audition for big show while in N. Y. (Not a revival of Blind Date.) Kay Carole, talented young Wiv ventriloquist, made her air debut last week by copping the Arthur Godfrey "Talent Scout" honors. Glen McDaniel, legal eagle for RCA-Victor, is collecting congratulations for his beautiful frau, soprano Dorothy Sandlin, who nabbed one of the prize off-Broadway assignments of the year. She opens Cleveland brand-new annual operetta festival Nov. 10th, co-starring with Alle Jones in "The Merry Widow." Dorothy Kilgallen tags Jerry Lewis (of Martin & Lewis) "the greatest thing since Milton Berle." WNB'T's talented young producer director, Fred Coe, scored a bullseye with his video original, "This Tim Last Year." Originally shown a few weeks ago, the comedy-drama is now skedded for a re-showing in Dec.



HOTEL STRAND

Atlantic City's Hotel of Distinction

A hotel planned and designed for your every comfort . . . assuring you absolute rest and relaxation . . . amid an atmosphere of refinement . . . Beautifully furnished rooms . . . Ocean front verandas . . . Rooftop solarium . . . Salt water baths . . . Cuisine unsurpassed . . . Garage on premises.

OPEN ALL YEAR Under Ownership Management Exclusive Pennsylvania Avenue and Boardwalk

IN CLEVELAND IT'S **WHK**

Set FM Stations In N. Y.

State Dept. Approves Delegation To Habana

Washington Bureau, RADIO DAILY
 Washington — The Department of State announced yesterday that President Truman has approved the composition of the United States Delegation to the Meeting of Technicians in connection with the Habana meeting of NARBA. The meeting convened in Habana last Saturday. Chairman of the delegation approved by the President is George O. Sterling, FCC Chief Engineer. Vice-Chairman is Donald R. Mac-

(Continued on Page 5)

Hartley Comments

Chicago—Rep. Hartley of New Jersey, co-author of the Tait-Hartley law, here to address the Super Market Institute convention, stated that Petrillo's threat to stop the making of records by union musicians after December 31 may result in action from Congress. Hartley said he will reintroduce title 3 of his original bill, which would make labor unions responsible for conspiracies in restraint of trade. Should it pass, he said, Petrillo's musicians could be prosecuted under the Sherman Act if they stick to their position of no records at all.

Decision Of FCC Fixes FM Grants For Manhattan Area—Daily News Denied Station

Heavy Spot Campaign Set For Philco Tele

A heavy spot announcement campaign for Philco's console television model 2500, retailing for \$795, is being lined up on several New York City outlets under sponsorship of Philco Distributors, Inc., local jobber serving metropolitan dealers. Stations which start airing announcements next week are WNEW, WMCA and WABF, latter being exclusively

(Continued on Page 8)

Washington Bureau, RADIO DAILY
 Washington — Reversing its decision of seven months ago, the FCC Tuesday denied the FM application of the New York Daily News, granting the CP instead to the Radio Corporation of the Board of Missions and Church Extension of the Methodist Church. Others receiving CP's were ABC; Unity

(Continued on Page 7)

Don Lee Will Broadcast Daily UN Commentary

The Don Lee web will begin broadcast of "United Nations Today," program prepared by the UN radio staff, on Nov. 11, it was announced yesterday by Christopher Cross, U. S. radio chief of the UN. The addition brings more than 100 the number of stations in the UN's "Network for Peace." The coast chain will air the show Tuesday through Friday, 1-1:15 p. m. Pacific time.

New UHF Service For Rural Usage

Chicago—Warning his listeners that he hoped the public would not be led to expect a "Buck Rogers" gadget in the new citizens radio service, designed for use on ranches, farms and industrial properties, R. K. Samuelson of The Hallcrafters told delegates to the National Electronics Con-

(Continued on Page 5)

WMCA Signs Ellington As Transcribed "Jockey"

Duke Ellington has been signed by WMCA, New York, for five years as a transcribed disc jockey, a package which will be syndicated by WMCA to stations in other markets. The contract is said to be worth \$3,000 a week

(Continued on Page 5)

Aussie Radio Artists Oppose ET Imports

Australian Bureau, RADIO DAILY
 Sydney—A threatened tie-up of Australian commercial stations over the importation of recorded British shows has been averted—for the time being. The discs were sold here by Harry Allan Towers, who calls his organization Towers of London. There are four shows: London Playhouse, half-hour versions of British films, with the original

(Continued on Page 6)

10% Increase In Business Last Year, Says WHOM

Business on WHOM for the year ending Oct. 31, 1947, showed an increase of 60 per cent over the same period last year. This was revealed in a statement made public by the outlet today in observance of its first anniversary under the ownership of Generoso Pope. According to the report, the 12

(Continued on Page 7)

Cool Company Buying News Time On Network

Appalachian Coals, Inc., of Cincinnati, reported to be the largest coal marketing agency in the world, is entering network advertising and will sponsor a news commentary program,

(Continued on Page 2)

Final Decision By FCC Made On WOKO, Albany

Washington Bureau, RADIO DAILY
 Washington — The FCC yesterday announced final action granting the application of the Governor Dongan Broadcasting Corp. for the facilities

(Continued on Page 6)

Army-ND Grid Contest To Get Tele, Web Cover

Army-Notre Dame game next Saturday, to be played at South Bend as the last of series of contests that extends over three decades, will be

(Continued on Page 2)

MBS Becomes BMB Subscriber; Special Web Committee Set

Mutual yesterday joined hands with NBC, CBS and ABC as subscribers to the second study of Broadcast Measurement Bureau and Hugh Feltis, president of BMB, announced that plans for the bureau's radio measurement surveys would continue as previously announced. In adding their subscription to BMB, Mutual, through Edgar Kobak, the network's president, went on record as suggesting that a network com-

mittee be established to consider special network problems. This suggestion, according to J. Harold Ryan, BMB board chairman, was most acceptable and a committee of network representatives will be formed to meet with the various BMB committees in the near future. Commenting on the four network subscriptions, Mr. Ryan said, "This confirms my confidence that BMB

(Continued on Page 8)

Horse Show On Tele

Three evening performances of the National Horse Show at Madison Square Garden are being televised by WCBS-TV on Thursday, Saturday and Sunday nights. Television pickups from the Garden will begin at 8:45 p. m., each evening. The Thursday night broadcast of the society-sporting event will be sponsored by the Ford Motor Company.

Movie Version

Los Angeles—Producer Seymour Nebenzal has purchased the movie rights to Mutual's "Queen for a Day" program. The film will go into production early in 1948 and will feature a number of top radio personalities as themselves. It will be a romantic comedy using the radio show as a background. Jack Bailey will definitely be in the Nebenzal picture.

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Phone: Wisconsin 3721 Phone: Hobart 7627
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Nat. Great
1417 Ashland Blvd. 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 3/4	7 1/2	7 3/4	0
Am. Tel. & Tel.	156	155 1/2	155 1/2	0
CBS A	25 1/2	25 1/2	25 1/2	0
CBS B	25 1/2	25 1/2	25 1/2	0
Farnsworth T. & R.	7 1/2	7 1/2	7 1/2	0
Gen. Electric	36 1/2	36	36	0
Philo	31 1/2	30	30	0
RCA Comm.	8 1/2	8 1/2	8 1/2	0
RCA First pd.	70 1/2	69 3/4	70	0
Stewart-Warner	16 1/2	15 1/2	15 1/2	0
Westinghouse	29 1/2	28 3/4	28 3/4	0
Westinghouse pfd.	99	99	99	0

NEW YORK CURB EXCHANGE

Net. Union Radio. 3 3/4 3 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8 1/4	9
Finch Tele Comm.	3 1/4	4 3/4
Shoenberg-Carlson	1 3/4	1 7/8
U. S. Television	2 1/2	2 5/8
WCAO (Baltimore)	37	39
WJR (Detroit)	13	13 1/2

Woods Denies Report

Mark Woods, president of ABC, yesterday denied a report published in yesterday's RADIO DAILY that he would retire as president of the network within the next few months.

★ COMING AND GOING ★

GEORGE H. GIESE, a vice-president of McCann-Erickson Corp. and account executive in the agency's New York foreign department for Coca-Cola, Standard Oil and other clients, has left on a visit to Latin-America which will keep him away for eight weeks. He'll be back Dec. 21.

FRED WARING and his Pennsylvanians, now on a three-week concert and radio tour, will be heard today in Columbus, Ohio, and tomorrow in Cincinnati.

KEN FLENNIKEN, manager of WDEF, American network affiliate in Chattanooga, Tenn., is in town for talks with officials of the web.

ED CASHMAN, head of the West Coast office of Arthur Kudner agency and producer-director of the Tony Martin Texaco show heard Sundays on CBS, has arrived here by plane for a huddle with Myron Kirk and officials of the oil company.

JOHN G. PRESTON, allocations engineer at ABC, is in Havana attending the North American Regional Broadcasting Conference.

WILLIE BRYANT, emcee of "Hospitality Club" heard Saturdays on Mutual, and SAM LEVINE and BILL REDFORD, co-producers of the program, are moving the show to Washington, D. C., for a seven-day stint. Saturday's stanza will originate from the stage of the Howard Theater in the Nation's Capital.

HENRY UNTERMEYER, director of special features and public service at WCBS, has left on a two-week vacation which he will spend on duty with the 1st Army. Untermyer is a lieutenant colonel in the Enlisted Reserve Corp.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and GORDON GRAY, the station's assistant general manager and director of sales are spending today and tomorrow in Gotham conferring with their national representatives.

BILL COSTELLO, chief of the CBS Far Eastern Bureau who now is visiting in the States, is expected in New York today from Washington, where he paid a call at WTOP.

C. E. GATCHELL, station manager of WGAN, Columbia network outlet in Portland, Oregon, paid a call yesterday at the station relations department of the web.

ROSEMARY DAVIS, postmistress on "The Mailbag Club" of WLW, Cincinnati, is back on the job following a vacation of two weeks in Florida.

DICK ("Boston Blackie") KOLLMAR is back in town following a three-day tour of Naval Hospitals along the East Coast.

DON E. KELLEY, director of public relations at WBBM, owned-and-operated station of CBS in Chicago, is spending this week in New York.

Coal Company Buying News Time On Network

(Continued from Page 1)

Monday through Friday, over approximately 75 stations affiliated with one of the major webs. Haehnle Advertising of Cincinnati handles the account.

The nightly program will originate in Cincinnati. Commentator signed for the show is Alvin Helfer, formerly identified with ABC's "News of Tomorrow," and Mutual's "Final Edition." Helfer was also co-announcer for the World Series over MBS a few years ago.

Newspapers and other media will be used by Appalachian Coals in the long range campaign. The radio contract covering 75 network outlets will be for 52 weeks.

Mike Foster Promoted

Mike Foster, trade press editor of Columbia Broadcasting System, has been promoted to the position of head of the trade and feature division of the network press department, George Crandall, director of press information, announced yesterday. Beryl Ruben, formerly of Columbia Recording Company, Harry Feeney and Tom Mahoney will be Foster's assistants.

Army-ND Grid Contest To Get Tele. Web Cover

(Continued from Page 1)

given wide play-by-play coverage as carried over Mutual, ABC and NBC, and the Paramount television station in Chicago, WBKB.

Army Recruiting Service will sponsor the annual classic over Mutual as described by Ted Husing and Bill Brundage. NBC and CBS will air the game as sustainer with Bill Stern and Red Barber at the respective microphones.

American Tobacco Company will sponsor the WBKB version as part of its coverage of all home games of Notre Dame. American will also sponsor a film version of the Army-ND clash Monday night over WNBT, NBC tele outlet, at 9 p.m. In addition, company is sponsoring the Navy-Georgia Tech game Saturday on a live basis over WNBT.

Mutual also announced this week the signing of Gillette Safety Razor Company for sponsorship of the Army-Navy game which will be played in Philadelphia Nov. 22.



Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries, to termites . . . but a lot of people who have been coasting along in the seller's market are going to wake up with nothing but a "thin shell!"

If you've got a sales problem in Baltimore, and you plan to use radio, you'd be wise to use W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. 6th largest in the country.

Remember the call letters W-I-T-H!

Are You Looking for A Good Production Gal?

Five years Advertising Agency experience, in production, billing ordering art work, plates and buying space and time. Could be invaluable assistant to any production manager in any agency in New York. Write

RADIO DAILY

Box 415

1501 Broadway, New York 18, N. Y.



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented Nationally By Headley-Reed

Cineffects, INC.
THE PRODUCERS' AID

THE ALL-IN-ONE
SERVICE FOR
MOTION PICTURE
PRODUCERS

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

NEW SALES-MAKING, BUDGET-SAVING SERVICE - NOW AVAILABLE TO ADVERTISERS AND THEIR TIME BUYERS —through WEED AND COMPANY and WVET!



1. There are lots of time-saving, dollar-making, budget-shaving services a national sales rep can perform at no extra cost to you.

But you get that kind of service only from reps who are trained to use their eyes and ears . . . reps 100% eager and willing to do an intensive, imaginative job.

2. Such representatives are Weed and Company. That's why Veterans Broadcasting Company, Inc. has appointed Weed men to represent Rochester's new live-wire, up-and-at-'em station—WVET—5000 watts, MBC, 1280 on your dial!



3. WVET stubbornly believes you are entitled to programming, talent and service custom-tailored to fit your individual needs . . .

. . . has made a special arrangement with Weed and Company to see that you get ALL-OUT SERVICE based on your product, your problems, your markets, your competition.



4. If extra brainwork will put you ahead of competition, your Weed man will work his noggin overtime to help put you in the money.

If extra effort and legwork will save you time and headaches, and boost sales, your Weed man will make that effort. Because that's the way we do things on WVET. The ONLY way.



5. If it's hard-selling spots you want—jackpot returns on a limited budget—WVET'S Complete Advertising and Merchandising Service-of-the-Air—or specialized help with local distribution problems, send for your nearest Weed man PDQ. Or write Weed and Company, 350 Madison Avenue, New York 17, New York.

WVET

ROCHESTER'S MUTUAL STATION

5000 WATTS 1280 KC

VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BUILDING, ROCHESTER 4, N. Y.

Represented by

WEED and COMPANY

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

LOS ANGELES

By RALPH WILK

R"ADIO RHYTHM," original musical by Robert Rafter, was purchased by Monogram Pictures. Film will feature top radio bands and other entertainers, and score will include several new songs.

Ice hockey from Pan Pacific opens its 1947-48 season with all home games again being exclusively broadcast by KLAC. Jack Bradley, veteran ice hockey broadcaster, who called the games last year will again be at the KLAC microphone when the Los Angeles Monarchs take the ice. Games will be broadcast Wednesday and Saturday night. The series started November 1.

Tom Breneman will move his ABC's "Breakfast in Hollywood" program into the first restaurant designed specifically for radio broadcasting on November 19, when his new restaurant opens at 1539 North Vine Street, Hollywood. Instead of being a restaurant that broadcasts radio programs as an additional feature, the new Breneman place will be prepared for broadcasting and serving meals both.

Composer-Conductor Bert Shefter, ("The Lamp Is Low") musical director the past two years over WINS in New York, has moved to Sherman Oaks, Calif., where he will complete arrangements for forthcoming radio audition and ready his second Carnegie Hall appearance, having appeared there earlier this year.

Penny Singleton, title-role star of CBS' Sunday "Blondie" show, relaxed for a few days last week at Sun Valley, Idaho.

Judy Canova has signed an exclusive recording contract with Majestic Records and will record four sides before January 1. First tune to be disc'd will be "Go To Sleep, Little Baby," signature number on Judy's Saturday night program over the NBC network.

While vocalist Anita Gordon is East with the Edgar Bergen Show, she'll make recordings for a novel commercial tie-up. A manufacturer of cereal products will have her cut 24 eight-inch discs of modernized nursery rhymes, produce the records on cardboard base, and distribute them as premiums, one each to a box of cereal. When the moppets have eaten their way through enough cereal, they'll have an "album" of 24 records.

Sidney R. Stevens, ABC Director of Studio Audience Promotion, was married October 29th, to the former Doris Baker.

Martin Block has just been renewed by Chesterfield for another year on the "Supper Club."



Windy City Wordage. . . !

● ● ● Phyllis Kromer, WBBM script writer; George Faber, WBBM news writer, and Skeo Wolff, author of "That Men May Live" and numerous other scripts, have been elected to serve on the 10-member council of the Radio Writers Guild. . . . Movie star Turhan Boy, currently soon in "Out of the Blue," will make a personal appearance on the Morris B. Sachs Amateur Hour next Sunday, when the program will be an all-children show of former prize winners. . . . ABC's "Ladies Be Seated" program will be broadcast from the Auditorium in Milwaukee, Wis., November 11-14 in connection with the Milwaukee Food Show. . . . Jack (Cruising Crooner) Owens of the "Breakfast Club" opens a two-week engagement at the Hotel Sherman's College Inn on November 11. . . . Eddio and Fannio Cavanaugh were showered with telegrams welcoming them back to WGN after a year's absence. Governor Dwight Green of Illinois wired: "Welcome back on the air after an absence which has been too long to suit your thousands of listeners. Best wishes for many more years of successful broadcasting."

Chicago

● ● ● An innocent appearing item some times may not be so innocent. At any rate a correspondent signing himself "Chicago Reader," writes anent the tune "Red's Back In Town": "I suggest that you check on this one. It has a very strong commercial odor and is, in fact, backed by prominent whiskey interests. Need I Say that the 'red' referred to comes in bottles! So let's all put our weight behind keeping commercials out of music unless the sponsor frankly announces his intention and pays for the jingle."



● ● ● George Watson, announcer, program host, comedian and ad lib artist heard on WBBM's "Gold Coast Rhythm," is celebrating his 11th year with the station. . . . Al Moyer, co-owner of KCSI, Pueblo, Colo., spent several days visiting Mutual's Chicago offices. . . . Six companies are recording "Out Where the Tall Corn Grows," written by Sherman Hayes, ork leader at the Blackhawk, and Cliff Parman, his arranger. . . . Robin Morgan, six-year-old star of ABC's "Juvenile Jury," and Jack Barry, emcee of the program, will guest on Don McNeill's "Breakfast Club" show November 14. . . . On November 16 the "Juvenile Jury" show will originate from the Eighth Street Theater, Chicago. . . . Jack Strausberg, who syndicates a radio script titled "Now I'll Tell One," to radio stations, has found the idea quite popular, and his scripts are being used on many southern stations.



● ● ● Paul M. Visser, until recently agricultural editor of station WBZ, Boston, has been appointed assistant to William Drips, director of agriculture for NBC, and assumed his duties last weekend. . . . W. J. (Bill) Dooley has been appointed manager of the central division of Homer Griffith Company, Inc., radio station reps. Dooley has been associated with WBBM, WIND and WKLX for a number of years. . . . "The Jack Smith Show," CBS Network feature, will be broadcast from the WBBM studios from November 19 to December 3. . . . A. A. Schechter, Mutual v-p in charge of publicity, news and special events, spent several days in Chicago meeting with network officials.



● ● ● WGNA, WGN's television station, is not yet on the air, but during the last two weeks 163,530 persons have viewed a WGNA demonstration at the Chicago Tribune's prize homes exhibit. Camera, cables and monitoring equipment, and the newest in television receivers were installed and gave visitors an opportunity to see themselves on the tele screen as they visit the homes.



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HAWAII

By JOHN WILLIAMS

HONOLULU—Lever Bros. are not airing the Bob Hope Show in Hawaii this year, instead are spending more to produce a live show of local talent via KGMB, Honolulu, and its affiliate KHBC, Hilo, called "Popsodent Luau." (Luau is Hawaiian for party).

Luau was aired first in July, half hour Monday nights, but now has revamped format. Written by Joe Worthy, KGMB's production manager, Luau has robust appeal with Mel Letman, local freelancer, who imitates any dialect and voice from suave Charles Boyer via Jimmy Durante to creaking door Peter Lorre; and Marion, Lila, Eloise, and Hale-oke, femme quartet which sings with Al Kealoha Perry & His Singing Surfriders.

Harry Pelson, for several years with CBS newsroom, New York, has joined KGU, Honolulu, as news editor. He'll edit Shell News, sponsored by Shell Oil five times daily.

Honolulu Lions Club has paid roundtrip air ticket for Frank Miyahara, local blind youth, to attend Omaha Radio Engineering Institute, Nebraska. Frank was given basic training here but advanced work at Omaha will ready him for job back here. Territory of Hawaii is paying Omaha's tuition and expenses, and Omaha Lions are playing host to Frank.

Edwin North McClellan, military and news commentator of KGU, is on aerial tour of U. S. Pacific and Asiatic defense and occupation bases to gather new copy for his nightly program that's sponsored by Miles Laboratories of California. He was formerly a colonel with U. S. Marines. — Midori Omine, 18, U. S. born of Japanese parents and soprano of the semi-classics who sings accompanied by piano, strings and harp, has won key nite spot, 7:15 to 7:30 Tuesdays over KGMB under sponsorship of John H. Breck, Inc. (cosmetics).

"Leahy Of ND" Series Now Set In 52 Markets.

Chicago—"Leahy of Notre Dame," recorded sports program produced by Green Associates, is now heard in 52 markets, from Minnesota to Los Angeles, it has been revealed. Show is based primarily on sports, but Leahy editorializes each week with main theme being elimination of al "isms," except Americanism, and the import of sports in knitting this country more closely together, and its big help in building sound and healthy minds and bodies.

RADIO STATION FOR SALE

WRITE BOX 416
RADIO DAILY—1501 Broadway
New York 18, N. Y.

FOR SALE

PROFITABLE TRANSCRIPTION BUSINESS
Write or Wire
Box 413 — c/o RADIO DAILY
1501 Broadway, New York 18, N. Y.

New UHF Service For Rural Usage

(Continued from Page 1)

ence, Tuesday, what may be expected of the service, licensing of which will begin shortly after commercially developed sets are available and have received FCC approval. "It is difficult," Samuelson stated, to swallow the idea of ultra high frequency communication between pocket-size radio sets over distances of several miles in built-up areas. Citizens radio will provide an isolated communications system wherever needed, Samuelson said, but its range will be limited. A considerable amount of work must be done, he declared, before finished sets in commercial form are ready to be offered to the public.

Technical sessions on various phases of electronics were held all day Tuesday, in eight separate panels. In the morning the American Institute of Electrical Engineers, in five-day session here, met in joint session with the NEC and discussed engineering problems. At noon J. E. Hobson, of the Armour Research Foundation, presided at a luncheon meeting at which B. D. Hull, president of the AIEE, spoke on "An American Engineering Association."

Renew Keller Pact

Current agreements with Robert S. Keller, Inc., sales promotion organization, have been extended by five stations in the southeast area of the U. S., it was announced yesterday. Stations are: WAYS, Charlotte, N. C.; WKIX, Columbia, S. C.; WMFJ, Daytona Beach, Fla.; WHHT, Durham, N. C., and WMFD, Wilmington, N. C.

Michael Degray

Michael Degray, father of Edward J. Degray, assistant manager of WBT, Charlotte, N. C., died at Methodist Episcopal Hospital in Brooklyn (N. Y.) Tuesday morning. Latter was at his father's bedside.

★ AGENCY NEWSCAST ★

SAM L. LEVITAN has been named director of operations and advertising counselor of WMIN, St. Paul, Minneapolis, it has been announced by Edward Hoffman, president and general manager. Levitan has been sales promotion manager of KSTP-Twin Cities, since 1940. Last year he was responsible for creation of the "tagged fish" contest which brought that station top awards for radio station promotion. For four years prior to 1940, he occupied the same promotional position at KDAL, Duluth, Minnesota.

JACK GREGORY has been named assistant manager of Allied Advertising Agencies' San Francisco office. Gregory has been a member of the Allied organization since 1939, with the exception of service as a bombardier with the Army Air Forces for three and a half years. He was an account executive with Allied in its Los Angeles office prior to his transfer to San Francisco.

MORTIMER SPILLER has joined the Emil Mogul Company, Inc., as assistant director of research and market analysis. He was formerly with J. D. Tarcher & Co.

WMCA Signs Ellington As Transcribed "Jockey"

(Continued from Page 1)

to the handleader on the basis of 100 outlets.

The Ellington package will be offered to markets outside New York on a schedule of either one or two hours daily, six days a week. His show is tentatively set to start on WMCA Dec. 29 and will be aired Monday through Saturday. WMCA will carry the Duke twice a day, from midnight to 1 a. m. with the other hour to be selected later. Paradise Wine has already bought sponsorship of the midnight record show. Agency is Ollan Advertising Co. Oddly enough, this is the first time that Ellington has ever had a radio sponsor. He was represented in the WMCA deal by William Morris.

Show will be produced and transcribed in WMCA studios under direction of Joseph Gottlieb, commercial program director of the station. Sales promotion material, offering the Ellington package to one station in each market, will go in the mail in two weeks.

Addition of Ellington to the WMCA schedule gives the station a sizeable collection of name disc jockeys. Tommy Dorsey fills two hours daily while Bea Wain and Andre Baruch do about three. It's not impossible that another personality will turn up on the station as a transcribed disc jockey. Negotiations to snag Harry James, who would become a WMCA transcribed property just as Ellington, have not yet been written off as no sale. It took months to complete the Ellington deal.

EYE-TRONIC TELEVISION LABS, INC., producers of television sets, have appointed Conti Advertising Agency, Inc., to handle their account.

RED SKELTON, ANNE WHITFIELD and PENNY EDWARDS were special guests of the Los Angeles Advertising Club at its luncheon November 4th. Nine-year-old Anne presented an award to the Junior Advertising Clubs for their prize-winning campaign. "One Out of Two Might Mean You." Skelton was thanked for his work with the "Droopert" campaign, while Miss Edwards was honored for her services as Safety Pin-Up Girl.

GOLDWARE EXCHANGE, diamond and gold buying service, has appointed Lev Kashuk & Son Advertising Co., to handle its account. Radio and newspapers will be used.

VERNON BROOKS, advertising director, World-Telegram, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, today, November 6. His subject will be "Where newspapers fit and how to select and use them." The meeting will be held at the Engineering Societies Building at 6:15 p. m.

ABC Will Air Departure Of The Friendship Train

Two governors and several Hollywood personalities are scheduled to appear on a special ABC broadcast from Los Angeles on Nov. 7 in connection with the departure of the Friendship Train for New York. Program will be aired from 11:35 p. m. to midnight, EST. Persons appearing on the show, originating alongside the train in the Los Angeles freight yards, include Gov. Earl Warren of California, Gov. Ingram Staiback of Hawaii, Charles Luckman, Eddie Cantor, Irving Berlin, Margaret O'Brien and Drew Pearson.

Joins NBC Tele Sales

Herbert V. Anderson, formerly account executive for WNBC, has been added to the sales division of the NBC television department in a similar capacity. It was announced yesterday by Reynold R. Kraft, sales manager. Appointment is effective Nov. 15. Anderson has been with NBC since 1944, when he joined the network as an account executive in the national spot sales department. He had been with WNBC since the station began its autonomous operation last year.

CBS Declares Dividend

The Board of Directors of CBS has declared a cash dividend of 60c (sixty cents) per share on the present Class A and B stock of \$2.50 par value. The dividend is payable on December 5, 1947, to stockholders of record at the close of business on November 21, 1947.

State Dept. Approves Delegation To Habana

(Continued from Page 1)

Quivey, Telecommunications Division, State Department.

Members include James E. Barr, FCC; George Gadea, FCC; Raymond Harrell, Telecommunications Attache, U. S. Embassy, Habana; Joseph M. Kitter, FCC; K. Neal McNaughten, FCC; Edgar F. Vaniver, also a member of the FCC.

Industry advisers include the following: Raymond F. Guy, NBC; Royall V. Howard, NAB; Earl W. Johnson, Mutual; George T. Leydorf, CCBS; James D. Parker, CBS; John G. Preston, ABC; Andrew J. Ring, Westinghouse Radio Stations, Inc.

Purpose of the meeting is to prepare for the Third North American Regional Broadcasting Conference which is scheduled to be held in Canada in 1948.

ABC's "Greatest Story" To Air Birth Of Christ

Five broadcasts dramatizing the story of the birth of Christ, from the time when John the Baptist heralded His coming through the time at which the Three Wise Men separated to go their own ways, will be heard on the "Greatest Story Ever Told" over ABC (Sunday, 6:30 p. m. EST) from November 30 to December 28.

Broadcasts will be the first to have dramatized the story of Christ's birth in this manner, it was said. Each program will relate a separate episode of an event which has been celebrated throughout Christendom for almost 2,000 years. In addition, all broadcasts will be included in the forthcoming "Greatest Story" albums which are being offered on lease to religious and school groups.

Goodyear Tire & Rubber Company, Inc., sponsors "Greatest Story."

WEVD
5000 WATTS 1330 K
PROGRAMS!
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

WTAQ SHEET
Promotion? Nov. 22, we're bringing the Chicago Symphony* to Green Bay.

WTAQ GREEN BAY
5000
1360
*WEED roots our Creed

Aussie Radio Artists Oppose ET Imports

(Continued from Page 1)

nal stars—made by arrangement with British film tycoon J. Arthur Rank. Scotland Yard Show, 52 half-hour programs telling the official story of Britain's police headquarters, starring Cliff Brook. Noel Coward Show, 13 half-hour discs in which Coward compares recordings of numbers written by himself. Gracie Fields Show, 13 half-hour programs featuring the English comedienne.

Of these, only London Playhouse is yet on the air, sponsored by Peters' American Delicacy Co. Ltd.

Protecting Own Artists

Threatened hold-up came from Australian Actors' and Announcers' Equity, which sees in imported discs and scripts a danger to the employment of Australian artists and writers. Walk-out of Equity members from all commercial stations on one time appeared certain.

Stations endorsed argument by Towlers' Australian representative, C. G. Scrimgeour, that these shows were of a type and cost impossible to produce in Australia. London Playhouse, for instance, costs Peters \$650 a broadcast.

At last, Equity Council, on a motion by secretary Hal Alexander, accepted this, but limited approval to these four shows; they'll ask British Equity to check claims about costs. The motion stated:

"We feel that a limited amount of overseas broadcast material is necessary and welcome, but this must not interfere with the prospects and work for Australian artists and writers. The Federation of Commercial Broadcasting Stations and station managements must understand that we will view seriously any attempt to place more than this number of imported shows."

Simoniz Co. Buys Time On WMAQ News Program

Chicago — The Simoniz Company has ordered the first 15-minute segment of Dave Garroway's five-a-week disc show, 5:15 to 5:45 p.m., on WMAQ, for 52 weeks. The new contract marks the 19th consecutive year that the Simoniz Company has sponsored a program on WMAQ.

Other business placed by WMAQ during the past week included the Procter & Gamble Co. (American Family Flakes and Soap), through H. W. Kaster & Sons, 108 station breaks to be aired three a week; Penick & Ford, Ltd., through B.B.D. & O., five station breaks per week for 52 weeks, which started Oct. 24, for My-T-Fine dessert; Morris B. Sachs, clothiers, through Wade Agency, one station break a week for 52 weeks which started Oct. 19, and Goldenrod Ice Cream Co., through Goodkind, Joice & Morgan, 104 station breaks to be broadcast two a week for 52 weeks, which became effective October 14.

SOUTHWEST SIDELIGHTS

A DEMONSTRATION was conducted before the members of the Conopus Club in San Antonio by Charles Balthrope, manager of KITE, San Antonio and Alice Chesser, program director, of the method used by KITE to gather news in its new radio-telephone car. While Balthrope spoke in the meeting hall, Chesser reported to him via radio-telephone driving around the city. Later, members of the club were given an opportunity to try out the car and system themselves.

Students of the Alamo Heights school studied radio first hand when they were invited to the WOAI, San Antonio studios to watch how the various phases of radio operated. They watched the rehearsal and final presentation also of the WOAI studio show, "The New Spanish Trail." Time was also spent in the WOAI newsroom where they saw the news come over the wires, prepared for broadcast and then the actual studio presentation.

An FM Day Salute Demonstration covering the highlights of FM broadcasting was presented last Wednesday over WFAA-FM, Dallas. The broadcast featured the piano stylings of Hugh Waddill, the voice of Jim Burdette, violin selections by Alice Holcomb McDaniel and the instrumental rhythms of the Billy Mayo Quintet. The program was produced by Elliott Robertson and was announced by Ken Lowell, supervisor of WFAA-FM.

"Talk of the Town and Country" has made its bow this week over KIXL, Dallas and will be heard for a quarter hour each Tuesday and Thursday. Program is an audience participation program and will originate from the Town and Country Restaurant. Bill Wells will ask the questions.

Final Decision By FCC Made On WOKO, Albany

(Continued from Page 1)

of WOKO, Albany, N. Y. Denied were the competing applications of the Joseph Henry Broadcasting Co. and the Van Curler Broadcasting Corp. The case, however, may be further thrashed out in the courts. The Commission's decision also granted temporary authority to the Governor Dongan group for interim operation on the present facilities of WOKO. The present station has been ordered to cease operation on November 10.

In another case tied in with the WOKO controversy, two officers of the station sold their interests in WABY, Albany, to the Press Co. for \$143,750. The two officers are Harold E. Smith, president, and Raymond E. Curtis, secretary-treasurer of WOKO. The Press Co., publisher of the Albany Knickerbocker News, assumes control of WABY through the sale.

The Commission approved this deal.

Tony Stephan, former staff member of KSEL, Lubbock, has been named news commentator, editor and special events man for KPET, Lamesa.

"The Musical Cake Plate" is being aired on KMAC, San Antonio daily Monday through Friday, for a quarter hour under the sponsorship of Martin Bakery. Tony Bessan is program's master of ceremonies and during the course of the program calls some San Antonio housewife. If the housewife can supply the names to three additional ingredients for a cake to those mentioned by Bessan, she is awarded a cake by the sponsor.

Tommy Erwin has been added to the staff of KVLF, Alpine as the station's program director.

A. B. Rhodes, operating as the Jasper Broadcasting Co., has been granted by the FCC license for a new standard broadcast station to be operated at Jasper. Outlet will operate full time on 1240 kilocycles with a power of 250 watts.

Gov. Beauford Jester appeared on the homecoming program of Southern Methodist University which was broadcast over WFAA, Dallas, last Saturday.

The Gadget of the Month Club will sponsor the "Tex Ritter" program on Monday, Wednesday and Friday for a quarter hour on KITE, San Antonio, according to Charles Balthrope, KITE general manager.

The new \$175,000 transmitter built by the Dallas News and the Fort Worth Star Telegram for WFAA and WBAP operating on the 820 channel with 50,000 watts power was put into operation Monday, Oct. 27. Installation of the equipment was under the direction of Paul Barnes, plant supervisor.

Radio Artists To Aid 'Night Of Stars' Benefit

Leading network artists will be among the host of talent scheduled to appear at the 14th annual "Night of Stars," at Madison Square Garden, Nov. 17, according to Nathan Straus, chairman of the affair. Included are Frank Sinatra, Robert Merrill, Jerry Colonna, Perry Como, Mel Tormé, Sammy Kaye, Harry Hershfield and many others.

Robert M. Weitman is chairman of the producing committee. Co-chairmen include Marvin H. Schenk, Louis K. Sidney, Ed Sullivan and Arthur Knorr.

New WINS Variety Show

Joshua Shelly, comedy star of "On the Town," will be featured in a new weekly variety show on WINS beginning Saturday, 8:30-9 p.m. Built around a "backstage on Broadway" format, program will feature guest star each week. Series is sponsored by Paradise Wines through Ollan Advertising Agency.

BBB Investigating Set Sales Approach

Phoney trade-in allowances used by radio dealers to stimulate sales are on the increase, according to the National Better Business Bureau, which plans to advocate a program warning the public away from such practices. Kenneth B. Willson, operating manager, reveals that a meeting of the merchandising committee of the Association of Better Business Bureaus will be held in a few weeks to discuss the matter.

NBBB investigations in a number of cities show that some radio manufacturers, particularly newcomers, and distributors are co-operating with dealers in luring customers with fictitious trade-in bait. In one city several dealers have offered \$100 trade-in allowances but a representative of NBBB who shopped a store was told that it was not necessary to actually bring in his old set. This, Willson said, constituted a "straight \$100 price reduction disguised by the trade-in allowance."

In another city, a dealer granted a \$30 trade-in, regardless of the age, make or condition of the old set, upon purchase of a new AM-FM phono-combination. NBBB noted, however, that prior to the dealer offer the manufacturer of the set advertised the model in national magazines at a price exactly \$30 more than the dealer's list price when the trade-in allowance was granted. Willson said this was a clear case of a manufacturer setting an inflated list price.

Willson has sent letters to 30 leading radio manufacturers asking co-operation to stamp out these practices which NBBB termed as "chaotic" before the war. The great majority of manufacturers have assured NBBB of their opposition to phoney trade-ins designed to cover up a price cut or inflated mark up.

Willson made it clear he does not advocate the stopping of all trade-in allowances. NBBB is concerned only in cases where the deal is not bona fide.

New Business, Renewals Announced By WQXR

New business and renewals at WQXR, New York, includes the 10th consecutive year for Gambarelli & Davitto, which just signed a 52-week renewal, as sponsor of "Music To Remember" six nights a week from 6:05-8:25 p.m. Agency is Mario DeBiasi.

Aeolian-American Corp., piano dealer, has bought classical disc jockey Jacques Fray's Wednesday show, 7:30-8 p.m., for 13 weeks. Commercials will also feature radio and television sets sold by the sponsor. Huber Hope & Sons is the agency.

Walker Gordon Laboratories of Plainboro, N. J., returns to WQXR, for Certified Milk, on Nov. 2 with a series of Sunday, 10:45-11 a.m. piano recitals by Emanuela Pizzuto. The Clements Company placed the 26-week contract.

PROMOTION

Plug Disc Jockey

To plug Warren Michael Kelly's disc shows, WJR, Detroit, sent charter membership cards in "The Lucky Shamrock Club" to all 849 Kellys in Greater Detroit, with regular membership cards available to all listeners on request. Outlet then began promoting a "feud" between the Kelly group and the fan clubs of Toby David, another WJR disc jockey, with Kelly and David continuing the "rivalry" on the air.

Men Responsive

More than half of the response by mail to a contest sponsored by "Ted Husing's Bandstand" over WHN, New York, came from men listeners, according to Robert G. Patt, station promotion director. Over 7,000 letters were received during the week-long contest which featured a "mystery band" playing a recording not yet released. Objective for the listener was to name the band playing the number and only 25 out of more than 7,000 guessed correctly. Breakdown of entries showed that 51.2 per cent came from male listeners and 48.8 per cent from women.

Store Tieup

Gigantic promotion campaign plugging power increase and change of frequency of WMPS, Memphis, ABC affiliate, was inaugurated last week by Matty Brescia, promotion and publicity chief. Built around the slogan "WMPS Now 68 on the Radio," campaign's highlight was tie-up with local Sears-Robuck store calling for salute to WMPS via 68-cent sale. Selling price of all merchandise began or ended with 68, and sale was plugged with full page ads in local dailies.

In Book Form

CBS "Church of the Air" gets a pat on the back with the publication by Harper & Bros. of Dr. G. Paul Butler's "Best Sermons—1947-48 Edition." Two of the 52 sermons included in the book were delivered on the CBS program. Also, 10 of the 52 churchmen whose outstanding sermons are included in the anthology appeared on "Church of the Air" at various times.

WWRL Sets Promotion Deal With Long Island Paper

In a move to bring its programs to readers of local newspapers and to provide the station with increased local news coverage, WWRL has entered into a mutual promotion agreement with the Queens County Times, it was announced this week. Deal makes a total of eight newspapers with which the station has tie-ups.

Agreement provides for WWRL to receive a complete listing of program schedules in the Times, plus publicity and picture stories, etc., in return for which the paper will be plugged on station newscasts.

FM Stations In N. Y. Okayed; FCC Turns Down Daily News

(Continued from Page 1)

Broadcasting Corp.; WMCA, Inc.; and the North Jersey Broadcasting Co., Inc., Paterson, N. J. (The Commission had tentatively approved CP's for the four named above, in addition to the News, last April after extensive hearings.)

The decision presumably terminated the long dispute over the five available channels, for which 17 applications had been filed. Turned down were: WBXN Broadcasting Co., Inc.; Debs Memorial Radio Fund, Inc.; Frequency Broadcasting Corp.; Bernard Fein; WLIB, Inc.; Peoples Radio Foundation, Inc.; Metropolitan Broadcasting Service; NMu Broadcasting Co., Inc.; Amalgamated Broadcasting System, Inc.; North Jersey Radio, Inc., and Radio Projects, Inc.

Majority opinion regarding the News and WLIB, owned by the New York Post, was that all other factors being equal, "the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information."

Two Commissioners Dissent

Commissioners E. K. Jett and Rosel H. Hyde dissented on that point. Jett said that the News "made a superior showing and that a grant of its application would promote competition between newspaper-owned Class B FM stations in New York City, since at this time The New York Times is the only New York newspaper authorized to operate such a station."

Hyde said the reason given for denying the News and WLIB applications "is not applicable" and "unrealistic."

Unanimous approval was granted to only two applicants: ABC and WMCA. All except Paul Walker approved the North Jersey Broadcasting grant. Commissioners Charles Denny, Clifford Durr, Walker, Hyde and E. M. Webster voted in favor of Unity Broadcasting, and Commission-

60% Increase In Business In Past Year, Says WHOM

(Continued from Page 1)

months just past constituted WHOM's "biggest year ever" commercially, and in terms of programming and public service accomplishments by the station as well.

Biggest gains were made in the outlet's Italian language operation, with air time in Italian increased from 45 to 85 hours weekly. WHOM now has as many Italian sponsors as the three other New York Italian language stations combined, and 44 per cent more than its nearest competitor, it was stated.

Other accomplishments cited include: broadcasting day extended to 23 hours; CP granted for 5-kw. operation, and inauguration of daily short wave program direct from Rome.

ers Durr, Walker, Jett, Hyde and Webster approved the Methodist grant.

Comment on Applicants

Majority reasoning went as follows: Five of the original 17 applicants—Amalgamated, WBXN, Fein, Peoples Radio and the NMu—were rejected because they failed to file exceptions to the Commission's proposed April decision. The North Jersey Broadcasting grant was made to give representation to the New Jersey area. The two other New Jersey applicants, North Jersey Radio and Radio Projects, are both of Newark, a city where FM already is represented. Contributing reason for rejecting the Debs Memorial application, it was stated, was the large amount of time allegedly sold on a brokerage basis on the applicant's AM outlet, WEVD. Staff "limitations" were largely instrumental in denying the application of Frequency Broadcasting.

Grant Pross License

Despite protests from state and local government officials, the FCC yesterday, in a 4-3 decision, granted the application of the Providence Journal Co. for a new Class B FM station in the Rhode Island city.

The majority opinion was represented by Commissioners E. K. Jett, E. M. Webster, Rosel Hyde and Robert F. Jones. A dissenting opinion calling for a further probe of charges was voiced by Former Chairman Charles R. Denny and Commissioners Paul A. Walker and Clifford J. Durr.

Protests against the grant were filed on behalf of the Rhode Island State House of Representatives, the City Council of Providence, and from Mayor Ambrose P. McCoy of Pawtucket and Mayor Ernest R. Dupre of Woonsocket.

Although the protests were filed nearly a year after a public hearing, the Commission considered the objections because they represented "the views of public officials and legislative bodies."

WHN Plans Civic Series On N. Y. Golden Jubilee

New York City's forthcoming Golden Jubilee celebration will be observed by WHN via a new weekly series entitled "50 Years—City of All Nations" beginning Nov. 12, 8:15-8:30 p.m.

Prepared by Jo Ranson, outlet's publicity chief and part-time Gotham historian, the series will feature key executives of local newspapers in the city's five boroughs. Edwin B. Wilson, executive editor of the Brooklyn Eagle, will be heard on the show's premiere; Paul Sann, Bronx Home News m.e., on the 19th; Steve Rogers, m.e. of the Long Island Star Journal, on the 26th; Dan Harper, Staten Island Advance m.e., on Dec. 3, with the name of the Manhattan daily editor to be announced.

EQUIPMENT

Gota Philco Promotion

John J. Moran, veteran of over 20 years in the radio and appliance industry and a Philco executive for 11 years, has been appointed sales manager of the accessory division, it was announced last week by James M. Skinner, general manager of the division.

Moran joined the Philco wholesale organization in 1936 as a salesman after 13 years' experience in radio retailing and wholesaling.

The appointment of James J. Shallow as general sales manager and Jerry Newkirk as television sales supervisor of Philco Distributors, Inc., Philadelphia, was announced by Sol Seif, general manager of the Philco wholesale distribution organization in the Philadelphia area.

Air King Distributors

Adding to its list of distributors J. J. Clune, merchandise manager, Air King Products Co., Inc., Brooklyn, N. Y., manufacturers of radios, combinations and wire recorders, announced yesterday that two new organizations have been included to handle the line.

In the Philadelphia area, Radio Electric Service of Pennsylvania, Inc., will handle the new Air King line. The second newcomer to the fold is Chamrose Distributors, Jamaica, Long Island, N. Y.

4-A's Eastern Conference Set For N. Y., Nov. 18th

Eastern annual conference of the 4-A's has scheduled four concurrent morning meetings and three in the afternoon, all devoted to current problems in agency operations, to be held at the Waldorf-Astoria Hotel, New York, on Nov. 18. Among the morning meetings is one on radio production, chaired by L. T. Steele of Benton & Bowles. Other A. M. sessions and their chairmen are as follows: Copy, W. E. McKeachie, McCann-Erickson; Media, Henry L. Sparks, Y&R; Mechanical Production, John J. Quinn, Pedlar & Ryan.

Three Afternoon Sessions

The three afternoon meetings on the agenda are Management, Winthrop Hoyt, Charles W. Hoyt Co.; Research, Dr. Wallace H. Wulfeck, Federal Advertising Agency; Art & Layout, E. F. Molyneux, Newell-Emmett Co.

The joint ANA-4A program for better understanding of our economic system will be presented at the eastern conference as well as the 4-A central council meeting at the Hotel Drake, Chicago, on Nov. 21. Latter meeting will feature a single business session planned especially for key agency people. Frederie Gamble, 4-A president, will head a panel discussion on the subject, "What Can Be Done to Increase Agency Net Revenue?"

Heavy Spot Campaign Set For Philco Tele

(Continued from Page 1)
 FM. Other stations will be added later. Agency is Sternfield-Godley, Inc.

Tip off that the size of the campaign may be the largest ever undertaken via radio in behalf of television receivers stems from the fact that 100 announcements a week have been bought over WMCA and 73 on WNEW. Commercials will be live. Campaign is aimed primarily at snaring the Christmas trade.

Philco's television model 2500 is a large-screen projection type. Size of the screen is 15 by 20 inches. The set was first shown at a Philco distributors' meeting in New York last June.

Ft. Wayne's Fourth Station

Ft. Wayne, Ind.—WKJG, this city's fourth outlet, begins operations Nov. 15 with power of 5,000 watts on 1380 kc. An MBS affiliate, station is owned by Northeast Indiana Broadcasting Co. Temporary facilities have been set up in the Lincoln Tower and will be used until permanent studios now under construction are completed. President is W. A. Kunkel, Jr., publisher of the Ft. Wayne Journal-Gazette. Hilliard Gates is station manager.

COAST-TO-COAST

—CANADA—

VANCOUVER—"How's Business?," a new public service series dealing with various topics of interest to the business-man, is being aired each Friday over CKWX. Series is presented by the Vancouver Board of Trade. . . . **CORNWALL**—Richard Hynes, CKSF's chief continuity editor, is now writing a radio column entitled, "On The Air Waves." Featured in the Saturday's edition of the Cornwall Standard-Freeholder, the column includes notes about CKSF programs, tidbits of interest about other radio stations, and well-known radio personalities. . . . **TORONTO**—New members of CFRB's announcing staff is Loy Owens. He replaces Jaffray Ford, staff announcer, who has become director of transcription.

—MARYLAND—

BALTIMORE—Harold W. Batcheider, for 12 years vice-president and general manager of WFRB, has been appointed sales manager for WBAL television. . . . **FREDERICK**—The board of directors of the Monocacy Broadcasting Company, through general manager William E. Hardy, has announced the appointment of James W. Robertson, WFMD chief engineer, as assistant general manager in charge of program and technical operations for that station and its FM sister.

—MASSACHUSETTS—

BOSTON—Latest co-operative venture of WCOP and the Boston Globe is the "Boston Globe-WCOP Quizdom" which features grammar school students in various grades who answer questions sent in by pupils in the same age group. Emcee of the show, which will be staged in various schools in the Greater Boston area each Saturday morning, is Nelson Bragg. **PITTSFIELD**—WBEC has been elected to associate membership in the Associated Press. . . . **SPRINGFIELD**—Ben Sweet, former program manager of WMAS, and now conductor of a radio school here, has been named instructor at a new course in radio speaking in the Adult Evening School.

—NORTH CAROLINA—

RALEIGH—Joe Reeves, formerly with WMBR, Jacksonville, Florida, has joined the announcing staff of WFF. . . . **CHARLOTTE**—WBT director of publicity, Audrey Summers, a former "Schoolmarm," is trying her hand at reversion to type two evenings each week by becoming a member of the faculty of Burton Institute, Charlotte School of Adult Education. Miss Summer will teach a course in advertising copy writing and in the writing of radio script, commercial announcements and publicity.

Mutual Joins BMB; All Networks Now In

(Continued from Page 1)

would continue to serve as the spearhead of cooperative radio research. It proves once again that the four major networks as well as individual radio stations, competitors though they may be, are willing to reconcile their differences in the interests of providing advertisers and agencies with uniform radio measurements for the benefit of the entire industry."

Film Execs. To Guest As KLAC Disc Jockeys

Los Angeles—Producers William Pine and William Thomas will turn disc jockeys when they guest for Al Jarvis on Station KLAC next Saturday morning at 11 a. m. The producers will take time from their production chores on "Hard To Kill," co-starring William Eythe and Barbara Britton for Paramount Release, to do the recorded show.

Jarvis is on a vacation, and while away he invited top Hollywood personalities to take over his air program.

Among other recordings, Pine and Thomas will play favorite records of stars Rory Calhoun, Rhonda Fleming and Paul Kelly, co-stars of "Adventure Island," current color picture.

ever see a Sunday brain?

(AN ANATOMY LESSON FOR ADVERTISERS)

The Sunday afternoon brain, gentlemen, is so uncluttered, you could plant a geranium in it.

Or even an idea.

The idea, say, that YOUR product or service is THE thing for the owner of the brain to buy. Here is pure, undiluted logic that every advertiser understands: sell your customer when he's relaxed; when his mind is wide open for listening. That would be on a Sunday.

WOR has two worthy

Sunday slots for sale

1. Walter Preston's "THE SHOW SHOP" at 12 noon

Preston interviews "live" musical luminaries, and weaves in recordings made by the guest star. A sponsor wades right in on a big and discerning audience and pays practically a pittance for it.

Nielsen reports an average of 220,000 homes tuned in per Sunday. That's only an *average*, mind you, over a 22-month period (which includes summer).

2. Carey Longmire, NEWS ANALYST, 12:45 PM

Great buy, this man Longmire; this time slot. Nielsen reports that over a 7-month period in 1947 (which includes hot July)—this news period was heard regularly in some 300,000 homes. The cost, gentlemen, is amazingly little.

WOR

mutual

—that power-full station at 1440 Broadway, in New York



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL 41, NO. 26

NEW YORK, FRIDAY, NOVEMBER 7, 1947

TEN CENTS

Mfrs. Revenue Increases

RMA-NAB Committee Meets In Washington

Washington Bureau, **RADIO DAILY**
Washington—The dollar revenue from television-set production will be that from AM receiver output by next June, Ray C. Cosgrove of Crosley yesterday told the RMA-NAB liaison committee.

Presenting the optimistic tele picture to the liaison committee, Cosgrove said that one distributor "expects four times the activity in television sets."

With Cosgrove presiding, the meeting opened with a welcome from Austin Miller, NAB prexy. A. D. Willard, Jr., NAB executive (Continued on Page 3)

Radio Spot Schedule Set By Rayve For '48

Rayve, product of William Warner Co., a subsidiary of Standard Laboratories, up to recently a heavy netrics advertiser, has set an advertising budget of approximately \$1,250,000 for 1948, and will sharply increase its spot radio schedule during the next 12 months.

Company, which sponsored Sammy Kaye on ABC for two years, is setting "local pressure in radio" campaign. (Continued on Page 5)

"Information Please" Adds 10; Co-op List Over 200

"Information Please," Mutual co-op program (Friday, 9:30-10 p.m., EDT) has added 10 additional sponsors in the past week, bringing the full roster to 200 local sponsors since the show debuted on the network last September.

Newly-signed sponsors and on the (Continued on Page 3)

Interference

John Olson, Pleasantville, N. Y., television fan blamed a squirrel for causing interference on his table model receiver last night. Returning home he found a captive squirrel in the house. Later investigation revealed the squirrel had gnawed away the lead in cable to the set while trying to effect its escape from its unfamiliar surroundings.

Siegel Heads WNYC

The long time vacancy in the director's job at city owned station WNYC, New York, was filled yesterday when Seymour Siegel was sworn in by Mayor William O'Dwyer. Siegel has been acting director of WNYC and WNYC-FM since January of 1945 when Morris Novik, then director, resigned at the end of the LaGuardia administration.

TBA Sets Tele Clinic At Annual Meet In Dec.

Television Broadcasters Association has scheduled a Television Clinic for members at the association's annual meeting, on December 10 at the Waldorf-Astoria Hotel, it was announced yesterday by J. R. Poppel, president.

Clinic will be held in conjunction with annual confab and is expected to be attended by several hundred TBA execs. Proceedings will be (Continued on Page 6)

Plan Radio News Column At Adv. Rates In Dailies

Plans for launching a radio news column sponsored by radio advertisers and carried in some of the nation's leading metropolitan dailies as a Sunday radio page feature was announced yesterday by John Randall of Randall & Hooper, New York (Continued on Page 2)

Radio Dealers Expand Credit With Lifting Of Controls

By VAL ADAMS
Staff Writer, **RADIO DAILY**
Certain radio retailers have cut down payment requirements as much as 70 per cent and increased their time payment contracts to as much as 24 months following the end of federal credit controls, a check by **RADIO DAILY** revealed yesterday. This in no way indicates the action of all dealers, since many, particularly department stores, are holding to the wartime regulation, but it does show

Financial Statements Of Philco And Stewart-Warner Show Sharp Increase In Business

Policy Committee Set On AFM Negotiations

Formation of a policy committee within the organization of the Industry Music Committee was announced yesterday by NAB in Washington. The committee will take an active part in the investigation of the various restrictions imposed by the American Federation of Musicians on the employment of music in radio, television, record and transcription industry.

The new sub-committee is composed. (Continued on Page 5)

Coca Cola Sets Programs For So. Amer. Stations

Making a bid for the South American soft drink market, the Coca-Cola Export Sales Company through McCann-Erickson, Inc., is sponsoring three new musical programs in Argentina. (Continued on Page 2)

Boston Stations Aiding Community Fund Drive

Boston—Local web and indie outlets are going all out for the Greater Boston Community Fund Drive with one of the most intensive air campaigns. (Continued on Page 3)

Current boom in the radio and television manufacturing industry is reflected in two financial statements released yesterday. The statements covering the Philco Corporation of Philadelphia and Stewart Warner Corporation of Chicago indicate that stepped up production to supply a ready market

(Continued on Page 5)

Hearing On WSAY Suit Gets Underway Today

First round in WSAY's \$12,000,000 monopoly suit against the four major networks gets under way today, in Federal District Court in New York, with the Rochester (N. Y.) station seeking immediate injunctive relief from proposed affiliate changes by Mutual and ABC.

Legal giants will participate in what is expected to develop into a (Continued on Page 8)

Kansas Station Sold To Hutchinson Group

Washington Bureau, **RADIO DAILY**
Washington—Negotiations for the sale of KWHK, Hutchinson, Kans., have been completed, it was revealed yesterday. Sale price is \$120,000 and purchasers are a group of six Hutchinson. (Continued on Page 2)

Thanksgiving ET

A special Thanksgiving transcription has been produced by Church World Service for distribution to American radio stations next week. On one side Ted Malone, author and foreign correspondent, narrates a 15-minute dramatic program titled, "Plentiful Harvest." David Ross and Mary Margaret McBride also contribute to the recording.



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

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 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Blvd. 155 N. Clark St.
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★ **COMING AND GOING** ★

H. LESLIE ATLASS, vice-president of CBS in charge of the Central division, has arrived from Chicago accompanied by **FRANK FALKNER**, his assistant.

HENRY COX, Eastern production manager of ABC, now on a mid-Autumn vacation, is diving to Lynchburg, Va.

JOSEPH SPADEA, manager of the CBS Detroit office of network sales, is back in the automobile city following a short visit to New York.

ROBERT ALLISON, of the Columbia network's education division, is in Philadelphia, where today he will be moderator on "Opinion Pleas" broadcast from Houston Hall at the University of Pennsylvania.

EDDIE ROSENBERG, manager of the Eddie Wood-Jimmie Lunceford band, has left for Harrisburg, Pa., where he'll arrange bookings in that area.

ROBERT M. LAMBE, general manager of WNCA, affiliate of ABC in Asheville, N. C., is in town conferring with executives of the network.

BOB HOPE, following the testimonial dinner given him by the Friars Club of California, left Hollywood early this week on a personal appearance tour which will take him to six cities for fund-raising benefits prior to his sailing for London on Nov. 25.

ART LINKLETTER, emcee on the CBS program, "House Party," is in Baton Rouge, La., where today he will broadcast his program as a feature of the state's Sweet Potato Festival.

JOSE MORA and the members of his rhumba band are here from Chicago to make some transcriptions.

JACK LLOYD, radio actor, is expected to return today from his vacation, which he spent in Savannah, Ga.

TOM BEGLEY, son of Ed "Charlie Chan" Begley, has left for Chicago, where he's scheduled for a radio role.

WILL H. VOELLER, executive vice-president of Universal Radio Productions of Hollywood, Inc. and manager of Universal Records, has left for Europe on business. He will visit England, France, Germany and Switzerland.



Coca Cola Sets Programs For So. Amer. Stations

(Continued from Page 1)
 gentina and Uruguay for a period of 10 weeks.
 "Por la Senda de las Estrellas," (Pathway of the Stars) has already had its debut in Montevideo, Uruguay, on Radio Carve. In Rosario, Argentina, Radio del Litoral is featuring a program entitled, "Galas Rosarinas" (Gala Events in Rosarina) while Radio Splendid in the City of Cordoba, Argentina, is presenting "Astron y Estrellas." (Stars and Movie Stars).

Kansas Station Sold To Hutchinson Group

(Continued from Page 1)
 inson businessmen headed by Verne Minor, present manager of the 1000-watt daytime station. Also in the group are Kenneth McCrum, an engineer at the station; R. L. Evans, C. L. Burt, Frank Fee and John Riekard. Transaction was handled by Blackburn-Hamilton Co. and transfer papers will be filed with the FCC in a few days.

Industry, Gov't Officials To Lecture At New School

Prominent industry and civic officials are listed as guest-lecturers on International Broadcasting during this month at the New School for Social Research, under supervision of Arno Huth.
 Speakers include: Dr. Paul F. Lazarfeld, director of the Bureau of Applied Social Research, Columbia University, on Listener Research and International Broadcasting; Kenneth D. Fry, chief, international broadcasting division, Department of State, on the "Present and Future of the Voice of America," and John S. Hayes, station manager, WQXR, and former organizer of the American Forces Network.

Plan Radio News Column At Adv. Rates In Dailies

(Continued from Page 1)
 program publicists. The new column, paid for by the sponsors, at advertising rates will be devoted entirely to news of commercially sponsored shows and personalities on the networks.
 The new feature is titled, "Ears to Radio" and news space is being sold on a basis of three to six inch insertions per program, on a minimum 13-week contract.

Among the newspapers reported signed to carry the column, are the New York Times, New York Daily News, Chicago Tribune, Philadelphia Bulletin, St. Louis Post-Dispatch and the Des Moines Register. The column is scheduled to start as a Sunday feature sometime in January.

Gary Stevens, producer of "Twenty Questions" and "Luncheon at Sardi's" heard on Mutual, will edit the new column, Randall said.

Markwell To Head Advtg., Promotion For DuMont Sets

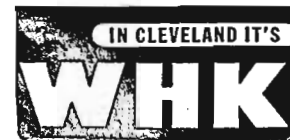
Norman M. Markwell has been appointed director of advertising and sales promotion of the television receiver division of Allen B. DuMont Laboratories, Inc., a newly-created post, it was announced yesterday by Ernest Marx, general manager of the division. Formerly advertising and promotion for the receiver sales division, the DuMont network and WABD were all under one head. One of the chief reasons for establishing a separate ad and promotion department for the set division, according to Marx, is the rapid growth of the DuMont dealer organization.
 Markwell joined the DuMont set division as sales promotion manager last April and will headquarter at the same office at DuMont headquarters. An advertising and promotion veteran, Markwell was part owner and executive vice-president in charge of marketing and plans of the Paul Cornell Co., which later became Geyer, Newell and Ganger, Inc.

FINANCIAL
 (Nov. 6)
 NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/2	7 1/8	7 1/8	- 1/8
Am. Tel. & Tel.	155 1/2	153 3/4	155 3/4	—
CBS A	25 1/2	25 1/8	25 1/8	+ 3/8
CBS B	23 1/2	24 1/8	24 1/8	+ 1/8
Farnsworth T. & R.	7 1/4	7 1/8	7 1/8	+ 1/8
Gen. Electric	36	35 3/8	35 5/8	+ 3/8
Philco	31	29 3/4	31	+ 1/2
Phico pfd.	90 1/2	90	90	—
RCA Common	8 1/8	8 1/4	8 1/4	+ 1/8
RCA First pfd.	70 1/4	70 1/8	70 1/8	+ 1/8
Stewart-Werner	15 1/2	15 1/8	15 1/8	+ 1/8
Westinghouse	28 1/2	28	28 1/8	+ 3/8
Westinghouse pfd.	99 1/2	99 1/8	99 1/8	+ 1/8
Zenith Radio	20 3/4	20 1/2	20 1/2	+ 1/8

10 YEARS AGO TODAY

(From the files of Radio Daily)
 WBBM and WGN signed new wage pacts with James C. Pettillo, president of the Chicago AFM local, but NBC balked because of a clause stating that wags may not leave stations "unfair or in default" to Chicago jurisdiction. . . GE applied for cp's for tele outlets in Schenectady and Albany, N. Y., and Easton, Conn. . . Norman Corwin's "Poetic License," a quarter-hour show about poets and their works, entered its 21st week on WQXR. . . "Getting Some Fun Out of Life" (Donaldson, Douglas & Gumble) retained its position high among network circuits.



Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading, "Don't Look At The Flash!"
 A mask is fine on a welding job, but there's no need for one in radio time buying.
 All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous . . . and sometimes it's most enlightening.
 Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big 5-station town.
 It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.
 The smart time buyers don't use blinders . . . they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

W-I-T-H
 AM and FM
Baltimore 3, Maryland
 TOM TINSLEY, President
 Represented Nationally by Healey-Reed

Home Radio Retailers Easing Credit Rules

(Continued from Page 1)
 per cent, or less, upon purchase. The "or less" is in the case of special deals, such as the one advertised in last Sunday's papers announcing a \$89 set requiring only \$5 as down payment. Vim followed it the next day with an ad on a Bendix console combination, retailing for \$109.95, which required only \$15 down payment. The time payment contract has been extended by this company 18 months. The old limit under federal controls was 15 months. Vim has also cut the down payment on television sets from 33 and one-third per cent of the total price to a straight \$25 on table models and \$50 on consoles. Installation charges must still be paid upon purchase. Customer is given 18 months to pay the balance.
 Reflecting a difference of attitude, Times Square Stores Corp. has cut down payment requirements on radios to 20 per cent, retaining the 15 months time payment contract, but still demands one-third down on television sets. Firm also still requires payment within 12 months on video receivers.

Davega Watches Trend
 A chain admitting that its credit policy might be subject to sudden change, if competition forces it, is Davega. This firm as of yesterday had reduced down payment charges on radios to 20 per cent of the purchase price and was giving 18 months to pay the balance. Davega disclosed, however, it might be forced to offer a lower down payment if competitors forced the issue. Davega also reduced the down payment on television sets to between 20 and 25 per cent and gives the customer 18 months to complete the obligation.

Perlman Pianos, Inc., of Brooklyn, in an ad in the New York Times announcing a \$365 Capehart combination on a 24 months time basis. A check with the dealer found the set can be had for 20 per cent down. Approximately the same down payment percentage applies to television sets which are also sold under a two-year time payment contract.

Dynamic Electronics is another which has reduced its down payments on radios from 33 and one-third per cent to 25 per cent. Company allows the purchaser to pay the balance in 15 to 18 months.

Straus, Jr., On Barry Show
 Bernard Straus, producer of the Broadway show, "For Love or Money" and son of Nathan Straus, resident of WMCA, will be heard over WOR today as guest of Jack Larry on "Daily Dilemmas."

WPDQ's
TIME-BUYERS JACK POT
 THIS WEEK'S WINNER
 HAROLD KAY
 THE OLIAN ADVT. CO.
 Next Week ? ? ? ?

Football Note

Edgar Kobak, president of Mutual, will miss the Army-Notre Dame football game for the first time in many years on this Saturday because a business trip takes him to Baltimore. Kobak will see a football game, however, as the Navy-Georgia Tech game will be played in Baltimore.

Boston Stations Aiding Community Fund Drive

(Continued from Page 1)
 paigns in the history of the Hub. WCOP, local ABC affiliate, brought Tom Breneman's "Breakfast in Hollywood" to Boston last week for three benefit performances for the Fund from Mechanics Hall. Station's daily "Curbstone Quiz," with Nelson Bragg, is devoted to questions about the Fund.

Annual Community Fund "Youth Serenade" was carried by WBZ, NBC outlet, featuring Vincent Moravec, injured captain of the Harvard grid team. Although wheeled in on a stretcher, he addressed 500 members of Red Feather youth agencies. Carl DeSouze produced the show.

Community Fund Sunday was highlighted by a special broadcast on WEEL, with representatives of all faiths speaking on behalf of the drive. The CBS outlet also devoted its "Labor-Management Forum" to the campaign. Program pointed out how both groups benefit from the Fund.

WNAC, MBS-Yankee affiliate, devoted "Quizzing the Wives" and "Quiz of Two Cities" to the campaign, and turned over "Medical Center of the Air" to a discussion of "Who Pays Hospital Costs?" by medical directors of city's three largest hospitals.

Other special shows were aired on WHDH, WMEX, WORL and WBMS, with all outlets carrying live spots as well as ET's featuring radio and screen celebrities.

Stanton Lauds MBS Move To Join BMB Subscribers

Frank Stanton, CBS president, yesterday hailed Mutual's sign-up with BMB and expressed hope that "every effort will be made to arrive at a formula which will make possible a system of measurement that can be solidly backed by the entire radio industry."

"I have felt from the beginning and repeatedly stated that four-network support is essential to the continuing success of the Broadcast Measurement Bureau," he said. "The announcement that the other three networks also plan to support BMB is highly gratifying to me."

Music Box Recordings

Faithful reproduction of old music box renditions of Christmas music are being featured by A. V. Bornand, Pelham, N. Y., in an album of recordings for the holiday trade. The music box tunes are recorded from the Bornand collection of antique instruments.

"Info Please" Adds 10; Co-op List Over 200

(Continued from Page 1)
 outlets added to "Info Please" are: The Perkins Insurance Co., on WFKY, Frankfort, Ky.; Chrysler-Plymouth Sales, on KBNE, Boulder City, Colo.; Nevada Home Furniture, on KATO, Reno, Nevada; Richard's Men's Store, on KBNR, Roseburg, Oregon; San Francisco Railroad, on KITS, Springfield, Mo.; Cardon Jewelry Co., on KVNU, Logan, Utah; Chicago & Southern Airlines, on WHBQ, Memphis, Tenn.; Clune Weidner Motor Sales, on WATT, Cadillac, Mich.; Meldrum & Anderson Department Store, on WEBB, Buffalo, N. Y., and Charleston Transit, on WTIP, Charleston, W. Va.

Russian Series On CBS

"You and the Russians," a special series of five consecutive programs will feature leading experts on the USSR, Nov. 17-21, 6:15-6:30 p.m. Lyman Bryson will interview the speakers. Series will be produced by Dr. George Crothers, under supervision of Robert B. Hudson, CBS director of education.

The five speakers are, respectively, Professor Ernest J. Simons, of Columbia University; Prof. Cyril E. Black, Princeton; Prof. Percy E. Corbett, Yale; Prof. Philip E. Mosely, Columbia, and Walter Millis, editorial writer for the New York Herald Tribune.

RMA-NAB Committee Meets In Washington

(Continued from Page 1)
 vee-pee, reported on the organizational meeting yesterday of the industry music committee. Willard announced to the groups that the screen actor, James Stewart, has been named a judge in the "Voice of Democracy" contest sponsored by NAB and RMA with the U. S. Junior Chamber of Commerce for Radio Week.

The committee heard reports from Robert K. Richards, NAB director of public relations, and Hugh M. P. Higgins, assistant director of NAB's broadcast advertising department, on the promotion of the week's observance and the nation-wide contest.

Attending the meeting as NAB representatives were T. A. M. Craven, WOL, Washington; Carleton Smith, WRC, Washington; George Storer, WJBK, Detroit; William E. Ware, KSWI, Council Bluffs, Ia.; Judge Miller, Willard and C. E. Arney, Jr., NAB secretary-treasurer.

Representing RMA at the meeting were: Cosgrove, Max F. Balcom, vice-president, Sylvania Electric Products, Inc., and RMA president; Bond Geddes, executive vice-president, RMA; Walter Evans, vice-president, Westinghouse Electric Corp.; Dr. Ray H. Manson, president, Stromberg-Carlson, and John West, Radio Corporation of America.



RIDING WITH THE WINNERS!

Signing colorful Jock Sutherland, Pittsburgh Steeler football coach, for a Friday night series on KQV is just one more example of how we're constantly accenting local appeal. Jock joins a large list of local names and shows heard exclusively on KQV... one more reason why KQV shows are terrific audience builders.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
 Basic Mutual Network Mail Reps. WEED & CO.

LOS ANGELES

By RALPH WILK

DALEIGH'S "People Are Funny" broadcast will originate from the Campus of Louisiana State University in Baton Rouge today, Nov. 7th. The popular audience participation show will be broadcast before 12,000 people gathered for the Louisiana sweet potato show and international exposition. Governor Jimmie Davis will be involved in a typical "People Are Funny" stunt. The Russel Seeds Agency plans to move the show around the country this year as part of a good will campaign for the Brown & Williamson Tobacco Co.

Jack Rourke, president of Jack Rourke Productions, Hollywood, and Gordon M. Day, president of the Gordon M. Day Advertising Service, New York, announced mutual representation in servicing their clients. The Day organization will represent Jack Rourke Productions in the East while Mr. Rourke's company will handle the Day productions and musical commercials on the Coast.

KFWB is going all out advertising Leo Guild's "Wizard of Odds" which has now become "The Wizard vs. Criswell." The format of the program has been changed in that the listening audience will have the opportunity to win many valuable prizes. The show has been signed for 13 weeks over KFWB.

Rex Miller is back on the Don Lee network with the "Breakfast News" for the Union Oil Company.

Opie Cates, well-known musical arranger, writer, conductor, will be starred in his own half-hour musical comedy program, "The Opie Cates Show," which bowed over ABC's coast-to-coast network, October 27th. The program will be sustaining, William Morris is the agency.

Danzig Heads Committee

Jerry Danzig, program director of WINS, New York, has been named chairman of the radio committee for the 1947 campaign of the Federation of Jewish Philanthropies in New York. The radio committee, acting as a part of the amusement division, has been asked to aid in raising \$352,000 as the entertainment industry's portion of the fund. Si Fabian is chairman of the amusement division.

AL RICKEY'S musical background is a RECORD of which he can be proud . . . entered RADIO and the RECORDING FIELD over twelve years ago as one of the youngest composer-conductors in the business . . . scored and directed many commercial network programs. Currently heard every Thursday evening, over CBS, on MR. KEEN.



Notes From An Aisle Seat. . . !

● ● ● Dr. Allan B. DuMont is working out a method to transmit television on an invisible light beam. Instead of via coaxial cable, which would make video networks feasible and revolutionize the industry. . . . Spooking of television, Acme News Pictures are betting heavily on video. They have engineers in their Cleveland telatronics labs working out a method to transmit newsreel films by w.i.c. same as still photos. It'll be ready in a year. . . . Hoar that Drew Pearson's brother, Leon, will soon be added to NBC's news staff. . . . Don Bernard exiting from the Abbott & Costello airer shortly with Charlie Vanda stepping in as co-tessor. . . . One of the national slick magazines won't be around after New Year's Day. . . . Phil Spitalny's lovely warbler, Maxine, (Mary Samuel), becomes a bride on Nov. 16th. Lucky lad is Samuel Steinman, the exploiter. . . . Yvette, currently at Loew's State, signed for a minimum of 12 sides by Vitacoustic Records. . . . Mutual considering bringing back "Johnny Madero." . . . Web also interested in "Windy Wilson," a series about the Fourth Estate, with Lee Tracy and Marjorie Reynolds. . . . Tom Slater, who's already with Chas. Luckman's Citizens' Food Committee, appointed supervisor of the Freedom Train and taking over complete charge of the expedition. . . . Symphony Sid claims that "20 Questions" could triple its femme audience if they changed it to 19.98.



● ● ● Hy Gardner reported it on his Mutual show the other night: That divorcee with a mink coat recently exposed as being on "relief" was approached by a smartly dressed young chap who proposed. "Can you support me in the style to which I'm accustomed?" she coyly inquired as she gently stroked her mink. "I sure can, baby," he bragged. "I'm on relief, too!"



● ● ● OBSERVATIONS ON ALLEN'S SWITCH TO FORD: Fred is probably the only guy in show biz that never drove a car. . . . This will be the first time since Major Bowes that an auto firm landed among the top 10. . . . Credit for the scoop on the whole deal falls right in the lap of Ben Gross, of the Daily News, who beat all the Fourth Estaters to the deadline. . . . Show will cost Ford a lot more (some \$100,000 annually) than it did Standard Brands—as they're buying a straight half-hour of time while latter had an hour block. . . . Prediction: Watch for Ford to put still another show on the air. (To launch their new car—said to be more revolutionary than the old Model-T). . . . A wag at Gilmore's said they'll be calling Ford—Clifton Fordman now. . . . And Dean Martin sez that now Fred will be able to motor down Allen's Alley.



● ● ● SMALL TALK: Bea Kalmus switching her nitely show from the Riviera to the Singapore. . . . The Diek Linkes expecting an heir momentarily. Pop is eastern exploitation director of Capitol Records. Ditto the Ted Cordays. Mom is Betty Shea, who's taking a maternal leave of absence from Pedlar & Ryan. . . . An audition platter of Ed and Keenan Wynn show making the rounds with considerable interest being shown. It's an NBC package written by Hal Jacobson and Seaman Jacobs. . . . Al Bernie, a eliek at the Paramount, heading his own package show to be scripted by J. Franklin Jones.



● ● ● LOVE 'n KISSES: Leslie Harris' production of "Rosemary"—one of the few soaps with smart adult dialogue. (A comparative newcomer to the field, it's already rated among the Hooper leaders). . . . Another Rosemary (Rosemary Rice) who's still getting congrats for her portrayal of Muriel in the Ford Theater's presentation of "Ah Wilderness." . . . Gypsy Markoff's Ah-cordianistics at the Golden Fiddle. . . . Radio Best's hard-biting campaign to get radio directors to use not only "new" but "different" talent—instead of the stock company they've used for 20 years now. We've been shouting that tune for years.

PROMOTION

KFBK Sewing School

KFBK and The Sacramento Bee are offering as a public service a free sewing school for the women and teen age girls of California's Capital City. It is believed to be one of the first of its kind. There are five classes, two for housewives, two for business and professional women and one for teen age girls. Each group meets once a week for four weeks. The sponsors provide the sewing machines, electric irons, ironing boards, shears and large work tables. All that those enrolled need to bring with them are their patterns, matching thread, thimbles and scissors. Enrollment in each class, was limited to 72 so that three staff home economists could give each person individual attention.

FM Pamphlets

Specially prepared FM Quiz pamphlets explaining the complete background of Frequency Modulation, the do's and don'ts on FM, complete with the latest facts about Indiana's newest and most powerful FM station are being distributed by WCSI-FM Columbus, Ind. All merchants within a 100-mile radius of Columbus are having these pamphlets delivered to them for displays, and give-aways. A big reminder is printed across the FM booklets, which explains the main purpose of the distribution: "Your Radio Is Truly Obsolete Unless It Has FM. FM is NOT COMING IT HERE."

UN Delegate On WWRL

Sir Alexander Cadogan, permanent representative to the United Nations from Great Britain, will be heard in a broadcast over WWRL on Monday from 10:00-10:15 p.m. Sir Cadogan will discuss Britain's position on Palestine during a guest appearance on "Let's Look At The U. N."

FOR SALE

PROFITABLE TRANSCRIPTION BUSINESS

Write or Wire

Box 413 — c/o RADIO DAILY
1501 Broadway, New York 18, N. Y.

1906  1947

Henri
CONFISER

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

RADIO DAILY

**Profits Of Mfrs. Increase
With Ready Radio Markets**

AGENCIES

AMES E. HENNA and **JOHN D. UPTON** have been elected vice-presidents of N. W. Ayer & Son, Inc., has been announced by H. A. Batten, president. Both are in the New York office of the company. Hanna is in radio department and Upton in New York Service.

JAMES HAROLD TIERNEY has been named head of the production department at Woodward & Fris, Inc., Albany, N. Y. Tierney, for the past three years had been with the Schenectady Star Union in the display advertising department of the paper. Woodward & Fris also has announced he addition to its art staff of Estelle Wilkes Prescott, fashion artist and illustrator.

LYNDALL WILSON, business development manager of the American Broadcasting Company's co-op program department has joined Benton & Bowles, Inc., as assistant to Richard K. Bellamy, publicity manager.

MCCANN-ERICKSON, INC., which was been handling national advertising for National Biscuit Co., also has been appointed to place all local Pacific Coast advertising for that company, effective Jan. 1, 1948.

**NAB President Salutes
BBC On 25th Anniversary**

Justin Miller, president of NAB, in a recorded message to the British Broadcasting Corporation yesterday saluted the BBC in connection with the Silver Jubilee of the British network which will be observed on November 14.

"On behalf of America's 2,000 stations and the thousands of people who speak for them I extend to Director-General Haley and the British Broadcasting Corporation our most cordial greetings as BBC celebrates its Silver Jubilee," Judge Miller said.

"Never before, in the history of man, has it been more necessary for the peoples of all nations to enjoy the freest possible communications of ideas uninhibited by barriers of any kind, he continued. "We hope that the splendid cooperation between our respective broadcasting systems during the war may continue in these difficult times of peace to advance the cause of freedom not only of our own English-speaking people but those of all other countries as well." Judge Miller's remarks, according to BBC in New York, will be used in a broadcast from London during the jubilee celebration.

(Continued from Page 1)
for radios and television receivers has substantially increased the revenue of the two companies.

In forecasting that the total volume of sales for 1947 would run well over \$200,000,000, John Ballantyne, president of Philco corporation, yesterday released the company's financial statement for the first nine months of 1947 compared with the same period a year ago. Sales for the first nine months this year totaled \$157,209,000 as compared with \$72,465,000 a year ago, setting a new high record in the history of the corporation.

Telo Sales Important
"Operations of Philco are currently exceeding all previous records in radio and refrigeration, and television is already an important source of income to the corporation," Mr. Ballantyne said. "Present indications are that sales in the fourth quarter will exceed the third quarter figure, so that total volume for 1947 should run well over \$200,000,000. Our plans in 1948 call for a further considerable increase in the production of refrigerators, freezers and television receivers."

The net income of Philco in the first nine months of 1947 totaled \$5,632,005 after all taxes and charges including an inventory reserve of \$2,500,000 and a reserve for future expenditures. These earnings were equivalent, after preferred dividends,

to \$3.90 per share on 1,372,143 shares of common stock.

Stewart-Warner Revenue Up
Another radio manufacturing concern whose financial statement reflects the upturn in production and sales is the Stewart-Warner Corporation of Chicago. Net earnings of \$1,938,851, or \$1.49 a share of capital stock, for the first nine months of 1947 was reported. The statement was unaudited and subject to year-end adjustments. In 1946, net earnings were \$1,673,295, or \$1.31 a share, for the first three quarters.

Sales for the first three quarters of 1947 totaled \$56,926,546 compared with \$40,587,686 for the like period last year. Sales for the third quarter were slightly under those for the corresponding period in 1946, however, totaling \$16,748,250 compared with \$17,079,570.

Commenting on business conditions, James S. Knowlson, chairman of the board and president of Stewart-Warner, said, "Incoming orders continue to about balance shipments in most lines. The profits for the period are, on the whole, satisfactory."

"This is gratifying because the forces of the inflationary spiral make the fight to retain a modest profit, in the face of rising costs, a difficult one, when you are striving as we are to maintain prices as low as possible."

**Radio Spot Schedule
Set By Rayve For '48**

(Continued from Page 1)
paign to cover 40-50 major markets involving 85 per cent of U. S. radio homes. Schedule will include local programs, participations, spot announcements, plus such regional shows as Sheila Graham, now carried on the Don Lee Network. Rayve currently sponsors "The Answer Man" on WOR Tuesday and Thursday, and uses spots on other New York outlets.

Percentage of over-all budget set for spot usage has not been decided, according to Roche, Williams & Cleary, agency on the account, but it's reported to be "sizeable." Company made tests this year with local shows and is said to have registered "amazing sales increases."

**Announce Radio Staff
For March Of Dimes Drive**

Seven additions have been made to the radio staff for the 1948 March of Dimes campaign. It is announced by Howard London, director of radio and motion pictures for the National Foundation for Infantile Paralysis. John Becker, former CBS producer-director, is now permanent assistant director to London while Bob Novak, formerly with MBS, has been named director of talent and program development.

**Policy Committee Set
On AFM Negotiations**

(Continued from Page 1)
posed of Justin Miller, president of NAB; William Fay, representing the FMA; Charles Gaines, of Frederic Z organization, representing the transcription companies; Lawrence Phillips, of the DuMont television network, representing TBA, and Edward Wallerstein, of Columbia Records, representing record manufacturers.

Richard P. Doherty, the NAB labor relations head, is serving as executive secretary.

Among those attending the Washington meeting on Wednesday as observers were: C. E. Arney, Jr., NAB Secretary-Treasurer; Bill Bailey, Executive Director, Radio Manufacturers Association; Frederic J. Ball, attorney, Crosley Division; Irvin Ballin, Phonograph Record Manufacturers Association; R. C. Cosgrove, RMA; Daniel R. Creato, RCA Victor; Robert H. Hinckley, ABC; Robert P. Myers, NBC; Kenneth Raine, Columbia Recording Corp.

NEW STATIONS

FM Outlet Born On Coast

Alameda, Calif.—Twenty-two sponsors have been signed to date by KONG, local FM outlet which just began operation under the direction of Hal Altman. Affiliated with the Alameda Times-Star, the station is on the air with a daily schedule of a week's and both live and recorded programs. Most prominent daily feature is "Teen Agers on Review" conducted by the student body of Alameda High School.

New Texas AM Station

Edinburg, Tex.—KURV, Rio Grande Valley's newest station, is now in operation with 250 watts on 710 kc. Owned and operated by J. L. Looney, outlet is on the air daytime only and is readying an application for full-time operation. Louis Aiken, Jr., is general manager; Warren Chase, chief engineer; Stewart Gray, program director; Mrs. Stewart Gray, head of traffic; Walter Wilder, local sales, and Jane Trimble, auditor.

New Carolina Outlets

Rocky Mount, N. C.—Ceremonies featuring Gov. Gregg Cherry and Sen. Clyde Hoyer marked the opening of WCEC and WCEC-FM here last week. Kay Kyser, a local son, was heard via transcription, and local officials and clergymen also took part. AM outlet operates at 1,000 watts on 810 kc. FM at 33 kw. effective radiated power on 100.7 mc. Mel Warner is station manager of the twin outlets which are plugged as "Your Information Stations."

Georgia Outlet Adds FM

Atlanta, Ga.—FM station of WGST, Georgia Tech outlet, took the air this week at 94.1 mc., on a 3 to 9 p.m., schedule. Present transmitter is in Atlanta, with permanent installation slated for a spot near Jasper with a boost to 345 kw. ERP. Programs will consist mainly of regular WGST shows, including the school's football games on Saturdays.

Joins WWRL Sales

Selvin Donneson, formerly general sales manager of Atlantic Electric Co., Newark (N. J.), has joined the sales staff of WWRL, New York.

**THERE'S PLENTY OF
BUSINESS IN**

DAYTON, OHIO
Get Your
Share By
Using...



WEED & CO. National Representatives

**IN CLEVELAND IT'S
WHK**

**YOUR RADIO DAILY
DELIVERED TO YOU IN
LOS ANGELES AND VICINITY
BY
MANNING'S DELIVERY SERVICE
A SPECIALIZED MESSENGER
AND DELIVERY SERVICE
HO-3129**

NBC Sets New Policy Re Web Rates May 1

With an eye to rising operating costs next year, NBC announced this week in a letter to advertisers and agencies that effective May 1, 1948, clients will be provided with a six-month protection period against rate increases instead of the current one-year period. One-year clause, according to Harry C. Kopf, network's administrative vice-president, "presents a serious problem to us in the event costs continue to rise." NBC, he added, "does not want to increase rate unless it becomes imperative to do so."

"NBC will make no general network rate increase or discount adjustment before May 1, 1948," the letter states. "On and after that date, in the event of rate or discount adjustments, NBC will guarantee six months' protection to current advertisers, from the date of increase, instead of one year as heretofore."

Cites Operating Overhead

The NBC exec said that while radio families and total sets have increased sharply since 1939, operating and overhead of NBC, exclusive of expenditures for television development, have increased 33.5 per cent. "Our experience is duplicated by our affiliates, largely without any compensatory increase in rates," he added.

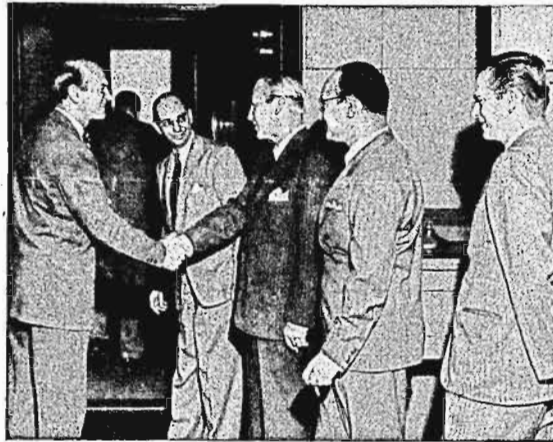
Kopf pointed out to advertisers and agency execs that there has been no general NBC rate increase since October of 1939, and that an advertiser's maximum discount including volume and frequency discounts, has increased from 25 to 30 per cent since that year. It was also pointed out that since the last general rate increase in '39, radio families in the U. S. have increased 28 per cent, or over 7,000,000, and sets-in-use have increased 46 per cent, or 21,000,000.

"Between the end of the war and January 1947 the radio audience bought 11,000,000 new standard-band radio receivers," Kopf said. "It is estimated that during 1947 a total of 13,000,000 sets will be sold, or a total since the war of 24,000,000."

15th Anniversary

"Manhattan Merry Go Round," popular music program produced by Frank Hummert, celebrates its fifteenth anniversary on the air with the broadcast Sunday, November 9th, on WNBC at 9 p.m. Featured on the program are Thomas L. Thomas, baritone; Marion McManus, soprano; Glen Cross and Barry Roberts, baritones; Dennis Ryan, tenor; Boys and Girls of Manhattan Chorus and Victor Arden's orchestra.

PICTURE OF THE WEEK



Welcoming ceremony at CBS shows Frank Stanton, network president, greeting the staff of Victor M. Ratner, newly elected vice-president of the web in charge of advertising and sales promotion. Left to right are: Halsey Barrett, television promotion director; Louis Hausman, associate director; Stanton, Ratner and William Golden, also associate director.

'Friendship Train' Starts From Los Angeles Tonight

Sacramento, Calif.—When "Friendship Train" leaves Los Angeles tonight engineers and production men of the McClatchy Broadcasting Company will be aboard. Shortwave antenna will be installed in the radio-pickup car. The McClatchy stations, in turn, will make the pickup for rebroadcast.

Governor Earl Warren of California will be among those aboard to be interviewed. Also on the train will be Drew Pearson, ABC commentator; Hollywood stars, members of the Citizens Food Committee and representatives of the Italian and French governments.

Drew Pearson, who will travel on the Friendship Train from Los Angeles to New York, will make at least three broadcasts over ABC during the period. His regular Sunday night show on Nov. 9, 6 p.m., EST, will originate at KFBK, Sacramento, Calif. Pearson is also scheduled to be heard on ABC's "News of Tomorrow" at 11 p.m., EST, on Nov. 11 from KFCB, Cheyenne, Wyo., and Nov. 12 from KOIL, Omaha.

Theater Tele Discussion

Loren Ryder, national president of the Society of Motion Picture Engineers, will discuss "Theater Television" at the monthly meeting of the Academy of Television Arts and Sciences in Hollywood on the evening of Nov. 11. The meeting will be held in Studio "A" of CBS.

WOR Newscast Schedule Sold Out For Full Day

Straight newscasts on WOR, New York, between 7 a.m. and midnight are now completely sold out, seven days a week, following the purchase of Henry Gladstone's 10 a.m. news period, Tuesday, Thursday and Saturday, by Berry Biscuit Corp., effective Nov. 11. Agency is Charles Dalas Reach. Gladstone is sponsored another three days in the week by Grove Laboratories.

WOR has a total of 11 newscasts, local only, every day between 7 a.m. and midnight. Nine of these are 15-minutes in length, one is 10 minutes and the other five. All have either single sponsors or co-sponsors (alternate days) except for Gladstone's 9 a.m. news which uses from two to three spot announcements. In addition to the station's own newscasts, there are several MBS commentaries, such as Fulton Lewis and Gabriel Heatter, which are also sponsored.

Pote Gets Promotion: Made Assistant To Stark

Vincent Pote, traffic manager of WMCA, has been appointed assistant to general manager Charles Stark, it has been announced by Nathan Straus, president of the local indie.

Mignon Homer, secretary to chief engineer Pierre Verspeut, takes over the traffic manager post, with Florence Zaleski upped to Verspeut's Girl Friday.

TBA Sets Tele Clinic At Annual Meet In Dec.

(Continued from Page 1)

limited to association members, Poppele said, with the exception of an awards luncheon, which will honor contributions to the advance of tele.

Two panel sessions will be conducted, one for active members and the other for affiliates. Lawrence W. Lowman, a director of TBA and vice president of CBS, is chairman of the active panel. Ernest A. Marx, chairman of the executive committee of TBA affiliates, and manager of the receiver division of DuMont Laboratories, heads the affiliates panel.

Topics to be discussed by broadcasters in the active panel include: "Getting a Television Station on the Air," "Local Television Station Programming," "Local Commercial Television Sales," "The Network Story—Relays, Coaxial, Stratovision, Rebroadcast of Kinescope Recordings," "Engineering Problems of Local Television Remotes," and a talk on FCC activities by a member of the Commission.

Affiliate members will hear talks and discussion on advertising agency problems in preparing television programs, illustrated lectures on rapid film developing for television, television receiver production and distribution, talent's role in tele programming today and advances in arts allied to video.

Awards luncheon, highlighting the day's activities, will be presided over by Paul Raibourn, Paramount exec, and chairman of the Awards Committee.

Full details of participating speakers and other arrangements for the one-day session will be announced shortly, Poppele said.

Swift Co.'s Tele Program Debuts As Web Show

"Swift Home Service Club," aired over WNET for Swift and Company since last May, makes its debut as a sponsored network television show, today (1 p.m., EST) with the addition of WPTZ, Philadelphia; WNBW, Washington, and WRGE, Schenectady, on a commercial basis. Program today is considered to be the first time a commercial video show is aired on a four-city web.

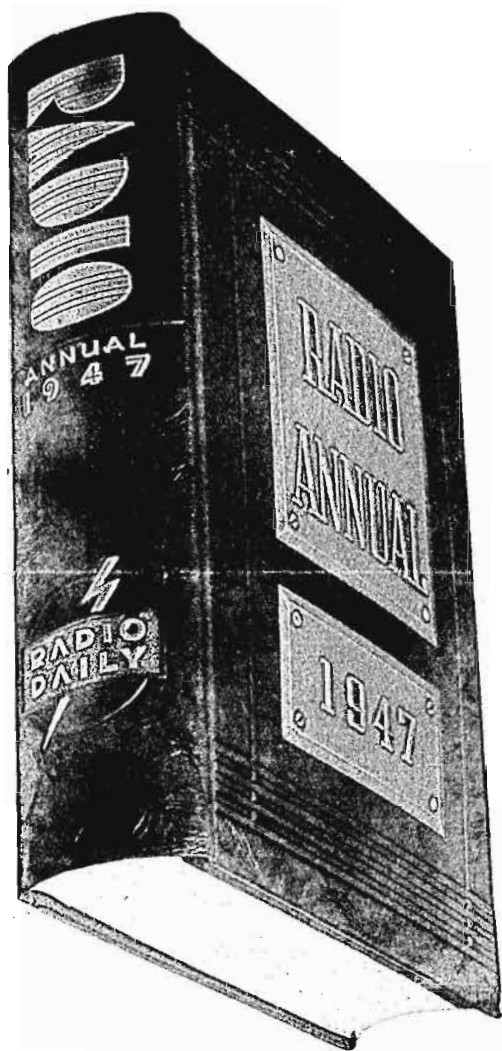
Special guests on the program will be Frank E. Mullen, NBC executive vice-president, and O. E. Jones, director and vice-president in charge of sales for Swift & Co. Hal Steck, New York Times feature writer and an authority on architecture, will also be seen on the show, in addition to Sandra Gahle, program's home service expert.

WANTED

Announcer
Experienced

WCAP—Asbury Park, N. J.





**THE
1948
RADIO
ANNUAL
WILL
CONTAIN
A
COMPLETE
LIST OF
ADVERTISING
AGENCIES
AND THEIR
TIME BUYERS
ACCOUNT EXECUTIVES
AND RADIO
ACCOUNTS**

**NOW IN
INTENSIVE
PREPARATION**

CP's For AM To 8; Other FCC Activity

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved the transfer of control of WGYN, New York FM station, from Muzak Corp., to Charles E. Merrill and Radio Sales Corp. Price was listed at \$31,000.

The Commission also granted CP's to eight applicants for new AM stations, all of them in small cities, and okayed construction permits for six new FM outlets.

AM grants went to the following: Cherokee Radio Co., Gaffney, S. C., to operate on 1570 kc., 250 watts, daytime; Sulphur Springs Broadcasters, Sulphur Springs, Fla., to operate on 1050 kc., 250 watts, daytime; Williston Broadcasting Co., Williston, N. D., to operate on 1450 kc., 250 watts, unlimited; Lebanon Broadcasting Co., Lebanon, Mo., to operate on 1230 kc., 250 watts, unlimited; Walsenburg Broadcasting Co., Walsenburg, Colo., to operate on 1450 kc., 250 watts, unlimited; Tony R. Amarante et al. doing business as Mendocino Coast Broadcasting Co., Fort Bragg, Calif., to operate on 1230 kc., 250 watts, unlimited; Dawson Broadcasting Co., Dawson, Ga., to operate on 990 kc., 1 kw., daytime; Land O'Lakes Broadcasting Corp., Cambridge, Ohio, to operate on 1270 kc., 1 kw., daytime.

CP's for FM stations went to the following: Capital City Broadcasting Co., Des Moines, Iowa; Hopkinsville Broadcasting Co., Inc., Hopkinsville, Ky.; Evangelical Lutheran Synod, Clayton, Mo.; Greenville Broadcasting Co., Greenville, N. C.; WPTF Radio Co., Raleigh, N. C., and Nashville Radio Corp., Nashville, Tenn.

The Commission also listed an application for a new commercial television station from New Britain Broadcasting Co., Hartford, Conn. This application was designated for hearing with two others from the Hartford area: Empire Coil Co., Avon, Conn., and Harold Thomas, Waterbury.

Cott to Represent Indies At NAB Board Meeting

Independent broadcasters who last week proposed widespread changes in the new NAB code will be represented at the forthcoming NAB Board meeting Nov. 14, when adoption of the new set of standards will be discussed.

Representing the group will be its chairman, Ted Cott, program manager of WNEW, New York, who yesterday received an invitation to the meeting from C. E. Arney, Jr., NAB secretary-treasurer.



COAST-TO-COAST

—CONNECTICUT—

HARTFORD — Russell Naughton, who has been handling the "Music Off the Record" show on WDRG for years, has been appointed station chief announcer. . . . NEW HAVEN—WBIB, this state's only exclusively FM station has upped its radiated power from 250 to approximately 5,000 watts with the creation of a General Electric two-bay antenna over 200 feet above ground level. Station can be heard daily from 10:00 a.m. to 9:00 p.m. . . . At this week's luncheon of the New Haven Advertising Club, WNHC was the recipient of a special plaque from the Connecticut Highway Safety Commission in grateful recognition of the station's interest and co-operation in the field of safety.

—MISSOURI—

JEFFERSON CITY—New general manager of KWOS is Catherine Roer, formerly treasurer and business manager of the News Tribune Company, publishers of the morning Capital News and the evening Post Tribune. . . . ST. LOUIS—The second award within a month has been presented to KKOK for its weekly broadcasts of "Wake Up, St. Louis," a forum-type program presented in co-operation with the St. Louis Junior Chamber of Commerce and the St. Louis Bar Association. The award was made by the Missouri State Junior Chamber of Commerce which named the program the outstanding project of the chamber for the quarter ending October, 1947.

—KANSAS—

KANSAS CITY—The winner on the "I Speak For Democracy" program, held in the studios of KCKN and sponsored by the Junior Chamber of Commerce of Kansas City, was Patricia Martin, senior in the Ward Parochial High School. . . . TOPEKA—The payoff is in free tickets to University of Kansas home football games to the listeners of Max Falkenstein's WREN sports special, whose guess is closest to the actual score of the "game of the week" which is picked each Thursday night by Falkenstein.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—WRC's "Timekeeper," Bill Herson, is now conducting a contest aimed at finding the girl with the most beautiful hair in Washington. To the lucky winner, who will be selected by a board of Washington newspaper fashion editors, will go a trip to New York, a week-end at the Waldorf, a complete beauty treatment at the House of Scandis, a corsage from a local florist, a complete modeling course at the Atkinson School of Modeling in this city and a shampoo to be given in the WRC studios by Bill Herson using Artra, the new soapless cream shampoo, a year's supply of which will go to the first 1,000 contestants. . . . New member of WOL's staff is Les Higbie, formerly of WBCC, who has joined as night news editor.

Hearing On WSAY Suit Gels Underway Today

(Continued from Page 1)

new radio cause celebre, Charles R. Denny, former FCC chairman and now NBC general counsel, is expected to lead the network's legal battery.

Details of the suit have been filed with the FCC and the Department of Justice's anti-trust division. Also in prospect is a Congressional investigation of the monopoly charges. It was learned that the WSAY charges already have been discussed with several "receptive" Congressmen.

Spokesmen for Gordon P. Brown, owner and general manager of the Rochester station, indicated that pledges of support already have come from several large indie stations, including network affiliates.

Charges of monopoly and price-fixing were denied by the network soon after the suit was filed last Friday.

Loss of network programs, Brown charged, threatens the station's financial position with "complete destruction." WSAY has been carrying some net programs of ABC and Mutual.

Both nets, however, soon will switch their programs to two new Rochester outlets. WARC will get ABC and WVET will carry Mutual programs. WHAM now is an affiliate for NBC and WHEC is an affiliate of CBS.

Orders from Moscow!

"SEND THOSE RULES"

OTHER NEW
SUBSCRIBERS

So says KRLP, Moscow, Idaho. And so say dozens more broadcasters every day as they hear about the only up-to-the-minute service providing each and every change in the

KTRH
Houston

KLX
Oakland

WIOD
Miami

WMVA
Martinsville, Va.

WTAG
Worcester

FCC RULES AND REGULATIONS
(Over 150 changes so far this year)

—FORMAT—

Letter-size paper printed on one side only. Proposed amendments on colored paper to be inserted opposite rule amended. Final amendments incorporated in text with effective date given after each rule amended. Sturdy loose leaf binders.

\$60 FIRST YEAR

Broadcast Service Bureau
1426 K ST., N.W. WASHINGTON 5, D. C.

Send Birthday Greetings To

November 7

Richard Stark Jerry Belcher
Jack Milster Peter de Lima
Thomas Anthony Hanlon

November 8

James S. Seward Dave Murphy
Scott Wiseman
Gregory Williamson

November 9

Ed Wynn Nyles Barry Courtney
Bill Harding Joan Lane
Betty Lawson Paul Rittenhouse
Alan Moltzer Stony McClinn

November 10

Jane Froman S. Hogan Bayles
Charles Carroll Ray McDermott
Vera Adam Morand
George B. Storer

November 11

Joseph Bloom Henry Brown
Martin Horrell Brad Robinson
Nancy Sheridan Bob Shaw
Ruth Weil

November 12

Henry Jerome Pat Patterson
Larry White I. F. Wright

November 13

Conrad Thibault Harold Fair

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 41, No. 27

NEW YORK, MONDAY, NOVEMBER 10, 1947

TEN CENTS

Paley May Join State Dept

Control Of Journal Co. Passes To Employees

Washington Bureau, **RADIO DAILY**—The FCC on Friday ordered transfer of control of the Journal Co., Milwaukee, Wis., licensee of 12 radio and television facilities, for a total of \$1,345,000. Control of the company, which publishes the Milwaukee Journal, passes to company employees participating in stock trust. Control will be transferred through sale of 18,000 shares of company stock.

The company owns WTMJ, Milwaukee, and WSAU, Wausau, Wis.,

(Continued on Page 8)

Wide Video Coverage Planned For Wedding

London—Television in England will start its first major special events work since before the war on Nov. 20 when BBC video covers the wedding of Princess Elizabeth to Lieut. Philip Mountbatten.

Both BBC tele units will be in operation, one stationed opposite Buckingham Palace, and the other inside the west door of Westminster Abbey. Actual wedding ceremony.

(Continued on Page 2)

I. Y. Stock Exchange Buys Radio Program For 1st Time

The New York Stock Exchange will conduct a public relations campaign in radio for the first time in its history, it was learned Friday.

The Exchange will assume sponsorship of WQXR's "Concert Hour," Fridays from 7:05 to 8 p.m., for 13 weeks beginning Nov. 28. The deal was set through Gardner Advertising Co.

Tele Rates Upped

Detroit—WWJ-TV—The Detroit News television station has announced a rate increase from \$250 to \$300 per hour effective December 1, according to Harry Betteledge, General Sales Manager. Listed among WWJ-TV's latest accounts are Ford Motor Company, General Electric Supply Corporation, and American Tobacco Company.

RMA May Join Fight

Washington—RMA is expected to join the industry-wide "program of action" against the approaching ban on music recordings and "other restrictions" of the AFM, it was revealed on Friday.

At the meeting of the RMA, NAB, liaison committee on Thursday, RMA was asked to join the industry music committee. RMA's board of directors is expected to approve the association's active participation in the new committee, if approval is given by the board.

Nets, Tele To Report Armistice Day Events

Armistice Day observances here and at Arlington National Cemetery tomorrow will be aired by the four major networks, in addition to a score of special events and programs set throughout the 29th anniversary of the end of World War I.

NBC, CBS and Mutual will air descriptions of President Truman laying a wreath on the grave of the Unknown Soldier.

(Continued on Page 7)

Eversharp Won't Renew Morgan Show On ABC

Eversharp, Inc., will not renew sponsorship of the Henry Morgan show over ABC when the current contract expires Dec. 3. Although there have been frequent rumors in the past that such was about to happen.

(Continued on Page 2)

N. Y. Indie '47 Biz To Beat '46; Optimism Reflected In Survey

New York Independent stations' business for 1947 will show a healthy increase over last year, with even greater jumps in sales in prospect for next year, a **RADIO DAILY** survey revealed Friday.

Sales reports for the first nine months of this year show an average increase of almost 25 per cent over the same period in 1946. Although without exception the stations reported sizeable increases in expenses, most

CBS Board Chairman Reported Offered Post Of Assistant Sec'y Of State Succeeding Benton

Mullen Sees Tele Web Coast-To-Coast In '50

Transmission of network television programs on a coast-to-coast basis within a period of two years was predicted Friday by Frank E. Mullen, executive vice-president of NBC, on a special program of the "Swift Home Service Club" which made its debut as a regularly scheduled four-city network commercial. Mullen also pointed out that first tests of the

(Continued on Page 6)

Twentieth Century-Fox Extends Spot Campaigns

Probability of 20th Century-Fox buying saturation spot announcement campaigns in key cities to advertise the upcoming "Gentleman's Agreement" and other releases is foreseen in the signing of seven Chicago stations to duplicate the job done in

(Continued on Page 6)

Brewery Company Signs New Lombardo ET Series

Tivoli Brewing Co. of Detroit has bought the transcribed "Guy Lombardo Show," distributed by Ziv, for 52-week campaigns in four Michigan

(Continued on Page 6)

William S. Paley, chairman of the board of Columbia Broadcasting System, may succeed William S. Benton as assistant Secretary of State in charge of the Government's international information service which includes "The Voice of America."

RADIO DAILY learned from an authoritative source the past

(Continued on Page 7)

Decision Is Deferred In WSAY vs. Webs

Federal Judge Alfred C. Cox, hearing the first round in the suit brought against the four major networks by WSAY, Rochester, N. Y., indicated in New York Friday that in his opinion the station was not entitled to an injunction barring ABC and MBS from dropping WSAY as an affiliate. The judge made no official ruling, however, saying he

(Continued on Page 6)

FCC Okays AM Stations In Ft. Wayne And Norfolk

Washington Bureau, **RADIO DAILY**—Washington, D. C.—The FCC yesterday announced its decision granting the application of Radio Fort Wayne, Inc., for a Fort Wayne station. The grant was made on the condition,

(Continued on Page 2)

"Bookcasting"

As a service to NBC departments and employees, Frances Sprague, general librarian for the network, releases an annotated list of recent material relating to radio and television under the title of "Bookcasting." The list simplifies radio and television text-book research and has gained wide circulation throughout the NBC organization.



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JOHN W. ALICOATE : : : Publisher

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

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WEST COAST OFFICES

1417 Ashland Bldg. 150, N. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	71 1/2	71 3/8	71 3/8	- 1/8
Am. Tel. & Tel.	155 1/2	155 1/8	155 1/8	- 1/8
CB5 A	25 1/2	25 1/8	25 1/8	- 1/8
CB5 B	25	25	25	- 1/8
Farnsworth T. & R.	7 3/4	7 1/2	7 3/4	+ 1/8
Gen. Electric	35 1/2	35 1/8	35 1/8	- 1/8
Philco	32	31 3/4	31 3/4	- 1/8
RCA Common	8 1/2	8 1/4	8 1/4	- 1/8
RCA First pfd.	70 1/2	70 1/8	70 1/8	- 1/8
Stewart-Warner	15 1/4	15	15	- 1/8
Westinghouse	28 1/2	28	28	- 1/8
Westinghouse pfd.	98	98	98	- 1/8
Radio	20 1/2	20 1/8	20 1/8	+ 1/8
Net. Union Radio	3 3/4	3 3/8	3 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8 1/4	9
Finch Tele. Comm.	3 3/4	4 1/4
Stromberg-Carlson	13 1/2	14 1/2

10 YEARS AGO TODAY

(From the files of Radio Daily)
CBS billings for first 10 months of this year totaled \$23,339,801, an increase of 27.5 per cent over the same period last year. . . . Ford Motor Co., forfeited \$100,000 paid for a world series option which was not exercised. . . . George Jessel premiered his new transcribed series for DeSoto with Ralph Edwards as announcer. . . . Among top network tunes was "You Can't Stop Me From Dreaming" (Remick Music Corp.)

IN CLEVELAND IT'S



Wide Video Coverage Planned For Wedding

(Continued from Page 1)

mony inside the Abbey will not be picked up.

Following a brief introduction from the studio, the cameras will open up on Buckingham Palace to show the departure of the Queen, followed by a switch to Westminster for her arrival at the Abbey. Another pickup from the Palace will show the departure of the King and Princess Elizabeth.

After the service, close-ups of the Royal Family leaving the Abbey will be picked up via telephoto lenses. A final switch to the Palace will show the return of the wedding party and the traditional "balcony scene."

FCC Okays AM Stations In Ft. Wayne And Norfolk

(Continued from Page 1)

among others, that the station shall not begin operation until Farnsworth Tele and Radio Corp., licensee of WGL, Fort Wayne, shall be licensed to operate on 1250 kc. The new station will operate on 1450 kc, 250 watts, unlimited.

At the same time the Commission denied the competing applications of Homer Rodeheaver and Community Broadcasting Corp.

The Commission also announced its decision granting the application of Norfolk Broadcasting Corp. for a new station in Norfolk, Va., to operate on 1220 kc., 250 watts, daytime. The application of Tidewater Broadcasting Corp. for the same location to operate on 1230 kc., 100 watts, unlimited, was denied. Commissioners Clifford Durr and Rosel Hyde dissented.

Alex S. Robb

Hollywood—Alex S. Robb, 58, manager of the package sales department for NBC's western network, died at his home here Nov. 6. He had been with NBC since 1929, joining up in Chicago as manager of the network's Artists' Service Bureau. Robb was the first manager of the Amos 'n' Andy radio team. He is survived by his wife, Mrs. Madeline Robb, a radio actress.

Recording?



on top of the OPERA-BUILDING

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

Movies For U. S.

Special motion pictures of the wedding of Princess Elizabeth and Lieut. Phillip Mountbatten in London on November 20 will be flown to NBC for presentation on WNBC, the network's New York station. Arrangements for the tele movies were worked out by NBC in collaboration with the British Broadcasting Company.

Eversharp Won't Renew Morgan Show On ABC

(Continued from Page 1)

pen, the actual cancellation came suddenly with the sponsor indicating dissatisfaction with the show. Latest Hooper gives Morgan 6.8.

In dropping the show, Eversharp gave no hint of cutting its radio budget and is said to be shopping for another program. Presumably an open door policy exists as to the type of show or network.

Meantime, several advertisers are reported negotiating with ABC for the Morgan show and a deal may come through this week. Talent and production cost of the program hits around \$6,000 a week.

Gives WBKB Credit

Paul Raibourn, vice-president of Paramount Pictures, Inc., in charge of television, Friday denied the implication contained in a press release that RCA was responsible for the installation of a television relay link which is carrying the Notre Dame football games from South Bend to Chicago. Raibourn said:

"The radio relay link between South Bend and Chicago was built and is operated by Paramount's Balaban & Katz station, WBKB, Chicago, and the equipment for this relay link was furnished by the General Electric Co.

Named NBC Column Editor

Alton Kastner, assistant editor of the magazine section of NBC's press department, has been named Column Editor, it was announced by Thomas E. Knode, press dept. director.



does it Again!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

"The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

Inquire NOW About Our GUARANTEED 13 - 26 - 52 Week Contract Plan

BOSTON WORL M A S S .

FORJOE & CO., National Representatives



Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: A great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers' market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big 5-station town.

How about you? Is W-I-T-H on your list?



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Reed

2,500,000,000 *isn't enough!*



Another first for WNEW — top honors for Overall Promotion in Billboard's 1947 industry-wide competition!

This promotion plan sells WNEW programs and personalities to Greater New Yorkers as they ride trains, taxis, trolleys, ferry boats and busses; as they read their newspapers and magazines; as they go to the movies, open their mail or their laundry!

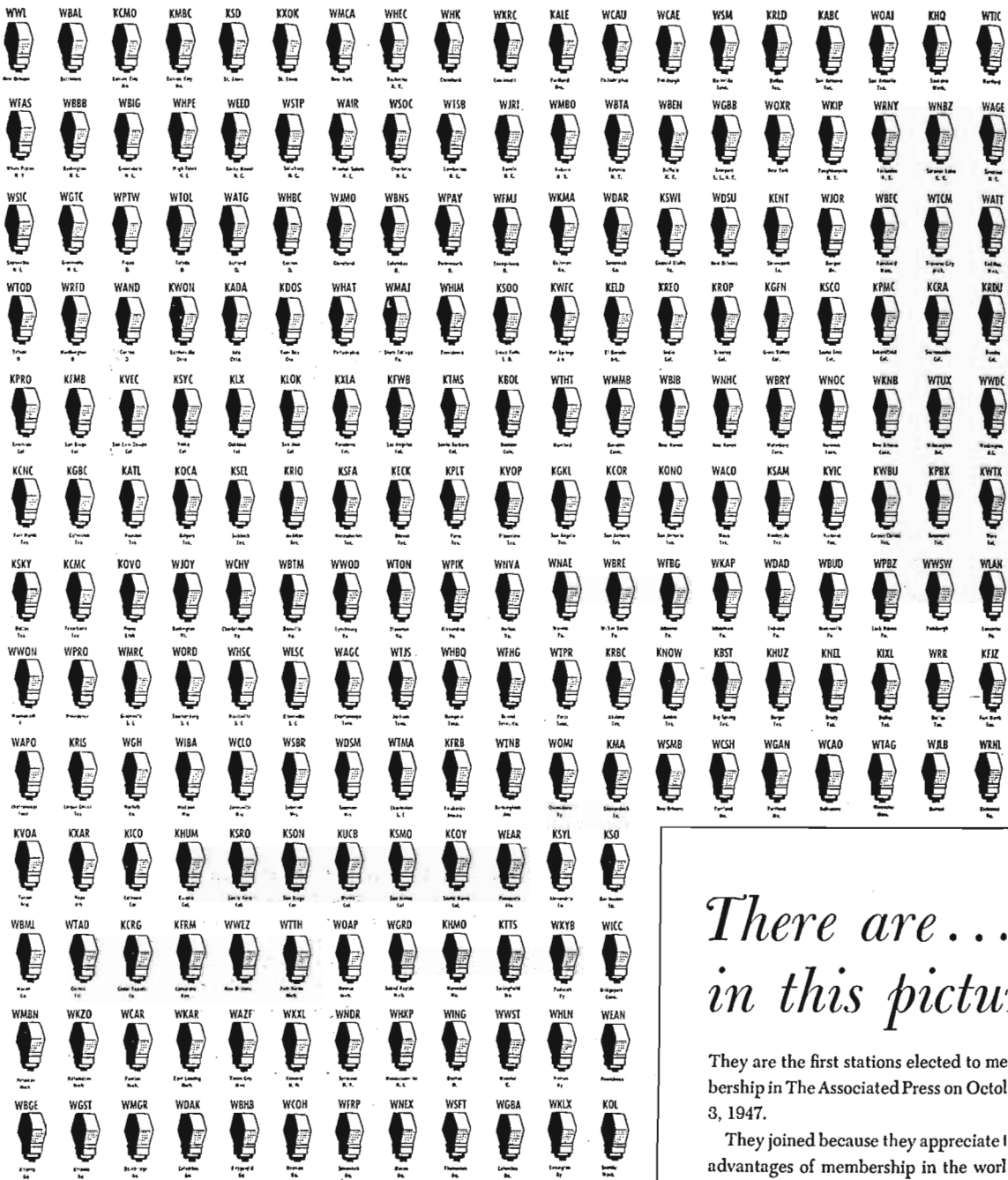
That plan delivers two and a half billion listener-impressions a year — *but it isn't enough*. Another first for WNEW is the use of the Douglas Leigh "Flying Spectacular," which adds the impact of 11,500 light bulbs. This 340-foot continuous sign flashes WNEW promotion in letters 27 feet high! Adding still another dimension to the advanced, award-winning WNEW promotional approach!

WNEW

Serving New York and New Jersey 24 Hours a Day

Represented by John Blair & Co.

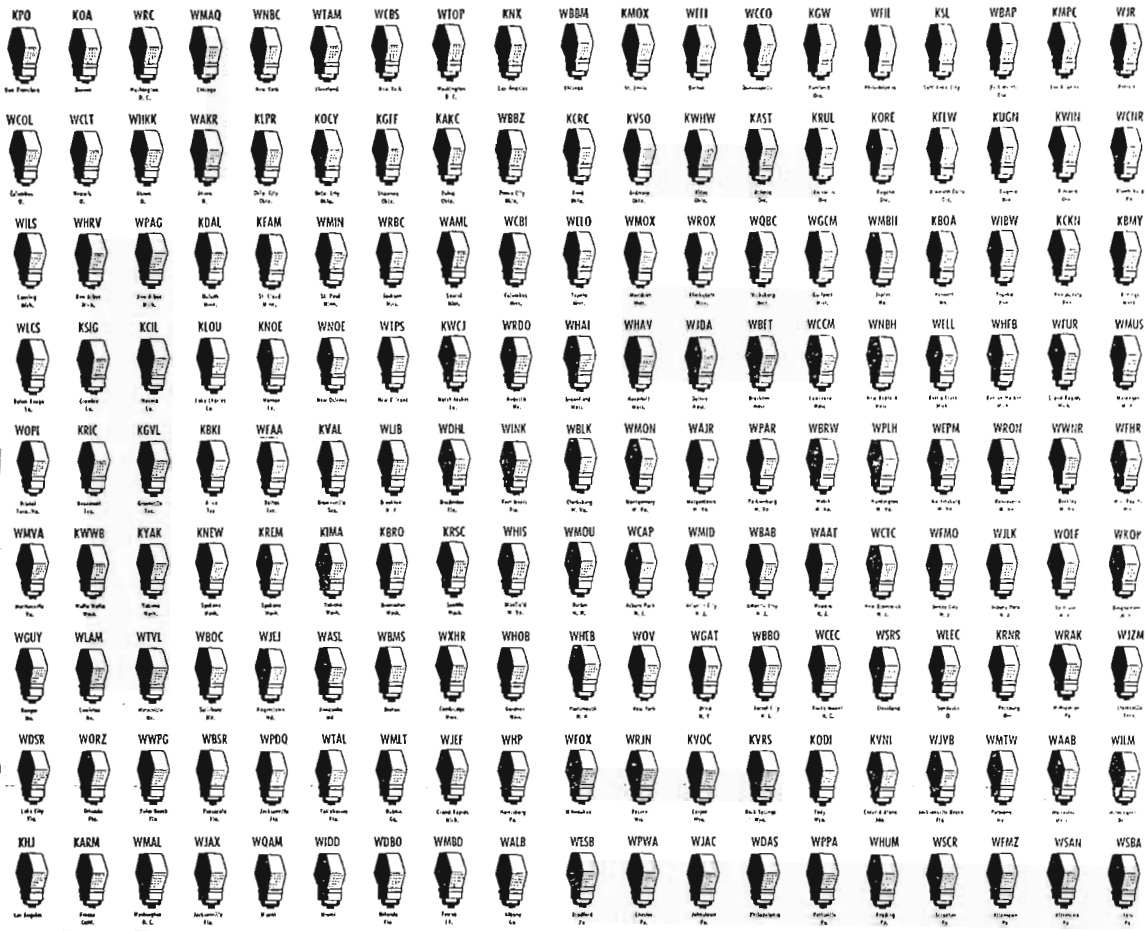
1130
ON YOUR
DIAL



*There are . . .
in this picture*

They are the first stations elected to membership in The Associated Press on October 3, 1947.

They joined because they appreciate the advantages of membership in the world's greatest news gathering organization — one whose news gathering facilities surpass all others.



456 stations



Naturally, the list of broadcasters applying for AP membership is growing daily.



THE ASSOCIATED PRESS
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

Mullen Sees Tele Web Coast-To-Coast In '50

(Continued from Page 1)

AT&T video relay from New York to Boston would get under way next week. (Top industry execs will attend opening ceremonies of the Bell System's experimental radio relay circuit Thursday at the Long Lines Building.)

Speaking on the Swift program, with which the company inaugurated sponsorship of the show to Philadelphia (WPTZ) and Washington (WNBW), as well as New York, Mullen said: "Within two years time we should be seeing this program in Hollywood as well as on the East Coast." He added that "in no time at all" television programs will be sent to additional cities on the East Coast.

Swift Vespene a Speaker

O. E. Jones, director and vice-president in charge of sales for Swift and Company, also a guest speaker on the show, expressed "great confidence in the future of television as an entertainment, educational and advertising medium," and said that Swift plans to "expand further in the future and to explore these possibilities to the fullest through the growing facilities of NBC."

"Home Service Club" features Jinx Falkenberg and Tex McCrary as co-emcees, and has a guest-star format, in addition to experts Sandra Gahle and Martha Logan, who offer fashion and cooking hints, etc. Friday's showing was witnessed by the trade and daily press at a special luncheon at "21," hosted by NBC, Swift, and McCann-Erickson.

Twentieth Century-Fox Extends Spot Campaigns

(Continued from Page 1)

New York. Pioneering in a new technique, Fox bought six New York City stations last week to air a total of 600 five-second transcribed announcements within a four-day period, starting Nov. 9, to advertise "Gentleman's Agreement," which opens here Nov. 11. Picture opens simultaneously in Chicago and the same campaign day and date, has been placed in the Windy City on the following stations: WLS, WIND, WJJD, WAIT, WSBC, WCFL and WGES. Agency is Donahue and Coe.

Announcements Unique

Chicago stations were signed for the deal by Irving Kahn, radio manager of Charlie Schlaifer's advertising, exploitation and publicity department, who flew out from New York. Five-second spot announcements, consisting of no more than 10 words by an-



California Commentary . . .

• • • The guys and gals on Radio Row are still talking about the wondrous tribute paid Bob Hope at the testimonial dinner the Friars Club gave in his honor. "Roastmaster" George Jossel said the only reason the

Los Angeles

Friars were giving the dinner was because the club needed money very badly, while Eddie Cantor "roasted" Hope by pretending he was in the wrong hotel, and said extremely nice things about—Jessel, Jack Benny recalled the "lean days" when Hope "only had 10 writers." In commenting on Bob's wartime activities entertaining G.I.s, Kay Kyser said, "Where a guy won't go to get a fresh audience, so he won't have to change his gags." Other "rib-roasters" were Al Jolson, George Burns, Henry Ginsberg, Walter Winchell, Henry Morgan and Gen. Ralph P. Cousins. In reply, Hope said modestly, "After listening to all these tributes, I said no man can be that good. But they finally convinced me." Noting that Winchell was present, Hope said "Vishinsky must have left him off for the night." Wondering what happened to Orson Welles' scheduled appearance, the guest of honor declared, "I wanted to hear Welles talk about somebody else."



• • • On a recent broadcast, Red Skelton, who is noted for his zeal in battling juvenile delinquency, devoted part of his show to a campaign for better schools. The following day, the Russell M. Seeds agency received a wire from the Illinois Association of School Boards requesting recordings of the program. The educators intend using "Junior's" story to help put over a bond issue for new schools. By the way, Red's cast is well represented in his movie, "The Fuller Brush Man," now in production. Verna Felton, who plays "Junior's" grandmother on the air, and Rod O'Connor, announcer and straight man, are working in the picture. . . . Judy Canova's three-year-old daughter, Tweeny, is at the Children's Hospital with virus pneumonia. . . . Dale Evans, just back from her rodeo tour, will cut 12 to 18 sides, a two years' supply, at top speed for Majestic to get in under the Petrillo wire. . . . Dick Garton, of Smith, Bull and McCreery, flew to Miami for conferences with Bob Trout on behalf of the agency. He will also visit Jacksonville and Atlanta for the Seaboard Finance Co.



• • • Charles Henry, Young & Rubicam supervisor on the "G. E. House Party," is back in Hollywood after a month at headquarters of the agency in New York and of General Electric in Bridgeport, Conn. By the way, Art Linkletter, emcee of "House Party" and "People Are Funny," is all smiles these days, because his book, "People Are Funny," is being well received and its sale is heavy. . . . Bob Garred, the CBS newscaster, recently marked the second anniversary of his return to the U. S. from Japan, where he was stationed for a short time directly after the Nipponese surrender. Bob was a Naval Intelligence officer. . . . Rep. Adam Powell, Congressman from New York and an ordained minister, christened Eddio Green's infant daughter, Elva Diane, Nov. 2 at the Independent Church.

nouncer Frank Gallop, are considered unique in trade circles since most stations have never before been asked for such time commitments. The idea is actually attributed in part to a time salesman, Bill Crawford of WOR, New York, who helped sell Kahn of Fox on the method. Fox is considering using the same radio technique as the movie opens in other cities during the next few weeks.

'Lest We Forget' On CBC Canadian Broadcasting Corp., will use a 30-station hookup to carry seven programs of the 13-week "Lest We Forget" series produced by the Institute for Democratic Education. Series, starting this month, will be heard every Friday night at 8 p.m., on the Dominion network in eastern Canada and at 11:30 p.m., in western Canada.

Decision Is Deferred In WSAY vs. Webs

(Continued from Page 1)

would study the briefs in greater detail and hand down a decision in the next few days. He also continued the temporary injunction against ABC and MBS, put into effect Oct. 31, when WSAY filed suit, but which is only a technicality until Nov. 12 when the two networks plan to sever connections with the station.

In the court hearing, the WSAY attorney, William L. McGovern, charged that the four major networks wanted to boycott the station because it refused to fix time charges as demanded by the webs. He also claimed that networks were trying to exclude WSAY from national business.

Webs Also Charge Monopoly

After charges for WSAY and its president, Gordon P. Brown, had been presented, network attorneys denied monopoly tactics and claimed WSAY itself had attempted to monopolize the Rochester market. They said the station wanted to take certain selective programs from networks and no more. Network counselors said that when WSAY, upon increasing its power, jumped Class A time from \$160 to \$280 an hour, advertisers were up in arms.

In addition to seeking injunction against ABC and MBS, WSAY charges all four major webs with monopoly and asks over \$12,000,000 in damages. Except for a permanent injunction, ABC is planning for a new affiliate in Rochester, WARC, on Nov. 12, and Mutual plans to switch to WVET about the same time.

Brewery Company Signs New Lombardo ET Series

(Continued from Page 1)

markets starting in January. Series will be aired under Tivoli sponsorship on WJR, Detroit; WJEF, Grand Rapids; WKZO, Kalamazoo, and WSOO, Sault Ste. Marie. Agency is McCann-Erickson.

The Lombardo package has also been bought by the Orlando (Fla.) Daily News, operator of WHOO. The News signed for a total of eight 15-minute properties, including "Favorite Story," "Old Corral," "Songs of Good Cheer," "Boston Blackie," Philo Vance mystery, Barry Wood show and "Pleasure Parade."

Another sponsor taking the Barry Wood show is Streitman Biseuit Co. which will place it on outlets in Greenville and Columbia, S. C., and Greensboro, N. C. Starting date is some time this month. Agency is Harry M. Miller, Inc.

FOR SALE
PROFITABLE TRANSCRIPTION BUSINESS
 Write or Wire
 Box 413 — c/o RADIO DAILY
 1501 Broadway, New York 18, N. Y.



News, Tele To Report Armistice Day Events

(Continued from Page 1)
 town Soldier at Arlington at 10:58 a.m. tomorrow, followed by the traditional one minute of silence observed throughout the nation. Services at the national shrine will also be televised by the two NBC television stations, WNBC in Washington and WNBT in New York.

In addition to pickups from the CBS web, WCBS has been designated as the "official bulletin board" of the "official bulletin board" of the Army reservists' activities in the New York area by Col. Pleas B. Rogers. Station will air changes in Army plans of ceremonies set in and around the city including those at the Central Park Mall. Margaret Arlon show will have Brig. Gen. John Reed Kilpatrick as guest speaker discussing organizational activities of the reserve corps. In addition, the Phil Cook show, 8:15-9:30 a.m. and the "Hits & Misses" program, 5:30-5:45, will devote performances to the armistice theme.

Topical Subject on "Forum" Mutual will air a special Armistice Day program from 12:30 to 1 p.m. tomorrow featuring the U. S. Navy band from Baltimore, and the network's "American Forum of the Air" will discuss the topic "Should Congress Adopt Universal Military Training?" as part of the day's activities. Network will also pick up a half-hour portion of the Foreign Press Association Dinner at the Waldorf-Astoria, featuring such top speakers as Andrei Vishinsky and Albert Einstein.

ABC will air a special show at 4:45 p.m. tomorrow centered around the Armistice theme and featuring Ray H. Brannan, commander-in-chief of the VFW, and Mrs. Dorothy Mann, president of the Ladies' Auxiliary of the VFW.

As part of the Armistice observances, WCBS-TV will air in its entirety the 30th anniversary banquet of the Foreign Press Association, to be held in honor of the United Nations at the Waldorf-Astoria. Vishinsky and Warren R. Austin are among the speakers, starting at 9:30 p. m. Occasion marks the second consecutive year the FPA has entertained the U. N. General Assembly and Security Council. In addition to Vishinsky and Austin, permanent U. S. Representative to the U. N., other speakers are Dr. Oswald Aranha, President of the General Assembly; Dr. V. K. Wellington Koo, Chinese Ambassador to the U. S.; Hon. M. Alexandre Parodi, Permanent French Representative to the U. N., and Sir Hartley Shawcross, Attorney General of Great Britain. Vishinsky's talk will be his first public address outside the U. N. during his current visit to the U. S.

★ THE WEEK IN RADIO ★

Walker Is Chairman Pro Tem

By VAL ADAMS

PAUL A. WALKER, FCC's veteran vice-chairman, appointed acting chairman by President Truman to succeed Charles Denny. Mr. Truman's choice for a permanent FCC chief is expected to be presented at the next regular session of Congress.

FCC's economic study on standard broadcast stations contained both good and bad news but in general indicated radio will continue to get a healthy cut of advertising pie. Local newspapers have declined while stations have increased. No change in this trend indicated, either. Half of the AM outlets debuting since V-J Day lost money in getting started, meaning also that other half broke even or made money. Profitable new stations earning about \$1200 a month, average, with unprofitable losing \$1643.

Income of radio and television manufacturers still rising in big way, according to financial statements by Philco and Stewart-Warner. . . . WSAY, Rochester, N. Y., filed \$12,000,000 suit against four major networks charging conspiracy and monopoly. Station also asked court to stop ABC and MBS from dropping WSAY as Rochester outlet. . . . Mutual joined BMB, thus bringing all four major webs into the fold.

NAB's industry music committee in first meeting set five-man subcommittee to outline plan of action for dealing with Petrillo. . . . Rep. Hartley of New Jersey planning to reintroduce one original clause deleted from the final Taft-Hartley law which would charge Petrillo with restraint

of trade if he stops making of records and transcriptions. . . . Threatened tie-up of Australian commercial stations over importing of recorded British shows averted for the moment.

Radio retail stores in New York switched to more liberal credit terms with end of Federal regulations. . . . Philco set distributor in New York took heavy spot announcement campaign on local stations to tell upcoming Christmas trade about television receivers. . . . Rayve Shampoo setting a \$1,250,000 ad budget for '48. Use of radio will be sharply increased.

Dollar revenue from video set production will top that from AM receiver output by next June, said Ray C. Cosgrove of Crosley. Cosgrove said one distributor expects four times the activity in television sets. . . . TBA scheduled a Television Clinic at its annual meeting at Waldorf-Astoria on Dec. 10. . . . Benjamin E. Shackelford, of RCA Labs, elected president of Institute of Radio Engineers for 1948.

Station reps association voted initial budget of \$50,000. Group is working out long range plan to promote use of spot broadcasting. . . . WSYR, NBC affiliate in Syracuse, N. Y., sold to newspaper publisher Samuel I. Newhouse for \$1,200,000. . . . FCC approved transfer of WKBW, 50-kw. ABC affiliate in Buffalo, to Broadcasting Foundation, Inc. Arthur Simon left general manager's job at WLIE, New York, to become vice-president and general manager of WKBW.

Three-man sub-committee of NAB board digested 100 separate suggestions for changes in code. Group put proposals in order for full board which meets Nov. 13. . . . World Broadcasting offering new transcribed feature library consisting of name talent programs.

U. S. Short Wave Stations To Carry 'Calvacade' Show

"Cavalcade of America" series will be broadcast to Europe, the Middle East, Australia, New Zealand, Canada and North Africa Saturdays over shortwave outlets WRUL, WRUW and WRUX, it was announced Friday by Walter S. Lemmon, president of the World Wide Broadcasting Foundation. Program is heard domestically over NBC under the sponsorship of the Du Pont Co. On the short wave version, all commercials will be dubbed out and credit announcements substituted.

FIRST CLASS RADIO EXECUTIVE

Thoroughly experienced in all phases of Radio, Production, Management, Station, Network and Agency. Desirous of making a change. Despite lifetime in theatre and radio he is still young and enthusiastic. Recognized in the trade as a top guy. Neither afraid of problems or hard work. Will locate either New York or Hollywood. Address enquiries to Radio Daily, Box 418, 1501 Broadway, New York 18, N. Y.

Paley May Succeed Benton At State Dept.

(Continued from Page 1)

weekend. Paley, say the reports, has been offered the post but as yet has not decided whether he will leave commercial radio for the full-time government position.

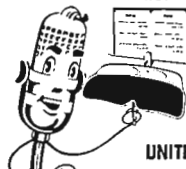
Paley is reported to be well qualified to take the State Department post. He served as president of CBS from September, 1928, until a year ago when he became chairman of the board. During the war Paley went overseas on a mission for the Office of War Information during which time he directed the short wave psychological warfare to Germany from London. Later he was in charge of the conversion of OWI transmitters to the use of the Armed Forces Radio network.

Radio Savvy a Requisite Benton resigned as assistant Secretary of State on September 24 to return to private business. At that time he expressed a desire that his successor be a man well versed in domestic and foreign radio.

It's pointed out, however, that Benton is currently attending the UNESCO conference in Mexico City, and that meeting will probably extend well into December. Any choice of a successor to Benton, it's said, is not likely to be made until after the first of the year.

CANTON, OHIO

CITY OF DIVERSIFIED INDUSTRIES OHIO'S RICHEST RURAL REGION



THE BEST BALANCED MARKET IN THE UNITED STATES

NOW . . .

Canton Industries - - - 170
 Industrial Payroll - \$85,800,000
 Employees - - - - - 33,000

NOW . . .

Farm Cash Income \$131,094,000
 Farms - - - - - 50,540
 Owner Operated - - - 43,086

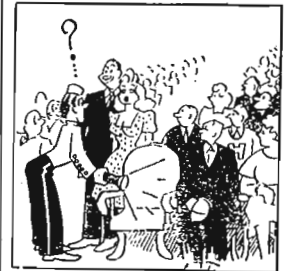
5,000 WATTS DAY & NIGHT - ABC

whbc

APPOINTED BY CONGRESS THE BEST BALANCED MARKET IN THE UNITED STATES

BERNARD DUDLEY
 ANNOUNCER

Back from the Coast and looking for a two-bedroom apartment - East Side, LA 4-1200. P.S. No, I'm NOT kidding.



"It's all right, mber, WFD' Flint says we shouldn't miss this show."

IN CLEVELAND IT'S

WHK

N. Y. Indie '47 Biz To Beat '46; Optimism Reflected In Survey

(Continued from Page 1)

to contribute to increased sales next year are the advent of new automobile models and the possible end of the present seller's market in that field; the end of government restrictions on installment buying and next year's national election campaigns, which are expected to allocate large portions of their advertising budgets to radio.

What may become the pattern for the next few years was begun this year when men's clothing came to plentiful supply following the wartime shortage. Leading retail chains literally flooded the indies with spot campaigns and sponsored shows, many of them using radio for the first time. Heaviest time buyers in this field include Barney's, Crawford, Ripley, Robert Hall, Prentiss.

Far ahead of all others in the automotive field, as far as local radio was concerned, was Mad-man Muntz, of West Coast fame, local distributor for Kaiser-Frazer, according to the survey. Others beginning or about to begin campaigns are Hudson, Oldsmobile and Packard.

Cigarette manufacturers, always heavy radio buyers, continued large campaigns. A marked increase was noticeable among beverage producers, particularly Paradise Wines and Schaefer beer.

High among the leaders in sales among indies, WNEW will have its "biggest year ever" in 1947, sales manager Ira Herbert reported. Virtually sold out, the station is "turning away business every day," and 1948 will be even bigger, he added.

Making a strong pitch for increased business, WMCA changed its entire

program format to take on big name disc jockeys. This policy has paid off well, according to Herman Bess, sales manager, who forecast a jump of 25 per cent in next year's sales.

A 30 per cent sales increase for the first three-quarters of fiscal year 1947 (which ends Nov. 31) was reported by WINS sales manager William Losee. After this report was issued, many new contracts were signed and the outlet came up with the biggest month in its history in October.

WHN, with a heavy schedule of sports, also checked in with an increase in business which was, however, sharply reduced by increased operating costs, according to manager Herbert Petey. The station's situation is still very good, he added, and business is expected to jump at least 10 per cent next year.

Many new sponsors were added by WOV, with 90 per cent of them national advertisers, manager Ralph Weil said. Most contracts were for 52 weeks, and next year's biz is expected to increase, he added.

WLIB jumped its sales 52 per cent during the past six months and the outlet's operation is now breaking even, it was reported.

WQXR is approximately 25 per cent ahead of last year, and deals still in the works indicate a record month for November. WEVD is between 7 and 10 per cent ahead of last year, but increased costs have reduced profits, it was reported.

As previously revealed, WHOM marked the end of its first year under Generoso Pope's ownership Oct. 31, by reporting a sales increase of 60 per cent.

Maj. Oldfield Transferred To Special Projects Section

Washington Bureau, RADIO DAILY

Washington—Maj. Barney Oldfield, recently recalled in the Army and made chief of the radio and television section of Maj. Gen. F. L. Parks' Public Information Division, has now been moved into the Special Projects Section to head it up.

He has been replaced in radio and television by Maj. O. T. Matthews.

Oldfield is currently on tour with the Turkish Military Mission to the United States, handling the press arrangements for the 10,000-mile look-see of General Omurtak and his staff into U. S. military and industrial establishments.

Oldfield was in the Warner Bros. flackery in Burbank just prior to returning to the Army.

Control Of Journal Co. Passes To Employees

(Continued from Page 1)

station, and 10 other relay experimental FM and television facilities. The stock trust was established in May, 1937, by the will of the late Lucius W. Nieman, founder of the Journal. The trust now owns 48,000 of the 120,000 outstanding shares of stock. The transfer will give the employees trust 66,000 shares, or a 55 per cent controlling interest.

The transfer will be made through the sale of 9,000 shares each by Harry J. Grant, chairman of the Journal board, and Faye McBeath, niece of Nieman.

Other facilities include WTMJ-TV, WAHB, WEIN, WEIO, WEIP, WJER, WTMJ-FM, WSAU-FM, WGXY and WGXMK.



Fulton Lewis, jr.

CO-OP Program Packs IMPACT

Fulton Lewis, jr. is heard five nights a week over more than 375 Mutual stations. A tribute to his pulling power lies in the fact that he is sponsored on 288 of these stations. A tribute to the merit of his program lies in the fact that some 87 stations carry "The Top of the News from Washington" as a sustainer.

Fulton Lewis, jr. SELLS because he commands a top-notch audience. Join up with this outstanding co-op program and let Lewis SELL for you. Write or wire for availabilities.

IN CLEVELAND IT'S

SPOTS — SHOWS — TELEVISION

Young writer with agency background — wants to work with someone who knows more than he does. Write RADIO DAILY, Box 417, 1501 Broadway, New York 18, N. Y.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.



Suggest Code Revisions

NAB Board To Start 3-Day Meeting Wed.

Washington Bureau, **RADIO DAILY**—The NAB board of directors begins a critical three-day meeting here tomorrow, with final action expected to be taken on a code for the radio industry. A special subcommittee already has tabulated the numerous industry comments, criticisms and suggestions for streamlined presentation to the board. Although another meeting of the board is considered possible, it is fully expected that action this week will present the

(Continued on Page 8)

Hedges Sets Speaker List For REC Video Seminar

Complete speaker list of the Radio Executives' Club's "Tabloid Television Seminar" Thursday at the Hotel Roosevelt was announced yesterday by William S. Hedges, REC president. "Seminar" will be the main feature of the luncheon session and will include five-minute reports on all phases of television progress to date by industry leaders.

Speakers and their topics are: Frank

(Continued on Page 6)

Hotel Roosevelt Installs Tele In 40 Guest Rooms

New York's Hotel Roosevelt will equip 40 of its rooms with television service on a permanent basis within the next two weeks by means of a multiple distribution system developed by Hotelvison, Inc., and Olympic Radio & Television.

Roosevelt installation, which will be available to guests on the seventh, eighth and ninth floors, will

(Continued on Page 5)

Distinction

George Hicks, web commentator, will be presented with the Army's Medal of Freedom by General Dwight D. Eisenhower for "exceptionally meritorious achievement serving as a correspondent attached to SHAEP during the invasion and liberation of European territory." Presentation will be made at the National Press Club, Washington, Nov. 18.

"No Other Plans"

William S. Paley, chairman of CBS, "has not been offered an appointment as Assistant Secretary of State," a spokesman for the network declared last night in commenting on the report that Paley may succeed William S. Benton in the U. S. State Department. Paley, the spokesman added, "has no other plans except to continue to devote his full time and attention to the affairs of the Columbia Broadcasting System."

DuMont Executives Get New Tele Posts

Significant step in long-range expansion plans of the DuMont television network was taken this week with complete assumption of WABD as the web's "key" station and the promotion of John McNeil and Bob Emory to important posts in commercial and programming setup of the network. Station had heretofore operated separately from the network

(Continued on Page 5)

4 Sponsors Alternate On WCBS-TV Shopping Show

"Missus Goes A-Shopping" audience-participation "on location" program featuring John Reed King on WCBS-TV, has been sold on a rotating basis to four sponsors effective Nov. 19, inaugurating continuing daytime commercial operations on the

(Continued on Page 5)

NLRB Asked To Curb AFM By Owner Of "Info Please"

Charging that James C. Petrillo and his American Federation of Musicians have violated the secondary boycott and featherbedding provisions of the Taft-Hartley labor law, Dan Golenpaul, director and owner of "Information Please," yesterday declared the program had been forbidden to use musical questions of any kind where music must be played. Golenpaul filed charges in behalf of the program, a feature on the Mutual network, with

Radio Reps. Organization Recommend Five Specific Changes Be Made In New Radio Code

Offers Free FM Time To Aid Dealer Sales

Making a novel pitch to increase FM listening, WFSS-FM, Suffolk County, L. I., is offering free air time—as much as 65 quarter-hour shows over a 13-week period for first place—to local dealers selling the greatest number of FM receivers or FM tuners.

Second prize is 39 quarter-hour pro-

(Continued on Page 2)

Barlow Resigns FMA Post; Joins WSAI Executive Staff

Cincinnati—William L. Barlow, who resigned last week as public relations director of the FM Association, has been given the same title at WSAI, Cincinnati, it is announced by Robert Sampson, general manager of the

(Continued on Page 2)

New High In Giveaways Set For ABC Web Show

Prizes valued at \$111,700, consisting of 1,112 Admiral radio-phonographs will be awarded winners in a name contest to be sponsored on ABC's Jack Armstrong program. The con-

(Continued on Page 2)

Suggestions for five specific revisions on the new code have been made to the NAB by the code committee of the National Association of Radio Station Representatives. The association previously endorsed the code in principle but now suggests five changes so that the code can "serve equitably the

(Continued on Page 7)

Women Broadcasters Plan Southwest Meet

San Antonio—Violet Short, of K TSA here, Chairman of the 13th District, Association of Women Broadcasters, NAB, has received a proclamation proclaiming Saturday, Nov. 15, as "Women Broadcasters' Day" in Texas, from Gov. Beauford H. Jester of Texas. This is the date upon which the radio women of Texas meet for their second annual conference at the Gunter

(Continued on Page 6)

Disc Jockey Will "Inc" As National Organization

Incorporation papers will be filed this week for the New York Chapter of the National Association of Disc Jockeys, chairman Fred Robbins, of WOV, announced yesterday, at the

(Continued on Page 6)

"Shakedown"

Chicago—The ABC "Breakfast Club" Shakedown Show held last Friday morning was a huge success and brought gifts that totaled an estimated \$10,000 in value to be distributed to needy families. There was a capacity audience, admitted by ticket-plus-gift. Gifts ranged from a refrigerator and washing machine to cosmetics, candy and hundreds of other items.

(Continued on Page 8)



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

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WASHINGTON BUREAU
Andrew H. Olor, Chief Managing Claggett
2417 Dahlberg Rd. 2122 Deatur Pl. NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2252
Entered as second class matter, April 5 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Nov. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/2	8 1/8	8 1/8	+ 1/8
Am. Tel. & Tel.	155 1/4	155	155	- 1/4
CBS B	2 1/2	2 1/8	2 1/8	- 1/8
Fairsworth T. & R.	8 1/2	8	8	- 1/2
Gen. Electric	35 1/2	35 1/8	35 1/8	- 1/4
Philco	32 1/2	32 1/8	32 1/8	- 1/4
RCA Comm. Serv.	70	70	70	- 1/8
RCA First pfd.	70	70	70	- 1/8
Stewart-Warner	15 1/2	15 1/8	15 1/8	- 1/8
Westinghouse	28	27 3/4	28	- 1/4
Westinghouse pfd.	9 1/2	9 1/8	9 1/8	- 1/8
Zenith Radio	20 1/4	19 1/2	19 1/2	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8	8 1/4
Finch Tele Comm.	3 1/2	4 1/4
Stromberg-Carlson	13 1/4	14 1/4
U. S. Television	2 1/4	2 1/2

10 YEARS AGO TODAY

(From the files of Radio Daily)
Proctor & Gamble, an NBC exclusive contract for several years, signed with CBS for four daily 15-minute spots across-the-board. Hugh K. Boice signed for the web and three agencies — Compton, Pedlar & Ryan, Blackett-Sample-Hummert—for P & G. . . First telecast to a ship at sea was successfully demonstrated by BBC in a transmission to the Britannic. . . People wore singing and the webbs were playing "Mama I Wanna Make Rhythm" (Santly Bros. Joy, Inc.)

RECORDING STUDIOS!
Modern Equipment Expertly Manned,
and
AVAILABLE NOW!
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MANNON PRODUCTIONS
Trinafalgar 2-1800
112 West 89 Street, New York, N. Y.

★ COMING AND GOING ★

PAUL MOWREY, director of television for the American network, yesterday was in Washington, where he attended a special White House showing of the ABC-produced film on highway safety. President Truman and other Government officials were present.

F. H. BRINKLEY, vice-president and general manager of WILM, American network affiliate in Wilmington, Del., is in New York for conferences with officials of the network.

EDDIE DUNN, emcee-humorist-sportscaster, has returned from Ann Arbor, where last Saturday he broadcast over ABC the Michigan-Indiana football game under the auspices of the U. S. Army and Air Forces Recruiting Services.

JOSH WHITE, ballad singer, is motoring to Los Angeles. On November 19, he'll start a concert tour of the West.

CRAIG ("Professor Quiz") EARL, now originating his broadcasts out of town and sandwiching in plenty of benefits for charitable purposes, appeared last Saturday in Wilmington, Del.

CECIL BROWN, Mutual network newsmen, leaves today for lecture engagements in Cleveland and Pittsburgh. He'll broadcast on Wednesday from WPK, Cleveland, and on Thursday from KQV, Pittsburgh.

FRED WARING and his Pennsylvanians, now on a three-week concert and NBC radio tour, made a morning and an evening appearance yesterday in Cleveland.

HAROLD PRIESTLEY, business manager of WWJ, Detroit, is spending today in Gotham on business for WWJ-TV, Detroit News television station.

NICK KEESLEY, producer of the "American Forum of the Air" for Mutual, together with LARRY HOLCOMB and RICHARD MARVIN, of Grey Advertising Agency, are in Washington for today's return of the program to the Nation's Capital under sponsorship of FM Pilot Radio Corporation.

FRITZ UPDIKE, general manager of WRUN, the ABC outlet in Rome-Itica, N. Y., is in town on station and network business.

HENRY YOUNGMAN, radio comic, left last night for Hollywood for a supper club engagement and some guest shots on radio network shows.

C. E. GATCHELL, station manager of WGAN, Columbia network affiliate in Portland, Me., is back at the station following conferences at the station relations department of the web in New York.

New High In Giveaways Set For ABC Web Show

(Continued from Page 1)
Test continues through December 5. Entrants must submit a name for a radio plus the top from a box of Wheaties.

Jack Armstrong is sponsored by General Mills, Inc., through Knox Reeves Advertising Inc., Minneapolis.

WOR Uses Survey Figures To Stress Audience

In the last year BMB has been a pretty hot topic in trade circles but now comes WOR, New York, which figures BMB is hot enough to be carried in regular newscasts over the station. Station has done it twice in the last month during Lyle Van's 3 p.m. news.

First occurrence came a few weeks ago when Van led off a three-minute insert on BMB which said, "WOR covers and is heard regularly in an area in which there are 36-million persons, one quarter of the population of the United States." Van said the "figure was agreed upon by the radio industry itself," meaning BMB, and that the survey showed "this 50,000-watter has a greater audience than any single radio station in the world."

Few nights ago Van reiterated BMB to his listeners, saying he had proof that BMB was correct. The proof, he claimed, came from mail response in answer to a free offer made on the program. "Letters and post card requests," Van went on, "have actually come from the tremendous area BMB says our 50,000 watts cover."

Heads WNBC Adv. Dept.

Charles B. H. Vaill has been named director of advertising and promotion for WNBC effective this week, James M. Gaines, manager of the station, announced yesterday. He replaces Charles H. Phillips who has joined the NBC spot sales department as an account executive.

Barlow Resigns FMA Post; Joins WSAI Executive Staff

(Continued from Page 1)
Marshall Field station. Appointment is effective Nov. 15.

Barlow has a wide background in newspaper and radio circles. He was with WLW for eight years and came to WINS, New York, last year after Crosley took over. He resigned his position with Crosley six months later and joined FMA in Washington. Barlow has been in Cincinnati for the last several months. He was suddenly taken ill there while on a visit recently.

Offers Free FM Time To Aid Dealer Sales

(Continued from Page 1)
grams over 13 weeks, with 15 runners-up each receiving one quarter-hour weekly for a like period. All entries not among the winners will receive five courtesy spot announcements, it was stated.

Station, which has not yet begun operations, is owned by the Suffolk Broadcasting Corp. John T. Tutthill, Jr., is president; W. K. Macy, Jr., vice-president; N. Blair Munhofen, secretary, and J. H. D. Macy, treasurer.



Blowing its top

That's the 4,764-foot Mt. Hekla volcano, some 90 miles northeast of Reykjavik up in Iceland, erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come. It's a vicious looking thing. And that picture was shot four miles away and at 6,000 feet!

If you think that's ugly . . . wait until you see the face of your favorite client's sales manager . . . when the going gets tough. Sales! Believe it! That's what he'll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore is a cinch. Simply put down the radio station that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. That's W-I-T-H, of course, the successful independent. And don't forget, Baltimore is the 6th largest city in the country!

W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally by Hoodley-Road

SALES DOLLARS TRAVEL FAR
Ben Ludy, GEN'L. MGR. . . when you use them on
WIBW
The Voice of Kansas
TOPEKA



ON TARGET

Every touchdown is backed up by hours of planning. Weed and Company service is distinguished, like good football, by intelligent analysis, skillful planning, and a thorough knowledge of successful sales strategy.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

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

LOS ANGELES

By RALPH WILK

MARILYN MAXWELL left Hollywood on first leg of an extended personal appearance tour, opening Nov. 13th at Riverside Theatre in Milwauke. Second appearance is at the Capital Theatre in Washington, D. C. Singer's final engagement is at New York Capitol, where she will have backing of Paul Whiteman's orchestra.

The Actors and Announcers Equity Association of Australia has appointed Don S. Sharpe, Australian-born actor now residing in Hollywood as their representative here. As honorary investigator, Sharpe has been empowered to inquire into and report on conditions and practices of work, wage scales, contracts, etc., in all spheres of show business, particularly motion picture and radio.

Dick Haymes will present the 1948 Tournament of Roses Queen to the press at a special breakfast in Pasadena on December 19.

Luis Van Rooten, radio and film actor now playing a featured part in Paramount's "The Long Grey Line," has joined the cast of "One Man's Family" as Francis Kirby, government agent, a new character on Carleton Morse's popular Sunday program.

The Modernaires will cut two "Personal Albums" for Armed Forces Radio Services this week, with Paula Kelly serving as mistress of ceremonies.

Low Parker is in New York to complete a series of 44 transcriptions for his Mennen's Shaving radio airer. The Broadway musical comedy star, now under contract to Universal-International, will return to the studio this week for his film bow in "Are You With It?" in which he will portray the same comic character he portrayed in the stage version.

A transcript of the broadcast portion of the party honoring Jean Hersholt on his 10th anniversary on the Dr. Christian radio show in the new Crystal Room of the Beverly Hills Hotel the night of Nov. 5 was sent to Denmark for re-broadcast. Hersholt, a native of Denmark, was knighted last year for his activities in Danish-American relief affairs during World War II.

Bill Anson will appear for one week at the Million Dollar Theatre (L. A.) starting today, Nov. 11. With Bill will be an all start cast headed by Herb Jeffries, Kay Star and D'Varga's orchestra. Bill is going on a 50-50 deal. He will broadcast his "Hollywood Bandstand" program remote from the dressing room of the theater while he is appearing there.



Mainly About Manhattan . . . !

• • • This no doubt will be heatedly denied—but we hear it on good authority that the Ford Theater will fade after 26 weeks, despite all that hoopla about their keeping it on for three years whether it picks up a rating or not. (Hoopla or Hooper, off it goes). . . . Danny Thomas practically set to replace the "Thin Man" for Gen'l Foods. . . . Gull looking for another show to replace "We the People"? . . . Philip Morris still hasn't approved the Horace Heidt show. (Can it be that they're beginning to appreciate the Milton Berle stanza?). . . . The Fred Allen sponsor switch has accelerated conviction along ad-agency-avenue that food sponsors may do plenty of retrenching radiowise. . . . Betty Mandeville hack with Blow doing commercials. . . . It Pays To Be Ignorant: At the radio theater where the opus is staged, the word 'ignorant' is mis-spelled on the marquee! . . . Hear that Mutual is readying an amateur hour—this one to confine aspirants to the under 20-year-old bracket. . . . Paul Walker now doing the "acting chairman" honors at FCC. . . . "Family Hour" switches to 6 p.m., after the first of the year. Stanza, incidentally, hasically a musical program, is rapidly slipping into a conversation piece with musical bridges. If they insist on those long-winded guestar speeches, they at least oughta cut down on the commercial wordage.

• • • From Walter Kaner's "Column of the Air" stanza via WINS: "Newspapers today reported that Tokyo Rose wants to live in the U. S. Your reporter, as a GI in Japan, broadcast daily to our occupation troops there under the name of 'Tokyo Mose.' I met and talked with thousands of GIs. They were bitter about her syrupy attempts to break down their morale with poisonous lies about their wives and sweethearts back home. Tokyo Rose was jailed, then released. No evidence, the army said. How ironical it is that now, as the bodies of our heroes return—dead—Tokyo Rose, an American-born woman who broadcast these lies for the Japs, wants to come here—to live."

• • • AROUND TOWN: Jean Harrison, Ziv director (Calling All Girls, Boston Blackie, etc.), headed for the Coast for a month's stay. . . . Ed Begley leaves for H'wood at the end of the month for a starring role in 20th Century film, "Sitting Pretty." . . . Irving Kaufman, who in his time prob'ly made more records than anyone in the biz, staging a comeback via Sterling label. His first release is "Curse Of An Aching Heart," which Paul Whiteman gave a big play the other p.m. (Irv used to warble with Pops when latter waxed for Columbia). . . . Craig McDonald celebrating his 20th year in radio. . . . Jimmy Savo, past master at the art of pantomime and story-telling, added new laurels to his aristry Sunday mite when he made a guest appearance on WNET's "Author Meets Critics" session. . . . Mary Eastman just became the mom of a six-pound baby boy. . . . Ann Thomas drew a running role on "Claudia."

• • • THE MORNING MAIL: Verily, radio is a thing of miracle and sweet wonder," writes Geo. Hamilton Combs from Geneva, where he is touring with a wire-recorder. "Sitting here a minute ago trying to get the vote on Ramadier when the voice of one Bert Lee came floating into the room—a hockey game from Madison Sq. Garden. Gave me quite a turn, it did. The only thing I've had time to notice about European radio is the astonishing preference among civilians for the American Forces network. I regret to say part of its popularity stems from the fact that it carries no commercials. Every American I've talked to over here sighs when he thinks of returning to the States and 'commercial radio,' which they all affect to despise. Mebbe so. But Fred Allen's awfully good and I can't see him working for 38 bucks and a chance at getting a pension."

CHICAGO

By NAT GREEN

IVOR KENWAY, advertising and promotion director of ABC, spent several days in Chicago conferring with ABC execs.

"Dr. I. Q." will move to Brooklyn on November 17 for an extended stay and will be broadcast from the RKC Albee Theater. This will be the first time in seven years that the show has been broadcast from the New York area, and the first from Brooklyn.

WIND will have a "house-warming" in its new quarters at 400 N. Michigan avenue, Thursday, when guests will be plied through the new studios, then be luncheon guests in the Wrigley Building restaurant.

Fred Levings, WBBM producer left last week for San Francisco to make his home there.

Ruth Anderson, commentator of KPO, San Francisco, stopped off Chicago en route home after a two week stay in Paris, France.

Wayne Van Dyne, NBC tenor, has signed a contract with Tower Records.

Ellen Merien Manipoli, member of the WGNE (FM) staff, will represent musicians of Chicago in the nationwide scholarship competition conducted in connection with the release of the motion picture "Carnegie Hall."

General Mills' "Jack Armstrong" show will give away 112 Admiral radio-phonographs in a name contest, which ends December 5. Entrants must submit a name for a radio at the top from a box of Wheaties.

Ann Rea Estes, who took time from her duties as ABC receptionist last year to appear as featured vocalist on the "Breakfast Club" program, is back this week as vocalist with Patsy Lee vacations for a week in California. Next week Miss Estes leaves for New York to try her luck in radio there.

"The Cinnamon Bear," annual Christmas program for children, started on WGN last Friday and will continue through December 12. It is sponsored by the Wieboldt Stores.

Grace O'Dell, Wilbur Edwards, Tom McLooney and Charles Compton of the CBS sales department are currently in Salt Lake City on business.

Will Carry Bowles Address

Address by Chester Bowles, former OPA administrator, before a dinner of Americans for Democratic Action will be carried by WMCA Nov. 10:03 p.m., from the Hotel Commodore. Franklin D. Roosevelt, Jr., will introduce the speaker.

THERE'S ONLY ONE
Lord Tealton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited - Walter Jacobs

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Box 413 - c/o RADIO DAILY
1501 Broadway, New York 18, N. Y.

DuMont Execulives Get New Tele Posts

(Continued from Page 1)
ut activities will now be co-ordinated under over-all supervision of Lawrence Phillips, network director. McNeil relinquishes the post of general manager of WABD to become network manager of commercial operations while Emory, currently program manager at the New York studios at the Wanamaker Store, becomes producer of "youth programs" while continuing to handle "Small Fry." James Caddigan, recently appointed manager of the DuMont web's program planning division, will add WABD program and production activities to his network duties. Bob Jamieson continues as manager of operations for the New York outlet.
Move has been "under consideration for some time," said Lawrence Phillips, director of the network, and is in line with the expanding scope of network commercial activity. DuMont is currently operating an outlet in Washington, WTTG, which takes regular WABD shows, has a grant in Pittsburgh, and applications on file for stations in Cincinnati and Cleveland.

Marshall On WMAL-TV; Also Via ET Over Mutual

Washington Bureau, RADIO DAILY
Washington—The testimony of Secretary of State George C. Marshall and Under-Secretary Lovett will be telecast by WMAL-TV beginning this morning at 10 a.m., from the Senate caucus room during hearings of the Senate Foreign Relations Committee. This is first time committee hearings have been telecast. WMAL-TV is seen and heard on Channel 7. Program will be produced by Burke Crotty.

Recorded highlights from the testimony of Secretary of State George C. Marshall before the Senate Foreign Affairs Committee were heard last night over ABC and will be aired again tonight from 11:35-midnight.

Joins Haymes Show

Los Angeles—Songstress Martha Tilton will be heard on the CBS Dick Haymes show, starting December 11th, releasing Lina Romay for an acting part with Edward Small Productions.

Persuasive

Washington—Disk jockeys' ad-libbing ability is traditional, but seldom has it been put to such good use as was done Wednesday of last week by Mike Hunnicutt, WOL platter spinner. Crossing Massachusetts Ave., Bridge on the way to work, Mike caught a would-be suicide about to leap, and with honeyed phrases sold him on the value of life. Today they're the best of friends.

Hotel Roosevelt Installs Tele In 40 Guest Rooms

(Continued from Page 1)
provide 10-inch direct view tubes fed by master monitors. Sets are designed to pick up the video and audio portions of the television signal after it has been received, amplified and separated into two components of the master receivers. Service in the hotel will be at the choice of the guest, it was said, who may call the television operator who, in turn, connects the room receiver. An extra charge of \$3 per day will be made for the service.

Under the system it is possible to wire every room in a hotel for tele reception and to offer guests the choice of any program on the air, according to J. M. Winer, president of Hotelvision. In addition to room receivers, it is possible to install sets in hotel bars, lobbies, and restaurants, connected to the same system, it was said.

System is being installed in the Roosevelt under a contract arranged by Metropolitan Television, Inc., operators of FM station, WABF. Under the setup, Metropolitan is buying the equipment and leasing it to the hotel on a three-year basis, with option to buy.

Another system, developed by Industrial Television, Inc., of Nutley, N. J., is currently on display at the National Hotel Exposition at Grand Central Palace, which provides for "push-button" control for individual hotel rooms. Known as "Guest Television," the system calls for operation from a central unit which transmits pictures by coaxial cable to an unlimited number of screens simultaneously. System is also adaptable for hospitals, schools or other large institutions, it was said.

"Big Break" Auditioning

George Maynard and Jack Hill, talent scouts of "The Big Break," NBC talent quest program, are in New York to audition talent for the Sunday, December 21, broadcast over WNBC from New York City. "The Big Break" stars Eddie Dowling and each week he presents audition finalists from a different city in the country.

Chilean Visitor

San Francisco—Ricardo Vivado, president of the Broadcasters' Association of Chile and owner of Radio Del Pacifico in Santiago, has been visiting radio stations in San Francisco.



**You Reach
TWICE
the
Buying
Power
Every Hour
on
WMT!**

Iowa's per capita wealth of \$4,322 is almost twice as large as the per capita wealth of the rest of the U. S. A. It's a market with twice as much buying power for your product. And, Iowa incomes are almost evenly divided between rural and urban areas. Go after this ten billion dollar twin market on WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.



The Station Built By Loyalty & Listener-ship . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 WATTS 600 K. C. DAY AND NIGHT

Cinefects
INC.
THE PRODUCERS' AID

COMPLETE TRAILER
SERVICE
ART—TITLES—
DIALOGUE—SOUND
ALL LANGUAGES

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

BEHIND THE MIKE

By SID WEISS

DWIGHT WEIST has completed the narration on a new State Dept. film intended for international distribution. Called "Hurricane Circuit," film describes government's technique in hurricane detection in Florida.

Speaking of film narration, announcer-commentator Art Hannes just finished a series of industrials for Goodrich Tires. And Les Tremayne is being sought to do the narration on a public health film series.

The new package, "Music and Meditation," created by and starring Bret Morrison, will be offered as a transcription series.

Eddie Dunn to headline a novel situation comedy dealing with sports. Bob Readick's definition of a depression: Where people do without the things their parents never had.

Listeners squawking plenty at WCBS' decision to deprive "Winner Take All" of its daily 4:30 outlet here. Too bad that one of the few adult quiz stanzas shouldn't be made available to the local following.

Carleton & Juliet opening at the Breakers Hotel in Palm Beach, Dec. 15th.

Garry Moore and Henry Morgan both plugging Eversharp-Schick's "Big As A House" contest over their program. \$40,000 in prizes to winners.

Hal Tunis, metropolitan disc jockey, starting a new series of quiz shows emanating from WNAC, Boston, every Sunday on the Yankee-Mutual web.

Marilyne Towne, at the Fireside Inn, tells of the society deb who got a mink coat on the himstalment plan.

It's about time someone tossed a bouquet at the lady AFRAans who've been donating their time and talents by working with vets in the American Theatre Wing's radio acting classes. Gertrude Warner, Ann Seymour and other top-ranking gal stars have been among those present.

Recommended: The Abe Lang Trio at Maxims.

The Murphy Sisters' Apollo platter, "Girls, If You Ever Get Married," has drawn a strong protest from the L. A. Old Men's Home. The song warns young girls against marrying old men.

Jackie Kelk, who dropped a bundle in the stage flop, "Tenting Tonight," now has his pennies more wisely invested in "Medea."

Position Wanted

Winchell's Jergens Journal over ABC got its first classified ad Sunday night. It came just before the middle commercial when a familiar voice cut in with, "Pardon me, Mr. Winchell." Then the voice gave this brief announcement: "Situation wanted. Male. Young comedian will be unemployed Dec. 3. Prospective sponsors contact Henry Morgan care of Jergens Journal."

Women Broadcasters Assn. Plan To Meet In Southwest

(Continued from Page 1)

Hotel here. A feature of the opening session will be the Women Broadcasters' luncheon attended by local and visiting radio women, and representatives of civic and social organizations of the city. The luncheon is being sponsored by the local chapter, AWB, with Monette Shaw of KABC, who is luncheon chairman.

Among out of town radio women participating in the two-day conference are Leonore Crane Bradner, KABC, Galveston; Helen Fryer, KROD, El Paso; Frances Helm WBAF, Fort Worth; Joyce Cole, KABC, Austin; Helen Caldwell, KDDM, Beaumont; Mrs. Doane Chapman, KPAB, Laredo; Anne Durram Robinson, KNOV, Austin; Aline McKenzie, KWBU, Corpus Christi; Virginia Graham, KRIS, Corpus Christi. The executive committee for the 13th district Conference AWB includes Ruth Burleson, KCOR; Chairman; Mary Jaye Spears, KTSJ; Lily Juncker, KABC; Elizabeth Fox Krisc, KONO; Shirley Minor, KMCC; Yolande Teague, WOAI, and Pearl Brewer, KITE.

Governor's Proclamation

The proclamation by the Governor of Texas announcing "Women Broadcasters' Day" follows:

Hedges Sets Speaker List For REC's Tele Seminar

(Continued from Page 1)

E. Mullen, executive vice president of NBC, "Network Television and NBC"; Leonard Hole, CBS tele exec, "Network Television and CBS"; Lawrence Phillips, director of the DuMont web, "Network Television and DuMont"; Paul Mowrey, director of ABC television, "ABC's Television Network Plans"; J. R. Poppele, vice-president of WOR, "Specific Problems and Plans of an AM Station Entering Television"; F. M. Flynn, president and general manager of the New York Daily News, "Problems and Policies of a Newspaper Entering Television."

Also, Charles Durban, assistant director of advertising, U. S. Rubber Co., "The Advertiser's View of Television"; Ralph Austrian, vice-president in charge of television, Foote, Cone and Belding, "Responsibilities of the Advertising Agency in Television"; Thomas H. Hutchinson, Richard W. Hubbell and Associates, "Television Production Problems Encountered by Sponsors, Agencies and Stations." Following the panel of speakers, an open forum will be held. Richard W. Hubbell will act as moderator of the Seminar, and direct questions from the floor.

Sponsoring "Better Half"

Sponsorship of "Better Half," quiz show heard on WOR Sundays by the Euclid Candy Company was announced yesterday. Contract was placed through the Al Paul Lefton Advertising Agency.

"To All To Whom These Presents Shall Come: WHEREAS, on November 15 and 16, 1947, in San Antonio, there will be held the Second Annual Conference of the 13th District of the Association of Women Broadcasters or the National Association of Broadcasters. Membership in this organization is comprised of women broadcasters, executives and workers of radio stations of Texas.

WHEREAS, women have played a vital role in the development of the radio industry, in years of peace, and years of war, they have served in the interest of the health, happiness, and security of American homes, and in the enjoyment of the listening audience.

WHEREAS, at their Second Annual Conference, the radio women of Texas will work upon plans for coordinated service to the radio industry and to the public.

NOW, THEREFORE, I, Beaufort H. Jester, Governor of Texas, do hereby set aside and proclaim Saturday, November 15, 1947, as Women Broadcasters' Day in Texas, and I call upon all our citizens to recognize the services and contributions of radio women to the American way of life and the American system of broadcasting."

Disc Jockey Will "Inc" As National Organization

(Continued from Page 1)

group's newly-rented quarters at 545 Fifth Ave.

First major function of the local chapter, Robbins said, will be sponsorship of "The Big Show of 1948" at the Metropolitan Opera House Jan. 25. Show will be a revue of the "monster" variety, with all members plugging it over the air.

Four committees were set up to handle the production. Chairmen are: Paul Brenner, WAAT, show committee; Red Benson, WINS, finance; Sid Torin, WHOM, Journal, and Bea Wain, WMCA, tickets.

WMCA Adds Jockey To Platter Spinning Shows

WMCA yesterday signed Ted Steele to a five-year contract for two morning disc shows beginning Nov. 17. At the same time, it was announced, the Duke Ellington repeat stanza was penciled in for the 8 to 9 a.m. slot, effective Dec. 29, completing the outlet's new block programming format and providing almost six continuous hours of "name" disc jockey shows.

Under the new sched, Steele will be heard from 9 to 10 a.m. and from 11 to 11:45 a.m., flanking Tommy Dorsey's transcribed 10-11 opus. Bea Wain and Andre Baruch pick up at noon and continue until 2 p.m.

Only breaks in the six-hour disc stretch will be news for three minutes every hour on the hour and Cecil Brown's commentary, 11:45 to noon.

AGENCIES

RAY VIR DEN, president of Lennen & Mitchell, spoke before the Advertising and Selling Course, conducted by the Advertising Club of New York yesterday, November 10. His subject was "How advertising agencies function." The meeting was held at the Engineering Societies Building at 6:15 p.m.

JOSEPH HERSHEY MCGILLVRA INC., radio station representative, announce the opening of a South-eastern office under the management of Clayton J. Cosse. The office will be located in the Rowan Building, Salisbury, N. C., and will make the fifth of the McGillvra chain.

WALTER THORNTON OF CANADA, LTD., have appointed Garry Carter of Canada, Ltd., to handle advertising. Radio, newspaper a street-car copy will be used.

DAVIDSON ASSOCIATES, publicity and promotion firm, starts earlier this year by Al Davidson, but become Hickory Associates, with Davidson and Joseph Robert Greenfield as partners. Agency deals in radio, motion pictures and fashions.

4 Sponsors Alternate On WCBS-TV Shopping Show

(Continued from Page 1)

station. "Missus," aired Wednesday from 1:30 to 2 p.m., originates from a different grocery store each week.

Sponsors are: Manhattan Soap Company for Sweetheart Soap; Coburn Farm Products Company for its "Sobu" brand products; B. T. Babbi, Inc., for Bab-O; and the C. F. Muller Company for its macaroni, spaghetti and noodle products. Companies will alternate sponsorship "Missus" in the order named.

Program has been an established radio feature over WCBS for a decade, and made its video debut over three years ago with return of live programming to the web's tele outlet. Show was set aside when live studio work was suspended and recently revived when WCBS-TV inaugurated its "on-location" technique.

Manhattan Soap, Bab-O and Muller is represented by Duane Jones while Modern Merchandising Bureau represents Coburn Farm Products. Contracts were handled for CBS George Moskovic, station's commercial manager.

Airborne

Art Ford, WNEW's "Milkman," goes airborne Tuesday tonight when he takes a wire recorder aloft in the Douglas Leigh blimp which flashes the outlet's call letters into the night sky. His interviews with the crew and description of the craft's operation will be broadcast on the "Milkman's Matinee" at midnight.

Code Requests Made By NARSR To NAB

(Continued from Page 1)

requests of the entire broadcasting industry."

NARSR asks that time and weather announcements be exempt from the free-minute commercial limitation during any quarter-hour segment, providing the service announcements do not exceed 15 words. Exemptions for such announcements would be limited to two each hour.

Station reps also ask that "shopping guides," "home economic programs" and "agricultural product programs" be exempt from commercial limitations placed on multiple sponsorship programs. Otherwise, the program would be left as original-written.

As for newscasts, etc., it's suggested that middle commercials be denied in cases of programs running five minutes or less. The association goes along with the ban on double slotting between programs but would exempt time and weather signals, not exceeding 15 words, and would not intrude station call letters or station ownership as commercial announcements.

Cover Contest Section

Final suggestion by the station reps refers to paragraph nine under "Contests and Offers" which, as now written, would classify all copy pertaining to contests as being commercial. The reps would do this only if contest copy exceeded one minute. Thus, if a sponsor or agency took 50 seconds to describe a contest, this announcement would not be classified as commercial.

The letter of suggested revisions, which the reps said were "not submitted as the final answer to the problem," was signed by the NARSR code committee. Members of the committee are Frank Headley, of Headley-Reed Co.; Joseph Bloom, of Forrester & Co.; John Livingston, of Homer Griffith Co., and Edward Petry, of Edward Petry & Co.

deNeuf Appt'd Chf. Engr. Of Rural FM Network

Ithaca—Donald K. deNeuf, formerly operating vice-president of Press Wireless, Inc., has been named chief engineer for the Rural Radio Network, which recently received FCC permits to construct a six-station FM system to serve 40 rural New York counties, it was announced by R. B. Gervan, general manager. Network is owned and operated by Rural Radio Foundation, a non-profit organization established last summer by nine state-wide farm groups.

deNeuf, who has been associated with the Raytheon Manufacturing Company, of Waltham, Mass., for the past two and one-half years, earlier was with the Press Wireless in New York City for 14 years. He joined the latter organization almost at its inception, and was its general superintendent from 1931 to 1940, when he was elected a director and vice-president.

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 Oct. 31-Nov. 6, 1947

TITLE	PUBLISHER
Alm'tcha Ever Comin' Back	Sinatra Songs
All My Love	Harms
All of Me	Bourne
Almost Like Being In Love	Sam Fox
—And Mimi	Shapiro-Bernstein
Ballerina	Jofferson
Don't You Love Me Anymore	Oxford
Fouadin' And Fightin'	Chappell
For Once In Your Life	Dreyer
Fun and Fancy Free	Sanly-Joy
Civilization	E. H. Morris
Golden Earrings	Paramount
I Have But One Heart	Barton
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. E. Marks
Kate	Borlin
Kokomo, Indiana	Bregman-Vocco-Conn
Lady From 29 Palms	Martin
Lazy Countryside	Sanly-Joy
Let's Be Sweethearts Again	Campbell-Porgie
Made For Each Other	Southern
Naughty Angelina	George Simon
Near You	Supreme
Papa Won't You Dance With Me	E. H. Morris
Serenade of the Bells	Melrose
So Far	Williamson
The Stanley Steamer	Harry Warren
That's My Desire	Mills
When You Were Sweet Sixteen	Shapiro-Bernstein
Whiffenpoof Song	Miller
Why Should I Cry Over You	Feist
You Do	Bregman-Vocco-Conn

Second Group

A Fellow Needs A Girl	Williamson
Best Things In Life Are Free	Crawford
Christmas Dreaming	Leeds
Forgiving You	Mellin
Gonna Get A Girl	Miller
Homo Is Where The Heart Is	Advanced
How Soon	Supreme
I'm Sorry I Didn't Say I'm Sorry	Shapiro-Bernstein
Just Around The Corner	Broadway
My How The Time Goes By	Chappell
On The Avenue	Leeds
Sipping Cider By The Zuyder Zee	Bloom
The Stars Will Remember	Harms
Tallahassee	Famous
There'll Be Some Changes Made	E. B. Marks
Too Marvelous For Words	Harms
Two Loves Have I	Miller
What Are You Doing New Year's Eve	Famous

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Station Rep. Critic Of New Association

Criticism of the new station reps association and denial that the William G. Rambeau Company is a member has been made by William Rambeau in an open letter written in answer to inquiry by client H. J. Brenner, president of WJAS, Pittsburgh. Rambeau said that "we definitely have not joined and we have no intention at this time of becoming members of this proposed association."

The Rambeau firm name was linked with the association several weeks ago, specifically when the group wrote to the FCC protesting representation by CBS Spot Sales of a certain number of its affiliates. Among the signatories was the William G. Rambeau Co., personally signed by William M. Wilson of the New York office, executive vice-president and a partner in the firm. Wilson last week confirmed to RADIO DAILY that he had signed the protest letter to the FCC, as a matter of personal conviction, but that his action then was unknown to Rambeau in Chicago.

Prior to By-Law Adoption

At that time, however, the association's by-laws had not been officially adopted by members, a step which came only recently during a two-day meeting. Neither Wilson nor any other Rambeau company exec was present at this session.

In his open letter denouncing the association, Rambeau views station reps as sitting down together and "making plans to save radio from radio." He points out radio has campaigned against government control and fights for freedom so "imagine Mr. Justin Miller's embarrassment when an association of representatives appeals to the government to protect them from the big bad networks." Rambeau further asks why the sudden call to arms by the reps when no protest was made when newspaper representatives entered spot radio.

Nab Board To Start 3-Day Meeting Wed.

(Continued from Page 1)

industry with a new code. The new standards will go into effect February 1. A considerable portion of the future of the industry and NAB itself may be hanging in the balance.

The board will begin its expected three-day meeting tomorrow. First order of business will be the meeting's agenda. The code undoubtedly will head all discussions during the meeting.

The full 25-man board is expected to attend the meeting, including 17 district directors and eight directors-at-large. District directors include the following, beginning with District 1: Harold Fellows, WEEI, Boston; Michael Hanna, WHCU, Ithaca, N. Y.; George D. Coleman, WGBI, Scranton, Pa.; Campbell Arnoux, WTAR, Norfolk, Va.; Henry P. Johnson, WFGN, Birmingham, Ala.; Wiley P. Harris, WDX, Jackson, Miss.; Gilmore N. Nunn, WLAP, Lexington, Ky.; C. Bruce McConnell, WISH, Indianapolis; Charles C. Caley, WMBD, Peoria, Ill.; John J. Gillin, Jr., WOW, Omaha; John F. Meagher, KYSM, Mankato, Minn.; William B. Way, KVOO, Tulsa; Clyde W. Rembert, KRLO, Dallas; Hugh B. Terry, KKLZ, Denver; William B. Smullin, KIEM, Eureka; William B. Ryan, KFI, Los Angeles; Harry R. Spense, KXRO, Aberdeen, Wash.

Also the following directors at large: Clair R. McCollough, WGAL, Lancaster, Pa.; and Robert T. Mason, WMRN, Marion, Ohio. Small stations: T. A. M. Craven, WOL, Washington, D. C.; and G. Richard Shafto, WIS, Columbia, S. C. Medium stations: Howard Lane, WJJD, Chicago, and Paul W. Morency, WVIC, Hartford, Conn. Large stations: William Egolf, WBCC-FM, Bethesda, Md., Class A FM, and John Shepard, III, WGTR, Boston, Class B. FM.

Use Radar Effectively

Effective use of radar in moving through rainstorms was reported by Captain Anthony Dekema of the liner Nieuw Amsterdam of the Holland-America Line when the ship docked in New York Thursday. Vessel is equipped with the latest type 3.2 centimeter shipboard radio built by the Radiomarine Corporation of America.

VOICE THAT SELLS

Newspaper man—Radio Announcer with proven outstanding voice of special appeal to women. Has network mail record for own inspirational program. Writer in serious and light comic vein. No Fred Allen, but can ad lib. Wealth of material for 15 minute to hour program with canned or live music. Good bet for all-around service. Prefers small city. Call or write Corneil Miles, 173 East 94th St., N. Y. C.—Atwater 9-7054.

COAST-TO-COAST

—FLORIDA—

DAYTONA BEACH—New staff member at WMFJ is Pat Cloward. She's replacing Jackie Seymour in the traffic department. . . **MIAMI**—WIOD fishing commentator, Frank "Salty" Mallants, was elected director of the Fourth conservation district of the Florida Outdoor Writers at the annual convention recently held in St. Augustine. "Salty's" district extends from Titusville along the east coast of this state to Key West.

—PENNSYLVANIA—

PHILADELPHIA—S. T. Carter, formerly of the Westinghouse Radio Stations headquarters engineering staff in this city, has been transferred to Portland, Oregon, where he becomes a technical supervisor at KEX. First duties will include work on installation of the station's new 50,000-watt AM transmitter. . . **PITTSBURGH**—Al Nobel, known to his bobby-sox fans as "Nickels" Nobel, is conducting a poll to determine the entertainment tastes of teen-age Pittsburgh. The popular maestro of the KQV "Juke Box" program, has obtained the cooperation of some 50 high schools in this area who will print a ballot in the school newspapers. Ballot will consist of the favorite orchestra, and male and girl vocalist.

—CALIFORNIA—

OAKLAND—Gilbert de La Laing, of the KLX engineering staff, has resigned to become business agent for Local B-202 of the International Brotherhood of Electrical Workers in central California. . . **KROW** general manager, Will Gundersdorfer, has been appointed a member of the Legislative Committee of the National Association of Broadcasters. The appointment was made for the 1947-48 year by Judge Justin Miller.

—COLORADO—

DENVER—Mack Switzer, who handles public service programs and announces special events broadcasts at KLZ, has been commissioned a Lieutenant, i.g., in the Naval Reserve, assigned to part-time public relations work at Buckley Field, Naval Air station near this city. . .

GRAND JUNCTION—Fourteen 1948 model radios complied the local prizes issued by KFXI in connection with the National Radio Week promotion. Twelve of the sets went to Junior High and High School students in connection with the essay contest, "I Speak For Democracy." One was given to the teacher whose class had the largest percentage of participants in the essay contest and the other was presented to a shut-in listener at Delta, who was voted by the station staff as "the most loyal listener of the year."

—MONTANA—

MISSOULA—Dick Wright, senior in the School of Journalism at Montana State University, has joined the KGVO staff as local news writer. . . **ANACONDA**—Cramers Sports Center will sponsor the broadcast of the Bobcat-Pilot game scheduled for November 8 at Mitchell Stadium in this city. KANA will originate the game also for KWJJ in Portland where it will be broadcast as an Associated-Tide Water sports optic. Handling the broadcast will be Warren Mead, sportscaster of western Montana.

—MICHIGAN—

DETROIT—Mel Truitt, young radio personally heard on WJBK's "What's Cookin'", is conducting a 30-minute visit of comfort and encouragement to this city's shut-ins. Program is entitled "Sunshine House" and is heard Monday-Thursday from 2:00-2:30 p.m. . . "Know Your FBI," a new program aimed at combating juvenile delinquency and fostering greater appreciation of the true principles of Americanism, premiered last Saturday over WIR. Harry O'Connor, special agent in charge of the FBI's Detroit office will appear on each program with Dale McLynne narrating stories from actual FBI case histories.

—WISCONSIN—

GREEN BAY—Twenty-six representatives of 15 stations, meeting in this city, have formed the Wisconsin-Upper Michigan Radio Sales Managers Association. Officers elected are P. M. Cooper, WDUZ, Green Bay, president; Tony Marda, WDMJ, Ironwood, Mich., vice-president, and Howard L. Emich, WMAN, Marinette, secretary-treasurer. The new group plans to meet semi-annually. . . **MILWAUKEE**—The Milwaukee Preserve and Flavor Company has taken over the sponsorship of a 15-minute Sunday show on WTMJ, featuring Barbara Jacobs, 19-year-old singing star. The program formerly known as "Dreaming In Rhythm" is now titled "Songs By B. J."

—VIRGINIA—

ARLINGTON—A special 30-minute Community Chest campaign broadcast, "The Band Red Feather," written by WLW, will originate at Fort Belvoir, Va., this Sunday, and be carried exclusively in the Washington area by WEAM. The dramatic cast, which has been recruited from the Falls Church Community Center, will be directed by Mrs. Alice Cross, while the 10-voice chorus will be composed of Arlington and Fairfax county residents. WEAM's Matthew Warren will be in charge of the entire production. . . **RICHMOND**—G. Mallory Freeman has resigned his position as WRNL assistant manager to become vice-president in charge of advertising for the A. H. Robins Company, pharmaceutical manufacturers, with headquarters in this city. Resignation will be effective January 1.

—FLORIDA—

ORLANDO—Out-of-town visitors will be given an opportunity to get acquainted with Central Florida folks on the new WORZ radio program, "Breakfast in Orlando." Broadcast from the Tramor Cafeteria each morning, Monday-Friday, the audience-participation show will feature Bill Pennell, station program director who, in addition to interviewing the out-of-towners and local residents, will present gifts of flowers, costume jewelry, candy, free taxi service, and other delightful presents to the ladies interviewed. . . **MIAMI**—In recognition of "important contributions to the education, entertainment and inspiration of this community," WIOD was presented a certificate from the National American Legion Auxiliary and the Miami Harvey Seeds Unit No. 29.

Golenpaul Hits Petrillo In Plea To The NLRB

(Continued from Page 1)

only a controversy between Mutual and the union, making the program an innocent victim of the ban against the use of musicians.

Commenting on the union ruling insofar as it affects "Information Please," Golenpaul said the ban must be regarded as "a blind, malicious and meaningless act and we believe it was really hurled at the networks for trading purposes only."

Beacon, Columbia Records Buy Spots On WCBS Shows

Beacon Company, for Gulk-Glass Wax, and Columbia Recording, Inc., for Columbia Records, have purchased participation in the WCBS Margaret Arlen and Arthur Godfrey shows, respectively, it was announced by Arthur Hull Hayes, general manager.

Beacon has bought participations in the Tuesday, Thursday and Saturday shows, effective last week, through Bennett, Walther and Mendiard. Columbia Recording has purchased participations Monday, Wednesday and Friday in the Godfrey show, also effective last week through McCann-Erickson, Inc.

Will Manage WIRL

Peoria, Ill.—The Illinois Valley Broadcasting Co., owner of WIRL, announces that Robert E. Jones, Jr., who has headed the station relation department of ABC's central division in Chicago since September 1945, has resigned that position to become general manager of WIRL, effective November 17. Jones entered radio in 1940 when he joined NBC in New York.

WIRL is expected to commence broadcasting operations December 1 on a frequency of 1290 kcs. with 5,000 watts full time. It is an ABC affiliate.

WEVD
1330 K.C.
5500 WATTS
DOMINANCE 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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 29

NEW YORK, WEDNESDAY, NOVEMBER 12, 1947

TEN CENTS

Urges Global UN Web

'Live' Telecast Made Of Congress Hearing

Washington Bureau, **RADIO DAILY**
Washington—The first live television broadcast of a Congressional committee hearing was presented yesterday by WMAL-TV, the Evening Stars' video station here. Two television cameras were trained on Secretary of State George C. Marshall and others during testimony on the foreign aid program before the Senate Foreign Relations Committee.

WMAL-TV also fed the history-making program to WNBW, the NBC radio station, and WTTG, Allen B. Du

(Continued on Page 2)

RMA Adv. Committee Meets Today In Chicago

The RMA advertising committee will meet today at the Stevens Hotel in Chicago to review the results of the recent National Radio Week observance and to map out a program of promotion activities for the coming year. The committee is headed by Stanley H. Manson, of Stromberg-Carlson, Rochester, N. Y. Sub-committee chairman W. B. McGill, of Vestinghouse Radio Stations, Inc., Philadelphia, will make a preliminary report on National Radio Week.

Tom Everitt Appointed East. Prog. Mgr. Of ABC

Tom Everitt, veteran radio exec, has been appointed Eastern program manager for ABC, it was announced yesterday by Charles C. Barry, vice-president in charge of programs and television for the network.

Everitt was formerly with Young Rubicam as a program and talent

(Continued on Page 2)

Pitch-pipe Sounds Musical Defiance

Ottawa—The faint but defiant "bleep" of a pitch-pipe in a local radio station (CFRR) last night sounded the latest development in the "battle of accompanists" between Ottawa English Catholic Teachers Association and the Ottawa Federation of Musicians. The pitch-pipe was deftly blown by Sister Mary Aloysius, director of the school choir in a broadcast in connection with Education Week. It avoided the necessity of a paid union piano accompanist which the union—a branch of James C. Peatillo's AFM—said was necessary.

With the pupils lined up to sing Robert Louis Stevenson's "The Swing," Sister Aloysius sounded "G" sharp on the pitch-pipe and the concert was on. The studio piano was silent during the broadcast.

Four New Stations Join CBS Network

Four new affiliates have been signed by CBS, bringing the web's total to 171, it was announced yesterday by Herbert V. Akerberg, CBS vice-president in charge of station relations. KLOU, Lake Charles, La., one-kilowatt, joined the web Nov. 1. Owned and operated by Frank R. Gibson, outlet is heard on 1580 kc.

WVAM, Altoona, Pa., becomes a member when it begins operations

(Continued on Page 3)

Webs Set 12-Mo. Plan To Aid American Heritage Foundation

Four major networks announced jointly yesterday extensive plans to air special programs during the next 12 months in cooperation with the American Heritage Foundation campaign marking the period as a "year of rededication" to the American System of freedom and civil liberties. Broadcasts will start in December and will continue, at intervals on the four webs, through the winter and spring months.

Details of the special broadcasts.

Wm. Benton Envisions United Nations Net In Address Before UNESCO At Mexico City On Monday

Boxing Ban On Tele By-passed By Crosley

Cincinnati—The Crosley Broadcasting Corporation, barred from televising boxing matches in Cincinnati by local promoters, may enter the boxing promotional field itself in the near future, James D. Shouse, president, said yesterday. "We do not want to enter into competition with established boxing interests," Mr. Shouse

(Continued on Page 2)

Enters Aussie Radio; To Present March Of Time

Sydney, Australia—Entering Australian radio advertising field for the first time, Goodyear Tire and Rubber Co., Ltd., is reviving this month on the Major Network the dramatized news series, March of Time.

As one of the major advertising ac-

(Continued on Page 3)

'Friendship Train' Progress Reported By Tom Slater

Progress of the "Friendship Train" in its trans-continental tour to pickup carloads of food for Europe's needy was reported yesterday in a message

(Continued on Page 3)

(Mexico City Bureau, **RADIO DAILY**)
Mexico City—Establishment of a world-wide radio network to help advance "the mutual knowledge and understanding of peoples" around the globe was urged here Monday by William Benton, chairman of the U. S. delegation to the United Nations Educational, Scientific and Cultural Organization. (Including 36 member nations, (Continued on Page 8)

Newspaper Editorial Questions FCC Decision

In an editorial yesterday the New York Times displayed critical appraisal of the Federal Communications Commission decision in denying the application of the New York Daily News for an FM station. The Commission recently reversed its decision granting the newspaper an FM license in New York and gave the license to

(Continued on Page 7)

CBS Sets Co-op Show To Stress U. S. News

CBS will provide an innovation in its network news coverage next Monday, Nov. 17, when it debuts a new program titled "CBS News of America" designed to concentrate on rap-

(Continued on Page 3)

Tele Premiere

"Beyond Our Own," first feature length movie produced jointly by major Protestant denominations, will be televised over WCBS-TV next Sunday at 6:20 p.m. The premiere of the religious movie will also be witnessed by televiewers of WMAL in Washington and WMAR, Baltimore, under CBS' working arrangement for exchange of programs.

(Continued on Page 3)

International Hookup

Opinions of citizens of London and Berlin will be exchanged with those of Americans via two-way hookups with the two European capitals on ABC's "America's Town Meeting." The Nov. 18 show will discuss "What Future for Germany?" between Berlin and New York, with the topic "What Future for Europe?" slated for discussion the following Tuesday.



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

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 6425 Hollywood Blvd. Phone: Granite 8807
WASHINGTON BUREAU
 Andrew H. Olesar, Chief Manning Clagett
 6417 Dahlgrave Rd. 2122 Decatur Pl., NW
 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg., 155 No. Clark St.
 Phone: State 2332
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Tom Everitt Appointed East. Prog. Mgr. Of ABC

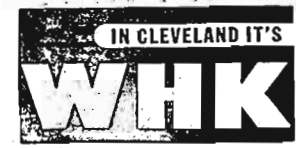
(Continued from Page 1)
 exec, during which time he was connected with such shows as "Duffy's Tavern," "The Aldrich Family," and "We, The People." During the war he wrote the Marine recruiting film, "We Are The Marines," and previously had been editor of the radio and newsreel "March of Time."

Stork News

Charles Harrell, director of "Headline Edition" on ABC, is the father of a girl born to Mrs. Harrell at Columbus Hospital just following the close of last night's program. Newcomer will be named Pamela Joan. She's number two for the Harrells.

10 YEARS AGO TODAY

(From the files of Radio Daily)
 Walter O'Keefe signed with Packard to co-star with Lanny Ross on "Hollywood Mardi Gras" over NBC-Red. . . . Administrative committee of the Inter-American Radio Conference meeting in Havana adopted a resolution recognizing the sovereign right of every country to make use of all broadcasting channels. . . . Among top network alicers was "You Can't Stop Me From Dreaming" (Romic Music Corp.)



★ COMING AND GOING ★

ADE HULT, vice-president of the Mutual network in charge of Midwest operations, is in town on a business trip.

THOMAS VELOTTA, director of news and special events at ABC, has returned from Ann Arbor, where he supervised the network's broadcast of the Michigan-Indiana game.

JOHN FULTON, general manager WGST, Columbia network affiliate in Atlanta, paid a call yesterday at the station relations department of the web.

TED MALONE, human-interest storyteller on ABC, leaves today for Charlotte, N. C., where he will originate his program as a feature of the city's advance Christmas festival, which he will emcee.

BILL IRWIN, who under the name of Don Foster, is radio editor of the Chicago Times, is in Gotham for a week's look-see at the network programs.

HAZEL WESTERLUND, of the CBS station relations department, has returned from WJRX, the network's outlet in Utica, where she visited with Helen Wood, assistant to the president of the station.

JACK BARRY, emcee of "Juvenile Jury" on WOR-Mutual, today will fly to Chicago, where next Sunday's stanza will originate. Incidentally, he'll be a guest tomorrow on the ABC "Breakfast Club" show.

PERCY FAITH, radio maestro, accompanied by MRS. FAITH, has just received his car ordered 19 months ago and has left on his first visit to Washington, D. C.

JOSEPH C. HARSCH, Columbia network newsman, has left for Washington, D. C., where he will visit with friends at WTOP, the web's owned-and-operated station.

Boxing Ban On Video By-Passed By Crosley

(Continued from Page 1)
 revealed, "but we will apply to the Cincinnati Boxing and Wrestling Commission at its next regular meeting for a license to promote fights here."
 It is Shouse's aim to offer weekly boxing cards and telecast them over Crosley's video station, W8XCCT. Local promoters decided to forbid the telecasts of local fights after offering the Crosley station the privilege if it would agree to pay for all unsold seats. The station refused this offer.

Meanwhile a similar move was in its early stages yesterday in New York with the report that the Boxing Managers Guild is threatening a "strike" against Madison Square Garden and the 20th Century Sporting Club unless an agreement can be reached over the division of radio and television rights. The Guild, numbering 125 managers who control ring champions in every division with the exception of heavyweight king Joe Louis, wants a cut of the reported \$310,000 Gillette Safety Razor Company pays for radio and tele rights over ABC and NBC respectively.

Sol Strauss, 20th Century promoter acting for the ailing Mike Jacobs, said yesterday that "no concessions" could be made to the Guild until the present contract expires in June. Latter organization has been unhappy over the situation for some time and is reported to have set December 15 as the "deadline" for an agreement.

LEO FITZPATRICK has arrived from Detroit for conferences at the headquarters of the Columbia network. He's the board chairman of WGR, Buffalo, N. Y.

ED GREIF, of Banner & Greif, publicists, has returned from Schenectady, where he addressed the Religious Radio Institute at the studios of WGY.

NELSON HERRIN, station manager of WCCP, Mutual outlet in Savannah, Ga., is in town on a short business trip.

SYDNEY B. GAYNOR, general sales manager of the Mutual-Don Lee network, leaves today for New York. He'll remain here until Nov. 22, when he'll go on to Chicago.

JIM SOWDAN, station manager of WWSC, has arrived from Glens Falls. He was welcomed yesterday at the offices of MB5, of which WWSC is an affiliate.

WIN ELLIOT, emcee on the Betty Crocker Magazine of the Air, leaves this afternoon for Washington, D. C., where tomorrow he will participate in a special broadcast with Charles Luckman. He'll be back the same evening to air the ice-hockey game at the Garden over WCB5-TV.

ROBERT AMOS is in town from WHKP, Hendersonville, N. C. Set in for a while yesterday with officials of the Mutual network, with which the station is affiliated.

JAY ANDERSON, manager of KFSA, Fort Smith, has arrived from Arkansas, for a few days in Gotham on station and network business. KFSA is an ABC outlet.

EASTON C. WOOLLEY, director of the stations department at NBC, is visiting with web affiliates in Detroit, Chicago and Davenport, Ia. He'll return tomorrow.

'Live' Telecast Made Of Congress Hearing

(Continued from Page 1)
 Mont, also Washington, video stations. Kenneth H. Berkeley, general manager of WMAL-TV, said that New York tele outlets wanted the program but difficulties on the AT&T's coaxial cable made this impossible.
 Supervising the program was Burke Crotty, in charge of television production for WMAL-TV.
 Although television has carried scenes of other Congressional hearings, including the recent Hollywood probe, they were done by means of film. Yesterday marked the first time a live broadcast was presented.

Lowenstein Joins WHLI

Larry Lowenstein has joined the news staff at WHLI and WHNY-FM. Hempstead, L. I. He was formerly in the publicity departments at WOR and WQXR.

FIRST CLASS RADIO EXECUTIVE

Thoroughly experienced in all phases of Radio. Production. Management. Station. Network and Agency. Desirous of making a change. Despite lifetime in theatre and radio he is still young and enthusiastic. Recognized in the trade as a top guy. Neither afraid of problems or hard work. Will locate either New York or Hollywood. Address enquiries to Radio Daily, Box 418, 1501 Broadway, New York 18, N. Y.



He's taking movies

The usual mode of shooting an escape on foot by the Hollywood studios is from a high scaffolding mounted on a dolly and run along tracks. But one studio (RKO) discovered that by using a helicopter, it could accomplish the same result at lower cost.

Even out in the land of million dollar movies, they try to cut down costs!

What are you, as a time buyer, doing to cut down your client's cost of doing business?

You must have heard this somewhere before, but we're going to say it again. If you use radio in Baltimore, there's one sure way to cut down your cost of doing business: Put W-I-T-H on that list.

For it's a fact that it's the successful independent that delivers more listeners - per - dollar - spent than any other station in this 5-station town.

To make a sales manager happy, and to prove you DO know how to buy time . . . use W-I-T-H!



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

TOM TINSLEY, President
 Represented Nationally by Hoodley-Road

Our Webs Set Plans for "Amer. Heritage"

(Continued from Page 1)

meeting." "The Paul Whiteman show," "The Southernaires," "Youth Asks The Government," "Coast to Coast on a Bus," and the "U. S. Navy Band."

Frank Stanton, CBS president, said the network would present its "redemption" programs via "People's Platform," "In My Opinion," "Country Journal," "Invitation To Learning," and "Liberty Road," CBS School of the Air Monday series.

Special Mutual programs on the topic, according to proxy Edgar Kopak, will be aired on "American Forum of the Air," "Family Theater," "Meet the Press," "Racket Smashers," "Adventure Parade," "Hospitality Club" and "Meet Me At Parky's." CBS will also air a special program in Washington's Birthday.

Niles Trammell, NBC president, said the network will schedule special programs on "Our United Nations," "Story to Order," "Frank Merivell," "Once Upon a Time," "Story Shop," "Home Is What You Make It" and "Orchestras of the Nation."

American Heritage Foundation was initiated by the Advertising Council, cooperating with President Truman and Attorney General Tom Clark, to emphasize to U. S. citizens, through media of mass communication, their heritage of freedom and liberty. It is composed of leaders in religion, industry, commerce, labor, education and communications, including such executives as Charles E. Wilson, president of GE; William Green, president of A.F.L.; Philip Murray, CIO proxy; Winthrop W. Aldrich, banker, and Robert G. Sproul, president of the University of California. One of its allied activities is the sponsorship of the "Freedom Train," now on a 30,000-mile tour of the 48 states, carrying exhibits of some of America's most important historical documents.

Four New Stations Signed To Join CBS Network

(Continued from Page 1)

about Dec. 15. One kilowatt on 1430 kc. station is owned and operated by the General Broadcasting Co.

Also joining the web about the middle of next month is WKRG, Mobile, Ala., 1,000 watts daytime, 250 watts night, on 710 kc. Kenneth R. Giddens is owner, with F. E. Busby, manager.

Fourth new affiliate, KLAS, Las Vegas, Nev., goes on the air after the first of the year with 250 watts on 1230 kc. Station is owned and operated by Las Vegas Broadcasters, Inc.

Where There's Smoke

There's a fire, but the reverse was true at NBC yesterday. When a small blaze broke out in a trash basket on the ninth floor of web headquarters, Boty Borqon of the Information Division was among those who helped extinguish it. At the height of the confusion, she received a call from a co-worker downstairs who said, "I hear you have a fire up there." The caller's name was—Ethel Smook.

CBS Sets Co-op Show To Stress U. S. News

(Continued from Page 1)

idly changing developments in the United States via daily reports from top correspondents in key cities. Program will be offered to web affiliates on a co-op basis.

New series, which will be handled by Don Hollenbeck, commentator who has had considerable success with "CBS Views the Press," is described by Wells Church, network news director, as a "domestic counterpart" of CBS' daily "World News Round-up" which emphasizes overseas pickups. "America," while stressing domestic news, will also include top items from overseas when warranted, it was said.

As one of the first moves in preparation for the new series, CBS has re-assigned two of its veteran correspondents, Charles Collingwood and Bill Downs, to be stationed in Los Angeles and Detroit, respectively. "CBS News of America" will also air regular reports from its Washington news staff, from Charles Ashley of WEEL, Boston; Everett Holles, WBBM, Chicago; Don Mozley, KQW, San Francisco, and Sig Mickelson, WCCO, Minneapolis-St. Paul.

Enters Aussie Radio; To Present March Of Time

(Continued from Page 1)

counts in Australia. Goodyear has been canvassed for years by radio salesmen in an endeavor to break down a policy resistance to the air medium.

Sponsorship was arranged by the George Patterson Agency, which has only recently taken over the account.

Gamble, 4-A President. To Address ATS Nov. 24

Fred Gamble, president of the American Association of Advertising Agencies will be the second in the series of guest speakers at the monthly luncheon of the American Television Society, Monday, November 24th at the Hotel Commodore.

Gamble will discuss tele as an advertising medium and its relationship to the country's advertising agencies. Meeting is a continuation of the Society's monthly series initiated in October when Paul West, president of the Association of National Advertisers, discussed television and its relationship to today's advertisers and advertising budgets.

'Friendship Train' Progress Reported By Tom Slater

(Continued from Page 1)

from Tom Slater, representing Charles Luckman's "Citizens Food Committee." In the first four days since leaving California the train has had seven national network pickups, eight regional web broadcasts and 21 local station broadcasts.

The roll call of stations participating during the first four days follows: McClatchy regional special event crew with short wave equipment originated 7 shows in Bakersfield, Calif.—KMPC, KERN, KAFY; Fresno, Calif.—KARM, KNYO, KMJ, KFRE; Merced, Calif. KYOS; Stockton, Calif. — KXOB, KWG Oakland, Calif.—KLX, KROW, KRE; Berkeley—KGO; San Francisco and American network; Sacramento, Calif.—KFBK and 2 American network shows; Reno, Nev.—KOH; Ogden, Utah—KLO, KUTA of Salt Lake, and KOPP, Ogden.

Green River, Wyo.—KVRS of Rock Springs fed ceremony to Wyoming, Montana network of Rock Springs, Casper, Sheridan, Powell and Cody. Wyoming and Billings and Miles City, Mont., Rawlins, Wyo.—KRAL.

Two CBS Web Programs In Time Slot Changes

Two of Columbia network's popular evening programs have been assigned new broadcast times, it has been announced by William C. Gittinger, vice-president in charge of sales.

"The Man Called X," starring Herbert Marshall in dramatic stories, and sponsored by General Motors Corporation for Frigidaire, is set for Sundays, 8:30-8:55 p.m., EST, rebroadcast at 11:00-11:25 p.m., EST. The program heretofore has been broadcast Thursdays, 10:30-11:00 p.m., EST.

Procter & Gamble Company's "F.B.I. In Peace and War," now heard Fridays, 9:30-10:00 p.m. EST, will switch to Thursdays, 8:00-8:30 p.m., EST, rebroadcast at 12:00 midnight-12:30 a.m., EST, starting November 27. The last Friday broadcast will be November 21.

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Represented by
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WITH A NEW MILLION DOLLAR PROGRAM IDEA!

"The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

Inquire NOW About OUR GUARANTEED 13 - 26 - 52 Week Contract Plan

BOSTON **WORL** MASS.

FORJOE & CO., National Representatives

WE ARE THE AMERICA!

ANDALUSIA ALABAMA

* ALPHABETICALLY . . . Full Time

DON'T HIDE YOUR ATTRACTIONS FROM THE OUTSIDE AUDIENCE*

on the Pacific Coast!

**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. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.*

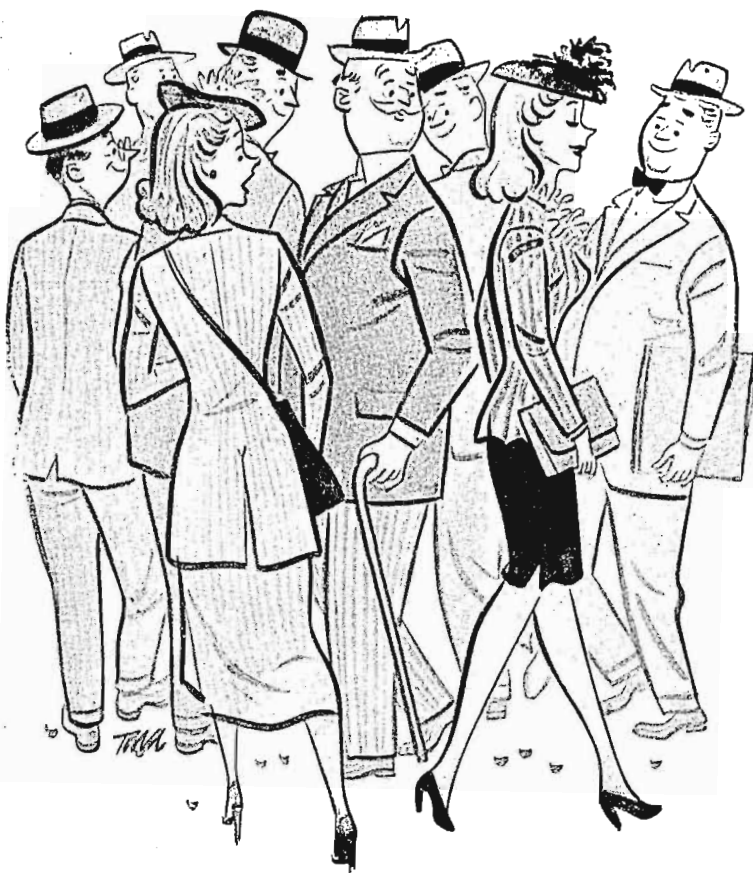
There's no controversy about radio coverage of the *inside* Pacific Coast audience (metropolitan areas of Hooper cities, which are covered by all 4 networks). But the long and the short of the *outside* story is this: only Don Lee has adequate facilities to reach the big outside market, where 4,594,000 of the Coast's 12,633,200 people spent \$3,736,889,000 in retail sales during 1946.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three 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 delivers **MORE LISTENERS 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.)

If you've a product to sell, don't skirt around a big potential market. Put your show on Don Lee, the only network with enough facilities to reach *both* the **INSIDE AND OUTSIDE** **MARKETS** on the Pacific Coast!

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

LOS ANGELES

By RALPH WILK

RADIO STATION KFQD, Anchorage, Alaska, and Universal Radio Productions of Hollywood have just worked out their problem to get the sports program "Here Comes Harmon" to Alaska on the air before the weekend games. The show is produced on Sunday with predictions being inserted on Monday. The completed show is rushed to processing and shipped out to Alaska on Tuesday to get there in time for the broadcast.

Film Classics will make its debut in the television promotion field when it produces a special television trailer to plug "For You I Die" starring Cathy Downs. The production will be recorded on film at Patrick Michael Cunniff's Stage 8 studio, and will be televised in more than 20 large cities starting just before release of the picture in a few weeks. Miss Downs and Paul Langton, who plays the lead opposite her, will appear in this television project.

Ed "Archie" Gardner of Duffy's Tavern will guest with Louella Parsons on her airshow, November 30.

With the completion of a perfectly equipped recording studio at his Encino home, Martin Block will now record his own shows.

Harry Flannery, who has been with CBS for the past 12 years as newscaster and commentator on the network, joined Don Lec November 10, under sponsorship of Peter Paul. He is heard five times a week at 8 a.m. Flannery joined CBS in St. Louis in 1935.

Johnny Green, musical director of "The Man Called X," heard over CBS, has arranged and adapted Sigmund Romberg's music for "Up in Central Park," for Universal - International Pictures.

Nancy Norman will be featured vocalist on the KNX program "It's a Great Life," heard Saturday nights.

Patricia Norman, in private life the wife of musical director and composer Jack Meakin, and formerly vocalist with the "Hit Parade" and leading orchestras, returns to the air this week as guest star on Mark Warnow's "Sound Off."

Vox Pop's Parks Johnson and Warren Hull guested with Jay Stewart on "What's Doin' Ladies?," Friday, November 7th.



Notes From An Aisle Seat. . . !

● ● ● General Foods have taken an option on Allen Funt's exciting little series, "Candid Microphone." . . . Hear that "Suspose" (the alter dropped by Roma Wine) and P & G are closterhanting. . . . Freddie Martin, the enterprising business-man and oak leader, has been pacted to a series of platters by Ziv. . . . Chosterfield is still satisfied with Martin Block. He's been inked to another year's binder. . . . Cartoonists and cartoon gagsmen desperately lining up writers' agents and personally casing the advtg. agencies trying to break into radio gag-writing. Reason is that mags are stocked up to here with cartoons and even the "names" are fed up with the uncertain income. . . . Al Barker (he used to script "Terry & The Pirates") has come up with a new half-hour stanza tagged "Orient Express," based on the famous train that runs from Paris to Istanbul, and which has been featured more or less prominently in dozens of screen mellers. . . . One of the town's hotel maestros financed his band with the winnings of a dice game while he was a GI in London. . . . Within the next eight months, we hear, you'll be able to buy tele sets at about half the present tariff. . . . One of the disc jockers around town who got in had with columnist Ed Sullivan sent his press agent over to speak for him. Ed looked over the p. a. with a jaundiced eye and cracked: "Kid, you better get someone to speak for you!"

● ● ● Just wondering Dep't: Why do the directors at CBS persist in hiring free-lance announcers to spiel on their packages, when they have such a fine backlog of announcers right on their own staff up there? As we see it, you have to be pretty darn good to get on the web's announcing roster—and it just doesn't add up by passing their own talent. Irony is that staff announcers can't accept outside assignments—yet when 'home' assignments do come up, they're grabbed off by 'outsiders.'

● ● ● VIEWS AND REVIEWS: If Bing Crosby has more stanzas like the recent Phileazy half hour with Ozzie and Harriet, the show's Hooper will be charged with inflation. Such easy listening and scrumptious scripting. . . . "County Fair" proving that Win Elliott is becoming competish for R. Edwards and J. R. King. . . . Whoever thought up the Ginny Simms-Percy Faith package rates an accolade. The gal is merely Simmsational when she caresses a lyric and the accompaniment of the Faithful (Perc's ork) is as dainty as a throwa kiss. . . . Serious music has a weekly sales lotter to the listening nation in "The Telephono Hour," a becoming item in the long-hair dop't. . . . Kasper-Gordon's "Spice of Life" is high-grade, fast-moving variety stuff with a pianist reminiscence of Jan August and a quartet (Men of Melody) who rate with the best. . . . Love Mister Bergen and Charles, the overgrown toothpick, but the sponsor isn't coming on with the best of taste ringing in that insipid song jingle about pudding. Spot announcements on the indies are tough enough to digest. . . . NBC's "Manhattan Merry-Go-Round," now embarked on its 16th year of tune turning, has a format that defies changing. . . . This year, as they have for the past dozen or so, Jack Benny & Co., are proving the case for situation comedy. Without a doubt, Benny continues to show the way for ideas over straight gags—but something oughta be done about the circus rhythms that's supposed to pass as "mood music."

● ● ● SMALL TALK: Mel Torme flies to H'wood next week to wax 40 sides for Musicraft. . . . Charlotte Manson will have a featured role in Mollie Mystery Friday nite. La Manson's also up for a new legit show. . . . Watch for Lanny Ross' new Majestic releases, "The Whiffenpoof Song" and "Let's Meet Beneath The Clock At The Biltmore." Latter tune was penned by Lanny himself. . . . John Bradford is readying a Spanish version of his narration on the Bible-based record, "Ten Commandments," for So. American trade.

HAWAII

By JOHN WILLIAMS

SYMPHONIC music has become so popular with listeners here that the Sunday night Music Hour via KGMB, sponsored by American Factors of Honolulu, has been extended from half to full hour. Oldest (14 years) sponsored symphonic show here, program is uninterrupted by commercials. Featured as commentator is Ben Hyams, formerly with CBS, New York, now freelancing. He began radio career with KGMB in 1930 as station pianist.

Liggett & Myers (Chesterfields), through cooperation of L. E. Hughes, their representative here, have inked year's contract with KGMB of Honolulu to air the Arthur Godfrey Show Monday through Friday, 6:30 to 7:00 p.m. Largest national sale ever made here, the program will be aired too by KHBC, KGMB-CBS affiliate at Hilo.

Under Gillette sponsorship, KGU, NBC's outlet at Honolulu, will air Army-Navy game on Nov. 29 via direct shortwave.

J. Elroy McCaw, co-owner of Island Broadcasting Co., operators of KPOA, Honolulu, has been awarded an O.B.E. (Order of the British Empire) by Lord Inverchapel, British ambassador at Washington. McCaw, a colonel on General H. H. Arnold's air staff, worked with British in electronics and communications developments during the war.

With trans-Pacific commercial air traffic booming, KGMB, Honolulu, has begun new weekly program "Crossroads of the World" that's handled by news editor Bud Dwyer who selects most newsworthy transients and records interviews at Honolulu airport. Because subjects come from foreign countries in daily headlines, Dwyer's show has timely facts at newsreel pace.

"University of Hawaii on the Air" is new half hour Sunday night show aired by KPOA which features university's orchestra and choir, theatricals, student activities, etc. Produced by students and faculty, show is organized by Tom Nickerson, university's publicity director, and supervised at mike by KPOA's Don Kline.

1906 1947

Henri
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LUNCHEON DINNER
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Famous French Candies
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1501 Broadway, New York 18, N. Y.

Newspaper Editorial Questions FCC Decision

(Continued from Page 1)

The Radio Corporation of the Board of Missions and Church Extension of the Methodist church.

"We have no doubt that the license will be put to a good use by this organization, but we are compelled to question the soundness of the ground in which the decision itself was made," the Times editorial stated.

"A majority of the Commission states in its findings: 'We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.'

"The promotion of 'diversity in the ownership of media of mass communication' is an enterprise which would seem to lie beyond the stated authority of the Federal Communications Commission. This authority has been clearly limited to that of dealing with individual applications for radio licenses from the standpoint of serving the public interest, necessity and convenience. In this respect convincing evidence can be offered that newspapers have a peculiar fitness for such ownership. We cite on this point a statement of the case made by the Newspaper-Radio Committee when this issue was first raised. 'The traditions of objective presentation of news is a newspaper tradition,' said the committee. 'It has been developed by newspapers in America to an extent not equaled by the press anywhere else in the world. Every newspaperman knows of the long battle waged in newsrooms and by editors to make those outside of newspaper offices understand that facts must be presented in the news as they are, and that news must be printed because it is news, regardless of ulterior considerations. The whole circulation and therefore the economic picture of the American newspaper is based upon adherence to this tradition. It is newspapers, in fact, which look this principle into radio operations.'

"We believe that the position taken by a majority of the FCC in the present case ignores, and unwisely overrides, these sound considerations."

June Lockhart On CBS

June Lockhart, currently starred on Broadway in "For Love or Money," will be heard on CBS tomorrow when she appears as guest on Bill Leonard's "This Is New York" from 9:15-10 a.m.



Road To Fame

If you're four and a half years old and want to get into radio, here's a stunt that might help. Take money from your mother's piggy bank and go out shopping for a turkey to give Princess Elizabeth on her wedding day. Little Julio Allero of New York did just that, got her picture in all the papers, and appears today on Jack Barry's "Daily Dilemmas" on WOR.

Don Lee Tele Outlet Adds 7 Remote Shows

Los Angeles—Seven special remote television pick-ups, two of them outdoors, have been added to the Don Lee W6XAO program schedule, it has been announced by Willet H. Brown, vice president and assistant general manager of the Don Lee network.

The Los Angeles Examiner's Diamond Belt Boxing Tournament this week and next, lead the list, with a special pick-up for B'nai B'rith Lodge featuring the Diamond Belt winners doing a cancer benefit November 20th.

Two parades, Santa Claus in Hollywood the night of November 26th and the Tournament of Roses Parade in Pasadena January 1st will be televised.

Sees Floats Good for Tele

Despite the fact that Hollywood Boulevard Santa Claus Lane has featured NBC talent exclusively for years, showmanship in unusual floats and appearance of colorful personalities make for good television fare, according to Brown.

Arrangements to televise the Santa Claus Parade on an exclusive basis were cleared with John Kingsley, prexy of the Hollywood C. of C.

In televising the Tournament of Roses Parade on January 1st, Don Lee will return to the scene of the first remote pick-up ever made in the West, made by its W6XAO back in 1940.

Veteran Director of Television Harry R. Lubeke will supervise the telecast. Jack Stewart, Don Lee video program director for the past ten years, will handle all production.

Don Lee already televises "Queen For A Day" Tuesday through Friday and boxing Fridays and wrestling Mondays.

Tolerance Series Starts

"The American Dream," transcribed series distributed by the Institute for Democratic Education, is being presented on New York state outlets by the State Commission Against Discrimination. In many cities, the Commission sets up a panel of local citizens who follow the 15-minute transcribed show with a live discussion on local problems and how they can be remedied. One of the first stations granting time for the series under this arrangement is WTRY, Troy. WNDR, Syracuse, will begin in November and WINR, Birmingham, has scheduled the package for Jan.

"Three Edition" Newscast Set By Peter Paul On MBS

Three-edition newscast, regionally scheduled to service listeners in three time zones at the same hour, made its debut over Mutual under sponsorship of Peter Paul Company, candy and gum manufacturers, November 10, it was announced yesterday by Jess Barnes, web's vice-president in charge of sales.

News show will be aired at 8 a.m. Mondays, Wednesdays and Fridays in the Eastern, Mid-Western and Pacific time zones. In the Mountain time zone, MBS stations will broadcast the show at 7 a.m.

First of the three "editions," with Carl Caruso airing news highlights for listeners in New England, middle-Atlantic, Appalachian Mountain and South Atlantic States, will originate from the MBS newsroom in N. Y., at 8 a.m., EST.

The second edition, featuring Robert F. Hurlleigh from the MBS Chicago newsroom, will present news to Mid-Western and Rocky Mountain state audiences, and the third edition of "Eight O'Clock News" will originate from the MBS Los Angeles newsroom with Harry W. Flannery handling the microphone chores for Pacific Coast and Far Western state listeners.

Caruso has been heard regularly on Mutual's late evening "All The News" program (week-days, 11 to 11:15 p.m. EST). Hurlleigh, chief of Mutual's Chicago news bureau, has been heard on his own network commentary program Saturdays, 9:30 to 9:45 a.m., EST. He will continue this program on MBS. Flannery, former Berlin radio correspondent and author of "Assignment To Berlin" is a veteran West Coast newscaster.

Platt-Forbes Advertising Company is the agency handling the Peter Paul account.

Berns Going Abroad To Record WOR Shows

Bill Berns, WOR roaming reporter, takes off tomorrow for a one-month tour of London and Paris to wire-record shows for his "White Berns Rooms" series over the MBS flagship.

While in the British capital, Berns, who is traveling at his own expense, will cover the wedding of Princess Elizabeth on Nov. 20 and the Royal command performance Nov. 26. He will visit Paris from Nov. 26 to Dec. 3, and will return to New York Dec. 12.

Pre-Xmas Ad Drive Set For RCA-Victor Receivers

RCA Victor has set a heavy nationwide advertising and promotion campaign to break this week in radio, newspapers and magazines to reach six million listeners and 60 million readers in one of the company's most intensive pre-Christmas drives. Schedule, which will run to the end of the year, will plug four RCA Victor instruments, and includes a widespread co-op plan for its dealers and distributors.

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.



CHUCK FOSTER
 Night News Editor

Some twenty-odd years ago KGW and The Oregonian led the fight to make news dispatches from the big, world-wide news-gathering organizations available to radio listeners. With this newspaper experience as a background, KGW has made it a religion to provide a news coverage that is not only timely and accurate, but objective. KGW installed the first radio station teletype in the city of Portland and now gives listeners complete Associated Press and I.N.S. coverage. As Night News Editor Chuck Foster holds one of the station's most important positions. In line with KGW tradition, and to provide additional service to the public, Chucks' local and regular news broadcasts have gained popularity based on straightforward, factual reporting. KGW stresses the importance of news, but it's no news to radio advertisers that this station continues to offer outstanding commercial possibilities whatever your product or service.

NEXT — BOB HANCOCK
 Promotion Director



REPRESENTED NATIONALLY
 BY EDWARD PETRY & CO.

COAST-TO-COAST

—NORTH CAROLINA—
CHARLOTTE—Twin States Distributing Co., dealers in this area for Farnsworth radios and Dishomats, are now sponsoring WBT's Harmony Hour, starring singers Buddy Fields and Yvonne Stewart, with the organ accompaniment of Clark Miller. Announcer is Fletcher Austin. . . . **HIGH POINT**—WMFR-FM, operating on a frequency of 99.5 megacycles is upping its power from 2,000 to 38,000 watts. The staff of the station, which went on the air early last month, includes Frank S. Lambeth, as manager; Pat Taylor, commercial manager; Gary Davis, program director, and Robert L. Moore, chief engineer.

—CANADA—
CORNWALL—New addition to CKSF's announcing staff is Arthur O'Hagan of Ottawa. . . . **VANCOUVER**—"The Adventures of Philo Vance," an action-packed series of mystery shows has been added to the CKWX night-time schedule. It's presented by Hawkins Motors, each Friday from 9:30-10:00 p.m. . . . Bob Willett, former freelance writer and broadcaster in this city, has been named production manager of Broadcasters Network Studios in Hollywood.

—ALASKA—
ANCHORAGE—KFQD is about to increase its power from 1,000 to 5,000 watts. The station has a new studio building under construction in the heart of the business district, whose cost will approach the million dollar mark. . . . Clifford Evans and George Truman, the two round-the-world-fliers, were interviewed by KFQD when they landed in this city, slated to be their first landing on continental American soil after their world flight. Joining Evans and Truman in the broadcast were the pilot and navigator of a Far Eastern Command B-17 plane which accompanied the two tiny Piper Cub planes on their 150-mile flight across the North Pacific from Japan. Also on hand was the commander of a Navy PBV which joined the flight at Adak in the Aleutian Islands.

—ALABAMA—
GADSDEN—New WCOV manager is Clyde C. Sellers, former chief of the Alabama State Highway Patrol. Sellers was also affiliated with WMGY, Montgomery, as station sales manager. . . . **MONTGOMERY**—WSFA proxy, Howard Pill, was presented a Navy citation for his station's support of the Naval Reserve. . . . **BIRMINGHAM**—Don Campbell, of WBRC, has been appointed radio representative on the State Food Conservation publicity committee.

IN CLEVELAND IT'S

Suggests U.N. World Web At UNESCO Conference

(Continued from Page 1)

second general assembly of UNESCO is currently in session in the Mexican capital.)

Benton said it is "UNESCO's responsibility to encourage the United Nations to establish a world-wide radio system, and . . . UNESCO should take the leadership in its programming. If a suitable network is not established by the United Nations, UNESCO should consider at its next general conference how to assume leadership in international broadcasting on behalf of all the peoples of the world."

The former Assistant Secretary of State said there are "55 individual nations with individual aspirations" currently broadcasting 4,275 program hours weekly across their frontiers. "Shall UNESCO," he continued

"which has been given a charter to use educational facilities to contribute to peace, fail to utilize this great medium for its larger purpose? . . . The modern means of communication must be dedicated to the cause of peace."

Mr. Benton revealed that for the 18 months preceding last July the agencies in the United States now contributing funds and material to the educational reconstruction program have collected a total of \$104,000,000.

Thirty-five countries are represented at the second general assembly of UNESCO which got under way here yesterday. Among American observers are representatives of the major U. S. networks and shortwave radio interests.

RMA Report Describes School Sound Equipment

Washington Bureau, RADIO DAILY

Washington—RMA and the U. S. Office of Education has published a report outlining basic standards which school personnel may use in selecting equipment suitable to their needs. Under the title of "School Sound Recording and Playback Equipment," the report is a sequel to a similar report titled "School Sound Systems," published by USOE and RMA a year ago, the new report is the work of a joint committee on standards of school audio equipment. Copies are going to key school officials throughout the country, and to manufacturers.

"Recent research and consequent rapid development in the field of sound recording and playback equipment have added to the bewilderment of some educators who plan to buy and install equipment," the joint committee says in an introduction to the report.

Two Renewals On KDKA

Pittsburgh—Renewal of two sponsored newcasts has been announced by Westinghouse station KDKA, Pittsburgh.

Metropolitan Life Insurance Company through Young & Rubicam, Inc., has renewed Jack Swift and The News, KDKA, 8:30-8:45 a.m., Monday through Saturday for 13 weeks.

The Studebaker Corp., through Roche, Williams & Cleary, Inc., has renewed Paul Long and The News, KDKA, 6:05-6:15 p.m. Tuesday, Thursday and Saturdays for year.

Gets NBC Promotion Post

Carl Cannon, a member of NBC's station relations department, has been named promotion manager of the network's recently-organized Public Affairs and Education Department, James H. Nelson, director of advertising and promotion, announced yesterday. Cannon reports to Nelson for his new assignment on November 17.

AGENCIES

JOHN FREIBURG & COMPANY, Los Angeles advertising agency, has been chosen by the Co-operative Mattress Association to handle all advertising. The association, which is the largest producer of mattresses in the West, plans to include radio and other media in its schedule for 1947 and 1948. Russell Wells of the Freiburg Company is the account man.

ADVERTISING AND SELLING COURSE class of the Advertising Club of New York, has elected the following officers: President, Richard Landsman, WHN; vice-president, Patricia Reagan, Marschalk and Pratt Co.; secretary-treasurer, V. J. Beck.

THREE REPRESENTATIVES recently appointed by Associated Research, Inc., are Kahant Associates, New York; Conrad Bangh, Omaha, Neb., and A. A. Barbera & Co., Los Angeles, California.

JACOBS MANUFACTURING CO., Hartford, Conn., has retained as advertising and merchandising counsel, effective November 1st, 1947, The James Thomas Chirurg Company, Boston and New York. Plans are now in the works for promotion of their complete line of chucks for portable tools and drilling machinery. Edmund P. Lord of the Boston office of the agency is in charge.

ADAM J. YOUNG, JR., INC., radio station representatives with offices in New York, Chicago, Detroit, Los Angeles and San Francisco, have been appointed exclusive representatives for CFRN, Edmonton, Alberta, in the United States. John B. Hunt has been named exclusive representative for the station in Vancouver, B. C.

WILLIAMS HEATING ENGINEERS, home heating units, New York City, has named William Warren Agency, with Stephens P. Jackson account executive. A 13-week spot commercial campaign has been launched on WFAS, White Plains.

D. PORTER BIBB, JR., has been named executive vice-president of Farson & Huff, Louisville advertising agency. He formerly served on the executive staff of Compton, Lennen and Mitchell and Batten, Barton, Durstine and Osborn. He also served as first projects director for the War Advertising Council.

Reminder

New Orleans—Assuming many housewives shop day before, WWL in New Orleans in addition to carrying citizens food committee announcements as suggested also is carrying announcements Mondays and Wednesdays saying "remember no meat tomorrow" and "remember no poultry or eggs tomorrow."

AFRS Adds Hockey Games

Hockey games from Madison Square Garden have been added to the schedule of the Armed Forces Radio Service for the first time. AFRS broadcasts at least one game a week direct from the Garden.



FORMIDABLE OPPOSITION TO NAB CODE

Boston-New York Tele Relay Link Opens Today

A. T. & T. Extends Tele Web Pickups To New England

By JIM OWENS
Associate Editor, RADIO DAILY

Television takes a major stride in the direction of eventual network spanning of the U. S. today when AT&T officially opens its radio relay links from New York to Boston, thereby expanding the existing web some 250 miles northward, and making possible network programming in six Eastern States.

(Continued on Page 3)

UNPROGRAMMED INCIDENT

When radio and television join forces to cover an event anything can happen. On Tuesday night Grover Whalen, New York's ambassador of good will, was presiding as toastmaster at the Foreign Press Association's 30th anniversary dinner at the Waldorf-Astoria. It seems that Mr. Whalen got a bit perturbed when he heard voices in a remote corner of the ballroom. Mr. Whalen showed his annoyance both audibly and visually as CBS-TV was telecasting the proceedings.

The debonair ambassador of good will raised his voice and admonished the persons conversing to refrain as the audience was endeavoring to hear the piped-in message of Prof. Albert Einstein. A hush fell over the formal diners and finally a timid radio engineer rose to his feet and to the occasion. He told Mr. Whalen in strident words that he and his associates were talking over the telephone lines in an effort to clear up the pickup.

The U. N. dignitaries on the dais laughed heartily and the diners joined in the merrymaking. Mr. Whalen sat down speechless and if the television picture told the whole story he was somewhat chagrined.

Code Critics Voice Objections To NAB Board

Washington Bureau, RADIO DAILY

Washington—Formidable opposition to the new Code stemming from independent broadcasters, agencies and clients using spot radio time was evident as the members of the NAB board gathered here yesterday for a meeting which may determine the future form and application of the industry's Code.

(Continued on Page 5)

Whelan, Sen. White Talk Radio And FCC

Washington Bureau, RADIO DAILY

Washington—Sen. Wallace H. White, chairman of the Senate Interstate Commerce Committee, "talked radio" yesterday with President Truman, he said reporters following his visit to the White House. White, who was on the committee throughout the period of the President's term, was on that body.

(Continued on Page 6)

Injunction Denied In WSAY Court Case

Federal Judge Alfred C. Coxie yesterday denied the injunction asked by WSAY, Rochester, N. Y., which would restrain ABC and MBS from dropping the station as their Rochester affiliate. The official decree conformed to a tentative ruling voiced orally last Friday.

Judge Coxie's ruling as placed in the records read as follows: "After reading the records..."

(Continued on Page 5)

Ryder Urges Film Biz Support Thea. Tele

West Coast Bureau, RADIO DAILY

Hollywood—The time has come for the motion picture industry to determine the extent of its future interest and participation in theater television and to establish a program to that end, Loren L. Ryder, president of the Society of Motion Picture Engineers said this week in a talk before the Academy of Television Arts & Sciences.

(Continued on Page 6)

Petrillo Arraigned On Lea Act Charge

Chicago—In a hearing yesterday before Federal Judge Walter J. Labuy, James C. Petrillo entered a plea of not guilty to charge that he violated the Lea Act by trying to force radio stations to hire unnecessary employees. Daniel D. Carmell, attorney for Petrillo, asked for an early trial and Judge Labuy set trial date for December 15.

Carmell declared Petrillo had been arraigned.

(Continued on Page 2)

John West Gets Promotion; Named V.-P. Of RCA-Victor

Selection of John K. West as vice-president in charge of Public Relations for the RCA Victor division was announced yesterday by Frank M. Johnson, vice-president of the Radio Corporation of America, following a meeting with the board.

(Continued on Page 2)

Wesson Oil Co. & Subsid. Renews Whiteman On ABC

Wesson Oil & Snowdrift Sales Corp., Inc., has renewed its quarter-hour five times weekly sponsorship of ABC's "Paul Whiteman Club" effective next week.

(Continued on Page 6)

Marshall Makes Plea For 'Voice Of America'

Washington—Strengthening State Department Voice of America broadcasts as an integral part of this country's program for relief to Europe was announced today.

(Continued on Page 2)

Fort Industry Orders \$280,000 Tele Equipment

Detroit—One of the largest orders for television equipment placed by a single station was signed this week by George B. Storer, president of the Fort Industry Company here for the purchase of \$280,000 worth of equipment.

(Continued on Page 8)

Harvest Theme

"Tomorrow's Harvest" is the title of a CBS documentary on the food problem which will be aired Thanksgiving Day, Thursday, Nov. 27, at 10:30-11 p.m. The broadcast will not be a Documentary Unit show, but will be directed by Robert Louis Shayon and will be written by Howard Rodman, who wrote "A Long Life and A Merry One," health documentary.

Station Revenue Up In 1946; Increase Offset By Expenses

Total broadcast income of all standard networks and stations last year dropped 8.5 per cent to \$76,466,246, from 1945's figure of \$83,584,288, the FCC reported yesterday. The income data was before Federal income tax. The Commission's tabulation showed, however, that actual broadcast revenue last year topped 1945 by nearly 8 per cent. This jump was more than offset, though, by a 14 per cent increase in broadcast expenses.

The report was the first in a series of final tabulations of 1946 broadcast financial data to be released by the Commission.

Eight networks (four nation-wide)

(Continued on Page 5)

No Sarong?

The Hawaiian atmosphere currently gracing the office of Lenore Sanders, time buyer for the National Export Advertising Service, New York is the real McCoy. Miss Sanders yesterday received a lot of 25 Hawaiian orchids from Frank V. Webb, general manager of KULA, Honolulu, marking her placement of the Jimmie Fidler show on the island.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

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8425 Hollywood Blvd., Phone: Granite 8607

WASHINGTON BUREAU
Andrew H. Older, Chief Editor Manning Cleggitt
8417 Dahlonega Rd. 2122 Decatur Pl., N.W.
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 135 N. Clark St.
Phone: State 2332

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

★ COMING AND GOING ★

DUDLEY HALES TOLLER-BOND, director of the London Gramophone Corp., now in the United States, today is in Cleveland on business for London Records.

TED COTT, program director at WNEU, leaves today for Washington, D. C., where he will represent independent stations in the broadcaster's discussion now before the NAB board of directors.

HERMAN H. SIEGAL, station manager of WJFA, Washington, Pa., a visitor this week at the offices of Mutual, of which WJFA is an outlet.

EDGAR, Hollywood coiffeur, has arrived in New York for a guest spot on "Luncheon at Sardi's" over WOR.

JOCKO MAXWELL, sportscaster on WWRL, is going down to Philadelphia to cover Saturday's Army-Penn game for his Saturday night "Football Scoreboard."

LEONARD SCHOENFELD, commercial manager of WTHY, Hartford, is here from Connecticut on a short business trip. Looked in yesterday at the offices of ABC.

JACK LACY, disk jockey, back from Boston blowing a two-day tour of New England veterans' hospitals.

CONNIE STACKPOLE, of the sales staff at WEEI, Columbia's owned-and-operated station in Boston, is in New York to attend the Grocery Manufacturers Convention at the Waldorf-Astoria Hotel.

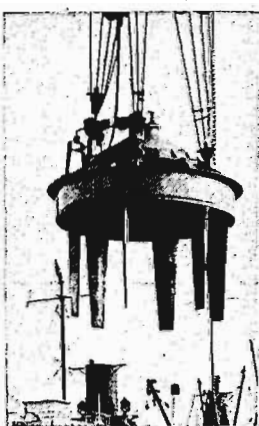
F. H. BRINKLEY, vice-president and general manager of WILM, who had been in Gotham for conferences at the headquarters of Mutual and ABC, is back at the Wilmington, Del., offices of the station.

ADNA KARNS, manager of WIZE, American network affiliate in Springfield, Ohio, is spending a few days in New York.

CARLETON D. BROWN, president of WTYL, outlet of ABC in Waterville, Me., is in town for a few days on station and network business.

JACK BAILEY, JIM MORGAN, HUGH BRUNDAGE and FORT PIERSON, of Mutual's "Queen for a Day," are now broadcasting from Philadelphia instead of Hollywood. Next Monday Tuesday and Wednesday their show will originate here in New York.

BEN ALEXANDER, emcee on "Heart's Desire" heard on the Mutual network, is expected in New York tomorrow by plane. He'll bid goodbye to the winners of the recent "Heart's Desire" contest, who are leaving by plane for Holland.



It's called cyclodial

That big 6-bladed, circular gimmick hanging from the cables is what the Navy calls a cyclodial propeller. It is thought it will replace, on some ships, the conventional drive. Equipped with six blades, each of which revolves on its own axis as the rotor revolves, tests prove it produces greater maneuverability.

There's always something new around . . . except down here in Baltimore radio.

Year after year after year W-I-T-H continues to come at you with more listeners-per-dollar spent than any other station in this big 5-station town!

W-I-T-H is the successful independent in this, the country's 6th largest city.

The smart lists carry our call letters year after year after year.

How about you?



W-I-T-H
AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally by Headley-Res

Marshall Makes Plea For 'Voice Of America'

(Continued from Page 1)
was urged here by Secretary of State George C. Marshall.

Without an adequate information program, Marshall said, "We weaken ourselves and become open to all sorts of charges and misconceptions such as those which are rife in Europe today. . . . We must get over the information on what we are doing and why." The Secretary added that he did not know "at this time" whether added funds for the Voice of America would be included in the estimates for the emergency relief plan.

Petrillo Pleads Not Guilty To Violation Of Leat Act

(Continued from Page 1)
"battered around in the public eye." "We want to get this case before the court and present the facts as soon as we can." He said: "Mr. Petrillo has saved the music industry and preserved the live musician, which is important to the preservation of musical culture throughout the world."

News Directors' Meeting Under Way In Washington

Washington Bureau, RADIO DAILY
Washington—The second annual convention of the National Association of Radio News Directors opens here today. The group will visit President Truman at the White House following registration at the Hotel Hamilton.

The three-day convention will open this afternoon with a panel discussion on "Use of the Wire Recorder in News Broadcasts."

Other panel discussions will be held on a wide variety of subjects. Guests and members at a dinner tomorrow night will hear Sen. Burke Hickenlooper of Iowa and Morgan Beatty, NBC commentator.

John West Gets Promotion: Named V.P. Of RCA-Victor

(Continued from Page 1)
meeting of firm's board of directors.

Mr. West previously was director of public relations of RCA-Victor, to which position he was appointed in June, 1945. In this capacity he was largely responsible for the creation and development of the RCA Exhibition Hall in Radio City, New York, of which he is manager. He also established the company's Sunday radio program starring Metropolitan Opera baritone Robert Merrill on the NBC network, and supervises this activity.

Associated with RCA-Victor since 1930, Mr. West has served as district manager for the company in Philadelphia, New York, Pittsburgh, Cleveland and San Francisco. In 1933, while associated with the company's advertising department, he was made manager of the RCA exhibit at the Chicago World's Fair. Later he became manager of RCA-Victor's Visual Sound Products Department.

In 1942 Mr. West was appointed manager of field sales with headquarters at Camden, N. J. During the war he served in the company's War Contract Service Department, and at the war's end became director of public relations.

FINANCIAL

(Nov. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	87 1/2	81 1/2	81 1/2	+ 3/8
Am. Tel. & Tel.	154 3/4	153 3/4	153 3/4	+ 1/8
CBS A	25 1/2	25 1/2	25 1/2	—
Fortworth T. & R.	8 1/2	7 1/2	7 1/2	— 1/8
Gen. Electric	35 5/8	35 1/2	35 1/2	— 1/8
Philco	33	32	32	— 1/4
RCA Common	9 1/2	9 1/2	9 1/2	—
Stewart-Warner	15 1/2	15 1/2	15 1/2	—
Westinghouse	28 1/2	27 3/4	27 3/4	— 1/8
Westinghouse pid.	99 1/2	99 1/2	99 1/2	—
Zenith Radio	20	19 3/4	19 3/4	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14	— 1/8
Nat. Union Radio	3 3/4	3 3/4	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	3 1/2	4 1/2
Finch Tele. Corp.	3 1/4	4 1/4
Stromberg-Carlson	13 3/8	14 1/8

10 YEARS AGO TODAY

(From the files of Radio Daily)
Tests made by Bell Telephone Labs in transmission of visual entertainment from New York to Philadelphia via AT&T's experimental coaxial cable were described as very satisfactory. . . . FCC Chairman Frank R. McNinch appealed to broadcasters to cooperate with the Commission "in order that this most marvelous discovery . . . may become one of the most potent and helpful influences" in the U. S.

RECORDING STUDIOS!!

Modern Equipment Expertly Manned, and AVAILABLE NOW!

Phone, Wire, or Write
MANNON PRODUCTIONS
Trafalgar 3-1800
112 West 89 Street, New York, N. Y.

Cineffects, INC.
THE PRODUCERS' AID

A WELL-TRAINED AND WELL-EQUIPPED ART DEPARTMENT FOR SLIDE FILMS & ANIMATION

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

Tele Web Expansion Set With Boston-To-N. Y. Link

(Continued from Page 1)

cities. Network, which now serves the Capital, Baltimore, Philadelphia, New York and Schenectady, will extend approximately 500 miles with the addition of the Hub city.

Today's inaugural ceremonies, set to start at 2:30 p.m. and originating at the Long Lines Building in New York, will comprise a special program outlining the setup of the link and "The Story of Seven Hilltops." In addition to talks by Paul Walker, AT&T FCC chairman, and phone company execs here and in Washington.

Entire program will be presented by NBC and carried by all 10 television stations now on the air. Pickups of the show in Boston, which has a station in operation as yet, will be made via an NBC mobile unit made available especially for the occasion. Telephone execs who will speak from New York are Walter S. Gifford, president of AT&T; Carl Whitmore, president of the New York Telephone Company, and Frank Lawrence, vice president in charge of the AT&T Long Lines Division. In Boston, the speaker will be Joe E. Harrell, president of New England Telephone and Telegraph Company, and in Washington, in addition to Walker, will be Randolph Maddox, president of the Chesapeake and Potomac Telephone Company. "Seven Hilltops" are the sites at which AT&T has erected seven relay stations.

Stations scheduled to carry the ceremonies, in addition to WNBT, New York; WCBS-TV, WABD, Washington; WNBW, WTTG, WMAL-TV, Baltimore; WMAR-TV, Philadelphia; WPTZ, WFIL-TV, and WRGB, Schenectady.

Will Be Experimental Link
New York-Boston link will be used experimentally for some time, AT&T officials point out, although it's expected that programs will be picked up with regularity when WBZ-TV takes the air early next year.

Existing network between New York and Washington is currently in the busiest phase of its operation, what with all stations beaming programs back and forth on an almost daily schedule. World Series last month highlighted more than ever the importance of network tele, and the upcoming conventions of the Democrats and Republicans in Philadelphia next summer are expected to further swell video coverage throughout the middle-west and northeast section of the U. S. Those meetings are expected to be carried out to Chicago, Cleveland, Cincinnati and Milwaukee, according to plans announced in Philadelphia recently.


AP Tele In Britain
Associated Press is forming a television unit in London to cover the wedding of Princess Elizabeth, the forthcoming four-power meeting of foreign ministers and other outstanding events in Britain. Material obtained will be integrated with films produced by participating stations, just as news and photos now are exchanged among newspapers.

College and professional football each weekend, in addition to regular programs, is beamed to two or more stations in New York, Philadelphia and Washington, via pickups made through a combined coaxial cable and radio relay link. Telecast of the Army-Navy game from Philadelphia Nov. 29 will mark the third year NBC has aired the classic, and the second that Gillette has assumed sponsorship. In addition, coverage of this contest marks the third anniversary of the use of the RCA image orthicon camera which made its debut at a sporting event.

RMA Extending Service
Opening of the New York-Boston link and its importance to tele network growth is also highlighted by the report this week that the Radio Manufacturers Association is discussing plans to pool monthly production figures on video sets and make them available to stations in every area. Move, described as shattering precedent, since member companies production figures are competitive and confidential, is said to be the outgrowth of requests by the broadcasters themselves and was initially considered by top RMA officials at the recent Fall conclave in New York.

Although not set yet, preliminary plans call for the establishment of a committee to collate and distribute production figures on a monthly basis, thereby arming broadcasters with their most vital sales tool to date—accurate number of television homes in their respective areas.

WINS Plans Forum
WINS, New York, has scheduled a forum, consisting of four Senators, who will be heard direct from Washington on Nov. 16, 10:30-11 p.m., the eve of the special session of Congress.



MAINE'S NEWEST STATION

IS

On the Air WGUY BANGOR

AN ABC AFFILIATE

- BANGOR is talking about our new ultra-modern studio... and
- BANGOR is listening to station WGUY too. You'll sell the Maine buyers in the Bangor area (a \$100,000,000 market) on WGUY.
- NOW YOU CAN COVER MAINE'S TWO LARGEST MARKETS WITH ONE ORDER TO GUY GANNETT BROADCASTING SERVICES, 645-A CONGRESS, PORTLAND 3, MAINE.

WGAN

Portland, CBS Affiliate, 5000
Watts, 560 kc.

WGUY

Bangor, ABC Affiliate, 250 Watts,
1450 kc.

National Representative
PAUL H. RAYMER, CO.

WTA-g SHEET

Promotion? We use... and
we do mean use... three
tape recorders.

5000
WTAQ
GREEN BAY
NO RED TAPE... See WEED

5000
CBS
1360
WEED

LOS ANGELES

By RALPH WILK

UNIVERSAL Radio Productions announces another sale of "Look & Listen," the Hollywood commentary program produced by Jack Rourke Productions and featuring Rourke as narrator to radio station WDNC of Durham, N. C.

Chuck Collins, a disc jockey with a difference, has begun a five-a-week strip, to be heard on KFI Monday through Friday. Collins, who is blind and does all his work with Braille, is familiar to millions of listeners for his warm, human approach to life in general and radio in particular. The program itself will be a happy blend of recorded music and friendly, philosophical comments.

B. A. Joslin, executive vice-president of Mayfair Transcription Co., announced new production set-up for "Box 13," the Alan Ladd show. Signed for the remainder of the 52-week series are Richard Sanville, director; Vern Carstensen, producer, and Russell Hughes, story editor and script re-writer.

Auditions were held Saturday, November 8, at KTLA for new faces for the Al Jarvis television show "Looking at Music." Clinton Stanley, producer for the Larry Finley Enterprises, has changed the format of this program making it a dramatic showcase for new talent. In addition to the new talent, Jarvis will still have his guest stars. This new format will be presented every Monday, Wednesday and Friday over KTLA.

Film On Highway Safety To Be Shown By ABC

First public showing of "In The Driver's Seat," two-reel television film produced by ABC under supervision of Paul Mowrey, network's director of television, in co-operation with the Automotive Safety Foundation, will be given at a meeting of the American Association of Motor Vehicle Administrators in the Hotel New Yorker today. Film was privately shown to President Truman and officials of the Chief Executive's Highway Safety Conference at the White House last week-end.

A second showing will be held at a meeting of the National Committee of Traffic Safety at the Hotel Pennsylvania next Wednesday, Nov. 19.

... Not Forgotten

Norris Goff, Lum of CBS' "Lum 'n' Abner," sped to his home country in Arkansas this week to attend the funeral of an in-law, and his departure posed a skull session for the show's writers. Lum will be written out of the script for a full week, during which time story will deal with conversation about him following a recent heroic act he did.



Windy City Wordage. . . !

● ● ● Robert C. Hartman, WBBM continuity editor, has written a mystery drama titled "Dangerous Lady" which will be presented on the CBS "First Nighter" program on November 22, with Barbara Luddy and Olan Soulo, former Chicago radio stars, in the leading roles.

Chicago

and Joe Ainley, also formerly of Chicago, producing and directing. . . WEAW, the Evanston (Ill.) FM station, has completed change to a new frequency, 96.7 megacycles, channel 244, doubling the station's effective power. . . Alexis V. Tellis, promotion manager of WIND, sent out a huge blue print of the new studios and offices as a preliminary to this week's housewarming, with the notation "This blue 'be-fore' has now fully blossomed into a multi-colored 'after.'" . . . Bruno Begho, WBBM staff musician, is planning a one-man show of his paintings early in the new year, to be exhibited at the Palette and Chisel Club.



● ● ● Milwaukee's new television station, WTMJ-TV, which officially starts telecasting on December 3, has been conducting tests during the last few weeks, and many Chicago viewers report having received the signals of the station. Mostly test patterns have been received at distances up to 100 miles, although viewers also have intercepted some films and live programs.



● ● ● NBC's promotion department is conducting a contest on "Howdy, Mr. Lincoln" on WMAQ for best letters on "I like 'Howdy, Mr. Lincoln' because—" and is offering some 225 prizes for best letters. Special broadcast of the program, marking anniversary of the Goltysburg address, will be aired November 19 from the auditorium of the Chicago Historical Society. . . Ade Hull, vice-president in charge of Mutual's midwest operations, back at his desk after a week spent in New York. . . Harry Campbell, WBBM farm director, and Gladys Blair, home advisor, will record interviews with delegates to the annual 4-H Club Congress at the Stevens Hotel Nov. 30-Dec. 4 and they will be broadcast on WBBM's "Country Hour," which also will carry transcribed interviews from the International Live Stock Exposition at Union Stock Yards.



● ● ● Spike Jones, star of CBS' "Spotlight 'Revue," set some sort of a record during his run here with his "music depreciation revue" at the Studebaker Theater. On Friday nights the Studebaker has been holding the curtain until 10:30 p.m. to allow Jones and his people time to return to the Studebaker from the Eighth Street Theater where he airs his radio show over WBBM.



● ● ● Among the gifts turned in at Don McNeill's "Breakfast Club" show last Friday were an opossum, a live duck, two pigeons and several rabbits, and Ulmer Turner, radio columnist on the Sun, took McNeill to task for allowing such gifts and suggesting "If radio doesn't snap out of this indifference and forbid such practices, perhaps the humane societies should." . . . Members of Mutual's "Juvenile Jury" will be guests on several radio and television programs during their visit to Chicago to present their weekly show from the Eighth Street Theater November 19. Jack Barry and Peggy Brudor will guest on WGN's "Famous Names"; Kong Liu will visit Tommy Bartlett's "Meet the Stars"; Robin Morgan, live and a half-year-old disc jockey, will help Holland Engle with his WGN disc show, and all four youngsters will be guests on "Junior Jamboree." Robin Morgan also will visit Ernie Simon on WJJD, and she and Barry will guest on ABC's "Breakfast Club." . . . Columbia's "Jack Smith Show" will be broadcast from WBBM November 19 through December 3 and for the first three broadcasts Tito Guizar, Dorothy Shay and the Clark Sisters will guest on the show.

AGENCIES

LINDALL WILSON, formerly of ABC, has joined Benton & Bowles as assistant to Richard K. Bellamy, publicity manager.

EMIL MOGUL CO., INC., has engaged Louis M. Heywood, formerly of Associated Press, as director of radio and television for the agency.

DON GIESY, formerly television publicity director of the American network, has joined David O. Alber Associates, Inc., publicists, as an account executive.

DAVID C. CHOPIN, St. Louis radio writer on a number of local and network accounts, has resigned as member of the continuity staff of KWK to become radio director of Kelly, Zahndt & Kelly, Inc., St. Louis advertising agency.

ZENN KAUFMAN, merchandising director, Philip Morris & Co., Ltd. will speak before the Advertising Selling Course, conducted by the Advertising Club of New York, today, November 13th. His subject will be "Showmanship in Advertising and Selling." The meeting will be held at the Engineering Societies Building at 6:15 p.m.

VICTOR M. RATNER, who returned to CBS on Nov. 3 as vice president in charge of advertising and promotion, has announced that the activities and operations of the Victor M. Ratner Company will be carried on by Tom Fizdale.

BRANCH OFFICE in Washington D. C., has been established by Rad Reports, Inc., it has been announced by Edward F. Loomis, president. The new branch at 519 Sixth Street, N.W. is in charge of Wadsworth Likel who has been connected in the New York office for seven years in various capacities, except for a leave of absence while he was in the Army.

CKCH, Hull, P. Q., has appointed Adam J. Young Jr., Inc., as exclusive representative in the United States.

Every One
of the
top 15 Hooper Rated
programs in Worcester
is on WTAG.
So are 27 of the next 30.

Hooper Ratings Oct.
'46 to March '47

WTAG
WORCESTER

Thursday, November 13, 1947

Strong Opposition To 'Code' In Evidence

(Continued from Page 1)

standards of practice. The Code was No. 1 topic on the agenda with the board scheduled to hear the report of the members of the board review committee who have conducted an analysis of 300 letters offering suggestions for code revisions. This committee, according to reports, after reviewing the suggestions, question whether or not the Code revisions to be completed at this time. The code in its final form is scheduled to go into effect on February 1. Time limitations placed on commercials by the Code is stubbornly opposed by many leading independents, advertising agencies and users of spot time. The consensus is that the three minutes of commercial time in a 15-minute commercial program is insufficient for profitable operation of many stations.

Many Personalities on Hand

Several personalities directly responsible for the adoption of the Code in its present form at the Atlantic City convention are on hand for the NAB board meeting. These include Robert D. Swezey, MBS vice-president, who was chairman of the special Standards and Practice Committee which presented the Code at the convention, and Merle S. Jones of WCCO, Minneapolis-St. Paul, chairman of the program executive committee of NAB.

Among those who will make appearances for broadcasters who object to the Code in its present form will be Ted Cott of WNEW, New York, Cott, who led the independent station opposition to the Code at Atlantic City, is chairman of the special NAB-sponsored independent committee which prepared a revised version of the new Code for industry consideration.

The board of review committee appointed by Justin Miller, president of NAB, is also on hand for the meeting. This committee is composed of Harold E. Fellows, WEEI, Boston; Willard Egolf, WBCC-FM, Bethesda, Md.; and John F. Meagher, KYSM, Mankato, Minn. This committee has had the assistance of Harold Fair, director of the NAB program department and Ben Miller, assistant director, in reviewing the many suggestions offered for Code improvements.

Indie Stations Polls

Chicago—A secret poll of 1,400 stations taken by Edward Breen, president of KFVD Ft. Dodge, and Ralph Atlans, president of WIND and WLOL, Minneapolis, revealed that 878 are opposed to the proposed NAB code. It was announced yesterday. They added that only 49 were in favor of the code while the remainder failed to respond.

(Adoption of the proposed set of standards was the major topic of a three-day meeting of the NAB Board which got under way yesterday in Washington.)

Results of the survey, Atlans said,

Station Revenue Up In 1946; Increase Offset By Expenses

(Continued from Page 1)

and four regional) and 1,025 stations reported for the year 1946 total broadcast revenues of \$322,552,771. Total broadcast expenses for last year for the same group were \$246,086,525. These compare with revenues for 1945 of \$299,338,133 and expenses for the same year of \$215,753,845. It was pointed out that the number of stations tabulated in 1945, however, were 901, compared with last year's total of 1,025.

In releasing the latest tabulations, the Commission noted that the increase in industry revenues was "almost entirely" in the category of non-network time sales, which were up 13 per cent over 1945. Network time sales, on the other hand, showed only a negligible increase of less than 1 per cent. Of the two types of non-network time sales, the larger increase was registered in sales to local advertisers which rose 17 per cent over 1945. Non-net time sales to national and regional advertisers increased 8 per cent.

Note Station Income Decline

Average per station income (before Federal income tax) declined from \$77,633 in 1945 to \$73,404 in 1946, or by 5.5 per cent, on the basis of a tabulation of 831 identical stations. A tabulation of identical stations (i.e., stations operating both years and not changing status during the period with respect to class, time and whether or not serving as a network outlet) was made necessary because of the large number of new stations in 1946.

While the average station income declined in 1946 it is "significant" that local unlimited stations, comprising more than half of all stations registered a 16.5 per cent increase in average income from \$23,974 in 1945 to \$27,225 in 1946. A small proportion of local unlimited stations which did not serve as network outlets increased average income by 28 per cent while network outlets in this group showed an increase of 15.5 per cent.

The small local part-time group of stations registered the greatest percentage increase in average income—from \$10,391 in 1945 to \$15,448, or almost 50 per cent. A few such stations serving as network outlets more than tripled average income while the relatively larger group not serving as network outlets increased average income by a third.

While average per station income of the regional unlimited class as a whole decreased by slightly more than 5 per cent (from \$108,876 in 1945 to \$103,176 in 1946) a small proportion of these stations not serving as network outlets increased average income by better than 25 per cent, or from \$45,498 to \$57,631.

Average income of part-time stations had been sent to the NAB. If the code is adopted, he added, some stations "might withdraw from the NAB..." He refused, however, to name any specific outlet.

tions in the regional class declined from \$40,056 to \$35,217, or by 12 per cent. Stations in this group not serving as network outlets had a decrease in average income of 19 per cent while stations serving as such outlets fell only 1 per cent below 1945 average.

In the clear channel class, average income of 40 stations in the 50 kw, unlimited group declined from \$460,174 to \$405,587 in 1946, or by 13.6 per cent. All of these stations served as network outlets. Average income for the only other sizable group of clear channel stations, 5 to 20 kw, unlimited, dropped 28 per cent in 1946—from \$103,467 to \$74,791. Percentage-wise, the severest decline in average income of any group was felt by the six stations in the 5 to 20 kw, unlimited group not serving as network outlets—from \$74,641 in 1945 to \$39,485 or 47 per cent.

For all classes of stations combined, average per station income of network outlets declined from \$86,138 in 1945 to \$81,031, or by 5.9 per cent. Stations not serving as network outlets, however, increased average income from \$30,483 to \$31,125, or by 2.1 per cent.

Charles A. Lewis

Charles A. Lewis, 53, member of the Julian-Lewis public relations firm in New York, died Nov. 11 at Orange Memorial Hospital in Orange, N. J. He was a member of the New York Advertising Club. Lewis is survived by his wife, Mrs. Dorothy Johnston Lewis; a daughter, Mrs. Dorothy L. Degler; two brothers and a sister.

Injunction Denied In WSAY Court Case

(Continued from Page 1)

ing the entire record in the case, I am satisfied that the tentative ruling made at the argument on Nov. 7, 1947, is correct. The motion of the plaintiffs for a preliminary injunction is accordingly denied. The motion of Veterans Broadcasting Co., Inc., for leave to intervene as a defendant in the action is granted."

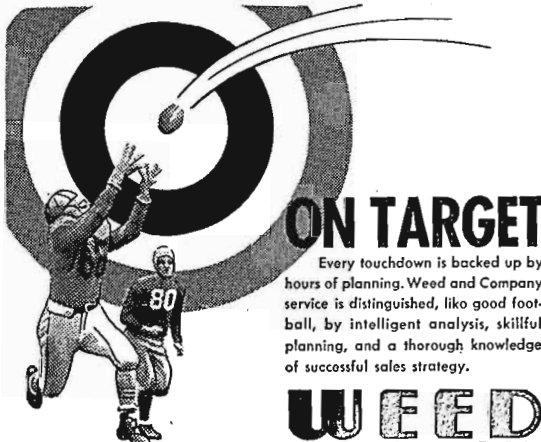
Veterans Broadcasting Co., owners of WVET which becomes a Mutual affiliate in about a week, had asked to be heard in the case if the injunction was granted. Following Judge Cox's ruling, ABC changed its affiliate from WSAY to newly-opened WARC as originally scheduled.

Meanwhile, William L. McGovern, attorney for WSAY, was reported on his way from Washington to New York to appeal the ruling denying injunction.

The court suit is not a completed matter, however, since plaintiffs Gordon P. Brown and the Federal Broadcasting System, Inc., claim damages in excess of \$12,000,000 as a result of alleged boycotts by all four major webs. WSAY charges ABC, CBS, MBS and NBC with violations of the Sherman Act, Clayton Act and Communications Act of 1934. The networks have until Nov. 20 to file an answer to the complaint.

Nat. Union Names Bodem V.-P.

George A. Bodem has joined National Union Radio Corp., Newark, N. J., as vice-president in charge of sales. Bodem comes to National Union from International Detrola Corporation.



ON TARGET

Every touchdown is backed up by hours of planning. Weed and Company service is distinguished, like good football, by intelligent analysis, skillful planning, and a thorough knowledge of successful sales strategy.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

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

Ryder Urges Film Biz To Support Thea. Tele

(Continued from Page 1)

ences in Hollywood. With this in mind, the SMPE has requested the Motion Picture Association to "coordinate" the industry's early thinking in this regard, he said. While no concrete action has been taken as yet, Ryder points out that such companies as Warners, 20th Century-Fox, RKO and Paramount are actively engaged in video work.

Outlining the work of the SMPE at its 62nd Semi-Annual convention in New York, last month, Ryder emphasized the progress made in various aspects of theater tele here and abroad—progress in some respects that "as-tounds even the experts." He referred specifically to the several RCA showings which he found to be "sufficiently satisfactory for theater presentation," even though they were plainly labeled "experimental" by RCA engineers. Theater tele has also advanced considerably in England, Ryder told the ATAS, and he congratulated the British for going ahead with experimentation in movie houses and "not waiting for technical perfection."

Compares Revenue

The SMPE chief attempted to dispel the opinion in Hollywood that "when theater television is mentioned most theater television associates itself with the producing companies. It is my guess," he said, "that the producing companies and their distributors will be the last to be affected." Revenue available from production and distribution of tele films is not comparable with the return of the theater, he pointed out, and furthermore, "there seems to be little likelihood that television distribution of the present product can replace films, at least for a long time."

Regarding the television industry itself, Ryder asserted that no "format" has yet been found, and when one is finally discovered or evolved, "it will have an identity all its own."

Precepts For Publicists

Outlined By Dick Rieber

Radio is a superb salesman of products and ideas, Dick Rieber, vice-president of Radio Reports, said in a talk before members of the Industrial Publicity Association this week.

Rieber outlined the following conclusions on how to do a sound radio publicity job:

- (1) Do a highly selective job, rather than send releases automatically to a stock radio list. Find the show a story might fit, then work out an angle and go to work.
- (2) Write releases especially for radio.
- (3) Get to know radio people—the writers behind the scenes, as well as the broadcasters themselves.
- (4) Keep up to date on the wire service feature and special shows.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Redd Evans did it again . . . several months ago we ran a glowing prediction on a ballad by Bob Russell and Carl Sigman titled, "Ballarina." . . . Redd's Jefferson Music kept plugging away on the tune since last June and the song this week earned the eagerly-sought Rack Order. . . . Vaughn Monroe, who was responsible for Redd's tremendous hit of two years ago, "There I Said It Again," repeated with another magnificent assist via his Victor platter of the song. . . .

● **Harry Weinstein** has resigned from Millor Music to head the professional department at Peter Maurice. . . . ● **Credit disk jockey Dick Gilbert** of KRUX, who created quite a stir out Phoenix way Monday. . . . on his 5 to 6 p.m., platter program, sponsored by the Central Avenue Motor Sales, he offered used cars, quoting their prices 'by the pound.' . . . he offered a 1947 Chevrolet Sedan at the rate of "only 80 cents per pound and you know folks even butter costs 89 cents a pound." . . . ● **Songstress Joan Brooks** opened a two-week stint at Frank Dailoy's Meadowbrook Tuesday. . . . ● **Carl Fischer, Inc.** has appointed Mrs. Merlo Montgomery, National Educational Representative. . . . ● **At Gilmore's John Loveton**, producer of the "Mr. & Mrs. North" CBSeries quipped, 'he's produced so many whodunits he now sees plots before his eyes.' . . .

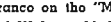


● ● ● **Everyone is writing** hillbillies these days. . . . **Charlie Newman** and **Allie Wrubel**, whose forte always has been sophisticated ballads has placed with Dreyer Music, "I'm A-Comin' A-Courtin' Corabelle." . . . ● **Metropolitan Soprano**table **Mary Henderson**, formerly featured on the NBCClassic "Serenade To America" series, garnering critics' braves for her "Cho-Cho-San" role in Charles Wagner's Opera Company production of 'Madame Butterfly.' . . . ● **Ollie Schottler** doing a fine promotion job for Criterion Music on "My Rancho Rio Grande," written by **Cindy Walker**. . . .

● **Jack Pearl's nephew Sam Brill** has joined the professional department at Paramount Music. . . . and while on the subject, how come Pearl isn't grabbed for the nets? . . . ● **The Campbell-Porgie** ballad "Let's Be Sweethearts Again," in three weeks, has climbed at a terrific pace and is already up there with the top tunes.



● ● ● **BMI is readying a nation-wide plug** on the musical score of Monogram's "Louisiana," based on the life of Louisiana's Governor **Jimmie Davis**, the song-writing executive (he wrote "You Are My Sunshine") who plays himself in the flicker. . . . ● **Hal Hoffer's** piano and organ wizardry, heard nightly at Tappan Hill is big time. . . . ● **Last week Ork Pilot Larry Clinton** made a guest appearance on the "My Town and Yours" program on WINS. . . . after emcee **Syd Walton** told the audience that Larry's Band was to open next week at the Meadowbrook, Larry topped that announcement with a statement that two members of the WINS house band (featured on that very program) were joining his orchestra vocalist **Dick Style** and trumpeter **Fred Dale**. . . . ● **WBT** tossed a great sbindig in honor of **Kurt Webster's** completion of the first year of the popular "Midnight Dancing Party." . . . ● **Manor Music** has a surefire novelty click in "Got A Gal In A Town Way Out West." . . .



● ● ● **ON AND OFF THE RECORD:**—**Mindy Carson**, **Paul Whiteman** protegee, has been signed to record for Musicraft. . . . ● **Irish tenor Frank Saunders** has been, pacted by Apollo and will make an album titled "Celtic Gems." . . . We pegged Frank a corner a year ago when he sang with **Hank Sylvern's** orchestra on CBS. . . . ● **New ballad singer to watch is Buddy Greco** . . . lad's Musicraft platter of "Don't You Think I Ought To Know?" should boost the lad high in a short time. . . . this despite the unwise choice of "Ooh, Look there, Ain't She Pretty?" for the reverse side. . . . ● **Tex Bencke's** Victor pairing of "Without Music" and "When Summer Is Gone" disappointing. . . . ● **Juke Boxes** should clean up with New MGM platter by **Bobby Gregory** & his **Cactus Cowboys'** delivery of "She's Only A Moonshiner's Daughter" and "Kickin' My Love Around." . . .



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President, Sen. White Talk Radio And FCC

(Continued from Page 1)

also talked with Mr. Truman about the new FCC chairman-to-be.

The Maine Senator told newsmen he has no candidate of his own for the spot, but that he knew the names of **Wayne Coy**, ex-FDR aide, and former Senator **D. Worth Clark** of Idaho, who was also a member of the Interstate Commerce Committee, had been proposed at the White House. (Coy had a firm offer of the job, but it is not known now whether the offer has been withdrawn in view of his indecision about accepting.)

White has not been identified with any particular candidate for the job. **RADIO DAILY** recalls that last summer, White remarked jestingly that his support would do more harm than good for a candidate.

The Maine veteran said he also discussed the question of radio law with the President. White has announced that he will not seek re-election, which means that unless something is accomplished next year he will leave the Senate without achieving the amendment of the Communications Act he has sought over a period of years. Co-author of the White-Wheeler bill of 1933, White this year authored another omnibus revision of the Communications Act on the pattern of the earlier bill. This new bill appears also to have been shelved, and White has reluctantly made it plain that he has no particular intention of pushing it.

Yesterday's visit, however, revived speculation here that some reform of the radio laws might yet be proposed. There was some idea that White might offer, with White House blessing, a bill with more limited objectives—perhaps confining itself to Federal authority in the program field.

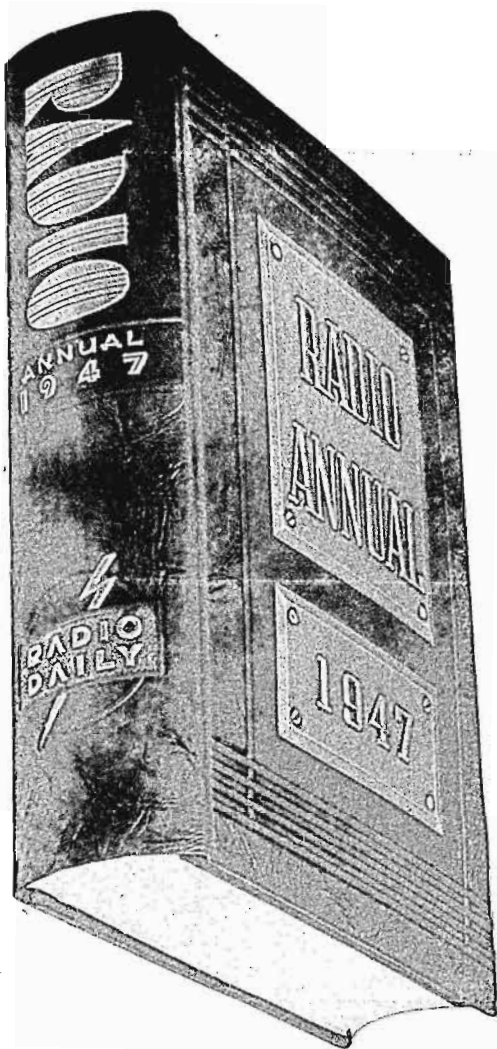
Wesson Oil Co. & Subsid. Renews Whiteman On ABC

(Continued from Page 1)

tive December 8, through Kenyon & Eckhardt. Company is one of the four original sponsors of the Whiteman show which debuted on the network last June.

When the "Club" was sold by ABC to four clients last May, network reported it to be the largest single time sale in radio history, representing an amount of \$5,200,000. Other sponsors of the program are **National Biscuit Company**, **Nestle's Milk Products, Inc.**, and the **R. J. Reynolds Tobacco Company**. Program is heard from 3:30 to 4:30 p.m. Monday through Friday.

The World Wants PEACE
You'll Want for your Programs
"PEACE OF MIND"
DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.



**THE
1948
RADIO
ANNUAL
WILL
CONTAIN
A
COMPLETE
LIST OF
EQUIPMENT
MANUFACTURERS
THEIR
PERSONNEL
AND
TYPE OF
PRODUCTS
MANUFACTURED**

**NOW IN
INTENSIVE
PREPARATION**

BEHIND THE MIKE

By SID WEISS

MANNIE ROSENBERG signed Eileen Rost to a long-term on the "Willie Piper" show.

Bob Shaw (Mr. D. A. and Christopher Wells scripter) raising Boxer dogs.

Radio crowd has a new late hang-out—Leonard's on 3rd near 57th.

Is Allen Kent going to have his own patter show with a girl he is currently auditioning?

Pete Donald bought an abstract painting from Paul Vavpetick, young painter being sponsored by J. Scott Smart.

Marge & Gower Champion, Perslan Room dance duo, signed for a series of television appearances on the NBC Television Variety show.

Symphony Sid and Ray Carroll set for a remote jazz broadcast from the 3 Deuces on Swing Lane, newest cabaret to sport its own disc jockey show.

Dinah Shore makes her final professional appearance, before the visit from the stork, on Duffy's Tavern this week.

Fort Industry Orders

\$280,000 Tele Equipment

(Continued from Page 1)

purchase of more than \$280,000 worth of equipment from General Electric for WFVO, video station of WJBK and WJBK-FM.

Order calls for the highest-powered television transmitter yet authorized by the FCC, enabling programs to be projected for a radius of 45 miles from the transmitter site in mid-town Detroit. New outlet will operate on Channel 2. Sale was transacted by F. Robert Walker, district representative of GE with the approval of John K. Koepf, video manager of the Fort Industry Co.

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

COAST-TO-COAST

—INDIANA—

COLUMBUS—In order to participate more actively with its teen-age listeners, WCSI-FM's popular teenage record show, "The Music Makers," will inaugurate a series of remote broadcasts every Saturday from this city's youth center, The Jive Kennel. Handled by Graem Zimmer, station disc jockey, the program will feature interviews with three student members and free refreshments will be on hand. . . . **INDIANAPOLIS**—New Wire newscaster is Allen Jeffries, formerly with WOWO, Ft. Wayne; WKMO, Kokomo; and WRAT, Marion, Indiana.

—LOUISIANA—

NEW ORLEANS—J. J. Flanagan has recently joined the staff of WDSU as assistant to the manager. He was formerly account executive with WQAM. . . . The names of Bob Poole, WWL disc jockey, who conducts the platter show "Poole's Paradise" and Henry Dupre, WWL program director, will be used in the forthcoming movie, "State of the Union." Studio officials requested that these New Orleansians allow their families to be used because of their familiarity to Southerners. . . . **SHREVEPORT**—There have been two new additions to KTBS's staff. They are Deane V. Fleit who will serve as program director and David Kent who will take over as station production manager.

—MASSACHUSETTS—

SPRINGFIELD—WSPF, through its news editor, Albert J. Zaek, made radio history in this city when it took its tape recorder unit into the City Council Chambers to record, for the first time here, a session of the Council. The station covered a special session of the board, called by Mayor Daniel B. Brunton to reach a decisive vote on a Municipal Stadium, hot issue in the election campaign. . . . **BOSTON**—Dick Doty, WCOP day news editor, has accepted the post of news director at WCON, Atlanta, Georgia. . . . **WORCESTER**—In order to acquaint the public with the functions of a newspaper, WTAG has instituted a weekly feature entitled "Let's Go To Press" on its "Julie 'n Johnny" series. Format of the show includes weekly interviews with editorial writers, reporters, editors, composers and any other persons behind the scenes in the newspaper.

—MISSOURI—

KANSAS CITY—KCMO furnished the entertainment for the Kansas County Agricultural Agents' annual banquet which was recently held at Manhattan. The station's representatives at the affair included C. W. "Jack" Jackson, who planned the program; Dal Stallard, Scotty Nelson and Gene Moore with the Song Saddlers. . . . **ST. LOUIS**—"Cousin Emmy and Her Kinfolks," famed for their portrayal of mountain music and songs, have returned to KMOX and will be heard Monday-Saturdays from 5:15-6 a.m. Versatile Emmy, leader of the new variety troupe, not only sings, but plays 14 musical instruments among which are the Jew's harp, hand saw, rubber gloves, banjo, fiddle, guitar, and ukelele.

—NEBRASKA—

OMAHA—For the third time in seven years, Ray Olson, WOW production manager, has been awarded the coveted H. P. Davis Memorial Announcers award. Ray was selected by the judges as winner in the regional channel category of stations affiliated with the National Broadcasting Company. . . . Ken Seymour, first FM disc jockey in this area, is introducing visiting stars on his "Turntable Time" program on KOAD, recently appearing were the Merry Macs, Del Courtney, Beatrice Kay and Tex Williams.

—OKLAHOMA—

TULSA—One of the really unique contests of the season was held recently for this city's boys and girls by KVOC. Object of the contest was to locate 11 life-size photographic blowups of each player on the Tulsa University football team which were appearing in 11 of this city's store windows. Contestants were also asked to identify the players, the position they played on the team and where each poster was found, together with a 25-word definition of good sportsmanship. First prize was an appearance in the KVOC broadcasting booth at the T. U. Arkansas Thanksgiving Day game as guest of station sportscaster, John Henry, and an autographed football from members of the Golden Hurricane Football team.

PROMOTION

Sponsoring Contest

General Mills, Inc., sponsors of the "Betty Crocker Magazine of the Air," on ABC, (10:25-10:45 a.m., Monday through Friday) opens a contest on the show tomorrow with prizes totaling \$25,000. Contest closes Monday Nov. 24, and requires listeners to complete the phrase "I Like the Betty Crocker Green Split Pea Soup because. . . ."

Prizes are furs, and range from a \$5,000 mink coat, as first prize to jackets, scarves, etc.

Window Tieup

Jack Barry and his "Juvenile Jury" (MBS) program are the center of attraction in one of the slickest promotion deals of the month. Lane Bryant's Fifth Avenue Department Store has built a whole window display around the kids on the program, highlighting 10-year-old Peggy Bruder, who is helping judge a Lane Bryant "pigtail" contest. A half-life-sized blow-up of the "Juvenile Jury" cast will occupy the center of the Fifth Avenue window, with full credit given the program and network, for one week, which will be viewed by millions of shoppers and passers-by. In addition, "Juvenile Jury" comes in for a solid mention in newspaper ads being taken by the department store in connection with the contest.

R.E.C.

SCANS TELEVISION AT LUNCHEON TODAY

A Tabloid Television Seminar
Richard W. Hubbell, Moderator
presenting these important speakers—

Frank Mullen, NBC—Leonard Hole, CBS
Lawrence Phillips, DuMont—J. R. Poppele, WOR
F. M. Flynn, N. Y. News—Charles Durban, U. S. Rubber
Ralph Austrian, Foote, Cone & Belding
Thomas H. Hutchinson, Hubbell & Associates
Paul Mowrey, ABC
and an open forum ending at 2:15 p.m.

Individual Tickets are Available
Radio Executives Club

HOTEL ROOSEVELT
TODAY, NOVEMBER 13—12:30



Evaluate Tele Progress

NAB's Board Meets; Big Budget Indicated

Washington Bureau, RADIO DAILY
 Washington—Nab budget may top \$100,000, it was indicated yesterday at the association's board of directors began a critical, three-day session. The board was still meeting late last night, with no final action taken on the new budget. It was expected, however, that the budget will top this year's by well over \$100,000. Meeting in one of the most critical sessions in NAB history, the board
 (Continued on Page 6)

Music Royalties Upped For Canadian Stations

Montreal—Canadian radio stations will be asked to pay more royalties next year to the Composers, Authors and Publishers' Association of Canada, as disclosed in a special issue of the Canada Gazette. The issue outlined the fees which will be asked of radio stations in Canada in 1948 and showed that the stations will be asked to pay an overall license rate of \$253,095 compared with \$145,608 in 1947. The fee is based
 (Continued on Page 2)

Benny Noses Out Hope In Coast Oct. Ratings

Hooper checks on the Pacific Coast for the month of October put Jack Benny's 28.7 at the top of the "first seven" list followed by Bob Hope with 28.4 and Red Skelton with 27.8. Average evening audience rating was 9, an increase of 2.7 over the previous report. Average evening sets-
 (Continued on Page 3)

Storm Swept

Boston—New England stations apparently rode out the severe storms which buffeted most of the area late Wednesday, but which resulted in very little damage, although a line failure caused a one-hour loss of American network shows to Maine affiliates WLAM and WTVL. Locally, E. B. Rideout, WEEI's weather expert, broke into programs with storm warnings.

Channel Hearing Set

Washington—The FCC opens its hearing on sharing of television channels here on Monday, with an all-out squabble anticipated. More than 35 organizations and individuals will appear at the hearing. Among other things the Commission has proposed to allocate tele channel No. 1 to other services. The hearing will be held in conference room B, adjacent to the ICC departmental auditorium.

Music Negotiations To Get Under Way

First official full-scale negotiations between James C. Petrillo, AFM president, and the four major networks, meeting to discuss a new contract, is scheduled next Wednesday, Nov. 19, in New York. The meeting was called by Petrillo's New York office. The session is looked upon as a full-dress affair since not only will Petrillo himself be present but also
 (Continued on Page 5)

'Superman' Being Dropped By Kellogg On MBS Web

Kellogg Company will end its three-year sponsorship of "Superman" over the Mutual network next Dec. 26. Kellogg's Pep has sponsored the late afternoon strip since January, 1945, but the advertiser announced yesterday that this budget will be shifted to other media. Agency is Kenyon & Eckhardt.

President Advises Newsmen On Duties To The Listeners

Washington Bureau, RADIO DAILY
 Washington—President Truman yesterday told members of the National Association of Radio News Directors they have "a very, very great responsibility" to the American people in seeing that news is presented the radio audience "carefully and factually." The President told the newsmen, who called upon him in the forenoon, that they represent "a great and frightening force for public opin-

Speakers At Tabloid Tele Seminar Of REC Report Progress Of New Art; Webs Forecast Station Expansion

New AM, FM Grants Announced By FCC

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday took favorable action on 18 applications for new AM and FM stations in scattered sections of the country. Governor Clarence W. Meadows of West Virginia was among the applicants receiving CP's for new AM outlets. Governor Meadows, and others,
 (Continued on Page 3)

G. E. Supply Corp. Buys Time On New York Station

Using radio for the first time locally, the General Electric Supply Corp. will sponsor "Symphony Hall" over WQXR Mondays and Fridays 8:05-9 p.m., beginning Nov. 17. Contract, which will promote GE radio and
 (Continued on Page 3)

Truman's Congress Talk Set For Air, Tele Webs

President Truman's address opening the special session of Congress Monday will be carried on the four major networks and local independent stations and televised to all outlets on
 (Continued on Page 5)

Four hundred members of the Radio Executives Club of New York were brought up to date on the progress of television at a tabloid television seminar held yesterday at the Hotel Roosevelt.

Richard Hubbell, who piloted the premature REC seminar two years ago, was back as the
 (Continued on Page 6)

Rival Factions Ready For AFRA Elections

AFRA's upcoming New York local elections on Nov. 20 shape up as a red hot political campaign with two opposing organized groups setting the pace and fighting the battle openly. Basis of the hyped interest in this year's elections stems from the fact that all 47 nominees, with the exception of one, were nominated, half and half, by the Artists Committee and the
 (Continued on Page 3)

Plan Christmas Gifts For Hospital Youngsters

Underprivileged children in charity wards of 17 hospitals in New York City will have a personal visit by Santa Claus, gifts and all, this year through the co-operation of WOR and its listeners. Previously the station
 (Continued on Page 2)

Super Planting

The publicity department of the Mutual network expanded its operations 3,000 miles eastward yesterday when it placed a picture on page one of the London Star. The photo, which is being flown to London for publication tomorrow shows Mrs. Rita Benham, of Philadelphia, who is going to England for the royal wedding as guest on "Queen for a Day."



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JOHN W. ALICOATE : : : : Publisher

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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6007
WASHINGTON BUREAU
Andrew H. Oider, Chief Mornings Clagett
8417 Dahlonega Rd. 2122 Deuster Pl., NW
Phone: Wisconsin 3771 Phone: Hobart 7277

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 N. Clark St.
Phone: Blatz 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/2	8	8 1/2	1/2
Am. Tel. & Tel.	153 3/4	152 3/4	153	3/4
CBS A	25 1/2	25 1/8	25 1/2	1/2
CBS B	25 1/4	25	25	1/4
Farnsworth T. & R.	7 3/4	7 3/8	7 3/4	1/8
Gen. Electric	35 1/2	35	35 1/2	1/2
Philco	31 3/4	31 1/4	31 3/4	1/4
Philco pfd.	90	90	90	0
RCA Common	91 1/4	87 1/2	91	1/2
Stewart-Warner	15	14 1/2	14 1/2	1/2
Westinghouse	27 3/4	27	27 1/2	1/2
Westinghouse pfd.	95 1/2	95	95	1/2
Zenith Radio	19 1/2	19 1/8	19 1/2	1/8
NEW YORK CURE EXCHANGE				
Net. Union Radio	3 1/2	3 1/8	3 1/2	1/8
OVER THE COUNTER				
DuMont Lab.		Bid	Asked	
Finch Tel. Comm.		3 1/4	4 1/4	

10 YEARS AGO TODAY

(From the files of Radio Daily)
Transamerican Broadcasting & Television Corp., an affiliate of Warner Bros., and Lord & Thomas agency completed arrangements to produce a series of 52 weekly shows for American Tobacco over NBC-Red. Dick Powell was named emcee of the hour-long variety program. . . . At a closed meeting of the FCC. Chairman Frank R. McNinch demanded that "corruption and laxity" be rooted out of the lower ranks of commission employees.

IN CLEVELAND IT'S



★ **COMING AND GOING** ★

HARRY WISMER, sports director of ABC, has arrived from Chicago. He plans to be here over the week-end.

PERRY COMO, of the NBC Supper Club program, leaves tomorrow by plane for Cleveland, where he will sing at the ball being held by the Newspaper Guild.

BILL DOWNS, Columbia network news analyst, returns today from Atlantic City, where he covered the convention of the UAW. He'll leave New York almost immediately for Detroit to take over his new assignment on the web's "News of America."

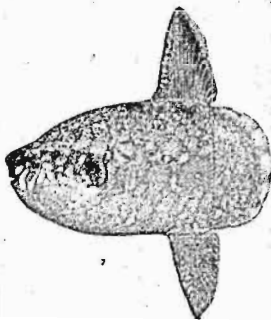
JOHN MAYO, indefatigable emissary of the Long-Worth Library, has left town on another protracted jaunt, and is now heading for the snow country along the Canadian border.

J. R. POPPEL, vice-president and chief engineer of WOR, today is in Syracuse, where he will deliver a talk on television before the employees of General Electric.

LIONEL SHAPIRO, Columbia network correspondent in Rome, Italy, has arrived in the United States, where he will spend a vacation of two months.

ROY E. MORGAN, general manager of WILK, American network affiliate in Wilkes-Barre, Pa., and **THOMAS SHELburnE**, station manager, are in New York for conferences with officials of the web.

JAY ANDERSON is in town. The manager of KFSA, Fort Smith, Ark., was welcomed yesterday at the offices of ABC, with which the station is affiliated.



Music Royalties Upped For Canadian Stations

(Continued from Page 1)

on the number of licensed radio receiving sets in the country.

The new rates asked for by the association are subject to approval by the Copyright Appeal Board. The board is made up of Justice T. Thorson, president of the Exchequer Court of Canada; Dr. E. H. Coleman, Under Secretary of State, and Paul Fontaine, of the Justice Department.

The board will be asked by the association to order that half of the \$253,095 be paid by privately owned broadcasting stations and half by Canadian Broadcasting Corporation stations.

At the same time the board will be asked by another royalty agency B.M.I. (Canada) Limited, to order private radio stations to pay to it \$36,156. This would compare with the \$26,315 which the CBC and private stations were ordered to pay in 1947.

The agency said that it does not propose to ask for the approval of the payment of any fee by the CBC during 1948.

Plan Christmas Gifts For Hospital Youngsters

(Continued from Page 1)

has staged a single Christmas party for children at Bellevue Hospital, with listeners contributing gifts, but the format is changed to include 17 hospitals and listeners this time are asked for funds rather than gifts.

Around-the-clock appeals for funds are being made on WOR programs and will continue through Dec. 15. Gifts for the youngsters will be Christmas-wrapped by volunteers among the WOR staff who contribute their evenings to the cause under supervision of Edythe Meserand, assistant director of news and special features. WOR personalities will join Santa Claus in his visits to the hospitals at Christmas time.

Ethel Griffies On Arlen Show

Ethel Griffies, veteran stage actress now featured on Broadway in "The Druid Circle" after 10 years of absence from the boards, will be heard tomorrow on the Margaret Arlen program, 8:30-9 a.m., over CBS.

Florida Broadcasters To Meet

St. Petersburg, Fla.—The Florida Association of Broadcasters will hold its regular mid-season meeting at the Sorena Hotel, here, on Saturday, Dec. 6.

'Hat In Ring' Via ABC

The long-awaited announcement of Gov. Earl Warren of California that he would definitely seek nomination for the Presidency was voiced by the Coast official, himself, on ABC last night when he appeared as guest on "Headline Edition" at 7 p.m. The network picked him up from KFBK, the web's outlet in Sacramento, California capital.

Gets WFMO Post

Jeff Sparks, a veteran of 19 years in radio, has been appointed station manager of WFMO. It was announced yesterday by A. Lewis King, general manager of the Jersey City FM outlet. During his career, Sparks was associated at various times with three of the major networks: CBS, MBS and NBC.

Hat Company Sponsor

Stetson Hats has bought sponsorship in Philadelphia of Mutual's co-op "Meet the Press" over WIP. Show is aired Friday at 10:30 p.m., EST. Kenyon & Eckhardt is agency for Stetson.

It is too a Sunfish!

That odd looking mounted specimen, if not seized in infancy, can grow from eight to thirteen feet in length, twelve or more feet in height, and may even exceed 2,000 pounds in weight. It's called a Mola or Sunfish. It's tough-skinned, tasteless and just about as useless as they come.

We're back to our old point again. It isn't what you look like . . . but what you've got on the ball and how useful you are.

Down here in Baltimore, as you probably know, it's the successful independent that meets those two essentials in radio.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

If you're after low sales costs in the country's 6th largest city—W-I-T-H is the way to do it!



W-I-T-H
AM and FM

Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Read

WORL
does it Again!
WITH A NEW MILLION DOLLAR PROGRAM IDEA!
"The MILLION DOLLAR BALLROOM"
million-dollar talent and music to produce millions of sales for YOU in America's richest market!
Inquire NOW About Our GUARANTEED 13-26-52 Week Contract Plan
BOSTON **WORL** MASS.
FOR JOE & CO., National Representatives

New AM, FM Grants Announced By FCC

(Continued from Page 1)
will do business as Wyoming Broadcasting Co. The station will operate in Pinesville, W. Va., on 970 kc., 1 kw., daytime.

Others receiving CP's for new AM stations include the following: Denon and Jones Broadcasters, Jacksonville, Fla., to operate on 1050 kc., 250 watts, daytime; Radio Station Des Moines, Inc., Des Moines, Iowa, to operate on 740 kc., 250 watts, daytime; News Examiner Co., Connerville, Ind., to operate on 1580 kc., 250 watts, daytime.

Also Fannin County Broadcasting Co., Bonham, Texas, to operate on 420 kc., 250 watts, daytime; KDAK, Inc., Sioux Falls, S. D., to operate on 1230 kc., 250 watts, unlimited; Itasca Broadcasting Corp., Grand Rapids, Mich., to operate on 1490 kc., 250 watts, unlimited; Wilson Radio Co., Wilson, N. C., to operate on 1420 kc., 1 kw., daytime; Southern Radio and Equipment Co., Jacksonville, Fla., to operate on 1360 kc., 1 kw., daytime; Summer County Broadcasting Co., Gallatin, Texas, to operate on 1010 kc., 1 kw., daytime.

Conditional FM Grants
Authorized FM conditional grants were WLOX Broadcasting Co., Class A station in Biloxi, Mass., and WEXT, Inc., Class B station in Milwaukee, Wis.

FM construction permits were awarded the following: KTRB Broadcasting Co., Inc., Class B, Modesto, Calif.; Statesville Broadcasting Co., Inc., WSIC-FM, Class B, Statesville, N. C.; Presque Isle Broadcasting Co., WERC-FM, Class B, Erie, Pa.; Citizens Broadcasting Co., Inc., KWKC, Class A, Abilene, Texas; The Valley Publishing Co., KVKO, Class A, Harlingen, Texas; Southern Broadcasters, Inc., WRMV, Richmond, Va.

G. E. Supply Corp. Buys Time On New York Station

(Continued from Page 1)
tele sets, is for 52 weeks and was placed through Maxon, Inc., advertising agency.

Outlet also signed three new sponsors for pre-Christmas campaigns. Botany Worsted Mills bought eight 15-minute shows weekly through A. J. Silberstein-Bert Goldsmith, Inc. Nine quarter-hour segs weekly were signed by Sachs Quality Stores, Inc., through the William Warren Agency. Wallace and Co., candy manufacturers, assumed sponsorship of "The Concert Stage," 7:05-7:30 p.m. thrice weekly through Lawrence Boles Hicks, Inc.

WPDQ's
TIME-BUYERS JACK POT
THIS WEEK'S WINNER
GEORGE DURHAM
DANCER-FITZGERALD-SAMPLE
Next Week ? ? ? ?

Rival Forces Shaping Up For Coming AFRA Election

(Continued from Page 1)
newly-formed Independents group. Minerva Pious is the only candidate not associated with either faction.

The Artists Committee, which is considered by some members to be a new type of procedure for this faction, has circulated its slate of candidates along with statements as to why the committee was organized, its principles and what it hopes to accomplish. This action is a follow up to the New York local's September membership meeting when the Artists Committee matter erupted into its first wide open discussion. At that time Clayton Collyer gave a detailed review of the committee, saying it was born in 1944 as a bulwark against Communist infiltration and to give he lie to totalitarian tendencies.

"Indies" Formed Two Months Ago
Just two months ago, however, a group called "The Independents" was organized and charged that a certain secret organization dominated AFRA. The Independents declared their aim was to seek the return of AFRA to the membership.

In formulating its election campaign, the Artists Committee presumably has answered the Independents' allegations with a specially prepared and printed statement sent out to the membership. The committee notes it has been accused of "just for power," "self aggrandizement," and of "dictating votes." Then the Artists Committee claims three main objectives: preservation of rights of union membership, freedom of the

Belanger Joins WATV As Tele Program Director

Paul Belanger, formerly associated with WABD and WCBS-TV as a producer and director, has been appointed program director of WATV, television outlet of the Bremer Broadcasting Company in Newark, N. J., scheduled to begin operation next February. Belanger is a veteran radio and theatrical producer, having been with CBS for some time during which he was associated with Norman Corwin as a production assistant.

Construction of WATV's transmitting facilities are currently under way in South Orange, as are studio activities in the Mosque Theater in Newark. Latter, which is the largest building of its type in the area, will house AM, television, FM and facsimile facilities of the Bremer company.

"Censorship" Forum Tonight
"Censorship in Radio" will be the topic in the first of a series of six forums sponsored by Radio Talent Workshop, tonight at 8, at 20 East 29th St. Speakers will include writers Arnold Perl and Allan Sloane.

The other subjects in the series and their dates are: "The Negro in Radio," Jan. 9; "Types and Techniques," Feb. 6; "Radio and the News," March 5, and "Radio and Television," April 2.

union from subversive domination, and freedom of AFRA from matters which impede its progress.

This series of events is to form the pay off in board elections this month. Board candidates nominated by the Artists Committee are as follows: Actors—William P. Adams, Alan Buncie, Lon Clark, Clayton Collyer, Carl Frank, Walter Graza, Vinton Hayworth, Elizabeth Morgan and Ned Wever. Announcers—Howard Clancy, Adelaide Hawley, Ron Rawson, Tom Shirley and Dwight Weist. Singers—Irene Beasley, Gordon Cross, Norman Horn, Travis Johnson, Bill Perry, Margaret Speaks and Len Stokes. Independent station representative—Gene Rayburn. Sound effects artist—George Lehmann.

The Independents are backing the following: Actors—Les Damon, Carl Eastman, James McCallion, Arnold Moss, Ted Osborn, Virginia Payne, Anne Seymour, Karl Swenson and Lucille Wall. Announcers—Nelson Case, Ben Grauer, George A. Putnam, Dan Seymour and Richard S. Stark. Singers—Ray Charles, Julie Conway, Nancy Douglass, Edwin Lindstrom, Eugene Loewenthal, John Neher and Genevieve Rowe. Independent station announcer—Joe O'Brien. Sound effects artist—Robert J. Prescott.

Truman Addresses News-Director Group

(Continued from Page 1)
were permitted air freedom, the result could be disastrous, he said, referring to the ancient Greek demagogue, Aleibicides.

President Truman spoke also about the importance of keeping radio free, and referred to the guarantees of the Bill of Rights. This document, he said, and the Declaration of Independence are the "greatest documents" ever devised by the hand of mortal man.

Benny Noses Out Hope In Coast Oct. Ratings

(Continued from Page 1)
in-use jumped 7.0 for a tabulation of 32.8.

Other shows in the West Coast report rated as follows: Walter Winchell 24.7, Screen Guild Players 22.8, Fibber McGee & Molly 21.7, Fred Allen 20.0, Charlie McCarthy 18.7, Eddie Cantor 18.1, Radio Theatre 17.7, Take It or Leave It 17.4, Amos 'n' Andy 17.0, Adventures of Sam Spade 16.6, Truth or Consequences 15.1, Bing Crosby 15.1.

Average daytime audience rating was 3.3, also a slight increase. Average daytime sets-in-use was reported at 14.4 while daytime available homes was 67.5.

"Long Needed"
... WCKY

"Extremely Useful"
.... WTAG

The Broadcaster's Bible FCC Rules and Regulations Kept Up to the Minute!

OTHER NEW
SUBSCRIBERS

(Over 150 Changes so far this year)

- KTRH** Houston
- KLX** Oakland
- WIOD** Miami
- WMVA** Martinsville, Va.
- WWJ** Detroit, Mich.

FORMAT

Letter size, printed on one side only. Proposed amendments on colored paper, to be inserted opposite rules amended. Final amendments incorporated in text with effective date given after each rule amended. Sturdy loose leaf binders.

\$60 FIRST YEAR

Broadcast Service Bureau
1426 K ST., N.W. WASHINGTON 5, D. C.

AGENCIES

HOWARD ROSE, vice-president and supervisor of service in the New York office of N. W. Ayer & Son, Inc., is returning to the Chicago office of the agency in the same capacity.

RICHARD NICHOLLS, actor and radio producer, has been named director of the radio department of Geare-Marston, Inc., New York and Philadelphia advertising and public relations agency. Nicholls, who was one of the founders of the Detroit Community Theater, was both actor and director on Broadway and in Hollywood, before moving on to the radio field.

JUNIUS R. FISHBURN has joined the Chicago sales staff of William G. Rambeau Company, coming from the Chicago Sun, where he was on the advertising staff for 1½ years. He served four years as an Army public relations officer specializing in radio. Prior to his army experience, he was in newspaper and radio work in Oklahoma.

CHARLES MICHELSON, INC., has announced the removal of its offices on November 15, 1947, to new and larger quarters at 23 West 47th Street, New York 19, N. Y., where they will occupy an entire floor.

DENBYS, of Troy, N. Y. (Women's Apparel), and The Arthur Hermann Company of Albany, N. Y. (Wurlitzer), have engaged Woodward & Fris, Inc., Albany, to place their advertising.

KDKA, Pittsburgh, Plans Radio Series For Hospital

Pittsburgh—The biggest and most popular names in Pittsburgh radio will be presented in a series of six Saturday night broadcasts for the annual Pittsburgh Press old newsboys campaign for the Children's Hospital by Westinghouse Station KDKA, November 15 through December 20, 1947.

Talent and services for the big radio benefit series are donated by the local chapters of AGVA, AFRA, AFM and NABET. KDKA department heads, their secretarial staffs, the central stenographic department and the telephone operators will man special telephones and an emergency commissary will handle all detail work in connection with the campaign. Contributions received will be tabulated by the Farmers Deposit National Bank of Pittsburgh, Pa.

YOUR RADIO DAILY
DELIVERED TO YOU IN
LOS ANGELES AND VICINITY
BY
MANNING'S DELIVERY SERVICE
A SPECIALIZED MESSENGER
AND DELIVERY SERVICE
HO-3129



Mainly About Manhattan. . . !

● ● ● **VIA THE GRAPEVINE**. Hear that J. Walter Thompson agency is getting plenty of "those looks" from other clients who are afraid to be hurning at their hush-hush manoeuvres in swinging the Ford deal without giving them a chance to put in a bid for the services of Frederick Allan, comedian. . . Now that Mutual has decided to join up with BMB, they're reported asking the 10 per cent discount for re-subscribers, which expired as of Oct. 1st. . . Hallcraftor hitting the market early in '48 with a new 22-tube video set (table model, push button technique installable by any radio man) with tariff under \$175. . . So many television fans tune in on the regular radio spiel while they're watching the screen that next spring we're liable to see sports commentators doing their stuff via both media at the one and same time. Only hitch to the deal is that sponsors will have to buy time on both simultaneously. . . Goo. Jessel in town readying his Nov. 28th opening at Nicky Blati's Carnival. And here's one for nightclub Americana: Darryl Zanuck gave Jessel eight weeks leave of absence for this engagement under the stipulation the latter montles his boss at least once during every performance. . . New idea to boost cafe biz will be the showing of movie shorts in the lounges of some of the smarter spots.

★ ★ ★ Sizzling note from Jack Paar blasts a recent line we carried about his insulting his studio audience, during a warm-up, by referring to them as "ribbon-counter clerks and soda-jerks," etc We repeat—we heard the story from our favorite coast correspondent. If there's no truth to it, we're the first to be glad to dispel it.

★ ★ ★ **AROUND TOWN**: Bob Sylvester's new quizzor, "Stars Are Bright," got off to a roaring start Wed. nite via WOR with Tools Shor, Dorothy Kinston, Milton Berle and Joan Blondell as his opening panel. Show is a combination quiz and Truth or Consequences, with the guests forced to entertain with some comedy hit should they fail to answer a question. . . A Chicago disc lock played three anonymous platters of "The Gentleman Is a Dope" (Dinah Shore, Monica Lewis and Jo Stafford) and then invited the fans to write in naming their fave. Winner was cute little Monica whose progress this past year comes under the head of sensational. . . Les (Reader's Digest) Tremayne questing on "Exploring the Unknown" Sunday. . . Eddie Dunn doing the play-by-plays for Mutual on the Dartmouth-Cornell fracas tomorrow. . . Joan Brooks, darling of the airwaves before she quit a CBS airtel to go overseas for the GI's, back in the groove again at Frank Dalley's Meadowbrook with a new "blonde" personality and her usual big-time vocalizing. Are you listening, program directors? . . . Joe Bigelow, the old plutocrat, saw a Lincoln Continental Convertible in a dealer's window the other ay and walked in and plunked down some 5 C's in cold cash and drove right out. . . Hal Davis, publicity dynamo for Kenyon & Eckhardt, looking for a new Gal Friday. His former sec'y, Laura Fairchild, leaving to work for WTLI, Bloomsburg, Pa.

★ ★ ★ **LOVE 'n KISSES**: Frankie Carle's keyboard wizardry at the Strand. . . Tony and Sally DeMarco's tap-happiness at the Sert Room. . . Parke Levy's Hooper-inflating scripting on "My Friend Irma." . . Norman Livingston's buff new "Play At Home" quiz which bowed in over WOR Sunday nite. (First day it was on, it drew 364 letters).

★ ★ ★ Robert O'Byrne and Gloria Monty, directors of the Abbe Theater School, offering a new play called "September Planting" tonite and tomorrow nite at the Malin Studios before an audience of producers, casting agents, talent scouts and newspapermen. This will be the first of a series of "show-case" productions Abbe students will give this season to demonstrate both their own talents and those of hitherto unproduced playwrights. Radio casting directors are especially invited to attend.

SAN FRANCISCO

OSCAR BAAN has completed an intensive four months research of juvenile delinquency in this area and his findings will be revealed in a series of five documentaries over KQW-CBS starting soon. Baan not only searched the juvenile court records for the material for his broadcasts, but also investigated the city's blighted areas where most of the juvenile problems start.

Bruce Sedley has been added to the announcing staff of KROW. He was formerly with the Marin Broadcasting Company, AFRS, Los Angeles and KJBS, San Francisco.

Dick Sprott, formerly with KSMO, has joined the KGO local and ABC Spot Sales staff, replacing Grant Pollock who has resigned to become manager of the Los Angeles office of W. S. Grant Company, Inc.

On last week's Jack Gregson Show broadcast from Omar Khayyam's restaurant, Miss Muriel Peterson was blindfolded and kissed by two men and was asked to identify one as a famous lover of screen, stage and radio. Did she pick Gregory Peck as the perfect kisser? Nope! She said the second guy was the best. It was Jack Gregson himself. Hm!

America's fastest-moving sport, Ice Hockey, is being broadcast directly from the Berkeley Ice Rink each Tuesday and Thursday night by KROW with Bud Foster giving the play-by-play description.

Ira Blue's "Football Scoreboard" contest over KGO is pulling in over 10,000 entries weekly, according to studio reports, making it necessary to hold up announcements of winner for a full week in order to check all the entries. Contestants try to pick the weekly winners in advance of the games and the successful ones are awarded Philco portable radios by J. M. Long & Co., local Philco dealer.

Teachers To Hear Mrs. Lewis

The second meeting of the 1947-48 season of the Association of Teachers of Vocational and Educational Guidance will be held Monday evening, November 17th at which time Mrs. Dorothy Lewis, co-ordinator of its tenet activity of the NAB will be guest speaker with James McAndrew, director of WYNE. The subject for discussion will be "Radio and the Guidance of Teen-Age Youth."

AL RICKEY, musical director of **MAYFAIR RECORDS**, informs us that **JUNE WINTERS**, known as **THE LADY IN BLUE**, has been offered several contracts from the major disk firms. Inasmuch as **MAYFAIR** started her on the road to fame with the "chocolate milk set" she will record eight new sides within the next few weeks.

Boston-N. Y. Tele Link Opens; N. Y.-Chi. Next

Network television, now available in Washington, Philadelphia and New York, was extended to Boston yesterday when the Bell System's radio relay link was officially opened for experimental use in ceremonies at the AT&T Long Lines Building here. It was also revealed that plans are under way for a relay system to connect New York and Chicago by way of Philadelphia, a distance of approximately 900 miles, and that such a link would be ready for experimental purposes by the end of 1949. All 10 stations in operation on the East Coast participated in the ceremonies inaugurating the new link, which was installed over a 220-mile span at a cost estimated at "upwards of \$2,000,000." This expenditure, which involves the construction of seven separate repeater stations between here and Boston, is said to be "closely approximate" the cost of the video coaxial cable between Washington and New York.

Includes Several Circuits

The new link, which is the newest type of long distance communication facility to be used by the Bell System, provides a large number of long distance circuits, which may be used for "hundreds" of simultaneous telephone conversations, for television, and for other services.

Program was seen by audiences in Washington, Baltimore, Philadelphia, and Schenectady, as well as New York, and in Boston by a group of industry execs by means of an NBC mobile unit.

From Washington, Paul Walker, acting chairman of the FCC, hailed the completion of the new link as excellent proof of the continued progress of our communications system and its ability to improve the service to the American people. "The execs heard on the program here: Walter S. Gifford, president of AT&T; Carl Whitmore, president of the New York Telephone Company; Joe E. Harrell, president of the New England Telephone and Telegraph Company, and H. Randolph Maddox, president of the Chesapeake and Potomac Telephone Company.

Open House Tour

An Open House and plant tour for employees, their families and friends will be held December 13 at the Stewart-Warner Corporation plants in Chicago to mark the thirty-fifth anniversary of the founding of the present company, James S. Knowlson, chairman of the board and president, announced this week.

IN CLEVELAND IT'S

WHK

Truman's Congress Talk Set For Air, Tele Webs

(Continued from Page 1)

the East Coast web via a pooled pickup scheduled to start at 1:30 p. m. EST. Chief Executive will deliver his talk from the House chamber.

Networks have also scheduled additional pickups of the opening session as well as special shows this weekend with top Government officials outlining the important issues Congress will have to face during the next few weeks.

Baukhage to Open Broadcast

ABC's Baukhage will describe the arrival of the President and Congressional leaders for that network at 1 p. m. from the House radio gallery, and Tris Coffin will be heard from 2 p. m. from the Senate. Later correspondent was heard in a special pre-session program last night over ABC (10:30-10:45 p. m.) in which he revealed results of a special survey he conducted among Congressmen who have returned from a tour of Europe.

CBS, in addition to the Presidential broadcast, will air a special program Sunday titled "Preview of the Special Session of Congress" (12:30-1 p. m.) in which Congressional leaders and men and women in American and European cities will be heard. Show will originate from various points here and abroad. Three CBS Washington newsmen, Gunnar Back, Joseph C. Harsch and Don Pryor, will open the program with analyses of the foreign and domestic problems faced by Congress, followed by opinions offered by members of the Government body on prospective emergency legislation. Pickups will then be made from London, Paris, Berlin and Rome, in addition to key U. S. cities.

Cross-Country Roundup Scheduled

Mutual has also set a special program for Sunday night, this one a cross-country roundup of impressions and opinions under the title: "What Does the Country Expect from the Special Session?" (10:30-11 p. m. EST.) Program will originate from key cities throughout the U. S. with top network correspondents reporting the "man-in-the-street" opinion of the vital Congressional meet. Henry La Cossitt and Cecil Brown will be heard from New York, with other pickups scheduled from: Boston, with Cedric Foster; Washington, with William Hillman and news chief Albert Warner; Chicago, Robert Hurlbert and Spencer Allen; Denver, with Jack

Gerl Gives Tele Views Before Boston Kiwanis Club

Boston—Although usually discussed in terms of radio, television is, in reality, a brand new form of entertainment and unlike any other, Joseph Gerl, president of Sonora Radio & Television Corp., told a meeting of the Kiwanis Club here yesterday.

One of the major differences, he said, is the technique of presenting commercials via video. On tele, "commercials are in the main unobtrusive and far more effective than radio commercials are," he said. "The third dimension of sight has brought new elements into the field of home entertainment and advertising, and calls for a new line of thought on the possibilities of television."

Gerl also pointed out that tele is not "a simple carryover from the movies, since in television we do not have the elaborate stage or apparatus, and have an immediacy not evident when one attends a picture show in the movie house."

WBZ-FM On Air Again

Boston—Westinghouse outlet WBZ-FM yesterday began transmission with a power of three kilowatts following two-day silence for installation of a new transmitter. Station formerly broadcast on one kilowatt.

Murphy-Reed Have New Show

A new transcribed quiz show, "Prize Sweepstakes," produced in New York for local and regional sponsors was announced yesterday by Bill Murphy and John Reed King, owners of the package. Four contestants from sponsor's area will be flown to New York each week-end to participate on five 15-minute shows emceed by King.

Fitzpatrick, and Los Angeles, with Harry Flannery and Rex Miller.

NBC, CBS and DuMont will combine facilities for the pooled pickup of the Presidential talk, it was disclosed yesterday. NBC will provide equipment and handling the engineering phase of the broadcast, while DuMont will handle production and CBS the commentary.

Music Negotiations To Get Under Way

(Continued from Page 1)

AFM delegates from Chicago and Los Angeles. The AFM entourage will assemble in New York on Tuesday for its own pre-confab prior to meeting with network representatives the next day.

Considerable speculation has arisen in trade circles over the sudden calling of the meeting by Petrillo and the fact that he is bringing in delegates from the other two key network cities. It's definitely known, however, that Petrillo would like nothing better than to write a suitable contract with the networks covering not only AM broadcasting but FM and television as well. It's also felt that Petrillo is none too happy over the upcoming trial in Chicago, Dec. 15, during which he will be tried on charges of violating the Lea Act. It's reported that Petrillo feels that if he can reach an accord with the networks for a new contract prior to Dec. 15, he'll have a much better front to face charges in Chicago.

Towing Of Old Battleship Covered By WOR, WNBT

WNBT television cameras and WOR microphones gave eye and ear witness coverage yesterday to the battleship New Mexico, being towed from Boston to a Newark scrap pile, as it wallowed in high seas some 50 miles off Ambrose Light. NBC television sent out a cameraman aboard a Coast Guard plane yesterday morning to record film of the drifting ship before its tugs, which had cast off lines because of heavy seas, could locate it again. NBC claimed to have recorded the only films of the news event which it later made available to the five major newsreel companies.

Late Wednesday after the tugs had taken the New Mexico in tow again, WOR recorded a two-way conversation between John Wingate in the station newsroom and a captain on one of the tugs.

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and Sponsor's Sales **UP**
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TONIGHT 30 E. 29th St.
8 P.M. \$4.00

REC Conducts Television Seminar; NBC And CBS Reveal Video Plans

(Continued from Page 1)

moderator through the courtesy of Bill Hedges, president of the club. Hubbell, who referred to the seminar of two years ago as the "Era of the Great Wind," made up for his video vainglory of the last seminar by presenting a distinguished group of television authorities who gave a comprehensive progress report.

The predictions of Frank E. Mullen, executive vice-president of NBC, and the announcement that CBS was taking steps to develop an East Coast television network highlighted the luncheon addresses.

Mullen Makes Forecast

Mullen forecast that before the end of 1948 that the NBC tele network would bring television programs to a population in excess of 22 million people and within another year or 18 months another 20 million people living East of the Mississippi will have network television available to them. He further predicted that by the end of 1949 that the network serving the Eastern seaboard would have at least a million and one half television receivers.

"After World War I we saw the radio industry brought into being and expanded into a business which today accounts for more than a billion and a half dollars to the American economy," Mullen said. "Television should prove to be at least four times as great. In other words within a short span of time we can expect the television industry to give employment to an additional 250,000 men and women. It holds promise of becoming a six billion dollar business."

CBS Announces Web Plans

Leonard Hole, associate director of CBS television, brought news to the REC luncheon, when he said that Columbia was in the process of building a television network to serve the Eastern seaboard. Hole revealed that informal working agreements have been worked out with WMAR of the Baltimore Sun, WMAL-TV of the Washington Evening Star and the station now being built by the Philadelphia Evening Bulletin.

"Right now, we are exchanging both commercial and sustaining programs within the limits of availability of the coaxial cable line," Mr. Hole explained. "In time we expect other stations to join us with plans calling for expansion north toward Boston and south of Washington."

"CBS believes that great opportunity lies ahead for its television network as it branches out to other cities

across the country," he continued. "Possibly most important of all, we feel our operation is helping launch competitive television networking in this country. This system is bound to bring operating, production and receiver costs down to levels where advertisers will use the medium as a truly forceful, effective means of selling."

Placing emphasis on the importance of news and special events coverage

Disappointed

Representatives of the motion picture industry who were tele observers at the REC luncheon yesterday expressed disappointment that a representative of their industry was not included as one of the guest speakers. It was pointed out that Paramount is actively engaged in television with two stations and that both Warners and Twentieth Century-Fox are experimenting with large screen television in collaboration with RCA.

in television programming, Paul Mowrey, director of television for the American Broadcasting Company, disclosed that the Chevrolet Motors division of General Motors would sponsor television broadcasts of the wedding of Princess Elizabeth over WMAL, Washington; WFIL, Philadelphia, and WMAR in Baltimore. The program will incorporate films of the royal couple with Press Wireless stills of the actual wedding ceremonies and will be produced as a half hour program.

"At ABC we believe that news broadcasts are and will become one of television's prime attractions, and that they will probably attract far more extensive audiences than any other type of video broadcasts," Mowrey said.

DuMont Executive Heard

Forecasting that local television station operations will be dependent to a large degree on the networks for programming, Lawrence Phillips, director of the DuMont Television network, gave an excellent talk on programming problems.

"It will, in my opinion, be impossible for the local stations to deliver studio entertainment, except on rare occasions, in competition with the movies, the presentation houses and the programming which can emanate from the entertainment centers of this country which, by and large, are New York, Chicago and Hollywood," Phillips said. "This is not merely a question of money. Money can buy talent but cannot make it. There just isn't enough good talent in the country to independently program 70 television stations, now licensed or authorized, in competition with the local movie house or television station with a network affiliation."

J. R. Poppele, executive vice-president of WOR, spoke regarding the problems of launching two television

stations by the Bamberger Broadcasting Company in New York and Washington.

"We at WOR have been very busy during the past several months organizing our technical, production and commercial staffs for the day next spring when WOR-TV goes on the air," Poppele said. "Furthermore, our task has been doubly difficult because we expect to launch our Washington station, WOIC, at the same time as our transmitter in New York."

Referring to the future, Poppele said: "The AM broadcaster who hopes to stay in business tomorrow must take television into consideration today. . . . 1947 proved to be television's first big year—16 stations now operating, as against eight or nine a year ago, and nearly 200,000 sets on the market, 1948 will see television move out of the million dollar class into the billion dollar class."

Declaring that "time, experience and money are the essence of good television programs," Thomas H. Hutchinson, member of the firm of Richard W. Hubbell and associates, said that programming is the one big problem that both advertisers and broadcasters alike are facing. He complimented NBC for its decision to allow agency directors to use their facilities without any production restrictions as being of major importance to everyone interested in good commercial programs.

'News' Manager Speaks

F. M. Flynn, president and general manager of the New York Daily News, speaking as a newspaperman about to enter television, humorously appraised the problems that are being faced by him and his associates in entering the television field.

"We view our entrance into the radio field, now limited to television, as a supplement to the service we now offer the New York public," Flynn said. "The recognized possibilities of radio operation complementing and supplementing newspaper operations are particularly true in television."

Referring to the recent FCC decision denying the News an FM station grant in New York, Flynn declared: "We feel keenly the sharp setback in our plans given by the recent adverse FCC decision on our FM application. We expect to prove the FCC wrong in this decision and at present do not choose to do so by buying one of the several AM and FM stations recently offered to us." The viewpoint of the advertising executive on television was presented by Charles Durban, assistant director of advertising of the United States Rubber Company. He recommended closer co-operation between television station management with the advertisers and agencies producing the shows.

Ralph Austrian, executive in charge of the television department of Foote, Cone and Belding agency, stressed the need of the television industry furnishing agencies and accounts with

NAB's Board Meets; Big Budget Indicated

(Continued from Page 1)

put off until today any discussion on the controversial code.

Although board members for the record were mum as to possible action on the code, it was generally thought that no "permanent" code will be adopted. It was expected that an "interim" code will be adopted which will be effective between February 1st and the next NAB convention in the Spring.

Sachs To Sponsor Forum

Sachs Quality Stores will sponsor a new forum called "Something Ought to be Done," every Sunday, 1:30-2 p.m., over WMCA, New York, starting Nov. 16. Show replaces the sponsor's "Three Little Sachs" series which has been on for nearly 2 years.

"Something Ought to be Done" will be based on questions or suggestion sent in by listeners as to why certain actions should be taken to further public and civic development. Series will be moderated by J. Raymond Walsh and listeners will be invited to appear in behalf of the various causes.

vital statistics on the growth of the television audience and other worthwhile information about the industry, commercial progress. He suggested that the Television Broadcasters Association might be the organization to provide such up-to-the-minute information.

Send Birthday Greetings To—

November 14	
Morton Downey	Dick Powell
Martha Tilton	Johnny Desmond
Dick Nesbitt	Hazel Estes
Bud Hulick	Wanda Ellis
November 15	
Franklin P. Adams	Carol Bruce
Norman Pock	
November 16	
Jim Jordan	Lawrence Tibbett
Lucien Dumont	Albert A. Grobe
Louise Starkey	Gordon R. Gray
Mary Margaret McBride	
November 17	
Frank Fay	Wiloy Walker
Jack Lescoule	Quin Ryan
November 18	
Johnny Mercer	Bobby Jarvis
Sam Kaulman	Sid Singer
Pat Alan	Dot Quins
Mrs. Joe Elnes	
November 19	
Tommy Dorsey	Bob Harris
Natalie Feldman	
November 20	
Judy Canova	Frank Allison
Walter Blidick	Art Jaffe
Frank Thomas	



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NAME

COMPANY

ADDRESS

BEHIND THE MIKE

By SID WEISS

ORDINARILY the NYU-Bucknell football game wouldn't mean much to a sportscaster, but the Armistice Day game meant plenty to Joe Hasel. The WJZ sports ace had picked 13 games on Friday—and Saturday's results found him with an even dozen winners. The NYU game was postponed due to the storm on Sat. and played on Nov. 11th. Watching the scores of the game come in was to Hasel like a guy trying to boot home a three-horse parlay.

John A. Francesco, operatic baritone heard on WOV, rates a network audition.

Irene Murphy, late of the Television Caravan, building her own video package.

Society of American Florists, which celebrated National Flower Week (Nov. 2-9), gave floral citations to Maggi McNellis, Kate Smith and the Betty Crocker show, among others.

Al Bernie a solid click at the Paramount.

Dwight Weist, who recently landed the "We the People" cmcee slot, is also celebrating his 13th wedding anniversary and his 15th year in radio's big-time.

Majestic has signed Judy Canova to wax 40 sides.

Art Henley, interviewed by Florence Pritchett on his new comedy-writing course, revealed that his secret is that all humor is based on mathematics.

**\$50,000 Time Sale Set
By WRC, D. C. Brewer**

Washington Bureau, **RADIO DAILY** Washington—What is considered to be the largest time sale in local radio history was set this week with the signing of a contract by WRC, NBC affiliate, and the Christian Heurich Brewing Company in which the latter will sponsor 12 programs for 52 weeks at a cost of \$50,000. Announcement of the sale was made by station manager Carleton D. Smith and sales manager Mahlon Glascock.

Heurich brewing company is a veteran in Washington radio, but the new contract represents the first time a local brewer has entered the field of daytime programming appealing to women. Commercials are to be a departure from conventional plugs, tying in topical food news with emphasis on institutional and informal treatment.

Company will sponsor such shows as Robert Ripley (NBC co-op), Guy Lombardo (Ziv ET) plus news programs.



COAST-TO-COAST

—CONNECTICUT—

HARTFORD—"Mind Your Manners," a new weekly audience participation program for young people, recently premiered over WTIC. Program is designed to emphasize the importance of good manners through a panel discussion of questions submitted by young listeners, who receive prizes if their questions are used and who present the question in person to the panel. The youngster whose query is considered the best of the week receives \$10 in savings stamps, while each member of the panel receives \$2.50 in savings stamps on every broadcast. . . . **NEW HAVEN**—New members of WAVZ's staff include Peter Hamerson, Bob Tyson and Cab Kolby, in the announcing department, while in the continuity department we find Patricia Julianella.

—TEXAS—

HOUSTON—Announcement of the win-throw of two long-time radio men. Winston Sherman, former announcer with WOL in Washington, and Paul Huhndorf, former engineer with KTRH and KTHI in this city, as executives at KLEE, was recently made by station owner, W. Albert Lee. The former will act as station program director while the latter will perform duties of chief engineer. Opening date for the new 5,000-watt station, which is now under construction, has not been announced. . . . **LONGVIEW**—KRO 1,000-watt, full-time station, operating on 1370 kilocycles, has moved its studios from the Glover-Crim Building to the Curtis Building in the same city.

—OHIO—

CINCINNATI—Tom Manning, WTAM's veteran sportscaster, has taken on a new five-minute sports show. Program is being sponsored by this city's oldest clothing firm, Richman Brothers. . . . **CLEVELAND**—Stuart Strand, formerly with WJR, Detroit, as announcer for the "Hermit's Cave," and until recently senior announcer at WMID, Atlantic City, has joined the announcing staff of WHK. . . . **CINCINNATI**—Chimney Sweep has taken over the sponsorship of WLW's dramatic show, "Let's Take a Look," beginning November 12 until February 4. At present, show is sustaining over the station, since Look magazine's sponsor contract ended with the broadcast of Oct. 1.

—VIRGINIA—

ARLINGTON—WEAM has come up with a novel quiz show and is offering the program free to any sponsors with sports blood in their veins and a heart close to the Community Chest. The station proposes a series of half hours, featuring competitive clients in a quiz contest and will donate its time, facilities and talent. The losing team of each battle of wits, however, must donate to the Community Chest \$13.90 for each question both teams miss during the broadcast. . . . New member of WARL's staff is David Connor, well-known Baltimore announcer and newscaster. Connor has also been made a member of the Washington Radio Correspondents Association.

—PENNSYLVANIA—

PHILADELPHIA—Mutual's "Queen For A Day" program is visiting this city. It will broadcast for a week from the National Trailer Show, which is buying spot announcements on the local independent, WPEN, urging listeners to see or tune in "Queen For A Day" over rival WIP, Mutual outlet in Philadelphia. . . . Four women in the Greater Philadelphia area, recent winners in the Betty Crocker Diamond Ring Contest, will receive their prizes on a special broadcast of "KYW Presents," November 17. Station plans formal presentation of diamond rings, valued at \$200 each, to be followed by a dinner party for the winners. . . . **PITTSBURGH**—New member of WPIT's staff is Charles C. Swaringen, who will act as commercial manager of the station. Swaringen is also part-owner of WPIT.

—NEW YORK—

GENEVA—WGVA's desire to allow listeners in the Finger Lakes area to take part in the station's broadcasts took active form recently with the opening of a radio workshop to develop radio writers and actors among the students at Hobart College. The first eight classes will be devoted to radio writing while classes in acting and production will begin in the station's new studios after the first of the year. . . . **WHITE PLAINS**—WFAS FM, which went on the air on special temporary authority on September 1, is now in regular operation from 7:30 a.m. to 9:00 p.m.

—UTAH—

SALT LAKE CITY—"Reserved For You," new public service show aimed at stimulating recruiting in the Army Air Corps Reserve, is being aired by KDYL each Saturday afternoon. Featured on the quarter-hour show is the Army Air Forces band from Hill Field, under the direction of Tech. Sgt. Mert Plant. Band is aired live from the KDYL radio playhouse. . . . **KALL** and the Intermountain Network provided the nation's radio listeners with the first-on-the-spot coverage of the disastrous DC-6 United Airlines plane crackup from the Bryce Canyon area on October 25th. The station contacted United Press newswoman, Ruth Larsen, who was in the Bryce region on assignment and had KALL gear flown to the spot so that she could use it for an on-the-ground description of the wreck scene, transcription of which was broadcast over the IMN.

**Ferry-Morse Co. Sets
Garden Show On CBS**

Ferry-Morse Seed Co., of Detroit will sponsor "Garden Gate" on CBS for 16 weeks beginning with the broadcast of January 17. It was announced this week by William C. Gittinger, network's vice-president in charge of sales. Contract marks the fourth consecutive year Ferry-Morse has sponsored the garden show during the pre-planting season. MacManus, John & Adams of Detroit is the agency on the account.

PROMOTION

Promote Pepsicola Show

The new Texas State Network half hour night time western program, "The Pepsi-Cola Hour with Al Clauser and his Oklahoma Outlaws," is being given a strong promotional push in the KABC, San Antonio trade territory by the merchandising and promotion department. Newspaper ads, promotional plugs, posters for retail outlets, posters for delivery trucks of the dealers, and personalized blotters for distribution in the local high schools have been arranged for. Still to follow is a direct mail campaign to retailers and a publicity campaign throughout the KABC trade territory.

In The Libraries

"Scenes from 'Books on Trial'"—a two-foot square display featuring 8 x 10 photos of participants on the WHN book show—is being displayed in New York's public libraries as well as in the libraries of local schools and colleges. Sign will be part of a continuing display, and photos will be changed at regular intervals. Station's call letters and dial setting, as well as the day and time of the show are prominent in the upper-left hand corner.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominant Hoop-creating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc - 5000 Watts
JOHN BLAIR & CO.—Representative

Discuss Future Of Code

Will Survey Habits Of Young Listeners

Plans for a comprehensive survey of the listening habits of young people in the United States and the possibilities of the youth market for radio advertisers was announced this weekend by Hugh M. Beville, NBC director of research, in New York. NBC signed contracts for the survey with the Gilbert Youth Research Organization.

It is expected that the survey will produce some "extremely useful results," Beville said. "Radio is very important in the life of children," he added. "Children spend more time each day listening to the radio than

(Continued on Page 3)

Nutrena Feeds Contracts For 5-Minute Weather Strip

Des Moines, Iowa—Nutrena Feeds, through Bruce Brewer agency, has assumed sponsorship of a five-minute weather strip which is aired four times daily on the 14 stations of the Iowa Tall Corn Network.

A co-op show sponsored locally by Nutrena dealers, program will provide over 25,000 dealer recognitions during the first 52 weeks.

Lux Radio Theater Leads In New Survey Figures

Lux Radio Theater, Fibber McGee and Molly, and Bob Hope in that order are the top three evening network shows according to the Nielsen Radio Index for the week of Oct. 5-11. Based on average audience, the lists of the leading twenty daytime and evening programs released over the weekend

(Continued on Page 3)

Double Duty

Top executives of the Allon B. Du Mont Laboratories at Passaic, N. J., have joined the television set production line in an effort to keep pace with the heavy holiday orders for their new table models. Among the brass who have donned work clothes and are supervising set production are Dr. Du Mont and Leonard Cramer, executive vice-president.

Network Shows To Aid National Food Drive

Vital importance of the national food conservation campaign for aid to Europe this winter will be sharply emphasized this week and next via special programs on CBS and Mutual. Latter has set a half-hour show for tomorrow (Tuesday) which will bring together for the first time on

(Continued on Page 3)

Rochester Broadcaster Seeks To Appeal Decision

Gordon P. Brown, president of WSAY, Rochester, N. Y., asked the Circuit Court of Appeals Friday to review the decision of Judge Alfred C. Coxie which denied his station an injunction to prevent ABC and MBS from changing Rochester affiliates. At the same time Brown asked the appeals court to grant a temporary injunction pending the review but this was not granted. Brown said he hoped for a hearing some time in December.

'Friendship Train' Arrival To Receive Wide Coverage

Arrival of the Friendship Train, laden with food for Europe, in New York tomorrow will get considerable coverage from networks and local stations, although there was great confusion over the week-end in trying to arrange pickups and schedules in the absence of a designated arrival time for the train. ABC and MBS are definitely planning to cover the arrival of the train, however, and "We the People" over CBS tomorrow night, Tuesday, 9 p.m., EST., will have

NAB Directorate Considers Differences Of Opinion By Association Groups; '48 Convention In Los Angeles

Radio Details Set For Royal Wedding

Details of the pooled two-hour broadcast of the royal wedding of Princess Elizabeth and Lieut. Phillip Mountbatten on Thursday by the major American networks were released in New York on Friday.

The exact time of the pool broadcast calls for networks to make the opening announcement at 6:00 a.m., EST. At 6:03 a.m. the London broadcast will begin with scenes at Buck-

(Continued on Page 7)

Canada RMA To Demand Repeal Of Tax-On-Sets

Montreal—The Radio Manufacturers' Association of Canada will petition the Government for elimination of the 10 per cent excise tax on radio receivers, S. L. Capell, president

(Continued on Page 7)

GOP Plans Of Warren First Carried By KFBK

Sacramento—KFBK of the McClatchy Broadcasting Company gave its listeners direct coverage of Governor Earl Warren's announcement

(Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—The broadcasters' code, its present provisions as well as future refinements and revisions made in response to criticism by groups within the association, were discussed over the week-end in a protracted meeting held here by the NAB board of directors. The principal differences of

(Continued on Page 7)

Dealers Sponsoring Alemite's ET Series

Chicago—A recorded series of 39 five-minute programs featuring Jimmy Conzelman, coach of the Chicago Cardinals, pro grid team, has been inaugurated over local stations under sponsorship of Alemite dealers, it was announced over the weekend by Fred Cross, advertising manager of Stewart-Warner.

Series is a cooperative venture, with

(Continued on Page 2)

Clerics Hail Tele Fare As Aid To Youth Educ.

Chicago—Television programs are being used as an important educational tool for the younger set in this area, as outlined this week by leading clergymen and the General Elec-

(Continued on Page 2)

FM Innovation

Broadcast of "Operation Communications," a half-hour weekly variety show produced by Army Signal Corps personnel at Fort Monmouth, N. J., has been inaugurated by WJYN, New York FM indie, Thursdays, 7-7:30 p.m. Program, which includes a talk on advances in communications techniques, is beamed to N. Y. via a Signal Corps FM channel.



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MARVIN KIRSCH : : : Business Manager

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 Andrew H. Older, Chief Managing Claret
 5417 Dabbanage Rd. 2122 Drexler Pl. NW
 Phone: Wisconsin 3271 Phone: Newark 7627
CHICAGO BUREAU
 Nat. Gross
 1417 Ashland Bldg. 135 N. Clark St.
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FINANCIAL			
(Nov. 14)			
NEW YORK STOCK EXCHANGE			
	High	Low	Close
Admiral Corp.	8 3/8	8	8 1/2
Am. Tel. & Tel.	153 1/2	153	153
CBS A	25	25	25
Fairweather T. & R.	7 1/2	7 1/2	7 1/2
Gen. Electric	35 3/8	35 1/8	35 3/8
Philco	32 1/4	31 3/4	31 3/4
RCA Common	9 1/4	9 1/4	9 1/4
RCA First pfd.	70 1/4	70 1/4	70 1/4
Stewart-Warner	15	14 1/4	15
Westinghouse	27 3/4	27 3/4	27 3/4
Westinghouse pfd.	9 1/2	9 1/2	9 1/2
NEW YORK CURB EXCHANGE			
Hazeltine Corp.	13 3/4	13 3/4	13 3/4
Nat. Union Radio.	3 3/8	3 3/8	3 3/8
OVER THE COUNTER			
DuMont Lab.	8	8	8 3/8
Finch Tele Comm.	3 1/4	3 1/4	4 1/4
Stremberg-Carlson	13 1/2	13 1/2	14 1/2
U. S. Television	2	2	2 1/2
WAO (Baltimore)	38		
WJ (Detroit)	12		

10 YEARS AGO TODAY			
(From the files of Radio Daily)			
An FCC order, handed down by Chairman Frank R. McIninch, opened all Commission hearings to anyone wishing to offer relevant and competent testimony on any case under consideration. . . Charles Crutchfield, WBT program director, lobbying for ailing commentator Grady Cole.			

IN CLEVELAND IT'S

★ COMING AND GOING ★

EDGAR BERGEN and his NBC program personnel are completing their annual visit to New York. They leave today on the return trip to the West Coast.

THOMAS VELOTTA, director of news and special events at ABC, back from Cleveland, where on Saturday he supervised the debut of Dorothy Fuldheim's program on WJW under the sponsorship of the Brotherhood of Railroad Trainmen.

LEE BLAND, special events director for CBS, goes down to Washington today to cover the opening of Congress.

E. E. HILL, managing director of WTAG, Columbia network outlet in Worcester, paid a call last Friday of the station relations department of the web.

ED ("Charlie Chen") BEGLEY leaves Wednesday for Hollywood, where he has a role in "Sitting Pretty," to be produced by 20th Century-Fox.

JACK BARRY, emcee of Mutual's "Juvenile Jury," and **DAN EHRENREICH**, producer of the program, are back from Chicago.

MILTON BACON, assistant to the manager of WCBS, tonight will go up to Yonkers to deliver a talk before the Men's Club of the Westminster Presbyterian Church.

EDWARD R. MURROW, Columbia network newsmen, is scheduled to arrive in London today. He'll cover the wedding of Princess Elizabeth.

RAYMOND SWING, American network commentator who now is on a lecture tour of the Midwest, will be heard today in Cincinnati.

FRED WARING and his Pennsylvanians closed a three-week concert tour last Saturday with an appearance at the Eastman Theater in Rochester, N. Y.

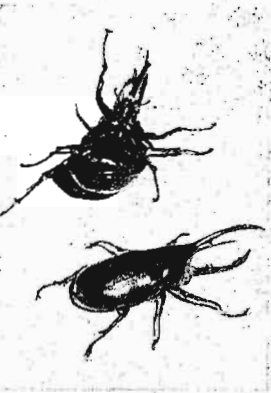
MURRAY ARNOLD, program director at WIP, Philadelphia, was in New York late last week for talks with executives of the Mutual network.

HAROLD F. GROSS, president of WJIM, Lansing, Mich., is in Gotham for conferences with officials of the American network.

MARION NOBLE, director of "Thursdays Till Nine," proceeds of which go to the Paralyzed Veterans' Assn., has arrived in New York for an interview on "This Is Our Town" over WMCA.

RUIGGERO RICCI, violinist frequently on WJZ-ABC's Sunday morning "Coffee Concert" series, will give a concert today in New Haven.

CRAIG ("Professor Quiz") EARL closed an eight-week road tour last Saturday with an appearance in Wilmington, Del.



Beaten Beetle

That's a picture, according to the New York Zoological Park authorities, of the end of a wrestling match. It was between two giant Hercules beetles.

Somebody, or some things are fighting all the time, no matter where you look!

That goes for the accounts you have that are in the highly competitive fields. The way things are shaping up in the business arena, you just can't buy time the way you did during the "soft touch" years.

Maybe you're one of the alert fellows who saw the change coming and took closer looks at the call letters you put on a radio budget sheet.

If so, we're sure of one thing. If you bought time in Baltimore, and produced sales at a low cost, you must have used W-I-T-H.

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

Use W-I-T-H and nobody is going to "rattle" you to the ground!



W-I-T-H

AM and FM
Baltimore 3, Maryland
 TOM TINSLEY, President
 Represented Nationally By Headley-Reed

Alemite Dealers ET Series Ready for Commercial Use

(Continued from Page 1)
 discs furnished without charge to local dealers by S-W.

"Although the series has just been started," Cross said, "58 dealers in 22 different distributor territories already are sponsoring the program, and there is every indication that it will be one of the most popular programs we have ever initiated. Dealer and consumer response thus far is very favorable."

For all of his team's home games, Conzelmann gets a bird's eye view of the play with an S-W tele receiver while directing his gridders from the field.

'R. F. D. America,' ET Show Reported Set For Mutual

"R. F. D. America," half-hour transcribed show, will debut a weekly series on the Mutual network next month. It was learned over the weekend. Starting date and time segment has not been set, but it's reported that Ford Motor Company will assume sponsorship in January, thus expanding its use of network radio.

"R. F. D." is said to have a fluid and dramatic format and will deal with specific topics each week. Program is a Louis G. Cowan property, and the account is being handled through J. Walter Thompson.

Congressional Discussion

Sen. Tom Connally and Rep. Charles A. Eaton will discuss the issues facing Congress with Jack Beall on ABC's "Headline Edition" tonight at 7 p. m., EST.

Broadcasting Truman Address
 Sen. Broadbent, New York, will broadcast President Truman's address to the opening session of Congress today from 1:30-2:00 p. m. (EST).

Clerics Hail Tele Fare As Aid To Youth Educ.

(Continued from Page 1)
 tric Company which has installed video receivers in a dozen Catholic and Protestant parishes.

Installation, which has been made at reduced price, is part of a plan worked out by GE officials and Auxiliary Bishop Sheil and Dr. Preston Bradley to make available tele reception of football games, hockey matches, or other programs of youth interest. Later on, sets will be used by other groups within the various congregations, it was said.

WMCA P. M. Slot For Steele

Ted Steele, band leader and novachord specialist who starts a disc jockey show over WMCA today, Monday, will be heard from 2-4 p.m., instead of in the morning as first scheduled. In addition to playing records, Steele will also vocalize and play numbers on the organ.

WORLD
does it Again!
 WITH A NEW MILLION DOLLAR PROGRAM IDEA!

"The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

Inquire NOW About Our GUARANTEED 13-26-52 Week Contract Plan

BOSTON **WORLD** MASS.

FOR JOE & CO., National Representatives

Network Shows To Aid National Food Drive

(Continued from Page 1)
 The same program top industry and war chiefs. CBS' contribution to the food drive will be two separate documentaries, one to be aired on Thanksgiving Day.

Mutual program titled "Who's For 'Ho In America?", (8-8:30 p.m., ET.) will feature AFL president William Green, CIO head Phillip Murray, NAM prexy Earl Bunting and Earl O. Shreve, head of the U. S. Chamber of Commerce. Quartet will be joined by Charles R. Luckman, chairman of the Citizens' Food Committee, under whose auspices the show will be presented. Industry and labor execs will stress the critical state of current European food reserves, and the unhappy situation confronting Europe this winter.

Two Documentaries On CBS
 CBS has set two half-hour documentaries on the food crisis, first of which will be aired Thursday (10:30-11 p.m., EST.) from Hollywood under the title "How Hungry Can You Get?" Luckman will summarize the appeal for food during an intermission on the program, which is written by Les Catton and produced by William Robinson. This show will provide the answers to questions commonly asked about the current program to conserve wheat and other grains, and how the U. S. can "win the race" by combating the fate posed for Europe this winter. Thanksgiving day program will be another documentary titled "Tomorrow's Harvest" (10:30-11 p.m., EST.) and will point to America's role in the world food emergency. Robert Lewis Shayon, of network's "CBS Is There," will direct the show, which will be written by Edward Rodman and produced by Robert Heller, chief of the network's documentary unit.

Washington Bureau, RADIO DAILY

Washington—That section of President Truman's loyalty order which specifies standards for the classification of Government documents increases the difficulty of the press and radio in serving the public, Bruce Catton, chief of the Citizens' Emergency Food Committee information division said Friday.

Testifying before the House Committee on Expenditures in the Executive departments, Catton said the increased restriction on the initiative of Government officials would "make it harder for him to function. The Government information man's function is to help the people of the country find out what their hired hands—that is, Government officials—are doing."

Questioned by Rep. George Bender,

V.I.P.

Memo To P.A.'s

Newspaper Enterprise Association will start a daily radio column early in December which will promote in about 250 newspapers. It's to be written by Wado Thompson, formerly in CBS promotion and publicity in San Francisco and Los Angeles. Column will run some 750 words daily and will be written five days a week.

Lux Radio Theater Leads In New Survey Figures

(Continued from Page 1)

were the first Nielsen figures to be made public.

Nielsen ratings are compiled from readings taken from the Audimeter, a device attached to a home receiver to measure listening. The Nielsen Co. has placed 1,300 Audimeters in 1,100 homes across the country. It is claimed that this sample audience represents approximately 63 per cent of American homes.

The ratings of the top twenty evening programs appear in the following order: Lux Theater, Fibber McGee, Bob Hope, Amos 'n' Andy, Mr. District Attorney, My Friend Irma, Aldrich Family, Screen Guild, Red Skelton and Charlie McCarthy.

Also, Life of Riley, Jack Benny, Big Town, Truth or Consequences, Burns and Allen, Godfrey Talent Scouts, Lone Ranger, Fred Allen, Inner Sanctum and Kraft Music Hall.

The list of daytime web shows were listed as follows: Our Gal Sunday, Right to Happiness and When a Girl Marries, according to the Nielsen survey.

Completing the list of daytime programs were Backstage Wife, Pepper Young's Family, Big Sister, Helen Trent, Young Widder Brown, Ma Perkins, and Aunt Jenny.

Also, Portia Faces Life, Stella Dallas, Rosemary, Wendy Warren, Lorenzo Jones, Road of Life, Life Can Be Beautiful, Just Plain Bill and Young Dr. Malone.

Will Present Speaker

Newark—WAAT and WAAT-FM Newark will transcribe for broadcast today from 8:30 to 9:00 p.m., luncheon address by Earl Bunting, president National Association Manufacturers before Advertising Club of New Jersey at Newark Athletic Club. His topic will be "Let's Build America."

Republican, Ohio, Catton said that "the functioning of democracy depends upon a free flow of information—this order would cut down that free flow."

A veteran newspaperman, Catton served as information chief for WPB during the war, and later for the Department of Commerce.

Freedom of press and radio are intimately tied together with the adequacy of Government information service, Catton said, pointing out that freedom to print or broadcast news meant little if there were no freedom to get news.

GOP Plans Of Warren First Carried By KFBK

(Continued from Page 1)

he will permit his name to be presented to the Republican National Convention as a candidate for President.

The entire news conference conducted by the Governor yesterday afternoon was transcribed and then broadcast at 7:30 p.m. in its entirety. Statements of Arthur Carlson, chairman of the Republican State Central Committee, and Governor Warren, questions of the reports and the Governor's answers were reproduced clearly.

KFBK Acts Quickly

As soon as the governor said he would be proud to have a California delegation present his name to the convention, KFBK interrupted a program with a news bulletin, shortly after 3 p.m. Details of the announcement were carried on regular newscasts at 4:45 and 6 p.m. The program transcribed by KFBK in the governor's office also was fed to ABC in Hollywood, which aired it over KECA.

KFBK provided the only radio coverage of the press conference. It was the first time, too, Governor Warren had allowed radio coverage of a press conference.

WRC Signs New Sponsor

Washington—Inking of largest time sale in local history was announced the past week-end by WRC general manager Carleton Smith and sales manager Mahlon Glascock. Contract is with the Christian Heurich Brewing Co., of Washington and calls for sponsorship of 12 WRC programs for 52 weeks. Contract represents a gross sale of more than \$50,000 annually. The Heurich Radio and Television Agency is Harwood Martin.

Rome Newsman On CBS Show

Lionel Shapiro, Columbia network correspondent in Rome, Italy, will be interviewed tomorrow on one of the web's shows, Bill Leonard's "This Is New York," 9:15-10 a.m.

Will Survey Habits Of Young Listeners

(Continued from Page 1)

they do reading newspapers, books, magazines or attending the movies. Due to the large increase in multiple-set homes since the war, U. S. children are now in much greater control of their own listening habits than ever before.

Eugene Gilbert, head of the organization, predicted his size-of-audience surveys for NBC would produce results somewhat different from the figures reached by other rating organizations. Pointing out that the other services rate all programs "by devices designed for adult shows," Gilbert declared, "The reason for the inadequacy of conventional rating services in measuring young audiences is that they either neglect to contact the young people directly, or, once the contact is made, they fail to establish any real communication with them. In no case does a children's radio program tested by telephone receive the rating it deserves."

Formed Three Years Ago

Gilbert formed the company three years ago. He is now 21. His organization uses 1,200 young people all over the country to ferret out youth facts. College students are interviewed by other college students who specialize in marketing and research, and high school students and younger children are interviewed by editors of high school papers.

More than 24,000,000 young people between the ages of 6 and 24 were enrolled in schools in 1945, according to U. S. Census figures released July 9, 1946. This figure will probably reach 27 million by 1950, the Census Bureau estimates.

Beier Joins Dawson

Carl Beier has left the director's staff at CBS and joined Ronald Dawson Associates as partner and editor. Beier and Dawson were former co-workers at CBS and now operate a script library serving 130 stations in the U. S., Canada and Australia.

ARCHIBALD U. BRAUNFELD, C.P.A.

ROBERT SIMONS, C.P.A.

ANNOUNCE THE FORMATION OF A PARTNERSHIP

UNDER THE NAME OF

BRAUNFELD & SIMONS

CERTIFIED PUBLIC ACCOUNTANTS

WITH NEW OFFICES LOCATED AT

11 EAST 45TH STREET
 NEW YORK 17, N. Y.

NOVEMBER, 1947
 SOUTH NORWALK, CONN.

GADSDON, ALA.

NEW TELEPHONE
 MURRAY HILL 7-9250
 LOS ANGELES, CAL.

it's high time... for methods of station representation to catch up with the progress of radio itself.*

Radio is still growing, still going places. FM, TV and other changes are coming fast. We think the business of station representation should be equally progressive—unless it wants to slip out of gear with radio.

That's why the Bolling Plan was originated... a progressive, intensive program for national spot selling. Its *first* concern is for the station. We feel it is the highest type, most constructive method of representation that any station can have.

The Bolling Plan maintains its *quality* by limiting the quantity of stations it serves. That's why the Bolling list will *stay* small.

No one knows his business more thoroughly than a Bolling man. That includes knowing each Bolling-represented station from sign-on to sign-off, from microphone to audience... each market area down to the last, latest statistic.

Bolling men sell local programs and personalities... not just announcements. They sell the *station*... not just vacant spots on its program schedule. And, day-after-day, they supply constructive suggestions that benefit both station and advertiser.

Bolling men are conscientiously interested in anything that makes radio better, more productive. They are as anxious to plan for tomorrow as they are to sell for today.

**(And it can't be done by legislation.)*

All this takes much time and intensive effort. The Bolling Plan has now been tested for ten months.

It began as a belief that station representation *can* and *should* be better. Under the Bolling Plan, it is! Who knows better than the stations it has worked for. Here's what two of them say:

WNBF, Binghamton, N. Y.

"Six months after The Bolling Company took over our national representation, national sales were up 20% over our biggest year—and this with all four networks now operating in our market. We have never had such effective representation as this in WNBF's history. Bolling men know as much about our market as we do ourselves. We couldn't be happier!"

Cecil D. Mastin
General manager

WHP, Harrisburg, Pa.

"We're delighted at the way the Bolling organization has gone to work for us. The type of advertisers you have signed is most gratifying. This is mighty fast and amazing results. We feel your success is the result of the close personal knowledge of WHP which each of your men has gotten on his visits to Harrisburg. They are as familiar with WHP as if they were local salesmen. This close association lets us enjoy a relationship rarely existing between station and representative—but a necessity if the station is to enjoy maximum national business. This we have with your organization."

A. K. Redmond
General manager

For the first time, here is a new, aggressive type of station representation at work. Obviously The Bolling Plan is applicable only to a small, well-managed list of stations. In return, it provides aggressive, resultful representation—the kind that makes the difference between ordinary "representation" and *action*.

The Bolling Company radio station representatives

NEW YORK • CHICAGO • HOLLYWOOD

SOUTHWEST

BOB HOLLERON, KTSA, San Antonio Special Events Director, covered the annual Artists River Promenade, via wire recorder. Holleron and KTSA engineer Bob Hopper, navigated the San Antonio river in a gondola describing the colorful exhibits. The sidewalks were banked with paintings created by various artists of the southwest.

George W. Smith, head of the Graham Broadcasting Co., at Graham has been granted license for the construction of a new standard broadcast station there. Outlet will operate daytime only with a power of 500 watts on 1330 kilocycles.

Billy Mayo, orchestra leader turned disc jockey is to be heard in a new series of programs each Tuesday and Thursday over WFAA-570 Dallas. Program will be produced by Elliott Robertson, new addition to the WFAA staff.

Raymond F. Herson former promotion manager of KPRC, Houston and for the past three years producer for the Texas Quality Network broadcast from Houston by the Houston Symphony orchestra, has been named commercial manager of KTRH, Houston.

Eddie Dyer, manager of the St. Louis Cardinals dropped in for a visit with George Johnson, manager of KTSA, San Antonio to reminisce of the days they played pro baseball together in the early 20's.

The FCC has granted the Williamson County Broadcasting Co., at Taylor license for a standard broadcast station to operate daytime only on 1260 kilocycles with a power of 1,000 watts. The grantee is a partnership composed of Graham G. Conoley, with 40 per cent; Dr. Raymond Garrett, 40 per cent and Ross K. Prescott, 20 per cent.

Barclay Russell is the new master of ceremonies of the KABC, San Antonio daily program heard at two periods each morning titled "Radio Clock." Programs are heard for a quarter hour at 7:15 and 7:45 a.m. Broadcasts feature music, time signals, breezy comments by Russell and spot announcements for Nabisco Shredded Wheat, Vcl. 666 Cold Tablets and other products.

Gets Farnsworth Post

E. M. Roberts, formerly with RCA, has been appointed managing director of the International Division of Farnsworth Television & Radio Corp., it was announced Friday. Roberts was with RCA 18 years serving overseas in various executive posts much of the period.



California Commentary . . . !

At a cocktail party given by the Friendship Food Train Radio committee in honor of members of the radio colony who aided in the campaign on behalf of the train. Martin Pollard, head of the local campaign, praised the work of the announcers and others. He said that as of noon Nov. 10, \$28,000 had been received at the Los Angeles postoffice in voluntary contributions and that the amount of cash donations is expected to reach \$35,000. Harry Matzlish, manager of KFVB, introduced Pollard. Harry M. Warner, head of the national campaign, was unable to attend.

Tom Foster, radio editor of the San Francisco-Oakland Shopping News, was guest judge on Art Linkletter's "Housa Party" Nov. 12. He was at the Knickerbocker with Mrs. Foster for several days on his annual semi-annual look-see at Hollywood shows. . . . ABC, CBS and KRKD are the leading teams in the Southern California Broadcasters Association's bowling league. . . . Dale Evans has gone and done it again! She's written two new satirical Western ditties, "It's This Way In The West" and "Abba, San Antoine," and will record them Nov. 19, when she has a date with Majestic to cut 12 sides in a single session.

Clyde Rogers is the latest singer to follow the trail of successful crooners, including Bing Crosby, Frank Sinatra, Perry Como, Dick Haymes and many others, who started out as band vocalists. Clyde, who has been featured with Freddy Martin on some of Martin's hit records, is getting an agent and plans to launch out soon on his own. But he will remain with Martin at the Coconut Grove at least until the end of the year, and right now he's recording like mad with Martin to beat Petrillo's Dec. 31 deadline. . . . Lou Costello's other day added three, or possibly five, new fans. Three bobby-soxers waiting for a table at Coffee Dan's, were delighted when Lou stood up to give them his table. However, two men who were ahead of them took possession. "Chivalry is dead—I've done my best," said Lou. . . . George Morrison, advertising manager of International Silver, and Bert Tilt, account executive of Young & Rubicam, played host to a party for dealers, with Ozzie Nelson and Harriet Hilliard as guests of honor.

Members of Radio Row are still talking about the nifty job of emceeing Eddie Cantor did at the entertainment launching the Friendship Food Train. Red Skelton and Danny Thomas were among the radio entertainers. By the way, Danny and Red will join Henry Morgan and Bob Alda as "chief panners" for the Screen Publicists Guild's first annual Panhandle dinner at the Friars club Nov. 19. . . . General Foods is reported negotiating with Fortunio Bonanova to star in a half-hour comedy show with a Latin-American background. Bonanova recently scored in "The Fugitive," the John Ford picture. . . . Jack Edwards, Jr., initial radio production, "Adventure Road," was recorded last week with Don Teitus producing and Dick Wells announcing. The cast included Florida and Sam Edwards, in addition to Jack.

Diek Connor, former Los Angeles broadcaster, now co-owner and manager of KNAK, Salt Lake City, flew to Hollywood and Los Angeles on a short business trip. . . . Helen Mack, producer-director of "A Date With Judy," returned from a vacation at Palm Springs. Her replacement on the "Judy" show, was Tom McAvity, famed Hollywood radio producer, and, not at all incidentally, Helen's husband. . . . The anonymous Whistler of the CBS Wednesday night crime thriller, show produced and directed by George W. Allen, will narrate again for the Columbia Pictures film, "The Return Of The Whistler," which is now in production.

EQUIPMENT

FM Exploitation

According to Charles Lutz, manager of KYFM, San Antonio, the greatest display of FM radio receivers ever presented, with complete representation of all types FM receivers by more than 22 manufacturers aided the station in observing its first anniversary on Nov. 1.

The birthday celebration included in addition to the display of FM equipment, a visit to the KYFM studios, where actual broadcasting was under way; a showing of the model of new studios to be erected by the station and a motion picture explaining the difference between FM and AM broadcasting.

Prizes were awarded on the basis of answers by visitors attending the "FM Fair" on "Why I Like FM." First prize was winner's choice of any AM-FM console value up to \$375. Second prize was a \$100 table model.

Personalized Radio

A personal portable that approaches big-set performance in the tiniest package in the entire radio line of Zenith Radio Corporation, Chicago, is announced by H. C. Bonfig, vice-president and director of sales. Called the "Zenette," the new radio is smaller than most women's purses so that it can conveniently be carried everywhere by any member of the family. Underwriter approved operation on AC/DC or self-contained battery permit its use as a table model at home or a convenient portable out-of-doors. The Zenette has a superheterodyne circuit compactly engineered for superior performance and rich, full tone whether operating from battery pack or light line current. It receives the extended broadcast range from 535 to 1620 kilocycles.

Staff Changes Announced By WMAQ In Chicago

Chicago—Edward C. Cunningham has been named assistant sales manager of WMAQ, and three newly-created vacancies in the spot and WMAQ sales have been filled from within the NBC central division. The new salesmen are George Morris, Jr., of promotion and advertising, who joins the WMAQ sales staff, and William Brewer, of continuity acceptance and Howard B. Meyers, of news and special events, who are assigned to the spot sales staff.

George Creech, now sales traffic manager for both spot and local sales, will handle spot sales traffic only, and his present assistant, Frank DeRosa, has been named sales traffic manager. Assignment of the two separate sales staffs, both under the overall supervision of Oliver Morton, will be as follows: Robert Ewing, assistant manager of national spot sales, with John McPartlin, Robert M. Flanagan, Meyers and Brewster as salesmen; Cunningham, assistant sales manager of WMAQ, with George Halleman and Morris as salesmen.

IN CLEVELAND IT'S

WHK

Broadcaster Code Discussed At NAB

(Continued from Page 1)
 tion lie in those sections of the broadcaster agreement dealing with limitations of time which may be devoted to commercial announcements. A compromise in this direction will make it possible to put adoption of the new code up to the membership of the association in a referendum. The board agreed Thursday that next year's convention will be held in Los Angeles, in mid-May. The Biltmore Hotel and the Biltmore Theater will be headquarters.
 J. Harold Ryan of Toledo, former NAB president, and Roger Clipp of WFL, Philadelphia, were elected to serve on the BMB board.

Want Generalized Pact
 A sizeable group of the NAB board membership feels that all code limitations on commercial time should be eliminated on theory that compliance would be unobtainable. Their viewpoint, insistently expressed in the closed meeting, was that the wisest thing NAB can do is to present a code which could win substantial compliance from broadcasters.

Relaxing the code provisions would simply be an invitation to increasing the proportion of time for commercial announcements, they argued—and there would still be a group of broadcasters who would refuse to be bound by the code. The code will mean more if it is confined to fields in which it can look for and expect compliance, they argued.

Ted Cott an Observer
 Ted Cott of WNEW, New York, sat with the board Friday, although he is not a member. Cott represented the special committee of indies which met last month to draft revisions to the code as proposed at Atlantic City. Arguments are anticipated also over those sections dealing with the sale of time for religious programs, the dramatization of controversial issues and several other parts of the code.

FCC Hearing Re-opened

Washington—The FCC last week reopened for further hearing the application of WDJ Broadcasting Company to move its studios from Tuscola to Decatur, Ill. The new hearing will be held at Tuscola. The Commission ruled that the following additional issue will be interjected into the hearing:

To determine whether the policies of the applicant, including policies pertaining to programming, personnel, and commercial practices, have been designed to serve the community of Tuscola and its environs in the public interest.

IN CLEVELAND IT'S

WHK

★ AGENCY NEWSCAST ★

HARRY B. GOLDSMITH, SR., retired president of Grove Laboratories, Inc., of St. Louis, Mo., has joined Roche, Williams & Cleary as vice-president and market counsel. It has been announced by R. A. Porter, in charge of the New York office. Goldsmith was a pioneer in radio advertising and was among the first to make use of spot announcements. Spots did much, to popularize Bromo Quinine Tablets, Three-Way Cold Tablets, other Grove proprietaries and other drugs. Goldsmith, who began his career as an advertising man, comes back into the agency field after retiring from business last April. For 14 years, he was associated with Grove Laboratories, first as vice-president and general manager, then as president. He will be connected with the New York office of Roche, Williams & Cleary, one of the big time-buying agencies.

WARWICK & LEGLER has been engaged as advertising agency for the Farnsworth Television & Radio Corp., it has been announced by J. S. Gareau, Farnsworth manager of advertising and sales promotion. The appointment will be effective January 1, 1948, with J. R. Warwick in direct supervision and Douglas J. Murphy handling the account.

Book Publisher To Sell Educational Recordings

The American Book Co., one of the nation's largest publishers of textbooks, will distribute Decca educational albums in schools and colleges throughout the country, it has been announced by Jack Kapp, president of Decca, and R. D. Marriner, American Book prey.

First distribution list contains 88 albums including dramatized stories, folk music, poetry and famous speeches. Among the artists featured are Bing Crosby, Carl Sandburg, Burl Ives, Orson Welles, Charles Laughton, Ingrid Bergman, Walter Huston, Ronald Colman, Fredric March, Charles Boyer and Agnes Moorhead.

Gets WJR Post

Detroit—Appointment of Conrad Noll, Jr., as operating manager of WJR, Detroit, was announced by Harry Wismer, assistant to President G. A. Richards. He will head all WJR operations directly under Wismer. Noll is an attorney and communications specialist from Springfield, Ill., with wide experience in business management.

Gets WLBI Sales Post

Frank Hays, former account exec with the Headley-Reed Co., has been named sales manager of WLBI. It was announced over the weekend by Mrs. Dorothy S. Thackrey, president of the indie outlet. Prior to his association with the station rep firm, Hays, who assumes his new duties today, was with WKAT, Miami Beach.

HELEN BLISS, formerly with Capital Records' West Coast promotion office, and Marly Horstman, until recently editor of Bandleaders Magazine, have joined the staff of Wayne Varnum Associates, New York. Miss Bliss recently returned to New York from Cleveland, where she had engaged in public relations work for Gregory and House, advertising agency. Horstman will handle press service for Hotel Commodore and promote coming attractions in the Century Room.

JIM McCANN "The Radio Man" (radios), Oakland, Cal., has appointed Ad Fried Advertising Agency, Oakland. A 52-week schedule of "Your Favorite Vocalist" program will be broadcast 4:30-4:45 p.m., Monday through Friday, on KROW. Further advertising in radio and newspaper is contemplated.

HEADLEY - REED COMPANY, through the Travelers Insurance Company of Hartford, Conn., has instituted a pension plan affecting all employees with the company three years or more. The pension plan not only covers pension for each employee but likewise life insurance benefits, which is in addition to group insurance already in effect.

Canada RMA To Demand Repeal Of Tax-On-Sets

(Continued from Page 1)
 of the association, has disclosed.

Chief argument for the abolition of the tax is that its removal will result in substantially higher revenue for the Government than is now derived from excise receipts, Capell stated. He stressed that the consumer is now shouldering the tax since it is paid by the manufacturer and passed on by distributors and dealers. If this were not the case, price reductions would occur and markets would be broadened, he added.

Another argument for repeal of the excise tax will be spear-headed in the petition by a charge that the levy is discriminatory, he revealed. The industry will show that radio, with its informative and educational role in Canadian life, "is certainly no more a luxury than other major household appliances on which there is no excise tax," Capell declared.

New WGN News Show

Chicago—Robert F. Hurleigh, WGN news director, is being heard in a series of five-a-week news broadcasts over WGN and Mutual at 8 a.m., started November 10. Program will be carried by Mutual stations in the Central and Mountain time zones. Peter Paul, Inc., is the local sponsor on Mondays, Wednesday and Fridays, and Pertussin on Tuesdays, Thursdays and Saturdays. Pierre Andre is the commercial announcer on the network program. Hal Lansing is the local announcer.

Radio Details Set For Royal Wedding

(Continued from Page 1)
 ingham Palace, Admiralty Arch and the Abbey.

Description of Mountbatten's arrival at the Abbey begins at 6:14:45 followed by the description of the departure of the King and Princess from Buckingham and their subsequent arrival at the Abbey.

Ceremony One Hour
 At 6:30:30 the broadcast switches to Edward R. Murrow of CBS and Arthur Mann of Mutual inside the Abbey for description of the hour-long wedding ceremony. Following the conclusion of the ceremony the broadcast will switch outside the Abbey for description of the Royal Family's return to Buckingham Palace and reporting of the London scene. The broadcast is scheduled to end at 8 a.m., EST.

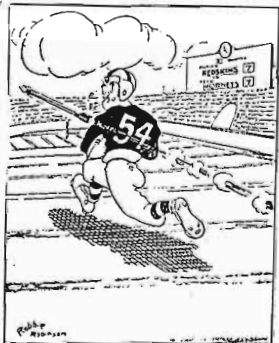
CBC will carry the two-hour BBC wedding broadcast directly over its networks starting at 6 a.m., EST. Re-broadcasts of the ceremony itself will be heard over the Trans-Canada Network from 6:30 to 7:30 p.m., EST., and over the Dominion Network from 10 to 11 p.m., EST.

Bland New Program Mgr. Of KMOX In St. Louis

St. Louis—Al Bland, KMOX special events announcer, was promoted to program manager, Wendell B. Campbell, station general manager, announced.

to KMOX in the fall of 1943 as head of night time operations. From then until early this year aired popular "Midnight Patrol" program nightly and "Bandwagon" daily. Originated these ten years ago in Cincinnati where he was feature announcer at WKRC.

He will continue to emcee "Quiz of Two Cities" and "Bible Quiz." Bland replaces Jack Sexton, who will join program department of WBBM, CBS-owned station in Chicago.



"The WFDF Flint Sports Reporter says the Redskins pulled a surprise play."

THE WEEK IN RADIO

Television Expands

By JIM OWENS

TELEVISION progress jumped 220 miles when AT&T officially opened its radio relay link between New York and Boston. All 10 stations now operating in the East carried the premiere. An NBC mobile unit was used in Boston. Hub City's WBZ-TV takes the air early next year. . . . Video promises a six billion dollar industry, said Frank Mullen of NBC at a Radio Executives' Club television seminar in New York. Few days before he predicted coast-to-coast video in two years. . . . Leonard Hole revealed CBS is planning its own television network to serve the East.

Dan Golenpaul, owner of "Information Please," seeking NLRB action against Petrillo for alleged violations of Taft-Hartley law. "Info" is a co-op this season for first time and can't use pianist on show unless standby musicians are hired by all local outlets. . . . Petrillo pleaded not guilty to charges of violating Lea Act in Chicago and asked for early trial. Judge set date of Dec. 15. . . . AFM chief called Nov. 19 meeting with networks to discuss contract. He'll bring along union delegates from Chicago and Hollywood.

New York indices showing 25 per cent increase in biz over 1946. Despite greater expenses, the profits will be likewise in most cases. Sales managers confident 1948 will surpass the current year's billings. . . . New York Stock Exchange using radio for first time. Sponsoring "Concert Hour" on WQXR. . . . Control of WTMJ, Milwaukee, and 11 other AM, FM and television facilities, passed to Journal Company employees participating in a stock trust.

Eversharp announced dropping of Henry Morgan on Dec. 3. . . . Kellogg's Pep giving up "Superman" after Dec. 26. . . . AFRA's New York local elections shape up as red hot political campaign. Two opposing factions fighting the battle.

First live telecast of a Congressional committee hearing made by WMAL-TV, Washington. Pickup of Secretary of State Marshall's testimony also fed locally to WNBW and WTTG. . . . Crosley Broadcasting Corp. may promote boxing in Cincinnati because its television cameras are barred from matches by regular promoters.

WSAY, Rochester, N. Y., denied an injunction against ABC and MBS to keep them from switching affiliates. ABC immediately changed to WARC and MBS will change to WVET. . . . Income of all standard networks and

COAST-TO-COAST

—ALABAMA—

FLORENCE—New member of WJOI's staff is Oscar D. Lewis, local advertising executive, who will serve as advertising sales manager. . . . HUNTSVILLE—Students from local high schools are taking over WHBS activities in entirety each Monday. Each member of the "all star" high school staff is announced prior to the day they appear by regular staff members, their merit rating being taken from votes mailed in and announced publicly. . . . Dorothea Boggs, former WHBS staff writer, is attending an advertising school in Nashville, Tenn.

—NORTH CAROLINA—

CHARLOTTE—WBT has just begun a new series of man-on-the-street broadcasts for the Strotzman Biscuit Company. Kurt Webster, disc jockey on the station's Midnight Dancing Party and popular emcee, will conduct the interviews, assisted by Boty Jean, Mulligan of WBT's program department. . . . DURHAM—WDNC is upping its power from 250-5,000 watts. Its kilocycle position is going in the opposite direction, however, from 1490-620 kilocycles.

—MASSACHUSETTS—

BOSTON—Chuek Crosby, WCOP sports caster, is now doing the 11:00 p.m. news daily, in addition to his regular sports coverage. . . . SPRINGFIELD—Wedding bells rang out last week for Hubert W. Kreseloh, WSPR staff component and Elaine M. McNally, secretary to the station promotion manager at the Holy Cross Church, Holyoke. . . . Douglas Bewick, formerly with WAAB, Worcester, and Lee Ellis, Jr., who was with WEEI, Boston, have joined the announcing staff of WSPR. Both are graduates of the Leland Powers Radio School in Boston.

—MICHIGAN—

DETROIT—First televising of hockey games in this area by WWJ-TV are being sponsored exclusively by the Norge division of Borg-Warner Corp., and Radio Distributing Co. The telecasts will be made for all home games of the Detroit Red Wings with the Toronto Maple Leafs, played on Sunday night, for the full winter season. . . . Conrad Noll, Jr., attorney and communications specialist from Springfield, Ill., has been appointed operating manager of WJR. He will lead all station operations directly under Harry Wismer, assistant to the president, G. A. Richards.

stations dropped 8.5 per cent from 1945's figure. FCC reported. Actual broadcast revenue last year, however, topped the 1945 figure by nearly 8 per cent. Expenses went up 14 per cent.

President Truman told National Association of Radio News Directors they have a "very, very great responsibility" in seeing that news is presented carefully and factually. . . . WFSS-FM, new station in Suffolk County L. I., offering free time to local dealers selling the most FM receivers. . . . Nov. 15 proclaimed as "Women Broadcasters Day" in Texas by Gov. Beauford Jester.

—NORTH DAKOTA—

BISMARCK—F. E. Fitzsimonds, veteran manager of KFYZ, has been named vice-president of the Bismarck Association of Commerce. Fitzsimonds has served on the group's board of directors for the past two years, his new position being for one year. . . . The cast of "Northwest Farm Front," top live talent group of KFYZ, recently entertained delegates and members of the North Dakota Farmer's Union, during the latter's state convention in this city. Nearly 3,000 members and ladies viewed the one-hour show, which preceded a dance in this city's World War Memorial Building.

—COLORADO—

DENVER—KLZ, three-time winner of the Advertising Club of Denver's ad-of-the-year, was awarded first place in the club's radio promotion contest for October. The award was won by the station for its work in the field of farm department promotion and for publicity in connection with its Farm Reporter program. . . . Fifteen minutes have been added to Captain Ozie Waters' "Sagebrush Serenade" program. The disc jockey's show previously ran three-quarters of an hour.

—WISCONSIN—

MILWAUKEE—The Rev. Edward Blecher, pastor of the West Granville Presbyterian Church, has been chosen as the new chairman of the Milwaukee County Inter-Faith Radio Committee. This committee, which has representatives from 21 religious faiths and groups, serves in an advisory capacity to WTMJ, in making plans for the Inter-Faith portion of "Sunday Morning Worship," heard over that station. . . . New member of WMAW's staff is Charles "Gus" Chan who has taken over as director of programming and public relations.

Sager Gets Promotion

Promotion of Frederick J. Sager, assistant treasurer to the treasurer of RCA Communications, Inc., was announced by Major General H. C. Ingles, president, following a meeting of the board of directors.

NEW STATIONS

Texas Outlet Goes On Air

San Antonio, Tex.—Formal opening was held last week for KITE, 1,000 watts daytime on 930 kc. Charles Balthrope is owner and manager. Alec Chesser, program director; Gene Richards, chief engineer; Peas Brewer, office manager; Frank Lewis, sales. Announcers are Vernon Satterwhite, George Schareman and Bo Oyster. Offices and studios are located in the Transit Tower.

New Mid-West Station

Fort Wayne, Ind.—Construction will begin soon on studios for WANI, this city's fifth station. Owned and operated by Radio Fort Wayne, will let will operate on 250 watts, unlimited, at 1450 kc. Merlin Smith is president; Charles A. Sprague, vice-president, and Glenn R. Thayer, secretary treasurer.

Baltimore Adds AM

Baltimore—WBMD, non-directional one-kilowatt daytime, goes on the air Thanksgiving Day at 750 kc. Station is owned by the Key Broadcasting Corp., with William R. Burrie as general manager. Studios are at West Eager St. Programs will be geared to "home and family" interest and no alcoholic beverage advertising accepted.

16 Negro Disc Jockeys

Heard On Radio Stations

Sixteen Negro disc jockeys conduct regular programs on 21 stations, according to a survey by the magazine Ebony. Midwest has the greatest number and the South has at least one.

Dean and highest paid of all the Negro record emcees, says Ebony, is 58-year-old Jack Cooper of WIBC, Chicago, who's been in radio 25 years. Two others have been in the business 14 to 15 years, and three more about half that long. Ten of the Negro disc jockeys have only been going anywhere from three months to two years.

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IN CLEVELAND IT'S

WHK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 33

NEW YORK, TUESDAY, NOVEMBER 18, 1947

TEN CENTS

Plan Code Modification

Code Adoption Delay Disappoints Trammell

Expressing disappointment at the NAB board's postponement of action on a new Code for broadcasters, Niles Trammell, president of NBC, yesterday issued a formal statement giving the network's point of view.

The Trammell statement follows: "It is a great disappointment to the National Broadcasting Company, and, I am sure, to most of the NBC affiliated stations, that immediate action

(Continued on Page 5)

Union Affiliation Problem Of Tele-News Cameramen

The entry of news services into the television newsreel field has posed a question of whether the camera personnel will belong to CIO's newspaper Guild or the AFL Photographers (IATSE), it was revealed here yesterday.

Something of a precedent, it was pointed out, has already been set by NBC, which gathers newsreel material for its television programs. Its cameramen are members of the IATSE's local 644. CBS, however, culls its material from free-lancers and other sources.

Stations Set Heavy Cover For Friendship Train

Arrival of the Friendship Train in New York today will get wide local coverage from the major network and independent stations, particularly the ceremonies at City Hall shortly after noon.

Welcoming addresses to train officials will be delivered by Mayor

(Continued on Page 3)

Rural Recognition

A series of special broadcasts from the National 4-H Clubs Congress in Chicago has been scheduled by CBS for the five weekdays, Monday through Friday, December 1 through 5, 5:30-5:45 p.m. It will be a special feature edition of the "Columbia's Country Journal" and will feature champions crowned at the Congress and the Chicago Livestock Exposition.

Further Code Action

Presidents of the major networks will meet today to discuss the next step in the course of settling up an "agreeable" code, following failure of the NAB board to approve the proposed Standards of Practice over the week-end. All network chiefs will be present with the exception of CBS' Frank Stanton (who is on the Coast), although he'll be represented.

NAB Against Dropping Of Tele Channel No. 1

Washington Bureau, *RADIO DAILY*
Washington—Flat opposition to the withdrawal of television channel No. 1, from broadcast service was expressed yesterday by NAB.

Answering charges by other services that television is a "luxury" operation, Don Pettys, NAB chief counsel told the FCC that "from the standpoint of the public the most important use of the radio spectrum is that of broadcast services."

The NAB views were given as the

(Continued on Page 8)

Dodgers To Play Host To Radio Sportscaster

In a gesture to give radio sports broadcasters the same status other accredited sports writers with the Brooklyn Dodgers, Arthur Mann, executive assistant to Branch Rickey, yesterday offered the Sports Broadcasters Association the privilege of

(Continued on Page 2)

BMB Extends The Discounts For Renewals, Subscribers

BMB's board of directors yesterday extended discounts for renewals and new subscribers to Jan. 1, the second time this period has been extended. Subscribers who got Study No. 1 are granted 10 per cent discounts on the first 12 months fees while new members get five per cent. The board said it was granting this extension because, in effect, the four major networks received the same privilege due to the fact that their subscrip-

NAB Board Revises Commercial Section But Withholds Decision On Final Code Until After Feb. 1

Kearns Plans New Law To Curb AFM Walkout

Legislation will be offered in the current Congressional session to prevent the scheduled walkout on recording companies by musicians at the end of this year, Rep. Carroll D. Kearns, R., Pa., said yesterday in Washington. Chairman of a special subcommittee of the House Labor committee, Kearns said he plans to give this matter precedence over the

(Continued on Page 3)

Smith Elected President Of California Broadcasters

Los Angeles—At a meeting last Friday of the Board of Directors of California State Broadcasters Association, Cal Smith, general manager of KFAC, was elected president, and C. L. McCarthy, general manager of KQW,

(Continued on Page 2)

Mutual Co-op. Sales Show Heavy Increase

Mutual co-op sales increased 123 per cent in volume during the past year, Bert Hauser, director of the web's co-op department, announced

(Continued on Page 4)

Washington Bureau, *RADIO DAILY*
Washington—With the final draft of the Standards of Practice for American Radio still a problem to be worked out by the NAB board of directors, indications are that an acceptable Code will not be ready for adoption until the 1948 NAB convention which meets in Los Angeles in May. The board, after a three-day meeting in Washington the past weekend, postponed the original effective day of February 1 and decided to redraft the

(Continued on Page 5)

WJR To Use \$650,000 On FM And Television

Detroit—Appropriation of \$650,000 by the WJR board of directors for television, FM and station remodeling was announced yesterday by Harry Wismer, assistant to president G. A. Richards.

The sum was allocated as follows: \$300,000 for video equipment and installation; \$250,000 for remodeling and expansion of offices and studios,

(Continued on Page 5)

Agency Executives Gather For 4-A Annual Meeting

Agency execs in New York will be informed today of the joint plans by ANA and the 4-A's to sell a better understanding of the American economic system during the eastern an-

(Continued on Page 3)

New Tele Role

Azusa, Cal. — Television was used for the first time anywhere to observe the testing of high thrust rocket motors at the Aerojet Proving Grounds here recently before several scores of top government officials. This new method of viewing hazardous tests by television received the highest recommendation from the Army and the Navy.



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FRANK BURKE : : : : : Editor
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FINANCIAL

(Nov. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/2	8 1/4	8 1/4
Am. Tel. & Tel.	153 1/2	152 3/4	152 3/4 3/4
CBS A	25	24 3/4	25
Farnsworth T. & R.	7 1/4	7 3/8	7 1/2
Gen. Electric	35 1/2	35 1/4	35 1/4 1/4
Philco	32 1/2	31 3/4	31 3/4 1/2
Philco pfd.	89	89	89
RCA Common	9 1/4	9 1/4	9 1/4
Stewart-Walker	15	14 1/2	15
Westinghouse	27 1/2	27 1/4	27 1/4
Westinghouse pfd.	96	95 3/4	96
Zenith Radio	19	18 3/4	19 1/4

NEW YORK CURB EXCHANGE

	3 1/2	3 3/4	3 3/8
Nat. Union Radio

OVER THE COUNTRY

	Bid	Asked
DuMont Lab.	8	8 1/2
Finch Tele Comm.	3 1/4	4 1/4
Stromberg-Carlson	13	14 1/2
U. S. Television	2 1/2	2 3/4
WCAO (Baltimore)	36	40
WJR (Detroit)	12 1/2	13

10 YEARS AGO TODAY

(From the files of Radio Daily)
 Quaker Oats Co., through Fletcher & Ellis, signed for eastern portion of the NBC-Red web for "Dick Tracy" series. . . . Booklo Center reportedly signed with General Foods for a series to begin in 1938. . . . Philadelphia Evening Public Leader and WDAS completed a deal involving a swap of time for space. . . . "She's Tall, She's Tan, She's Terrific" (Mills Music, Inc.) broke into the list of top network tunes.

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 General Motors Building
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★ COMING AND GOING ★

ROBERT SAUDEK, director of public affairs for the American network, leaves tomorrow for Boston, where he will participate in the conference of the New England Committee on Radio in Education. He'll return on Thursday.

BEN ALEXANDER, master of ceremonies on Columbia's "Heard's Desire" program, leaves today for the West Coast following a short visit in Gotham.

JOHNNY GREEN and the members of his band are in Lowell, Mass., where today they start a series of one-night stands.

CODY PFANSTIEHL, director of press information and promotion at WTOP, Washington, D. C., and **ANDREA GUTHRIE**, his assistant, are back in the Nation's Capital after having visited for a few days at CBS headquarters in New York.

RAYMOND SWING, American network commentator and news analyst currently on an extensive lecture tour, will be heard today in Cincinnati.

DEL CASINO off to Baltimore for an engagement of two weeks of the Club Charles.

EDGAR KOBAK, president of the Mutual network, is in Chicago on business. From the Windy City he plans to go to Indiana.

CHARLES GODWIN, director of the station relations department for the Mutual network, is expected back today from Ohio, where he conferred with web affiliates.

J. DONALD WILSON, director of programs and production in the West Coast division of the American network, is spending two weeks in town for conferences with officials of the network.

JOHN McNEIL, manager of commercial operations for the DuMont television network, is in Detroit this week on business. He'll return Thursday.

RAY MORGAN, creator and originator of "Queen for a Day," who has been here during the period of the show's New York origination, leaves Friday for the West Coast.

HAZEL WESTERLUND, of the station relations department of CBS, is visiting at KMBC, network affiliate in Kansas City.

Dodgers To Play Host To Radio Sportscaster

(Continued from Page 1)
 selecting a sportscaster to make the spring training trip with the Dodgers. Mann in recognizing the contribution radio sportscasters have made to baseball, especially the Dodgers, asked only that the Sports Broadcasters Association be in agreement on their selection and that the man selected serve all networks and stations with the news. The sportscaster making the trip will be the guest of the Dodgers and will spend a month with the team in Florida.

"Radio has served us well at Ebbets Field and we are happy to recognize this service by contributing a little toward the prestige enjoyed by this medium," Mann said.

Sportscasters who attended the luncheon yesterday at Al Schacht's Restaurant in New York City heralded Mann's offer as a precedent which may be followed by other teams in the major leagues.

News Directors Support 'Voice Of America' Plans

Washington Bureau, **RADIO DAILY**
 Washington—National Association of Radio News Directors closed its second annual convention on Saturday after backing the "Voice of America" broadcasts.

The association, however, backed away from another controversial subject—radio editorializing. Delegates nixed a resolution asserting that radio stations should have the right to editorialize on the air. Consensus was that the subject should be decided by station management.

The NARND board of directors reappointed the incumbent slate of officers, including president John Hogan of WCSH, Portland, Maine. New board members elected were Ben Chatfield, WMAZ, Macon, Ga.; Dave Kessler, WHAN, Rochester, N. Y.; Bob Redeen, WOC, Davenport, Iowa, and Bob Eastman, KOMA, Oklahoma City, Okla.

Over 100 news directors from radio stations throughout the nation attended the three-day convention.

Smith Elected President Of Calif. State Broadcasters

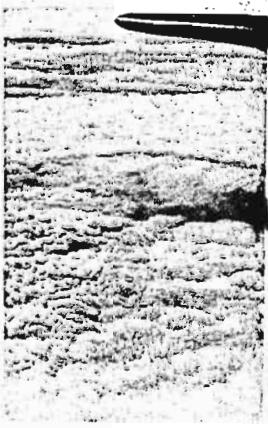
(Continued from Page 1)
 San Francisco, was elected secretary-treasurer. They will serve as interim officers until February at which time an election will be held to select a permanent Board and regular officers. The time of such a meeting is as yet undetermined, but they aim that first membership meeting coincide with a joint meeting of the 15th and 16th NAB districts. They retained Don Tatum as counsel.

They defined their broadcasting purposes as one which would have them working closely with NAB in industry-wide matters and function within California on all matters of general interest to member stations.

Food Forum on CBS Today

A three-way discussion on the theme, "Gamble in the Wheat Belt," will be heard as a special program on CBS today from 11:15-11:30 p.m. Originating at WBNS, Columbus, Ohio, it will have as moderator Don Lerch, director of Columbia's "Country Journal." The program will be aired as a feature of the meeting of the National Grange.

Speakers will be James Turner, president of the Federation of Agricultural Producers; Carl Cogswell, former Grange master, and Joseph Fichter, master of the Ohio Grange.



Here's that hurricane's eye

You probably have seen a picture like this before in the newspapers; but this seems to be the best we've run across yet. The "eye" appears right in the center of the photo. That's the plane's stabilizer on the top.

Incidentally, they say you can see the eye from the ground as well as from above. The thing, that appealed to us, however, was how the Army Air Force found it. They've been looking for that "eye" for a year, and the recent hurricane gave them just the weather they wanted.

It made us think of radio time buying. Sometimes you'll look all over the lot for a buy in a market . . . and if you look long enough and you get the breaks, you'll find the bargain.

It was about six years ago that time buyers found W-I-T-H in Baltimore. Then, as now, it was the successful independent that was the buy. For W-I-T-H delivers more listeners-per-dollar spent than any other station in this big 5-station town.

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 Represented Nationally By Headley-Reed

Earns Plans New Law To Curb AFM Walkout

(Continued from Page 1)

Hollywood studio strike and any pending matters. His present inclination he said, is to introduce a bill and press for quick action before the December 31 deadline. But as of yesterday, he admitted, he was not certain just how to go about it. It seemed likely, he said, that he would have to attack the problem either through amendment to the Taft-Hartley Act, or through the Interstate Commerce laws. He was not prepared to specify how he would propose amending Taft-Hartley Act. Or it may be," he added, "that I will leave that sort of thing till next year and try to put through a quickie bill designed just for this situation." In any event, he said, the recording industry definitely takes precedence over the move to call MPAA President Eric Johnston and top movie moguls for hearing here in connection with the highly Hollywood studio strike. Reps. Graham Barden, D. N. C., and Richard Nixon, R., Calif., are two other members of his subcommittee.

Chicago—Rooks and Freeman, attorneys for WMLC, Milwaukee, will file a complaint today with the 13th Regional Office of the NLRB against the Milwaukee Musicians Association (Local 8 of the AFM) and V. Ahlstrand, president of the union, charging the union has been guilty of unfair labor practices. Complaint will allege that the union sought pressure and coercion to force to retain in employ of the station four musicians whose services were not needed. Alleged coercion took form of prohibiting musicians from broadcasting over the station's facilities, prohibiting a sponsors' coup from using musicians in broadcasting over the station, and embarrassing the station's sponsors by bringing legal action for wages for four musicians.

WTA-g SHEET

Ever meet our Uncle Louie? He's Wisconsin's leading Showman.

5000
WTAQ
GREEN BAY
1360

Uncle WEEED knows Louie too

BMB Extends The Discounts For Renewals, Subscribers

(Continued from Page 1)

being pressured by the U. S. Internal Revenue Bureau to file an income tax return. BMB has always considered, and still does, that it is a non-profit organization and not subject to taxation. It has asked the Internal Revenue Bureau for an extension of time, however, pending investigation of the matter by BMB attorneys.

The BMB board deferred any decision to adopt Mutual's "Listenability" as a BMB service. The research committee expressed its gratitude to MBS "for having made available to the BMB staff and committees the information it has obtained and the services of its own experts." Any adoption of the plan by BMB would seem far in the future for even if it is used additional time is required to establish standards for acceptability and grades of "listenability."

Stations Set Heavy Cover For Friendship Train

(Continued from Page 1)

William O'Dwyer, Grover Whalen, Luigi Nardi, Italian consul-general, and Ludwig Chancel, French consul-general. Drew Pearson, ABC network commentator and newspaper columnist who suggested the idea of the train, will also be heard during the ceremonies, which will be aired from 12:30 to 1 p. m.

Mutual, ABC and WCBS will cover the arrival of the train this morning, while CBS will have train guests on "We, the People," tonight. WNYC, municipal station, in addition to airing City Hall ceremonies, will feed other local indies including WRUL and WHOM, plus AFRS and the State Dept. shortwave unit.

Boston—WRUL, short-wave station operated by the World Broadcasting Foundation, will devote a heavy portion of its overseas schedule this week to the Friendship Train, which arrives in New York today laden with food and provisions for shipment to European countries.

Station will air recorded pickups of ceremonies at various spots in New York, including the official welcome of "Train" execs at City Hall. In addition, station will air a special ET program made by Drew Pearson, whose casual suggestion some weeks ago gave birth to the "Train."

Henry Saxe

Henry Saxe, 52, radio actor, died recently in Chicago. After many years as a vaudeville, musical comedy and dramatic artist, he was noted especially in Chicago radio circles and throughout the country for his playing of the role Daddy Warbucks in Orphan Annie for six years. Saxe followed his radio debut on Grand Hotel with featured parts on some of the best known shows on the major webs, First Nighter, Easy Aces, Myrt & Marge, Backstage Wife, etc.

A network liaison committee, suggested recently by Ed Kobak, was approved by the board. J. Harold Ryan, board chairman, expects to complete appointments to this committee within a week.

The board also authorized a BMB subscriber service department which will go into operation as soon as possible. Purpose of this new feature is to aid subscribers in using BMB data and is comparable to station relations departments of the networks.

By BMB breakdown, 30 per cent of all stations under 500 watts are now subscribers while 41 per cent of all stations between 500 and 5,000 watts are in the fold. In the over 5,000 watts class, 59 per cent have signed. By network affiliation, NBC outlets represent the largest percentage—58.9, and Mutual the lowest—23.3.

Agency Executives Gather For 4-A Annual Meeting

(Continued from Page 1)

annual meeting of the 4-A's at the Waldorf-Astoria Hotel. Seven concurrent meetings on problems in agency operations are scheduled throughout the day with the presentation of the joint ANA-4-A's program set for 4:20 p. m. The plan will be voiced by Don Belding, of Foote, Cone & Belding, chairman of the joint committee, and Paul S. Ellison, director of public relations for Sylvania Electric, a member of the committee.

ANA-4-A's program was first unveiled to Pacific Council members of the 4-A's last month. Topic is also on the agenda at the Central Council meeting in Chicago next Friday, Nov. 21.

At the New York Council's annual dinner tonight in the Grand Ballroom of the Waldorf, Robert R. Young, board chairman of the Chesapeake & Ohio Railway Co., will be the main speaker. His talk is off the record, since it becomes available for publication upon another occasion two days later. Preceding the main dinner speaker, Fred Waring and his Pennsylvanians will provide entertainment.

Stanton To West Coast For Series Of Talks

Frank Stanton, president of Columbia Broadcasting System, who left for the West Coast the past weekend, has a heavy speaking schedule awaiting his arrival there. Stanton will address a meeting of Hollywood screen talent and agents today. Tomorrow he will have an informal talk with Los Angeles business leaders and on Thursday will address Los Angeles advertising agency executives and on Friday will speak before San Francisco advertising agency executives. He will return to the New York CBS headquarters on Monday, Nov. 24.

YOUR 1948 BUDGET MUST

INCLUDE WAAT

TO REACH THE NORTH JERSEY-NEW YORK CITY MARKET.

... 25 NATIONAL-REGIONAL. 61 RETAIL ADVERTISERS ARE USING WAAT... *because they know that...*

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION... INCLUDING ALL 50,000 WATTERS.

- ▶ FIRST IN AM
- ▶ FIRST IN COMMERCIAL FM
- ▶ SOON FIRST IN FACSIMILE
- ▶ SOON FIRST IN TELEVISION.

New Jersey's 1st Station

970 ON THE DIAL

WAAT

NEWARK-NEW JERSEY

LOS ANGELES

By RALPH WILK

MARTIN BLOCK can continue on in the disc jockeying field for some time to come even though the Petrillo ban should go through. He has a collection of 50,000 records at his Encino home and over 65,000 in New York. The public should be appeased for a while with that many different recordings.

Mail and phone call response from the first of Wax Seal's "The Wizard of Odds vs Criswell" program were so heavy that the sponsor signed the program for another thirteen weeks on Warner Bros. KFVB. Program has twelve more weeks to go before second contract takes effect. "The Wizard of Odds vs Criswell" pitches facts and figures (Leo Guild as the Wizard of Odds) against Jeron Criswell's "extra sensory perception." Listeners who get a hunch that they are "receiving" thought waves from Criswell write in description of prizes they envision and if they are right they get the prizes.

CBS newscaster Bob Garred is being eyed by a sponsor for a planned coast-to-coast sports cast. Garred is well qualified, for while a student at Leland Stanford he won letters in football, basketball, tennis, baseball and golf.

Charles Graves, commercial writer on the Army's "Sound Off" with Mark Warnow series, adds the commercial duties of the Jimmy Durante Show for Rexall to his present chores. He replaces Bob Forshev. Charles Boyer has been set as guest on the Durante Show December 3.

Sees Tele Set Sales Of ¾ Billion By '50

The American public will spend more than three-quarters of a billion dollars for television receivers in the next two years, J. R. Poppel, vice-president in charge of engineering at WOR, predicted in an address last weekend at GE's Electronic Park Auditorium in Syracuse. This figure is heavily indicated by "conservative estimates of the future of television," he said.

"There will be at least two million television receiving sets in use by Dec. 1949," Poppel said. Emphasizing the speed with which the public is accepting and demanding post-war tele, he added, "the three-quarters of a billion can be contrasted with the less than one-third of a billion dollars which was spent on radio receivers during the first four years of standard broadcasting after World War I."

Poppel, who is also president of the Television Broadcasters Association, outlined the current uses of video in schools and stores as well as in entertainment fields, and discussed coaxial cable plans of AT&T and the effect on markets and prices of the growing number of tele set manufacturers.



Mainly About Manhattan . . . !

● ● ● CBS making a strong play to build up a solid comedy block on Friday nites and would like to shift the Borden show to Sunday afternoon and insert the Old Gold airer in its place. Current plan calls for clearing the 9-10 Wed. nite slot and slipping the Ford Theater there. Ford, incidentally, just bought the Louis Cowan transcribed series, "RFD America," via Mutual starting in Dec. . . . With Milton Berle renewed (thanks to NBC's enthusiasm and a zooming Hooper) it seems fairly certain that Horace Heidt will go into the "Big Break" time period Sunday nite—alho' there is still talk of CBS landing Berle for their Friday nite powerhouse lineup. . . . Listerine starts picking up the tab on the Abo Burrows stanza Jan. 3rd (Sat. 7:45 p.m.). . . . Alho' they refuse to admit it publicly, 'namo' disc jocks privately fear loss of prestige when the Petrillo recording ban takes effect, as they'll no longer be able to 'build' new songs and personalities. . . . The Joe Bigelows making H'wood their home permanently. . . . Lindsay MacHarrie no longer with "We the People," with Tod Adams now directing and Lester Gottlieb producing. Show, incidentally, is skodded to fade in Jan. . . . Trade referring to the Henry Morgan-Shick blowup as "the five o'clock shadow." Comic is reported to have given the sponsor an ultimatum to sign renewal by 5 o'clock—or else. It seems the sponsor chose the latter. . . . Pete Donald sex that if the censoring of H'wood movies goes through, the first thing they'll prob'ly do is muzzle Lassie.

● ● ● "Following the advice of Art Heneley that all humor is based on mathematics," writes Jack Rubin, "I gave it a try in this fashion: 'Who was that lady I saw you with last nite? That was no lady. . . . that was my wife.' Now that was only good for one yak using only one lady. So I multiplied it and used two ladies like this: 'Those weren't ladies. They were my wife and mother-in-law.' What should have been good for two yaks got none as nobody got it."

● ● ● AROUND TOWN: Karl Haase, treas. of WCOP in Boston, was on a trip to Washington the other day and swears this one really happened. He asked the doorman at a sea food restaurant if they served crabs and the clown said, "Sure, come on in." . . . Alho' there are only 11 rating cities on his ABC regional hookup, Prof. Quiz has come up with a sensational 6.3. (On this basis, if he had a full coast-to-coaster, he'd prob'ly be in the neighborhood of 15). . . . Bret (Shadow) Morrison to be heard on a series of plotters featuring Irish melodies. . . . It's a six lb. girl, Patricia Ann, at the Walter Craigs. Pop is veepee at Benton & Bowles. . . . Extra Stone, representing radio, joins Pearl Buck, Dr. Channing Tobias and Tom Peterson as guest speakers at the special premiere of the new anti-bias movie, "Make Way For Youth," tomorrow at the Museum of Modern Art. . . . Herb Moss will direct the legit show, "Ivory Tower," penned by Geo. Wolf and Larry Bierson. . . . Happy Felton being sought for the planned movie version of "Gus, the Great." (He started in show biz in circuses and carnivals). . . . Send a note of condolence to Garry Stevens. He lost his Dad over the week-end. . . . Jack Lloyd added to cast of "Laura Lawton." . . . Andre Baruch on crutches for at least three weeks. Tore a ligament working out on the gym. . . . Subbing for Boh Hope tonite will be Eddie Cantor. Amos 'n Andy, Red Skelton, Fibber McGee and Molly and Walter Winchell. . . . Judy Canova sex the Freedom and Friendship trains prove that Democracy is on the right track.

● ● ● BOULEVARISTS: Fred Allen, who knows his table d'hotes, steaking his claim on a salad at Gilmore's Steak House. . . . Greer Garson, the best greers of our lives, allowing her titian hair to tress up the scene at the Encore on 48th. . . . Harry Hershfield, Sen. Ford and Joe Laurie, Jr., men who always have their wits about 'em, table-talking at the Trouville.

CHICAGO

By NAT GREEN

CHARLES LIMBERG, for eight years a member of the CBS network sales, leaves WBBM this week to make his home in St. Louis.

Ruthie Duskin, 13-year-old Quin Kid whose children's novel, "Chemie the Magician," has just been published, will be guest on Don McNeill's "Breakfast Club" Wednesday.

WIND will be the only Chicago station to carry the Army-Navy football game on November 29. Station will pick up the game from Mutual. Silvertone has recorded the "Chicago Theater of the Air" production of "Hansel and Gretel," making an album of six twelve-inch sides recorded on vinyl, an unbreakable plastic. This is the first of several albums contemplated by the "Theater of the Air" company.

Jack Ryan, manager of the NBC central division press department, is still hobbling about with a cane as result of a foot injury.

Bert Wick, manager of KDLI Devil's Lake, N. D., and John Cooley, manager of KLP.M, Minot, N. D., have been visiting Mutual officials in Chicago.

Mutual Co-op. Sales Show Heavy Increase

(Continued from Page 1)

yesterday, with 1,201 current program sales compared with 584 a year ago.

Intensive gains were made during the past few weeks, with 118 sales set since Oct. 15. The number of local sponsors represented, Hauser said, over 1,600, more than all other wets combined.

Co-op sales made during the past several weeks include the addition of 10 local sponsors for "Informatic Please," 13 for "Meet Me At Parky's," nine for "Kate Smith Speaks," nine for Fulton Lewis, Jr., six for "Alexander's Mediation Board" and five for "American Forum of the Air."

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

Code Adoption Delay Disappoints Trammell

(Continued from Page 1)

in the adoption of a progressive code of broadcast standards has been postponed.



TRAMMELL

action in the hope that the industry as a whole would adopt a code. However, now that the industry has postponed action at this time, it is my belief that we and the other networks should reopen discussion as to the advisability of immediate consideration of an interim code to be adopted by all national networks.

Meeting Set for Thursday

Furthermore, the Stations Planning and Advisory Committee of NBC, which represents our affiliated stations, will hold its regular quarterly meeting in New York next Thursday, Nov. 20. I will also recommend to this committee immediate consideration of the NAB code decision in order to determine what action NBC and its affiliated stations may decide to take at this time.

"I applaud those stations which have adopted and maintained high standards of broadcasting and have courageously and voluntarily urged the immediate adoption by the industry of a minimum code.

"Since its inception NBC has maintained standards of practice to insure against over-commercialism, broadcasting excesses and bad taste. Because of our successful operation under this self-initiated code we have constantly urged adoption of similar high standards by the rest of the industry. We most recently took this position last September at the first national NBC convention when the 167 stations affiliated with the National Broadcasting Company forcefully and unanimously urged industry endorsement of a voluntary regulatory document.

Cites "New Problems"

"Broadcasting in the United States must continue to be the greatest and best broadcasting source in the world. It must continue to give the American people the widest selectivity in entertainment, information and education. But broadcasting is a living, vital art. Each year brings new problems which we must and will face. Despite the high standards of American radio, we and the public want it better."

Patrece Snyder Hospitalized

Patrece Snyder, Eagle-Lion Films radio manager, is recovering from a mastoid operation performed Thursday at New York's French Hospital.

NAB Board Alters Code But Delays Final Draft

(Continued from Page 1)

Code for presentation to the broadcasters for approval at a later date.

Suggestions and criticisms advanced by 400 broadcasters and allied radio interests resulted in the NAB board devoting most of two days deliberations to study of the commercial section.

Cott's Comment

As spokesman for a group of independent stations interested in the new Code, Ted Cott of WNEW, New York, attended all the board sessions. At the conclusion of Friday's meeting Cott said: "The independent stations committee on Standards of Practice was invited to sit at the NAB Board meeting during the discussion of all revisions. I would like to express our thanks at this democratic process, to affirm that all the problems of the independent received honest and careful consideration."

tion of the proposed instrument, particularly the section covering specific time limitations on commercial copy.

Before adjournment the Board tentatively agreed on a structure of limitations. This action covers the following schedules of time limitations in specific program segments:

"Maximum commercial time allowable to any single advertiser regardless of type of program should be as follows:

"BETWEEN 6 P.M. AND 11 P.M.:	
"5-minute programs	1:00
"10-minute programs	2:00
"15-minute programs	2:30
"25-minute programs	2:45
"30-minute programs	3:00
"45-minute programs	4:30
"60-minute programs	6:00
"ALL OTHER HOURS:	
"5-minute programs	1:15
"10-minute programs	2:10
"15-minute programs	3:00
"25-minute programs	4:00
"30-minute programs	4:15
"45-minute programs	5:45
"60-minute programs	7:00

"The time standards allowable to any single advertiser do not affect the established practice of allowance for station breaks between programs.

"All multiple sponsorship or announcement programs except as hereinafter provided, which heretofore, through general practice, have been exempt from any commercial time limitations, are subject to the limitation of a maximum of three minutes of commercial per 15-minute segment, excluding station breaks, and in the case of such programs of half-hour, three-quarter hour, and hour duration, to appropriate multiples of that limitation.

Waive 1-Hr. Period Daily

"Recognizing that broadcasters can render a definite service to the listening public by conveying information on the availability of goods and services by programs designed specifically for such purposes, the foregoing Time Standards for Commercials may be

waived for a total of one hour a day, with respect to programs similar to shopping guides, market information, rural news, and the like, but care should be exercised to preserve proper program balance in their distribution.

"In programs of news, news commentary, and news analysis, which are less than ten minutes in length, only two commercial announcements, to be given at the beginning and end of the program, should be permitted.

"Except with respect to sponsored time signals, weather reports, program or station promotional, identification and location announcements of not to exceed ten seconds in length, the placement of more than one commercial announcement between two programs should not be permitted under any circumstances."

Many Suggestions Made

Members of the board were motivated to make the foregoing suggested changes by the suggestions of an organized group of independent stations headed by Ted Cott, of WNEW, New York, and the many other suggestions which stemmed from approximately 400 stations, 12 state associations of

Other Board Actions

Other accomplishments of the NAB board of directors at the Washington meeting were: Fixing the 1948 budget at approximately \$735,000, representing an increase of some 10 per cent over the current year.

Selecting Los Angeles as the site for the 26th annual convention to be held during the week of May 17 at the Biltmore Hotel and Biltmore Theater.

Voted to suspend New York and Los Angeles offices of NAB, consolidating their activities with the public relations department in Washington.

Announced that dues brackets established by the new by-laws will be put into effect in 1948.

broadcasters and all major and regional networks.

NAB, in a press release the past weekend, summarized the sources of suggestions for improvement of the Code. It was pointed out that 169 individual letters were indexed and tabulated by the screening committee. Their findings follow:

"A large majority of the stations and groups want a set of Standards, but make proposals for alterations. "Most comments take the form of requests for clarification of language and terms used in the draft Standards. "Twenty-two letters received approved the Standards as originally written, with no revisions. "Eleven letters expressed a desire for no Standards.

"The tabulation of reactions to the proposed Standards showed the following proposals for specific sections: "The ban on middle commercials in news broadcasts of ten minutes of

WJR To Use \$650,000 On FM And Television

(Continued from Page 1)

and \$100,000 for FM equipment and installation.

Wisner announced also the signing of a long-term lease for space in the Fisher Building with an option for extended renewal. The new lease also provides space for tele and FM expansion, he added.

Installation of FM equipment is two-thirds complete. The antenna, together with the video mast, will be installed atop the Fisher Building, approximately 1,200 feet above sea level.

less: 22 stations, five state associations, and one network disagreed with the proposed prohibition.

"The ban on dramatization of political issues: seven stations, 12 associations, and three major networks disagreed with the proposed prohibition.

"The proposed prohibition of controversial questions and solicitation of funds in religious programs: 24 stations, nine associations, one major and one regional network disagreed or asked clarification.

"The section on unacceptable advertising: 23 stations and seven associations took exception to various provisions.

"Time limitations for commercials: 96 stations, 13 associations or groups of stations, two major and two regional networks took exception to various provisions.

"The proposed prohibition of double spot announcements: 41 stations, seven associations, and two major networks wanted revision, especially to permit 'service' announcements of time or weather.

"The section on contests and offers: 13 stations, six associations, three major and one regional network asked clarification of some sections, but asked no major revision."

Slightly more than 100 stations were represented by the state associations making revision suggestions.

WEVD
 5000 WATTS 1330 K.C.
 PROGRAMS OF DISTINGUISHED FEATURES in
 • ENGLISH
 • JEWISH
 • ITALIAN
 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN
 THE NEW YORK METROPOLITAN AREA
 Staff for Whose Who
 Among Advertisers on WEVD
 HENRY GREENFIELD, Mgr. Director N.Y. 19

AGENCIES

JOHN E. O'BRIEN has joined Ruthrauff & Ryan, Inc., as an account executive. He was with Ted Bates, Inc., in a similar capacity and before that was for more than five years associate editor of The Progressive Grocer. He is co-author of "Self-Service and Semi-Service Food Stores," published in 1941.

ROBERT M. CAMPBELL has been engaged as director of television for Springer Pictures, Inc., of New York and Detroit.

W. A. TAYLOR & CO., INC., New York City, distributor of Sandeman Ports and Sherries throughout this country, has announced the appointment of the Charles W. Hoyt Co., Inc., New York City, to direct Sandeman advertising.

THE FRIEDENBERG AGENCY, INC., has been appointed the exclusive, national representative for WPKI, 1,000-watt independent station in Alexandria, Va.

RADIO CANDOR, Bolivian network of stations in La Paz and Oruro, has named Pan American Broadcasting Company as its exclusive representative. Network is affiliated with NBC.

MAJ. ROBERT B. CALLAN has been named an account executive by the Ad Fried Advertising Agency, Oakland, Cal. Major Callan, West Point graduate, served for 53 months in the Army, primarily as a public relations officer, in the China-India-Burma and North African theaters. His resignation as major in the U. S. Army was accepted in October 1947 just prior to his appointment to the staff of the Ad Fried Advertising Agency.

RAYMOND E. RICHARDS and **ROLAND G. JAMES** have joined the art department at Geyer, Newell & Ganger, Inc. Richards was previously associated with Green-Brodie, Inc., where he served as an artist for two years. During World War II he was in active service abroad with the U. S. Army. James comes to the agency from Kenyon & Eckhardt, Inc., where he was associated with that company's art department for a year and a half. He was also in overseas service during the war with the U. S. Marine Corps.

Almost Always . . .

Gene Kelly, stage and screen star who recently fractured an ankle, recorded his guest-spot with Dorothy Kilgallen for that energetic lady's show last Thursday, "Star Time" on ABC. Restricted as to ambulation, Kelly hobbles about with the aid of a heavy cane, a gift from a friend who inscribed it "To Gene, Always Dancing!"

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 November 7-13, 1947

TITLE	PUBLISHER
A Fellow Needs a Girl.....	Williamson
A Girl That I Remember.....	Broadcast Music
Almost Like Being in Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro Bernstein
—And Mimi.....	Shapiro Bernstein
Best Things in Life Are Free.....	Crawford
Christmas Dreaming.....	Leeds
Civilization.....	E. H. Morris
Don't You Love Me Anymore.....	Oxford
Foudin' And Fightin'.....	Chappell
The Freedom Train.....	Berlin
Golden Earrings.....	Paramount
How Soon.....	Supreme
I Still Get Jealous.....	E. H. Morris
I Wish I Didn't Love You So.....	Paramount
I Wonder Who's Kissing Her Now.....	E. B. Marks
I'll Dance At Your Wedding.....	George Simon
It Happened In Hawaii.....	Remick
Kato.....	Berlin
Lady From 29 Palms.....	Martin
My How The Time Goes By.....	Chappell
N naughty Angeline.....	George Simon
Near You.....	Supreme
On The Avenue.....	Leeds
Papa Won't You Dance With Me.....	E. H. Morris
So Far.....	Williamson
The Stars Will Remember.....	Harms
Tallahassee.....	Famous
Those Things Money Can't Buy.....	Robbins
Two Loves Have I.....	Miller
You Do.....	Bregman-Vocco-Conn
Whiffenpoof Song.....	Miller

Second Group

Ain'tcha Ever Comin' Back.....	Suatra Songs
All My Love.....	Harms
All Of Me.....	Bourne
Fun And Fancy Free.....	Santley-Joy
Gonna Get A Girl.....	Miller
Hills of Colorado.....	London
Home Is Where The Heart Is.....	Advanced
I Have But One Heart.....	Barton
Kokomo, Indiana.....	Bregman-Vocco-Conn
Let's Pick Up Where We Left Off.....	Bel-Air
Love for Love.....	Wiltmark
Made For Each Other.....	Southern
Peggy O'Neil.....	Felst
Put Yourself In My Place Baby.....	Burke & Van Heusen
Serenade of the Bells.....	Melrose
Slipping Cider by the Zuyder Zee.....	Bloom
The Stanley Steamer.....	Harry Warren
Too Marvelous For Words.....	Harms
What Are You Doing New Year's Eve.....	Famous

Copyright, 1947, Office of Research, Inc.

PROMOTION

Sales Brochure

"Formula For Successful Selling," is the title of the two-color, four-page, French fold brochure about the CBS program, "Strike It Rich," mailed by the CBS Program Promotion Department to all CBS stations. Mailing went out in connection with the program's going commercial, under the sponsorship of Luden's.

Teachers' Handbooks

For the fourth consecutive year, WIP, Philadelphia, has published teachers' handbooks for use with the outlet's in-school educational series heard daily at 9:45 a.m. Bearing the same titles as the shows they complement—"Fun with Rhythm," "A Trip to the Zoo," and "Exploring Music"—booklets are 5½ x 8½ on heavy stock, offering complete interesting detail on their respective subjects.

Offers UN Maps

Plugging its newscasts, WLZ, Denver, is offering to listeners the first post-war Rand McNally publication "Peace Conference World Atlas," tied in with the CBS "United Nations Today" stanza. Atlas was promoted through advance complimentary mailing to civic leaders and educators. A charge of 10 cents per copy is made to help defray distribution costs.

Magnetized Paper Tape Recording Demonstration

Los Angeles—Magnetized paper tape, which can be erased and used over again indefinitely, is seen by Hollywood sound technicians as a means of cutting motion picture production costs by as much as \$5,000,000 a year. Radio executives predict that their recording costs will be cut proportionately.

A new wide-range electronics recorder, developed by W. V. Slane, Hollywood engineer, demonstrated tests concluded last week that magnetized paper now satisfactorily meets all requirements of sound on film and wax record recording.

According to technical men who have checked the device, the new Stanell recorder has a frequency range of from 50 to 10,000 cycles which permits it to replace film the pre-scoring of motion picture. Symphony music now can be transcribed and reproduced without practical loss of fidelity or clarity, it proved.

Shortwave Address

President Truman's address to Congress yesterday was broadcast live to Europe, the Middle East, Far East and Latin America by WRUL, WRUW and WRUX, shortwave stations of the World Wide Broadcasting Foundation. Commentaries followed in French, Russian, Spanish, Dutch and Norwegian.



THE 1948 RADIO ANNUAL WILL INCLUDE A COMPLETE LIST OF **RADIO ARTISTS** AND THEIR WORK DURING 1947.

— NOW IN INTENSIVE PREPARATION —

SUBSCRIPTION--\$10.00 A YEAR--260 ISSUES RADIO DAILY PLUS RADIO ANNUAL PLUS SHOWS OF TOMORROW ISSUE

Send in Your Subscription Today

Name RCA, RMA Execs. IRE '48 Award Winners

Institute of Radio Engineers announced yesterday the award of its Medal of Honor to L. C. F. Horle, chief engineer of the Radio Manufacturers Association, for his contributions to the industry and the selection of S. W. Sealey, director of the RCA Industry Service Laboratories, as recipient of the Morris Liebmann Memorial Prize for the year 1948. Awards were voted at a meeting of the IRE board of directors recently and will be officially conferred at the '48 national convention in New York next March.

Horle was rewarded for his contribution to the radio industry "in standardization work, both in peace and war, particularly in the field of electron tubes, and for his guidance of a multiplicity of technical committees into effective action." Sealey was named for "his development of ingenious circuits related to frequency modulation."

The Institute's Medal of Honor is awarded upon recommendation by the awards committee, in recognition for distinguished service to the advancement of radio communication. Liebmann Memorial Prize is given to preserve the memory of Col. Morris N. Liebmann, killed in action during World War I.

AP Newsreel For Tele Has Three-Station Debut

Development of special newsreels for television as a new, vital news medium was hyped considerably during the past two days by the first airing of the Associated Press newsreel and the entry into the field of International News Service.

The AP newsreel was shown Sunday night, from 8 to 8:15 p.m., by WMAR, Baltimore, where the program originated; WFIL-TV, Philadelphia, and WCBS-TV, New York. Featured were the Howard Hughes hearings, preparations for the royal wedding in London, Armistice Day ceremonies and horse racing at Bowie, with music dubbed in for several sequences.

Announcement of INS' entry into the tele newsreel field was made yesterday by general manager Seymour Berkson, who said the service will be available soon. The country's third major news service, United Press, revealed plans for a newsreel operation in co-operation with Acme Newspictures several weeks ago.

All three firms offer, in addition to newsreels, a video news photo service with eud-in scripts. Through the utilization of wirephoto transmission, photos of a new event may be aired within hours.

Walcott On Hasel Show

"Jersey" Joe Walcott, who will meet Joe Louis for the heavyweight championship next month, will be guest of Joe Hasel on the latter's ABC sports program tonight (Tues.) at 11:15.

COAST - T O - COAST

—FLORIDA—
MIAMI—WIOD recently broadcast direct from the reviewing stand, the dedication ceremonies of the new \$6,000,000, 4-mile Rickenbacker Causeway and Crandon Park. Speakers heard on the broadcast included Governor Millard F. Caldwell of Florida; Capt. Eddie Rickenbacker, president of Eastern Air Lines, for whom the causeway is named, and the Dade County Commission Chairman, Charles H. Crandon, for whom the park is named. . . . **ORLANDO**—Highlight of a Halloween broadcast on WORZ, was a surprise party on the air for little six-year-old Buddy Bell, whose affliction with leukemia has attracted the attention of the medical world. Buddy, for whom doctors hold little hope for recovery, was brought to the radio studio by Mrs. Ethel Platts, director of the children's "Story Time" program.

—INDIANA—
FORT WAYNE—WGL recently inaugurated "The Priceless Hour," a disc jockey show, featuring Paul Price. Program is aired Monday-Friday from 12:00 noon to 1:00 p.m., and is divided into four segments, with the 12:30-12:45 p.m. time open for participating spots. . . .

COLUMBUS—WCSI-FM's new "M. O. On The Street" program is being sponsored by the Cause Cafe, one of southern Indiana's leading restaurants. The show will be handled in front of the restaurant's display windows, daily from 12:15-12:30 p.m., with Paul Wagner, station manager, in charge.

—NEW YORK—
SCHENECTADY—WGY, General Electric's radio station in this city, has been given the Award of Honor for Distinguished Service to Safety by the National Safety Council. The award was made by John E. Long, a director and former president of the National Safety Council and now superintendent of safety for the Delaware and Hudson Railroad, to G. Emerson Markham station manager, on a recent Form Paper of the Air program. . . . **UTICA**—Roland L. Fowler, salesman at WGAT, has been promoted to merchandising manager of the station. New transmitter engineer at WGAT is Robert Roberts. . . . **WHITE PLAINS**—James McCutcheon & Co., specialists in fine linens, has signed a year's contract for participations in quality music features on WFAS and WFAS-FM, in behalf of their suburban shop in this city.

—OHIO—
CINCINNATI—Public service aimed at teen-agers in this city is being attempted on WCKY's afternoon Makebelieve Ballroom. A real ballroom has been obtained and interviews and dancing are being mixed in an educational-entertainment manner by Bill Dewes, the program's disc jockey. The series was launched with Cincinnati's Community Chest Committee, and the teen-agers contribute 25 cents to the Chest for their "Red Feathers" and admission to the Makebelieve Ballroom "live" session. . . . **CANTON**—I. Leonard Taylor has been named general manager of WCEW. He has had 12 years' experience in radio, having served

as chief announcer and program director for WHBC and managing editor of Public Opinion. . . . **TOLEDO**—Vico-president and treasurer of the Fort Industry Co., J. Harold Ryan, of WSPD, has been re-elected president of the Advertising Club of Toledo for the coming year.

—ALABAMA—
MONTGOMERY—New manager of WCOV is Clyde C. Sellers. . . . **BIRMINGHAM**—Loveman's Department store is sponsoring Junior Town Meeting, a weekly discussion by high school students over WSGN. . . . Lee MacArthur, former WSGN staffer, has joined KYA, San Francisco, as political analyst and commentator. . . . The "Women of the Year" coronation ceremonies were broadcast over WTNB direct from the Hotel Tutwiler ballroom with the Business and Professional Women's Club sponsoring the event.

—CALIFORNIA—
OAKLAND—Dutchess, Inc., manufacturer of Dutchess Party Foods, are sponsoring a new three-hour Saturday night program of dance music emceed by Glen King and entitled, "Dancing With Dutchess." . . . Ice hockey, one of America's fastest-moving sports, is being broadcast over KROW directly from the Berkeley Ice Rink each Tuesday and Friday night. Handling the play-by-play description is Bud Foster, nationally-known sportscaster.

—ILLINOIS—
CHICAGO—"Midnight Flyers," disc jockey show presented daily from 12:00 midnight to 6:00 a.m., has resumed broadcast over WEDC. Program hasn't been on the air since World War II began. . . . **CLINTON**—WHOW, today is producing a benefit show for little Missy Cornell, aged 3, who is suffering from the incurable disease, leukemia. The benefit is being given to derive funds which will be used to purchase a worth-while gift on Missy's last Christmas. Many Central Illinois entertainers, in addition to the WHOW program staff are donating their services. Included are the Two Hits and a Miss, national champion accordion trio; the Frontiersmen, western group from Decatur; the Four Sharps, Bloomington dance combo; Dixie Glenn, talented young singer from this city.

—MINNESOTA—
MINNEAPOLIS—Walt Raschick, former associate editor of Holiday magazine, has been appointed director of KSTP's news bureau. . . . Bob DeHaven, whose "DeHaven's Date" is a popular afternoon feature with WCCO listeners, will turn to a sportscasting role on November 22. DeHaven, who spent some years with WTMJ, Milwaukee, has been asked by that station to report the Minnesota-Wisconsin football game from Memorial Stadium at Minneapolis.

Cinema Role For "Irma"

Marie Wilson, star of "My Friend Irma," CBS comedy show, has a leading role in the Eagle-Lion film, "Linda Be Good," soon to be released.

NAB Against Dropping Of Tele Channel No. 1

(Continued from Page 1)

FCC opened a hearing on its proposals to withdraw channel No. 1, and open it for a wide variety of special services. It was expected that the hearing will last several days, perhaps all this week.

Petty said NAB objected to the proposals for four reasons: First, it would narrow the portion of the spectrum available for the broadcast services. Second, it would force the cessation of specific operations, therefore, working an immediate hardship on the public. Third, it would foreclose the development of local community facilities. Fourth, it would violate the allocation plan, the assurance of the certainty of which has been the planning, construction and operation in the broadcast services.

Petty said the television band, "narrowing" is "especially serious because its effect will be felt in both television and FM."

He emphasized that the proposal will require the cancellation of construction permits for the operation of a television station in the 44-50 mc. band now operating and the dismissal of applications for such permits now on file. Petty also told the Commission that it will require the cessation of the operation of more than 20 FM stations now broadcasting in the disputed band.

"A less immediate, but in the long run, more serious, detriment to the public in the adoption of the proposed amendment," Petty said, "lies in the fact that with a maximum of seven television channels available in any metropolitan area, the abolition of channel No. 1 will aggravate a scarcity already apparent. Channel No. 1 has been allocated for the use of local community television stations and the interim use by FM in certain instances. Yet the adoption of the proposed amendment will irrevocably deprive substantial groups of the public of such service. One example serves to illustrate this fact: Trenton, New Jersey, and Bridgeport, Connecticut, metropolitan districts of some 200,000 persons each, will have no television facilities available under the proposed amendment."

A long line of special services and organizations began argument generally in favor of the Commission's proposals, with some witnesses demanding even more channels be taken from tele and turned over to these services. General Telephone Corp. for instance, wanted channels 7 and 8, in addition to 1, withdrawn from tele use.

Clay Morgan Convalescing

Clayton Morgan, executive assistant to President Niles Trammell of National Broadcasting Company, left Doctor's Hospital in New York City and is convalescing at his home, 404 Riverside Drive. Mr. Morgan was seriously injured in a fall during the NAB affiliates convention at Atlantic City.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 41, NO. 34

NEW YORK, WEDNESDAY, NOVEMBER 19, 1947

TEN CENTS

SET HEAVY AUTOMOTIVE SPOT CAMPAIGN

Apply War-Radar Principle To Audience Survey

CBS Pres. Reveals Plan To Present New System

Use of wartime radar principles in the development of a new audience measurement service for radio was revealed by Frank Stanton, president of Columbia Broadcasting System, in an address before a gathering of radio and screen artists at the Beverly Hills Hotel in Hollywood yesterday. The new

(Continued on Page 5)

TBA, Philco And RCA In Tele-Band Hearing

Washington Bureau, **RADIO DAILY**—Flatly opposing any television channel sharing with other services, the TBA yesterday called on the FCC to assign a "minimum" of free additional "interference-free" radio channels. J. R. Poppele, TBA president, took this three-point position:

(Continued on Page 6)

National Advertisers Increase Co-Op Time

A 40 per cent increase in the number of national advertisers buying time on co-op programs for the year ending November 1 as compared to the previous year was announced yesterday by Harold Day, sales manager of ABC's co-op program department. Day revealed that the largest gains

(Continued on Page 2)

Presidential Rating

President Harry S. Truman's radio address Monday, 1:30-2:00 p.m., EST., at the opening of the special session of Congress was heard by 9,097,000 adults, according to a survey made for the CBS by C. E. Hooper, Inc. The rating for the talk was 18.2. President Truman's share of the listening audience was 88.1, the Hooper office pointed out.

INTERIM CODE DISCUSSED

Representatives of the four major networks met yesterday at NBC headquarters to consider further action on the proposed Standards of Practice which failed to win approval of the NAB board of directors last week-end. Creation of an interim four-network code was discussed, although no conclusions were reached. Further discussion, and possible adoption, of this set of rules will be resumed tomorrow morning.

Present at yesterday's confab were: From CBS, Joseph H. Ream, executive vice-president, and Gilson Gray, director of editing; from Mutual, Robert D. Swezey, vice-president and general manager; from NBC, Miles Trammell, president, and Ken R. Dyke, administrative vice-president; from ABC, Mark Woods, president; Robert E. Kintner, executive vice-president, and Robert Saudek, director of public affairs.

Video High On Agenda Of N. Y. Council, 4-A FCC Okays 15 Permits For New AM Stations

Television got top billing in the meeting on radio production held yesterday during the eastern annual confab by the New York Council of the 4-A's. Video was considered to be one of the three most urgent and important matters facing agency radio operation in 1948, the other two being talent trends and the proposed NAB code. Discussion on the code,

(Continued on Page 7)

Un-Am. Activities Probe Eyeing Radio, Says Durr

Washington Bureau, **RADIO DAILY**—Washington — In a little-noticed speech in Chicago, FCC Commissioner Clifford J. Durr revealed that the FBI is sending "unsolicited reports" to the Commission on individuals "connected with radio."

Durr, by inference, blasted the

(Continued on Page 7)

Washington Bureau, **RADIO DAILY**—Washington—Total of 15 licenses for new AM stations were awarded yesterday by the FCC. As in the past, most of the new licenses, went to applicants in smaller communities. The new licensees included: Rawlings Broadcasting Co., KRAL, Rawlings, Wyo.; Corpus Christi Broadcasting Co., KSIX, Corpus Christi, Texas;

(Continued on Page 5)

All-Industry Committee On Music Meets Friday

The new all-industry Music Committee formed as a result of demands made by the AFM and James C. Petrillo, will meet Friday and Saturday of this week at BMI headquarters in New York, for detailed exploration of possible courses to follow in the recording emergency promised for next year by the musicians union.

Hudson Motors Set New Campaign On 500 Stations

Plans for a nation-wide spot campaign covering 500 stations in key city markets with an expenditure of approximately \$175,000 weekly over a period of several weeks was announced yesterday by the Hudson Motor Car Company through M. M. Roberts, director of advertising and merchandising for the De-

(Continued on Page 7)

N. C. State Network To Open On Jan. 1

Charlotte, N. C.—With H. A. Seville, of Kannapolis, as general manager, studios and headquarters of the newly-organized North Carolina State Radio Network will be established in this city and chain operations will begin January 1, it is announced.

Mr. Seville said the 10 stations embraced by the network will operate only in daylight hours, but later ex-

(Continued on Page 8)

Ackerman Leaves Y & R To Join CBS As Exec. Prod.

Harry S. Ackerman, vice-president in charge of radio production at Young & Rubicam for the past three years, will join CBS as executive producer in New York effective January 1. Co-incident with the announcement, the appointment of William H.

(Continued on Page 6)

Charlie McCarthy's Master Gives Views On Tele Programs

By VAL ADAMS
Staff Writer, **RADIO DAILY**
After one year of experimenting with special techniques, Edgar Bergen Television Productions is now turning out film programs for advertisers and agencies, the entertainer revealed during his annual visit to New York. Bergen brought along sev-

eral completed films which were turned over to Music Corporation of America as samples of his work. Films vary as to length and subject matter but one contains the Bergen "Telekins," two plastic hens and a rooster. Bergen has already produced films for Rexall Drug and Dr. Pepper,

(Continued on Page 6)

Educational

North Adams, Mass.—A suggestion that radio receiver sets be installed in each classroom here has been made by the Berkshire County Radio Education Council, in the first of a series of reports sent to elementary and high school teachers. Teachers were also supplied radio program evaluation sheets to get reaction to specified programs of "genoral culture."



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

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Managing Clippett
6417 Dahomesa Rd. 2122 Deatur Pl. NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2132
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 18)

NEW YORK STOCK EXCHANGE

Admiral Corp.	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153	152 1/2	153	+ 3/8
CBS A	25	25	25	0
CBS B	24 1/4	24 3/4	24 3/4	- 1/4
Farnsworth T. & R.	8	7 1/2	8	+ 1/2
Gen. Electric	35 1/2	35 1/2	35 1/2	+ 1/2
Philo	33	31 3/4	33	+ 1/2
RCA Common	9 3/4	9	9 3/4	+ 3/8
RCA First pfd.	70	70	70	+ 1/4
Stewart-Warner	15 1/2	15	15 1/2	+ 1/8
Westinghouse	28 1/2	27 3/4	28 1/2	+ 1/8
Westinghouse pfd.	99 1/2	99 1/4	99 1/2	+ 1/2
Zenith Radio	20	19	20	+ 1

OVER THE COUNTER

DuMont Lab.	Bid	Asked
Finch Tele Comm.	8	8 3/8
Stremberg-Carlson	3 1/4	4 1/4
U. S. Television	13	14 1/2
WCAO (Baltimore)	2 1/2	2 3/8
WCR (Detroit)	12 1/2	13 1/4

10 YEARS AGO TODAY

(From the files of Radio Daily)
James C. Petrillo was re-elected president of the Chicago AFM local for a five year term. . . Ed Byron turned down an offer by Lord & Thomas to produce the "Hollywood Parade" show for Lucky Strike, remaining at UP as radio production counsel. . . FCC received application from WGN for experimental facsimile license. . . Tom Revere was elected a vice-president of Benton & Bowles.



★ **COMING AND GOING** ★

H. ALLEN CAMPBELL, vice-president and general manager of Trendle-Campbell Broadcasting Corp., is expected in New York today from Detroit.

FRANK LA TOURETTE, manager of the Los Angeles newtroom for ABC, arrived in town yesterday aboard the Friendship Train, for which he has been supervising radio coverage. He'll remain here for a week, conferring with ABC officials.

JOHNNY LONG and the members of his band are in New England for the first of a series of one-night stands.

ROBERT B. HUDSON, Columbia network's director of education, leaves today for Boston, where he will attend a meeting of the New England Committee on Education by Radio. On Friday, he'll be in Washington, D. C., for an all-day conference called by the National Planning Association.

STEVE GIBSON and his "Red Caps," vocal-instrumental group, are in Gotham for a recording session at Mercury.

HOWARD LANE, former director of the CBS station relations department, and now associated with Field Enterprises, Chicago, paid a call this week at the old stand in New York.

MERLE JONES, general manager of WCCO, owned-and-operated station of CBS in Minneapolis, is in New York. Chatted for a while yesterday at the station relations department of the web.

OLGA DRUCE, writer-director of Mutual's "House of Mystery," leaves today for Cincinnati, where on Friday she will address the Radio Council of that city on the subject, "Children's Programs."

CHARLES CALEY, vice-president of WBMD, Peoria, Ill., a visitor this week at the station relations department of CBS, with which WBMD is affiliated.

W. POUNDSTONE JACKSON, merchandising and promotion director for the Texas State Network, is in town from Fort Worth for conferences with agency executives.

GEORGE HICKS, American network commentator, will originate five broadcasts, beginning today, at Birmingham, Ala. He'll remain there through Sunday, during which time he'll address the Rotary Club and executives of the U. S. Steel Corp.

WALTER GOAN, manager of WAYS, American network outlet in Charlotte, N. C., is in town on station business.

ROBERT WRIGHT, manager of WTOK, outlet of ABC in Meridian, Miss., is in New York on station and network business.

DUDLEY TICHEONOR is in town. He's the manager of WNAO, Raleigh, N. C., an affiliate of the American network.

CLYDE REAMBERT, station manager of KRLD, has arrived from Dallas for conferences with officials of CBS.

National Advertisers Increase Co-Op Time

(Continued from Page 1)

during the past year were made by financial and insurance firms whose sponsorship of ABC co-op programs as of November 15 increased 93 per cent over a year ago. Auto dealers and auto accessory stores were second with an increase of 91 per cent. Next came furniture stores and bakeries who both showed gains of 90 per cent over a year ago.

Meantime, reflecting the increased interest of national advertisers in network co-op programs is the sponsorship of ABC's Abbott & Costello show by General Foods for its Post cereals over WELL, the network's Battle Creek, Mich., affiliate, and Lever Brothers purchasing the program on WHTT, Hartford, Conn., ABC affiliate, on behalf of its Lifebuoy soap. Benton & Bowles, Inc., is the agency for General Foods and Ruthrauff & Ryan, Inc., handles the Lever Bros. account.

WQXR Sells Heavy Sked To Cardinal Neckwear Co.

Sponsorship of four half-hour shows and one 15-minute show weekly over WQXR has been assumed by Cardinal Neckwear, Fifth Avenue, through William Warren Agency for 52 weeks.

Programs involved are "The World of Music," on Saturdays; "Recent Releases," Saturdays, and three shows on Sundays, "Breakfast Symphony," "Orchestral Melodies" and "Candlelight Concert."

Outlet announced also sale of nine programs weekly to Young Peoples Record Club through Maxwell Sackheim agency. Contract, for 13 weeks, involves one half-hour program, three 15-minute shows and five 10-minute segments.

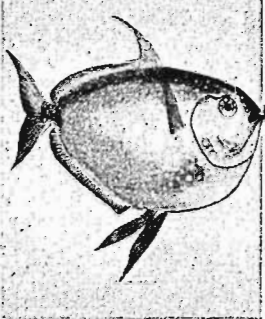
Thornton Leaves WNAC Station Relations Post

Boston—John R. Thornton, for the past two years director of station relations for the Yankee Network, has resigned from WNAC, Mutual affiliate here, it was announced this week. Prior to his post with Yankee, Thornton was director of overseas operations for Mutual for several years. Before joining MBS, he was in charge of the Pacific overseas bureau of KFRC, San Francisco.

New Iowa FM Outlet

Waterloo, Iowa—FM counterpart of KXEL began operations this week with 18 kw. at 105.7 mc. Owned and operated by the Josh Higgins Broadcasting Co., KXEL-FM is on an 11:30 a.m. to 10:45 p.m. schedule. A CP for 540 kw. E.R.P. is okayed by FCC.

WORL
does it Again!
WITH A NEW MILLION DOLLAR PROGRAM IDEA!
"The MILLION DOLLAR BALLROOM"
million dollar talent and music to produce millions of sales for YOU in America's richest market!
Inquire NOW About Our GUARANTEED 13 - 26 - 52 Week Contract Plan
BOSTON **WORL** MASS.
FORJEE & CO., National Representatives



It's an Opa!

Don't let that baby face fool you. That thing grows to a diameter of six feet, almost circular in shape, and weighs up to six hundred pounds! It's also called a Moonfish. The Chicago Natural History Museum had it on exhibit. May still have it.

Actually we picked that picture because we wanted to make a point about "starry eyes." Notice how that fish is spotted, even in its eyes?

"Starry" is the look that comes into a sales manager's eyes when he sees the low cost sales results W-I-T-H turns up in Baltimore, radio!

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

To keep down the cost of doing business in this 6th largest city . . . in radio, pick W-I-T-H!



W-I-T-H

AM and FM.
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Read

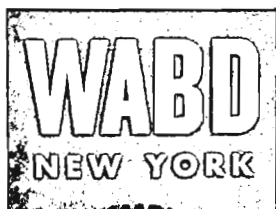
the new look in TELEVISION



Honey blond, vivacious Sylvie St. Clair puts new life into song and story. *And gets action.*

To wit, this unsolicited letter:

*"Last night we saw you on television. This made me decide to buy a television set. You have been excellent—full of pep—and I thank you very much for the pleasure you gave me. I hope to see you often as soon as I get my television set."**



Miss St. Clair makes her "personal appearance" on WABD every Wednesday night at 8:15. If she can sell television sets so persuasively, think what her sales-appeal can do for your product.

For details call—

**WABD, Time Sales Department,
515 Madison Avenue, New York 22, N. Y.
Phone: PL 3-9800**

*Name supplied on request

KEY STATION OF THE **DUMONT** TELEVISION NETWORK

LOS ANGELES

By RALPH WILK

SYDNEY B. GAYNOR, general sales manager of the Don Lee Broadcasting, left Hollywood November 12, via American Airlines for a week's business visit to New York and Chicago.

Wilt Gutzendörfer, general manager of KROW, Oakland, has returned to Oakland after spending a few days in Los Angeles on business.

Karl Krueger Productions made radio transcriptions with Marta Mitrovich, star of "The Last Nazi," to plug the picture.

Ken Carpenter marks his 10th year this week as commentator for Jerry Fairbanks Productions by narrating his 100th short subject for the producer. The veteran radio announcer, who joined Fairbanks' staff in 1937 to narrate the first Unusual Occupations briefie, will record "Bagpipe Lassies," his 60th assignment of that series.

Jim McNamara, KLAC News Editor, received an official letter of congratulations from the Radio News Club, conveying appreciation of all Los Angeles radio stations for his excellent broadcast of the first flight of the Howard Hughes flying boat which KLAC and McNamara originated as a "pool" broadcast for all stations, and networks. There had been wide newspaper acclaim for the broadcast, and for the first time in radio history all stations voted the resolution of congratulations to McNamara for his handling of the "pool" assignment.

Sam Baltzer, KLAC's director of sports, has been signed by Enterprise Pictures, for a series of transcriptions in connection with their current boxing film, "Body and Soul."

Frank Graham, co-emcee, with Van Des Autels of KMPC's "Three Alarm" program, is on a flying trip through Mexico for the next two weeks. While on vacation, his spot on the "Three Alarm" show is handled by Bob Shannon.

WGHF Getting New Transmitter

New York FM indie WGHF, owned by Capt. William G. H. Finch, will go off the air for a month beginning Saturday to install a new transmitter. Outlet's power will be increased from one to 10.3 kw.

1906 *Henri* 1947
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.



Notes From An Aisle Seat . . . !

● ● ● Decision of the NAB board to close their N. Y. office has brought a wave of protest from local members who feel that a greater public relations job can be done from Manhattan than in Washington. It's pointed out that the major news wire services, metropolitan dailies, magazines and feature press services look to N. Y. and the net for most of the industry news. . . . Jack Paar's cancellation was confirmed this week by American Tobacco Co. Understand cost of the show was well over \$16,000 — or almost double the reported figure. . . . Erskine Johnson's appeal to listeners to protest projected filming of Al Capone's life story drew phenomenal mail backing his stand to the hilt. . . . What's this we hear about Larry Finley bowing out of the "Myrt and Marge" property? . . . The most ambitious industrial census ever taken in the nation's history will get under way in Jan. Forms, being prepared by the Census Bureau, are designed to present a complete picture on the country's production, employment, fuel, raw materials, equipment, motor vehicles, radios, etc. . . . Dinah Shore packed for a singing role in the film, "One Touch Of Venus." . . . Jack Barry claims that shiner was given him Sunday by one of the youngsters on the program during a game session. . . . Street Scene: Lisa (Allegro) Kirk stepping off a drugstore weighing machine with a one-word comment—"Liar!" . . . Maxine Keith handling radio for Samuel Goldwyn film, "The Bishop's Wife."



● ● ● One of radio's top-earning directors, noted for his disinclination to part with a dime, loaned a comic 10 bucks a little over a year ago. He wasted little time reminding the comic of the debt that very same evening. The embarrassed performer decided to 'get even' with his creditor. He forestalled payment a few weeks, during which time he received a deluge of letters, phone calls and notes from the director. Finally, the comic gave him 30 cents as part payment. Next week he handed him a dime and so forth. His latest payment was six cents in stamps. He still has \$4.34 to go and is now thinking up other ways of repaying the director slowly and tortuously.



● ● ● AROUND TOWN: With the current trend seeming to center around talent scout and amateur shows, Herb Moss and Will Glickman have come up with a honey of an idea for Henny Youngman, which ABC has just put on wax. Show is tagged "Going Nowhere" and the gimmick is to present unwanted, unloved and otherwise weird talent kidding the pants off some of those shows which take themselves so seriously. . . . Radio Directors' Guild holding its 2nd Annual Ball at the Waldorf this Friday nite. Bob Hawk will emcee, with Peter Lind Hayes, Shirley Booth, Alfred Drake, Jack Gifford, Senor Wences and a host of other performers promising to be on hand. Roy Bloch's ork will supply the music. . . . Jeanne Harrison planned to H'wood where she'll direct a series of new radio stanzas out there. . . . Tony Rivers signed for a featured role in RKO's "The Window," which will be filmed in N'Yawk. . . . Congrats to John McNoll, recently promoted to commercial manager of DuMont television outfit. . . . Robin Morgan's earnings for '47 will total more than 10 G's. Not had for a five-year-old. . . . Bob Emery, who produces those televised kiddie shows, changing his private phone number regularly. Too many ambitious mothers alter him to give their pride and joy an audition.



● ● ● RCA-Victor just reissued two of the memorable Bea Wain vocals, "Deep Purple," backed by "My Heart Belongs To Daddy," which comes as bad news to the B'way record merchants who've been peddling these sides as "collector's items" at a fancy fee. (Despite the fact that the reissue will bring the total sales away over the million mark, it'll mean nothing in Bea's pocket. She received a flat fee of thirty bucks for the discs).

CHICAGO

By NAT GREEN

WHEN Secretary of State Marshall addressed the Chicago Council on Foreign Relations, Tuesday, at the Palmer House, his speech was broadcast over CBS through WBBM.

Nikki Kaye, contributor to many network shows, and Beulah Karne, who conducts her own show on WENR, discussed "one man show" recently in the sixth of the current lecture series on radio writing and production, sponsored by the Chicago chapter of the Radio Writers' Guild.

Hank Grant, currently starring in WGN's "Teens and Tunes," replaced Jimmie Costello on Goldblatt's "Let's Have Fun" air show when Costello leaves for a series of theater engagements.

Says MBS Co-Op. Program Denied To Commercial FM

Schenectady — Charges that D. Golenpaul, owner of "Informative Please," has "arbitrarily prohibited the presentation of his program on commercial FM stations was made here yesterday by Leonard As. president of WBCA, Mutual's FM outlet in the Schenectady area. As pointed out that other MBS co-web shows such as Kate Smith's and Fulton Lewis, Jr., are commercial sponsored on WBCA, the FM station.



HOTEL STRAND

Atlantic City's
Hotel of Distinction

A hotel planned and designed for your every comfort . . . assuring absolute rest and relaxation . . . amid an atmosphere of refinement . . . Beautifully furnished rooms . . . Ocean front verandas . . . Roof solarium . . . Salt water baths . . . Cuisine unsurpassed . . . Garage premises.

OPEN ALL YEAR
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Exclusive Pennsylvania Avenue and Boardwalk

AGENCIES

**Stanton Survey Of Audiences
Would Use Radar Principles**

(Continued from Page 1)

CORNWELL JACKSON, West Coast radio head of J. Walter Thompson Co., has announced that Cal Kuhl is back with the agency as a vice-president. Kuhl left J. Walter Thompson in 1943 after being with them for 13 years. During that time he produced the Rudy Vallee program, Chase and Sanborn show, and Kraft Music Hall, all when they were hour-long programs. He also produced many other Thompson features. He organized and at one time served as head of the Hollywood office.

ADVERTISING FEDERATION OF AMERICA has elected membership: The Gruen Watch Company, Cincinnati; United States Brewers Foundation, Inc., New York; Fort Worth Star-Telegram, Fort Worth, Texas; The John E. Wolf Company, Oklahoma City, Okla.; Ollian Advertising Company, St. Louis, and The Jessop Advertising Company, Akron, Ohio.

ROBBINS ADVERTISING AGENCY has announced that the Ben Tucker Cocktail Lounge (WINS Tues.-Sat. 5:15-5:30 p.m.) will have an indefinite run on WINS with Wally Griffin as the featured vocalist. Wally Griffin appears nightly at Garrison's in New York.

FRIEDENBERG AGENCY, INC., has been appointed exclusive representative for WJEL, 250-watt Mutual affiliate in Hagerstown, Md.; and for WKOC, 1,000-watt independent station in Framingham, Mass.

THE HARRY ALTER CO., Chicago land distributors of Crosley products and Lauderall—the automatic home washer—are sponsoring through Malcolm-Howard Advertising Agency, the wrestling matches televised from WBKB.

SEIDEL ADVERTISING AGENCY, INC., has been appointed to conduct the advertising for Edwoods Silver Company, N. Y.

**Coal Company To Sponsor
5 Minute Newscast On MBS**

Appalachian Coals, Inc., of Cincinnati, will sponsor a daily five-minute news roundup over Mutual, 7:15 p.m., beginning Dec. 1, Jess Barnes, web vice-president in charge of sales, has announced.

Believed to be the first network show on behalf of coal industry public relations, program will be titled "Coal Speaks," and will feature newscaster Alvin Helfer. Haehnle Advertising Co., is the agency.

system to be known as Instantaneous Audience Measurement Service was developed by Dr. Peter C. Goldmark, Columbia's director of engineering research and development, and will be demonstrated in the field next spring in connection with the first annual CBS Listener Research Forum.

In explaining the new system, Mr. Stanton said it would provide broadcasters with reports showing the minute-to-minute trends for all segments of the audience—in big cities, small towns and rural areas as well as income levels. The information, he said, will be recorded permanently on a special tape "as fast as it takes a radar signal—traveling at the speed of 186,000 miles per second—to go from the transmitter out to representative radio families and back again."

Describing the IAMS procedure, Stanton reported that a very high radio frequency signal goes out in all directions from the transmitter as far as the station itself can be heard. Throughout this area, a complete cross-section of different types of radio homes will be equipped with a special device that will automatically and continuously report back to the transmitter while their radio sets are turned on.

Each family report, he continued,



STANTON

will contain four different kinds of information:

1. When the set is in use.
2. What program is being listened to, minute-by-minute.
3. The income level of the listening family.
4. The location of the listener, family in terms of city, town or farm.

As the reports come in continuously from the different homes, the information is recorded electronically, automatically minute-by-minute for each program on each station tuned in by each set—so that there is a record of the program audience size and that of competing programs, the kind of people that comprise each audience as well as competing programs' audiences.

"Applause" a Factor

Remarking that IAMS, which measures sizes of program audiences, still leaves open the important question of measuring the intensity of radio "applause," Mr. Stanton cited the work of the CBS Program Analyzer in getting answers to the further question of just how much the audience likes a program and the individual talent in it, and why it likes or doesn't like each part of a program.

Over the past five years, Mr. Stanton said, CBS has studied hundreds of different programs intensively in this manner with the Program Analyzer, for many different types or organizations and people, ranging from the U. S. Government to individual talent that was being considered for specific programs.

**Memphis Station Covers
Hearing With Recorder**

Memphis—WMPB made history in Memphis radio broadcasting last week by presenting for the first time in the Mid-South actual testimony of witnesses recorded on-the-spot direct from a court room.

WMPB placed its wire-recorder and microphones at the witness and judge's bench of the federal district court and picked up on-the-scene testimony of the Congressional investigation of the Memphis housing situation. The 24-minute broadcast was wire-recorded in federal court and aired the accounts of local witnesses who paraded before the presiding Congressmen who came here to conduct the hearing.

Beech-Nut Car On "Train"

A carload of Beech-Nut Strained Baby Food was presented to the Friendship Train by the Beech-Nut Packing Company, it was announced yesterday. Car, which contained about 2,000 cases of baby food, each case containing three dozen jars, was being loaded at the company's plant at Canajoharie. It was attached to the Train in New York, upon the latter's arrival here.

**FCC Okays 15 Permits
For New AM Stations**

(Continued from Page 1)

Tillamook Broadcasting Co., KTL, Tillamook, Oregon; Nashua Broadcasting Corp., WOTW, Nashua, N. H.; Loys Marsden Hawley, WBCS, Bennettsville, S. C.; Scotland Broadcasting Co., WEWO, Laurinburg, N. C.; The Lewiston-Auburn Broadcasting Co., WLAM, Lewiston, Maine.

Also Woodward Broadcasting Co., KSIW, Woodward, Okla.; Winston-Salem Broadcasting Co., WTOB, Winston-Salem, N. C.; KAKE, Inc., Wichita, Kansas; Hudson Valley Broadcasting Co., WROW, Albany, N. Y.; Blackstone Broadcasting Co., KTBB, Tyler, Texas; Radio Santa Cruz, KSCO, Santa Cruz, Calif.; El Paso Broadcasting Co., KELP, El Paso, Texas; Big Island Broadcasting Co., KPA, Hilo, Hawaii.

V.I.P. SERVICE INC.

Prize-Package Producers

1775 Broadway New York City

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(Established 1936)

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STEINMAN
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Sales Representative

**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco and Hollywood

IN CLEVELAND IT'S
WHK

TBA, Philco And RCA-NBC Heard At Tele-Band Session

(Continued from Page 1)

tion during the Commission's hearing on tele channel sharing:

(1) Expressed "complete accord" with Commission conclusions that there is no practicable sharing arrangement between tele broadcast and certain other services which would not cause serious interference to video reception.

(2) Opposed continued sharing of tele Channels 7 and 8 with government fixed and mobile services.

(3) Opposed Commission's proposal to withdraw from the tele allocations television community Channel No. 1.

(4) Stressed the present need for a minimum of three additional commercial television broadcast channels in the general frequency range presently assigned to tele.

Conceding that the problem is a difficult one, Poppele said the question should be decided on the basis of "comparative public interest." Along this line, he stressed that tele should get the nod over other services in any dispute over present video channels.

Underlining the growth of what is now the "television broadcasting industry," Poppele declared: "The dollar value of television broadcasting equipment, in annual industry production, with two months still remaining in 1947, will amount to \$4,700,000." He estimated this would reach over \$10,000,000 in 1948 and over \$12,000,000 in 1949.

Total production of video sets this year will reach about 176,000 sets, he said, with present monthly production of all makes of television receivers running about 25,000 sets. Dollar value in television receiving sets, at the present rate of manufacture, will amount to \$74,000,000 for the year, he added.

Poppele asserted the dollar value of television sets next year has been estimated at \$387,000,000, based on a predicted production of 750,000 units and \$460,750,000 in 1949 based on an estimated 1,106,000 sets.

Total annual industry production in dollar value, combining both receiving and transmitting equipment and accessories for 1947 will amount to \$79,000,000, Poppele estimated. His estimate for total industry production in 1948 was set at \$397,000,000, and in 1949 at \$472,750,000.

"There can be no doubt," the TBA president stressed, "that where public interest, as between services in this (commercial video) portion of the spectrum is the touchstone, television broadcast will be paramount in the contemplation of the average citizen. Television has arrived."

Also noting the great strides of tele, Gustav B. Margraf, appearing in behalf of RCA and NBC, warned against continuing changes in television allocation and called on the Commission to "assure the stability of the frequency assignments made to television."

"If television is not to be subjected to intolerable interference," he said,

"it is imperative that a solution be found which will avoid sharing of television channels and use of the 72-76 mc. band by the mobile services."

Under the proposed revised allocation plan two cities, Bridgeport, Conn., and Trenton, N. J., which now have a television channel assigned to them, would be prevented from having any local television service. Four other cities: Chicago, Cleveland, Columbus and Springfield-Holyoke, Mass., would each lose one television channel.

"The ultimate results of the loss of Channel No. 1 are more far-reaching," He said, "To compensate for the loss of this channel, other channels are substituted for Channel No. 1 in the proposed revised allocation plan for a number of cities throughout the country. As a result, the mileage separation between stations on the same channel and on adjacent channels has been reduced in a significant number of instances. This reduction in mileage separation will result in enlarging the areas of interference between stations."

F. J. Bingley, of Philco Corp., told the Commission that "channel sharing will cause intolerable interference to television and should be abolished."

Bingley also made these points: The suburban problem is beginning to be felt now and will become increasingly apparent with the further growth of tele service; the proposed plan is "unsatisfactory" in that it fails to recognize the suburban problem and will introduce cases of interference due to "relaxed" allocation standards.

WWJ-TV, AMA Plan Auto Television Film

Detroit—Plans for a new documentary television film about the automobile industry have been completed, it was announced here by WWJ-TV and the Automobile Manufacturers Association, co-sponsors.

Film will trace the economic and social effects of automotive use, as well as "what it takes" to design and engineer motor vehicles to meet the modern-day needs of the nation. To develop the story, WWJ-TV's cameramen exposed hundreds of feet of new film, and various automotive companies provided an equal amount of footage from their extensive motion picture libraries. When broadcast, the film, in 16mm. size, will run 20 minutes.

The AMA has employed television as a practical public relations medium for nearly a year. For WWJ-TV, it marks the first time the Detroit video station has undertaken to develop an automotive program on an industry-wide basis.

Under consideration by the AMA is nationwide non-theatrical distribution of the film following its initial telecasting. Also being considered are additional video broadcasts throughout the country.

WNEW Mystery Series Bought By Bruno Co.

In what is believed to be the largest program time sale of its type for a New York independent outlet, WNEW sold its half-hour "Mysteries at Eight" program across-the-board to Bruno-New York, Metropolitan area distributors of Bendix home appliances, RCA-Victor records, radio and tele sets, International Harvester and Presto pressure cookers.

New York indie exerts regard the sale as a major step in a trend toward the use of local stations by major advertisers. They pointed out the fact that the sale involved top network listening time, 8 to 8:30 p.m., Monday through Friday.

Inaugurated by WNEW in June of this year as a sustainer, the strip raised the average rating for the time segment over 100 per cent. The outlet's Monday-Friday pulse average for the time in May was 1.1. Inauguration of the mystery series brought a 1.7 average. The last available figures, the October pulse ratings, give the series an average of 2.3.

Purchase of the transcribed shows represents also the biggest buy of radio in the history of the sponsor. Gerald O. Kaye, sales manager of Bruno-New York set the deal with the outlet.

Ackerman Leaves Y & R To Join CBS As Exec. Prod.

(Continued from Page 1)

Fineshriber, for the past five years assistant director of broadcasts, as general manager of the program and public affairs departments was announced by Hubbell Robinson, Jr., CBS' vice-president in charge of programs, and Davidson Taylor, vice-president and director of public affairs.

Ernest H. Martin, will continue in his present capacity as director of CBS network programs, Hollywood.

Ackerman's duties will consist primarily of working with Robinson in planning and production of network shows originating in New York, it was said. Fineshriber will continue to work with both Taylor and Robinson on entertainment and public affairs programs on a planning and co-ordinating level. Ackerman has been a Y&R exec for the past 14 years.

Mail Order House Buys Time On Du Mont's WABD

WABD, key station of the DuMont tele network, has sold a series of one-minute spots to Tele-Trading Post, Inc. to be aired Mondays-through-Fridays, starting December 1. Firm is a mail order house which will use the television screen instead of catalogs to acquaint customers with merchandise. Firm will supply viewers with order blanks in the form of return-addressed postcards.

All spots will be film, and schedule was arranged by Lee Wallace, DuMont account executive.

Bergen Making Films For Advertising Use

(Continued from Page 1)

using cartoons and animated characters developed by his company. In his Hollywood studio he will start work soon on a 10-minute television film featuring himself, Pat Patrick and Ray Noble. It will be a comedy program, with the action taking place in an operating room, and will be ready by the end of January. Film will also use music provided by a choral group.

Bergen started his own video production unit a year ago and was then thinking in terms of live television packages. However, he's had to drop that idea for the present to concentrate exclusively in film programming. Another means which Bergen has found to bridge the financial gap in production cost is to not only sell the films for television but to distribute them for home consumption where there is no conflict between the two operations. He'll probably make his own distribution through local camera and photo shops.

Notes Growing Audience

The ventriloquist told RADIO DAILY that he is greatly impressed on his annual jaunts to New York, to note the progress of television and the speed at which it is catching on. He said video has made greater popular strides here than it has on the West Coast because program fare is better. Bergen was not only impressed by the growing number of television sets in bars and public places but also by many of his Manhattan friends who, in their homes, never turn on their radios when television programs are available. Citing a case history of a 12-year-old daughter of a friend, Bergen said she's a Charlie McCarthy radio fan but returns to the family video receiver when Charlie finishes his lines. She ranks television far and above the rest of the Chase & Sanborn program.

Dilikes Coast-to-Coast

While the television industry is touting a coast-to-coast network in 1950, Bergen viewed this as a great mistake. He'd much rather see local stock companies have a chance to develop their own video productions for their local stations rather than have most of the fare fed from New York or the coast. Bergen is in favor of giving opportunity to travelling stock companies who would work stations on a regional basis.

Meanwhile, Charlie McCarthy remains inactive in the ventriloquist's television productions. Radio and video rights to the well-known high-hatted and be-monocled dummy belong to Standard Brands.

IN CLEVELAND IT'S



Video High On Agenda Of N. Y. Council, 4-A

(Continued from Page 1)

however, practically took a back seat since the NAB only a few days previously suspended indefinitely the Feb. 1 effective date.

Two of the five talks delivered during the session on radio production were devoted entirely to television. One was prepared by Ralph Austrian, veepee in charge of television for Foote, Cone & Belding, but delivered by his executive assistant, Roger Pryor. After telling why video is a positive, up-and-coming industry, the Austrian speech revealed that the agency's most urgent need, television-wise, is for market information. Austrian pointed out that his agency has a client who makes a woman's product but it cannot recommend television to the sponsor until it knows how many women look at television, when they look, how long they look and what best they like to see. Austrian termed the present situation a "shocking lack of information."

Ted Steele Concurrs

The same attitude was shared by Ted Steele, veepee and radio director for Benton & Bowles, chairman of the meeting on radio production. Steele implied that agencies are eager to recommend television to advertisers but they can't do so until market information is available.

Getting back to Austrian, he further disclosed that the agency's next responsibility is development of commercial messages and programs. He said sporting events on television are okay but that they lack one important asset—a fixed and unvarying time segment. Video clients he added, will eventually demand assurance that their programs will go on the air at a set time.

Finally, Austrian said, television will introduce a new crop of advertisers, sponsors who've never before used radio because they couldn't properly couple their product to the radio medium.

Forbes Asks Showmanship

William E. Forbes, manager of Y&R's television department, stressed the important feature of showmanship in video commercials and said they must be dramatized. As for video's future, he said, "In my view, its horizon is immense."

Increased rates of payment for artists have materially contributed to radio's growing costs and its narrowing advantage as an advertising buy, according to Francis C. Barton, veepee and radio director for Federal Advertising Agency. Barton appealed for more effort by both talent groups and ad agencies to arrive at an un-

SOUTHWEST SIDELIGHTS

AL CLAUSER and the Oklahoma Outlaws heard weekly over KFJZ, Fort Worth, and the Texas State Network on the Pepsi Cola Hour have cut a series of transcriptions which will be offered to stations throughout the country. There will be a total of 97 selections offered in addition to three theme songs for program purposes.

Louis Breault, author of WFAA's (Dallas) "Homer K. Saphed" traffic series in 1946, has returned to the outlet as public service program director after a brief leave of absence. Breault was a public relations officer during the war with the Eighth Service Command in Dallas.

Edward D. Hyman, staff announcer for KYFM, San Antonio, was credited by Army Intelligence officers with being the first Allied military personnel to get a close look at one of the first German V-2 rockets. This was brought out during the display of one of the bombs in the interests of Army recruiting.

Bob Clark has joined the sales staff of KTSA, San Antonio. Clark was formerly on the staff of WOR, New York City. He has also been vocalist with Vincent Lopez and Don Bestor orchestras.

Red River Dave, popular singing cowboy, and Lou Emerson, ballad and minstrel singer, both featured on WOAI, San Antonio, are filling a busy schedule of personal appearances with dates in Cotulla, Stockdale, and Runge slated for the month of November. Dave was recently chosen as "most typical western entertainer" by the Grand Chapter of Texas, Order of the Eastern Star.

"Inter-company Radio Service for Truck Operation" was discussed by

understanding of each other's problems.

Also on the subject of production costs, Leonard T. Bush, veepee of Compton Advertising, related that the new agreement between the four major networks and the Radio Writers Guild, covering free-lance writers, is binding only upon the webs. He said this does not cover purchase by agencies and sponsors of scripts from free-lance writers.

The adoption of a code by NAB would be in the interest of improving radio as an ad medium, according to Louis W. Brockway, executive veepee of Y&R. He's also chairman of the 4-A committee on radio and television policies. Brockway told of suggestions made by the 4-A's to NAB on the code matter which reportedly are less radical than some made by certain NAB members.

Included on the panel discussing media was Mary Dunlavey, time buyer for Pedlar & Ryan, Inc. She told agency execs that the number of stations has doubled in the last two years and that it is the responsibility of all time buyers to be thoroughly familiar with all the new outlets. She said there are 250 communities with stations now which didn't have them at the end of the war.

C. D. (Bud) Lutz, manager of KYFM, San Antonio, at the Tuesday luncheon meeting of the San Antonio Association of Motor Carriers which was held at the Plaza Hotel. Lutz told of the advantages of FM and of the many new types of FM equipment recently introduced to the people.

As a service to its farm and ranch listeners, WOAI, San Antonio, is opening its transmitter at 5:15 a.m. to give an additional half hour of music, hymns, intermittent time and weather reports to early listeners. Consolidated Drug Co. has purchased a half hour segment of the pre-dawn air time beginning at 5:25. Sunday opening remains unchanged, with a six-minute Morning Devotional program beginning at 6:00 a.m.

Elliott Robertson has joined the production staff of WFAA, Dallas. He was chief writer and production man for KPO, San Francisco, and later served as Presidential Producer of Broadcasts at WRC, Washington, D. C.

Sunset Melodies is being heard each weekday evening over WOAI, San Antonio, featuring music by Mel Winters and the WOAI staff orchestra, songs by Eileen Powell and Paul Renault with Dick Perry as master of ceremonies. Program is sponsored each Monday, Wednesday and Friday by Shaw Jewelry Co.

Paul Huhndorf, former engineer with KTRH and KTHH, Houston, has been named chief engineer of KLEE, Houston, which is now under construction.

The FCC has granted a power increase to KVLU, Lubbock. Station at present operates on 790 kc. with a power of 1000 watts. New increase gives station 5000 watts. KVLU operates daytime hours.

"Pulse" Adds Cincinnati: Now Measures 6 Cities

The Pulse, Inc., announced last week further expansion of its radio measurement service, beginning in November, when it adds Cincinnati to its list of cities measured each month.

Cincinnati will be the sixth major metropolitan area to be covered by Pulse interviewers, and it brings the company's coverage of radio listener surveyed up to 6,289,880, or 18.5 percent of the U. S. total, it was said. Cincinnati Pulse will be issued bi-monthly, and the first report will cover the November-December listening period.

Acquire Company Stock

Acquisition of a substantial stock interest in National Union Radio Corporation by a new group including Harry E. Collin, Toledo, Ohio, and Forrester A. Clark, Boston, was announced by C. Russell Feldman, board chairman. Both Mr. Collin and Mr. Clark were elected to the NURC board at the meeting held in Newark.

National Spot Drive Planned By Hudson

(Continued from Page 1)

troit automotive manufacturing company.

The new campaign calls for an average of 20 spots per station and will be launched on November 30 through the Brooke, Smith, French and Dorrance agency. Campaign is designed to create interest in the new line of Hudson cars.

"The program is divided into two separate parts, a period of pre-announcement build-up spots, followed by a period of straight new-car announcement spots designed to bring to bear the greatest possible interest in the new Hudson," Roberts said.

Spot announcements in both campaigns have been made in different lengths, Roberts said. The longer spots permit a brief announcement for the dealer at the end of each one. The short announcements (chain breaks) have been prepared to take advantage of evening radio time between network programs when a greater audience is available. Because these are so brief . . . 15 and 20 seconds . . . local dealer cut-ins will not be used.

Un-Am. Activities Probe Eyeing Radio, Says Durr

(Continued from Page 1)

FBI's action and charged that many of these reports can be rejected as "baseless gossip."

Durr's remarks were contained in an address before the National Association of Educational Broadcasters in Chicago on October 26.

Although Durr declined to enlarge on his statement, it was believed here that the FBI is furnishing the Commission with information on alleged Communists in the industry, in many cases before the FCC has passed on applications.

In his speech, Durr warned that the Hollywood probe by the House Committee on Un-American Activities may spread to the radio industry. "I do not think," he said, "that what is taking place with reference to the movie industry will stop with the movie industry. Radio very likely will be the next victim and our schools and universities cannot assume that they will be immune."

Durr's remarks, which were unreported at the time he made them, are expected to cause widespread comment in Washington and elsewhere. Previously, FBI Director J. Edgar Hoover had stated that the FBI did not initiate investigations on its own. Durr's statement appeared in variance with Hoover's.

Dolan Gets Sports Post

Jimmy Dolan, formerly assistant director of sports at CBS, has been elected to the newly-created post of executive secretary of the Sports Broadcasters Association, it was announced yesterday. Dolan is currently assisting Ted Husing in his weekly football chores over Mutual.

RECORD LIBRARIAN wanted to head record department of N. Y. C. station. Experience in popular and classical programming, cataloguing, purchasing, and directing personnel. Write qualifications. Box 419, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

NEW STATIONS

Texas AM Outlet Opens

Dallas, Tex.—KLIF, owned and operated by Trinity Broadcasting Corp., began operations here, last week with 1,000 watts on 1190 kc, daytime. Gordon B. McLendon is managing director. Aubrey Escoe, manager; Howard Bogaric, program director; Loren Watson, news director; Glenn B. Callison, chief engineer; David A. Ward, promotion director; Faye M. Schexnayder, traffic manager, and Tom Hill and Bruce Collier, sales. Mrs. Meg Healy, wife of the late Capt. Tim Healy, is director of women's activities.

Added Kansas Coverage

Kansas City, Mo.—KFRM, new 5,000-watt daytime rural station for central and western Kansas, will go on the air Dec. 7. It was announced by Arthur E. Church, owner and president of Midland Broadcasting Co. Operated in conjunction with KMBC here, the new outlet will be the first in the country to be located far from the source of programs. The KFRM transmitter is near Concordia in north central Kansas. Station reps will be Free & Peters.

WLAW Adds FM

Lawrence, Mass.—WLAW-FM went on the air last week with the playing of the National Anthem and dedication of the station by Irving E. Rogers, president. Outlet, which will have eventual power of 17 kw., is operating on 93.7 mc., from the site of the WLAW transmitter at Burlington. Program schedule is from 3 to 9 p.m., daily.

Carolina State Network Will Open On January 1

(Continued from Page 1)
pect to broadcast on frequency modulation wave lengths in night hours. Stations affiliated with the new network include WFNS, Burlington; WTNC, Thomasville; WTOB, Winston-Salem; WBBO, Forest City; WKBC, North Wilkesboro; WGTJ, Kannapolis; WEWO, Laurinburg; WADE, Wadesboro, and WWGP, Sanford.

The Friedenberg Agency, Inc., of New York and Chicago, has been appointed exclusive national representatives for the new North Carolina State network. The agency, according to Harry A. Friedenberg, president, will open another office at Charlotte in the near future for the purpose of closer relationship with the new regional web.

IN CLEVELAND IT'S
WHK

COAST-TO-COAST

—MASSACHUSETTS—

BOSTON—Recently guesting on WCOB were Virginia Mayo and John Garfield, who were here for the Greater Boston Community Fund Drive, and Bramwell Fletcher, British star of stage and screen, who is currently appearing at the Colonial Theatre in "Lady Windemere's Fan." Miss Mayo appeared on "Invitation To Studio A." Garfield was heard on Bill Hickok's "Harmony House," and Fletcher was heard on the Trudy Richmond program. . . . **LAWRENCE**—Additions to WLAW's staff include Russ Olthaus and Lee W. Clifford. The former served as radio director for the OPA and has joined the announcing staff, while the latter has taken hold in the engineering department.

—INDIANA—

COLUMBUS—WCSI-FM has inaugurated a new series of Sunday programs entitled, "Southern Indiana's Town Hall Forum." Format includes discussions of local, regional and national affairs with a panel of educators and journalists from southern Indiana colleges, high schools and newspapers participating. . . . **INDIANAPOLIS**—In accordance with its policy of maintaining a curriculum in keeping with the modern trends, Indiana University, in Bloomington, has included a course listed as "Radio As An Advertising Medium." Lecturer for the course is WIBC news and special events director, Gordon Graham. . . . **SOUTH BEND**—A 480-foot steel tower, used to support WBSF's transmitting antenna, has been completed. The building housing the transmitting equipment is being remodeled to accommodate a new 10,000-watt Federal frequency modulation transmitter. This new equipment will have an effective radiated power of 20,000 watts.

—CANADA—

TORONTO—CFRB recently inaugurated a series of programs designed to give a bird's eye view of the careers which are open to girls in Canada. Each Monday, members of the Zonata Club of this city (women who have climbed to the top of their business or profession) will pass on to the career women of tomorrow the secrets of their success. Series will be called "Salute To The Girls." . . . **VANCOUVER**—Dave Pomeroy has joined the CKWX technical staff as program engineer; and Al Klemman, formerly on chief engineer Jack Gordon's staff, has moved over to sales.

—NEW YORK—

KINGSTON—Francis W. Antenucci, former advertising manager of the Kingston, N. Y., Evening Leader, has joined the sales staff of WRNY. . . . **GENEVA**—New series of programs on WGVA is "History Behind the News." Treated with objectivity, broadcasts in this series have dug deep into the history behind the Netherlands East Indies, the British Empire and third party tendencies in the United States. Programs are written and voiced by Joe Michaels. . . . **UTICA**—Martha Manners, formerly of the New York stage, has been appointed di-

rector of educational and women's programs on WGAT. Miss Manners also is director and moderator of a new program on that station called "Utica Speaks."

—MICHIGAN—

DETROIT—New western program, entitled "Down the Trail," will premiere over WJR November 22. Show will feature well-known western artists singing the best of western songs. Among the recorded artists will be Tex Williams, Roy Rogers, Gene Autry, Sons of the Pioneers, Slim Bryant and his Wildcats and Dixon's Melody Mustangs. . . . Jean Smorski, formerly with WTOD, Toledo, has joined the staff of WJBK as music librarian.

—OHIO—

COLUMBUS—New public relations technique has been inaugurated by WOSU, station operated by Ohio State University. New series of broadcasts features station's program staff talking with listeners about what both groups can do to make WOSU better. Show is heard each Monday, from 3:45-4:00 p.m. . . . **CLEVELAND**—H. W. Black, an amateur photography fiend from Coshocton, Ohio, walked off with most of the honors in WTAM's third annual Farm Picture contest. His "Modern Farm" will grace the cover of the annual WTAM Farm Calendar which is put out by the station's Modern Farmer, Jim Chapman. . . . **TOLEDO**—First firm in this city to sign a contract for sponsorship of a television program to be beamed from the new Fort Industry Co., television station here, to begin operation next April, is Lee Motors. Arrangements are being made with motion picture companies to supply cartoon films for the program. Handling the account for the automobile firm is the Wendt Advertising Agency.

—PENNSYLVANIA—

PHILADELPHIA—All programs, from sign-on to sign-off, are now being recorded by WCAU by means of a newly installed electronic belt recorder, which went into operation last week at the station's transmitter tower in Moorestown, N. J. According to Dr. Leon Levy, station general manager, "It is the first practical and economical means of keeping a permanent record of what actually goes out over the air and not merely what is in the script." . . . "The Jacob Reed Schoolboy Sports Show," a television program highlighting the top scholastic football contest in this city each week, recently made its bow on WFIL-TV. Show will include newsreel coverage of the outstanding game and will be handled by Jack Ryan and Tom Moorehead.

BEHIND THE MIKE

By SID WEISS

JUDY CANOVA has an offer to front her own rodeo on tour—in a singing Jenny Lind type of role.

Songstress Ronna Lord has joined the show at Spivy's Roof. The kilocycles are full of good announcing and narrating voices, but a lad with polished tonsils and a distinctive voice, for our money, is John Bradford.

Art Hannes, heard on CBS Symphony Hour, set to narrate the web's "School of the Air" series.

A woman from Pennsylvania was recently asked on the Bill Todman-Mark Goodson quizzer, "Winner Take All," what state had the second largest population. She didn't know it was her own state of Pa., but what mad her face really red was her admission that she was a census taker.

Page Cavanaugh reported on the mend after recent auto accident.

Savannah Churchill, sultry song stylist whose Manor recording of "I Want To Be Loved" is currently one of the best sellers, begins a return engagement at the Onyx Club.

Dick Hyman's "Nonsense, USA" to be published early in '48 by Duell, Sloan & Pearce.

Paul Whiteman the subject of a four-page spread in current Redbook, and a similar layout in the Dec. 7 issue of Parade.

TESTIMONIALS

We Got 'Em!

VARIETY

"America's Foremost Singers of Western Songs"

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable—scaled to the size of the station and market. Available, too, at cost is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL 41, NO. 35

NEW YORK, THURSDAY, NOVEMBER 20, 1947

TEN CENTS

Facsimile Reported Ready

Four-Web Code Action May Be Voted Today

Possibility of the creation of a four-web interim code will be further explored today by representatives of NBC, ABC, CBS and Mutual who will continue a session begun at NBC headquarters Tuesday.

At the same time, NBC's station planning and advisory committee will meet in a two-day confab at the Waldorf-Astoria with prime attention centered around recommendations by network president Niles Trammell regarding the setting up of a code for its own stations. Trammell ex-

(Continued on Page 3)

Files, Prod. Peak Set By Stromberg-Carlson

Rochester—Stromberg-Carlson established a new record for peacetime production for the month of October, with shipments 44 per cent over the like period last year, according to Dr. Ray H. Manson, president. Other precedent was established in billings, Manson said, which during September of this year equaled the entire year of 1946. Production of delivery of FM-AM radio-phon-

(Continued on Page 6)

Im Co. To Use Tele To Preview New Films

First use of television by a motion picture company to "preview" new releases will be made this week and next when Eagle-Lion Films commences plans currently under way for schedule on all three New York radio outlets, WNET, WCBS-TV and WABD.

According to Max E. Youngstein, (Continued on Page 3)

Fightin' Words

Heavyweight Champ Joe Louis and the challenger, "Jersey" Joe Walcott, will stage a verbal preview of their meeting on "We, the People" next Tuesday (9:30 p.m., EST.) Walcott, speaking from WCAU, Phila., will describe how he'll take the crown from Louis. The Brown Bomber, champ for a decade, will tell the radio audience how mistaken is Walcott.

Social Gathering

Network officials met with James C. Petrillo and AFM leaders from Chicago and Los Angeles yesterday for an hour but the session was strictly a preliminary affair with neither side making any demands. Petrillo said the first meeting was merely an attempt to start negotiations for a new contract on a friendly basis. Group meets again at 4 p.m., today.

FCC Hears FM Plea For Video Band No. 1

Washington Bureau, RADIO DAILY Washington—Top figures in the field of FM, including fiery Maj. Edwin H. Armstrong, yesterday called on the FCC to turn over television channel No. 1 to exclusive FM operation—a move described as a "must" for development of FM networks.

Four major networks and RCA came under Armstrong's fire for what the inventor of FM described as de-

(Continued on Page 6)

Philco Buys 6-Hour Period On New York FM Outlet

In a transaction unprecedented in radio, the Philco Co. has assumed sponsorship of a consecutive six-hour period one night a week over the New York indie FM outlet WABF, presenting a varied program of recorded classical music every Monday from 6 p.m. to midnight.

Music will be uninterrupted with

(Continued on Page 2)

New York Tipster Intrigued By Identity Of "Miss Hush"

An unwanted rider jumped aboard the Truth or Consequences "Miss Hush" contest bandwagon yesterday when newsstands in Times Square area of New York began displaying signs offering the identity of "Miss Hush" for one dollar.

Payment of the required sum delivered a sealed white business envelope with a red seal affixed to the closing and the words "Miss Hush" printed on the front in heavy 36-point type.

15 Press-Owned FM Stations Promised Facsimile Installations During Next Few Months

Commercial facsimile broadcasting will be launched in a limited way by January 1 with 15 of the nation's leading newspapers participating, Radio Daily learned yesterday.

Plans for early inauguration of facsimile broadcasting were completed Wednesday at a joint meeting of broadcasters, newspaper publishers, and executives from General Electric and Radio Inventions, Inc., held at the offices of John L. Hogan, facsimile inventor, in New York.

The meeting resulted in definite commitments on the part of General Electric to deliver transmitters and a limited number of recorders to the newspapers during the months of December, January, February and March. These transmitters will be utilized in connection with the newspapers' FM stations for broad-

WMLO Files Charges Re AFM With NLRB

Milwaukee—WMLO yesterday filed a complaint with the National Labor Relations Board charging James C. Petrillo and the American Federation of Musicians with violation of the Taft-Hartley Act.

Charging that the union imposed a secondary boycott against the station in an attempt to force it to rehire four musicians whose services were not needed, the complaint names officers of the Milwaukee Musicians' association in addition to Petrillo.

Specifically the complaint said: "The union has attempted and is

(Continued on Page 3)

Congressional Action On Radio Law Likely

Washington Bureau, RADIO DAILY Washington—Sen. Wallace H. White, Jr., chairman of the Senate Interstate and Foreign Commerce Committee, has given the "full speed ahead" signal for new radio legislation, with the revised version of his amendments to the Communications Act being rushed toward completion. He is hoping for action by his full committee and possibly by the full

(Continued on Page 5)

ATS Luncheon

Fred R. Gamble, president of the American Association of Advertising Agencies, will address the luncheon meeting of the American Television Society in the East ballroom of the Hotel Commodore on Monday at 12:15 p.m. Gamble will speak on "The Agency's Viewpoint on Television as an Advertising Medium."

Source of the tip-sheet is unknown; (Continued on Page 5)



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JOHN W. ALICATE : : : Publisher

FRANK BURKE : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wink, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oiler, Chief, Managing Claret
6417 Dahloesga Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 271
CHICAGO BUREAU
Nat Green
1417 Ashland St. Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Nov. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 7/8	8 7/8	8 7/8	+ 3/8
Am. Tel. & Tel.	153	152 3/4	152 3/4	- 1/4
CBS A.	25	24 1/2	25	+ 1/2
CBS B.	24 1/2	24 1/2	24 1/2	+ 5/8
Farnsworth T. & R.	8	7 3/4	8	+ 1/4
Gen. Electric	35 1/2	35 1/2	35 1/2	+ 1/2
Philco	33 1/2	32 3/4	32 3/4	+ 1/2
RCA Comm.	9 1/2	9 1/2	9 1/2	+ 1/4
RCA First pfd.	71 1/2	70	71 1/2	+ 1 1/2
Stewart-Warner	15 1/4	15	15 1/4	+ 1/4
Westinghouse	28 1/2	28 1/2	28 1/2	+ 1/2
Westinghouse pfd.	95 1/2	95	95 1/2	+ 1/2
Zenith Radio	20 1/2	20 1/4	20 1/4	+ 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7 3/4	8
Finch File Comm.	3 1/4	4 1/2
Stromberg-Carlson	13	14 1/2
U. S. Television	2 1/2	2 5/8
WCAO (Baltimore)	37	39
WJR (Detroit)	12 1/2	13 1/4

10 YEARS AGO TODAY

(From the files of Radio Daily)

Plans were completed by RKO for a full hour variety show headed by Milton Berle and featuring stars under contract to the studio. . . . NBC Chicago activity reached an all-time high both in number of broadcasts and in billings, vice-president Niles Trammell announced. . . . Tom Wallace was named producer of General Mills' "Hollywood in Person" over CBS replacing Clay Osborne.

WE ARE THE AMERICA!
WETA ANDALUSIA ALABAMA
ALPHABETICALLY . . . Full Time

★ COMING AND GOING ★

FRANK STANTON, president of CBS, currently in Hollywood, today will address a group of advertising agency executives in Los Angeles, after which he'll leave on a business trip to San Francisco.

HARRY WISMER, director of sports at ABC, is spending today and tomorrow in New York, and will air his nightly programs from this point. He'll go down to Washington on Sunday to cover the game between the Redskins and the Detroit Lions.

C. E. MIDGLEY, sales service manager at CBS, is expected back today from a business trip to Boston.

JAY JOSTYN, radio's "Mr. District Attorney," today will go up to Bridgeport, Conn., where he will appear at the Olde Tyme Minstrel Show arranged for the benefit of Fairfield University.

E. E. HILL, managing director of WTAG, Columbia network outlet in Worcester, Mass., is back at the station following a few days in New York.

JAMES J. KRIEGSMANN, Broadway-Hollywood photographer, is back in Gotham and will guest late this week on WHN's "Wings Over New York."

KINGSLEY HORTON, sales manager in the radio sales division of WEEL, Columbia-owned station in Boston, is visiting in New York. He'll return to Beantown tomorrow.

GEORGE W. WALLACE, network sales promotion manager for NBC, left yesterday on a business trip to Chicago. He'll confer with agency and network officials in the Windy City, and will return Monday.

WILLARD WORCESTER, general manager of WIRE, Indianapolis, and DANIEL C. PARK, general sales manager for the station, are in New York for conferences with officials of NBC and executives of their national station representatives.

LOWELL THOMAS, newsmen on CBS, tomorrow goes down to Washington, and will originate his programs at WTOP. He'll be back in New York next Monday.

FULTON LEWIS, JR., Mutual network's reporter on national affairs, with headquarters in Washington, D. C., is back in the Nation's Capital following a short trip to New York, during which he was a featured speaker at Tuesday's luncheon meeting of the Radio Executives Club.

DAVE LINTON, program manager of the intercollegiate Broadcasting System, has returned from the West Coast.

ELSIE DICK, Mutual network's director of educational and religious programs, is in Boston, where she is serving on a special radio panel at the annual Fall conference of the New England Committee on Education in Radio at the Copley Plaza Hotel.

Former WCFL Executives Purchase WWXL Co.

Chicago—All stock in the Central Illinois Radio Corporation, of Peoria, will be purchased by Homer D. Morrow of Park Ridge, Ill., and Myron A. Beck of Glenview, Ill., under terms of a sales agreement consummated this week between stockholders of the corporation and Morrow and Beck. In purchasing the stock, there will be an adjustment for excess of current assets and current liabilities. Total purchase price is approximately \$100,000.

Central Illinois Radio Corporation is licensee of radio station WWXL, 1000-watt regional station in Peoria, and holds a conditional grant for 20 kw. WWXL-FM to be located in Peoria. Arrangements for the sale were handled by Blackburn-Hamilton Co., Washington, D. C., and terms of agreement and transfer of control of the corporation are subject to approval of the FCC.

Morrow and Beck are veteran radio men who have been associated with WCFL, Chicago, for the past 13 years. They plan to move to Peoria and assume active management of the corporation and WWXL.

Mel. Opera Auditions On ABC For Farnsworth

Farnsworth Television & Radio Corporation will return to radio as sponsors of "Metropolitan Opera Auditions of the Air" on ABC, starting Sunday, January 4, (4:30-5 p.m., EST.) Completion of contract was announced by E. A. Nicholas, Farnsworth prexy; George A. Sloan, chairman of the board of the Opera Association, and network president Mark Woods. Warwick & Legler, Inc., is the agency.

Farnsworth will advertise its Capehart model in addition to its other radio, tele and phonograph sets.

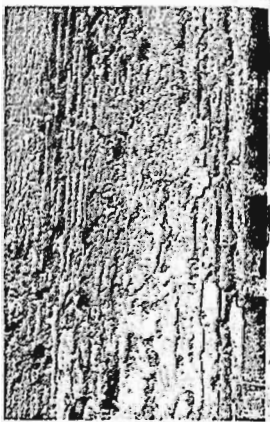
Philco Buys 6-Hour Period On New York FM Outlet

(Continued from Page 1)
commercial being aired at the completion of a selection or program, according to Ira A. Hirschmann, president of WABF. In addition, Philco has given WABF "the right to plan and edit any commercials to fuse properly with the musical taste and standards of the station."

Selection of Monday night came as the result of a survey taken by the station among 2,000 listeners picked at random from the outlet's mailing list. An unusually high response—76 per cent—was received, with Monday ahead of Friday evenings by a slight margin.

The series will be announced Monday via a full-page ad in the New York Times. Contract runs through Dec. 31, 1948.

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. 45 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19



Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside; until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries, to termites . . . but a lot of people who have been coasting along in the seller's market arc going to wake up with nothing but a "thin shell"!

If you've got a sales problem in Baltimore, and you plan to use radio, you'd be wise to use W-I-T-H. That's the successful, independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. 6th largest in the country.

Remember the call letters W-I-T-H!



W-I-T-H

AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Read

Our-Web Code Action May Be Voted Today

(Continued from Page 1)

essed sharp disappointment at the board's failure to take action on the proposed Standards of Practice last weekend and stated on Tuesday that he would request the NBC's committee to give the matter immediate consideration."

Grade reports indicate that the four boards can and will agree on an interim code which will serve as an alternative until the NAB regulations receive board if not full membership approval. The four-network code, if adopted, it's said, will be patterned after the suggestions NBC will outline to its stations group today at the Waldorf.

Meanwhile top network officials are reportedly still optimistic about the present NAB instrument being adopted with the modifications adopted last weekend.

Other NBC execs who will attend its meeting at the Waldorf are: Paul Broome, vice president and general manager of WTIC, Hartford, chairman of the stations planning and advisory committee; Richard H. Mason, manager of WPTF, Raleigh, N. C.; JBOO, Tulsa, Okla.; Milton Greenbaum, president, WSAM, Saginaw, Mich.; H. W. Slavick, director, WMC, Memphis, Tenn.; John J. Gillin, Jr., president, WOW, Omaha; Walter E.

To Air Award

The 13th annual presentation of the Heisman Trophy, awarded to the outstanding collegiate football star of the year, will be made during an exclusive Mutual network broadcast from the Downtown Athletic Club, New York City, on Wednesday, Dec. 10. The honored athlete's name will be revealed during the broadcast, set from 10:15 to 10:30 p.m., EST.

Film Co. To Use Tele To Preview New Films

(Continued from Page 1)

director of advertising and exploitation of Eagle Lion, company will use trailers to show sequences of two new films. "Love From a Stranger" and "Red Stallion." In addition, commercials may be used via remote pickups of both openings on Thanksgiving Day, at the respective theaters, Victoria and Gotham on Broadway.

Buys Brazilian Time

Quaker Oats Co. has signed with Radio Sao Paulo in Brazil to sponsor a half-hour soap opera three times a week. Series is locally produced. Account is handled for the sponsor by National Export Advertising Service, Inc.

Wagstaff, general manager, KIDO, Boise, Idaho, and H. Quenton Cox, manager, KGW, Portland, Ore.

Gillette Will Sponsor New Year's FB Games

Network broadcasts of three New Year's Day football broadcasts will be sponsored by Gillette Safety Razor Co. in an over-all one million dollar ad campaign to promote its new razor blade dispenser. Air reports which Gillette will sponsor on Jan. 1 include the Orange Bowl contest in Miami over CBS, Sugar Bowl in New Orleans over ABC, and the East-West game in San Francisco via MBS. Gillette has also signed for the annual North-South football game in Montgomery, Ala., to be broadcast over Mutual on Dec. 27. Agency is Maxon, Inc.

Starting the first of the year, Gillette will use radio, television, newspapers and magazines to promote its latest product, a plastic package which deals out razor blades one at a time, unwrapped and ready to use. The dispenser holds 20 Gillette blades and is sold for the price of the blades alone. Radio commercials will begin with Gillette's broadcast of the bowl football games and will continue throughout the year on the "Cavalcade of Sports" series, both on radio and television.

KXOK To UN Network

KXOK, St. Louis, has been added to the UN's "Network for Peace," carrying the "United Nations Today" series from 11:15 to 11:30 p. m. In addition, the outlet has made the program available for in-school listening.

WMLO Files Charges Re AFM With NLRB

(Continued from Page 1)

attempting to cause WMLO to pay or deliver and agree to pay or deliver \$231 per week, allegedly as salary for four musicians, but in fact, in the nature of an exaction, for services which are not performed or which are not to be performed. . . .

"The union has invoked a secondary boycott against WMLO by ordering and coercing other employers to cease their business relations with WMLO."

Program schedules at WMLO were interrupted, according to reports, when the union forced off the air all musicians used on commercial and sustaining programs.

WCON, New Atlanta Sta., Appoints Headley-Reed

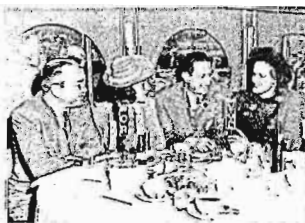
Atlanta—WCON, new station owned by the Atlanta Constitution, and now in final stages of construction, has appointed the Headley-Reed Company its national representative, effective immediately.

Expected to take the air in December, WCON will operate on 5,000 watts day and night on 550 kc., and will be affiliated with the American Broadcasting Co. Headley-Reed resigned, effective Nov. 1, its representation of WAGA-Atlanta, in order to take over WCON.

name 'em and maybe you can have 'em

quick advertiser can hit the jack-pot by buying the AL SCHACHT SHOW on WOR. For along with Al, you scoop up a goldmine of sports headlines as a supporting cast.

People like:



PICTURE 1: Left to right: Barney Ross, Helen Jacobs, Al Schacht, Babe Didrikson.



PICTURE 3: Left to right: Arthur Mann, Freddie Fitzsimmons, Al Schacht, John Kieran, Chuck Dresser, Joe DiMaggio, Boba Newsom.



PICTURE 2: Clown Prince Al and Babe Ruth.

SPORT

LINEUP: THE AL SCHACHT SHOW, with the fanciest lineup of sports bigwigs on the map, is for sale. Fast. The show (on WOR) is new, news, and full of nuggets for a sponsor.

CLOWN: Al Schacht, the clown prince of baseball, buffon of the bleachers, former big-league pitcher—invites sports luminaries to dine with him in his famous restaurant. Program is pitched from there, Saturdays at 8:30 PM.

COME-ON: The ad lib show is packed with horse play, sports gab and a quiz. The pull: prizes for the listener who sends in the best sports question of the week.

PAYOFF: The AL SCHACHT SHOW is a natural for commercials. It can fold right into the conversation; the product can take on the aura of the famous eatery.

More facts? Phone PE 8-8600.

mutual

WOR 1440 Broadway

WILL SPONSORS PLEASE MOSEY OVER TO THE NEXT COLUMN? →

RADIO DAILY

LOS ANGELES

By RALPH WILK

DANNY THOMAS, radio and screen comic, will be Bing Crosby's guest star on the Philco Show sometime during December. He cut the show transcription with Bing on November 16, using the type of special material he will feature on his own show, which will hit the air waves in January.

Jose Rodriguez, outstanding music authority, is heard on KFI-FM Monday through Friday with his own program entitled "The World of Music." This program embraces not only the older classics but the works of modern contemporary composers.

Mary Jane Croft, Hugh Studebaker and Henry Blair have joined the cast of "The Beulah Show," starring Hatie McDaniel, which debuts as a five-a-week strip on KHJ-Don Lee, November 24.

Jack Benny's fan mail has doubled in the past year, according to Edith Ruben, in charge of fan mail for the comedian. NBC's Sunday night star is now receiving over 5,000 letters a week, all-time record for a radio personality.

Sam Moore and John Whedon, who formerly wrote NBC's "The Great Gildersleeve," have finished their musical comedy, "Hell Bent for Election," and expect to have it launched on Broadway within the next six months. The score is by Robert Emmett Dolan, the lyrics by Johnny Mercer.

Meredith Willson was approached recently by a major movie company interested in having the Burns and Allen maestro participate in a film series to be shot experimentally for national television distribution.

Wisner, Corum Assigned Army-Navy Game On MBS

Harry Wisner, veteran sports broadcaster, and Bill Corum, prominent sportscaster, have been assigned to handle play-by-play and color details of the Army-Navy game over Mutual for the Gillette Safety Razor Company, it was announced yesterday by J. P. Spang, president of the company. Annual classic, which will be aired over the full Mutual network, will be played in Franklin Field in Philadelphia on November 29.

"County Fair" Renewed

Borden's "County Fair" via CBS has been renewed for another 52 weeks, effective Jan. 3. Show is aired every Saturday from 1:30-2 p.m., EST. Kenyon & Eckhardt is the agency.

V. I. P. SERVICE INC.

super-prize package

"Cinderella Weekend"

LIVE AUDIENCE PARTICIPATION PACKAGE

1775 Broadway New York City



Windy City Wordage. . . !

● ● ● Marty Hogan's disc show at 11:30 p.m., on WCFL got a terrific lift last Thursday when Bob Hope and Jerry Colonna, stopping over briefly en route to London, dropped in and Bob took over Hogan's half-hour stanza, commercials and all. Hope and Hogan are old friends from their vaude days at the Stratford Theater. . . . Joe Kelly, Jr., son of the "Quiz Kids" quizmaster, was married Saturday to Dorothy Ann Newman. Young Joe is with station WELL, Battle Creek, Mich., where his dad started in radio 18 years ago. . . . Trade press reps will be guests at a cocktail party and dinner meeting of the American Association of Advertising Agencies annual convention, Friday night at the Drake Hotel, at which T. D'Arcy Brophy, vice-president of the AAAA, president of American Heritage Foundation, and president of Kenyon & Eckhardt, New York, will be the principal speaker.

Chicago

● ● ● Bob Diller, sports commentator on WIND's pre-Bears games football feature "Football Previews," should start his own handicapping service. Bob predicted the winner of every one of the 36 national games played this year—but he admits that several of his predictions, which ran counter to those of most "experts," kept him on tenterhooks for hours.

● ● ● Chuck Wiley, formerly with WGN and Mutual, is a new member of the WBBM publicity staff. . . . WIND has picked the Daily News building as the site for its tele station, for which it expects to get a building permit shortly. . . . Dynamo Dave Edelson, who started on KYW, Chicago's first station, and has been with other local stations in various capacities from announcer to manager, completed his 25th year in radio last Saturday. Dave handles radio activities for Governor Dwight Green of Illinois. . . . Anticipating the Petrillo ban on recordings, the Chicago Philharmonic and the "Chicago Theater of the Air" are holding a number of recording sessions, waxing favorite operas and operettas as well as single records. . . . Milton Greenbaum, president of WSAM, Saginaw, Mich., and Fred Vanco and Fritz Mueller of WEEK, Peoria, Ill., recent NBC visitors. . . . "Grand Ole Opry" stars from WSM, Nashville, Tenn., will furnish entertainment for the National Farm Show, opening at the Coliseum November 29.

● ● ● Don McNeill and his crew will stage a special performance of the "Breakfast Club" program for the Junior Chamber of Commerce at Duluth, Minn., November 22, and on December 6 they go to Tulsa, Okla., to put on a show sponsored by the women's association of the Tulsa Boys' Home. . . . Philco is using large space in local dailies to promote projection television with the Micro-Lens screen, which shows a 20 by 15-inch picture. . . . Chi Sun is sponsoring a series of music appreciation programs on WEAW, Evanston, Ill., FM station, with Felix Burovski, Sun music critic, doing 45 minutes of material of interest to music lovers. . . . Kuttner & Kuttner, Inc., handling radio spot campaign which started this week on WIND, WJJD and WCFL for Chicago Terminal National Bank, featuring for first four weeks live announcements of Christmas Savings Club, then switching to transcribed spots for all types of accounts.

● ● ● Large screen television got a tremendous boost from the showing on a six by eight-foot screen of the Notre Dame-Army game. Demonstration was arranged by NBC, RCA and station WBBM and won many plaudits from those who saw it. The various plays of the game could be followed clearly in the huge projected pictures, which followed every move of the players, and it was almost as thrilling as a view from alongside the grid-iron.

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AGENCIES

PAN AMERICAN BROADCASTING CO., international radio station representatives, announce that Robert E. Miller has joined their sales and promotion staff. Mr. Miller is a graduate of Miami University and has been an announcer on several commercial stations in Ohio. He served four and one-half years in the Navy, achieving the rank of ensign.

GEYER, NEWELL & GANGE have been appointed to handle the advertising for the Lumite Division of Chicopee Manufacturing Corp. makers of Lumite insect screening and Lumite woven plastic fabric; effective January 1.

SEIDEL ADVERTISING AGENCY, INC., has been engaged to conduct a campaign for Imperial Pearl Syndicate, New York, Chicago, and Los Angeles.

WILLIAM R. BARKER, supervising editor with the advertising and sales promotion division of The General Electric Company, has resigned to become copy chief and editor of special merchandising department for the Pearson Advertising Agency, Inc. The Pearson Advertising Agency, Inc., is the successor of The Heffelfinger Agency, W. W. ("Pudge") Heffelfinger, the well-known Yale American, is vice-president and director of sports.

L. BROOKS ELMS has joined Rutliff & Ryan, Inc., as a radio account executive. He had been an account executive at Geyer, Newell & Gange and prior to that with J. M. Mathews and Foote, Cone & Belding.

CASANOVA & VAN ORMAN ADVERTISING ART announce the appointment of Edward de Salisbury as an account executive. He was formerly account executive with Ted Sommers Advertising and more recently with Daniel S. Tuthill Associates.

WTA-Q SHEET

Promotion? We're bringing Santa Claus to Green Bay by helicopter.

WTAQ 5000
GREEN BAY CBS
1360
WEED is OUR Santa Claus

Congressional Action On Radio Law Likely

(Continued from Page 1)
Senate during the present special session of Congress.

Committee aides working on the legislation said yesterday it is on Senator White's desk now. They would not discuss it further than simply to emphasize that "the Senator is no closer to the NAB idea of freedom of radio and the functions of the FCC than he was last Spring."

There are a number of changes in the legislation as it stands today from what was offered last Spring, but basically it is believed that the bills are similar.

White Believed Eager
Committee aides also hold that White—who was not himself available yesterday—is not working as rapidly as is indicated by non-committee sources. But RADIO DAILY knows that White feels such a strong sense of urgency in the matter today that he would like to carry the legislation just as far as can possibly be done during the current session.

Members of the committee's radio sub-committee have been alerted on the bill—and they are rather expecting to have copies for study before another week is out. These include Republican Senators Ed Moore of Oklahoma and Homer Capehart of Indiana, and Democrats Ed Johnson of Colorado and Ernest McFarland of Arizona.

The new bill will be an up-to-date version of the bill White introduced last Winter.

Dulles on WCBS Tomorrow

John Foster Dulles, member of the U. S. delegation to the sessions of the UN General Assembly at Lake Success, will be heard on a special program over WCBS tomorrow from 11:15-11:30 p.m. He will discuss the current sessions, also the forthcoming meeting of Foreign Ministers, which will be held in London and which he will attend.

WNEW Album For Mrs. FDR

Ted Cott of WNEW yesterday presented a special album of the tolerance spots produced by the station to Mrs. Franklin D. Roosevelt. Album was inscribed, "To Mrs. FDR, a courageous and untiring champion."

Commercial Facsimile Set On Miami Station By Dec.

(Continued from Page 1)

sponsorship of WQAM—Miami Herald. The Herald, which has successfully experimented with facsimile for some time, has a commitment from General Electric to deliver a transmitter and 10 recorders in December with 35 more receivers to follow in January. A spokesman for the newspaper reported they had orders at present for 80 recorders for business and home use and that approximately 400 more requests are on file.

Philadelphia Stations Active

Philadelphia also looms as a city where facsimile will get an early commercial start. The Philadelphia Bulletin, using Alden equipment, has been transmitting daily programs for some time and successfully presented a facsimile newspaper during the Atlantic City convention of NAB. Latest entry into the Philadelphia facsimile picture is WFIL-FM, owned by the Philadelphia Inquirer. The Inquirer has been promised one transmitter and 35 receivers by General Electric by January 1.

In New York, the New York Times station, WQXR-FM, expects to have a transmitter and 24 receivers by January 1. WOR's FM station, likewise, has promise of one transmitter and six recorders by the first of the year. WOR has conducted extensive experiments in the past with the Radio Inventions equipment.

Other newspapers and stations who had representatives at the New York meeting and received delivery promises from G.E. were:

Cowles Newspapers, Des Moines, 1 transmitter and three recorders.

WDRG, Hartford, Conn., one transmitter and four recorders.

WSB, Atlanta, one transmitter, 10 recorders.

WBAL-FM, Baltimore, 1 transmitter and 9 recorders.

Akron Beacon - Journal, Akron, Ohio, one transmitter and 10 recorders.

Star-Times, St. Louis, 1 transmitter and 10 recorders.

New Bedford Standard - Times, New Bedford, Mass., one transmitter and six recorders.

Western Newspaper Union, one transmitter and 10 recorders.

WCBS-FM, New York, one transmitter and one recorder.

Washington Post, one transmitter and 20 recorders.

The facsimile transmitters, according to reports, will cost around \$2,000 each with the recorders ranging in price from a small table model at \$200 to an all-purpose deluxe console model which will sell at \$800 or \$900. The deluxe model includes AM, FM and shortwave radio.

Among those attending the meeting in New York were Wayne Coyne, WINX, Washington; Tom Brooks, representing WBAL, Baltimore; William B. Lodge, WCBS, New York; Bruce Barrington, KXOK, St. Louis; Otto Arnold, WNBH, New Bedford, Mass.; John Outler, Jr., WSB, Atlanta; Ken Cole, facsimile editor, Akron Beacon-Journal; Elliot Sanger, WQXR, New York; Charles Singer, WOR, New York; Roger Clipp, WFIL, Philadelphia; and Lee Hills, managing editor of the Miami Herald, Miami.

Identify Of 'Miss Hush' Intrigues N. Y. Tipster

(Continued from Page 1)

newsmen questioned said they did not know the name of the distributor and that the envelopes were acquired from a stranger.

Accumulated prizes for the winner of the contest as of last Saturday's broadcast, amounted to \$19,800 with the sum growing every week for the duration of the contest.

Lewis Titterton, vice-president in charge of radio of Compton Advertising, agency which handles the show, said that no one in the agency knows the correct identity. He added that only four persons have that information, Ralph Edwards, his production manager, the lady in question and the NBC engineer who sets up her spot.

WFIL-TV Signs Two For Local Sports Shows

Philadelphia—WFIL-TV signed contracts for sponsorship of sports series this week, one of which calls for coverage of 24 professional basketball games from Philadelphia Arena. Trilling & Montague, distributors of Norge products in this area, will sponsor all home games of the Philadelphia Warriors up to and including March 18 of next year.

Jacob Reed's Sons, local clothing house for men and boys, currently airing a sports show on WFIL radio, also signed for sponsorship of "The Jacob Reed Schoolboy Sports Show" on the video outlet. Program will be aired Saturdays at 7 p.m. and will feature filmed incidents from the top scholastic grid contest each week.

Miller Heads Radio Group For 'March Of Dimes' Drive

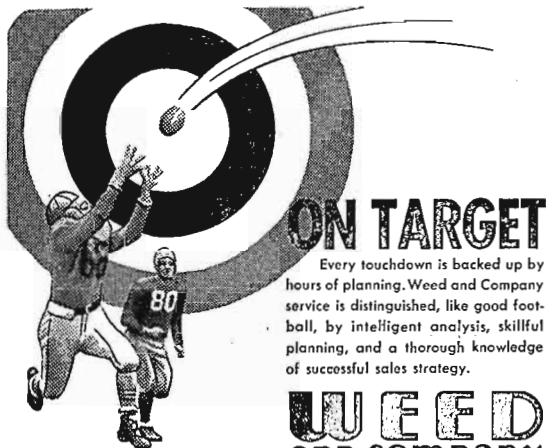
NAB proxy Justin Miller has been named chairman of the National March of Dimes Radio Committee for the 10th annual drive against infantile paralysis, it was announced yesterday by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Named as co-chairmen were Charles C. Barry, of ABC; Hubble Robinson, Jr., of CBS; Edgar Kobak, of MBS, and Ken R. Dyke, of NBC.

Howard London, radio director for the Foundation, said the committee will use over 2,000 stations to aid the fund-raising drive.

Decca Earns \$1.44 Per Share

Consolidated net profit of Decca Records, Inc., for the nine months ended September 30, 1947 amounted to \$1,116,483 (unaudited) after provision of \$744,322 for all estimated income taxes. This equals \$1.44 per share on 776,650 shares of capital stock outstanding at September 30, and compares with net profit of \$1,348,227 or \$1.73 per share on the basis of a comparable number of shares outstanding on the corresponding period of 1946.



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RADIO STATION
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DUPLICATIONS

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CIRCLE 6-0951

Urges U. S. Radio To Hold Channels

Nashville—in a statement issued prior to leaving for the engineering conference of North American nations in Havana, John H. DeWitt, president of WSM, Inc., called on the U. S. radio industry to stand solidly together to keep present channels.

DeWitt is attending the conference in the capacity of engineering director of the Clear Channel Broadcasting Service. The purpose of the preliminary meeting in Havana, he said, is to attain agreement on engineering standards for the new treaty to be written in Canada in August, 1948.

Sees "Adequate Number"

Commenting on the claim voiced by Mexico and Cuba that more clear channels are needed in both those countries, DeWitt said, "We feel that they have an adequate number when considered in the light of the population of these countries. They know they cannot get Class 1-A channels from us. As a result, they wish to break down some of our channels to the Class 1-B category so they can place 50 kw. stations on them. If this is done then the stations occupying the channels in this country automatically will be limited to a power of 50 kw. under the present treaty and the channels can also be broken down in this country. It is apparent that giving up 1-A rights on our clear channels is like giving away United States territory!"

"Now is the time for the U. S. radio industry to stand solidly for maintenance of the status quo," Mr. DeWitt said. "Let us not try to settle our internal differences as to how channels should be used in an international conference. Let us keep our channels clear internationally with no power limitations placed upon us. If we succeed in doing this in the next treaty, then our own FCC can decide what should be done nationally to improve radio service to the 23 million people in this country who would be without radio service at night if all clear channels were eliminated."

Sales, Prod. Peak Set By Stromberg-Carlson

(Continued from Page 1)

graph combinations was 36 per cent greater than any month in the company's history, he added.

Manson also reported that new Stromberg-Carlson FM-AM table models are being shipped in increasingly heavier quantities. Total of all types of receivers during October was "nearly double" that of any month since 1939, he said.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—The inside story on the country's newest sought: About 18 months ago Jack Owens, the ABCrooner of the Breakfast Club, wrote and placed "Will Soon," with the Will Rossiter Music Company in Chicago. . . . "Uncle" How and his staff got several plugs on the ballad but not enough to get the number started. . . . Owens asked his friend Rossiter to return the song and recorded it forthwith for Richard Bradley's Tower records. . . . the record caught on and the song was grabbed by Bregman, Vocca & Conn. . . . ● Harry Hoch, professional manager at Paul-Pioneer has started work on a commercial ballad, "If I Can't Believe in You" written by Jack Segal and Dewey (Lombardo Arranger) Bergman. . . . ● Jack Kilty, NBCanary, has been signed for the singing role in the musical revue "Make Mine Manhattan," co-produced by Joe Hyman and Bernie Hart. . . . ● Phil Cook, WCBSpianer of platters and story-teller deluxe, has started his seventh annual "Send A Book To Cook" campaign. . . . his one-man drive last year, resulted in over 600,000 books being sent to local hospitals. . . . ● It wasn't until after he had signed her for the "Miss Duffy" role that Ed Gardner discovered that Margie Liszt, not only hails from his native Astoria, L. I., but also graduated from his alma mammy, Bryant H. S.

★ ★ ★

● ● ● In her many years as producer of the Horn & Hardart NBChilren Program, Alice Clements has discovered several stars. . . . latest, about whom you'll be hearing several years hence, is 10-year-old singer Betty Clark. . . . ● Jewel Music has started to plug the ballad "It's Kind Of Lonesome Out Tonight," written by Don George and Duke Ellington. . . . ● Starting Wednesday, Dec. 17, Johnny Kane's smart platter-chatter, aired via WOV, will originate from Jack Dempsey's Restaurant on Broadway. . . . ● Fast-climbing novelty "With a Hey and a Hi and a Ho Ho Ho," published by Bourne, Inc., penned by Mann Curtis and Vic Mizzy, writers of "My Dreams Are Getting Better All The Time." . . . ● As singles, Jerry Lewis and Dean Martin were the lowest-priced acts on the bill at Chicago's Chez Paree four years ago. . . . December 1, the pair open there as headliners. . . . ● The poem titled "ABC of Romance" which was read last week on the "Honeymoon in New York" program and which culled over a thousand letters asking for copies, was penned by Art Henley.

★ ★ ★

● ● ● Top Music has just published "Swingtime Session," written by Ted Lawrence as the theme song of his WHN platter show. . . . ● Ed (Charlie Chan) Begley has written a novelty titled, "What A Way To Start" in collaboration with his son Tom. . . . ● Diana Barrymore auditioning a new series, "Empress Carlotta," with music composed by John Gart, who'll also conduct the orchestra. . . . ● Organist Rosa Rio heard on the "True Story" and "Ted Malone" ABCcasts and Bill Yeoman were married last week. . . . ● Mutual Music has just started work on a new ballad, "Boulevard Of Memories," written by Edward Lane and John Jacob Loeb. . . . ● NCAC has several sponsors interested in a new series of factual stories titled "Secret Service Secrets." . . . Frank J. Wilson, former Chief of the Secret Service, acts as narrator.

★ ★ ★

● ● ● **ON AND OFF THE RECORD**—Credit a click for Elliot Lawrence's Columbia pairing of "Baby Boogie" and "My How Time Goes By." . . . Rosalind Patton's vocal of the Boogie side right in the groove. . . . ● Korn Kobblers newest MGM platter surprises with a straight treatment of "Dardanella" backed with the ballad "If You're Cheatin' On Your Baby," featuring a fine vocal effort by Eve Young. . . . rates disk jockey attention. . . . ● Bruce Hayes, star baritone of WIPhiladelphia, has been signed to record for Melody Records. . . . lad has what it takes. . . . ● Juke boxes could clean up with the new Mello-strain platter of the novelty, "I Won't Marry You No More" backed with the sentimental ballad, "You're There In A Dream." . . . smooth vocal effort by Ross Leonard.

FCC Hears FM Plea For Video Band No. 1

(Continued from Page 1)

laying development of FM. Armstrong was joined in a general sideswipe at many groups by Everett L. Dillard, head of the Continental FM Network and president of the FM Association.

Armstrong charged that the four major AM networks were "dragging their feet" and needed the "spur of competition" from FM nets before they will furnish the public with better program service.

In reply to Armstrong's charges, Gustav Margraf, NBC-RCA counsel said: "The accusations against RCA and NBC have no foundation in fact, RCA and NBC unequivocally and categorically deny these charges. The matters which are raised are irrelevant to this proceeding. For that reason no reply is being made at this time, despite the provocative nature of the accusations."

Both Armstrong and Dillard said that under present conditions FM network operation is only feasible on the low band—the band which has been shared between tele and other services. The FCC has proposed that channel No. 1 be withdrawn from tele and assigned to various other emergency services.

This low band originally was allocated to FM in 1940. It was given to tele when FM was "kicked upstairs" to the 88-108 MC band. Some FM stations, however, have continued temporary use of this low band. It has been used to link FM stations in the Continental Network.

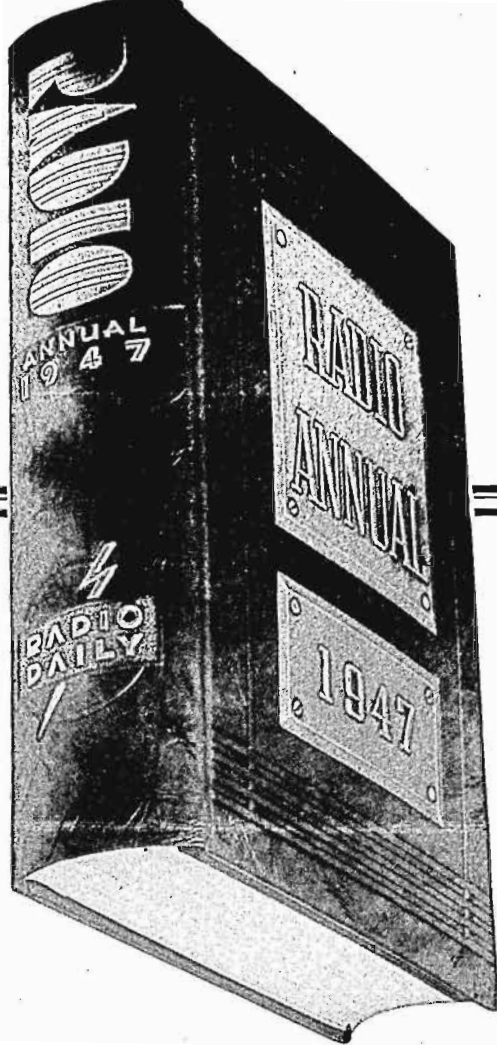
Criticizing the "inadvisability" of a "stop gap" allocation of channel No. 1 to vital emergency services in the face of "data which shows its unreliability for such purposes," Armstrong charged that the only concrete result would be another delay to FM caused by "piecemeal" decisions on FM matters by the FCC.

Stressing the importance of low band FM for rebroadcasting or relaying FM programs over networks, Dillard outlined the great cost and delay in getting special lines for other net service from AT&T. He directed caustic remarks at AT&T for assisting in development of AM and tele networks without similar treatment for FM nets.

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PLUS RADIO ANNUAL PLUS SHOWS OF TOMORROW ISSUE

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COAST-TO-COAST

—DISTRICT OF COLUMBIA—
 WASHINGTON, D. C. — "Lost Sheep," a new series of half-hour programs pinpointing the blame for juvenile delinquency and the increasing number of adult criminals, has been inaugurated over WRC. . . Joe Dosh, singing star and disc jockey at WINX and WINX-FM, has been chosen by the Washington Junior Board of Commerce as the "Outstanding Young Washington Personality." At the same time, his Joe Dosh Show was endorsed by the Board as the outstanding local radio show in the Nation's Capital.

—NEW JERSEY—
 ASBURY PARK—Matt Matlin, composer-pianist, recently began a 13-weeks' series over WCAP. Program heard Tuesdays and Sundays, from 9:30-9:45 p.m., and Thursdays, from 11:00-11:15 p.m., is broadcast directly from Lou's Cottage Inn in Seagirt, N. J. . . NEWARK—New program director of WATV, this state's sole tele station, which is expected to be on the air in February, is Paul Belanger, widely acclaimed for his production and direction of television shows.

—MASSACHUSETTS—
 LAWRENCE—Ruth Winston of Cambridge, has resigned as secretary to WLAW program director, James T. Mahoney, to further her study of music in New York. Her successor is Estelle Lamire. . . GREENFIELD—New member of WHIA's announcing staff is Frank R. Cote, former assistant manager of the Greenfield Tap & Die Corporation's personnel department. Cote was also a chemist with General Electric at both the Lynn and Pittsfield plants.

—PENNSYLVANIA—
 PHILADELPHIA—One of the newest and most exciting air capers heard in this city is WIP's "Kitchen Kapers," featuring the well-known quiz master, Tiny Rufner, and jovial Howard Jones. Contestants, chosen from the studio audience, are asked interesting food and nutrition questions. For correct answers, winners are awarded valuable prizes such as jewelry, accessories, cooking utensils, etc. Participating sponsors contribute their own products as "consolation" prizes to losers. . . J. B. Conley, general manager of Westinghouse Radio Stations, Inc., will address the Philadelphia Junior Chamber of Commerce today. His subject will be "Broadcasting Looks Ahead."

No Problem Here

Margaret Arlen will have two special guests on her WCBS program Saturday morning but she has no indication of just what they'll do. Miss Ruth Dauchy, traveling agent for the Bronx Zoo, and friends will be interviewed on the show. "Friends" are a pet rooster and skunk, with only the former expected to be heard from. Later, a high-brow, is deodorized!

BROADCASTING BOX SCORE

The current broadcast box score as released yesterday by George O. Gillingham, director of information, Federal Communications Commission, is as follows:

	Licensed	Authorized	Applications
AM Stations.....	1424	511	661
FM Stations.....	72	930	108
TV Stations.....	8	64	33
Educational.....	7	32	5
International.....	37	0	0

There are 322 FM and 14 television stations now on the air. The above figures do not include nearly a thousand auxiliary broadcast stations, or more than 40,000 radio stations of other types, or 75,000 amateur stations, Mr. Gillingham explained.

MBS Decides To Continue Its "Listenability" Cover

Mutual will continue its "Listenability" coverage figures in view of BMB's decision to defer action indefinitely on the subject, E. P. H. "Jimmy" James, network vice-president and a director of BMB, has revealed.

"We learned yesterday that the Broadcast Measurement Bureau has voted to defer any decision to adopt Mutual's 'Listenability' as a BMB service," said James in a prepared statement. "We realize that an organization like BMB would inevitably find it difficult to move quickly into a totally new field of radio coverage research, at a time when it is beset with numerous problems having to do with the continuation of its present form of operation. In view of the urgent need for up-to-date coverage figures, we feel that this decision puts it up to us to go ahead with 'Listenability' on our own. From a strictly competitive point of view, this would have been the thing to do in the first place, because we know we have in 'Listenability' a very valuable tool for advertisers and advertising agencies as well as for radio stations and networks."

Cites Kohak Support
 James pointed out that Edgar Kohak, MBS president, has always been a strong supporter of the basic principle of "tripartite research" in the advertising field, and that he himself has been active in it for many years. "We therefore decided to give BMB an opportunity to take over 'Listenability' as a means of supplying the industry with up-to-date coverage information not obtainable through the mail survey method currently being used by BMB." In view of BMB's decision, James said Mutual must now follow its original plans to develop the service for the benefit of its advertisers and stations.

New Peter Donald Series

Peter Donald, ace story teller and comedian, will star in his own comedy series to be produced here by Charles Stark and sponsored by Stankback Headache Powders. The program will be heard five times a week for fifteen-minute sessions and will commence on Dec. 15. The "Three Flames" and their rhythms will be featured. Transcription of the series is now under way with Dennis James acting as announcer.

Ad. Council Appoints Coast Group As Rep.

Appointment of the Advertising Association of the West as official Far Western representative of The Advertising Council, was announced over the weekend by T. S. Repplier, president of the Council. Appointment marks the first step in setting up a closer co-operation between the two organizations in the field of public service advertising.

At their convention in Sun Valley, Idaho, a few months ago, the Advertising Association of the West adopted a resolution approving the principle of closer liaison with the Council. Resolution expressed a desire to affiliate with the Council as a sponsor member "to the end that advertising and business in the West will be better served and greater force will be given to the advance of the business program of the Association." Later, the Council voted approval of the contemplated affiliation.

Co-operation of the two groups will not be fully effective for another six months, it was said. In the meantime, plans for the joint work in the public service advertising field in the West are being developed by a committee designated as the "Pacific and Mountain States Committee of the Advertising Council," consisting of Russell Z. Eller, president of the AAW; Charles H. Ferguson, and Charles W. Collier.

Set Husing ET Schedule

Pauker Bros., manufacturers of Walgrume Sportswear, through Emil Mogul Co., advertising agency, has prepared and scheduled a series of spot announcements featuring Ted Husing, veteran sportscaster. Unlike the usual spot built around an outstanding name in sports, the Pauker Co. ETs will combine a "romantic" theme, with the aid of a girl participating in the commercial. Open end recording allows time for dealer names to be inserted by station announcers.

New Dramatic Series

A 26-week dramatic series, presenting re-enactments of actual crime cases and their causes, was inaugurated by WMCA Nov. 19 10:03-10:30 p.m. in co-operation with the National Association for the Prevention of Crime. Howard Phillips will direct the scripts by Michael Sklar, with music by William Taylor.

BEHIND THE MIKE

By SID WEISS

AS FAR as is known, "A Voice in The Night" (incidental background music for the British film, "Wanted For Murder") will be heard for the first time in this country on WHN's "Music To Read By" Friday midnite. This has been made possible by Joseph Mackey, N. Y. Sun reporter and author of "The Fourth Estate." How Mackey obtained the recording is a good story in itself, but too lengthy to go into here.

Marty Drake, promising young Mutual singer, has taken on Kermit Schafer as personal manager.

Mel Torme begins his first Chicago engagement at the College Inn of the Sherman Hotel this week.

Shing Cole Trio going to Newport, Kentucky, for a two-week booking at the Latin Quarter.

Stan Kenton and his orchestra due at the Hotel Commodore's Century Room for four weeks.

Comedienne Connie Sawyer, who started out as one of Al Pearce's radio gang, a solid smash in her first uptown cafe date. She's at Le Ruban Bleu.

Winifred Wolfe, who scripts "Just Plain Bill" among other soaps, has completed a legit comedy which Robert Myerson will produce on B-way. It's a four-character opus called "The First Ape!"

Helena Bliss and John Tyers cutting audition records for a new hubby-and-wife show with a slightly different twist. They'll combine singing with their dialogue in the new production.

**WANTED!
 Standard Acts
 for cruises**

First sailing Dec. 5th; 12½-day cruise on the SS Nieuw Amsterdam. Second sailing Dec. 17th; 13-day cruise on the SS Veendam. Others coming up. **Members only:** Equity, AFRA, AGMA, AGVA

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 41, NO. 36

NEW YORK, FRIDAY, NOVEMBER 21, 1947

TEN CENTS

Nets To Submit Music Pact

NAB's Doherty Urges Revival Of Labor Act

Washington Bureau, **RADIO DAILY**
Washington—NAB employer-employee relations director, Richard Doherty, yesterday called upon the Fair Labor Committee to revive the Fair Labor Standards Act in accordance with broadcasters' experience with fees and overtime pay regulations.

Doherty said broadcasters have no fundamental objection to the principle of fair minimum wages, but he suggested revisions in the act to simulate (Continued on Page 5)

"Big Break" Spot To Heidt; Phillip Morris As Sponsor

Phyllis Heidt and his orchestra, featuring a new talent quest, will succeed "The Big Break" for Phillip Morris on NBC effective December 7, 10 to 10:30 p.m., EST. The Heidt show will be known as "A Night With Phyllis Heidt" and will be produced under the direction of the Biowhite Agency. Plan calls for Heidt to audition and present college talent on the air while enroute East from the West Coast on a theater tour.

Thirteen Video Stations Now Use RCA Equipment

Camden—Delivery of three RCA color television transmitters and associated station equipment last week brought the number of postwar RCA-tipped video stations to a total of 13, it was announced yesterday.

Three stations receiving the transmitters last week were the Evening Bulletin tele station in Philadelphia; (Continued on Page 2)

For The Record

"Broadcasting and the Bill of Rights," a 322-page volume containing industry testimony on the White bill to amend the Communications Act of 1934, has been published by NAB and is being mailed to 10,000 selected persons and institutions in the United States. Book includes testimony of Justice Miller, other NAB and web officials and independent broadcasters.

Prediction

Spokesmen for Westinghouse predicted yesterday that airborne television tests would be made soon after January 1 in connection with the company's development of "stratovision." A converted B-29 plane has been outfitted to carry the portable television transmitter and FM equipment. In the proposed tests television signals originating with a Baltimore station will be transmitted to the plane for rebroadcast over a wide area.

Royal Wedding Pickup Was Complete Success

Working together in the same spirit of co-operation that marked many memorable war-time broadcasts, the nation's four major networks yesterday pooled their efforts to provide thorough coverage of the royal wedding in London.

Reception of the two-hour program, which was heard from 6 to 8 a. m., EST, was excellent. Engineers were (Continued on Page 3)

AP Made Assoc. Member By NAB Board of Directors

Washington Bureau, **RADIO DAILY**
Washington—The National Association of Broadcasters announced yesterday that among those admitted by the Board to membership last week was Oliver Gramling, assistant general (Continued on Page 6)

FM Promotion Campaign Launched By Westinghouse

Launching a campaign to give impetus to the development of FM radio, executives of Westinghouse met with representatives of the trade and technical press at a luncheon at the Hotel Astor, New York, yesterday, at which time a comprehensive promotional plan was revealed. Carl Miller, sales manager of communications equipment of the Baltimore works of Westinghouse, and Edgar Herrmann, sales manager of the home radio receiver

Petrillo To Receive From 4 Major Webs Proposals In Writing For Contract Re AM-FM Duplication, Tele

Cleveland Listeners Pick Radio Favorites

Cleveland—Bing Crosby was voted radio's top personality and Mutual's "Family Theater" the top program in the annual poll conducted by Robert S. Stephan, radio editor of the Cleveland Plain Dealer. The survey is the oldest readers' radio poll in the country, according to the paper. Members of the readers' "All Amer- (Continued on Page 3)

Ziv Co. ET Sales Soar In Pre-Xmas Demand

Sales of open-end transcribed music programs are at an all-time high, and the boom has been caused largely by the fact that a big share of the demand has come during the current pre-Christmas period, according to (Continued on Page 2)

Filing Date Postponed Regarding WSAY vs. Webs

Filing date of defendants' reply to alleged damages of \$12,000,000 by WSAY, Rochester, against the four major networks was postponed to December 20, it was announced yesterday.

The four major networks are expected to go to the side of FM today for the first time when they will ask James C. Petrillo to allow duplication of AM musical broadcasts on FM outlets. Never before have the major webs jointly taken a stand in the matter or made a request to Petrillo.

This request, along with other network proposals for a new contract with AFM starting Feb. 1, will be submitted in writing to Petrillo at 4 p.m. (Continued on Page 3)

First FM Station Formed In Hawaii

Honolulu—Rural Broadcasting Co., Ltd., has been formed here to establish the first FM station in Hawaii—KVRO-FM, 1000 watts on frequency undecided. FCC construction permit is expected momentarily. Site will be at Wahiawa, 1000 ft. above sea level and 20 miles from Honolulu. RBC will also operate AM station KVRO—"the Voice of Rural Oahu"—with (Continued on Page 6)

Four-Web Code Meeting Postponed To Monday

Meeting of the four major networks to discuss the feasibility of creating a four-web interim code was postponed yesterday to Monday at NBC headquarters. Major network representatives opened discussions on (Continued on Page 6)

Absorbing Tax

Montreal—Radio and electrical appliance dealer's yesterday announced that the manufacturers will absorb part of the 25 per cent excise tax levied by the Dominion Government and announced midnight Monday by Finance Minister Abbott. Price increases are expected to be up to 12 1/2 per cent on radios, radio tubes and record players.

(Continued on Page 6)

RADIO DAILY

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

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FINANCIAL

(Nov. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	152 7/8	152 3/4	152 7/8	+ 1/8
CB&A	24 1/2	24 1/2	24 1/2	— 3/8
Furness T. & R.	8	7 7/8	7 7/8	— 1/8
Gen. Electric	35 1/4	35 1/2	35 1/2	+ 1/4
Philco	33 1/2	33 1/4	33 1/2	+ 1/2
Philco pfd.	89 3/4	89	89	+ 1/2
RCA Common	9 5/8	9 1/8	9 5/8	+ 1/8
RCA First pfd.	71	71	71	+ 1/2
Westinghouse	28 1/4	28 1/8	28 1/2	+ 1/2
Westinghouse pfd.	99 1/2	99 1/2	99 1/2	— 1/4
Zenith Radio	20	20	20	— 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Net. Union Radio	3 3/4	3 3/4
OVER THE COUNTER		
DuMont Lab.	7 1/2	8 1/2
Finch Tele Comm.	3 1/4	4 1/4
Stromberg-Carlson	13	14 1/2
U. S. Television	2 1/2	2 5/8
WCAO (Baltimore)	37	39
WJR (Detroit)	12 1/2	13 1/4

10 YEARS AGO TODAY

(From the files of Radio Daily)

Elliott Roosevelt, southwest director of Hearst Radio, revealed plans for sharing profits with employees involved in increased business. . . . Increased protests from varied sources against the "blood-and-thunder" type of children's shows were revealed. . . . Milton Burgh was promoted to news editor of the NBC-Radio City news and special events dept. . . . "Once In a While" (Miller Music, Inc.) was high on the list of top wex tunes.

IN CLEVELAND IT'S

WPK

★ COMING AND GOING ★

CARL HAVERLIN and **ROBERT BURTON**, president and vice-president, respectively, of BMI, returned yesterday from Montreal where they attended a series of meetings held by BMI Canada, Ltd. Guests attending included all Province of Quebec broadcasters and officials of the CBC.

WILLIAM HILLMAN, Mutual network commentator in Washington, is spending a few days in Gotham. He'll originate his Sunday broadcast at WOR.

MERLE JONES, general manager of WCCO, Columbia's O & O station in Minneapolis, who was in New York during the early portion of the week, has returned to Minnesota.

W. EARL BOTHWELL, president of the advertising agency bearing his name, is in Hollywood for conferences with Nate Tufts, manager of the West Coast office.

DAVID CARPENTER, manager of WCON, Atlanta outlet of ABC, is in town on station and network business.

GORDON HAWKINS, program and educational director of Westinghouse Radio Stations, Inc., was in Boston this week to attend the conference of the New England Committee on Radio in Education. He was a member of one of the discussion panels.

GEORGE HICKS, American network commentator, is airing his 8:30 a.m. news programs from Birmingham, Ala., from which point this Sunday's "Theater Guild of the Air" will be broadcast.

JOHN H. NORTON, Jr., vice-president of the American network in charge of stations, and **OTTO BRANDT**, of the New York station relations staff, leave Monday on a short business trip to the Midwest.

WILLIAM T. KNIGHT, JR., president and general manager of WTCC, Columbia network affiliate in Savannah, Ga., is back at the station following a few days in New York.

ROBERT SAUDEK, American network's director of public affairs, is expected back today from Boston, where he participated in the annual fall conference of the New England committee on Radio Education.

HAMILTON HOGG, president of United States Television, is back from Boston, where he worked on a merchandising project for UST for the placing of home television receivers in that area.

CHARLES CALEY, vice-president of WMBD, Peoria, Ill., is back at the station after having conferred this week with officials of the Columbia network, with which WMBD is affiliated.

JACK LACY, disc jockey, has returned from a trip to New Britain, Conn.

EDDIE DUNN, emcee-humorist-sportscaster, leaving for South Bend, where tomorrow he will do play-by-play on the Mutual network broadcast of the Notre Dame-Tulane game.

RAYMOND SWING, American network commentator now on an extensive lecture tour, will return to the air Sunday. He'll deliver the last lecture of his tour today in Toledo.

Ziv Co. ET Sales Soar In Pre-Xmas Demand

(Continued from Page 1)

John L. Sinn, executive vice-president of the Frederic W. Ziv Company, Latter's latest entry in the musical ET field is the Guy Lombardo show which is currently aired on over 115 stations since its debut some eight weeks ago.

Ziv also has had a sharp spurt in recent weeks of mystery package shows, with Boston Blackie currently sold on 77 outlets and Philo Vance on 69. These two shows, together with "Forbidden Diary," were picked up by three-dozen sponsors and station last week, it was said.

"Favorite Story," Ziv ET starring Ronald Colman, was recently endorsed by the public school system of Minneapolis-St. Paul in the form of a bulletin to school principals and teachers. Station airing the half-hour show is WCCO under sponsorship of the H. H. Tanner Company.

AL RICKEY, well-known radio conductor, confides that Frank and Ann Hummert have an infallible formula for producing successful radio programs. Rickey has composed and conducted for many of their High-Hooper shows, including:
MR. KEEN
ORPHANS OF DIVORCE (Margaret Anglin)
ALIAS JIMMY VALENTINE (Bert Lyell)
BROADWAY MERRY - GO - ROUND (Beatrice Lillie)
HAMMERSTEIN MUSIC HALL (Guest Stars)
MANHATTAN MERRY - GO - ROUND
WALTZ TIME

Thirteen Video Stations Now Use RCA Equipment

(Continued from Page 1)

WBAL, Baltimore, and **WATV**, Newark, owned by Bremer Broadcasting. All three will operate in the upper group of television channels and will employ all-RCA equipment, including six-section super turnstile video antennas. **WBAL**, owned by the Hearst-owned Baltimore News Post, will operate on Channel No. 11, between 188 and 204 mc.

Another Baltimore station, **WMAR**, which recently took the air, is also RCA equipped.

New Philadelphia station, the city's third, will be located at the Philadelphia Savings Fund Building, highest usable elevation in the Quaker City. Outlet will operate on Channel No. 10, between 192 and 198 mc.

WORL

does it Again!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

"The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

Inquire NOW About Our GUARANTEED 13-26-52 Week Contract Plan

BOSTON WORL M A S S .

FORJOE & CO., National Representatives



Bored to Death

Billy's not being mean. That's not a snarl. Not a scowl. He's just bored stiff . . . so that expression is a yawn!

It seems that picture of Billy the Mandrill was shot just after school opened. He missed the kids . . . and the attention he's accustomed to getting.

When the crowd goes away, Billy can yawn. But, when your clients' customers go away, that sales manager is going to take a second look at the agency.

If you buy radio time and your client is operating in Baltimore and W-I-T-H is on your list . . . you've got an iron clad hold on listeners who make sales.

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

Put W-I-T-H on that next budget.



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally by Hadley-Reed

Vebs, Petrillo Today Talk AM-FM Music

(Continued from Page 1)

day at his New York office. Networks will also probably ask that any new contract contain an agreement for the use of music on television, currently banned by AFM.

Petrillo and AFM leaders held a second meeting, lasting for two hours, with network officials yesterday afternoon. When it ended, the AFM president announced the networks had given a general idea of certain points they would like covered in the new contract. He said, however, that neither side had actually made any demands yet. He admitted that web representatives had done most of the talking yesterday but that he asked them to put their terms in writing and return today.

At this early stage in negotiations, it appears that reports in recent months that Petrillo will bar musicians from the networks after Feb. 1 are ill-founded. In discussions so far, Petrillo has sat back and let the networks do most of the talking. Any demands by the AFM are yet to come. Since Petrillo is asking the networks to bring in their proposals in writing, it is logical that he intends to seek renewed contract.

At the press conference yesterday, Frank White of CBS stated that both sides are sincerely trying for agreement, and Sam Suber, Local 802 vice, added, "We're still talking to one another."

The attempt to get television in a new contract will be spearheaded by NBC. However, it'll be interesting to see just how well all four networks can work together on a joint request or television when the interest in the medium by members of the quartet varies considerably.

AFM officials attending the negotiations include Richard McCann, Sam Suber and Charles Iueci of New York; Charles Green and Phil Fischer of Los Angeles. Network officials present yesterday were Mark Woods, ABC; Robert Swezey, MBS; Frank Mullen, NBC; Frank White, CBS, and Theodore Streibert, WOR.

Canvassing Show Market

Los Angeles—Bruce Eells is in New York to negotiate sponsorship terms for the new Jack Kirkwood show and the Rudy Vallee "Show Business" commentary, and to expose to buyers three Masterson—Reddy—Nelson properties, "Criminal at Large," "Let's Go Around the World" and "Play Music," package shows, which they feel will be as successful as their "Bride and Groom" and "Breakfast in Hollywood" shows.

WPDQ's

TIME-BUYERS JACK POT

THIS WEEK'S WINNER
STAN SCHLOEDER
B. B. D. & O.

Next Week ? ? ? ?

Princess Elizabeth Wedding Gets Pooled-Web Coverage

(Continued from Page 1)

prepared to switch to BBC shortwave facilities in the event of transmission difficulties, but this was not necessary. The program was aired without interruption and was heard with exceptional clarity.

Recorded highlights of the broadcast, especially the actual marriage ceremony with the voices of the bride and groom, were inserted into web newscasts throughout the day. Complete condensations of the program were carried by many web affiliates at key listening times.

BBC's Overseas Service provided world-wide coverage of the event, and also made both the live broadcast and recorded editions available to American indie outlets.

There were 32 microphones in Westminster Abbey, the same number used in the coronation of King George VI. Four of these were used to pick up the voice of the Primate and the responses of Elizabeth and Philip. A total of 50 engineers participated, seven in the Abbey and the remainder at various points along the route of the procession.

Radio commentators were stationed in the Abbey's organ loft. Ed Murrow and Arthur Mann represented the four-network pool in this phase of the broadcast.

From a small remote control point near the loft, the program was fed to a main control room set up in an old kitchen atop the former hospital building which adjoins the Abbey.

Telev Coverage

Still photos and newsreels of the royal wedding marked the debut of the major wire services into television on a large scale with a dozen stations scheduled to air special shows tonight and this weekend. Stations in the East meanwhile were on the air last night with combination wirephoto stills of the wedding plus newsreels of highlights of the life of Elizabeth, several of which were commercially sponsored.

WNBT Presentation Set

WNBT, expected to have BBC newsreels in its hands this morning from London, will air the films over the network, including WNBW, Washington; WPTZ, Philadelphia, and WRGB, Schenectady, today from 1:30 to 1:50

SALESMAN WANTED

Second largest market,
N. Y. State. Real opportunity.
Liberal drawing
against commission.

Write
Box 420
RADIO DAILY
1501 Broadway
New York 18, N. Y.

Cleveland Listeners Pick Radio Favorites

(Continued from Page 1)

leca Radio Personality Eleven" in addition to Crosby were: Bob Hope, Don McNeil, Red Skelton, Fibber McGee, Kate Smith, Henry Morgan, Fred Allen, Charlie McCarthy, Jack Benny and Al Jolson.

Winners in the other classifications of the poll included Lowell Thomas, news; Bob Hope, comedy; Bing Crosby, variety show; Family Theater drama; One Man's Family, serial drama; James Melton, male classical singer; Bing Crosby, male pop singer; Dinah Stevens, female classical singer; Risa Shores, female pop singer; Joan Davis, comedienne; New York Philharmonic, symphony; Phil Spitalny's all-girl ensemble, semi-classical; Guy Lombardo, dance band; Information Please, quiz show; America's Town Meeting, educational program, and The Ohio Story, local program.

Washington, and WMAR-TV, Baltimore, sponsored by Chevrolet. Show, which also included still photos of the wedding, had commercials supplied by local Chevrolet dealers in the three cities.

Films Being Flown to St. Louis
Films supplied by the BBC, meanwhile, will be flown to KSD-TV in St. Louis and WWJ-TV, Detroit, for probable airing tomorrow night and Sunday.

and again tonight from 8:20 to 8:40. Both showings will be sponsored by Swift & Co. through McCann-Erickson. NBC outlet last night aired a film on the life of Elizabeth and radio-photo stills of the Westminster Abbey ceremonies. This show, edited by station's film director Paul Alley, was also on the NBC web. On the eve of the wedding, Wednesday night, WNBT also aired INS newsreels of the royal couple over the WPTZ-WRGB network.

WCBS-TV, which aired a half-hour United Press - British Information Service film on the life of Elizabeth last night will carry an Associated Press video newsreel from WMAR (Baltimore) Sunday from 8:45 to 9:15 p.m. Station will meanwhile air Acme newsphoto stills of the wedding tomorrow night on a news program.

DuMont network, fed by WABD, presented a half-hour wedding show last night consisting of United Press stills plus newsreels of the life of the Heiress Presumptive, under the title "A Princess Marries," DuMont's Washington outlet, WTTC, also carried the show.

ABC Provides Program

ABC television aired a half-hour video package show last night on WFIL-TV, Philadelphia; WMAL-TV,

A New Voice in... NORTH JERSEY



with 5000 LUSTY WATTS
that REACH 1,000,000

HOMES

HERE'S the Baby
that can tell your Story!

Market 3-2700
1430 Kilocycles

WNJR

91-93 HALSEY ST.
NEWARK 2, N. J.

OTIS P. WILLIAMS, General Manager

The Radio Station of the Newark News

LOS ANGELES

By RALPH WILK

JEAN HERSHOLT will be among a group of prominent Scandinavians who will participate in the unveiling of a statue of Christ by Thorvaldson, famed Danish sculptor, in Hollywood on December 7.

KPIK, a new station in San Luis Obispo, Calif., has received their CP and plan to be on the air within 60 days. James L. Harris, formerly a writer and commentator for NBC, has been named general manager; Aram Rejebian, commercial manager, and Chuck Squires, formerly with OWI and T & T Radio Measurements, will be chief engineer.

Roy Campbell, Jr., account supervisor of Foote, Cone & Belding's Chicago office, has been elected a vice-president, according to an announcement made by Fairfax Cone.

Jack Edwards, Jr., will make several personal appearances in West Coast theaters tying in with "The People Next Door," heard over CBS. Edwards will play San Francisco Nov. 24, and then Portland, Seattle and San Diego.

General Foods Corporation has renewed the "Juvenile Jury" program on KHJ-Mutual Don Lee, heard Sundays, in a 52-week contract beginning Dec. 7. Benton & Bowles is the agency.

Arnold Marquis is huddling with Otto Kruger and his manager, Al Kingston, on details of "The 13th Juror" package which Marquis has set up starring Kruger. It was showcased recently on KFWB's "Preview Theater."

Paramount Producer Robert Welch has completed directing the transcription of "The Man Without a Country," story which Bing Crosby will present on his Thanksgiving Eve broadcast over ABC. Welch also directed the Decca album of the famous patriotic story, with Bing doing the narration.

Paul Muni Playing Lead In ET Drama, 'Displaced'

Paul Muni will play the lead in a transcribed drama "Displaced," based on the experiences of Kurt Maier, a Czech musician now living in the U. S., who will participate in the show.

Produced by Ted Rudes for the Citizens Committee on Displaced Persons, program will be aired by WNBC Nov. 29, and by some 270 stations throughout the country during the next two months. NBC's International Division will shortwave the show around the globe next week.



Mainly About Manhattan . . . !

• • • Texaco reported dissatisfied with their Sunday p.m. time on CBS (Tony Martin Show) and as a result both NBC and ABC are making overtures. . . . Rumors going around that Lux Radio Theater may be cut to a half hour. Not so, say we. . . . Seymour Nobenzahl, who is making a pic based on "Queen For A Day," anxious to avoid the toe-treading of "The Hucksters," so he's getting himself a radio advisory committee. . . . DuMont Television has already perfected short-distance telecasting on a boom of light. . . . Songwriters and commercial jingle writers around the Brill Bldg., unworried about the Petrillo edict. (They say it will blow over). . . . Jack Carter's deFUNition of a radio commercial: A blurb in a gilded phrase. . . . Studio B in NBC's H'wood edifice destroyed by fire and will be outa commission for at least a month. (Anybody wanna buy two slightly water-soaked Steinways?). . . . McGraw Associates, now producing film with Peggy Mayer as head scripser, has acquired radio rights to "Mr. Moto" stories and Max Brand's "Singing Guns." . . . With Andre Baruch on crutches, Tod Husing, Art Fied, Fred Robbins and Mel Allen have all volunteered to act as "guest husbands" for Bea Wain on WMCA's "Mr. and Mrs. Music" sessions. Not a bad gesture for so-called compish. . . . See you tonite at the Radio Directors' ball at the Waldorf. (We'll be the guy with the squeaky shoes). . . . On his show the other night, Henry Morgan said winners on the Schick contest would be announced on the Dec. 24 program—three weeks after he's scheduled to be dropped. Which may indicate those rumors of his renewal are more than rumors. . . . Goody Aco leaving CBS latter part of December. . . . Credit Morris Novik's Unity Broadcasting Co., with a good batting average. . . . they obtained 6 FM stations out of 6 applications.



• • • "Charade Quiz," new DuMont television series, demonstrates that television can match the films in production and direction, and at this writing is very close to a sale. Format of the series is a switch on the popular parlor game and is ably directed by Hank Alexander. Show is emceed by Bill Slater with Minabess Lewis on the permanent panel and two guest experts weekly.



• • • AROUND TOWN: Starting Dec. 1st, WCOP, Boston, will preem a new disc jockey show with a lad named Ranny Weeks. He's a terrific personality up there and the whole town's getting behind him. Gov. Bradford, of Mass., has been lined up as opening guest. . . . Jane Barton, one of the cleverest gals in the publicity biz, considering retiring from the indie field. Radio will miss this little lady. . . . WHN will carry locally Eddie Dunn's play-by-plays on the Notre Dame-Tulane tussle aired nationally by Mutual. . . . Big movie deal on the fire for Bret (Shadow) Morrison. . . . Marian Kingsley a elick at the Park Lane in Buffalo and being held over indefinitely. . . . Impressions: Darryl Z.—The 20th Century "Fox." Louis B.—Metro Goldwyn "Mayor." . . . Wit Peter Donald the latest comic to author a gag tome of his own. . . . Nets trying to woo Clifton Webb to build an airer around him. . . . Tom Harmon, of pigskin fame, now a disc jockey on a Coast show. . . . Ray Carroll sez the trouble with most quiz shows today is that they give away the answers before the prizes.



• • • LOVE 'n KISSES: Red Bonson's sock Rainbow platter, "Roselinda". . . . Vic Damone's singing showmanship at the Commodore's Century Room. . . . King Cole's Capitol click, "Now He Tells Me." . . . Stan Kenton's "Theme to the West" on the same label. . . . Gabriel's mimicry at the Encore. . . . The Jan August show via Mutual—a delightful Jan session. . . . Dunninger's mental magic at the Versailles. . . . The Harom's sock new show with Myron Cohen, Kitty Kallan and the Jack Cole dancers.

HAWAII

By JOHN WILLIAMS

SPEARHEAD for Americanism Assn. of Hawaii has renewed for 26 weeks the 15 min. analysis program "Communism in the News" which is written and voiced by Ha Lewis, production manager of KPOA Honolulu. Started 14 months ago, the show is sponsored by the Elms, Filipino Federation of America, Honolulu Council of Churches, Pearl Harbor Assn. of Foreman, Knights of Pythias, Geneva Assn., We the Women, and Fleet Reserve Officers Assn. and is endorsed by the U. S. Army and Navy, and the FBI, according to Lewis. Renewal of program, which runs five nights weekly and alternates on KPOA and KGMB, coincides with Armistice Day address by Gov. Ingram Stainback who pledged to less official drive "to unearth Communist activities" in Hawaii.

Mary Appel of New York, C. P. Hooper's field staff director, is hiring and training interviewers to open Hooper office here. They'll survey Honolulu's five stations before they four on outer islands.

New voices are on Shell News sponsored by Shell Oil, which is aired for 10 mins. five times daily via KGU Honolulu. They belong to John Torbert, Harry Doyle, and Lin Latimer, newcomers to KGP. Program gets national and international news from JP and local news from Honolulu. Advertiser, KGU's owners.

An audience participation program startled listeners at laest airing of "Kauukiki Kapers" via KGMB while feature children and teen age amateurs. Joe Worthy is emcee. When he asked for volunteers for music chairs item, children swarmed en masse upon stage, swept Joe from mike to background floor. Listeners thereafter heard squeals, yells, clattering of furniture, guilty giggles galore. When Joe emerged from melee he ad libbed scorching rebuke.

Schubert's Cyclopedia of Honolulu sponsor of double treat "Fun Club on stage of Palace Theater at noc Saturdays and then aired via transcription over KGU in evening. Children are auditioned at KGU for quiz juke, spelling, vocal and musical contests, then KGU transcribes 45 minutes on stage at Palace during actual performance.

Schoen To Manage WPR

Arnold F. Schoen, Jr., has been appointed general manager of Station WPRQ, CBS affiliate in Providence R. I., effective December 1. Schoen, formerly local sales manager for the station, succeeds Fred R. Ripley.

V.I.P. SERVICE INC.

super-prize package

"Cinderella Weekend"

LIVE AUDIENCE PARTICIPATION PACKAGE

1775 Broadway New York City

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129

AGENCIES

FAMIL MOGUL CO., INC., New York
 advertising agency, announces the
 appointment of Louis M. Heyward as
 director of radio and television. He
 was formerly script writer for the
 radio transcription division of Asso-
 ciated Press, and more recently radio
 director of Russell Birdwell and Asso-
 ciates, Inc., public relations counsel
 in New York.

CRAIG OIL COMPANY of Califor-
 nia has appointed the Tullis Company,
 Los Angeles, to handle advertising,
 radio, newspapers and billboards will
 be used in Oakland and Los Angeles.
 Lucky Automobile Supply Stores
 (Southern California chain) has ap-
 pointed this agency. Plans for spot
 announcement campaign in Fresno,
 akersfield and Los Angeles have
 been made. Tom Ross is the account
 executive on both accounts.

MACFADDEN PUBLICATIONS announ-
 ces the appointment of St.
 Georges & Keyes, Inc., New York, as
 their advertising agency to place con-
 sumer and trade publication advertis-
 ing, effective December 1, 1947.

MCCAMBRIDGE and **MCCAM-
 BRIDGE CO.**, Baltimore, has appoint-
 ed Courland D. Ferguson, Inc., Wash-
 ington, Baltimore and Richmond
 agency, to service its account.

DAVID O. ALBER ASSOCIATES,
 INC., will open their Mexican office in
 Mexico City, December 15. Mexican
 office will be directed by Sylvia Dia-
 mond.

**NATIONAL CHILDREN'S EXPO-
 SITION CORP.** has retained Banner &
 Greif to handle public relations for
 the forthcoming children's show, Mer-
 cery Christmas Land, which will be
 held in Grand Central Palace, New
 York, from Dec. 20 to 28, inclusive.

UN Spokesman On WWRL

Dr. Oswaldo Aranha, of Brazil,
 president of the UN General Assem-
 bly, will discuss the achievements of
 the current UN sessions in an exclu-
 sive broadcast over WWRL, Long
 Island, Monday night, 10-10:15 p.m.
 He will be interviewed by Meade
 Davidson on the outlet's "Let's Look
 At the UN" stanza.

Wythe Williams On WINS

Commentator Wythe Williams takes
 over a weekly five-minute news slot
 on WINS beginning Sunday, at 11:55
 a.m. Program is sponsored by Ben
 Tucker Furs.

IN CLEVELAND IT'S
WHK

**Revival Of Gov't Labor Act
 Urged By Doherty, Of NAB**

(Continued from Page 1)

ply calculations of overtime pay
 and to clarify exemptions.

One proposal was that overtime
 payments be based only on regular
 hourly rates of pay for standard work
 weeks as defined in union contracts
 or agreed upon between employers
 and employees. This suggestion would
 exclude from calculations of "aver-
 age hourly earnings," on which pre-
 mium overtime payments are made,
 such items as profit-sharing and bonus
 payments, extraordinary wage pay-
 ments, special fees and commissions,
 such as talent fees and outside sales-
 men's commissions. It would also pre-
 vent inclusion of overtime payments
 in the calculating of straight time
 earnings.

The recommendation for clarifica-
 tion of exemptions dealt with the
 difficulty of classifying "executive," "ad-
 ministrative" and "professional" per-
 sonnel in stations employing such
 personnel without subordinating work-
 ing under them.

Doherty said that, from 1938 on,

average annual earnings of full-time
 radio employees have been about 70
 per cent above the national average
 earnings of all employees in private
 industry. Thus, he added, the mini-
 mum wage is only of academic con-
 cern to radio. He cited as an example
 a station currently paying \$1.75 an
 hour, or \$70 a week, but paying a
 local fee rate 9.5 times higher than
 the hourly wage rate.

"Obviously," he said, "these talent
 fees add appreciably to the regular
 weekly salaries of many announcers.
 Yet, despite the fact that they are
 very substantially above the base rate
 of pay, many employers are required
 to pay overtime on fees and standard
 weekly salary combined. In reality,
 the present overtime regulations are
 ill adapted to this special type of
 employee compensation."

The committee was also asked to
 revise the act so that non-unionized
 employers might be permitted to in-
 augurate guaranteed annual wage
 plans just as unionized employees.

**Expect Armstrong Today
 At Tele-Channel Hearing**

Washington Bureau, RADIO DAILY

Washington — Maj. Edwin Arm-
 strong, FM originator, may appear
 this morning at the hearing on with-
 drawal of television Channel No. 1
 winds up at the FCC. It was reported
 yesterday that Armstrong had addi-
 tional data to present the Commission.

In the meantime, R. J. Bingley, of
 Philco, heard Acting FCC Chairman
 Paul Walker suggest that television
 promoters study possible use of high-
 er frequencies. Bingley had testified
 that he is convinced television will
 need additional frequencies shortly.
 At the same time, he agreed that
 12 interference-free channels are to
 be preferred above 13 where freedom
 from interference cannot be assured.

The Commission also heard rep-
 resentatives of police, fire, railroad,
 forestry and other services which will
 benefit by the retiring of the present
 Channel No. 1 from tele and FM use.
 These groups all pointed out that their
 services will need more space, even
 if they do not need more today.

Walker and Commissioner E. K.
 Jett questioned railroad representa-
 tives sharply about the slowness of
 the railroads in using train radio for
 passenger trains.

Heads WIBG Units

Philadelphia — Effective November
 1, the board of directors of the Sea-
 board Radio Broadcasting Corpora-
 tion of Philadelphia appointed John
 Henninger, chief engineer of WIBG,
 to the newly-created post of technical
 director of WIBG - AM, WIBG - FM,
 WIBG - TV and National Wired Music.
 The latter organization, which
 pipes music into stores and business
 houses, is controlled by the manage-
 ment of WIBG.

**Fairbanks Sees Many Jobs
 As Tele Industry Expands**

Hollywood — Motion pictures will be
 the "backbone" of television program-
 ming and Hollywood will probably
 become the capital of the new televi-
 sion film industry, according to
 Producer Jerry Fairbanks who re-
 turned here this week following a
 tour of the nation's video stations.

"Film is the only proven method
 by which a show can be rehearsed,
 staged, edited, previewed and tele-
 cast with professional perfection,"
 Fairbanks said, and predicted that
 the growth of the video film indus-
 try itself will create many new jobs.
 "Five years after video hits its stride
 there will be jobs for half a million
 people in television," he said. "Ten
 years after it reaches full commer-
 cialization, there will be more than
 four million new jobs as a result of
 the increase in demand for goods
 and services in all fields."

The Hollywood producer is of the
 opinion television will not be harm-
 ful to box office receipts or the popu-
 larity of the movies, as believed by
 many theater owners. "Video will
 not supplant the theater any more
 than radio has supplanted the concert
 stage or the opera house," he
 declared. "Just the opposite, it can
 be as great a boon to the theater as
 sound was to silent pictures."

Joins ABC's Legal Department

New York — Omar F. Elder, Jr.,
 member of the New York Bar, has
 joined the American Broadcasting
 Company as an attorney. It was an-
 nounced yesterday by Joseph A. Mc-
 Donald, vice-president and general at-
 torney for the network. For the past
 year Elder had been associated with
 the New York law firm of O'Brien,
 Driscoll, Rafferty & Lawler.

PROMOTION

Farm Youth Awards

Awards totaling \$2,850 have been
 presented by E. K. Gaylor, president
 of the Oklahoma Publishing Com-
 pany, to winners in the second an-
 nual WKY farm youth scholarship
 achievement contest. The farm youths
 received special congratulations from
 Margaret Truman, honored guest at
 the presentation ceremonies. Ed
 Lemons, WKY farm director, and
 originator of the contest, made the
 award winning announcements dur-
 ing a special banquet and broadcast.

Awards were made on the basis
 of outstanding farming achievements
 and farm-homemaking projects. The
 contest is sponsored by WKY as a
 means of encouraging farm youth to
 improve their work, and to seek a
 college education.

Service Stations Serve

Large, colorful window posters are
 being distributed to all Texaco service
 stations by the Merchandising and
 Promotion Department of KABC,
 San Antonio, to call attention to the
 "Texaco Star Reporter" program
 which is being heard over the sta-
 tion from 11:45 to 12 noon Mondays
 through Fridays. The posters, in red,
 give the name of the show, the time
 of the program, the call letters of
 KABC and position on the dial. Over
 500 will be placed in retail outlets
 all over the KABC trade territory.

ETs—And Coffee

Kenyon & Eckhardt this week sent
 out 100 double-faced, 12-inch record-
 ings with Win Elliot and the Mark
 Warnow orchestra and chorus plug-
 ging for "County Fair" and "The Bor-
 den Program," via CBS. Follow-ups
 to the home recordings for editors
 were individual jars of Borden's In-
 stant Coffee.

Bacon Lions Club Speaker

Milton Bacon, assistant to the man-
 ager of WCBS, will deliver an ad-
 dress tomorrow at the meeting of the
 Lions Club at the Hotel Commodore.

Worcester
WTAG
 Slanted to the
 Central New
 England
 Market

First FM Station Formed In Hawaii

(Continued from Page 1)
1000 watts on 900 kc. (Oahu is island of which Honolulu is capital and Wahiawa is dead center.)

Near Wahiawa is Schofield Barracks, largest army post under U. S. flag; Wheeler Field, air force fighter headquarters, and thriving rural community based on largest U. S. pineapple industry. KVRO, with studios at Wahiawa, and KVRO-FM, with studios in downtown Honolulu, will conduct separate programming.

RBC's initial capitalization is \$60,000 held by 36 stockholders, mostly local merchants. Two main interests are held by Frank W. Fitch and Harry En Chu, who are veteran radio engineers now with KGU, Honolulu. Fitch was with mainland web before the war, in the war was War Dept. senior radio engineer for Central Pacific area, and later with Dept. of State at San Francisco, New York and Washington. Chu has had 15 years' experience here.

Fitch estimates that at least 40 per cent of radio sets entering Hawaii are FM equipped while there are thousands already here. Whereas KVRO will aim primarily at rural listeners, KVRO-FM will strive for cream of Honolulu's listeners.

Five New Stations Sought By Canadian Broadcasters

Montreal—The board of governors of the Canadian Broadcasting Corporation at meetings in Ottawa, November 28 and 29 will hear applications for permission to establish five new radio broadcasting stations, it was announced yesterday.

David M. Armstrong will ask for permission to establish a 250-watt station at Victoria, B. C., and The Shawinigan Standard Radio Company will seek a license for a 1000-watt station at Shawinigan Falls, Quebec.

Vincent Rodrigue will seek permission to establish a 250-watt station at St. Georges de Beauce, Que., and Gagnan and Bolduc, Registered, will apply for a license for a 250-watt station at Beauceville, Quebec.

New Hollywood Show

Chicago—A half-hour dramatic and variety program, "Hollywood's Open House," featuring Jim Ameche as emcee and announcer, will make its bow on WENR, 3:30 to 4 p. m., November 30. Each program will feature a Hollywood name in a dramatic bit, a comedian and a singer. Ray Bloch's orchestra will furnish music. Show will be sponsored for 52 weeks by the Peter Hand Brewing Co.

Britain's Post-War Advances Shown in Radio, Tele Exhibit

London—England's return to full-scale development and production in the electronics industry following World War II was graphically outlined during the 15th British Radio Exposition which ended an 11-day showing here recently featuring advances in radio, television and radar. Sponsored by the British Radio Industry Council, the Exhibition featured products made by 191 manufacturers, all of whom made rapid return to peacetime production little more than two years ago.

Britain now has over 100,000 men and women engaged in full time manufacture of radio and electronics equipment, officials pointed out, and that figure is expected to increase considerably as demand for post-war products continues upward.

Highlighted among the various exhibits were 29 different television

receiver models, many of which include standard and shortwave broadcasting, at prices ranging from \$400 to \$1762. Largest of the video models is projection set with a 20-inch by 16-inch screen, including AM radio, turned out by Electrical Musical Industries, one of Britain's major manufacturers. Also shown for the first time here was a combination radio, television and automatic phonograph produced by the Gramophone Company, said to be one of the largest sets of its kind. One feature of this model is remote control operation.

In general, according to industry officials, the new British video receivers show a tendency to return to the pre-war picture size of 10-inch by 8-inch, or slightly larger, although inclusion of sound broadcasts is becoming increasingly popular.

AP Made Assoc. Member By NAB Board of Directors

(Continued from Page 1)

eral manager of The Associated Press or Radio. Gramling was elected an associate member in the news service classification.

The membership is effective immediately. In connection with NAB membership, Gramling said:

"I am glad to become an associate member of the NAB. Having been concerned with the development of radio news service for the last seven years, I feel that such a membership offers an opportunity for more effective news effort in the future on behalf of the hundreds of radio stations that are associate members of The Associated Press."

Gramling, former newspaper man, has been with the AP twenty years. He joined its news staff in New York in 1927, became its chief of bureau in Pittsburgh in the early 1930s, and later was executive assistant to Kent Cooper, general manager and executive director, in charge of membership. In 1941, he became assistant general manager of Press Association, Inc., a radio subsidiary set up by the AP on an experimental basis. He was active in the consummation of plans under which radio stations this year became members of The Associated Press. He is the author of two best-selling books—"AP: The Story of News" and "Free Men Are Fighting," a narrative of World War II.

Lambert Pharmacal Buys Burrows Program On CBS

Lambert Pharmacal Co., manufacturer of drug products, has bought the Abe Burrows show on CBS with sponsorship effective January 3. Program now heard Saturdays at 10:30 p. m., EST, has been tentatively scheduled for the 7:45-8 p. m., slot the same night.

Contract was handled through Lambert & Feasley, agency handling the account.

Four-Web Code Meeting Postponed To Monday

(Continued from Page 1)

the subject Tuesday and at that time the suggestion was made that a set of regulations be put into effect until the NAB Standards of Practice could be adopted.

Meanwhile NBC's stations planning and advisory committee, comprised of eight affiliate execs, opened a two-day meeting at network headquarters. Possibility of an NBC code was said to be one of the major topics mullied by the committee, since Niles Trammell, network prexy, announced earlier in the week he would recommend immediate consideration of the code situation by the group.

Pro Basketball Sponsored By Brewer Over WTTG

Baltimore—National Brewing Company has signed for exclusive sponsorship of all professional basketball both here and in Washington over television station WTTG, the DuMont outlet in the Capital, it was announced this week.

Contract was signed by Leslie Arries, WTTG's commercial manager, and Paul Almony, ad manager of National Brewing.

Ad Council Safety Drive

Support of national advertisers is being urged in the Advertising Council's joint campaign with the National Safety Council on the theme "Be Careful—The Life You Save May Be Your Own." Advertisements promoting the central theme were mailed last week to over 4,000 newspapers throughout the country. Prepared by Young & Rubicam (Chicago), Council's volunteer task force for the project, advertisements show the danger of cluttered stairways, smoking in bed, etc., which last year took the lives of more than 33,000 Americans.

Westinghouse Plans FM Promotion Drive

(Continued from Page 1)

such phases as newspaper advertising, publicity stories, car and window display cards and special window displays. It also devotes a section to the staging of special FM demonstrations for schools and clubs and gives samples of suggested spot announcements to be used on AM and FM stations. Matters of station programming, contests, and studio party suggestions are also incorporated in the presentation.

Will Supply Distributors

It is planned to place quantities of these guides into the hands of Westinghouse distributors within the next few weeks. Copies will also go to stations which have purchased Westinghouse equipment. Miller said that the promotional brochure was produced at a cost of \$10,000.

Mr. Herrmann, who said that his company was "strongly committed to the development of FM," disclosed that AM and FM receiver retail sale of Westinghouse since June, 1946, has totaled \$60,000,000. He added that production schedules for FM receivers would increase the volume of sale during the coming year. Herrmann also predicted the manufacture of popular priced table model FM receivers that would sell slightly higher in price than conventional AM sets.

Grid Coach Hasel Guest

Hartford—The football coach with the most enviable record in the nation will be heard on Joe Hasel, ABC sports show from 11:15 to 11:30 Monday night. (Nov. 24th). Norr Daniels, who has yet to lose a football game since he took over the coaching reins at Wesleyan University in 1945, will be interviewed by Mitch Betters, WHTT sports director, with the confab being fed to the network from the WHTT studios in Hartford.

Alpern Leaving WINS

Jerry Alpern has resigned as WIN director of music rights and clearance, effective Dec. 1, it was learned yesterday. Alpern, who joined the station in 1936 as an assistant in the department, served also as supervisor of the music library. He did not disclose his plans.

British Radio Tele Tax

London—The Interim-Budget presented to the British parliament raises the purchase tax payable on radio and television sets from 33 1/3 per cent to 50 per cent. This becomes effective immediately. Another budget provision is doubling of the profits tax as from January 1st this year. Distributed profits will be taxed at the rate of 25 per cent instead of 12 1/2 per cent. Undistributed profits are to be taxed 10 per cent instead of 5 per cent.

IN CLEVELAND IT'S

W H K

A COMPLETE SERVICE

TO ALL SUBSCRIBERS OF



THE NATIONAL DAILY NEWSPAPER OF RADIO

RADIO DAILY

The National Daily Newspaper of Radio. Published every week day in New York City, the heart of the great radio industry. Radio's Fastest growing publication.

NEWS. 50 important stories a day. 250 a week. 13,000 a year, for YOU to know what's going on in YOUR industry. F.C.C. Financial. New Programs. Music. New Ideas. Equipment. Television. Patents. Who's Who, Etc.

If you are in radio you should be reading Radio Daily EVERY DAY. Radio is a fast changing industry. Knowledge is power. To know what's going on read Radio Daily REGULARLY.

RADIO ANNUAL

Radio Annual is published and distributed shortly after the first of each year as part of Radio Daily Service. It is complimentary to Radio Daily Subscribers.

Radio Annual is a gold mine of informative and statistical information completely covering the colorful and romantic radio industry in all of its branches.

Cloth bound for permanent reference, will contain 1100 pages and be used constantly by radio executives everywhere. As an advertising medium, it will offer year 'round advertising value at a one time rate.



1501 Broadway, New York 18, N. Y.

Gentlemen:

Please enter my subscription to RADIO DAILY SERVICE, and send my 1948 RADIO ANNUAL when ready for distribution. I enclose my check for \$10.00 (Foreign subscription, \$15.00).

Name:

Street:

City: State:

Mail your subscription today. You will find it the best \$10.00 investment in your industry you ever made.

COAST-TO-COAST

—MASSACHUSETTS—

NORTH ADAMS—Clifton T. Holman, Jr., has been named program director of WMNB, which will begin operations here shortly. He was formerly assistant promotion director for CBS in New England, handling network programs originating at WEEI, Boston. Holman also taught radio and television at Boston University and was dramatic critic for the Newark Star-Ledger. . . . **WORCESTER**—Under the auspices of WTAG the best high school gridders in Central New England will clash with the finest from Worcester schools in a WTAG All-Star Football Game on December 6. Number-one purpose of the public interest project, first of its kind ever conducted in this area, is to swell the athletic funds in shares determined by the number of boys elected to the teams. Participating will be 27 Central New England schools whose boys will use the Fitton Field Stadium which Holy Cross College has donated for the occasion.

—MICHIGAN—

KALAMAZOO—New staff members of WGFG are Charles T. Lynch, formerly with WERY, who will serve as program director; Warren Anderson, new musical director; Barbara Donahue, who will act as women's program director; Hal Cassano and Bob Raftery, members of the announcing staff; John Eldredge, who will handle continuity; Irene Glnthor, who will act as traffic manager; and Earl Clayton, new sales representative. . . . **DETROIT**—Arthur E. Sutton, prominent mid-west news broadcaster and radio executive, has been added to the staff of WJBK and WJBK-FM. His duties will include revamping the station's news department and establishing a new special events division.

—NEW YORK—

GENEVA—Earl Barfoot, formerly of WOLF, Syracuse, has joined the sales staff of WGVA. . . . **SCHENECTADY**—WGY, General Electric's station in this city, has been given the Award of Honor for Distinguished Service to Safety by the National Safety Council. Award came as the result of the station's "Farm Paper of the Air" programs, which were said by the judges to be practical and down-to-earth portrayals of farm accidents and how to avoid them. . . . **MIDDLETON**—New sales promotion manager of WALL is J. Arthur Lazell, formerly with the radio division of the United Nations.

—PENNSYLVANIA—

PHILADELPHIA—The United States Marine Corps awarded a special meritorious service plaque, the first to be given, to WFIL in special ceremonies at the Marine Corps Parade Grounds, Naval Base, Philadelphia. The Corps citation

honored the station for co-operation extended successful completion of the Corps' post-war recruiting program. Entire program was televised by WFIL-TV. . . . **PITTSBURGH**—The big Saturday night series of benefit broadcasts for the annual Pittsburgh Press-Children's Hospital, is being presented by KDKA through December 20. Top-flight entertainers whose services are donated by the local chapters of AGVA, AFRA, AFM and NABE, will be presented each Saturday night at 11:15 p.m., the broadcasts continuing through the early Sunday morning hours as long as pledges for the fund are phoned in.

—SOUTH CAROLINA—

COLUMBIA—New members of WIS's staff are Ernest Graham, who has been added to the transmitter department; C. Wallace Maring, new sales staff member, and Carol Moses, new secretary to general manager, G. Richard Shatto. . . . **CHARLOTTE**—Edward C. Powers has been appointed commercial manager of WFAK. His duties will include supervising both local and national sales and planning new program packages for potential sponsorship.

—OREGON—

PORTLAND—Introducing an Oregon higher educational program series to this city's audiences for the first time, KEX is broadcasting the 1947-48 edition of Campus Headlines, an educational presentation produced jointly by the radio workshop players of the University of Oregon and Oregon State College, each Saturday evening at 6:30-7:00 p.m.

Send Birthday Greetings To—

November 21
Joe Du Mond Edward K. Oates
Ted Strater

November 22
Hoagy Carmichael Dick Pack
Howard Petrie Frank Graham
Mildred Hallmark Arthur Miller
Glen Litton

November 23
Mary Milford

November 24
Eileen Barton Joan Brooks
Don McLaughlin Irene Wicker
Harry Barris Guy Bonham
Art Fulton Lois Zarley

November 25
George Cushing Rex Maupin
Will Osborne Kate McComb
Miriam Jaffe

November 26
Igor Gorin Henry Lovine
Charles Radcliffe Frank Simon
David Stone Charles Otto Ward

November 27
Ted Husing Mary Livingstone
Francis Conrad Bill Demling
George Hogan Mary Lynch
William Millor

BUFFALO'S
MOST
POWERFUL
STATION

W K B W

IN CLEVELAND IT'S
W H K



Set-Mfg. At All-Time High

Video Channel No. 1 Believed Going To FM

Washington Bureau, RADIO DAILY
 A distinct possibility in the 44-50 megacycle band will be given to FM broadcasters for use as the FCC closed hearings on proposal to take the band away from television. It comprises the current tele Channel No. 1.
 Maj. Edwin H. Armstrong, FM inventor, demonstrated Friday that he is not backtracked an inch in his contention that FM should be operating in that region of the spectrum
 (Continued on Page 4)

FM-Webs Conferences Suspended Until Dec. 8

Contract discussions between the FM and the networks recessed Friday without any actual proposals being made by either side and will be again Dec. 8 in Chicago. It had been stated after last Thursday's meeting that the webs would bring their proposals in writing the next day but in the interim network representatives decided it was too early to write out any offer.
 After Friday's meeting, Mark Woods of ABC took the role of spokesman at a short press conference. Woods
 (Continued on Page 6)

NBC Outlets' Regionals On Station Problems Set

Affiliates of NBC will hold regional meetings to consider problems of production, publicity, engineering and programming. It was decided on Friday at the meeting of the network's Stations Planning and Advisory Committee held here.

Wired Newscast

San Francisco—A new wired newscast service delivering live minutes of headline news and sports by direct wire to bars, restaurants and cocktail lounges in the San Francisco Bay area is being offered by Phillip G. Brady, formerly with the Navy News Bureau. Thirty-second commercials are featured at the beginning and end of each news period.

Code Comment

A spokesman for CBS on Friday issued a statement regarding the network's stand on the proposed code. The statement read: "The Columbia Broadcasting System has always pioneered and supported improvement in program standards and is emphatically in favor of the proposed NAB code. We hope the code, substantially as proposed, will soon be adopted by the industry."

Tele Stations Scoop Wedding Newsreels

A new record in acquisition and presentation of news films was set by television over the weekend when first actual shots of the royal wedding in Westminster Abbey last Thursday morning were aired on the NBC network fully four days before newsreel films of the event hit theater screens. NBC, aired the films to WPTZ, Philadelphia.
 (Continued on Page 7)

Tele To Grow Rapidly In Ten Years—Kersta

Television will see its greatest rate of growth during the next ten years when a yearly increase \$1,200,000,000 over the record 1945 figure for total national advertising expenditures is anticipated, according to Noran E. Kersta, director of tele operations for NBC.
 Using figures of the Twentieth Century
 (Continued on Page 7)

IMC Votes Exec. Committee To Represent Trade Groups

Plans for the final phase of organizational and operational activities of the recently-formed industry Music Committee, which when completed are expected to provide the machinery for a "united front" to cope with all-industry music problems, were set in motion Friday at BMB headquarters with unanimous approval to appoint an executive committee to represent seven major segments of the industry. Recommendations for

Production Of Various Type Receivers Totaled Over 2 Million In October; Christmas Seen As A Factor

BMI Contract Renewals Sought By Haverlin

Revealing that BMI already has contract renewals for 1950 to 1959 from the four major networks, Carl Haverlin, president of the industry's music organization, the past weekend directed a letter to all member stations asking them to re-sign contracts beyond the present expiration date of March 11, 1950.
 In presenting the BMI appeal for
 (Continued on Page 6)

Ceremonies Signalize Change Of KPO To KNBC

San Francisco—One of the nation's pioneer radio stations changed its identity Sunday when the 50,000-watt KPO changed its name to KNBC.
 For over 25 years since April 17, 1922, when it first took to the air
 (Continued on Page 8)

N. Y. News Today Appeals FCC's Nix Of FM Permit

Three of the six members of the FCC who voted last month to refuse New York's "Daily News" an FM license will be charged today in an appeal to be filed with the Commission against the recent decision. Radio
 (Continued on Page 4)

Radio-set production and radio-receiver production, including tele and FM-AM sets, broke all industry records in October and indicated preparations for heavy Christmas sales, the RMA has revealed.
 For the first time in the industry's history more than 2,000,000 radio and television
 (Continued on Page 4)

AFRA Expected To Ask Web Scale Adjustment

AFRA will "almost certainly" reopen wage negotiations with the networks and recording companies in early January on the basis of increased living costs within the last year, according to George Heller, national executive secretary. This development was revealed at an annual membership meeting of New York
 (Continued on Page 6)

Shades Of Orson Welles! Canadian Thriller Aired

Toronto—Scores of Toronto radio listeners who happened to be tuned to a Toronto station at noonday a week ago sat tense and terrified by their sets as they heard, "news correspondents" in the United States and Britain flash gripping bulletins on
 (Continued on Page 2)

Agricultural

The national convention of the Farm Radio Directors of the United States will be held in Chicago, Nov. 30 to Dec. 1. Convention date coincides with the International Grain Show which draws farmers from all sections of the United States and Canada. Among the speakers at the convention will be Fergus Muttie, supervisor of farm broadcasts for CBC.



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FRANK BURKE : : : : : Editor
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WEST COAST OFFICES

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WASHINGTON BUREAU
Andrew H. Older, Chief Managing Classett
6417 Delaware B. 2122 Dastar Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat. Green

1417 Ashland Bldg., 155 N. Clark St.

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

FINANCIAL

(Nov. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 3/4	8 1/4	8 1/2	+ 1/4
Am. Tel. & Tel.	153 1/4	152 3/4	153 1/8	— 1 1/8
CBS A	24 1/2	23 3/4	23 3/4	— 1/2
CBS B	24 1/2	24 1/4	24 1/4	— 1/4
Farnsworth T. & R.	8 3/8	8	8 1/8	+ 1/4
Gen. Electric	36 1/2	35 5/8	35 5/8	— 1 1/2
Philo	35 1/4	34	35	+ 1/2
Philo pfd.	90	90	90	+ 1/2
RCA Common	10 1/2	9 5/8	10	+ 1/4
Stewart-Worner	15 1/2	15 1/8	15 1/8	+ 1/8
Westinghouse	28 3/4	28 1/2	28 1/2	— 1/8
Westinghouse pfd.	95 1/2	95	95	— 1/2
Zenith Radio	20 1/4	20 1/4	20 1/4	— 1/4
Nat. Green				

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14	+ 3/8
Not. Union Radio	4	4	4	+ 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7 1/2	8 1/2
Finch Tele Comm.	3 1/4	4 1/2
Stromberg-Carlson	13 1/2	14 1/2
U. S. Television	2 1/2	2 3/8
WCAO (Baltimore)	37	39
WJR (Detroit)	12 1/2	13 1/4

10 YEARS AGO TODAY

(From the files of Radio Daily)

Formation of Mohawk Valley Broadcasting System was announced, with six New York State outlets and two in Vermont, with Syracuse and N. Y. C. coverage optional. . . . WCLE, Cleveland, applied to the FCC for experimental facsimile license. . . . Vicks re-novated Tony Wons for 13 weeks at 50 per cent pay boost.

IN CLEVELAND IT'S



★ COMING AND GOING ★

FRANK STANTON, president of the Columbia network, is expected back today from a business trip to Los Angeles and San Francisco.

LEWIS ALLEN WEISS, board chairman of the Mutual network as well as vice-president and general manager of Don Lee, is back in Los Angeles following a trip to Mexico City, but now is confined to his Bel Air home with a severe attack of pneumonia.

ROBERT B. HUDSON, director for CBS, is back at his desk after having made two business trips last week: one to Boston, the other to Washington, D. C.

DUDLEY TICHENOR, manager of WNAO, new station in Raleigh soon to start operations, is back in the Carolinas following a short business trip to New York. WNAO is owned by Josephus Daniels, Secretary of the Navy in World War I.

CECIL BROWN, Mutual network news commentator, left Friday for the West Coast. During the next 12 days he will broadcast from Los Angeles and other California cities.

READ WIGHT, manager of the American network's program sales department, is expected back today from a business trip to Chicago.

JACK PAIGE, director of special events for Mutual, off to Philadelphia for three or four days to arrange television coverage for the forthcoming Presidential convention of the Republican Party.

ROGER BOWMAN, radio and television commentator for NBC, will return by plane today from Washington, D. C.

WALTER H. GOAN, general manager of WAYS, Charlotte, N. C., is back at the station after having visited New York to confer with network and agency officials, also to talk sales promotional plans for the outlet. Station is an ABC affiliate.

JESS BARNES, vice-president of the Mutual network in charge of sales, left Friday on a business trip to the Midwest. He'll be back tomorrow.

IGOR GORIN, baritone frequently heard on NBC's "Voice of Firestone," has terminated his sojourn in New York and has left on another concert tour.

KINGSLEY HORTON, sales manager of CBS radio sales at WEEL, has returned to his Boston headquarters. He spent the major portion of last week conferring with Columbia executives in New York.

ROGER A. SHAFFER, newly-appointed general manager of WSPA, Spartanburg, S. C., made his first trip to New York in his elevated capacity last week. He has now resumed his duties at the station.

ALAN GALE, comedian who leaves Miami this week, plans to stop in New York for a radio interview before going on to Cleveland.

Shades Of Orson Welles!
Canadian Thriller Aired

(Continued from Page 1)

how "Canada had disappeared in the sea."

Suspense reignited for 13 minutes of the 14 1/2-minute broadcast issued by the National Film Board, while the northern half of the continent was said to have gone under water. And it wasn't until the final seconds of the broadcast that an announcer laughingly declared: "Don't be frightened folks . . . it's just another Orson Welles."

But not even did the announcer's explanation reassure many listeners that the broadcast was just another radio play. Many were panic-stricken. And within a matter of minutes after the broadcast ended, telephone lines into the radio stations, which aired the disc, were kept humming by frantic callers.

The object of the broadcast was to put across to the radio audience just how important Canada is to the rest of the world. In the course of the program, which was interrupted by bulletins and interspersed by musical interludes, several make-believe world correspondents told how the catastrophe had left the northern part of the Dominion in complete desolation.

ATS Luncheon Today

Fred Gamble, president of the AAAA, will address a luncheon meeting of the American Television Society at the Hotel Commodore today on "The Agency Viewpoint on Television as an Advertising Medium."

ANNOUNCER WANTED
IMMEDIATELY

Experienced morning man preferred. Standards are high but good potentials are considered above experience. If interested, contact Allen Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition.

"Late Geo. Apley" Set
As 2nd NBC-Guild Show

"The Late George Apley," best seller of a few years back by J. P. Marquand and long-run hit on Broadway, has been chosen as the second play to be presented by NBC and the Theatre Guild, Starring Leo G. Carroll in the role he played in the legit version, "Apley" will be aired over WNBT and the East coast network on Sunday, Dec. 7, at 8:30 p.m., EST. The story was recently produced as a movie, starring Ronald Colman.

Walter Winchell Renewed

Walter Winchell will begin his sixteenth year in radio with the renewal of his Jergens' Journal on 218 ABC stations starting Sunday, December 7. The renewal by the Andrew Jergens Company is for 52 weeks. Robert W. Orr & Associates, New York, is the agency.

WORLD
does it Again!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

"The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

Inquire NOW About Our GUARANTEED 13 - 26 - 52 Week Contract Plan

BOSTON WORL M A S S .

FORJIE & CO., National Representatives



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wished there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . we suggest that in Baltimore you use W-I-T-H.

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

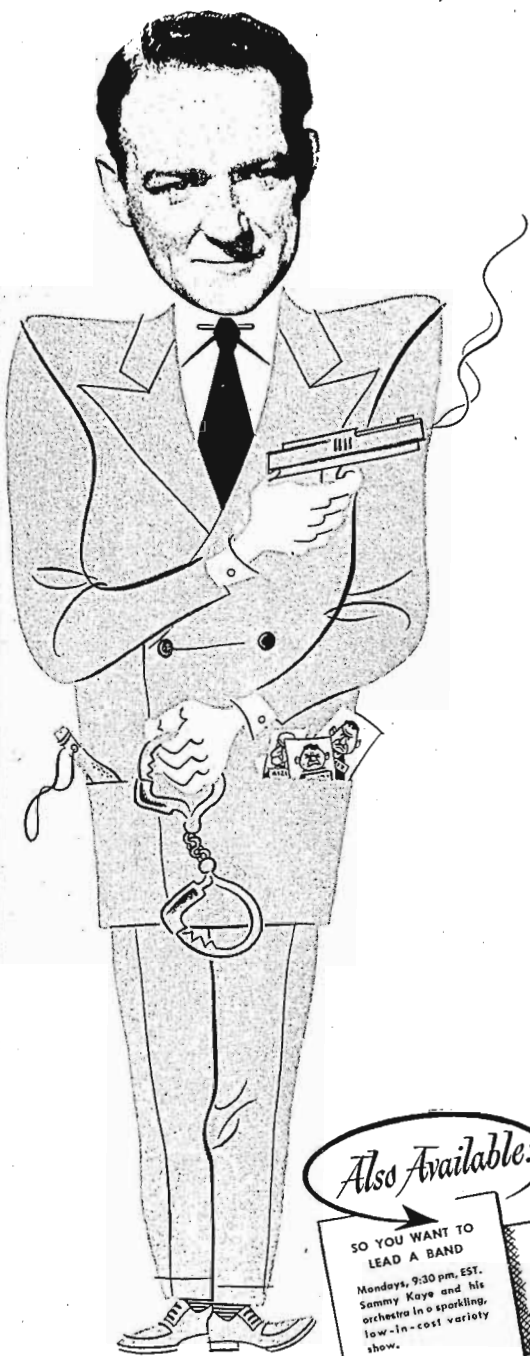
W-I-T-H is on the smart lists On Yours?

**W-I-T-H**

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented Nationally by Headley-Read



ACE DETECTIVE

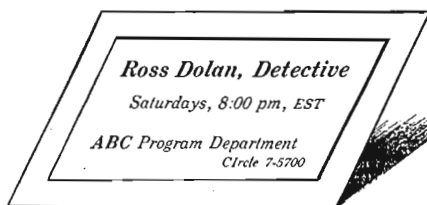
One of radio's slickest sleuths. He's wise-cracking, hard-hitting *Ross Dolan, Detective*, played by William Gargan, popular Hollywood tough guy. His adventures are packed with action, suspense and thrills!

GOOD ON THE DRAW

The man's got terrific drawing power! Formerly known as "I Deal in Crime," *Ross Dolan, Detective*, snagged an 8.6 as a sustainer... later brought in a walloping 10.3 for his client!

HAS TIME ON HIS HANDS

... And not just ordinary time either! It's *outstanding* network time. *Ross Dolan, Detective*, broadcasts on Saturdays at 8:00 pm EST... immediately followed on ABC by *Famous Jury Trials*, *Gangbusters*, *Murder and Mr. Malone*, and *Professor Quiz*. Somebody smart is going to grab this quick. Why not you?



Also Available:

SO YOU WANT TO LEAD A BAND

Mondays, 9:30 pm, EST.
Sammy Kaye and his orchestra in a sparkling, low-in-cost variety show.

THE OPIE CATES SHOW

Mondays, 8:30 pm, EST.
Hilarious situation comedy about a small-town boy in the big city. New star, new show!

The Adventures of Bill Lance

Sundays, 5:00 pm, EST.
A sure-fire adventure series with a new twist—a reluctant, music-loving sleuth! Exciting listening!

Candid Microphone

Thursdays, 8:00 pm, EST.
A concealed mike listens in on fascinating, unrehearsed conversations of people in all walks of life.

Video Channel No. 1 Believed Going To FM

(Continued from Page 1)

—but at the same time he said he recognized that it is now too late to expect the higher frequencies to be abandoned. He spoke of the value of the low band for relay of FM programs, saying it would facilitate FM network operation. Such operation is currently held up, he said, because the common carriers do not provide a satisfactory service.

Major Armstrong engaged in a bitter argument with Kenneth J. Norton, former FCC engineer, now with the National Bureau of Standards. It was Norton's propagation study upon which the FCC relied when it determined in 1945 to move the FM service to the higher bands.

"I still think the FCC was poorly advised at that time," Armstrong said following a highly technical argument. The major was in conflict also with another Government engineer—this time Edward W. Allen, Jr., head of the FCC's technical information service.

Findings by Allen and Armstrong concerning FM reception in the current "high" bands were contradictory—Allen finding improved service and Armstrong differing.

It was generally felt here that the FCC will proceed in its proposal to take the channel away from television. Important question is which service, of the many seeking it, will be given its use—how many services will be permitted to use parts of it.

It was felt here that Armstrong's position of Friday, coupled with the earlier plea by the FMA president, Everett Dillard, might go a long way toward winning the Commission to their point of view. The FM-minded Commission might well determine that turning over the 44-50 megacycle channel for relay might prove to be an important boost to the commercial development of FM.

Special Broadcast

The highlight of the Thanksgiving week "Air Parade" arranged by the National Cancer Foundation to interpret its work to the public will be "Something for Thanksgiving," an original half-hour play written by Ira Marion and dedicated to the Foundation, which will be presented over WJZ and the ABC network at 10:30 o'clock on Thanksgiving evening. In the starring role will be John Garfield, who volunteered his services. The musicians are contributing their services by special courtesy of the AFM and ABC is donating the time.

IN CLEVELAND IT'S
WHK



California Commentary . . . !

● ● ● Woody Herman won't be able to rest for long when he brings the Herman herd back into Hollywood the latter part of December for their holiday vacation. as he must begin his chore for George Pal's Technicolor "Tom Thumb" wax batch, more of Columbia wax

Hollywood

and cut a platter for a new radio show series being cooked up by Jack Archer of Continental Artists. . . . I. Carrol Nash scribed "The Caravanary On The Hill," a 15-minute "Proudly We Hall" subject, produced by C. P. MacGregor for the U. S. Navy and Air Force Recruiting Service. It's the age-old story of Christmas, which is ever new. It will be released locally over KHJ and more than 850 other stations throughout the country. . . . Bill Lawrence, director of Screen Guild Players, helped to entertain Sir Alexander KIng, British movie magnate, who recently visited Hollywood. . . . Louise Erickson, young little role star of "A Date With Judy," has withdrawn from Palos Verdes collog in suburban Los Angeles and is concentrating on polishing her abundant dramatic talent at a Little Theater workshop.



● ● ● Judy Canova will preview the Hollywood Blvd. Santa Claus Parade scheduled for Thanksgiving, when she rides her float through the Coliseum that afternoon, between halves of the L. A. Dons-Cleveland Browns pro game. . . . Dale Evans' fan mail from England, where she is enormously popular, is currently very heavy with pleas for Dale not to resent the British fans because of the new English tax. . . . Frankie Carle has sent President Truman the first recording of his "Missouri Waltz" platter for Columbia, in addition to all teen-age clubs in the "show me" state. . . . Eddy Howard is negotiating for an interest in the Calumet Farms racing stable and hopes to see his colors at Santa Anita come next season. . . . Frank DeVol will conduct 20 Capitol recording sessions between now and the first of the year, plus his own weekly Scalet airshow, 30 Capitol transcription dates and write 12 new songs. . . . Evelyn Knight, thrush on the Texaco show, has brought such crowds to listen to her at the Last Frontier, swank Las Vegas resort, that she has been asked to extend her engagement for two more weeks. Evelyn is no stranger to the nighteries, inasmuch as she won her first fame in New York and Washington late spots.



● ● ● Skyhaven Ranch, at Lake Hughes, 50 miles from Los Angeles, will be the home of Roy Rogers, the cowboy star, and Dale Evans after their marriage Dec. 31. Dale's parents will come from their home in Italy, Texas, for the ceremony, while Roy's parents will not have to travel so far, being residents of California. . . . Penny Singleton and her husband, Robert Sparks, an RKO-Radio producer, have been spending a week in the sunshine at Palm Springs. . . . A novel announcement from Mr. and Mrs. John Douglas Gale tells of the birth of their daughter, Sara, Nov. 6, who "although only 21 inches long and weighing but 8 pounds, 3 1/2 ounces, will 'broadcast' with 1,000 wabs daytime and 50,000 wabs at night."



● ● ● Based on a two-year survey, World Transcriptions, Inc., has released figures showing that recordings and transcriptions made by Dave Rose and his orchestra have been played by more disc jockeys on more stations in the U. S. than any other orchestral group. In view of this heavy play, Rose and his orchestra plan to make more than a hundred recordings between now and the first of the year when the Petrillo ban becomes effective. . . . Russ Hudson, ABC Western division sales service manager, and his wife are enjoying a belated vacation in Phoenix. . . . Peter Potter will narrate the Gene Lester-produced short, "Laughing Eyes And Dancing Legs," scheduled for major theater release shortly.

Receiver Production Set Record In October

(Continued from Page 1)

receivers were manufactured by RMA member-companies, in one month FM-AM sets numbered 151,244, a were well above the production any other month this year.

Television receivers also reached new high of 23,693, although the September reported figure of 32,719 was higher due to the inclusion of 16,151 sets produced earlier but not reported.

Total radio and television sets produced by RMA manufacturers numbered 2,002,303 in October and brought the year's ten-month total to 14,328,218.

October FM-AM sets included 1,319 table models, 555 converters, 656 tuners, 656 consoles, and 100,714 radio phone consoles. Television receivers included 13,503 radio table model, 10,181 consoles and radio-phonograph combinations, and nine converters.

N. Y. News Today Appert FCC's Nix Of FM Per

(Continued from Page 1)

DAILY has learned that Attorney L. Caldwell, in filing the petition, reworking for the News, will challenge the propriety of the participation in the case by the former FCC chair Charles R. Denny, now RCA v. president, and Commissioner Edu Webster.

At the same time, it was generally expected both here and in Washington that the case will eventually up in the Federal court.

The brief will charge that De was acting improperly because he already agreed to become an officer of the RCA-NBC organization. It is an FM licensee in the New York area, Caldwell pointed out, and De therefore was in the position of ruling upon who should be among the competitive stations in New York. Denny could have considered the grievousness of the New York point and decided it would be better to have a less able competitor.

In addition, he will point out both Denny and Commissioner Webster based their decision upon transcripts of the oral arguments and exceptions taken by clients. Calc maintains that they did not have sufficient information upon which to reach a decision.

Laughton, Sondergaard On

Charles Laughton and Hester Sondergaard will be featured tomorrow on a radio presentation of "Pay Deferred" on the Columbia network "Studio One," which will be from 9:30-10:30 p.m.

PRIZES—Head-to-Toe Wardrobe REGULAR completely paid New York weekend for two 12 PAGE SCRIPT DAILY

"Cinderella Weekend"

V.I.P. 1775 Broadway, New York

Fulton Lewis, jr.



LOYAL LISTENERS make loyal customers

Of the millions of radio listeners who hear Fulton Lewis, jr. every week, some 1100 write or wire him in an average seven-day period. (One month in 1946 over 10,000 of his faithful followers "reported in.") Such loyalty carries over to the products of his varied co-operative sponsors.

more than 288 stations

carry the locally sponsored Fulton Lewis, jr. program. He's available in a few choice localities where he's carried sustaining. If you need a loyally followed program—with NATIONAL prestige—at LOCAL rates—wire, phone or write now for availabilities.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.



★ THE WEEK IN RADIO ★

No Decision On Code

By VAL ADAMS

NAB Board cancelled the Feb. 1 effective date for the new code and made a tentative revamp of Standards of Practice. Apparently criticism by NAB members will hold up any adoption until a code can be ratified at the Los Angeles convention next May. . . . Niles Trammell expressed NBC's disappointment at code delay and said his network's own stations may formulate their own interim code. Four major webs also huddling over same proposition.

Commercial facsimile broadcasting expected to premiere about first of January. Several publishers and stations asked General Electric to hurry facsimile equipment orders. Miami Herald and WQAM wants to debut in December if equipment is delivered. . . . Audience measurement by radar uncorked by CBS. A signal goes out from the transmitter and bounces back from a special device attached to sets in homes. Gadget supposed to record minute-by-minute trends, even the income level of the listening family.

Pettrillo and major webs discussing new contract. After second preliminary meeting, AFM's boss asked networks to bring in their proposals in writing. . . . Subscriber discounts still available at BMB until Jan. 1, the second extension. BMB needs about \$50,000 more in annual contracts to reach goal of half million. . . .

Network liaison committee for BMB will be set up. . . . New York newsstands selling tip sheets on identity of "Miss Hush" for one buck. Tipster says "suggested identification" of mystery woman in the Ralph Edwards stunt is Evangeline Booth.

Television beat the newsreels with film coverage of royal wedding in London. Still photos and newsreels also marked debut of AP, UP and INS into large scale television. Network pool broadcast of the wedding, handled by Ed Murrow and Arthur Mann, was heard with exceptional clarity. . . . Westinghouse giving distributors elaborate details on promoting FM. Company spent \$10,000 to make up the brochure. Westinghouse is planning big developments in FM.

NAB answered no to FCC proposal to withdraw television Channel No. 1 and use it for other services, as hearings began. TBA, Philco and RCA finally opposed any television channel sharing with other services. Maj. Edwin Armstrong asked FCC to turn over video Channel No. 1 to exclusive FM operation. . . . In the broadcasting field, television got top play at Eastern meeting of 4-A's. Ralph Austrian of F C & B said agencies

are in great need of market information on television. . . . WJR, Detroit, appropriated \$650,000 for television, FM and station remodeling. Nearly half goes for video while FM will get \$100,000. . . . Edgar Bergen Television Productions preparing film programs for advertisers and agencies. WMLC, Milwaukee, filed with NLRB charging AFM with violation of Taft-Hartley law. Station says union tried to force it to rehire four musicians who were not needed. . . . Rep. Carroll D. Kearns planning to offer legislation in current Congressional session to prevent walkout by musicians on recording companies. . . . Filing of networks' answer to \$12,000,000 damage suit by WSAY, Rochester, N. Y., postponed to Dec. 20. Meantime, Gordon Brown, WSAY president, appealed judge's decision denying injunction against ABC and MBS. . . . First FM station planned for Hawaii.

Hudson Motor Car Co. set 500 stations for a spot campaign starting end of November. Radio will get around \$175,000 a week for several weeks. . . . Survey of listening habits of young people started by NBC's research department. Gilbert Youth Research Organization was contracted to do the job. . . . Alemite dealers in Chicago sponsoring recorded series of five-minute programs.

Sen. Wallace White gave "full speed ahead" signal to push legislation on his amendments to Communications Act. He hopes for action by the Commerce Committee during present special session. . . . Eagle-Lion Films will use television in New York to preview new releases. Another first for commercial video. . . . North Carolina State Network premieres Jan. 1. Ten stations in hookup will broadcast during daylight hours only but later will use FM for night operations. . . . NAB asked House Labor Committee to revive Fair Labor Standards Act in accordance with broadcasters' experience with fees and overtime pay regulations.



"If I list in my audition on WFDP Firm, I'll croak."

IN CLEVELAND IT'S
WHK

AFRA Expected To Ask Web Scale Adjustment

(Continued from Page 1)

AFRA Thursday night, when new officers were elected. Ballots are still being counted.

In the present contracts between the union and networks and recorders, there is a clause stating that if the cost of living index as of Nov. 15, 1947, as issued by the U. S. Department of Labor, is higher by 10 per cent than that of last year, then AFRA can request that minimum rates be adjusted. The Department of Labor statistical report covering November is expected to be available early in January.

Tele Scale Negotiations

Heller also revealed that AFRA will start its first negotiations within the next few weeks to set pay scales with television broadcasters. Agreements will be sought first in New York and subsequently in other cities where video is operating.

Heller's treasurer report to the New York membership disclosed that the local in the last 12 months spent \$3400 more than it received. This does not put the union in debt, however, since it has a surplus to draw on. A recommendation was made that five members be appointed to seek means and methods of increasing the local's revenue.

Employment Committee Reports

The committee set up to consider unemployment among AFRA members made a preliminary report on three possible projects. One would be the setting up of a players' guide, similar to the one published by Actors Equity, and another possibility is the founding of a central audition and recording bureau through which AFRA could peddle the membership to agencies and producers. A third project is based on a program show case whereby a local New York station donates regular air time for an AFRA production.

Meanwhile, Gulf Oil is still looking for the proper network time slot for a special AFRA show it would sponsor every week. The deal would net the union's welfare fund several thousand dollars a week.

IMC Votes Exec. Committee To Represent Trade Groups

(Continued from Page 1)

facturers; (5) networks; (6) FMA; and (7) NAB. Committee will also be empowered to elect its own chairman, it was said.

The 38-man over-all industry committee also approved, upon further recommendation, the establishment of legal and public relations sub-committees, also consisting of one representative from the seven industry segments. Present plans call for an early meeting of these sub-committees to outline their plans and requirements, etc., for submission to the executive committee within the next two weeks.

Those who attended Friday's session were:

Richard A. Moore, ABC; John Macdonald, NBC; Howard L. Hausman, CBS; Robert Myers, NBC; R. P. Doherty, NAB; E. Wallerstein, CRI; Ralph F. Colin, Columbia Records; Frank K. White, CBS; Frank E. Mullen,

AFM-Webs Conferences Suspended Until Dec. 8

(Continued from Page 1)

stated that so far meetings were devoted only to new developments in the industry in recent years such as FM and television. The ABC president pointed out there had been no real negotiations between the networks and AFM since before the war and the many changes made it much more difficult to write a blanket agreement today.

It is now definitely established that the major portions of contract discussions are going to center on FM and television. While wage scales are important, of course, such phases will be secondary to the others. At this point it appears that AFM and the webs will be locked in many sessions before a new contract is written.

Following Woods statement that "we need musicians" in the field of FM and television, James C. Petrillo spoke up to say that AFM is anxious to learn just how FM and television will affect the union. He said AFM "is worried as to what these things will do to musicians in the future." Petrillo also said it was harder to negotiate a contract today than formerly. Referring to network reps, he stated, "I know they're frank and honest" in telling AFM how they feel about FM and television and how they think the problem has to be dealt with.

Petrillo jokingly admitted that the real reason contract discussions are being switched to Chicago on Dec. 8 is because he has a court date there Dec. 15. This is when he is to answer charges claiming violations of the Lea Act.

Boyer Joins Motorola

Robert Boyer, Midwest sales representative of Federal Telephone and Radio Corporation since 1945, resigned November 8th to join Motorola, Inc., in communications sales.

NBC; Leonard H. Marks, FMA; Justin Miller, NAB; A. D. Willard, Jr., NAB; Mark Woods, ABC; Theodore Streibert, WOR; Robert Swezey, MBS; Daniel R. Creato, RCA Victor; Frank King, NAB; Walter Rivers, Capitol Records; M. R. Rackmill, Decca; Guy Lemmon, Majestic Records; Leonard L. Asch, WBCA-Schenectady.

Also Roger W. Clipp, WFIL-Philadelphia; William Fay, WHAM-Rochester; John W. Tinney, KWK-St. Louis; Hudson Eldridge, Continental Network; Charles V. Wayland, Continental Network; Don Petty, NAB; Robert K. Richards, NAB; C. O. Langlois, Sr., Lang-Worth; A. M. Wiswell, Associated Program Service; Richard S. Testut, Associated Program Service; Joseph W. Bailey, Louis G. Cowan, Inc.; Eric Haase, ANA; Paul W. Reed, FMA; John Van Allen, RMA; Bond Geddes, RMA.

KTLA Completes Plans To Televise Rose Bowl Game

Los Angeles—The most outstanding annual event in Southern California, The Tournament of Roses, will be televised for the first time this coming New Year's Day.

Television Station KTLA, a service of Paramount Pictures, has been granted the exclusive rights for telecasting of the Rose Bowl Game Classic to Southern California televiewers. The station will also cover with its television cameras the colorful parade preceding the game, which is well known for its lavishly decorated floats.

KTLA will use four of the latest type television cameras and will provide a play by play coverage of the game to an estimated 500,000 televiewers.

Many of the receivers in Southern California are installed in veterans' hospitals who, with other shut-ins, will for the first time have an opportunity to witness this nationally-famous event.

BMI Contract Renewals Sought By Haverlin

(Continued from Page 1)

contract renewals at this time Haverlin wrote:

"Since your present contract does not expire until March 11, 1950, you may wonder why we are asking for your renewal now. The answer is simple. Although broadcasters know BMI is here to stay, you can understand the difficulty of signing new publishers and foreign societies to long-term agreements without corresponding long-term contracts with you.

Compares Contracts

"Further, the contracts of the American Society of Composers, Authors and Publishers with its members run until 1965, while ASCAP contracts with broadcasters contain a renewal clause (automatic at ASCAP's option) that runs until 1959.



HAVERLIN

"You can see that we are at a competitive disadvantage in negotiating new and important contracts if we can point, as at present, only to a 28-month term with our licensees. The prompt return of your BMI the added competitive strength we so vitally need.

renewal will give BMI the added competitive strength we so vitally need.

Cites Accrued Savings

"The wholehearted unity of networks and stations behind the idea of competition in music rights has resulted in tremendous benefits to all users of music. The broadcasting industry has, since 1941, paid sixty million dollars less to BMI and ASCAP combined than it would have paid to ASCAP alone under the 7½ per cent contract which it offered to broadcasters in 1940.

"Before the end of next year, ASCAP must tell broadcasters whether or not it wants an increase. An NAB committee is currently discussing renewal. If there is to be no increase, the ASCAP contract will automatically renew on its present terms. If ASCAP asks for an increase, broadcasters under the terms of their contracts may either cancel their contracts or arbitrate, go 'per program' or follow some other course of action. One thing is certain—the quicker our industry renews with BMI, and thus gives renewed assurance of its permanence, the stronger the industry's position will be."

Producer wants commercial programs or ideas from established writers. State B.G. and credits. Write, Box 421, RADIO DAILY, 1501 Broadway, New York City.

New Product? New Campaign?

LOOK TO WHBC CANTON, OHIO

THE BEST BALANCED MARKET IN THE UNITED STATES

5000 WATTS DAY AND NIGHT A B C

318,440 RADIO FAMILIES

FARM FACTORY

\$100 Million Rural Buying Income
50,540 Farms
195,054 Farm Population

1,791 Manufacturing Firms
\$1,417,244,944 Value in Products
8 of World's Largest Industries

APPROVED BY NAB-member

whbc CANTON, OHIO

Tele Stations Scoop Wedding Newsreels

(Continued from Page 1)

Philadelphia; WNBW, Washington, and VRGB, Schenectady, from its flagship WNBT in New York at 1:10 p.m. Friday—approximately 20 hours after they were taken.

Newsreel companies sold over the weekend the earliest date the wedding films would be shown in Broadway (N. Y.) houses would be Tuesday, with other cities possibly a day later.

Wedding films were shown by NBC an hour and twenty minutes after they had arrived at La Guardia Field and only 15 minutes after they'd been received at the studios. Speed with which they were aired was made possible by the fact that they'd been processed for tele before they left England.

Showing of the NBC films, most of which were made off the face of a BBC television tube, lasted 32 minutes and was sponsored on the NBC web by Swift and Co. Company also sponsored another showing Friday night over the network. Additional copies of these films were flown to KSD-TV in St. Louis and WWJ-TV in Detroit for showing over the weekend.

WCBS-TV and WABD also aired wirephoto shots of the ceremonies over the weekend, in addition to news-film sequences of the pair. Other stations airing wirephoto shots were: WMAL-TV, Washington; WFIL-TV, Philadelphia; WKBB, Chicago, and KTLA, Los Angeles.

Gets Farnsworth Post

J. H. (Jim) Kelly, southeastern district manager the past three years for the Farnsworth Television and Radio Corporation, has been appointed manager of the Farnsworth sales division, it was announced last week. Prior to joining Farnsworth, Kelly was associated for 12 years with the General Electric Supply Corporation, Atlanta, Ga.

House Group Calls DeMille

Hollywood—Cecil B. DeMille, formerly of Lux Radio Theater on CBS, will be the first witness at a hearing by the House Labor Committee Jan. 19 on "The Right of Every Man to Work Without Fear or Intimidation," it was announced this week by Fred Hartley, chairman of the committee.

Applicable?

Congressman Hartley, co-author of the Taft-Hartley labor bill, declared in a special broadcast on WNBC last Friday that he looks upon the recording ban of James C. Petrillo as a violation of the anti-trust laws and plans to ask Congress to invoke the Sherman-Clayton Anti-Trust Act to prevent the AFM president from carrying out his purpose.

Abbott & Costello Set New Juve Show On ABC

Abbott and Costello will enter the field of juvenile entertainment when the comedy pair launch a Saturday morning series over ABC on December 6 (11-11:30 a.m., EST.)

On the new show, comics will serve as emcees and will have as guest stars various young radio, stage and screen stars. Present plans call for a \$1,000 bond to be given away on each show as the "Lou Costello Award of the Week." Show will originate from the Lou Costello, Jr., Foundation in L. A.

Hooper In Post

Current issue of Saturday Evening Post carries an article on C. E. Hooper titled, "Biggest Man in Radio." Story covers the development of the Hooper rating service with a biographical sketch of the researcher.

Table TV Sets To Outsell Others, Say N. Y. Dealers

Public demand for table model television receivers will almost double that for video consoles during the next 12 months, according to the results of a recent survey of 64 dealers in the metropolitan New York area.

Sponsored by Du Mont

Survey, sponsored by the Allen B. DuMont Laboratories, showed that table models are expected to account for 63.3 per cent and consoles 36.7 per cent of total set sales. As a result, it was pointed out, 57.2 per cent of all tele sets sold during the period will have television only. Slightly more than 20 per cent of the units sold will have television in combination with FM and AM, it was said, and 22 per cent will have video in combination with AM, FM and phonograph.

Tele To Grow Rapidly In Ten Years—Kersta

(Continued from Page 1)

tury Fund, Kersta said the next decade will bring U. S. production and consumption to an all-time high level. This will result in a record high in advertising expenditures, he said.

Speaking before the American Television Society, Kersta stressed the rapidly accelerated rate of interest by potential telecasters. The NBC executive said that in the past two months progress on 30 new and pending license applications had been reported in Washington. This is many times the rate over any previous similar period, he said. On this basis, it is expected that 50 more applicants will file within the next six-month period.

Chicago's

W - I - N - D

is

T O P S

spot on the dial—560 k.c.

circulation buy—according to Hooperatings.

in music, in news, in sports.

studio facilities—new in the Wrigley Building.

in public service features.

in national spot billing.

station choice—for maximum returns per dollar.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 38

NEW YORK, TUESDAY, NOVEMBER 25, 1947

TEN CENTS

New Program Trend Noted

NAA Buying Spots For Sales Campaign

New York Region of the War Assets Administration has bought time in 14 stations in New York State and Connecticut for a 13-week spot announcement campaign to publicize surplus property sales. This is the second time WAA has used radio, the first campaign having been conducted a year ago. Account is handled through Kudner Agency, Inc. In New York State WAA accounts have been placed with the following stations: WJZ, WNBC, WHN, and WJVR, New York; WEBR and WBEW.

(Continued on Page 2)

NRDGA Staging Contest On Retail Radio Adv.

To promote and reward good radio advertising by retailers, the National Retail Dry Goods Association, in cooperation with NAB, is sponsoring its second annual contest for outstanding retail radio programs. Awards will be made to retailers for six types of programs—Children's, Teen Age, Women's, Men's, Farm and General Family. Contest is open to NRDGA stores.

(Continued on Page 7)

Kelly Gets New Tele Post With NBC Under Kersta

N. Ray Kelly has been named administrative assistant to the director of NBC television operations, Noran E. Kersta, director of NBC tele operations, announced yesterday Kelly was formerly manager of technical facilities for NBC tele. He will be succeeded by Robert Wade, former tele art director.

Okay Call Letters

Washington—The FCC has approved use of six-letter calls for television and FM stations, regardless of whether applicant has AM outlet. In other words, stations can use traditional three or four call letters, followed by "TM" or "TV" despite the fact that the applicant may have no AM station. Most stations have planned either "TV" or "TM" after AM letters.

'Pretty Pol' Subs For Sta. Breaks On KLIF

Dallas—A parrot that has difficulty pronouncing his own name has joined the ranks of local radio announcers.

The bird's, called Kilf in honor of the new local outlet KLIF, which employs him. In an adenoidal tone with a touch of Portuguese accent, Kilf shouts the call letters of the station at breaks in programs.

Kilf, a Mexican yellow head parrot, was captured in Yucatan at a tender age and was reared aboard a Portuguese tramp steamer. Kilf has a life expectancy of about 125 years, or "more than three radio announcers," Gordon McLendon, station manager, revealed.

Gamble Views Video As Potent Sales Tool

Television, combining as it does all three important factors of our economic system—machines, education and salesmanship—might further the development of advertising and mass education "more than any other sin."

(Continued on Page 6)

MBS Sets Weekly Show Aiding UN Activities

New series of public service dramatic programs from Hollywood, designed to create a better understanding of the United Nations, has been

(Continued on Page 2)

Radio Daily Survey Reveals Popularity Of Talent Quest Shows On Webs Continues To Grow

By IRWIN ROSTEN (Staff Writer, Radio Daily)

The trend toward full-scale production of talent quest shows as major network programs has assumed full proportions with two new shows being readied and the ratings of those now on the air steadily rising.

First of the new shows premieres on NBC Dec. 7, and features

(Continued on Page 7)

Transfer Of Stations Ok'd By Commission

Washington Bureau, RADIO DAILY—Transfers of four AM and two FM stations yesterday were approved by the FCC.

The Commission granted consent to the assignment of the license of KTMG, McAlester, Okla., from McAlester Broadcasting Co., to J. Stanley O'Neill for a total consideration of \$100,000. Commissioner Clifford J.

(Continued on Page 7)

Ellington Time All Sold For WMCA Disc Show

Duke Ellington's two-day transcribed disc jockey show starting over WMCA, New York, on Dec. 29 is now completely sold out following purchase of the 9-9:45 a.m., stanza by Barney's Clothes, National Shoes and Canadian Furs. Agency for all three

(Continued on Page 7)

Westinghouse Applies For TV Station In Pitts.

Application for a television station, WKDK-TV, to operate on Channel No. 6 in Pittsburgh, has been filed with the FCC, it was announced here

(Continued on Page 7)

Gen. Foods, Knox Haul Buy WCBS-TV Sked

Entire schedule of events in Madison Square Garden on CBS television goes commercial next month with the signing this week of General Foods and Knox, the Hatter, to sponsor all Garden fare not presently covered by Ford Motor Co. Over-all schedule covers 70 attractions to be televised by WCBS-TV from the big arena with the exception of boxing which is handled by WNET for Gillette Safety Ra-

(Continued on Page 7)

Indiana FM Broadcasters Hold Joint Conference

Indianapolis—Joint meeting of the Indiana FM Association of Education with the Indiana FM Broadcasters Association last week resulted in a

(Continued on Page 2)

Live Xmas Shows For Vets Endorsed By Gen. Bradley

General Omar N. Bradley, who will soon become chief of staff succeeding General of the Army Dwight D. Eisenhower, yesterday commended broadcasters and RADIO DAILY for providing live entertainment for Veterans' Bureau hospitals last Christmas and endorsed plans for a similar campaign this year.

"Your plans to promote live entertainment for Veterans' Administration hospitals during the Christmas season are most welcome," General Brad-

ley wrote. "On the basis of your similar project last year, we are sure that they will succeed."

"We feel that such entertainment for our sick and disabled veterans offers broadcasters and artists from other fields as well, an unusual opportunity for public service.

"On behalf of our VA patients, we thank you in advance for your interest and enthusiasm.

"Broadcasters and others desiring to

(Continued on Page 6)

For Mayors Only

Charles Luckman, chairman of President Truman's Committee for Food Conservation, and John E. Steelman, assistant to the President, today will discuss food conservation in a closed-circuit talk over the full CBS network of 168 stations directed to the mayors of the communities in which the affiliates are located. The address will be heard by them at 2:30 p.m.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
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WEST COAST OFFICES
Ralph Wink, Manager
8425 Hollywood Blvd. Phone: Grandle 6407
WASHINGTON BUREAU
Andrew H. Older, Chief Managing Officer
6417 Delaware Rd. 2122 Drexler Pl., N.W.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
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FINANCIAL

(Nov. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Admiral Corp.	8 1/2	8 1/4	8 1/2	0
Am. Tel. & Tel.	153 1/2	152 3/8	153 1/4	+ 1/8
CBS A	23 1/2	23 1/4	23 1/4	0
CBS B	22 3/4	22 1/2	22 1/2	- 1/4
Farnsworth T. & R.	8 3/4	8 1/8	8 1/8	- 1/8
Gen. Electric	35 3/4	35 1/4	35 1/2	+ 1/4
Philco	15 1/2	15 1/8	15 1/8	- 1/8
RCA Common	10 1/4	10	10	- 1/4
RCA First pfd.	70 1/2	70 1/4	70 1/4	- 1/2
Stewart-Warner	15 1/2	15 1/4	15 1/4	- 1/4
Westinghouse	28 1/2	28 1/8	28 1/8	- 1/8
Westinghouse pfd.	99	99	99	0
Zenith Radio	20 1/4	20	20	- 1/4

NEW YORK CURB EXCHANGE

	High	Low	Close	Chg.
Hazeltine Corp.	14 1/2	14 1/4	14 1/2	+ 1/4
Nat. Union Radio	3 1/2	3 1/4	3 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	3 1/2	4 1/4
Finch Tele Comm.	3 1/2	4 1/2
Siroberg-Carlson	13 1/2	14 1/2
U. S. Television	2 1/2	2 5/8
WCAO (Baltimore)	37	39
WJR (Detroit)	12 1/2	13 3/4

Nusbaum To Produce Show
Rochester—Mort Nusbaum, formerly national radio director for 20th Century Fox Film Corporation, conductor of his own public relations office and more recently commercial manager of WQQW in Washington, D. C., has returned to his home in Rochester. Back in Rochester radio after an absence of three years, he is booked to handle "Cinderella Weekend," lavish quiz show, which starts on WHAM (NBC-50 wk.) December 1st.

THERE'S ONLY ONE
Lord Taylor
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

W. A. A. Buying Spots For Sales Campaign

(Continued from Page 1)
Buffalo; WAGE and WSYR, Syracuse; WGY, Schenectady; WTRY, Troy; WABY, Albany, Connecticut outlets carrying WAA announcements are WSTC, Stamford, and WICC and NAB, Bridgeport.

All announcements in the campaign are one-minute in length broken into a 15-second transcribed opening followed by 45-seconds of live copy. Number of announcements and copy itself varies from week to week according to the surplus property on sale.

Indiana FM Broadcasters Hold Joint Conference

(Continued from Page 1)
progress report on the development of FM in the Indiana area.

It was revealed that seven FM stations are now on the air in Indiana and that new stations will soon take the air in Shelbyville, Connersville and Kokomo. Paul Wagner, manager of WCSI-FM, Columbus, Indiana, reported that the station now had forty-two sponsored newscasts a week.

SPAC Of NBC Vote To Hold Another Web Convention

The Stations Planning and Advisory Committee of NBC voted to hold another NBC Affiliates convention in the fall of 1948 at a place yet to be selected, Paul W. Morency, chairman of SPAC, announced the past weekend. Affiliates also voted three to one against enlarging the size of SPAC and three and one half to one against the present system of election to SPAC.

For The FM Record

A statement by RADIO DAILY last Friday, Nov. 21, that the four major networks were jointly asking the AFM for the first time to allow FM duplication of AM musical programs was in error. Representatives of ABC, CBS, NBC and MBS met with James C. Petrillo in Chicago last summer and asked for FM duplication. When Petrillo turned down the request, the networks issued a joint statement expressing regret and asked the AFM to reconsider.

JOB WANTED
... the job of SELLING KANSAS for YOU - at low cost • Just hire:
Ben Ludly, GEN'L. MGR.
WIBW
The Voice of Kansas
TOPEKA

MBS Sets Weekly Show Aiding UN Activities

(Continued from Page 1)
set by Mutual, and will feature top Hollywood talent, it was announced yesterday by Phillips Carlin, vice-president in charge of programs. No definite time or starting date has been set yet.

Weekly 15-minute programs, featuring such stars as Robert Montgomery, Lionel Barrymore, and James Stewart, will be produced in the film capital under supervision of Christopher Cross, UN radio officer, and through the co-operation of the Hollywood Co-ordinating Committee and the Radio Directors Guild. Cross is currently on the West Coast making final arrangements.

New series will deal with the work of the various agencies of the UN, including World Health, food and agriculture, labor, and the international refugee organization, etc. Jack Paige, MBS special events director, and Walter Lurie, executive producer, will assist in the production of the series.

Hoover Admits Giving FCC Information On Applicants

Washington Bureau, RADIO DAILY
Washington—The FBI director, J. Edgar Hoover, has verified assertions made in Chicago more than a week earlier by Commissioner Clifford J. Durr of the FCC that the FBI had sent unasked-for material on radio applicants to the Commission. But, he said, the FBI sent its material without recommendations, and in no way tried to influence the work of the Commission.

"The FBI from time to time receives information that appears to be of interest to other Federal agencies, including the FCC," Hoover said. "In such cases, the FBI would be subject to criticism if it placed the information in its files without calling it to the attention of the other Government agencies."



Boardwalk

Boys whistled at girls on this boardwalk just before September 14th, 1947, at Ventnor, New Jersey, just outside of Atlantic City. Wheelchairs whirled along. And the waves pounded out the Hucksters' "downbeat of love."

Then wham!
The wham was a hurricane and high waves. Now look!

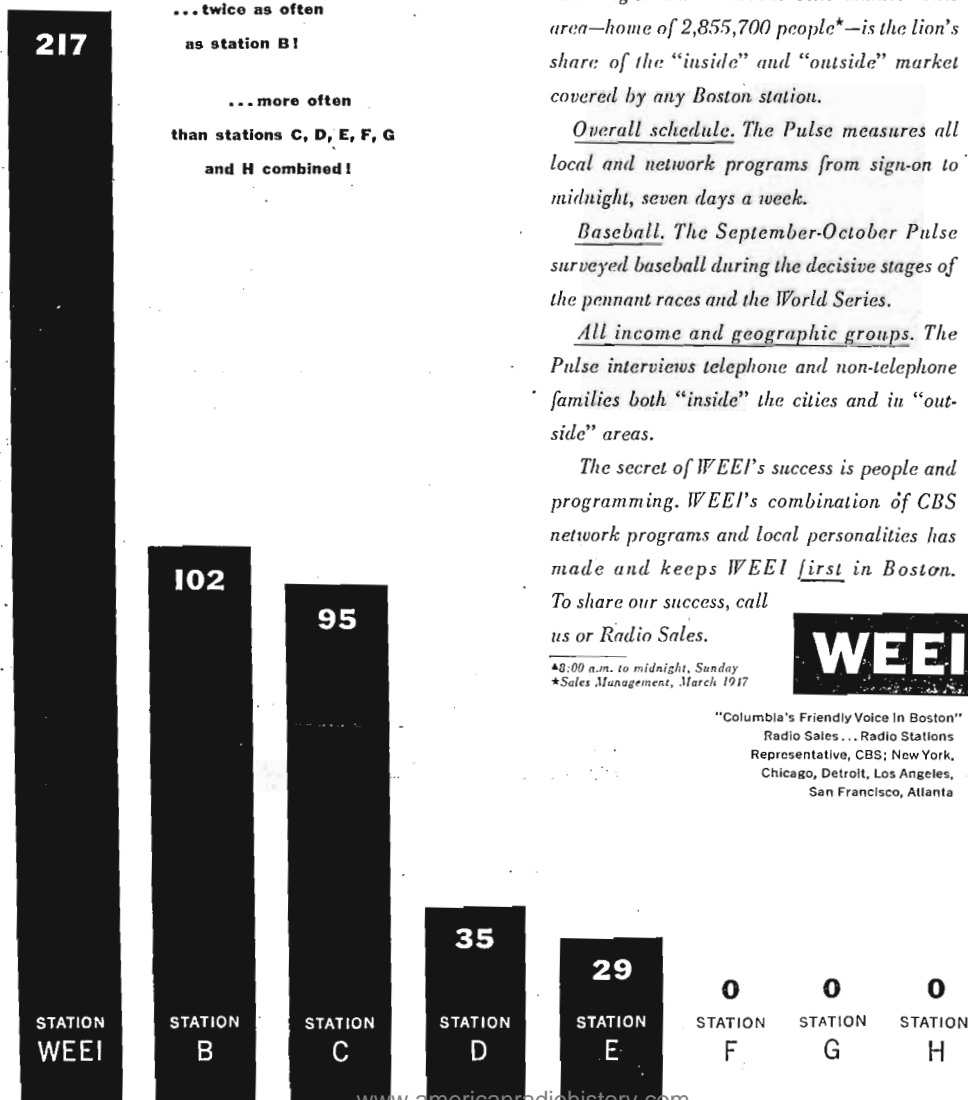
There are those who say that the smooth road of business will look like that boardwalk before the year is out. We don't profess to know. But we're sure if the going is rocky in Baltimore and you're using radio, your safe insurance is W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's as easy as that. As so many alert advertisers have learned. Are you next?

W-I-T-H
AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally by Healdy-Read

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 1947
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

WEEL is first in Boston!



... twice as often
as station B!

... more often
than stations C, D, E, F, G
and H combined!

During the season of toughest radio competition—right now—WEEL gets the largest rating during 217 of the 478 quarter-hours between 6:00 a.m. and midnight, 7 days a week.* The bar chart shows graphically how Boston's eight stations compare in quarter-hour wins.

These figures—based on the September-October Pulse—include four important factors:

The five-county Pulse market. The Pulse is the only continuing audience study covering Suffolk—Boston's home county—and the four other big Eastern Massachusetts counties. This area—home of 2,855,700 people*—is the lion's share of the "inside" and "outside" market covered by any Boston station.

Overall schedule. The Pulse measures all local and network programs from sign-on to midnight, seven days a week.

Baseball. The September-October Pulse surveyed baseball during the decisive stages of the pennant races and the World Series.

All income and geographic groups. The Pulse interviews telephone and non-telephone families both "inside" the cities and in "outside" areas.

The secret of WEEL's success is people and programming. WEEL's combination of CBS network programs and local personalities has made and keeps WEEL first in Boston.

To share our success, call us or Radio Sales.

*8:00 a.m. to midnight, Sunday
*Sales Management, March 1947



"Columbia's Friendly Voice In Boston"
Radio Sales... Radio Stations
Representative, CBS; New York,
Chicago, Detroit, Los Angeles,
San Francisco, Atlanta

WANTED...

a national spot

Incredible as it may seem, there was one such advertiser eleven long years ago—and there has not been one since in the true sense of the word *national*—coast to coast and border to border. You remember the famous Chevrolet “Musical Moments” program. It was on more than 400 stations with three quarter-hour evening programs per week. Today there are regionals and other programs destined for eventual network consumption, but not one truly national spot program advertiser.

This situation is all the more remarkable when it is recognized that national spot is one of the greatest advertising mediums ever known. It offers advertisers outstanding advantages. For most of them it provides a means of reaching more people far more economically and effectively than any other radio medium. It makes possible intelligent direction and control to give the advertiser the most for his dollar.

Here is what a national spot program advertiser can do with this and no other medium:

- ... Select freely any number of stations—one or a thousand.
- ... Select freely the markets he wants where he has distribution or need—and only those markets.
- ... Select freely the best station in each market, for his purpose, regardless of size or network affiliation.
- ... Select freely the best time in each market, regardless of time zones.
- ... Double up in any market where pressure is needed, by using multiple stations, as multiple newspapers are now used.
- ... Hear programs *including* commercials before they go on the air—assuring standard excellence.

Program advertiser

... Get extremely valuable free local merchandising support offered by many stations for spot program sponsors.

... Get the powerful advantage of local tie-up or cut-in announcements without extra cost.

... Get the freedom of a two weeks' cancellation clause instead of the usual thirteen.

... Control advertising for seasonal or climatic changes or for social or racial differences, or for any other intelligent sales purpose.

With such tremendous practical advantages, why haven't we scores of national spot accounts similar to Chevrolet? That is, accounts that use spot for its basic qualities and not just for a test on a trial campaign. We mean accounts that buy top-name Hooper rated programs on transcriptions, put them on radio stations and keep them there year after year.

Here is the greatest potential business in radio, not only for new stations but for others feeling the first pinch of competition. Network business is limited to those few advertisers having national distribution. Local business is limited. But there are literally thousands of advertisers, with regional or sectional distribution, who form the vast potential for national spot. From this great field will come the major radio station income of the future.

How can this reservoir of new business be opened? Present day methods obviously are inadequate. No single station or small selling group ever has or ever can accomplish much alone. The answer is simple—collective efforts and national organization! National Spot radio will be the greatest and most profitable business of radio!

Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Gamble Views Video As Potent Sales Tool

(Continued from Page 1)

gle thing up to now and certainly can be said to be our newest and most advanced machine," Frederic R. Gamble, president of the American Association of Advertising Agencies, said yesterday at a luncheon meeting of the American Television Society at the Hotel Commodore. The new medium, he said, may become the greatest tool of salesmanship because of its ability to provide both sight and sound to an advertiser's message.

The development of the industry, the 4-A proxy said, should be handled in the same manner as commercial radio, which is to say that financing should come from advertising and not from governmental subsidy, etc. "It seems likely that the same method which produced the best radio system in the world should be applied to television," he said.

As to programming in video, Gamble felt it, too, should be handled the same way as in radio. While the advertiser is concerned with advertising and selling his product, "and not show business," Gamble feels that the advertiser and his agency should handle program activity. "As more creative minds produce sharper competition and better radio shows," he said, "the same principle would seem to apply in television."

As to the advertising agency's role in television, Gamble asserted it was clearly a "neutral" one, and that its responsibility is to help the advertiser sell his product. On the other hand, the agency entering television needs information as to the number of sets on the market, the size and kind of audience, and other pertinent data, he said.

The 4-A chief also touched on some minor faults of the industry as it is at present. Better equipment is needed, he said, declaring that "the quality of transmission leaves much to be desired." He also suggested better coordination between stations, as to "duplicating the same film" on different days, and between producers and directors to eliminate confusion between them and performers while the latter is still on the air.

WCAX Increases Power

WCAX, CBS affiliate in Burlington, Vt., began operating with its increased power of 5000 watts full time on 620 kc., on November 18, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. The station previously broadcast with 1000 watts on the same frequency.

YOU PROVIDE EMCEE—
WE PROVIDE 5-a-week
LIVE AUDIENCE PARTICIPATION
PACKAGE

"Cinderella Weekend"

V.I.P. 1775 Broadway, New York



Mainly About Manhattan . . . !

● ● ● Having viewed the Royal Wedding, Bob Hope is writing a series of eye-witness stories for newspaper syndicate distribution. Hope broadcasts from London tonight with Sydney Fields, top British comic, and Robt Montgomery. . . . Mark Warnow's Borden show renewed but shifts to Wed. at 9 p.m., starting Jan. 7th. . . . Trend to lower priced video sets gets a healthy boost from the Motorola outfit which is now offering a table model for 180 bucks. . . . Pressure from 388 Mutual stations will return "The Falcon" to that web starting the first of the year. . . . A campaign to save the N. Y. office of NAB from closing is shaping up among broadcasters and nets. . . . The Daily News will announce the new gen'l manager of its proposed television station within the next few days. (Right now two topflight N. Y. television execs are under consideration for the post). . . . Life mag has discovered that video is here and will present a television pictorial section in a forthcoming edition. . . . Orson Welles' eardrum injury more serious than supposed. . . . Eddie Cantor format being changed from spot situation comedy to "candidacy for President" campaign. New format eliminates vocalist spot—but Eddie has arranged for his discovery, Coco Blake, to appear at the Golden Gate Theater in San Francisco with vaude skit he penned. . . . Symphony Sid sec a lot of radio actresses who try for that New Look are still bothered by those Old Lines.

☆☆☆

● ● ● "Dear Sid," writes Art Henley. "Tell my good friend, Jack Rubin, that the old gag 'Who was that lady I saw you with last nite' etc, is based on division, not multiplication, as he assumes. The key word, 'lady,' is divided into two parts. The straight sees 'lady' as simply meaning 'a date.' The comic sees 'lady' as a very high-class female much unlike his missus. The gag is thus based on double meaning. Its mathematical formula is. . . on second thought let Jack look it up in my book, 'Radio Comedy: How To Write It.'"

☆☆☆

● ● ● VIEWS AND REVIEWS: Past two Tolson shows were disappointing to this pillar. Program hasn't the proper balance and altho' Levant plays a whale of a Steinway, he can get pretty dreary over the long haul. . . . That was quite a "stage wait" on Duffy's last week. The optimistic producers expected the guesstar, Hank Morgan, to gather in more laughs than he did. Result: How much theme can you play? . . . Trend of the Times: The best songs on the Hit Parade these days are the Lucky Strike extras—tunes like "Who," "I Got Rhythm" and "Where or When." The current crop of ballads are really the corn dep't like "Applo Blossom Wedding," "Mimi" and "Naughty Angelina." . . . That highly publicized network genius pulled a little temperamental act the other day and was quite put out when his bosses didn't fall for it. Which only goes to prove that a guy shouldn't take his press clippings too seriously. . . . The John McCaffrey daily NBC stint is steadily improving.

☆☆☆

● ● ● SMALL TALK: They tell me that Arnold Stang misses N. Y. already. . . . The Bruce Dodges (he's radio man for Biow and she's Estelle Dodge, the radio thesp) headed for three weeks in Calif. . . . The transcription firm which signed Bob Burns to a 52-week contract now trying to line up radio rights to some of Mark Hellinger's screen properties. . . . Dwight Weist has finished the narration on a special film, "Typhoon," dealing with the air-conditioning industry. . . . Don Pallini's new DuMont television show, which preems Dec. 1st, will answer such world-shaking problems as how a short man should rhumba with a tall gal, etc. . . . Larry Dobkin to the Coast to play "Ellery Queen." . . . Geo. Jessel said it: I can remember a time when a girl used to drop her handkerchief to attract attention. Now she just drops her neckline.

Bradley Lauds Radio For Aid To Hospital

(Continued from Page 1)

help will find a cordial receipt from our Special Service People at each hospital," General Bradley added.

Dillon Commends Plans

Charles Dillon, chief of the radio and television division Public Relations Service of Veterans Administration, also expressed VA appreciation of the broadcasters' support of 1 year and assured full cooperation of their organization toward a similar program this year.

"We recall the success of the program last year, and both our Special Service people, who are responsible for entertainment in our hospitals, and we, will be most happy to operate."

Volunteer Talent Sought

RADIO DAILY asks broadcasters the various regional areas of Veterans Administration to make plans at time to send a live talent show to veterans hospital near them. The strict VA special service representatives will cooperate fully in providing transportation, stage access, public address equipment and of "props" needed for the occasion. RADIO DAILY will publish a complete list of the stations, talent, other interesting sidelights of the participation.

NFB Bans Further Usage Of Thrill Script In Canada

Montreal—A 15-minute radio broadcast which roused a flood of excise inquiries last week when it told terrors the northern half of America had gone under water, not be re-broadcast, a National Board spokesman said.

The broadcast, the spokesman was intended only for distribution CKY in the first place, and had intended as a promotional plug for the board is releasing do with Canada's position in the U. Nations. Such broadcasts have prepared for use once a month by Toronto station, and it is planned to extend their distribution, but it has not been planned to re-broadcast "Orson Welles' stunt broadcast where.

Cineffects
INC.

THE PRODUCERS' AID

EXPERTS ON
SLIDE FILMS
SPECIAL EFFECTS
MAPS-INSERTS-TITLES

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

Transfer Of Stations Voted By Commission

(Continued from Page 1)
voted for a hearing on the sale. No approved was the assignment construction permit for WVOS, City, N. Y., from Bernard K. Spoll to Sullivan County Broadcasting Corp., for a sum not to exceed \$26,020.
The Commission also granted consent to the assignment of license for station WHMA and FM permit for WHMA, both in Anniston, Ala., to Harry M. Ayers to Anniston Broadcasting Co.
Commission approval also was given the assignment of license for WO, Salem, Ore., from B. Loring Heidt to Jennie C. Schmidt as the owner of the station.
The FCC also granted consent to the assignment of permit for FM station KRCC from John F. Galvin, Sr., to the Independent Publishing Co., to John F. Galvin, Jr., for 1400 for 109 shares of stock.
On other actions, the FCC granted license renewals to three stations, KO, Burley, Idaho, had its license renewed for the period ending August 1, 1950; WKWF, Key West, Fla., for the period ending November 1, 1950; and WABY, Albany, N. Y., for the period ending August 1, 1950.

Kingston Time All Sold For WMCA Disc Show

(Continued from Page 1)
sponsors is Emil Mogul Co. Each of the trio bought quarter-hour segments, Monday through Friday.
The three advertisers were already WMCA sponsors but increased the amounts of their contracts when the Kingston show became available.
Madise Wine previously signed for a night show from midnight to 1 a.m.
Meantime, Bob Bach, formerly of Metronome magazine and a one disc jockey, has been signed to handle scripting and programming the Ellington show.

Dr. Conant On CBS
Dr. James B. Conant, president of Harvard, will speak tomorrow over the subject, "American's Fights to Survive." The program, which originates at WEET, Boston, will be heard from 6:15-6:30 p.m.

**SALESMAN
WANTED**

Second largest market,
N. Y. State. Real opportunity.
Liberal drawing
against commission.

Write
Box 420
RADIO DAILY
1501 Broadway
New York 18, N. Y.

Talent Quest Programs Grow On Both Webs And Stations

(Continued from Page 1)
tures Horace Heidt and his orchestra on a coast to coast talent hunt, starting in Hollywood and working eastward. Produced by George Maynard, of the Blow agency, for Philip Morris, program will feature four new artists weekly, one of whom will be a student from a college near the point of origin.
The other new show, "The Magic Curtain," will be heard after Jan. 1 on Mutual, the only major web which heretofore did not carry a talent showcase program. Built by WOR, the package features Gabriel Heiler as emcee with Ted Brown announcing and music by Sylvan Levin. Bob Reed is the producer. Audition records of the show have aroused considerable agency interest and word from 1440 Broadway has it that the program probably will have a sponsor when it goes on the air.

Quality of Artists Is Factor
A major reason for the popularity of the shows is the high caliber of the entertainment they offer. Although in format they stem from the late Major Bowes' amateur programs of the thirties, the new crop of shows presents little-known professional talent. Combined with good scripting and production, this prevents a recurrence of the parlor atmosphere associated with the old amateur shows and provides instead an enjoyable, well-balanced variety program.

In addition the programs often provide a springboard to fame for deserving talent. Booking agents for night clubs, record companies, legit theater and movies are regular listeners and many outstanding artists have already been signed to contracts.

Godfrey Leads Field
Oldest and most popular of the talent showcases is Arthur Godfrey's Talent Scouts on CBS, which is in the top 20 in both the Hooper and Nielsen surveys. Each of the four artists who appear are paid \$100 and a winner chosen by studio applause appears on Godfrey's morning show for three days at AFRA scale.

Much of the show's success is attributed to Bessie Maeck who auditions prospective contestants. More than 250 artists are screened weekly and there is a year's backlog of applications on file. Miss Maeck's preliminary selections are called back for a second audition in which producer Irving Mansfield, director Jack Carney and musical director Archie Bleyer also participate.

At the conclusion of each broadcast, Godfrey contacts prospective employers on behalf of the four artists. Outstanding among those who have been helped by appearance on the program are Vic Damone, who now has his own network show; Cece Blake, singer on the Eddie Cantor program; the Three Flames, who moved into the Blue Angel; Dolores Martin, who jumped from the chorus to a featured spot in "Finian's Rainbow," and Beatrice Fung Oye, now a headliner at the China Doll. Two vocal groups,

the Blue Moods and the Swantones, joined Jimmy Dorsey and Tex Beneke, respectively, and Jose Melis now is fronting his own orchestra.

Whiteman Format Differs
A somewhat different format is followed by ABC's "On Stage America," which is emceed by Paul Whiteman. Program originates in New York and employs pickups from two other cities. Auditions are conducted in New York and by ABC affiliates out of town. All are recorded for final approval by Whiteman, and all records are kept on file for future use.

Prospective employers are invited to the show and those who cannot attend or listen in are sent air checks the following morning. During the eight weeks the show has been on the air, five recording contracts and five night club engagements have been obtained for participating artists and deals for others are pending.

Program is produced and directed by Joe Graham, with script by Ira Marion and music by Glen Osser. Although show is a sustainer, artists are paid AFRA commercial scale.

Big Break Bowling Out
"The Big Break," sponsored by Adman Hats on NBC, bows out next month in favor of the new Heidt show, even though its Hooper is the highest for its time seg. Auditions were held in various parts of the country, with winners receiving an all-expenses-paid trip to New York for the broadcast.

A noted producer serves as judge each week and his choice receives a gift designed to help further the artist's career. These include a piano, voice lessons, recording outfits and similar awards.

Westinghouse Applies For TV Station In Pitts.

(Continued from Page 1)
yesterday by J. B. Conley, general manager of Westinghouse Radio Stations, Inc. Station would be the second video outlet for Westinghouse, the first WBZ-TV, now in construction in Boston.

"Our proposed KDKA-TV would provide service for about two and a half million persons over an area of 2,500 square miles in western Pennsylvania, eastern Ohio and upper West Virginia," Conley said. "Coverage would extend in a radius of some forty miles from the transmitter, which would be located on high ground overlooking the University of Pittsburgh Stadium," he added.

Stork News
Adam J. Young, Jr., head of the station rep organization bearing his name, is the father of a boy born last week to Mrs. Young at the Kern Gardens Hospital. The newcomer—the Young's fourth, will be named Vincent. He weighed in at six pounds, 13 ounces.

Gen. Foods, Knox Hats Buy WCBS-TV Sked

(Continued from Page 1)
zor Co. Events include professional hockey, track meets, skating, college and professional basketball, horse shows and rodeos, plus the Ringling Bros., Barnum & Bailey circus in April.

Ford, with 35 events (6 of which have been aired) leads the number of sponsored events, with General Foods following with 32 and Knox 12. Latter company debuts its Garden schedule on December 3 with professional hockey between the New York Rangers and the Toronto Maple Leafs. Agencies handling the accounts are: Benton & Bowles for General Foods; Geyer, Newell and Ganger for Knox; and J. Walter Thompson for Ford.

NRDGA Staging Contest On Retail Radio Adv.

(Continued from Page 1)
which have used regularly-scheduled programs in 1947 prior to Dec. 1, closing date for entries. One transcription plus three scripts should be submitted for each entry but there is no limit to the number of entries. Contesting stores should submit transcriptions and scripts to Howard P. Abrahams, sales promotion division manager, NRDGA, 100 West 31st Street, N. Y. C. Winners will be announced next Jan. 14 at NRDGA's annual convention in New York, at which time the top entries will be on display to retailers. Awards will consist of appropriate certificates.

Will Promote Picture

Eagle-Lion Films has bought a quarter-hour on WINS, New York, in connection with the opening of "Red Stallion" at the Gotham Theater on Nov. 26. Show will originate on that date at 6 p.m. in front of the movie house. Jack Eigen will interview children of celebrities and others who appear in the picture.

WTAQ-SHEET

Promotion? We're bringing Santa Claus to Green Bay by helicopter.

WTAQ **CBS**
GREEN BAY 1360

WEED is OUR Santa Claus.

★ ★ ★ COAST - TO - COAST ★ ★ ★

—MINNESOTA—
MINNEAPOLIS—Dr. William A. O'Brien, 54, head of the post-graduate study department of the University of Minnesota Medical School and WCCO broadcaster since April 3, 1928, died here recently following a stroke. . . . For the third year, The Emporium, St. Paul department store, is sponsoring "Chimney Chats With Mrs. Santa Claus," a Christmas series starring scriptor, Marie Ford. Format includes telephone calls to the writers of the best letters to Santa Claus, with prizes for the winners, and the original Christmas stories.

—OREGON—
CORVALLIS—Vihjalmar Stefansson, noted explorer and authority on the Arctic regions, was recently heard over KOAC. Stefansson, who spoke from McArthur Court, Eugene, is the author of 18 books and several hundred articles, both popular and scientific on the polar regions, his latest being "Great Adventures and Explorations." KOAC will celebrate its Silver Jubilee on December 7, according to word received from program manager, James N. Morris. The station, which is normally silent on Sunday, will be on the air for a full day's programming on that date to celebrate the occasion.

—PENNSYLVANIA—
PHILADELPHIA—For the second consecutive year, KYW is co-operating with John Wanamaker Department store in providing an evening of entertainment for 3,000 Army Cadets and their dates following the traditional Army-Navy game, November 29. Activities at Wanamaker's will include dinner in the store's Great Crystal Tea Room, music being provided by Clarence Fuhrman and the KYW orchestra; a half-hour broadcast from the store featuring vocal artists, Penny Reed, Lee Morgan, Frank Coleman, Andrew Gainey and David Lloyd. Additional entertainment will feature Mary Lou Howard and Phil Sheridan, Anday Arcari and his accordion and Buddy Rich, harmonica virtuoso. . . . **PITTSBURGH**—Skip Nelson, who made a name for himself as a vocalist with Glenn Miller and Tommy Dorsey, is the singing emcee of Ev Neill's Magic Melodies program, Monday night feature on KDKA.

—CONNECTICUT—
HARTFORD—Carl Beier, former director of the Columbia Workshop, will direct performances of the Randall Playhouse over WDRC, starting in January. He will also lecture at the Randall School on various topics. . . . **MERIDEN**—In line with its policy of serving the communities with which it is associated, WMMW has inaugurated a series of high school forum programs. Participating are students from Meriden, Middletown, Woodrow Wilson and Wallingford High Schools.

—MARYLAND—
BALTIMORE—Al Stevens, emcee of the "Laf With Lunch" show, heard over WITB, recently received the Navy citation for his work in

connection with the Naval Reserve enlistments. Presenting the award was Comdr. Clifford A. Johnson, instructor-inspector of this city. . . . Henry Hickman, emcee of Club 1300, audience participation show heard over WFBR, recently had chevrons pinned on him when he was made Honorary Recruiting Sergeant of the 11th Engineering Battalion, U. S. Marine Corps Reserve, at Fort McHenry. The award was made in conjunction with the celebration of the 172nd anniversary of the founding of the Marine Corps.

—MISSOURI—
KANSAS CITY—C. W. "Jack" Jackson, KCMO director of agriculture, has been awarded an Honorary Lone Star Farmer Degree, the state association's highest award from the Texas Delegation of Fu-

ture Farmers. Jack's degree was bestowed for the assistance given by him to FFA work. . . . **ST. LOUIS**—Paul Willis, veteran KMOX announcer and dramatic actor, has left the staff of that station to join KNX, Los Angeles. Prior to coming to KMOX in 1933, Willis had a long career in vaudeville.

—INDIANA—
COLUMBUS—WCSI-FM has completed arrangements with the school systems in southern Indiana to supply free records to those schools that need phonograph records for school programs. . . . **FORT WAYNE**—A new farm service program has been added to WGL's early morning public service schedule. Heard Monday-Friday at 6:30 a.m., the program will broadcast news and bulletins pertaining to farmers.

—NORTH CAROLINA—
CHARLOTTE—Climaxing WBT's long participation in the varied activities of this city's recently held Christmas Festival (gala affair featuring Ann J. Freys of the movies; Ted Malone, nationally known radio commentator; 34 bean queens; the Governor of North Carolina and a four-mile-long parade) was the start-to-finish coverage of the Christmas lighting ceremonies and big Santa Claus Parade. WBT-FM devoted itself to broadcasting seasonal music and carrying welcome messages from various city officials together with time-to-time parking instructions and traffic information. . . . **ASHEVILLE**—New promotions at WWNC include that of William H. Hamrick, who has advanced to acting chief engineer and James M. Lorick, named control room supervisor.

Time to talk *Turkey!*



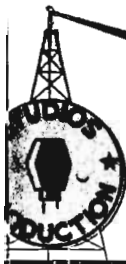
TALKING TURKEY...New—accurate—informative—
 WOW's Pantry Survey is the real turkey talk you've been waiting for. It shows you accurately and currently the relative sales position of 365 items in 37 different classifications, in the New York market. See how WOW is opening the door to a clearer, deeper, more intelligent approach to advertising sales problems. There's no obligation of any kind. SEND THE COUPON NOW.

Ralph N. Weil, General Manager · John E. Pearson Co., National Representative

WOW
 NEW YORK

WOW - 730 Fifth Ave., New York 19, N.Y.
 We are interested in WOW's Pantry Survey.
 We are especially interested in (Type of products):

NAME _____
 ADDRESS _____
 COMPANY'S NAME _____



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 41. NO. 39

NEW YORK, WEDNESDAY, NOVEMBER 26, 1947

TEN CENTS

Radio Aiding Chi. Press

NBC And CBS Mull Temporary Web Code

NBC and CBS are reported to be mulling the possibility of setting up a temporary network code to be followed until the NAB Standards of Practice is approved,—a development which may not come to pass until the convention next spring. NBC prexy Charles Trammell is said to have outlined his network's plans to the stations planning and advisory committee at its meeting in N. Y. last week, and it's said that an NBC-CBS set of regulations may be based on the principles contained therein. Meanwhile, the four major networks, which opened discussions on a possible four-web interim code last week, are said to be continuing work toward that objective.

Many Agency Leaders Attend Midwest Meeting

Chicago—Many top ranking advertising executives took part in the management meeting of the Central Council of the American Association of Advertising Agencies held last Friday at the Drake Hotel. J. C. Corbelli, chairman of the board, and Frederic R. Gamble, president of AAA, greeted the more than 200

(Continued on Page 3)

WRUL Seeks Programs or New Shortwave Series

Stations throughout the country have been asked to participate in a series of shortwave broadcasts beamed Europe to counteract anti-American propaganda there. The request was made by Walter S. Lemmon, president of the World Wide Broad-

(Continued on Page 3)

No Paper Tomorrow

Thanksgiving Day, traditionally the last Thursday in November, this year falls on Nov. 27, tomorrow. In observance, RADIO DAILY will not be published.

Five CBS Programs Get 52 Wk. Renewals

Five CBS programs have been given 52-week renewals: "Crime Photographer," Thursdays, 9:30-10:00 p.m., by Ancher-Hocking Glass Corp., effective January 1; "Arthur Godfrey's Talent Scouts," by Thomas J. Lipton, Inc., a subsidiary of Lever Bros. Co., effective December 29, Mondays, 8:30-8:55 p.m.; "Big Town," Tuesdays, 8:00-8:30 p.m., by Sterling Drug, Inc., effective December 30; "Gene Autry Show," Sundays, 7:00-7:30 p.m., by Wm. Wrigley Jr. Company, effective December 28; "News With Warren Sweeney," Saturdays and Sundays, 11:00-11:05 a.m., by Curtiss Candy Company, effective December 28.

Ackerman And Schaefer Buy On WOR, WNBC

WOR and WNBC, New York, yesterday announced two new 52-week commercial contracts of considerable size, one of them covering over 26 hours of programming a week. Later is the Jack Lescoulie all night record show on WOR, 2-3:45 a.m., which has been bought by Simon

(Continued on Page 2)

Chicago Stations Augment Service In Current Printers Strike; Many New Advertisers

By Staff Correspondent

Chicago—Strike bound newspapers in Chicago relied on radio almost entirely to keep the city informed yesterday with many retail advertisers seeking to buy more spot and program time in lieu of newspaper display space.

The printers' strike, which forced the Chicago dailies to re-

(Continued on Page 5)

NBC Tele To Present 12 ANTA Productions

American National Theater and Academy and NBC have concluded an agreement to present 12 half-hour dramatic productions on television during the next six months, it was announced yesterday by Vinton Freedley, president of ANTA, and Frank E. Mullen, executive vice-president of the network. Series, titled "The Tele-

(Continued on Page 2)

Radio Campaign Plans Announced By FJP Group

An intensive radio campaign for funds for the Federation of Jewish Philanthropies of New York has been set by Henry Schapper, head of the organization's public relations division, it was announced yesterday.

Included are transcribed appeals by

(Continued on Page 2)

Bob Burns Recorded Shows To Be Auditioned In Chi.

Preview of the first of the new series of Bob Burns' transcriptions which have been produced for commercial sponsorship by Star Trans-

(Continued on Page 3)

College Editors Want More Radio Material

More than 600 college newspapers, or 78.4 per cent of the total, want to add or increase the space devoted to publicizing radio activities, according to Martin Roberts, independent researcher of Mount Vernon, N. Y. Among college newspaper editors who are interested in publishing stories on radio, 35.3 per cent have

(Continued on Page 3)

NAB In Plea To High Court To Protect Trade Names

Washington Bureau, RADIO DAILY
Washington—The NAB has asked the Supreme Court to reconsider an earlier decision not to review a lower court decision which, according to NAB, is "of importance" to its entire

(Continued on Page 6)

Food-Conservation Theme In Thanksgiving Programs

Importance of food conservation will provide the theme of most major network Thanksgiving Day programs tomorrow, with regular and specially scheduled shows featuring messages emphasizing the principles embodied in the food campaign with a holiday tie-in.

CBS will present its sixth annual "Two Hours of Stars" from Hollywood (4-6 p.m., EST) with such stars as Jimmy Durante, Garry Moore, Red

Skelton, Jack Benny, Sweeney & March, Margaret Whiting and Yehudi Menuhin plugging the holiday theme with Don Ameche as emcee. Network has also scheduled a special talk by Dr. Wellington Koo, Chinese delegate to the United Nations, on the topic "For What Can The World Be Thankful?" (6:15-6:30 p.m., EST). "Tomorrow's Harvest," a documentary of the results of a nation-wide survey of the

(Continued on Page 7)

New AM-FM Model

A new AM-FM table model receiver manufactured to sell for \$89.95 is being placed in the hands of General Electric distributors this week, Paul L. Chamberlain, manager of the receiver division, announced yesterday. The new receiver has a "boom-a-scope" antenna for the AM band and a line antenna for FM, eliminating aerials except in remote places.

'Telebooster'

Development of a 'telebooster,' a high-gain amplifier which may be attached to any set, has been announced by the Tomco Service Corp., New York. Unit is self-powered, operating from 115 a.c., and is said to increase the picture quality in localities beyond line of sight transmission. Successful tests were reported between New York and Springfield, Conn.



Vol. 41, No. 39 Wed., Nov. 26, 1947 Price 10 Cts.

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

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Managing Claggett
6417 Dahlgren Rd. 2122 Debutau Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7527
CHICAGO BUREAU
NAT Green
1417 Ashland Bldg 185 N. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937 at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ COMING AND GOING ★

BRIG. GEN. DAVID SARNOFF, president of Radio Corporation of America, returned to New York yesterday on the Queen Mary after a three weeks trip to Europe.

WALTON BUTTERFIELD, radio producer for H. B. Humphrey Co., Boston advertising agency, has completed a 39-hour, half-year program, over WBZ, and now is coming on to New York, where he will be permanently assigned as combination account executive and radio consultant for the agency.

ED BEGLEY, radio actor who had been featured on the Mutual network as "Stephen Graham, family doctor," has arrived in Hollywood for a movie role. He has been replaced on the MBS program by Wendell Holmes.

MORGAN RYAN, American network account executive, leaves today for a vacation of two weeks in Nassau.

DICK HESS, manager of research at CBS Radio Sales, left yesterday for Washington. From the Nation's Capital he'll go on to Charlotte and Richmond.

GEORGE D. COLEMAN, general manager of WGBI, Columbia outlet in Scranton, Pa., is here for talks with executives of the network.

MARIE H. HOULAHAN, director of publicity and public relations for WEEL, Columbia's owned-and-operated station in Boston, arrived in town Monday and left for the home offices last evening.

EDGAR KOBAK, president of the Mutual network, has returned from a business trip which took him to various sections of the Midwest.

LOUELLA PARSONS, Hollywood film columnist for the American network, has left town for California following a three-week sojourn in New York. Her ABC program next Sunday will originate in the film capital.

DRAPER LEWIS, script writer on the CBS staff, left by plane yesterday for London, where he has accepted assignment as writer-director-producer for the Armed Forces Network station in Frankfurt, Germany. He will specialize in the documentary type of programs.

ED GREIF, of Banner & Greif, publicists, will fill a lecture engagement today at Yale University.

LOUIS SAIFF, general manager of WWNJ, Columbia network affiliate in Waterbury, N. Y., conferred yesterday with officials of the web's station relations department.

Ackerman And Schaefer Buy On WOR, WNBC

(Continued from Page 1) Ackerman Clothes, Inc., effective Dec. 1, Schaefer Brewing Co., will sponsor a new transcribed package, "Hollywood Opera House" which features Jim Ameche as emcee, premiering on WNBC Dec. 4.

The clothing account was placed with WOR by Ehrlich & Neuwrith agency while BBD&O handled the Schaefer account with WNBC. "Hollywood Opera House," to be heard on NBC's New York outlet every Thursday night, 7:30-8 p.m., is distributed by Kermit-Raymond Corp., and features, in addition to Ameche, the orchestras of Ray Bloch and Ernie Madriguera on alternate programs. Show also has Hollywood personalities as guest stars every week.

NBC Tele To Present 12 ANTA Productions

(Continued from Page 1) vision Playhouse," will feature stage, and "screen stars in top productions first of which will be Tennessee Williams' "The Last Of My Solid Gold Watches," next Sunday, Nov. 30, (8:40 p.m., EST.)

Adv. Council Adds Four To Public Advisory Group

The Advertising Council has announced the addition of Elmo Roper, H. E. Babeock, Allan L. Swim and Reese H. Taylor to its public advisory committee. The committee consists of 19 leaders from labor, management, education and civic fields who guide the Ad Council in selecting projects for national public service drives.

Babeock is chairman of the board of trustees at Cornell University and was appointed to the committee because of his knowledge of farm problems. Swim is publicity director of the CIO while Taylor is president of the Union Oil Co.

Radio Campaign Plans Announced By FIP Group

(Continued from Page 1) noted show biz figures and a series of dramatic spots written by Alan Sloane and produced by Hy Brown. These have been made available to metropolitan area stations in addition to scripts for live spots. Celebs featured are Milton Berle, Drew Pearson, Jack Benny, Raymond Massey, John Garfield, Eddie Cantor, George Jessel and Edward G. Robinson.

Appointment of a committee to raise funds among station personnel also was announced. Jerry Danzig, of WINS, is chairman, and members include:

- I. S. Becker, CBS; Elsie Dick, MBS; Sam Elfert, WLIB; Leon Goldstein, WMCA; Henry Greenfield, WEVD; Arnold Hartley, WOV; Bernice Judis, WNEW; Ben Kaplan, WNBC; Raymond Katz, WHN; Charles Oppenheim, WINS; Richard Paek; WNEW; Eleanor N. Sanger, WQXR, and James Sheldon, WOR.



Lights On

That could be any city skyline. But this one happens to be Pittsburgh. And when you've been in darkness for some 19 hours as they were out there in November, 1946... those lights in the buildings and on the causeways can look mighty good.

Do you want to write this ad for W-I-T-H in Baltimore for here: on in?

You'd point out the same thing; we would... get out of the dark and back into the light if you use radio in Baltimore.

Down here there's a sure way to low cost sales for those clients of yours. Use W-I-T-H... that's the successful independent that delivers more listeners-per-dollar-spent than any other station in town. And remember there are 5 stations in this big town of Baltimore. Four are networks. Are you listening? Yep... W-I-T-H is the way to do it in Baltimore.

WORLD does it Again! WITH A NEW MILLION DOLLAR PROGRAM IDEA! "The MILLION DOLLAR BALLROOM" million-dollar talent and music to produce millions of sales for YOU in America's richest market! Inquire NOW About Our GUARANTEED 13-26-52 Week Contract Plan BOSTON WOR MASS. FORJEO & CO. National Representatives

W-I-T-H AM and FM Baltimore 3, Maryland TOM TINSLEY, President Represented Nationally by Headley-Redd

FINANCIAL

Table with columns: Am. Tel. & Tel., CBS A., Fairweather, Gen. Electric, Philco, Philco, RCA First pld., Stewart-Warner, Westinghouse, Westinghouse pld., Zenith Radio. Includes High, Low, Close, and Net. Chg. columns.

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

10 YEARS AGO TODAY

(From the files of Radio Daily) Radio music and other forms of entertainment was banned on Sundays in cafes, restaurants and other public places in Boston under terms of an old blue law. Arch Oboler resigned as scripter of the Irene Rich show for Welch after a two-year stint. ... Ameng top wab tunes was "When the Organ Played Oh Promise Me" (Ioe Morris Music Co.)

IN CLEVELAND IT'S WHK

College Editors Want More Radio Material

(Continued from Page 1)

Previously used any type of radio material. Judging from the survey, Roberts said that "these college newspapers, with two million circulation in the upper intelligence brackets, are a potential too big and too plentiful for any network or large agency to neglect."

"Alumni" Stories Popular

Biggest demand among college newspaper editors, Roberts found, is for stories on famous college alumni in radio. Only two per cent of the letters now carry such material but 47 per cent said they would like to see the material was made available. Requests for more feature material in a poor second while the remainder of the demand is for mats, news and photos.

To complete the information, Roberts mailed questionnaires to 20 college editors in the Greater New York area and to 100 editors in 40 other states. Mailing list included 22 dailies, 4 weeklies, 19 bi-weeklies and 14 others. Fifty-one editors, or 42.4 per cent, replied. Replies received covered colleges with 11.6 per cent of the total enrollment in the nation.

Job Burns Recorded Shows To Be Auditioned In Chi.

(Continued from Page 1)

Transcriptions will take place this week-end at the Stevens Hotel in Chicago. Ed Swanson, of the Star organization, announced in New York yesterday. Swanson, accompanied by Stanley Wolf and Roy Wilson, will arrive in Chicago on Friday at which time Burns is slated to come in from the West Coast. Burns and the ET executives will audition the records for agency executives and prospective sponsors on Sunday, Monday and Tuesday.

★ AGENCY NEWSCAST ★

DONAHUE & COE, Inc., has opened a Hollywood office at 931 North La Cienega Boulevard. Walter Blake, formerly of McCann-Erickson, has been appointed West Coast manager.

ROBERT WINDT, formerly managing editor of the American Roofer, has joined David O. Alber Associates, Inc., as an account executive.

JAMES THOMAS CHIRUG COMPANY, Boston and New York, has announced the benefits of a profit-sharing plan worked up in co-operation with a leading insurance company.

HOMER GRIFFITH COMPANY announces their appointment as exclusive national representatives for KAMQ, Amarillo, Tex.; WHBY, Appleton, Wis.; WMJQ, Iron Mountain, Mich.; KOJM, Havre, Mont.; KPRK, Livingston, Mont.; and KOPP, Ogden, Utah.

BROOKE, SMITH, FRENCH & DORRANCE, Inc., Detroit and New York advertising agency, announces the appointment of R. G. McKown as personnel director of the Detroit division. McKown has served as an operating executive of both Campbell-Ewald and D. P. Brother & Company.

JOHN FREIBURG & COMPANY has been appointed to handle the advertising for Pacific Coat Hanger Co., manufacturer of hangers.

HEINTZ & CO., INC., Los Angeles, California, has been elected to membership in the American Association of Advertising Agencies.

STANDARD BRANDS, INC., has appointed the New York office of Daneer-Fitzgerald-Sample, Inc., to handle the advertising for Shefford Cheese Products.

WRUL Seeks Programs For New Shortwave Series

(Continued from Page 1)

easting Foundation, whose DX outlet WRUL will air the series.

Program calls for positive presentation of grass-roots ideas and opinions by average American citizens. Techniques may include interviews at factories, mines, farms, and other places of employment, man-in-the-street pickups or meetings of civic organizations.

Stations have been requested to mail transcriptions to WRUL's New York headquarters where they will be checked for conformance to official U. S. foreign policy before broadcast.

Main objective of the program, Lemmon said, is to correct "deliberate misinterpretations of American ideas by broadcasting the voices of American people speaking directly to the people in Europe."

JEAN ROSE has just set the "Three Flames" with Charles Stark on a 26-week radio contract to be sponsored by Stanback Hendache Powders. Miss Rose, their manager, is president of Special Attractions, Inc., talent and production agency and president of Edro Radio Advertising Agency, Inc.

ALEXANDER HAMILTON INSTITUTE, Inc., announces the appointment of St. Georges & Keyes, Inc., as its advertising agency effective December 1st for all newspaper, trade and consumer publications.

LORENZEN & THOMPSON, Inc., have announced the appointment of Donald A. Donahue as eastern manager of its radio station representative division, with headquarters in New York. Donahue started his advertising career on the Hearst newspapers with the Rodney E. Boone organization. Except for a period of three and one-half years in the U. S. Army Air Forces, Pacific theater, he has been an account executive with George P. Hollingbery Company, station representatives, for nine years. He will join Lorenzen & Thompson, Inc., December 1.

CKHC, HULL, P. Q., has appointed Johnny Hunt as exclusive representative in Vancouver.

GILBERT J. SUPPLE, formerly assistant to the advertising manager of Vick Chemical Company, is now associated with Badger and Browning & Hersey, Inc., as a publication and radio copywriter.

Many Agency Execs. Attend Midwest Meet

(Continued from Page 1)

Agency men in attendance, and the day was devoted to discussion of various agency problems. The dinner session, at 6:15 p.m., was presided over by Walter Seiler, chairman of the Central Council and president of the Cramer-Krasselt Co. Don Belding, chairman of the joint ANA-AAAA committee and chairman of the board of Foote, Cone & Belding, Los Angeles, spoke on the joint campaign on improvement of public understanding of our economic system, and T. D'Arcy Brophy, vice-chairman ANA, president American Heritage Foundation, and president of Kenyon & Eckhardt, Inc., New York, spoke on "Our American Heritage." A slide film, "This Is Our Problem," gave a graphic picture of the problems discussed.

"At the Speakers' Table"

At the speakers table were Ray Fowler, of Needham, Louis & Brorby; Earle Ludgin, Earle Ludgin & Co.; Ward L. Weist, J. Walter Thompson Co.; Fergus Mend, The Buchen Co.; Fairfax M. Cone, Foote, Cone & Belding; Melvin Brophy, Needham, Louis & Brorby; Frederic R. Gamble, president ANA; T. D'Arcy Brophy, Kenyon & Eckhardt, Inc.; Walter Seiler, the Cramer-Krasselt Co.; Don Belding, Foote, Cone & Belding; J. C. Cornelius, Batten, Barton, Durstine & Osborne, Inc.; Clarence B. Goshorn, Benton & Bowles, Inc.; Leo Burnett, Leo Burnett Co.; Henry G. Little, Campbell-Ewald Co.; E. E. Sylvester, Knox-Reeves Advertising, Inc., and Clyde M. Joyce, Goodkind, Joyce & Morgan.

WTA-g SHEET

Wisconsin's Most Show-full station Round-the-clock service.

WTAQ CBS 1360

Why bleed? phone WEED

ON TARGET

Every touchdown is backed up by hours of planning. Weed and Company service is distinguished, like good football, by intelligent analysis, skillful planning, and a thorough knowledge of successful sales strategy.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

LOS ANGELES

By RALPH WILK

RICHARD ENGLISH will be interviewed by Bob Dworkin on his CBS show, "Meet the Author," Sunday, November 30th, to discuss his new novel "The Sugarplum Staircase," which Simon & Schuster have just brought out.

Gordon Jenkins and Tom Adair are enroute to New York to confer with show producers on the possibility of making Jenkins' tone poem, "Manhattan Tower" into a full-length musical.

Dick Smith, of Smith, Bull and McCreery, East to attend the annual Christmas party for Eastern Seaboard Finance Co. employees at Cincinnati.

Arrangements have been completed for Penny-Owsley Music Company to sponsor the telecasts of two football games over television station KTLA. On Thanksgiving Day, it will be the Los Angeles Dons vs. Cleveland Browns, and on December 7, the Los Angeles Dons vs. Chicago Rockets. Bass-Luckoff of Hollywood is the agency.

Jack Benny guests on "The Dick Haymes Show" December 18, returning a visit Haymes made to the Benny airer last season.

David Grant, producer of the MBS show "Heart's Desire," with writer Dorothy Deere and soundman Walter Radke left for Grand Junction, Colorado, on the 20th. Emcee Ben Alexander and rest of crew left the following day to wax presentation ceremonies and first tolling of 600-pound bell, gift to Columbus Community Church from the donated pennies of 227,000 program listeners. Sponsor Philip Morris is relinquishing commercial time on program heard nationally on Thanksgiving Day because of solemnity of proceedings that include messages from 48 governors. "Life" Magazine, syndicates, and newsreels plan coverage.

Disc Jockey Martin Block has put in more air time on the W6XAO Television Station than any other performer, but viewers have yet to see him. Block's program comes over Channel 2 from 11:30 to 12:00, Tuesday through Friday but in sound only.

Jim Eels, formerly account executive with Glasser-Gailey, Inc., advertising, has been appointed general sales manager for International Artists Recording Studios, Inc., recordings, airchecks, transcriptions, etc.

The Radio News Club of Southern California will hold its annual Christmas dinner at the Bodge Room in Billingsley, Friday, December 12th.

Lurene Tuttle has been signed for an important role in RKO Pictures production of "Mr. Blandings Builds a Dream House."

4 PRIZES DAILY

Regular Completely Paid New York
Weekend for Two

"Cinderella Weekend"

V.I.P. 1775 Broadway, New York



Notes From An Aisle Seat. . . !

• • • This will unquestionably be denied (we're ducking already) but there's a good chance that Jo Stafford may be dropped by Chesterfield. And the way we hear it, Joannette Davis is being talked of as the replacement. . . Doris Day is slated to be a Hit Parade casualty with auditions going on right now for new thrush. . . Not true that "We the People" is fading in Jan., as rumored around. Gull nixed a replacement idea, but hasn't cancelled out. . . Ted Collins setting up an indie film outfit and plans to start off with a series of documentary shorts titled "God Bless America," and starring, of course, Kate Smith. . . Gen'l Eisenhower slated to make radio speech in Jan. regarding his availability for the Presidency. . . Personnel changes in FCC coming after the first of the year. . . Dr. Rolf Kaltenborn is reviving the Wm. Benton subscription plan for radio whereby listeners pay directly for programs. He has a backer anxious to buy an AM station to test public response to idea. . . Larry Finley, who already has 130 platters cut on "Myrt & Marge," postponing waxing another 130 until the Petrillo sitchey-shun is ironed out. . . Hal Davis offering to bot anybody a Stetson (one of his accounts, no doubt) that the Ford Theater gets renewed. . . Jan August suggests this slogan for the Citizens' Food Committee: The best way to avoid a 3rd World War at the peace table is to avoid a 2nd helping at the dinner table. . . CBS feels that Rob't Q. Lewis will have more commercial value in five 15-minute stanzas than in the weekly half-hour slot, so is dropping the Sunday show. . . • New Hooper will show Arthur Godfrey's Talent Scouts climbing to the dizzy height of 17.4. Take a bow, Irving Mansfield! . . . Vicki Vola and Les Damon will replace Charlotte Lawrence and Myron McCormick as the leads in Ed Byron's "Christopher Wells."



• • • Despite the Thanksgiving holiday, ABC's crack sportscaster, Handsome Harry Wismer will be covering a lotta territory this week-end. He's set to broadcast the benefit Crippled Children's football game in Birmingham, Ala., on Thanksgiving Day. Then on to Philly for the Army-Navy classic Saturday. Sunday finds him in Boston behind the mike for the Redskins-Yanks tussle. Into Chicago Monday to emcee the annual Thos. E. Wilson 4-H Club Dinner at the Stevens Hotel, which will include such sports figures as Ted Williams, Jack Kramer, Patty Berg, Pauline Betz and Charlie Trippi. (We plumb forgot to ask Harry what he was doin' Tues. nite).



• • • AROUND TOWN: Radio Row scuttlebutt has Abbott & Costello readying another program on ABC slanted toward juvo audience. . . Kitty Kallen walked out of the Harem show after a tiff on billing, Nancy Donovan replacing. . . Percy Faith leaving the Carnation Hour after the first of the year. Agency plans to move the show to H'wood this summer, incidentally. . . Look for a leading femme commentator to be dropped from the airwaves. (It's the old story of Alcobolles Unanimous). . . Charlie Michelson readying new show tagged "Horatio Alger," a half-hour dramatic show based on the famous rags-to-riches series. Ruth and Gil Braun will do the scripting. . . N. Y. Stock Exchange picking up the tab on a weekly concert hour on WQXR.



• • • Thanksgiving definitions, as Hal Halpern sees it: **TURKEY:** What a sustaining artist would like to talk with a sponsor. . . **DRESSING:** What some band leaders give too much of in their arrangements. . . **NUITS:** What an artist goes after hawdconditioning for one show after another. . . **CELERY:** Of which a sustainer gets very little. . . **CRANBERRY SAUCE:** The old raspberry with the new look. . . **DUMPLING:** An artist who has just lost a sponsor. . . **STUFFING:** What sponsors are full of when they ignore the antics of certain comedians.

CHICAGO

By NAT GREEN

ADE HULT, vice-president in charge of midwest operations for Mutual Broadcasting System, has named Mrs. Myrtle Goulet office manager of Mutual's midwest offices, and Dorothy Reynolds as midwest sales service manager. Mrs. Goulet is one of the oldest employees of the Mutual network, having been with it since its inception in 1934.

The sixth annual cigarette drive show of the Morris B. Sachs Amateur Hour was recently broadcast from the stage of the Civic Opera House over WENR and WCFL. Admission to the show was two or more packs of cigarettes. Cigs received will be distributed to disabled war vets by the Department of Illinois Ladies' Auxiliary of the Veterans of Foreign Wars.

The FCC has received an application from a group of Chicago ex-G.I.'s for permission to build an independent FM station in Chicago. Among those interested are Ralph J. Wood, Sanford Wolff and Paul Damai.

Northwestern University Radio Playshop started its ninth season over WIND, recently. Plays presented are written, acted and produced by radio classes under direction of Donley Feddersen, faculty adviser of the School of Speech at Northwestern.

"Breakfast Quiz," a new show, had its premiere recently on WGN with Lucy Gilman, radio actress, and Lee Bennett, WGN staff announcer, conducting the quiz. Linc Products Co. is sponsoring the show, which takes the place of its "Happy Birthday" show.

John Weigel, who is commercial announcer on two NBC network shows, Swift & Co's "Meet the Meeks" and Mars' "Curtain Time," and a local commercial, "The Northerners," has a new show plattered that is attracting agency and sponsor nibbles. Program is called "The Crime Clinic" and is based on the experiences of Warden Joseph Ragen of Statesville Penitentiary. Plan is to do the show with Chicago as the originating point, and Ragen himself will serve as narrator once the show hits the airwaves.

Roy Engel, who portrays the lead role in ABC's "Sky King," bagged a 230-pound buck deer on a hunting trip last week.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

Chicago Radio Stations Give Aid To Newspapers

(Continued from Page 1)

sort to abbreviated varitype edition, placed added public service responsibilities on the Chicago Tribune-owned WGN and Marshall Field's WJJD with other newspapers seeking time on WIND, WENR, WLS, WBBM, WMAQ and other Windy City outlets.

Theaters and retail stores were first to seek commercial time during the emergency. WGN reported that it had been flooded with demands for space with a waiting list of advertisers. At WAIT almost all spot space

pected to be worked out late yesterday. A publishers' meeting was called to consider pooling interests and presenting special newscasts not from individual newspapers but from the publishers' association.

WBBM was working on plans for carrying additional news. A special broadcast for Tuesday was set up, with several newspaper columnists to appear on WBBM at 2:45 to 3 p. m. Arrangements were being made for Dale Harrison of the Sun, Kup of the Times and Norine Foley of the Daily News to appear.

WIND Was Ready

Anticipating the printers' strike, Alex Tellis, promotion manager of WIND, had wired WHEC and WRNY, Rochester, N. Y., and CKWX, Vancouver, Canada, for outlines of their plans for handling news while papers were on strike in their cities and from these outlines WIND formulated its plan. WIND normally presents news on the hour 24 hours a day and 13 additional newscasts on the half hour through the day, in addition to two regular sports reviews each evening seven days a week. Augmenting this schedule WIND is adding five news writers to its staff to prepare seven fifteen-minute summaries each day, a half hour "Newspaper on the Air" at 7:30 a.m. and 6 p.m. and financial news three times a day.

Balaban & Katz movie theaters have scheduled a quarter hour "Movie Column" at 8:15 each morning. WIND's news staff will work in connection with the Daily News, with a special printer connecting the station and the city desk of the News feeding local coverage throughout the day to augment the wire services.

The local network stations are handicapped by lack of open time but hope to work out a schedule that will enable them to give the public maximum news coverage. Handling requests for commercial time for the department stores is their toughest job. As the emergency situation may extend over several weeks or months plans for handling it are being carefully laid.

New Sponsors?

The Chicago Newspaper Publishers Association following a meeting held yesterday was reported giving consideration of joint sponsorship of programs on several Chicago stations. What stations and what form the programs will take is not known.

was gone yesterday with Marshall Field's department store buying a big block of time. WMAQ, WBBM, WENR, WLS and other stations also reported unprecedented demands for commercial time.

Newsrooms of the Chicago stations augmented their staffs and added to the day's newscasts in an effort to keep the public informed. In some cases the stations volunteered to read the comic strips, vital statistics, and other newspaper features as a service to the press.

Mike at Sun City Desk

WJJD has installed a mike at the city desk of the Sun, Field's morning newspaper, and Ulmer Turner, radio editor, is doing 10 newscasts daily. WENR, the ABC station, has scheduled five additional newscasts and expects to carry news every half hour throughout the day during the strike. At WGN, a definite plan was ex-

WFIL-TV Joins Crusade Against Cancer in Phila.

Philadelphia—Detection and treatment of cancer was outlined to the television audience for the first time here last week via a live program over WFIL-TV, featuring top medical officials and sponsored jointly by the station and the Jewish Hospital with full approval of the Philadelphia County Medical Society.

Program, titled "Cancer Clinic," showed actual patients suffering from the disease and others who have been cured, with a panel of doctors conducting the proceedings. Dr. Joseph C. Doane, staff member of Jewish Hospital, served as moderator.

Ten cancer patients volunteered to appear on the program showing the malady in its various forms. Others, who have been cured of the disease, went on the air to emphasize that early treatment is vital. Photographic slides made when these same patients first underwent medical treatment were shown, giving televiewers a "before and after" comparison.

SAN FRANCISCO

BC's Radio City in San Francisco was the subject of a full-page advertisement of the Sturtevant Division of the Westinghouse Electric Corp. in a recent issue of Business Week.

A San Francisco area couple have been selected to be married on ABC's Side and Groom program on December 1st when the local ABC station KGO increases its power to 50,000 watts. Onida G. Johnson of Burlingame, and James A. Fillebrown of La Mateo, are the lucky couple.

Maury Baker has been appointed assistant manager of KGO's advertising, promotion and publicity department, according to Bob Laws, department manager. Baker joined KGO in October 1946, upon his release from the Army, and has been assisting in the promotion work.

The Rexall Drug Co. has bought the Dean Maddox Sidewalk Reporter show on KFRC, Monday through Friday at 12:15 p.m.

Pece Baker, young featured vocalist on KPO-NBC's Eddie Cantor show, is making a week's personal appearance at the Golden Gate Theater here. Don Davis snagged Carmen Cavallaro and Joe Reichman for personal appearances on his KFRC Flying Disc program.

Ernie Underwood, KFRC television chief, explained the mysteries of television in an address before the Oakland Exchange Club.

Colley Langley is conducting a half hour show of fun and interviews from the Orinda Willows restaurant Thursday nights at 9:30 over KROW.

Los Angeles Tele Station Going Commercial in Feb.

Cincinnati—WLWT, Crosley Broadcasting Corp.'s video station here, goes to the air commercially in February.

WLWT is slated to begin operations early next year from a new high elevation transmitter site in Clifton Heights, Cincinnati. Though the WLWT transmitter is a standard 5,000-watt unit it will be used in connection with a special antenna built by Crosley by RCA. This extra high antenna, plus its high elevation above average terrain, will give the Losley outlet an equivalent of 49,000 watts. J. R. Duncan, acting director of television operations for the Crosley Broadcasting Corporation, explains the effective power of 49,000 watts as "that power when radiated from an antenna 500 feet above average terrain. This signal should not be less than 5,000 micro-volts out to 1-20 miles from transmission site."

IN CLEVELAND IT'S

WHK



IN WORCESTER
WTAG

5 PROFIT MARKETS
it pays you to cover!

WGAL
Lancaster, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WRWA
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

STEINMAN STATIONS



Available individually to suit your needs. Write:
Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco

PROMOTION

RCA Brochure

Story of the world-wide system of RCA Communications is told in "Via RCA," a handsomely-illustrated, 16-page pamphlet, 8½ by 11 inches on slick stock. Included are the growth of the organization's message transmission system, shortwave broadcasting and radiophoto service. Photos go behind the scenes offering views of message centers, transmitting equipment, coding and traffic operations at work. A three-color map of RCA world communications and radio relay trunk system occupies the center fold.

Window Tieup

To announce first winners of "Polly Pigtales," its monthly photo contests, Lane-Bryant's New York department store recently used a blow-up of the youngsters on Jack Barry's MBS "Juvenile Jury" program in a window viewed by shoppers and passers-by at one of New York's busiest intersections, 40th Street and Fifth Avenue.

Plug Documentary

Four-page French fold brochure plugging KNX documentary "Menace in White" has been mailed by Radio Sales to agency and client lists. Piece is illustrated in three colors on page two with copy on page three outlining background of program which exposed illegal medical practices in Los Angeles and other California localities.

All-Negro AM-FM Outlet Planned For Chicago

Chicago—Chicago is to have the first all-Negro radio station in the country. A permit was issued last week to the Afro-American Broadcasting System for a 1000-watt regional station to be built on Chicago's South Side. Call letters will be WVOY (the Voice of the Negro) and operation will be on both AM and FM. Entire personnel will be Negro. A construction permit will be applied for December 1 and it is expected that the station will be in operation shortly after the first of the year.

Officers of the company are: President, Dr. Clifford F. Kyle; Vice-president, Andrew R. Carter; Secretary, Mrs. Wanonah Stone; Assistant Secretary, J. W. Wins, Jr.; Treasurer, J. W. Williams; Assistant Treasurer, Louis E. Ferguson. Construction of the station's facilities will be under the supervision of A. R. Bitter, consulting engineer, of Toledo, Ohio.

New Broadcasting Firm

Thomasville, N. C. — Thomasville Broadcasting Company has just been organized here to operate a broadcasting station. The authorized capital stock is \$100,000. George W. Lyles, Sr.; George W. Lyles, Jr., and Russell Van Landingham, all of Thomasville, were listed as the incorporators of the firm.

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 November 14-20, 1947

TITLE	PUBLISHER
All My Love	Harms
An Apple Blossom Wedding	Shapiro-Bernstein
—And Mimi	Shapiro-Bernstein
Ballerina	Jellison
Best Things In Life Are Free	Crawford
Chickasaw Limited	Chas. K. Harris
Christmas Dreaming	Leeds
Civilization	E. H. Morris
Foudin' And Fightin'	Chappell
Forgiving You	Mollin
Fun And Fancy Free	Santly-Joy
Golden Earrings	Paramount
Gonna Get A Girl	Miller
How Soon	Supreme
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. B. Marks
My Rancho Rio Grande	Criterion
Near You	Supreme
On The Avenue	Leeds
Papa Won't You Dance With Me	E. H. Morris
Peggy O'Neil	Felst
Serenade Of the Bells	Melrose
Sipping Cider By The Zuyder Zee	Bloom
So Far	Williamson
The Stanley Steamer	Harry Warren
Those Things Money Can't Buy	Robbins
What Are You Doing New Year's Eve	Famous
Whiffenpoof Song	Miller
White Christmas	Berlin
You Do	Bregman-Vocco-Conn

Second Group

A Fellow Needs A Girl	Williamson
A Girl That I Remember	Broadcast Music
Almost Like Being In Love	Sam Fox
Don't You Love Me Anymore	Oxford
(The) Freedom Train	Berlin
Home Is Where The Heart Is	Advanced
How Lucky You Are	Peter Maurice
I Have But One Heart	Barton
I Still Get Jealous	E. H. Morris
If It's True	American Academy
Kokomo, Indiana	Bregman-Vocco-Conn
Lady From 29 Palms	Martin
Let's Be Sweethearts Again	Campbell-Porgie
Made For Each Other	Southern
My How The Time Goes By	Chappell
Naughty Angelina	George Simon
Put Yourself In My Placo Baby	Burko & Van Heusen
(The) Stars Will Remember	Harms
They're Mine, They're Mine, They're Mine	Sinatra Songs
Too Fat Polka	Shapiro-Bornstein
When You Were Sweet Sixteen	Shapiro-Bornstein
With A Hey And A Hi And A Ho Ho Ho	Bourne

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BEHIND THE MIKE

By SID WEISS

LES TREMAYNE resumes his role in "The Falcon" over Mutual in Jan.

John Bradford (himself the daddy of two kiddies) will act as moderator in a novel package featuring the quizzing of parents by their offspring.

Bret Morrison will be starred in a series of six films to be produced here independently. (His role will be that of a psychological killer.)

Art Hannes headlining a transcribed package featuring interview, with public figures on events of the day.

Bill Todman and Mark Goodson producers of "Winner Take All," to be profiled in a national mag.

The Three Flames have penned a tune for the National Safety Council tagged "Get Hep—Watch Your Step."

Alan Sands, ace scripper on the Blondie series, readying a package of his own on the Coast.

"Civilization," new rhythm novelty tune penned by Bob Hilliard and Car Sigman, has started its climb on the Hit Parade and figures to wind up big money-maker.

All the local disc jockeys making air pitches on their shows for "The Big Show of 1948" which the New York Chapter of the Association is sponsoring at the Met Jan. 25th. Part of the proceeds will go to the Damon Runyon fund.

Don Pallini inked by Dumont Television to start a Dance-School-Of-The-Air series Dec. 1st.

Recommended: Maurice Gosfield portrayal of a dese, dese and det character on "Nora Drake."

NAB In Plea To High Court To Protect Trade Name

(Continued from Page 1)

membership. The case is that of Coca Cola vs. Snowcrest Beverages, Inc. with the plaintiff seeking to block the defendant from using the trade name Polar Cola.

The Circuit Court of Appeals in the First District (Boston) refused to enjoin Snowcrest from using the "Polar Cola" trade name, and in effect the Supreme Court has upheld the Boston court by refusing to take jurisdiction.

NAB, seeking the right to advise the court as amicus curiae, quoted the Boston court's decision in declaring that "The legal test of trade mark infringement . . . is the likelihood of consumer confusion as to the source of the goods."

In rural radio advertising, said NAB, the value of a trade name depends entirely upon its sound.

"To refuse to extend the same degree of protection to representation by sound as to representation by sight," said NAB, "is to place radio broadcasting as an advertising medium at a serious unfair competitive disadvantage with other media."

Conservation Of Food The Theme Of Thanksgiving Radio Programs

(Continued from Page 1)
 and outlook by Don Lerch will be broadcast from 10:30-11 p.m., EST. Other 15 shows tomorrow will play up the holiday theme, including "Reader's Digest Radio Edition," (10-10:30 p.m., EST) which will air a drama show starring Van Heflin.

NBC has scheduled two special Thanksgiving programs tomorrow—two of which will be aired from both New York and Boston. This program, emphasizing food conservation and scheduled for the 12:30-1 p.m., EST, segment, will include messages from Bishop Henry Knox Sherrill, Rabbi William Rosenblum, Cardinal Spellman and Charles Luckman, chairman of the President's food committee, and such stars as Patrice Munsel, Robert Merrill, and the Robert Shaw Chorus. Frank Black will conduct the NBC symphony orchestra and Martin Abel will narrate the show. The Columbia University Teachers' College Choir will be heard in a special broadcast tomorrow from 9:30 to 10 a.m., EST. Other NBC shows, such as Nelson Olmsted, "Believe It Or Not," "Sketches in Melody," and "Once Upon Our Time," will also highlight the Thanksgiving theme.

Busy Day for ABC
 Highlighting the Thanksgiving Day theme on ABC will be a dramatization of Edward Everett Hale's "The Man Without a Country" with Bing Crosby as narrator on the latter's show tonight (10-10:30 p.m., EST), and a second dramatization titled "Something for Thanksgiving" tomorrow (10:30-11 p.m.) to be presented by the web in cooperation with the National Cancer Foundation. Screenwriter John Garfield will play the lead in the latter offering which will also feature Mayor William O'Dwyer of New York, who will be heard in a brief talk. Program will present a brief history, in drama form, depicting the tragedy of cancer and the great financial burden it places upon the unprepared. A quarter-hour of records containing appropriate Thanksgiving tunes will be played on the 4:15-4:30 p.m. portion of the "Paul Whiteman Club." General Electric's "Willie Piper Show" and the Ted Malone show will also air timely holiday messages tomorrow.

Mutual's "Heart's Desire" (11:30-12 noon, EST) will devote its entire show tomorrow to a Thanksgiving Day celebration by the townspeople of Palisades, Colorado—the direct result of a brief announcement made during the show last summer. Ben

Alexander, emcee of the daily program, mentioned during a broadcast on August 4 a letter from a member of the congregation of that town pointing out the need for a new steeple bell. Alexander suggested listeners to send forth a penny to establish a fund for the bell and the re-

New Mood

On his ABC show tonight Bing Crosby departs sharply from his casual devil-may-care role and does a whopper of a job narrating a dramatization of the saga of Philip Nolan, "The Man Without a Country." Graener tees off the show with a novelty ditty, then heads into a Thanksgiving mood-tie-up with the Freedom Train, etc. Show was "previewed" by the press Monday night at ABC headquarters.

quest drew 224,581 coppers—an amount which helped to pay off part of the mortgage on the church. Consequently, "Desire" will be aired directly from the church tomorrow and entire show will be devoted to the dedication ceremonies. Philip Morris & Co., sponsors of the show, have cancelled commercial messages during the broadcast. In addition to other regular web shows using the holiday theme, Mutual's "Family Theater" will have a dramatization with an UNRRA theme featuring Joan Leslie and Paul Henreid and Charles Boyer as host (10-10:30 p.m., EST).

Television coverage of Thanksgiving Day activities will have both festive and sports notes.

WNBT has set a full day of holiday programming, with the annual Macy parade starting off activities at 10:45 a.m., EST. For the second year the New York department store will sponsor the pickup, which will be made via mobile unit stationed at 43rd Street and Broadway to record the balloons and gaudily bedecked floats as they pass downtown. Station will also televise the Penn-Cornell game from Franklin Field (Phila. 1:15 p.m., EST) under sponsorship of American Tobacco Company. Evening programs will include the Harmonaires, 10-man choral group (9:15 p.m.) in special Thanksgiving songs.

Indies Will Observe Day
 WCBS-TV, CBS video outlet, will air the Brooklyn Dodgers-San Francisco 49ers professional grid contest at Ebbets Field, with Don Dunphy handling the play-by-play.

New York's independent stations will observe the holiday quietly, with few special programs scheduled. Instead the indies will try to inject a "holiday flavor" into the day's overall programming, with devotional and patriotic music and talks featured.

Thanksgiving dinner attended by children of UN delegates and personnel will be aired by WNEW tomorrow at 1 p.m. Program was wire-recorded yesterday at the White Turkey Inn

where the outlet was host to 20 UN youngsters. Station also provided for 20 "Silent Guests" through a contribution to CARE.

Secretary of Commerce W. Averell Harriman will be heard over WMCA, 1:30 p.m., in an address before a "Delayed Pilgrims" dinner given by United Service for New Americans at the Hotel Marquette. Lawrence Tibbett and Raymond Massey also will be heard.

No special programs are planned by WHN, WINS, and WLIB but all three will peg the day's output to the holiday and its traditions. The first airing of a new recording of Mendelssohn's "Elijah" will be carried by WQXR in its entirety from 2:05 to 4 p.m.

The festive side of the celebration will be presented by WOR, which will feature two modern "traditions" of the observance. These are the Macy parade, 10:20 a.m. with John Wingate behind the mike, and the Penn-Cornell grid contest at 1:15 p.m. A review of the city station's outstanding programs of the year will be included in "WNYC Gives Thanks," produced by Fred Rosa, 8 p.m.

New York's foreign language stations, WEVD, WBNX, WHOM and WOV will offer their specialized audiences programs explaining the origin and tradition of the typically American fete. In addition, WBNX will carry, in English, services con-

NEW BUSINESS

WMAQ, Chicago: Mantho-Kreco-ammo, Inc., has contracted to buy a new NBC Chicago package program titled "All Kinds of People," to be heard Mondays, Wednesdays and Fridays, 11:15-11:30 a.m., and featuring Klieve Kirby with anecdotes and stories, and recorded pop music. Show started November 17. Contract is for 13 weeks. Lever Bros. Co. has ordered the 5:15-5:30 p.m. segment of the Dave Garroway Show on Mondays and Wednesdays, for eight weeks, and the Borden Company has ordered a 13-week renewal of the George Stone news program.

Spot business for WMAQ includes DeMott & Dougherty, Inc., five one-minute announcements and two station breaks a week for 13 weeks; Lever Bros. Co., four one-minute announcements and one station break a week for 13 weeks; Malleable Iron Range Co., two station breaks a week for 26 weeks; Christy Chemical Co., two station breaks a week for eight weeks, and Rust-Oleum Corp., one-minute announcements to be aired on the "Early Bird" program for 13 weeks.

ducted by the Protestant Council of New York, 11:45 a.m.; WEVD will air "Plenituous Harvest," a transcribed drama featuring Ted Malone, 9:30 p.m. and a special prayer for Thanksgiving written by Virginia Momand will be included in tonight's airing of "American Family" over WOV, 9 p.m.



THESE SONGS ARE HILDEGARDE AT HER GREATEST! THIS IS THE LOVELY, ENCHANTING, MERCURIAL, INCOMPARABLE HILDEGARDE THRILLINGLY CAUGHT IN THE MOODS THAT HAVE MADE HER ONE OF THE SUPREME SHOWMEN OF TODAY! THIS IS A TIMELESS ALBUM OF SONGS THAT ARE OF TODAY AND CERTAIN TO BE OF TOMORROW AS WELL! TRULY A COLLECTOR'S ITEM! TO BE RELEASED DECEMBER 15TH. WATCH FOR IT! BY ALL MEANS, DON'T MISS IT! SEE IT TODAY—ASK YOUR NEAREST DECCA ALBUM No. A-511—A DECCA PERSONALITY SERIES ALBUM.

IN CLEVELAND IT'S
WPK

NEW STATIONS

New Outlet In Texas

Tyler, Texas—Full operation has been begun by KTBB, with 500 watts on 600 kc. Owned and operated by Blackstone Broadcasting Co., station uses AP news, NBC Thesaurus library, and Western Electric equipment. S. H. Bothwell is station director; M. E. Danbom, general manager; David Bothwell, assistant manager; R. A. Wileman, chief engineer, and Lawrence Birdsong, Jr., program director.

Southern Outlet Adds FM

Anniston, Ala.—WHMA-FM has begun operations on an interim program sked at 100.5 mc. Power and antenna height are limited pending full construction. Programming will be virtually independent with little duplication of WHMA shows. Recently completed studios in the Radio Building will be point of origin for many WHMA-FM programs. Present operation is from 3 to 9 p. m.

New FM Outlet In L. A.

Los Angeles—KMPC-FM goes on the air Dec. 1, from 11 a. m. to 9 p. m., six hours of which will be duplication of AM programs. Outlet is heard at 100.3 mc. with radiated power of 2.5 kw. FM antenna is now in position atop the outlet's studios, for interim operation until completion of transmitter installation on San Gabriel Peak.

AM Indie Set

Houston, Tex.—KLEE, new indie owned and operated by Albert Lee, local hotel man, soon will be completed and will begin operation on 610 kc. with 5 kw. fulltime. Studios are located on second and third floors of Milby Hotel. Ray Bright is general manager; Winthorn Sherman, program director, and Paul Huendorf, chief engineer.

New Carolina Station

Elizabeth City, N. C.—WGAI, owned and operated by Herbert Peele and the Elizabeth City Advance, Inc., went on the air last week with 500 watts at 560 kc. Studios are located on the third floor of the Kramer Building, with transmitter about three miles north of the city.

Named WTOP Promotion Mgr.

Cody Pfansstiehl, director of press information at WTOP-CBS, has been appointed promotion manager in addition to his press information duties, Carl Burkland, general manager of WTOP announced.

COAST-TO-COAST

—ALABAMA—

ALEXANDER CITY—Froshin's Department store is sponsor of a new "Club Quiz" on WRFS with teams from local civic clubs competing for cash prizes. Quizmaster is J. L. "Lem" Coley. . . . **BIRMINGHAM**—Jimmy Willson, former WAPI program director; Clint Blakely, station chief announcer and George "Red" Atkins of the WAPI sales department, will leave that station December 1st to assume new duties at WAFM, this state's first FM station. Willson will become station manager; Blakely, production chief, while Atkins will take over as sales manager of the new station. . . . **MONTGOMERY**—David E. Dunn, WSFA assistant manager, has been appointed radio publicity chairman for the Freedom Train visit to this city, December 28.

—CALIFORNIA—

OAKLAND—New children's show on KLX is "Uncle Mel's Kiddie Ranch" heard Monday-Saturday at 7:15 p. m. "Uncle Mel" is Jack Cahill of the KLX staff who voices introductions to recorded children's stories. . . . McCann's Radio Center has purchased a Monday thru Friday quarter hour on KROW to promote radio and record sales. Program is "The Day's Featured Vocalist," 15 minutes of song stylings by a different popular male vocal artist each day.

—FLORIDA—

MIAMI—Kirby Brooks, WIOD's early-morning "Dreambuster," recently celebrated his second anniversary on the program with a show and celebration held from 6:00-10:00 a. m. in Miami's Bayfront Park Auditorium. An estimated 2500 witnessed the show, the major portion of which was broadcast. Appearing on the program were all of the station's regular morning personalities plus George P. Hollingbery, WIOD's national representative, and Mrs. Hollingbery of Chicago. . . . **ORLANDO**—A cattle auction was broadcast last week for the first time in Florida over WORZ. Station farm director, Ned Brown and special events reporter Bob Marshall used a wire recorder to pick up some of the events at the eighth annual Jersey cattle sale of the Florida Jersey Cattle Club and later broadcast the recording on the "Farm Review."

—OHIO—

AKRON—Keeping in step with the spirit of Thanksgiving, WHKK's Bill Pierson and Tom Egan donned costumes of old Pilgrim Fathers on their "Man on the Street" broadcast, November 22. They mounted a large fat turkey, on the top of the WHKK radio car, which they said would be given away to the person answering that day's question correctly. Each person interviewed, who did not guess correctly, received a quart jar of cranberry sauce for their efforts. The gimmick on the show was that the winner was awarded the live turkey on top of the car which they would have to clean and dress, but an already prepared bird of the same weight ready for the oven on Thanksgiving Day Morning. . . . **COLUMBUS**—Tom Gleba, former chief announcer at WOSU, Ohio State University station, resigned recently to join WCOL.

—NEW YORK—

BUFFALO—RCA Victor has signed up for WEBB's highly rated Hi-Teen program which is handled by Bob Wells and Bill Schweitzer. Show is broadcast from the Elks Club every Saturday from 2:00-4:00 p. m., with plenty of room for the hundreds of teenagers who attend, to dance. . . . **UTICA**—R. A. Clark, who has been handling promotion for WRUN and WRUN-FM, has been elevated to the position of commercial manager by station manager, Thomas E. Martin.

—TEXAS—

SAN ANTONIO—New K TSA staff member is N. E. (Bud) Thompson, who has taken over as program director. Bud was formerly affiliated with KFYO, Lubbock and KGNC, Amarillo. . . . Technical facilities of WQAI have been given a thorough revamping in a move designed to expedite handling of daily and emergency traffic through the master control room.

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.



BOB HANCOCK

Promotion Director

One of the keystones of a radio station's relations with sponsors, advertising agencies and the public is the all-important post of promotion director. Coordination of station publicity and advertising, progress reports to agencies, watchdogging of many public service activities—all these fall within the jurisdiction of Bob Hancock. He is a graduate of the University of Oregon in journalism and advertising, and has directed many special promotion campaigns. European theater duty, as a line infantry officer, and post-war special duty assignment with Special Services aided in preparing Bob for his present position at KGW. So—whether you're an agency time-buyer, account executive or a sponsor, Bob Hancock's your man. He's right there when it comes to increasing audience for your program on KGW.

Next — RALPH GREER
Traffic Manager

KGW
PORTLAND, OREGON
AFFILIATED WITH
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

Cineffects, INC.
THE PRODUCERS' AID

THE MOST COMPLETE SERVICE OFFERED PRODUCERS OF MOTION PICTURES ANYWHERE.

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CIRCLE 6-0951

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES IN
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• 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

IN CLEVELAND IT'S
WHK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 40

NEW YORK, FRIDAY, NOVEMBER 28, 1947

TEN CENTS

Co-op' Music Ban Lifted

Seven MBS Programs Renewed For Year

Renewals of seven Mutual programs for 52-week periods were announced Wednesday by Jess Barnes, web vice-president in charge of sales. They are:

Henry J. Taylor, Monday and Friday, by General Motors, through Arthur Kudner, effective Dec. 19; *Savenuile Jury*, by General Foods, through Benton & Bowles, effective Dec. 7; "Queen for a Day" participation by Armour and Co., through Boone, Cone and Belding, effective Dec. 2; Gabriel Heatter, Monday and Wednesday, by Carler Products, through Sullivan, Stauffer, Colwell and Bayles, effective Dec. 29.

Also Fishing and Hunting Club of the Air, by Mail Pouch Tobacco Co., through Walker and Downing, effective Dec. 22; Young People's Church of the Air, through Erwin Wasey, effective Nov. 30, and Radio Bible Class, through Stanley G. Boynton, effective Dec. 20.

AFRA Independents Win: Get 21 Of 23 Candidates

Political battle between the Independents and the Artists Committee in New York AFRA's local board elections resulted in the election of 11 out of a total of 23 candidates named by the Independents, according to official returns announced Wednesday. About 1,000 ballots were cast in the election with the majority vote going to the Independents by approximately 130 votes.

The two elected nominees who were named and backed by the Artists Committee are Clayton Collyer and

(Continued on Page 5)

Live Offering

Thanksgiving dinner for Bill Schudt, CBS eastern manager of station relations, arrived at his office "on the wing" Wednesday in the form of a four-foot crate surrounding a large and very much alive pheasant. Bird was a gift from Ed Darlington, manager of WCNR, Bloomsburg, Pa., indie, which carried the CBS broadcast of the royal wedding.

By Royal Command

London—Bob Hope exchanged quips with King George VI and Queen Elizabeth during a royal command performance of the movie, "The Bishop's Wife" on Tuesday night.

Hope presented the King and Queen with an autograph book of Hollywood movie and radio stars as wedding gift to Princess Elizabeth. The King asked whether Bing Crosby's autograph was in it.

"Yes," Hope replied. "He put three crosses. You see he can't write."

The King laughed heartily and the Queen smiled.

Station Grows In '47 Up, Says NAB Report

Washington Bureau, RADIO DAILY Washington — With non-network broadcast revenue increasing by over \$30,000,000 this year, the average broadcaster has shown an increase of eight per cent in gross revenue and nine per cent in operating cost, NAB said Wednesday on the basis of stud-

(Continued on Page 5)

State's Radio Bureau Is Increasing Its Staff

Plans to augment the staff of the Radio Bureau of the Division of State Publicity of New York is indicated in an announcement from the Department of Civil Service for eight posi-

(Continued on Page 6)

Novel Merchandising Plan Built Around Radio Show

South Bend, Ind.—A novel program, "Wash on the Air," that combines showmanship, advertising and merchandising has been inaugurated in the Southwest by Bendix Home Appliances, Inc.

Conducted by a factory salesman and announcer Jack Knott, program originates in a dealer's store before a housewife audience and features a dramatization of the Bendix automatic washing machine in action.

When the campaign reaches top

Petrillo Notifies Networks To Reinstate Music On Co-Operative Programs Following 'Info Please' Protest

Tele City Proposal Mullied By Networks

Plans for a Television City gained momentum on Wednesday when New York television leaders met with Robert Moses, commissioner of parks, and discussed the city's proposal to utilize a site on Long Island. The sites under consideration include the old World's Fair grounds at Flushing, L. I., it was reported.

It is known that both NBC and

(Continued on Page 2)

Ownership Of WKBW Transferred In Buffalo

Buffalo—Ownership of WKBW Wednesday was formally transferred to Broadcasting Foundation, Inc., by the Buffalo Broadcasting Corporation. The action brought to a close more than seven years of legal controversy

(Continued on Page 2)

Radio-Monitored Safari Sails Today For Africa

The first radio-monitored expedition to the African jungles sets sail today under the leadership of veteran explorer Attilio Gatti. Spon-

(Continued on Page 2)

Long standing ban by the American Federation of Musicians against music on network co-op shows was lifted Wednesday by James C. Petrillo, who notified the webs they may now go ahead with music on their locally sponsored programs. The ban had been in effect since 1941. Petrillo's decision came

(Continued on Page 3)

Education Stressed In New AC Campaign

The Advertising Council's "Crisis in Education" campaign, pointing up classroom conditions today and encouraging public action, is being given stepped up support by General Mills, Inc., through all its various advertising media. In addition to allocating time on its eight network shows to the education campaign, General Mills will run a full-page

(Continued on Page 6)

Farm Directors Meeting Opens Sunday In Chicago

Highlights of the fourth annual convention of the National Association of Farm Directors, Nov. 30, Dec. 1, Stevens Hotel, Chicago, include talks by John Douglas, director of agricultural broadcasts, Australian Broad-

(Continued on Page 6)

Candidate

The name of John W. Bickley, Chicago public utility expert, was proposed Wednesday by Chicago friends as being an acceptable candidate for the chairmanship of the FCC. Bickley's spokesman sent out a press release detailing his achievements with governmental agencies, which include consultant service to the FCC, War Production Board and F. T. C.

(Continued on Page 3)

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WASHINGTON BUREAU
Andrew H. Older, Chief Managing Claret
6417 Dabneya Rd. 2122 Detour Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332
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FINANCIAL
(Nov. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	7 5/8	8	+ 1/8
Am. Tel. & Tel.	153 1/2	153 1/4	153 1/2	+ 1/4
CBS A	22 1/2	22 1/2	22 1/2	+ 1/8
CBS B	22 1/2	22 1/2	22 1/2	+ 1/8
Farnsworth T. & R.	8 1/4	8	8	+ 1/8
Gen. Electric	35 1/2	34 7/8	35	+ 1/2
Public	10	9 7/8	10	+ 1/8
RCA Common	32 1/2	32 1/8	32 1/2	+ 1/8
RCA First pfd.	69 1/2	69 1/4	69 1/2	+ 1/4
Westinghouse	28 1/2	28 1/4	28 1/2	+ 1/8
Westinghouse pfd.	99	99	99 1/2	+ 1/2
Zenith Radio	19 1/2	19 1/4	19 1/2	+ 1/8

NEW YORK CURE EXCHANGE

Hastelink Corp.	14 1/2	14 1/2	14 1/2	+ 1/8
Not. Union Radio	3 1/4	3 1/4	3 1/4	+ 1/8

OVER THE COUNTER

	Not Grd.	Bid	Asked
DuMont Lab.		7 1/2	8 1/2
Finch Tele Comm.		3 1/2	4 1/2
Stromberg-Carlson		13 1/4	14 1/4

10 YEARS AGO TODAY

(From the files of Radio Daily)
Sen. Wallace H. White, author of a bill for sweeping investigation of the radio industry, said a probe should be delayed until Frank R. McIninch, new FCC chairman, has had a chance to "straighten out matters" . . . Adam Hats assumed sponsorship of NBC Blue's boxing broadcasts. . . "Rosalie" (Chappell and Co.) gained popularity among web tuners.

IN CLEVELAND IT'S
WKHK

★ COMING AND GOING ★

JESS BARNES, vice-president of the Mutual network in charge of sales, has returned from a short business trip to the Middle West.

TED MALONE, story-teller on ABC, will appear Monday at the Mount Lebanon Civic Club in Pittsburgh, after which he'll go on to Chicago, where on Wednesday he'll originate his broadcast in conjunction with the 26th annual congress of the National 4-H Clubs of America.

MARTIN AGRONSKY, American network commentator, next Tuesday will go out to Pittsburgh, where he'll appear before a convocation group at Carnegie Institute.

PEGGIE SPRINGSTEAD, of the Charles Stark office, has returned from Salisbury, N. C., where she conferred at the Piedmont Advertising Agency on plans for the new Peter Donald show for Stansback.

HARRY WISMER, sports director for the American network, spent Thanksgiving Day in Birmingham, Ala., where he broadcast over a network of Alabama stations the football game between the two leading high schools of that section, proceeds going to the Birmingham Crippled Children's Fund.

STUBBY KAYE, the USO comedian currently touring the veterans' hospitals throughout the country, is expected in New York shortly for a radio guest spot.

MARTY DRAKE, radio singer and comedian, arrived in New York over the holiday by plane from Buffalo.

LOUIS SAIFF, general manager of WMSA, American network affiliate in Massena, N. Y., is in town for conferences with officials of the web.

Ownership Of WKWB Transferred In Buffalo

(Continued from Page 1)
between the Foundation, headed by Dr. Clinton H. Churchill, and the former owners.

The purchase represents a financial transaction of more than a million dollars, \$375,000 of which was in cash and more than \$700,000 in contractual settlements and other considerations.

WKWB is Buffalo's most powerful station, 50,000 watts, and is an ABC affiliate.

Arthur Simon, formerly of WLIB, New York City, has taken over the general management and is Executive Vice President of Broadcasting Foundation, Inc.

Mr. Simon plans to make the station one of the great contributing factors to the area's industrial and social growth. He stated at the time of transfer that—"Buffalo's Most Powerful Station" will be operated as a commercial enterprise but will never lose sight of the public's interest."

In Buffalo for the transfer were James Lawrence Fly, former FCC chairman and attorney for the Foundation; M. Smith Davis, broker for the Foundation's financial backers; J. Brenner Root and Edward D. Reiss. Canton, O., bankers and Fred Albertson of Washington, D. C., attorney for the bankers. Edward Gorono of this city represented the Buffalo Broadcasting Corporation and Edward Schlenker is the Buffalo attorney for the Foundation.

Offices and studios for WKWB are being built in the Erlanger Theater Building and will be ready for occupancy on or about April 1st.

Television City Proposal Considered By Networks

(Continued from Page 1)
CBS are interested in the proposal. Likewise ABC, which plans to enter the New York television station field next year, is faced with the problem of studios as well as a location for transmission facilities.

The Television City proposal is said to include studios for origination of live shows, facilities for producing television movies, and exhibition space for television receiver and equipment manufacturers.

Radio-Monitored Safari Sails Today For Africa

(Continued from Page 1)
sored by the Hallicrafters Co. of Chicago, the expedition will be in constant contact with shortwave receiving sets throughout the world.

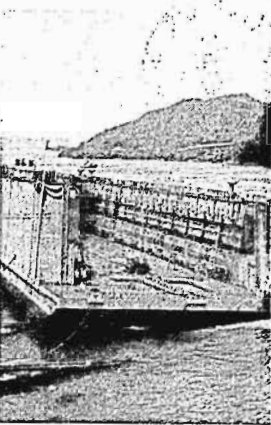
Mobile equipment will be used to set up shortwave stations in Uganda, Tanganyika and Kenya. The expedition will test equipment and study radio phenomena under equatorial conditions.

The 16 vehicles in the caravan will be electrically connected making possible continuous voice communication. Recordings of jungle life will be made on wire and acetate discs.

Percy M. Brown

Percy M. Brown, head of the Quality Control Division of Associated Program Service and Muzak, died at the Mather Memorial Hospital, Port Jefferson, Long Island, Sunday night, November 23, 1947, after a short illness. Prior to joining Associated and Muzak in February, 1936, he was connected with the Foreign Sales Division of Columbia Records in South America.

A resident of East Setauket, Long Island, Mr. Brown is survived by his wife, Hazel; two sons, Donald and Richard; and three grandchildren.



Sideways!

That's a drydock. They launched it sideways out in Pittsburgh into the Ohio River. They had to dredge a hole in the river bottom 500 feet by 150 feet to make the launching come off.

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about six years ago in a 4-station network town. Today W-I-T-H is the successful independent that delivers more listeners-per-dollar spent than any other station in town.

Smart time buyers a long time ago learned that in this great market—the way to make sales at low cost was W-I-T-H.

So many learned that. They must have. So many names in the list of smart advertisers sign off their commercials with "This is W-I-T-H!"

WORL
does it Again!
WITH A NEW MILLION DOLLAR PROGRAM IDEA!
"The MILLION DOLLAR BALLROOM"
million dollar talent and music to produce millions of sales for YOU in America's richest market!
Inquire NOW About Our GUARANTEED 13 - 26 - 52 Week Contract Plan
BOSTON WORL M A S S .
FORJIE & CO., National Representatives

W-I-T-H
AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Read

Ban On Co-op. Music Rescinded By Petrillo

(Continued from Page 1)

Two weeks after Dan Golenpaul, producer of "Information Please," announced he had filed a complaint with the NLRB charging the AFM with violations of the Taft-Hartley Act, Golenpaul charged the AFM with a secondary boycott and alleged the union violated anti-featherbedding provisions of the new law. A spokesman in Golenpaul's office late Wednesday said the producer could not claim that his complaint to the NLRB was responsible for Petrillo's sudden action but that it might have been a factor. Meanwhile, "Information Please," which has had to forego all musical questions over MBS this season, is expected to pick up that nature of its old format tonight at 10:30 p.m., EST.

Abbott & Costello Affected

Another co-op show which immediately announced it will resume music is the "Abbott & Costello" program, Wednesday nights, on ABC. It has been using a choral group but will institute a 25-piece orchestra next week. ABC's "Headline Edition" will also use musical bridges.

CBS has at least three co-op shows which are definitely affected by Petrillo's action. Most outstanding is probably the Joan Davis stanza which has been using a choral group. Two others are "Winner Take All," a daily afternoon, and "Hawk Larabee," a Saturday night half-hour show.

MBS has the greatest number of co-op's although some of them, because of format, were never hampered by Petrillo's ban. The two Mutual shows most affected were "Information Please" and "Meet Me At Parky's." AFM's latest announcement means practically nothing at NBC from the standpoint of present co-ops on the web.

Present and future impact of Petrillo's decision to lift the co-op music ban is unlimited. First and foremost, of course, is the reason as to why he made such a decision, which possibly would constitute a variety of things. Secondly, co-op shows have been increasing like a house afire for the last two years despite the barrier over the musical door. Now that co-ops can use music, the sky may be the limit.

L. I. U. Names Kessler

A. E. Kessler, public relations director for United States Television, has been named public relations consultant to the Long Island University Alumni Association by Jerome Katz, president of the association and former Lt. Commander in the Navy.

★ AGENCY NEWSCAST ★

WILLIAM ESTY has been elected chairman of the board of the agency bearing his name. Simultaneously, it was announced that James J. Houlihan has been elevated to the presidency of the organization, while William L. Young, Thomas C. Butcher and Charles F. Junod have been named vice-presidents.

W. DOUGLAS HUMPHRIES, formerly of Kenyon & Eckhardt, Inc., has joined the copy department of the New York office of Maxon, Inc. Humphries previously was associated with Grant Advertising, J. M. Mathes, and McCann-Erickson.

VETERANS OF FOREIGN WARS has announced it will sponsor, a 13-week radio series on 500 stations across the country. Series will be produced and distributed by VFW's agency, Robert J. Enders Advertising of Washington, D. C. Enders produced a similar 13-week series for VFW last Spring.

PARIS & PEART has been appointed by Sarra, Inc., commercial photographers, sound slide film and motion picture producers. A campaign will be released in February 1948. Rene Harris is executive on the account.

INS Appoints R. H. Reid Head Of Tele Department

Appointment of Robert H. Reid as manager of the television department of International News Service and International News Photos was announced this week by F. J. Nicht, general sales manager of King Features Syndicate.

Reid, who joined the INS sales department in 1940, has for the last year been assistant sales manager of the service. He will continue in this capacity in addition to his television duties, reporting to B. A. Caparell, sales manager of INS.

FM Converters, Ready

Seven FM converters, for attaching to AM sets, and FM receivers selling for about \$40 will be on dealers' shelves within the next 60 to 90 days, it was reported this week by Bill Bailey, FMA executive director, speaking to radio dealers in Akron, Ohio. Bailey said that FM converters on the market are on the increase and that a large mail order house shortly will offer a \$29.50 combination converter and FM receiver with a three-inch speaker.

AMERICAN MARKETING ASSOCIATION will hold its regular mid-winter convention at De Paul University and the Sheraton Hotel in Chicago, Monday and Tuesday, December 29 and 30, 1947. This is an annual meeting scheduled especially during the holiday season in conjunction with the American Economic Association and allied Social Science groups for the convenience of the many educators in colleges and universities throughout the nation who are members of the Association.

KOL-Seattle, Wash., has appointed Headley-Reed Company its national representatives, effective immediately. KOL is an independent station operating with 5,000 watts on 1300 kc.

WGAT, UTICA, N. Y., announces the appointment of T. L. Curtis Advertising Agency of that city.

BRISTOL-MYERS has appointed McCann-Erickson's office in Buenos Aires to handle the advertising of Mum deodorant in Argentina.

FACE CONTOUR COSMETICS has named the William Warren Agency, Stevens P. Jackson, account executive. Radio and magazines will be used.

Selling Plan Evolved Around Radio Show

(Continued from Page 1)

broadcast. Promotion often lends carnival atmosphere to the show. In Lawton, Okla., Mayor George Hutchins agreed to remove his shirt and have it washed, dried and ironed. Photo of the official in his partial disrobement was carried by the local paper. One Texas dealer cashed in on the show by inviting prospects to his store to hear the program being staged by another dealer in a nearby town.

Stations Listed

Stations which have carried the "Wash on the Air" include WRR, Dallas; KCBBD, Lubbock, Tex.; KWFT, Wichita Falls, Tex.; WACO, Waco, Tex.; KCRC, Enid, Okla.; KSWO, Lawton, Okla.; KADA, Ada, Okla.; KBIX, Muskogee, Okla.; KOME, Tulsa; WBAP, Ft. Worth; WKBB, Dubuque; WOC, Davenport; KSWI, Council Bluffs; KFOR, Lincoln; KSCJ, Sioux City; KFEQ, St. Joseph, Mo.; KOIL, Omaha, and WHB, Kansas City, Mo.

Stork News

A daughter, their third child, Donna Claire, was born to the Douglases (CBS) Edwards on November 22 at Park East Hospital. Edwards is reporter on CBS "Morning News Roundup" and "Wendy Warren And The News."



STILL GOING PLACES!

When you lay the yardstick on any station's effectiveness, don't forget to measure old and faithful clients. KQV has been carrying spots for a Pittsburgh furniture outlet for 17 years. The company uses radio exclusively and almost all of its air dollars have been invested in the tremendous value you get in KQV's highly buy-minded audience and far-famed aggressiveness. KQV keeps going places, and so do its advertisers!

WE ARE THE **1st** AMERICA!
WCTA ANDALUSIA ALABAMA
 *ALPHABETICALLY... Full Time

IN CLEVELAND IT'S
WHK

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
 Basic Mutual Network... Mail Reps. WEED & CO.

LOS ANGELES

By RALPH WILK

THIRD anniversary of Finley Transcriptions, Inc., Los Angeles, was announced by Larry Finley, president. In celebration, he pointed out the consistent growth of the program packaging company, a gradual expansion that has placed it among the leading radio show producing firms in the country. During this period Finley enterprises have scored added recognition by introducing sales and merchandising methods to the industry.

From a nucleus of one, the firm's flagshow and radio veteran, "Myrl and Marge," Finley Transcriptions, Inc., has grown to where it now controls 12 properties, exclusive of six television programs, the latest phase of its expanding operations. One year ago the company's second production, "Flight With Music," was started. Following that, six months ago "Diary of Fate" was put in production. Since then, the company has added nine other shows by acquiring the distribution of three others in association with other outside producers.

Among the productions is Al Jarvis Ideas, Inc., a subsidiary of Finley Transcriptions, Inc., formed in partnership with Al Jarvis, who contributes two items in one, Jarvis' own "Can You Tie That," a 30-minute critique on discs with authoritative guests. Package includes shipment of the subject recording in each edition. Twenty-six are immediately available. Also, "Squacky Mulligan," a 15-minute kiddie program featuring ventriloquist Jarvis and a "talking" cat in a factor-for-good idea, of which 130 shows for a 26-week series are now available.

While Clele Roberts, KMPC's director of public affairs, covers the news situation in Tokyo, Korea and the Philippines, he will write a series of articles on conditions over there for International News Service. Roberts planned to Tokyo two weeks ago where he is recording special broadcasts for G. A. Richards' three radio stations: WJR, Detroit; WGAR, Cleveland; and KMPC, Los Angeles.

Lasley, KPO, To NBC, Chicago

Chicago—I. E. Showerman, NBC vice-president in charge of the central division, announces that David Lasley, advertising and promotion manager of KPO and NBC in San Francisco, has been named to the same position for the central division, effective immediately. Lasley succeeds Emmons Carlson, who recently retired as advertising and promotion manager.

WPDQ's TIME-BUYERS JACK POT

THIS WEEK'S WINNER
BILL SMITH
BUCHANAN & CO.

Next Week ? ? ? ?



Windy City Wordage. . . !

● ● ● Santa came to town last Saturday, on a huge float in the annual State Street Council parade marking the start of the holiday season, and the event was aired over WGN from a stand set up on the line of march, with Bill O'Connor at the mike. . . Claude Kirschner, announcer on ABC's "Ladies Be Seated" program and free lance man about town, will forsake bachelorhood Saturday (Nov. 29) when he will marry Ruth Rose, non-pro, at Riverside, Ill., and will take a quick two-day honeymoon, then back to the grid Monday. . . Association of Women Broadcasters of the NAB, midwest region, will meet in Chicago December 12, 13 and 14. . . Amateur radio actors will try out for WBEM's "That Men May Live" in general auditions to be held December 3, 4 and 5, and those selected will become members of the Junior League Radio Theater. Show returns to the air December 13 for another season of dramatic productions which will define the work done by the Chicago Council of Social Agencies.

★ ★ ★
● ● ● Next Sunday's broadcast of the Northwestern University's "Reviewing Stand" over Mutual should be exceptionally interesting. Speakers will include Lauritz Melchior, Met Opera tenor, now on tour; Eddy Howard, band leader and singer; Louis G. LaMair, president of the American Music Conference and of Lyon & Healy, and Earl Bigelow, chairman of the department of theory, School of Music, Northwestern U., with Robert E. Buchanan, show's director, as moderator. Buchanan and Myrtle Stahl, director of educational programs for WGN, will leave for New York December 3 to prepare for "The Reviewing Stand" to originate in the studios of WOR, New York, on December 7, then to Boston for the broadcast of the December 14 show, over WNAC.

★ ★ ★
● ● ● Lyon & Healy started a new program yesterday over WENR. It was a full hour show on Thanksgiving Day and on Tuesdays thereafter will be heard from 9:30 to 10 p.m. Show will be written by Bill Adams, announced by Jack Lester, and produced by Hunter Reynolds. . . Jack Smith, CBS and Capitol records singer now appearing at the Oriental Theater (his first theater appearance anywhere), at a press party last week proved himself a likable chap and genuinely interested in the plan to bring war orphans to the United States. . . Members of the Doctors of Harmony quartet, from Elkhart, Ind., winner of the 1947 International Barber Shop Quartet award, left for Hollywood early this week to appear Thanksgiving Day on the Elgin Watch Co.'s "Two Hours of Stars" program over CBS.

★ ★ ★
● ● ● Norman Kraeft, whose kiddie disc show is aired over WENR on Saturdays at 4:30 p.m., has developed a clever promotion stunt. Kraeft asks his listeners, ranging in age from 3 to 13, to submit their artistic impression of a folk character celebrated in song each week, and awards six albums in which the character appears for the six most original drawings sent in. Last week more than 800 pictures of Rumpelstiltskin were received.

★ ★ ★
● ● ● Bob Diller, WIND's sports commentator who performed the remarkable feat of predicting the winners of 36 national league football games in a row, did it again last week when he picked five out of five, bringing his total of correct guesses to 41—a score of 100 per cent. . . WEAW, Evanston, Ill. FM station, received an acceptable Thanksgiving present when Bob Miller's Country Fare, North Shore restaurant, signed to sponsor the entire 1948 season of Northwestern U. and Evanston high school football game broadcasts. WEAW now has 60 sponsors on 52-week contracts, and more than 50 of these have never before used any kind of radio, which indicates the opening of a new radio market.

HAWAII

By JOHN WILLIAMS

CO-OPERATION of all Hawaii's stations is playing leading role in National Guard's drive here for recruits, according to Col. Henry Putnam; P.I.O. Features are Paul White man's weekly ABC show "America On Stage" via KULA, Honolulu, and Martin Block's Party via KHON and Aloha Network outlets. All station give free spots. KMVI on Maui, KTOH on Kauai, and KIPA at Hilo are airing weekly "National Guardian News." So far Hawaii has 1,253 recruits or 238 more than quota assigned by National Headquarters, which ranks Hawaii with first dozen States—Paul Frank, of Weed & Co.'s New York office, is vacationing at Royal Hawaiian Hotel on the beach at Waikiki. He says that the air cruise from New York to here is really something.

Various eastern FM stations are being heard by listeners here. One first listener, using a Hallicrafters S-27, on Nov. 17 logged the following stations "very strongly" in the 40 to FM frequency band between 44 to 66 MHz in daylight hours from 9:30 noon, Hawaiian standard time:

Chicago: WBEZ, WEFM, and WGNB; Binghamton, N. Y.: WNEB; Alpine, N. J.: Armstrong's experimental stations, W2XMM; Boston, Mass.: WBZ-FM and WGTR; and Philadelphia, Penn.: WFIL-FM.

Lindsay Spight, vice-president John Blair & Co., and manager their San Francisco office, has made several weeks' survey of KHON at Aloha Broadcasting System network, and market for which Blair now a national agent. ABS, Mutual outlet here, includes besides KHON Honolulu, KTOH (island of Kauai), KMVI (island of Maui), and KII (island of Hawaii). Spight says there'll be immediate increased programming on ABS network basis.

Mary Appel, field staff director for C. E. Hooper, Inc., of New York, completed a survey of local conditions and hired staff for Hooper office here.

Pan-American Airways will sponsor broadcast of Shrine football game between Fresno State College and University of Hawaii at Honolulu Stadium on Dec. 6.

Wedding Bells

Riki Englander and Hal Kosut will be married on Thanksgiving Eve. After a short trip through New England they will settle in Torrington, Conn. where Mr. Kosut will be on the staff of WLCR, new independent station going on the air in the early part of December.

Typical "CINDERELLA WEEKEND"

Stork Club—Billy Rose's Diamond Horseshoe—Monte Carlo—"Harvey"—licetime of 1948—plus a suite at the Sheraton—appointment with Charles of the Ritz—White Turkey Restaurant and more.
V.I.P., Inc. 1775 E'way, N. Y.

Station Grosses In '47 Up, Says NAB Report

(Continued from Page 1)
On the first nine months operation in 1946 and 1947. The study—based on experience of a sample of the NAB membership—does not reflect the experience of stations which came on the air after January 1, 1946.

The increase in gross for large stations (7,500 to 50,000 watts) was seven per cent, on the average. For stations in the 500 to 5,000 watts range the increase was six per cent, while for the less powerful stations it was five per cent.

Experience reported for the large stations ranged from an eight per cent decrease to a 35 per cent increase, for the medium stations from a drop of 14 per cent to a jump of 14 per cent and for the small stations from a falling off of 12 per cent to a 43 per cent increase.

Among the causes for the differences were increased community acceptance, time rate changes, greater sales, changed sales policies, network affiliation and management changes.

As to operating costs, the average reported was eight per cent for the big stations, 11 per cent for the medium stations and five per cent for the smalls. These averages were compiled from reports ranging from a seven per cent decrease to an increase in costs of 66 per cent.

Increased wage demands and FM operation costs were the most important factors mentioned here.

Dr. Kenneth Baker, NAB research head, said the study shows that "if the overall increase in gross revenue found in the sample were to be projected to the entire industry, it would seem that the 1947 non-network gross revenue would be in the neighborhood of \$275,000,000. This figure would be comparable to the \$241,000,000 reported recently by the FCC for 1946.

"Since the 1947 figure applies to more than 1400 stations, while in 1946 there were only 953, these estimates indicate that the trend toward lower profits reported by the FCC in its analysis of the 1946 financial statements of licensees may be continued into 1947."

Polish Series On WCBS-TV

WCBS-TV concluded a deal this week with Film Polsky, Polish movie production firm, to air a weekly series of newsreels and documentaries.

First of the films, a 20-minute documentary on the reconstruction of Warsaw, one of Europe's most heavily devastated cities, was aired last night.

Army Broadcasters Expand Operations In Hawaiian Is.

Honolulu—Established as an experiment in May this year by Armed Forces Radio Service, station WVTZ at Ft. Shafter, headquarters of AGFPA's new Honolulu, Hawaii, has expanded its transmissions so that, besides Army, it now serves Navy, Marine Corps, and Army Air Force listeners.

WVTZ's control rooms and studios for live shows are 100 ft. underground in solid rock, air-conditioned and furnished with latest equipment and facilities for staff. Programs are sent by direct lines to three separate transmitters which re-transmit via AC carrier system.

Coverage Complete

Three points are: (1) Ft. Shafter (1220 kc.) which serves 147th General Hospital, Hawaiian Signal Service Depot, and Hawaiian Ordnance; (2) Schofield Barracks (1340 kc.), 22 miles distant, which serves the Army's main barracks and air force setup at nearby Wheeler Field, and (3) Hickam Field (1290 kc.), 5 miles away, which serves air force and Army units at Hickam, Ft. Kamehameha and Sand Island, and Navy units at Pearl Harbor, Submarine Base, Ford Island, and Naval Air Transport Service at John Rodgers Field. And by no means last, the vast extent of Army and Navy housing in the Hickam-Pearl Harbor area. Thus, the far flung installation points of both Army and Navy are completely covered.

Reception is perfect and transmissions do not interfere with commercial standard broadcasts of five stations in nearby Honolulu. Via Signal Corps issues, Army gives one receiving set to each 50 men. Many men, and of course all service families, have their own sets.

WVTZ has choice of programs from all mainland webs which are transcribed and carefully "de-commercialized" by AFPS at Los Angeles. By direct shortwave from AFPS, L. A., spot news, all big sports events, and special programs like White House talks are aired.

Nix Soap Operas

WVTZ's daily program schedule reads just like any mainland network's with same emphasis on sweet and hot bands, sports, whodunits, quizzes, etc. But soap operas are out.

AL RICKEY, Top Composer-Conductor in the kiddie record field, is composing the original score for Willids Records new kiddie release, STORY OF TOY VILLAGE. Broadway star JULIE HAYDON (GLASS MENAGERIE, TIME OF YOUR LIFE, etc.) has been signed to narrate the story, written by Julie Marvin. Rickey will also conduct.

To satisfy mass of phone calls and letters, "Request Club" hour is aired nightly and deluxe "WVTZ Hit Parade" every Sunday. Favorites are Spike Jones and any hillbilly music plus Jo Stafford, Bing and Dinah, Frankie, etc.

Basic policy of WVTZ is to air high-level programs and to develop listener participation angles. Example: It airs Town Meeting, Chicago Round Table, NBC's University of the Air, but one hour weekly WVTZ originates "Troop Information Program" on which officers and soldiers, who research and assemble facts, discuss topical subjects. Among other live shows are a weekly quiz and "WVTZ Goes Visiting," latter a semi-candid microphone idea which catches service individuals off guard and on duty.

Use Mixed Staff

WVTZ is run by fulltime staff of only six assisted by more than 20 part timers. Officer in charge is Maj. Howard W. Henson, Signal Corps, who says real spark plug is Earl Schaeffer, civilian employee staff manager, who scripts and emcees WVTZ's live shows. Chief announcer is John Sechaas of Peoria, Ill., who served with OWI's radio division in the war. Margaret Paschal, Army dependent and graduate of University of Wisconsin's radio school, is in charge of script and continuity. Announcer-operators are Cpl. Bob Gilbert of Mt. Vernon, N. Y., and Pfc. Ken Arnold of Los Angeles.

Part-time assistants, volunteers without pay in their own time, are service and civilian employees from Army, Navy, Air Force and Marines. They receive training in engineering, announcing, sports, special events, library, etc. Among them are five girls who are "Request Club" jockeys. These volunteers are enthusiastic because they are able to graduate from WVTZ into commercial broadcasting jobs. Their immediate interest, they say, is helping to keep "our own show on the air."

AFRA Indies Gain 21 Of 23 Candidates

(Continued from Page 1)

William P. Adams, both of whom were already on AFRA's local board. Ben Grauer, running on the independent ticket, was the third candidate who was re-elected.

AFRA's new local board, which takes office immediately and serves until Nov. 1, 1948, is as follows. Aetors—Karl Swenson, Carl Eastman, Arnold Moss, Virginia Payne, Ted Osborn, Clayton Collyer, Lucille Wall, Anne Seymour and William P. Adams. Announcers—Ben Grauer, Nelson Case, Dan Seymour, George A. Putnam and Richard S. Stark. Staff Announcer from Independent Station—Joe O'Brien. Singers—Nancy Douglas, Genevieve Rowe, Julie Conway, John Neher, Edwin Lindstrom, Eugene Loewenthal and Ray Charles. Sound Effects Artist—Robert J. Prescott.

Now that the new board has been named, another election by the membership must be held to determine the various officers.

"Sound Off" To Debut On ABC Next Sunday

"Sound Off" with Mark Warnow and his orchestra, debuts a new series on ABC next Sunday, Nov. 30th, (4:30-5 p.m., EST) with Jo Stafford as guest star of the premiere. Program will be presented in co-operation with the U. S. Army Air Force Recruiting Service, through N. W. Ayer, Inc.

Show, which has a music and drama format, also features Glenn Dorian as baritone, and Arno "The Chant" Tanney. Charles Herbert produces.

"Meistersinger" Tomorrow

Wagner's "Die Meistersinger," with Polyna Stoska singing the role of Eva, will be broadcast over ABC tomorrow, starting at 2 p.m., from the stage of the Metropolitan Opera.

Keeping Rates DOWN
and Sponsor's Sales UP
in the Detroit Area!

5,000 WATTS at 800 Kc. MUTUAL **CKLW** J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

IN CLEVELAND IT'S



Education Stressed In New AC Campaign

(Continued from Page 1)
color ad, in the form of an open letter of appreciation to a typical school teacher, in 35 leading magazines during December.

In preparing the "Crisis in Education" project, the Ad Council received extensive cooperation from Samuel C. Gale, ad manager for General Mills, and George Ludcke, director of public services. General Mills network programs devoting announcements to the campaign include Betty Crocker, Woman in White, Today's Children, Story of Holly Sloan, Light of the World, Famous Jury Trials, Lone Ranger, Green Hornet.

Other network advertisers, cooperating under the Council's Radio Allocation Plan, who have carried and are planning to carry radio messages on the importance of the education campaign, are as follows: Swift & Company; Kellogg Company; Quaker Oats Company; American Tobacco Company; Bristol-Myers Company; American Oil Co.; Carter Products Company; R. J. Reynolds Tobacco Company; General Foods Corporation; Campbell Soup Company; Colgate-Palmolive-Peet Company; Lever Brothers Co.; American Home Products; Anchor Hocking Glass Corp.; Liggett & Myers Tobacco Company; Prudential Insurance Co. of America; Mail Pouch Tobacco Co.; Mars, Inc.; Skelly Oil Company; Sun Oil Co.; Pure Oil Co.; B. T. Babbitt, Inc.; United Rexall Drug Co.; Standard Brands, Inc.; Eversharp, Inc.; Westinghouse Electric & Mfg. Co.; Universal Match Co.; Sterling Drug, Inc.; Hall Brothers Co.; Borden Co.; Curtis Candy Company; William Wrigley, Jr. Co.; Miles Laboratories; Serutan Co.; Firestone Tire & Rubber Co.; and Pabst Sales Co.

RCA Included

Other advertisers include: Kraft Cheese Co.; International Harvester Co.; Andrew Jergens Co.; Armstrong Cork Co.; The Tont Co.; Texas Co.; American Telephone & Telegraph Co.; Allis-Chalmers Mfg. Co.; Wildroot Company; Radio Corporation of America; Libby, McNeill & Libby; Curtis Publishing Co.; Emerson Drug Co.; Armour & Co.; Gulf Oil Corporation; Electric Auto-Lite Co.; Bowey's, Inc.; Carnation Co.; Fepesdent Co.; Gillette Safety Razor Co.; U. S. Steel Corp.; Chesbrough Mfg. Co.; General Motors Corp.; Williamson Candy Co.; P. Lorillard Co.; Manhattan Soap Co.; Pet Milk Co.; Helbros Watch Co.; Philco Corp.; Ford Motor Co.; Lewis-Howe Co.; Philip Morris Co.; Household Finance Corp.; Ralston-Purina Co.; S. C. Johnson & Sons; Continental

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Back in the late twenties and early thirties, the music business realized a fair-sized market in the so-called 'counter-sellers'. . . . these songs, never of hit proportions, however sold anywhere from 20 to 50 thousand copies, respectively, depending upon the title, decorative and colorful title page and the co-operation of the sales girls behind music counters. . . . the trend in music sales differed with the arrival of 'talkies and sound musicals'. . . . where, in the past, each firm worked simultaneously on a catalogue consisting of the PLUG ballad, a novelty, a comedy song and an instrumental (to suit the needs of vaudeville artists) they now concentrate all their efforts on ONE song at a time. . . . The Sam Fox Music Publishing Co., using up-to-date promotion, interspersed with the 'know-how' of the early methods of songplugging has succeeded in creating a national demand for its music. . . . the firm's "November-Brigadoon-Drive" not only resulted in the song "Almost Like Being in Levo" remaining for 30 weeks on the Peacetime list, but the number also carried other ditties from the musical into the best-seller and most-played categories. . . . namely "There But For You Go I," "Come To Me Bond To Me" and "The Heather On The Hill."

★ ★ ★

● ● ● **Handy Bros., Music Co.**, has published a timely ditty ("Checkin' on the) Freedom Train written by Langston Hughes and Sammy Heyward. . . . Watch some smart sponsor cop a beat and sign the zany Korn Koblbers. . . . this group of musical clowns, heard on NBC and Mutual, from the Flagship in Jersey, are slightly sensash. . . . Art Jarrett, after two years in the mid-west, in Gotham, minus the band, for theaters and radio guetrillings. . . . Since leaving the Emil Coleman orchestra five years ago, Gregory Coleman has prospered as a candy manufacturer. . . . however, for sentimental reasons, Gregory, still one of the finest guitarists in the country, will rejoin his brothers Emil and Adolph (just for the Gotham stint) when the orchestra returns to the Wedgewood Room of the Waldorf-Astoria Hotel in January. . . . Paul Dubov and Gil Mack have just completed a series of 13 documentary ET's for the Boy Scouts of America. . . . Miriam Stern succeeds Sayre Marder as executive secretary of the Songwriters Protective Association. . . . The "Music From The Theater" series, featuring tenorite Frank Coleman and Clarence Fuhrman Orchestra, heard Sundays at 1 p.m., via KYW in Philadelphia, has so high a Hooper, you may look to see it sponsored any edition. . . . Comedian Jack Leonard yaks his Strand Theater audiences with "I just got a definite offer from NBC—to drop dead". . . . Rytvoc has a clever novelty in "Gin Rummy Polka," written by Gladys Shelley, Marvin Kahn and Maurrie Hartman. . . . Cowboy star Pee Wee King, after several years on the "Grand Ole Opry" WSMash hill-billy program, has been signed to star on his own program via WAVE, Louisville, Ky.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—New Columbia Album, "Whistling For You" featuring Fred Lowery definitely a musical treat. . . . especially the "Star Dust," "Caprice Viennols" and "Song of India" sides. . . . Major Records has a winner in its new Christmas Album, "The Story of the Nativity," starring Hester Sondergaard and Roger DeKoven with Walter Hampden the narrator. . . . Last Friday Paul Whiteman, in introducing his guest artist, Joan Brooks on his ABCCommercial, played the Musicraft record she made of the ballad "Seven Days A Week." . . . Perry Como's Victor disk of "When You Were Sweet Sixteen," is nearing the million mark in sales.

State Radio Bureau Increasing Its Staff

(Continued from Page 1)

tions in the radio field to be held in January.

The state bureau will hold an examination for one "Principal State Publicity Agent or program director," with the salary range of \$5,200 to \$6,400. Other positions include Radio Publicity representative, Associate state publicity agent or production supervisor and five openings for radio writers.

Deadline is Dec. 22

Applications for these examinations must be filed with the State Civil Service department in Albany no later than December 22. Application forms will be issued after December 19 and examinations will be conducted during month of January.

Farm Directors Meeting Opens Sunday In Chicago

(Continued from Page 1)

casting Commission; Fergus Murtrie CBC supervisor of farm broadcasts and A. C. Willard, Jr., executive vice president. NAB President Layne Beaty, WBAP, Fort Worth farm editor, has announced.

Beaty says a special feature of the convention will be a television farm show demonstration, staged by Robert B. Childs, WRGB (WGY), Schenectady, N. Y. Station WBKB, Chicago, is furnishing the equipment for the show.

Other speakers on the farm director's rostrum are Roy C. Parks, Ithaca N. Y., "Farm Audience Measurement"; and Harry Downs, Chicago Weather Bureau, "Latest Developments and Prospects for Improved Weather Information Broadcasts."

"Officers for the coming year," Beaty says, "will be announced at our annual banquet Sunday night." Besides Beaty, WBAP, present officer, are: Charles Worcester, WNT, Vice president; Homer Martz, KDKA, secretary-treasurer.

There are approximately 150 NAFTI members from all parts of the United States expected to attend the convention.

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BRIGADOON
MUSIC MONTH
NOVEMBER**

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You'll Want for your Programs

"PEACE OF MIND"

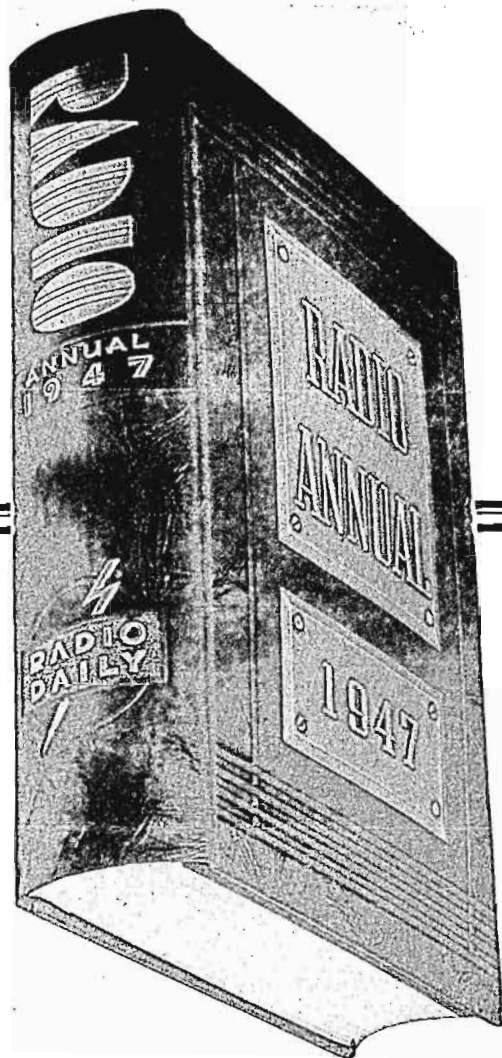
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THE 1948 RADIO ANNUAL WILL INCLUDE A
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— NOW IN INTENSIVE PREPARATION —
SUBSCRIPTION--\$10.00 A YEAR--260 ISSUES RADIO DAILY
PLUS RADIO ANNUAL PLUS SHOWS OF TOMORROW ISSUE

Send in Your Subscription Today

BEHIND THE MIKE

By SID WEISS

PETRILLO notwithstanding, Buck Bubbles are readying their own recording outfit.

Give away on "Miss Hush" contest already up to \$16,000 within a month. Jack Barry's "Daily Dilemmas" is the first of the audience participation shows skedded to do a "remote" from Al Tisich's Lakewood, N. J., winter resort, Laurel-in-the-Pines.

Prettiest hatcherer in town: Dorothy Vedda at the Trouville.

Jack Rourke has an article in the Nov. issue of Movieland on his pal, Rory Calhoun, the bobby-soxers' rage. (Incidentally, that radio commentator in the opening scene of the Columbia picture, "When A Girl Is Beautiful," is none other than our Jack.)

Should a television announcer keep his mouth shut? Win Elliott, who handles the hockey games on CBS for Ford, believes in keeping up the gift of gab and the comments on his work are proving how right he is. There's a lot of speculation about whether the television screen eliminates the need of much explaining by the announcer—but Elliott's performances show that at least in hockey a well-informed and glib announcer is a definite asset.

Armless Veteran Signed For Vocal Buildup On WHN

Sammy Solo, young singer who gained national prominence several weeks ago, has been signed to his first regular radio series by WHN, New York indie. Backed by Joel Herron's ork, he will be heard every Saturday, 4:45 p.m., beginning December 20.

Solo became known following a personal triumph on Arthur Godfrey's Talent Scouts over CBS Nov. 3. An armless war veteran, the singer deliberately concealed his prosthetic appliances in the pockets of his coat while he was on stage so that he could be judged by the audience on the sole basis of his ability as an entertainer.

His voice and personality brought him home ahead of the field and it was not until after the show that members of the audience discovered that their choice was not merely another crooner who liked to keep his hands in his pockets as he sang.

Solo was signed for the 50-kw. Loew outlet by program director Ray Katz. In announcing the series, Katz said he expects the same success for Solo as achieved by another WHN discovery, Vie Damone.

COAST-T-O-COAST

—CONNECTICUT—

DANBURY—"Drummer Man," Victor Zembruski, well known to New Haven and Waterbury audiences for his programs on WELI and WATR, recently started a new series of shows, featuring polka music, over WLAD. . . . **HARTFORD**—John Campion, a member of the control room staff at WDRC, has been transferred to the transmitter operating unit at Bloomfield, replacing Franklin Keeler who has resigned. . . . **MERIDEN**—WMMW will today begin a series of five-minute talks by Ashley Bramall, member of Parliament from Kent, and an expert on German affairs. Bramall will broadcast from London every Monday, Wednesday and Friday at 3:30 p.m., over the station. Broadcast, which is presented through the co-operation of the British Broadcasting Corp., will be presented throughout the Foreign Ministers Conference.

—INDIANA—

COLUMBUS—This Saturday, Graemo Zimmer, WCSI-FM promotion director, will have as his guest on "The Music Makers Club," popular teen-age record program, some of the leading disc jockeys in the middle west, for a roundtable discussion on music. Participating will be jockeys Iln Lounsbury, WHAS, Louisville; Bill Nimo, WLW, Cincinnati; and Paul Roberts, WFEM, Indianapolis. . . . **FORT WAYNE**—As a tribute to the contributors to the Friendship Train when it stopped in this city, WGL presented a special half-hour dramatic program titled, "One Great Heart," the story of Jane Addams and her efforts to bring about world peace during the 1900's. Program was presented "live" with approximately 150 people witnessing the broadcast.

—MASSACHUSETTS—

BOSTON—Starting tomorrow, WCOP will broadcast a new series of children's programs entitled the "Uncle Remus" stories. Jimmy Scribner, one of the country's finest dialect comedians, takes all of the roles and tells the stories to Little Miss Missy, who is really his seven-year-old daughter. . . . **NORTH ADAMS**—WMBN, which will soon begin operations here, has appointed two announcer-engineers to its staff. They are Benjamin A. Hubley, formerly with WHOB, Gardner, and David Tobak, Army Signal Corps veteran. . . . **HOLYOKE**—"Holyoke Speaks," a new program aimed at acquainting the public with this city's business, industrial, civic and governmental figures and activities, is being aired over WBYN. Show is presented in co-operation with the Holyoke Chamber of Commerce.

—MINNESOTA—

MINNEAPOLIS—Spearheading a 1948 drive against juvenile delinquency in this state, WCCO and the Minnesota Radio Council are presenting a series of four documentary radio studies of the youth problem within the state. Each program will serve as the basis for a definite follow-up activity involving representatives of 20 civic and service organizations, most of these state-wide or national

groups. Mrs. George B. Palmer, chairman of the Youth Conservation Committee of the Minnesota Radio Council has announced that Community Boards, made up of WCCO personnel and representatives of those 20 organizations, have already been established in this city, St. Paul, St. Cloud, Mankato and Duluth, to work on the project. . . . New disc jockey show on KSTP is "Small Fry Serenade," with three members of the very young set (8-11) choosing the records. Among the three young spinners is John X. Sherman, Jr., son of the Sunday Tribune's music critic.

NORTH CAROLINA—**JACKSONVILLE**—WJNC is observing its second anniversary to-night at 8:00 p.m., with a radio program originating from the Jacksonville High School auditorium. After the broadcast the station will carry the first portion of a Minstrel Show to be sponsored for the benefit of underprivileged children and put on by the Jacksonville Kiwanis Club. . . . **CHARLOTTE**—Kurt "Heartaches" Webster, WBT's disc jockey on the Midnight Dancing Party program on that station, was asked to speak at the Kiwanis luncheon telling this group of businessmen about the program's phenomenal success; describing the currently popular "businessman's bounce" in music and answering questions as to records, artists, audience response, etc.

—MICHIGAN—

DETROIT—"Bop Bop Sizzle" is the theme for "Harlem On Parade," nightly half-hour disc jockey sessions, conducted by Van Douglas, one of the first sepiac pitter spinners in the Midwest. Title was submitted by Edward Leonard, who won first prize in the contest to name the program's theme. . . . Recent visitors on 12-year-old Davey Field's disc jockey show over WGFJ were Uncle Remus, the Great Gildersleeve and Margaret O'Brien. Davey handles everything on the show, ad libbing his comments to his juvenile audience. His amazing poise and ease is a direct result of his work in Civic Theater groups in this city ever since he was a tiny tot.

New "Bowl" Game On WGAR

Cleveland—WGAR, Cleveland, has obtained exclusive rights to the first "Great Lakes Bowl" football game scheduled for Dec. 6 at the Cleveland Stadium. This game, first in the new post-season series, brings together the football teams of Kentucky and Villanova. Van Patrick, who handled the "College Game of the Week" series during the current series, will do play by play. Sponsor is Texaco, who also sponsored the "Game of the Week."

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BY
MANNING'S DELIVERY SERVICE
A SPECIALIZED MESSENGER
AND DELIVERY SERVICE
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PROMOTION

Use Survey Figures

Complete breakdown of BMB's audience analysis for WKBN and a report by the Youngstown Chamber of Commerce are incorporated in a striking three-color, 10 x 12 file folder prepared by the CBS outlet. A four-page black-and-white insert contains analysis of the Youngstown Fall-Winter Report, Oct. 1946-Feb. 1947, of C. E. Hooper, Inc. The two combined offer effective and interesting presentation of the outlet's audience.

Via Window Displays

As a supplement to the spot advertising campaign which is being used to introduce the newest Colgate Palmolive-Peet product, Ajax Cleanser, to the Texas market, the merchandising and promotion department of KABC, San Antonio, is placing a series of window displays in leading retail outlets in the trade territory. Featuring a central 22 x 28 inch processed display card, in two colors, the window tie-in employs copy theme used in the electrical transcriptions used on the station by Ajax. A large size reproduction of the package and the tag-line "Radio Advertised on KABC" also appear on the card.

G. F. Exec. Is Alumni Head

Robert Buchanan, of General Foods Corp., has just been elected president of the New York Denison University Alumni Association. He succeeds John W. Hundley, assistant director of shortwave broadcasting for CBS.

Send Birthday Greetings To—

November 28
Frank Black John A. Hewitt
He'len Jesson Elliott Lewis
Reed Lawton Lowell Patton

November 29
Alan Courtney Florence Lake
Margery Knapp Claudia French

November 30
Happy Felton Jack Brinkley
Lillian Stone Noel Corbett

December 1
Ray Henderson Mary Martin
Patricia Ryan Dave Zimmerman
Ted Hammerstein B. S. Bercovici
Michael A. Flore

December 2
Bernice Judis Bill Perry
Peter C. Goldmark Ed Burns
Homer Smith Earl Glado

Dorothy Andrews

December 3
Connie Boswell Charlie Pittman
Charles F. McCarthy
Rosaline Greene Lucell Engel

December 4
Bill Slater Larry Rothman
Helen Baylis Isobel Randolph
Charlie Basch Ann Morath
Charles G. Burke

IN CLEVELAND IT'S
WPK